

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

Conair Corporation
150 Milford Rd
East Winsor, NJ 08520

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, we were also looking at those advertisers that promote an empowering message for women. Because of that, we have picked one of your ads as a constructive advertisement and one that is "counter" to other ads in the media.

I, _____ find your advertising strategy to be positive and progressive because of the ways in which you:

- Empower women to take on a given adventure, giving them choice.
- Give a positive message to women of all ages, not just those that use your products
- The way in which her body is placed gives women, such as herself, a sense of power over her given situation, providing a positive arena

This advertisement has a woman wearing a Scünci barrette in what looks like a far away place, from the United States at least, looking like she can take on anything. Her eyes are lively; her body language speaks of power and being ready to take on the world. This optimistic and encouraging way of advertisement gives women a safe space to be in the advertising world, unlike the negativity of media we are used to. Thank you for an effective and positive environment you are condoning with your advertising. I hope that you continue to provide ads like this in the future.

Sincerely,

Signature: _____