**Sexist nugget on our advertising displays**

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A problematic advertisement from 1981 has resurfaced on Parisian billboards for a few days. We see a fifty-year-old in a swimsuit in front of a turquoise blue sea. The slogan associated with the ad is: "November 2, I'll take my top off again". This woman would play Myriam Szabo years after she first appeared in a similar commercial.

Indeed, in 1981, Myriam Szabo appeared on billboards in the streets of Paris and several major French cities. In a bikini on a paradise beach, she announced: "On September 2, I take off the top. "On September 2, word kept, the young woman revealed her breasts and told us: "On September 4, I take off the bottom part. Some indignation took place but the French people waited, intrigued, impatient, to see if Myriam's body would be revealed completely naked according to the articles which dealt with the impact of this advertisement. And on September 4, promise kept, Myriam Szabo finally took off the bottom, but stood with her back. The message being: “Avenir, the advertiser who keeps his promises. »

The poster Avenir wanted to demonstrate that it was able to change all the advertising posters in a single night. This seductive advertising campaign was the first to play on the teasing effect, that is to say on the expectations of consumers. Advertising would have had, according to a 1985 Ipsos poll, 72% of good returns, 60% of those questioned judging the campaign as being close to artistic creation and 2 out of 3 French people would have liked their loved ones to make a career there.

What is problematic with the 1981 campaign, as with the 2022 campaign, is that it relies on a female body as a plot object to sell something. Something that we do not know at first sight, because the first images do not present a brand, nor a product for sale. The woman is presented as the object of the gaze, people are waiting to see her undress.

Women's bodies do not belong to them, they are thrown into the streets of big cities to be watched by men.

With regard to advertising images, in the media, in pornography, the body of women always undergoes the same treatment, it is hyper-sexualized. He presents women as bodies, to sell, look at them, desire them. No one really pays attention to it anymore, it is a trivialized representation after all! But are women only bodies? What about their thoughts, their scientific, historical work which, of course, is not put forward?

The means of communication of Avenir relies on the body of women, as it could have relied on an image of poverty, to influence the empathy of consumers or stimulate their desire and ultimately sell their services. These are advertisements that aim to shock, to intrigue to “create the buzz”, let’s talk about it! All means are good. Hence the fact of updating, years later, the "Myriam" advertisement which had good feedback in 1981!

It's time to put an end to these sexist representations and regain power over our bodies, let's not let these sexist and reductive images pass. Let us condemn these marketings which use the image of women to attract the eye and sell their products. We do not yet know the outcome of this campaign, however, hope that the result will be different in terms of production and reception!

On France Inter, in the program Sensitive Affairs “An unprecedented advertising campaign: “Tomorrow, I take off the top” of June 17, 2021, Fabrice Drouelle told us: “The Myriam advertising campaign. A campaign that people under 30 cannot know about? Without a doubt. And which would also be difficult to imagine nowadays. And yet! To be continued on November 2…