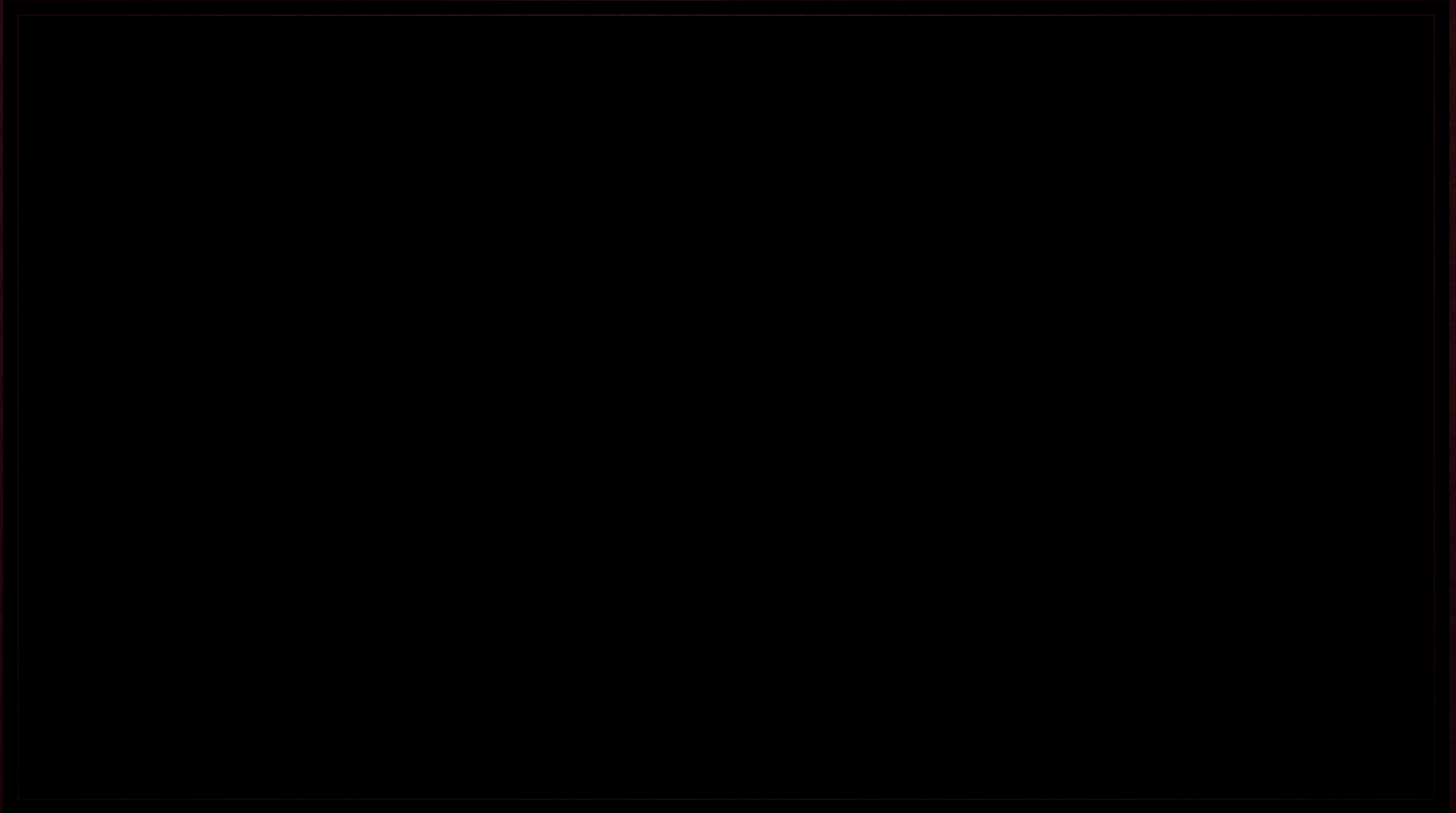


CARL'S JR. AD ANALYSIS

Presented by: Mia-Myline Medina, Alaina Roman, and Bruce Simpson

PARIS HILTON CARL'S JR. COMMERCIAL 2005



VIDEO BREAKDOWN

- Who: Paris Hilton
- What: Carl's Jr. Spicy BBQ Burger
- When: 2005
- Where: A garage
- Why: Marketing ploy to sell more burgers
- Thesis: Fast Food restaurant, Carl's Jr., exploits women in their "Spicy BBQ Burger" (2005) commercial in order to persuade their male consumers to buy more burgers.
 - Target Audience: Men.
 - Women are less likely to be convinced by sexual visuals performed by other women.
 - Men are more likely to be convinced by female involvement.
 - Visual Queues
 - Attractive woman- scantily clad
 - Expensive car
 - Male pornographic fantasy
 - Slow motion emphasizes sexual movements

VISUAL BREAKDOWN

- Actress: Paris Hilton
 - Sex-tape scandal makes her immediately recognizable as a sex symbol
- Appearance
 - Strappy, scantily clad bikini
 - Black strappy heels
 - Fur shawl
- Aspects that draw in the audience
 - Male pornographic fantasy
 - Car wash
 - Male interests
 - Expensive cars

Conclusion: The burger is an after thought and the situation depicted in the commercial lacks relevance in regard to the product being sold.

THE AFTERMATH

- Same Concept, Different Company...
 - Newer commercials for the company that utilize the same sexist material are not as successful in selling their products.
 - Hilton's commercial, however, was very successful and was responsible for the Carl's Jr. website crash.

Ameritest Consumer Panel Results:

- 43% plan to visit Carl's Jr.
- 52% found the commercial offensive
 - 51% found it irritating/annoying
 - 32% "felt worse" about the chain

- Though newer commercials share the same concept as previously released advertisement for Carl's Jr., the objectification of women as a marketing tool is no longer acceptable due to a shift in social norms.
 - As time progressed, exploitation became more controversial and less accepted.
 - Feminist movement

WHO'S HUNGRY?