

Sex Appeal Advertising

International Advertising and the Use of the Sex Appeal - Katie Hunt 2003

Behavioral Effects of Sex Appeals in Advertising. Advertising Bruno Banani To German and Indian Buyers - Lars Schaefer
2021-10-27

Seminar paper from the year 2021 in the subject Social Studies (General), grade: 1,8, University of Applied Sciences Worms, language: English, abstract: The proposed study is to show how people in Germany and India receive the sexual appeal of Bruno Banani's advertisements and what the effect on the viewer is. This leads to the main question of this research, which is how people respond to the sexual appeals in advertisements and how it affects their purchasing behavior. To answer this

question, the author is going to analyze the market of Bruno Banani products and customer needs. Several studies already concluded that using sexual appeals seems to be most effective when sexuality is related to the product itself. *Sex in Advertising* - Tom Reichert 2014-04-04

Sex in Advertising: Perspectives on the Erotic Appeal is the first book to thoroughly tackle important issues about sex in advertising. What is it? Does it work? How does it affect individuals and society? Well-respected scholars and popular writers answer these questions as they address the following issues associated with sex in today's advertising environment: gender differences and representation, unintended social effects, subliminal embeds, appeals to the homosexual community, and

new media. The book contains a blend of perspectives, including original experimental studies, interpretive and historical analyses, and cultural critiques. The definitive source on sex in advertising, this book: *is centralized around a singular theme: Understanding how sex in advertising appeals work and why they are so prevalent; *includes multiple perspectives to capture the richness of sexual appeals; *brings together viewpoints from both well-known scholars and writers; *provides a wealth of ideas and research questions for those interested in the topic; and *contains discussions of sex in advertising from its roots in the 1700s to online advertising today and beyond. The book is must reading for advertising and gender researchers, scholars, and students. Anyone interested in mass media, consumer psychology, and popular culture will find this book an essential resource.

Sex Appeal in Print Advertising

- Patricia Marie Hawley 2004

Advertising and Chinese

Society - Hong Cheng 2009

This book examines the social, psychological, legal, and ethical impact - perceived or proven - that may result from advertising in the booming Chinese market. The book provides readers with an understanding of the two-way relationship between advertising and Chinese society. Major issues addressed include rising consumerism, consumers' attitudes towards advertising and reactions to advertising appeals, cultural messages conveyed in advertisements, gender representations, sex appeal, offensive advertising, advertising law and regulation, advertising to children and adolescents, symbolic meanings of advertisements, public service advertising, and new media advertising and its social impact. Advertising and Chinese Society resorts to a variety of research techniques including content analysis, survey, experiment, semiotic analysis, and secondary data analysis. The book will enhance

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the sensitivity of scholars and practitioners interested in Chinese advertising and its social ramifications.

The Influence of Advertisements Containing Sex Appeal on College Students' Attitudes to the Product - Staci Lauren Belcher 2003

Sex Appeal - Steven Heller 2000-03-01

In this first book to seriously examine the use and/or abuse of sex and innuendo in the mass media, interviews with leading figures in mainstream marketing focus on sex and innuendo, from the so-called satiric pornography of Calvin Klein ads and the muscle men and women hawking Evian water, to the sensual allure used in graphic and advertising design in music, art, film, packaging, and publishing. *Subliminal Sexual Appeal in Advertising* - Thato Mabena 2016

Advertising companies make use of sexual appeal in advertising using subliminal sex, and thus influencing the

modern trait of using sex appeal in advertising campaigns. This research looks at the way that modern advertisers use sexual appealing photographic imagery to sell their products.

Sex Appeal in Thai Advertising Film - Patikarn Chuenchomeboon 2010

Investigating the Use of Sex in Media Promotion and Advertising - Tom Reichert 2019-01-15

The latest scholarship on one of today's most pressing issues Today, it is obvious that sexual content is a prevalent aspect of the media and that the intensity of this content has increased in recent years. Less obvious, however, are the direct effects the strategic use of sexual content has on audiences. Investigating the Use of Sex in Media Promotion and Advertising presents the latest scholarship on the role of sex in the most common media outlets—television programming, radio “shock jocks,” music videos, magazines, and advertising.

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The eye-opening contributions from over a dozen recognized experts in the field provide useful empirical evidence on media-conveyed sexual stimuli and look toward moving the public dialogue on sex in the media further along. Often, opinions regarding sex in the media have little or no scientific grounding and even when scientific-grounded arguments are offered, they suffer from wide gaps in research-based knowledge. Investigating the Use of Sex in Media Promotion and Advertising is the important compilation that fills these knowledge gaps. In delving into this pressing issue, it not only offers timely findings that provide an indication of the nature, prevalence, and effects of sexual information when used as a promotional tool, but suggests new directions for the study of sex and media as well. This informative text is also extensively referenced and features numerous tables to clearly present research data. Chapters in Investigating the Use of Sex in Media Promotion

and Advertising examine: the nature and extent of sexually appealing newscasters primarily on cable news programs commentary and camera angles of women's sporting events in the 2004 Summer Olympic Games the efficacy of both sexual content and sexual self-schema on consumers' attitudes toward promotional announcements, advertised programs, viewing intention, and self-reported arousal the history and content analysis of "shock jock" radio like the Howard Stern and the Bob & Tom shows the relationship among sexual content in music videos, viewer enjoyment, and actual product purchase intention Maxim magazine's cover formula and the competitive response from other men's lifestyle magazines the efficacy of men's magazines' sexual cover models on consumer outcome variables, including interest and purchase intention an international perspective of nudity in advertising in magazines versus on television a case study of the sexual

appeals used in several billboard ads for the Hard Rock Hotel and Casino in Las Vegas and much more! Filled with insightful and groundbreaking information, *Investigating the Use of Sex in Media Promotion and Advertising* is a vital resource for advertising and media professionals as well as educators and upper-level and graduate students in media, communications, and advertising programs.

Comparison of attitudes toward sex appeal ads between Korean and American students - In-Jin Kim 1992

The Effects of Using Sex Appeal in Print Advertising - Gregory Chan 1984

Marketing at the Confluence between Entertainment and Analytics - Patricia Rossi
2017-04-29

This volume presents the full proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress held in Paris, France. It contains current research in marketing from academics,

scholars, and practitioners from around the world. Focusing on advancing marketing theory and practice, this volume will help marketers to move forward in providing value for companies, consumers, and society.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*.

Volumes are edited by leading

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scholars and practitioners across a wide range of subject areas in marketing science. *The Erotic History of Advertising* - Tom Reichert 2003
Despite polls indicating the public would like to see less sex in advertising, Americans don't mean what they say, according to this exploration of erotic ads across the decades. Illustrations throughout. *Converging Consumer Culture* - Wai Kei Vickie Ho 2008
Sex Appeal Within Advertising - Kammi Lindaman 2003
Sex Appeal in Advertising -

2019

The Effects of Sex Appeal Advertising on Thai Consumers' Emotional and Behavioral Responses - Arpavadee Visetbhakdi 2010

Effects of Institutional Change Towards Modernization on Consumer's Responses to Sex-appeal Advertising - Wing Chi Chow 2008

An Experimental Study on the Impact of Sex Appeal in Advertising Combining Autonomic and Cognitive Responses - Barbro Elisabeth Holgerson 1981

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