

Case study

Today life is full of entertainment with Cinema just in our home, yes we are talking about TV and TV is a great source for Business people to inform their customers about the product itself and features as well and sources used in ads are Celebrities, nude pictures of woman, half sexual shows, generating sales by promoting Idea of youth relationship like in mobile phone ads and automobile products. **Appendix A** contains list of such ads where you will often see half sexual shows, celebrities in ads, nude woman, metaphor (Mobile and girl friend, bike and girl friend).

Appendix A

<p>Ad of Mc Dowell's Kerala Club Soda</p>	<p>Romantic and naked girl pulls a boat into the sea and paddles towards the lone lighthouse. The lighthouse is awesome! She walks up the stairs and her clothes fall off. It reveals a sexy tattoo on her thighs. She climbs up to the top to see a man drinking whisky. Oh hey, its water .They both make passionate love together. Total sex!</p>
<p>Amul macho ad</p>	<p>A vulgar ad in which a woman comes to the bank of a river and makes suggestive and naughty movements that resemble making love.</p>
<p>Hot international Topless ad of Bipasha basu & Vivek Oberoi for New York Lotto</p>	<p>Bollywood super star Bipasha Basu topless bathing in a water sprinkled with rose petals in this New York Lotto TV commercial. Her husband, Vivek Oberoi, arrives comes to pick her up from her palace in a royal manner. When Vivek sees Bipasha, he remembers his earlier intimate times with her. Somebody starts honking and Vivek wakes up from his dream or is it? All this is possible with New York Lotto.</p>
<p>Axe</p>	<p>Makes girls go, Bom Chicka Wah Wah</p>

Mobile ads	Encouraging young male/female realtions,gain status
Hero Honda Igniter	Tum ma kuch baat hai ,that's what Hero Honda Igniter can do.
Ads for shoe by Akshay Kumar helps him gaining and kissing a girl	Showing the power of shoes by gaining and kissing a girl.
New Ad of Mayur Suiting featuring Salman Khan	Makes girls curious about you

What plays in ads, they don't want let you know

Your feedback to this **SURVEY** will be in response to ads such as mentioned in **Appendix A** and in response to **many hundreds** of such ads that you daily see while you are watching cricket, movie, TV Serials, discovery channels, News channels etc.

NOTE: MESSAGE FOR RATIONAL AND URGENT RESPONSE

- a. One important point to remember for you is that in this survey you will not be asked to identify yourself and hence you will not be asked to give your contact details which will mean complete confidentiality and anonymity of your response.
- b. To answer questions you will be required to tick the option you like, there are no wrong or correct answers.

(For further queries, researcher may be contacted at **shakeel.sofi@ymai.com**)