

Cheyenne Porter

1000 W. Austin Blvd
Nevada, MO 64772

30th October 2020

Bud Light

One Busch Place. St.

Louisburg, Missouri 63118

Dear Bud Light executives,

I am writing to you in regards to the offensive and provocative portrayals of women throughout your advertisements. Women are being not only dehumanized but repeatedly sexualized to sell a product. Commercials and adverts that present women as objects are detrimental to not only women but also young adolescents. Your advertisements are introducing negative portrayals and ideological stereotypes to consumers. By submitting such harsh views of women, individuals perceive such actions as the norm. Which in turn, women are affected by the outcome. Women become targets of objectification and sexualization. In a 2007 commercial, a Bud Light commercial referred to as "The Elevator" displayed that all a man needs to catch the attention of an attractive woman is a Budlight. The commercial consists of three men, one in an elevator and two controlling the elevator. The men would emergency stop the elevator so their friend and a woman would be trapped with nothing but each other and a cooler of beer. At the end of the commercial, an attractive woman walked through the door heading for the elevator. One of the men looked at his friend, stating, "this one's mine," regarding the woman as an object or prize waiting to be won. The women in the commercial are sexualized, wearing little clothing. Because of the portrayal of women, men receive the perception that women are easily tricked and manipulated.

Advertisements must be thoroughly examined, and harmful representations of women should be eliminated from alcohol adverts. By stopping stereotyping, more women should be involved in the marketing process. Because beer is more profoundly portrayed as a man's drink marketers, use the sexualization of women to appeal to a male audience. As a female consumer, I find your advertisements appalling, and I would refuse to purchase your product because of such harsh portrayals of women. Sexualization of women has become the norm throughout advertisements. People have been exposed to women's over-sexualization for so long that Individuals internalized negative behaviors towards women.

Sincerely,

Cheyenne Porter