

We don't mind if you touch our buns, or breasts, or even our thighs. Whatever you're into, enjoying any Nando's meal with your hands is always recommended.

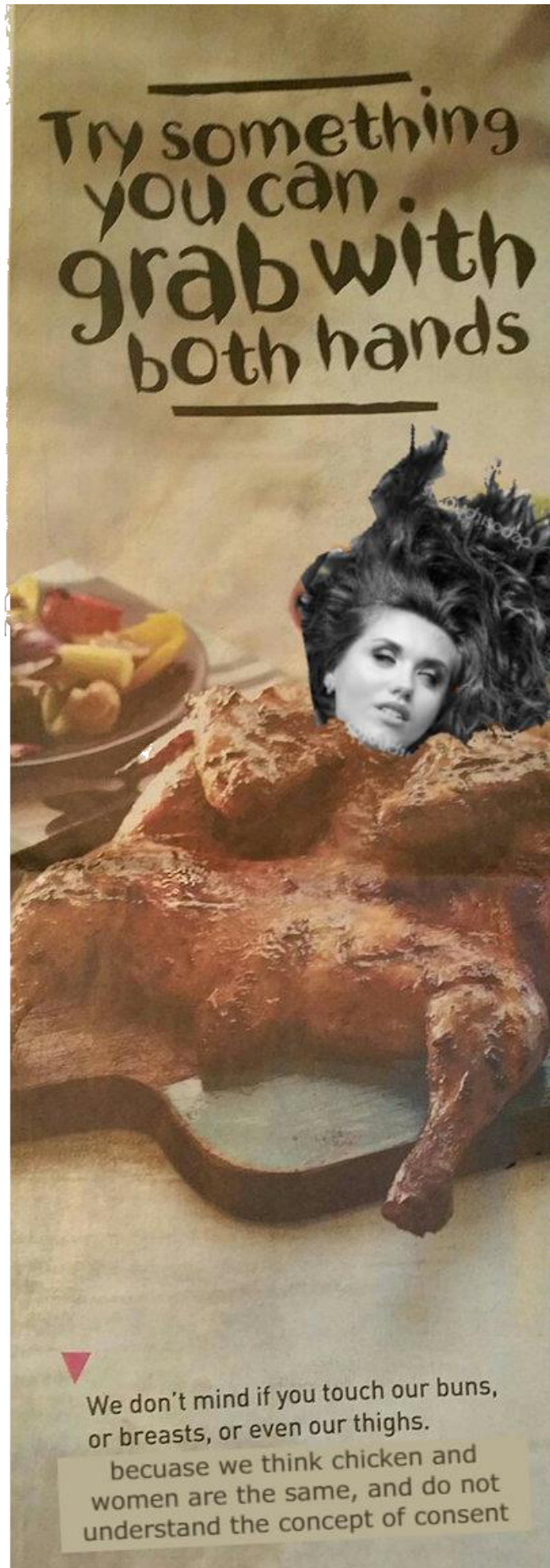
The original advertisement by Nando's, was printed in an Indian newspaper in 2016 and it enraged many. The text, at the bottom, reading 'buns,' 'breasts,' and 'thighs,' is undoubtedly a double-entendre, also referring to those specific body parts of a woman. Therefore, not only does this text objectify women by comparing them to cooked meat, it also has a dangerous outlook at the concept of consent.

The tone of frustration in the text is evident with the specific phrase "we don't mind," thereby suggesting that women who do mind are annoying. This portrays an individual's choice, to not consent to a sexual activity, as irritating or bothersome. This accentuates the patriarchal ideology that women who deny men of pleasure are troublesome. This is again emphasized by the following phrase "Whatever you're into," which is in specific reference to whatever female body part is enjoyed by a man, and it goes back to the infuriating concept that women exist for the sole pleasure of men.

The text at the top of the advertisement, "try something you can grab with both hands," exudes the a tone of dominance, implying that that this is something that you cannot do to a woman (however, it should be) and therefore, you can satisfy that sexual desire by having chicken. This further puts a man's sexual needs and frustrations above a woman's consent.

The image of a full chicken, with the angle of photography, is suggestive of a woman lying down on her back. This furthers the advert's objectification, degradation and oversexualisation of women, as well as playing into the sexual fantasies of submissive women.

Additionally, this explicit sexualisation of women shows that this advertisement is aimed at men. However, that does not make sense, given that chicken is enjoyed by everybody. Therefore, this advertisement is highlighting the highly patriarchal society we live in, where the company does not see targeting only cisgender, straight men as harmful to sales.



The jammed version of the advertisement is the addition of a woman's face on the chicken. This helps visualise the extent of the objectification this advert exudes by showing that it believes a woman and a cooked piece of meat to be one and the same. The sheer absurdity of the jammed image, a woman's head on a chicken's body, helps accentuate the equivalent irrationality of the objectification. Furthermore, the jammed image also highlights the advertisement's subminimal glorification of submissive women, because the addition of a woman's head on top of a piece of meat means that the woman is unable to do anything, which is what this advertisement believes a woman should do.

Furthermore, the added text at the bottom helps emphasize the repulsive message portrayed by the text just preceding it. It emphasizes the underlying tone of frustration the message portrays with having to gain consent for sexual activity. Thereby showing how the advert is using non-consensual sex with supposedly submissive women, as a result idealising rape, to sell food.

This jammed version hopefully indicates the level of absurdity food adverts have reached to, selling the concept of sex, usually to the cis male population, in order to persuade people to buy their food. It is not only infuriating and illogical from an intersectional feminist point of view, but also an economic point of view. They are essentially barring large portions of the population by advertising to cis men, whereas the food in question can be enjoyed by everyone in the population.

This advertisement is quite clearly incorrect when one looks at it at first. However hopefully the jammed advert helps highlight the slightly more hidden messages of oppression such as the glorification of rape, by highlighting the frustration of obtaining consent and the emphasis of submissive women whose purpose is to please men.

**Citations:**

“‘We Don't Mind If You Touch Our Breasts' Nando's Apologises after 'Sexist' Ad Sparks Backlash.” ITV News, 2016, [www.itv.com/news/2016-04-01/we-dont-mind-if-you-touch-our-breasts-nandos-apologises-after-sexist-ad-sparks-backlash/](http://www.itv.com/news/2016-04-01/we-dont-mind-if-you-touch-our-breasts-nandos-apologises-after-sexist-ad-sparks-backlash/).