

## GRSJ 300: Culture Jam Assignment

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This advertisement is for a lady leg and body epilator by Braun. An epilator works in similar waves as an electric shaver, however, it works by plucking the hairs from the human body at the root therefore leaving an arguably cleaner shave. Although this advertisement should be showcasing the ease of shaving or the level of thoroughness of shaving, this advertisement seems to focus on just showing beautiful, skinny, otherwise conventionally attractive legs. We are made to see the ideal 'after' result without seeing the effectiveness of the product itself. Without a before and after picture as a part of this ad, we do not gain an understanding of this product's true capability. Many may feel that it is not visibly pleasing to have a picture of women's legs with hair, (as the natural state) due to the social norm that

dictates women should keep their legs hair-free in order to be "beautiful" or "attractive".

However, a product which has the purpose of providing "thorough (and) close shave" that is marketed as "extra gentle on skin" should concentrate on proving such points. Also, why should an ad for a women's shaver focus so heavily on showing a particular body type? There is no correlation between body type or size, and product effectiveness. In fact, shaving is an activity just like taking a shower or brushing our teeth. Therefore, shouldn't the ad use its full space to explain the specific aspects of the shaver which would make for a competitive advantage over other brands in the current market?

Hence, I chose to alter the advertisement above to include an example of the 'before and after' of what this epilator can do (hypothetically). This "jammed" version of the ad showcases the technology behind the epilator to help the viewers better understand the product's functionality. More importantly, it takes a pair of women's legs which are not the most skinny or model-like (as on the previous ad), nor is it taken from the best angle. Now it is clear that even with a significant amount of hair which covers nearly the entire surface space of the legs, the Braun Silk-épil can completely remove the hair as to not leave behind "strawberry" or prickly legs. I hope that this can inspire women to be more comfortable of their biological nature to grow hair continuously on their legs and that it is not something to hide from or be ashamed of. In fact, an ad should not strive to hide the natural features of any part of a woman's body; or be sending the wrong message that only clean shaven, and otherwise socially acceptable legs should be exposed to the public. However, advertisements are only truly effective if they understand their customers and their needs. So, in being 'vulnerable' with this advertisement, it will resonate more with their target audience by presumably increasing sales, while helping to boost morale of women. As proven by other campaigns such as Dove's Real Beauty in comparison to Victoria's Secret's Love My Body, consumers are more taken to products that show realism, rather than idealism.

