

Media Concepts and Issues

Gender Representation
Stereotyping
Advertising and Marketing
Target Audience
E-media
Audience Response

References, Further Reading etc.

Aero Ad - <http://www.youtube.com/watch?v=Brz8jjXuKyq>

70s Yorkie Ad - <http://www.youtube.com/watch?v=oll5xzshTFQ>

Yorkie 'It's Not for Girls' - www.youtube.com/watch?v=QcjlzSod0CE

Modern Yorkie Ad - <http://www.youtube.com/watch?v=HJVWjCVnVzU>

Flake Ad - <https://www.youtube.com/watch?v=7aUTdYsZda8>

Bic Pens - <http://www.bicworld.com/us/products/details/417/cristal-for-her>

Bic Pens on Amazon - <http://www.amazon.com/BIC-Cristal-1-0mm-Black-MSLP16-Blk/dp/B004F9QBE6>

Business Week - <http://www.businessweek.com/articles/2012-10-03/a-chocolate-bar-for-women-at-least-its-not-wrapped-in-pink>

The Guardian - <http://www.guardian.co.uk/lifeandstyle/wordofmouth/2012/oct/02/cadbury-crispello-chocolate-bar-women>

The Telegraph - <http://www.telegraph.co.uk/women/womens-life/9581866/Why-Cadburys-chocolate-for-women-leaves-a-nasty-taste.html>



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Crispello: gender and marketing

It's 2012 and gender issues still manage to get on the media agenda. It seems unlikely that they will go away any time soon especially when marketers are still relying on tired and stereotypical ideas to sell products.

It seems we (by which I mean Cadbury's marketing advisors) have not moved much beyond the idea that chocolate is primarily for women even though, paradoxically, women are perceived to be largely traumatised by their love of chocolate... all that fear of getting fat getting in the way of simple enjoyment it seems.

This paradox means selling chocolate to

women tends to position chocolate as a luxury product that they can treat themselves with or that can be an indulgence. Women it seems can't just eat chocolate because they want to - that would show a lack of nutritional self-control perhaps. **Aero**

called **Crispello**. The name itself speaks of 'feminine appeal' and the curly font of the product name on the packet reinforces this.

More though, it is the design of the chocolate itself that helps to



created associations of sexual desire with its product by using a semi-clad Jason Lewis in its TV advertising; **Galaxy** offers 'pure chocolate passion' and has encouraged a possessive ownership of chocolate in its marketing.

This month, Cadbury launched a new chocolate

consolidate the target audience. Described by Cadbury's as "three curved crispy wafer shells, each one filled with a smooth creamy centre, dipped in Cadbury milk chocolate", the curves announce it as a feminine product.

What's more, **Crispello** is sold in a re-sealable pack;



ideal for when you want to eat one and save the others for later (advice provided by Cadbury in case you need guidelines as to how to approach eating such a product). Finally, they are being marketed as a low-cal chocolate snack as the pack contains 'a mere' 165 calories. All of this, along with the tag line 'a little treat for you' has caused some controversy as this is not exactly the type of presentation, advice or indeed factual information that tends to get passed to men when products are marketed

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towards them.

In *Business Week* Ochman says "products aimed at women always seem to treat women more like children than thinking adults" and **Crispello** seems to provide ample evidence for this being the case at least some of the time.

Women are infantilised here by being told what

form of chocolate it's ok to eat (mouse plus wafer pieces rather than chunky chocolate bars) and how to eat it (a little at a time). The implication is that women will be attracted to **Crispello** as it is easier on delicate little mouths and already comes in three portions – saving the woman from her gluttonous self.

It's not only chocolate that gets sold this way but audiences do not always let producers and advertisers get away with simplistic gender based marketing. There are many examples but a recent favourite is the **BIC 'For Her'** range.



These pens, all pastel colours and pretty packaging have led to some wonderful

comments on Amazon where customers, making the most of the interactivity available on-line, have responded to the patronising nature of the product packaging and marketing.

'JohnnyTubesteak' says

"As if men hadn't been stripped of everything good already, BIC steps in and piles on by encouraging women to learn to write, just like their male counterparts."

And 'Sandy' adds to the ironic comments saying:

"I love the idea of pens for her but because they aren't properly designed for women, I can't use them. Like man pens, it is really tough to remove the cap. I've had my husband open them for me and they are easy enough to write with, but if he isn't around to help me with the cap, they're of no use. Wish I hadn't gotten my hopes up."

The publicity hasn't hurt the sale of **BIC** products of course although

describing the pen's main benefit as being the...

'tinted barrel (pink, purple, blue, green or orange) thinner for a better handling for women'

...may not have gone



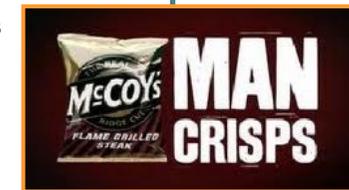
down terrifically well with all of the intended audience.

Of course, it's important to realise that men are often patronised and talked down to when products are marketed to them specifically too. It is not uncommon to see men represented as useless oafs in household product advertising or as limited



and shallow creatures in the marketing for many products from crisps to alcohol.

Yorkie's advertising history is interesting as before it's infamous 'it's not for girls' campaign (2001) it



assumed that its gender specific target market were chivalrous yet simultaneously lecherous truckers who showed their 1970s manliness by wearing denim jeans teamed with a plastic bomber jacket.

The **Yorkie** ads were broadcast at a time when society was changing and the influence of feminism was taking hold on mainstream attitudes to women. As such, **Yorkie's** unreconstructed view of gender seemed out of date and, even at the

time, it was held up as an example of the outdated attitudes that needed to make way for new values.

The more recent **Yorkie** campaigns including the latest

'Man Fuel for Man Stuff' (above) parodies its old focus on masculinity whereas Cadbury are firmly still in the mind-set that gave us ladies in sunflower fields and curly font, calorie controlled snacks. Times may change but apparently Cadbury's not noticed.

