

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/>

Crown Imports LLC
Attn: Consumer Inquiries
1 South Dearborn Street
Suite 1700
Chicago, IL 60603

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 for St. Pauli Girl Lager, found in the November 2007 of Rolling Stone 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:

- Contort an idealized version of the female body to resemble a beer bottle
- Use a woman's sexuality to sell alcoholic beverages

Your advertisement for St. Pauli Girl Lager is an unacceptable exemplification of media portrayals of the female form. Typifying the industry as a whole, your corporation has created the image of a woman to perfectly resemble that of a sweating bottle of beer. From the top of her frothy head, to the bottom of her glass mini-skirt, we cannot help but wonder what exactly your company is selling – a cold beer, or a hot woman? This kind of blatant consumption of female sexuality in order to sell alcoholic beverages is unacceptable, archaic, and contributive to society's acceptance of misogyny. Even from a company that trademarks itself on an iconic buxom blonde 'beer wench,' we expect and demand more from you.

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: _____