

Sexual Assault Prevention and Awareness Center
University of Michigan
715 N. University Avenue, Suite 202
Ann Arbor, MI 48104
<http://umich.edu/~sapac/sia/2008/>

Slim-Fast
P.O. Box 6065
Englewood, NJ 07631-6065

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. A selection of your company's advertisements was named among the top eight worst ads of this year. This series of advertisements featured a man and woman figurine atop of a wedding cake, with the woman in a ripped dress or falling into the cake because of her weight.

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

- Emphasize that a woman's most important feature is her body image, and disregard the relevance of other personality traits
- Imply that a woman's body will lead to public humiliation or embarrassment if she is not thin enough.
- Suggest that women should not be satisfied with the body they have.

In this series of advertisements, the woman is shown as ruining the image of the ideal bride and groom simply because of her weight. In addition, the woman shown, were she a real person, would not even be obese, but simply curvy! Your advertisements would be much less offensive if they promoted losing weight as a health issue, not an issue obtaining the "perfect body" dictated by today's unrealistic standards.

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: _____