

# Free essay about connotation of the zesty guy gets steamy, a tv commercial commen...

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Perhaps one of the most disturbing television commercials shown on air was Kraft's The Zesty Guy Gets Steamy. In this commercial, a handsome, physically fit man carries on with his culinary activity in a subtle yet teasing manner. He speaks in a low, sexy tone and establishes his hotness with a few playful gestures: smacking a ladle, staring at a butter bar and laughing mischievously when it melted with his stare, and opening a pot of boiling water only to get his shirt wet with the steam and exposing his nipples and sexy body.

### **Does the commercial make you feel uncomfortable? Why? Why not?**

The commercial did not make me feel comfortable because of the various elements used in delivering the message of the product. I believe that the use of a sensual voice, a sexy man, Italian sausages, and steam is not at all related to a zesty salad dressing. It would have been way better if the plot was made more wholesome and direct.

### **How do you feel about sexual connotations in commercials altogether?**

Sex and anything related to it is one of the most basic biological stimulants there is. So it is no longer a wonder to see that more and more advertisers are opting for sexually driven commercials in order to capture the attention of their target audience. Despite this, I do not welcome such theme unless the brand being advertised is a condom or an adult product. Advertisers should shift to a funnier, more candid approach to consumer products and the like.

## **How do you feel about sexual connotations in this particular commercial?**

The sexual connotation of The Zesty Man is more subtle compared to other commercials out there. The sexual context was not presented directly and still gave the audience half of the story, allowing the viewers to use their imagination to interpret the implication. Nevertheless, I will not advise networks to play it during slots of youth-oriented shows and even on primetime.

## **Do you find this commercial funny? Why? Why not?**

The commercial is never funny. Any sexually inclined commercial is not funny.

## **Who is this commercial intended for?**

The commercial is intended for mothers, homemakers, and other individuals who are fond of whipping up salads and other dishes. The hot man in the commercial is used in order to attract the ladies, to show them an example of a perfect man—the one who can cook and can still look amazing while preparing meals.

## **What is this commercial representing?**

The commercial is representing a good consumer product company named Kraft whose advertisers excel very well at social science. Kraft has hired advertisers who have researched and understood how the human mind reacts to sex and the like and who know how to use this knowledge to influence the purchasing decisions of its consumers.