

Analysis of schaeffers new zealand style deck sealant ad

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Analysis Schaeffers New Zealand Style Deck Sealant is a one of its kind ad. It is accessible on Youtube. While the ad is extremely funny and conveysevery quality about the sealant that the manufacturer would like to, the fact that the actor in the ad pronounces ' deck' as ' dick' because of his accent is probably the reason why this hilarious ad is banned on TV and can only be accessed on Youtube (" D*ck Maintenance").

To see the actor speak so overtly about d*ck is jaw-dropping shocking for the audience. He talks about the size, color, texture, age, and other qualities of his d*ck. It is not until the ad shows the picture of Schaeffers New Zealand Style Deck Sealant that the audience happens to understand what the ad is all about.

The ad promotes Schaeffers New Zealand Style Deck Sealant drawing upon its capability to protect a deck from the effects of weather and other environmental factors like rain, moisture, and humidity. The sealant prolongs the life of the deck and protects its color, texture, and strength.

Sexuality and eroticism is the underlying theme of the ad. The actor says that he wouldn't let children get on his d*ck because it was unsafe for them until he applied the sealant on it. He says that even his neighbor knows about his d*ck's strength after it has been protected with sealant and the neighbor gardening down reaffirms his claim.

This ad draws upon men's obsession with their sexual power that is manifested in the health of their private part. The actor says all about his d*ck that any man would want about his private part in terms of color, quality, and strength regardless of age. With a devilish smile on his face, the actor says, " After all, summer time's all about spending time on your d*ck";

it couldn't be funnier!

The reason why makers of the ad put sexuality and eroticism as the underlying theme of the ad is to make the ad memorable for the target audience i. e. men. They know that men are their prime target consumers because construction works are generally executed by men. So they wanted to make an ad that would capture the attention of men and not just that, possibly be the ad that men like to discuss in their gossip in each other's company. The fact that the actor asks his male neighbor to reaffirm the quality of his d*ck suggests that the ad appeals to men regardless of their sexual orientation. This homosexual element of the ad adds cherry atop the cake.

To conclude, the subtle message promoted by the ad of Schaeffers New Zealand Style Deck Sealant is that men should take care of their private part. While this is not the seriously intended message of the ad makers, the ad is purposely made on this theme in order to make it memorable for men who are the target consumers of the sealant. The ad is shockingly and hilariously humorous and definitely deserves to be banned from being broadcast on TV.

Works Cited:

" D*ck Maintenance - Banned Commercial!" Youtube. 17 Sep. 2013. Web. 17 Nov. 2014.

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