

Jennifer Boling
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Midterm - Analyzing Images

It is a female's worst nightmare. Women everywhere dread the time every month for five to seven days when they become emotionally, physically and mentally affected by their bothersome menstrual cycles. The only thing that helps us in the slightest way is having a great tampon. In the Tampax Pearl advertisement, the company effectively uses contrasting character roles, well known settings and props, and rhetorical context that speaks to women in order to persuade consumers to buy their product.

The advertisement for Tampax Pearl tampons is set on a light blue tennis court. There is a blurred audience in the background behind the walls of the court which say "championship." On the far side of the court, Serena Williams, an amazing women's singles tennis player, dressed in all white, has just slammed the tennis ball across the court. The tennis ball is headed right towards a lady dressed in a feminine green outfit. She has a tweed green jacket and matching skirt and is hiding behind a red present tied with pink ribbon. The bottom left corner of the ad displays white and pink font in all caps that says, "Serena slams Mother Nature." There is smaller subtext below. On the bottom right hand corner of the ad, there is a box of Tampax Pearl Tampons with pink font around it that reads, "Outsmart Mother Nature. Stops leaks better than Playtex Sport."

The Tampax Pearl Company uses two contrasting character roles to effectively persuade potential buyers to purchase their product. Take Serena Williams on the far side of the court, for instance. She is currently the number one women's singles tennis player in the world. Having that kind of ranking, especially as an African American female, she is a role model for women all across the world. Her follow through in this advertisement shows her muscles which assist the ad in exuding female empowerment. Females will recognize and associate Williams as the celebrity endorsement of Tampax Pearl. My thoughts as I saw this advertisement were that if an athletic champion like Serena Williams uses Tampax Pearl tampons, then I should use them too. Williams' "opponent" in this tennis match is Mother Nature. A complete foil of Serena, Mother Nature is dressed in the more formal and feminine attire of a green tweed skirt and matching jacket and heels. She seems displaced on the championship tennis court. It should also be reminded that Mother Nature, when it comes to that time of month, can be a pesky nuisance that women wish they could avoid. Hence, this is why Serena is trying to hit her with a tennis ball; it is almost Williams' way of combating her period.

A well known setting and props are also displayed in this Tampax advertisement to convince consumers that this is the product for them. Serena Williams is playing her tennis match on a championship court, as shown by the label on the wall fencing the large crowd in. She is a distinguished champion, so the Tampax Pearl advertisers use that to their advantage; women will associate Williams as a champion with a great tampon like the Tampax Pearl. As females, when we are in our period, we tend not to wear white because we are afraid of leaks. One of the most embarrassing wardrobe malfunctions is having any kind of red on a white outfit. In this ad, Serena is wearing an all white tennis uniform. Now for her to be the athlete that she is,

she must have a strong tampon that will not leak on her uniform. As evidenced by the small text in the bottom left corner of the ad, "...a champion like her trusts the unique Leakguard protection of Tampax Pearl." This text reinforces the product's strength and message that can be inferred from the ad of trusting the Tampax Pearl tampon. As mentioned previously, Mother Nature is hiding behind a red present with a pink bow. Without knowing that this ad is for tampons, female consumers can infer that Mother Nature is bringing the gift of a period to Serena Williams. The red symbolizes the period and Mother Nature is hiding behind it because Williams does not want the nuisance of her menstrual cycle. A small line of text in the bottom left reads that she "isn't about to let Mother Nature's monthly gift ruin her game." This further convinces future buyers of the product that by using Tampax Pearl tampons, it won't let your period ruin your athletic game.

By using rhetorical context that speaks to women, consumers are consequently persuaded to purchase Tampax Pearl tampons. The audience of this advertisement is clearly women who have hit puberty and are having their periods. Menstrual cycles connect women of all ages, whether they are teenagers or middle aged. This is because they can relate to the emotional stress and burden of enduring a period. The Tampax Pearl Company did a great job of making the ad eye catching and appealing by making the two main characters contrast in color and personality. Green versus white and timid versus strong help the target audience infer about the effectiveness of the tampon product. Also, this ad will appear humorous to female viewers. Big, strong Serena Williams defeats the feminine and pesky Mother Nature. Humor helps people associate ads with products, therefore persuading them to purchase this brand of tampons. The purpose of this advertisement additionally helps the company market their product in an effective way. The company of Tampax Pearl tampons wants to sell their product so they thought of this clever advertisement in order to convince consumers to buy their product over opposing brands such as Playtex Sport tampons.

In order to persuade consumers to buy their product, the Tampax Pearl Company effectively uses contrasting characters, distinguishable setting and props, and rhetorical context that is relatable to women. Good advertising strategies like celebrity endorsement and relatability help consumers make decisions between similar products. So having both of those qualities in this Tampax Pearl ad gives them an advantage over other companies. Seeing a humorous ad like this one helps women, including myself, think that maybe with a tampon like the Tampax Pearl, it could make the menstrual cycle a bit easier!