

SEX SELLS

SO WHAT SELLS?

- Sex has been used in advertising since the late 1800's.
- Sex demands attention.
- Consumers are hardwired to notice sexual context
(Tom Reichert)



THE USE OF SEX & MASCULINITY

- This particular brand uses the RAM to represent masculinity.
- The reason masculinity sells is the 'Get it done' attitude to life.
- Males see the strength behind the logo. They can relate to this.
- The Ram represents strength, fearlessness and power.



(Chingching Chang)



Dodge in 1993 combined the above images to create the world famous logo. This image became highly successful and even went on to become the face of the RAM trucks.

(Newsweek)

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