

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

Samsung
Corporate Communications Manager
105 Challenger Road
Ridgefield Park, NJ 07660

To Whom It May Concern:

Each year, the Networking, Publicity, and Activism volunteers at University of Michigan's SAPAC (Sexual Assault Prevention and Awareness Center) conduct a Sexism in Advertising campaign. This group takes submissions from print advertising and picks both the ten worst and the ten most progressive ads of the year. One of your ads caught our eye and, unfortunately, was in the top ten worst ads of this year.

Your ad in *InStyle* Magazine for your a990 camera phone depicts a disappointing portrayal of a man and a woman. The man is on top, physically dominating the woman. He is photographing her with your new product, and she has her hand on his arm, resisting him. This ad is glamorizing rape and non-consensual sexual relations. It is also glamorizing the stalking of female victims by her resistance to his photographing her.

Perpetuating the stereotypes of large, dominant males over defenseless, submissive and vulnerable women is dangerous. It allows and perpetuates a culture in which it is acceptable for men to dominate, take advantage of, and victimize women.

We hope that you consider the potentially detrimental effects of the imagery you use in future ad campaigns and work toward a more progressive approach.

Sincerely,

Signature: _____

Print: _____