

What Makes an Effective Advertising for a Man or a Woman?

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ABSTRACT This paper, discusses the factors that make for effective gender advertising as well as the relevance of sex in advertising in southern African culture. The information gleaned from literature review was helpful in providing direction in pursuing certain areas of inquiry. Perceptual differences were observed on how men and women process information. Unlike women, men appear not pay close attention to nutritional value of what they consume. Furthermore, the portrayals of women and men's roles in advertising as well as the disposition to the use of sex appeal strategies in advertising differ in different culture. Finally, men tend to be valued by what they think, while women tend to be valued by what they look like. For ads to be effective for a man or a woman, it is important to consider and appreciate the factors identified in this paper although they are by no means exhaustive.