

Sexual Assault Prevention and Awareness Center  
University of Michigan  
715 N. University Avenue, Suite 202  
Ann Arbor, MI 48104

Cesare Pacciotti  
Phone Numbers  
Italy: +39-0733-79061  
New York: 12122491394, 12122499524  
info@cesare\_pacciotti.com

To Whom It May Concern:

Each year, the members of the Networking, Publicity, and Activism Committee at the University of Michigan's Sexual Assault Prevention and Awareness Center conduct the "Sexism in Advertising" campaign. The goal of this campaign is to educate the campus community on the cultural impact of sexist and misogynistic imagery. Members of the committee analyze ads found in various forms of print and electronic media, and the eight worst and the eight most progressive ads of the past calendar year are chosen. One of your company's advertisements, found in the March 2008 issue of Glamour magazine was named as one of the top eight worst ads of this year.

I, \_\_\_\_\_, find your advertising strategy to be offensive because of the ways in which you:

- Promote violence against women by portraying fallen females as "glamorous." Women used in your ads typically are posed so as to give the appearance that they are dead, the ultimate state of helplessness.
- Objectify women by depicting them as strippers or prostitutes, used solely for their bodies.
- Use subliminal phallic symbols such as stripper poles and bicycle handlebars to "impale" the women in your ads.

Date rape is a serious issue, and these advertisements are promoting a culture where acts of sexual violence and the objectification of women are considered all right and even stylish. By depicting females in helpless positions of sexual subservience, your company is adding to a greater problem. While you may have been attempting to shock consumers into remembering these high fashion pictorials, in actuality you are alienating the very people who you are attempting to persuade to purchase your products. Women are not objects on display, and sexual violence is not glamorous. Contrary to your apparent belief, we don't enjoy seeing women portrayed in this egregious manner.

In the future, please be aware of the effects of this type of advertisement. We can work together to change the prevalence of sexism in advertising.

Sincerely,

Signature: \_\_\_\_\_

Print: \_\_\_\_\_