

nothing fake about 'em.

*"i'm not into phonies. good thing there's nothing fake or phony
in popchips. they only taste like they're bad for you."*

Katy Perry

A full-page advertisement featuring Katy Perry. She is shown from the chest up, wearing a blue and white patterned dress with thin black straps. She has long dark hair with bangs and is looking upwards with a wide, joyful smile. She is holding two identical bags of Popchips, one in each hand. The bags are dark blue with the text "all natural popchips original potato" and an image of several golden-brown potato chips. The background is a solid, vibrant blue. At the bottom left, the slogan "think popped! never fried. never baked." is printed in white.

think popped!
never fried. never baked.

The original ad I've chosen features notable singer Katy Perry promoting Popchips®, a processed potato snack. Popchips® are marketed as a healthier alternative to potato chips and similar snacks. The ad campaign featuring Katy Perry seems to focus on the 'real' and apparently therefore 'healthy' aspect of these snacks, with a subtle sexual undertone. The problems I see with this particular advertisement are threefold: following the 'sex sells' ideology of advertising; promoting a narrow view of health and beauty; and promoting mindless consumerism.

Using sex to sell a snack is, at face value, absurd; sex and snacks generally don't have anything to do with one another. Yet this is a time-proven advertising strategy, as it appeals to peoples' basic inclination towards sex in the hopes that they will associate the advertised snack with the positive emotional/physical response to sexual imagery. To me, this is a lazy move on the advertiser's part, and shows they have a low opinion of their target demographic. Otherwise, they could have come up with an actual selling point for the snacks, instead of resorting to implying they're as authentic as Katy Perry's breasts.

Using Ms. Perry's image to promote the 'healthy' aspect of these snacks is also damaging in that it promotes a singular type of body as healthy and beautiful. That body type is thin and toned, with clear, *white* skin. Even subtle implications of this false concept can be damaging to consumers, especially girls, young women, and women of colour, who are bombarded with this narrow view of the 'ideal' female body every day in Western society.

Finally, this ad features a problem that is almost integral to the advertising industry: the promotion of mindless consumerism, particularly of single-use plastic packaging. Advertisements often seem to want us to buy, buy, buy, without pausing to consider the broader consequences of what we purchase. This ad is no exception.

KATY PERRY'S BOOBS.

DOESN'T THAT MAKE YOU WANT TO BUY THESE CHIPS?

Katy Perry



BUY THEM,
SHEEPLE.

My 'jammed' version of this ad says essentially the same thing as the original ad, however my version does so in a more straightforward manner. Instead of the cutesy "nothing fake about 'em" copy, I've chosen to explicitly reference Ms. Perry's breasts, using crude slang to imply that I'm expecting my target demographic to be crude and crass. In keeping Katy Perry as the model, my version will hopefully make viewers think critically about what the ad is trying to manipulate them into buying by promoting Ms. Perry's conventionally beautiful face and figure. In effect, this turns the original ad's utilization of her on its head; instead of sending the message that this snack will make you beautiful like Katy Perry, my ad subtly screams "Don't fall for it! They're perpetuating the myth of exclusive beauty to con you out of your money!"

I've attempted to further this aggressive truthfulness by replacing the tagline of the original ad, "Think popped! Never fried, never baked" with what I feel is the truly intended message of this ad, "Buy them, sheeple." Sheeple, of course, is a portmanteau combining the words "sheep" and "people," which implies that the people (consumers) in question will mindlessly follow the crowd, as sheep do in a herd. Again, this is intended to provoke critical thought, to hopefully encourage people to consider the fact that they're being manipulated by an advertisement, instead of just buying the advertised product without a second thought.

My version of this ad is intended to be a condemnation of the type of advertising that is aimed at the lowest common denominator. By replacing the sweet, manipulative copy with rude, blunt phrases, I hope to discourage people from consuming without first thinking critically about the product and the messages the advertisers are trying to send, and what the damaging consequences of those messages may be.