

The benefit of stereotypes for advertising

[Business](#)



How are agencies getting help to avoid offending consumers, and in your opinion, can these steps truly be helpful? Why or why not?

Answer: Agencies are now turning to formal or informal advisers for help in avoiding to offend customers. Some are also consulting with minority agencies and reaching out to recruit more minority staffers. Yes, I believe that these steps are helpful in reducing offensive stereotypes in advertisements because this kind of research will make agencies more aware of how typically stereotyped groups actually behave.

What information from this article (example of an advertisement, quote or statistic) do you feel could apply to the ad you have chosen? How and why? If it does NOT apply to your ad, how do you think such information will affect you as a consumer the next time you saw an advertisement?

Answer: " If a storyline makes fun of a character, an agency will typically be wary of casting a minority actor in the role for fear of being disrespectful."

This particular quote is not applicable to the Diane Amos and the Pine-Sol ad because even if Amos is made fun of, she is still an effective advertiser of the product. This information will make me more critical of the portrayal of stereotypes in advertisements and will most likely discourage me from purchasing insensitive stereotypical products.

The following is an " inference and conclusion" question: How can our societal myths be based on stereotypes? Choosing one of the ads analyzed in the article, which myths were being generated through the use of stereotype?

Ans: One common societal myth based on stereotypes is that of gay men having a dark side and preying on straight strangers. This stereotype is commonly generated by " macho-istic" products who want to emphasize that
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their brands are for “ real men.” An example of this kind of ad, as mentioned in the article, is the one by Bud Light.