

ENGL 102 Sec 2

Dr. Tom Sloane

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Advertisement Analysis

Yuya Kudo

Dear Little Brother,

How are you doing in Japan? One month has already passed by since I left Japan this summer. I heard it is still very hot in Japan. It is starting to cool down in West Virginia and I am pulling out the sweat shirts from my suitcase. I talked to Mom on the phone the other day and she told me that you got a girlfriend. She also told me that you were using a lot of body spray to smell good so the girls will like it. She was joking that she could smell your body spray all the way down from the street. I am guessing that you have already seen the commercial for TAG Body Spray.

Not too long ago, the American brand TAG Body Spray advanced to Japanese market. Their products were selling like hot cakes because of the famous commercial, which I am sure you have seen it too. The commercial for TAG Body Spray contains a

blatant and hilarious fallacy. The fallacy is if you wear TAG Body Spray, beautiful women will be very strongly attracted to you. For example, in one of the advertisements, a guy puts TAG on before picking up his date at her parent's house. When the girl's mother answers the door and smells the boy, she becomes attracted to him and makes a pass at him. In another commercial, a boy gets mobbed by girls at a library, the beach, in a parking lot, in school, in the mall. When the boy puts TAG on in front of a sorority house, hundreds of girls carry him in the house and kidnap him. Even the nurse in the hospital attacks him. These commercials end with a warning that says something to the effect of "the makers of TAG body spray cannot be held liable if product is worn in the vicinity of your girlfriend's mother, your girlfriend's mother's friends, your girlfriend's friends or any combination of the words 'friend,' 'girl,' and/or 'mother' that we forgot."

Let me tell you little brother, if this product really brought the instant effects that they show in the commercial, the whole country would smell like TAG because all the men would use it. Unfortunately, these TAG advertisements are nothing but exaggeration and distortion that is part of the company's strategy to sell their products as much as possible. The person that wears TAG might just happen to be attractive to girls, but the smell of TAG can't make a person more attractive or less attractive. According to our textbook, this is called the Post Hoc fallacy. Post Hoc fallacy is based

upon the mistaken notion that simply one thing happens after another; the first event was a cause of the second event. That is how the company advertises it and that is how they get so many consumers to buy their product.

I am very happy for you that you have a girlfriend now and life for you is going to get much busier, but don't let those advertisements trick you. Relationships are not about how you look or how you smell. Of course you can't be smelling like garbage all the time, but I hope you realize that the outward appearance is not as important as what is on the inside. Look beyond the appearance and look inside at what that person possesses in their heart. I hope you and your girlfriend keep a good relationship. Study hard and enjoy your last year in junior high.

Love,

Yuya

P.S. Don't get the Swine Flu!

Ads that I used from YouTube.

http://www.youtube.com/watch?v=hc2vA_1NCcE

<http://www.youtube.com/watch?v=mambpzvJyYM>

<http://www.youtube.com/watch?v=GyKk2GPLcLI>

<http://www.youtube.com/watch?v=bfTX71O8miw>