

## Original Advertisement

IF THEY TONE THEIR BODY WITH YOU, BUT ENJOY IT WITH SOMEBODY ELSE, THEY ARE SEEING YOU WITH *braids*.

WWW.MENWITHBRAIDS.COM.MX

STOP BEING A FRIEND AND START BEING A MAN

Axe is a body-care/grooming brand primarily targeting younger men. Historically, Axe has controversially used advertising techniques that demeaned and objectified women by displaying women as sex objects prone to sleeping with men wearing Axe body spray (Naulls, 2020). This ad, a part of Axe's Men with Braids campaign, clearly objectifies men and women simultaneously. In my culture jam I will tackle the two messages Axe is broadcasting: "Women's bodies are solely useful for sex" and "Men viewing women as anything other than sex objects result in their 'manhood' being taken away".

The top text, "IF THEY TONE THEIR BODY WITH YOU, **BUT ENJOY IT WITH SOMEONE ELSE**, THEY ARE SEEING YOU WITH BRAIDS", indirectly states that a woman's body is something to only be enjoyed sexually with a man. This ad also implies women are incapable of appreciating their own body. Finally, this further implies women solely exercise for sexual performance and get no enjoyment out of their own body through exercise, health benefits, etc. This statement also implies women as unintelligent

creatures incapable of viewing their male friends, as well as other men they are not engaging in sexual relations with, as “male”.

The bottom text, “STOP BEING A FRIEND AND START BEING A MAN” directly states that men befriending women/socially engaging with women without seeking sex strips them from their “manhood”. The photoshopped braids on the man further push this narrative. Although I may be overlooking this, I believe the “braid” hairstyle was chosen deliberately to show the man as being childish or silly. To elaborate, I believe Axe is trying to show that the man is silly to not be pursuing sex with his friend/workout partner.

Jammed Ad

IF THEY TONE THEIR BODY WITH YOU, BUT HAVE SEX WITH SOMEBODY ELSE, THEY ARE INCAPABLE OF SEEING YOU AS A MAN

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STOP BEING A FRIEND AND START VIEWING WOMAN AS SEXUAL OBJECTS



The first thing I would like to discuss in my culture jammed ad, and likely what a viewer is to notice first, is the dunce hat I placed over the man. I wanted the viewer to see how silly Axe thought the man was to help his friend workout, despite not engaging in sexual relations with her. To further reinforce this point I added children's toys beside his feet.

My second objective was to illustrate how absurd Axe's caption was. The text which once says "IF THEY TONE THEIR BODY WITH YOU, BUT ENJOY IT WITH SOMEONE ELSE, THEY ARE SEEING YOU WITH BRAIDS" now says "IF THEY TONE THEIR BODY WITH YOU, **BUT HAVE SEX WITH SOMEONE ELSE, THEY ARE INCAPABLE OF SEEING YOU AS A MAN**". I made sure to clarify that Axe is saying women are incapable of seeing men they are not engaging in sexual relations with as men. Axe is insulting their intelligence and individual personalities by saying women almost ONLY care about sex. Essentially Axe is suggesting that women are only interested in men for sexual reasons, and friendship that benefits both parties cannot exist between two different genders.

Finally, I changed the bottom right caption. Axe is clearly saying that men befriending women is a bad move. Instead, Axe would rather see men attempt to sexually pursue all women than have anything resembling a friendship.

Overall, I wanted to exaggerate Axe's claims that men befriending women are "silly", women are incapable of viewing men they are not engaging in sexual relations with as men, and men should sexually pursue all women.

## Sources

Naulls, K. (2020, January 23). The surprising and arguably bizarre evolution of Axe body spray ads.

Retrieved from <https://www.theloop.ca/the-surprising-and-arguably-bizarre-evolution-of-axe-body-spray-ads/>