

Original Advertisement:



IT JUST TASTES BETTER 

IT'LL BLOW YOUR MIND AWAY



\$6.25
MEAL

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

This is an advertisement in Singapore for Burger King's new sandwich called the "BK super seven incher". It depicts a woman staring in shock at a very large sandwich which is being compared to a large penis. The main slogan of the ad is "It'll blow your mind away", in addition to "it just tastes better". In smaller print it states "fill your desire for something, long, juicy... Yearn for more". The intended message of this advertisement is that the seven inch sandwich will "blow your mind" *as should* a seven inch penis.

This advertisement attempts to appeal mainly to the male heterosexual population, in that it compares the size of the sandwich to a large penis entering a woman's mouth. The model in the ad is certainly not having a pleasant time enjoying a sandwich in a restaurant. Instead, according to her facial expression, she seems shocked, however not in a positive way, rather, frightened and forced into a situation she does not desire—sexual assault. Additionally, the woman used in the ad is blonde, with a fair complexion. This speaks to idea that society's "optimal", "attractive" female is Caucasian, with blonde hair, blue eyes, and a fair complexion. Although some women wear red lipstick as their daily "look", it can often be associated with promiscuity and hyper sexuality.

In regards to the wording used in the article, the term "blow your mind" was taken out of context as it describes oral sex. The word "blow" has often been used to describe the act taking place during oral sex, performed on a man, known as a "blowjob". The words that were chosen to describe the sandwich as "long and juicy" can also be thought of in a sexual manner to describe a penis. The phrase to "yearn for more", in reference to the sandwich can be perceived as yearning for more of this large penis, and that the consumer will desire more.

This advertisement is extremely sexist and misogynistic. It is not an effective ad, especially from a woman's perspective: it is disgusting and frankly makes this sandwich unappetizing, comparing food to a human body part to consume. This advertisement portrays the wrong message to viewers, that it is acceptable to sexually assault a woman, spinning it in a way that claims the woman desires this, is not forced upon her, and will "blow her mind away" in a positive manner. Additionally, oral sex performed on a man, is typically something that would "blow his mind" rather than the woman performing the act, therefore to have a woman depicted in the advertisement sends a confusing message.

Altered Advertisement:

For this ad to be deemed non-sexual, it would require some changes. This can be corrected by removing the female model from it entirely, to ensure the sandwich is not mimicking a penis forcefully shoved into a woman's mouth.



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With a simple fix of removing the model, the advertisement already appears more appealing, even if one were to leave the wording. Thus, the phrase “it will blow your mind”, “long and juicy”, “yearn for more” and “it just tastes better” will not be associated with oral sex or a penis, rather, just the idea that the food chain has created an abnormally long sandwich for the consumer to enjoy.

Alternatively, to alter this advertisement one step further and ensure it remains persuasive while reaching their target audience, Burger King could compare the sandwich size to a host of other objects, in a non-sexual manner. This can be achieved by simply placing the sandwich in a focused foreground, while an employee or customer (which does not have to be a female) holds the sandwich near their head in the background. In this altered ad, it is still possible for the consumer to understand how large the sandwich is, in comparison to one’s head for instance. The below image which I have manipulated from a subway ad into a Burger King ad, provides a good example of this. One can also note that it would not be required for the model to have such an expression on their face as if they are fearfully shocked, rather, a pleasant look of shock, excitement, or happiness may attract more of both genders. By making either of these alterations, a woman is no longer sexualized in the advertisement.

Before:



After:



(image retrieved from <http://metro.co.uk/2015/10/20/subways-footlong-sandwiches-will-now-actually-be-12-inches-long-5451840/> ; edited by Sarah Gutri (2017))

The second image provides another example of this idea as well.

Before:



After:



(image retrieved from <http://www.nydailynews.com/life-style/health/study-subway-no-healthier-mcdonald-article-1.1340434> ; edited by Sarah Gutri (2017))