

Sexual Assault Prevention and Awareness Center  
715 N. University Ave., Suite 202  
Ann Arbor, MI 48104

Report  
13150 SE 32nd Street  
Bellevue, WA 98005

To Whom It May Concern,

Each year the University of Michigan's Sexual Assault Prevention and Awareness Center (SAPAC) holds a campaign on sexism in advertising to educate the campus community on the cultural impact of sexist and misogynistic imagery. This year, SAPAC volunteers chose your advertisement as one of ten finalists for the most sexist ad of 2006.

I, \_\_\_\_\_ find your advertising strategy to be particularly offensive because of the ways in which you:

- Objectify women in a way that reduces them to body parts, implying that women solely exist to physically satisfy men.
- Create a limited standard of beauty-young, white, thin, and airbrushed-that is impossible for most women to attain. When women of other backgrounds are used, their differences are often eroticized or ridiculed by the ad.
- Use sex-role stereotypes to portray women as submissive and subordinate and men as controlling and dominant, or displaying violence against women and children. Advertisements that use slogans and pictures that depict women being physically attacked glorify the violence that occurs against women every day.
- Promote gender-based violence by portraying women as lifeless and doll-like, with incredibly pale skin and emotionless expressions. This condones violence against women by implying that women are dolls to be played with or that women are sexy when dead.

Such images contribute to a rape culture that condones and promotes sexual assault, domestic violence, and other forms of violence against women. I am writing to ask that Report be more conscientious about the images that are chosen to represent the company. The advertisement in question, and others like it, is offensive and degrading to women. It is quite possible to sell shoes without the use of sexist imagery. In the future, please be aware of the effects of this type of advertisement; we can work together to change the prevalence of sexism in advertising.

Sincerely,

Signature: \_\_\_\_\_