

# Sekss un reklāma

Kristians Alhimionoks

JWT RIGA

Radošais direktors

# 5. kategorijas

- Nudity
- Sexual behavior
- Physical attractiveness
- Sexual referents
- Sexual embeds

# 1. Nudity

Redzams cilvēka ķermenis rada seksuālu informāciju!

Īsi svārciņi, muskuļotas rokas, apspīlēts apģērbs...

<https://www.youtube.com/watch?v=1krJqn3smbl>



<https://www.youtube.com/watch?v=E-RFCM5QoOI>



THE ONLY THING BETTER THAN DRESSING IS UNDRESSING



LET'S GET ZESTY

[getmezesty.com](http://getmezesty.com)





"I'd rather go naked  
than get fat."

- Stefan Pinto



Friend on  
Facebook for a  
chance to win a free  
copy of *Fat-to-Fit:*  
*50 Easy Ways to Lose  
Weight*

Voskos

Voskos Greek Yogurt is a registered trademark of Danone North America, Inc. All rights reserved.



thefridge

**From this car forward,**

# THERE'S NO GOING BACK.

The All-New GS surrounds you with performance. In the corners. And also in the driver's seat. With the available Lexus Enform® App Suite—the most connected information and communication technology available in an automobile—featuring apps like Facebook Places, Yelp® and OpenTable®. This is the all-new Lexus GS. The car that will raise your standards of what's possible. And spoil you for everything else.



GENTLEMEN, START YOUR iPHONES.

www.oriental.com

Copyright © 1993 by the McGraw-Hill Companies, Inc.

and see what it's like to race it.

#### Lexus GS around Sports Mode

**Lexus**

the secret of PERFECTION

Mobile phone with optional GPS tracking device, which can be used to track the location of the vehicle. The system consists of three main components: a tracking device, a central server and a web-based application.

A full-page photograph of a woman with long blonde hair, wearing a black bikini with white piping and silver high-heeled sandals. She is posed in a provocative manner, leaning back with her arms behind her head and legs spread wide. The background is dark.

Becoming a donor is probably your  
only chance to get inside her.

Sign up now at  
[www.rebornalive.be](http://www.rebornalive.be)





FOR MEN ONLY.



NEW CARAMEL & NUTS BAR.  
GOT THE BALLS FOR IT?



## 2. Sexual behavior

### Seksuāli provokatīva uzvedība

- Acu kontakts
- Flirts
- Sejas izteiksmes
- Provokatīva pārvietošanās
- Izaicinoša runāšana
- Viens vai vairāki cilvēki

<https://www.youtube.com/watch?v=aRTYDUS8fp0>



[https://www.youtube.com/watch?v=Kved4v1\\_e9A](https://www.youtube.com/watch?v=Kved4v1_e9A)





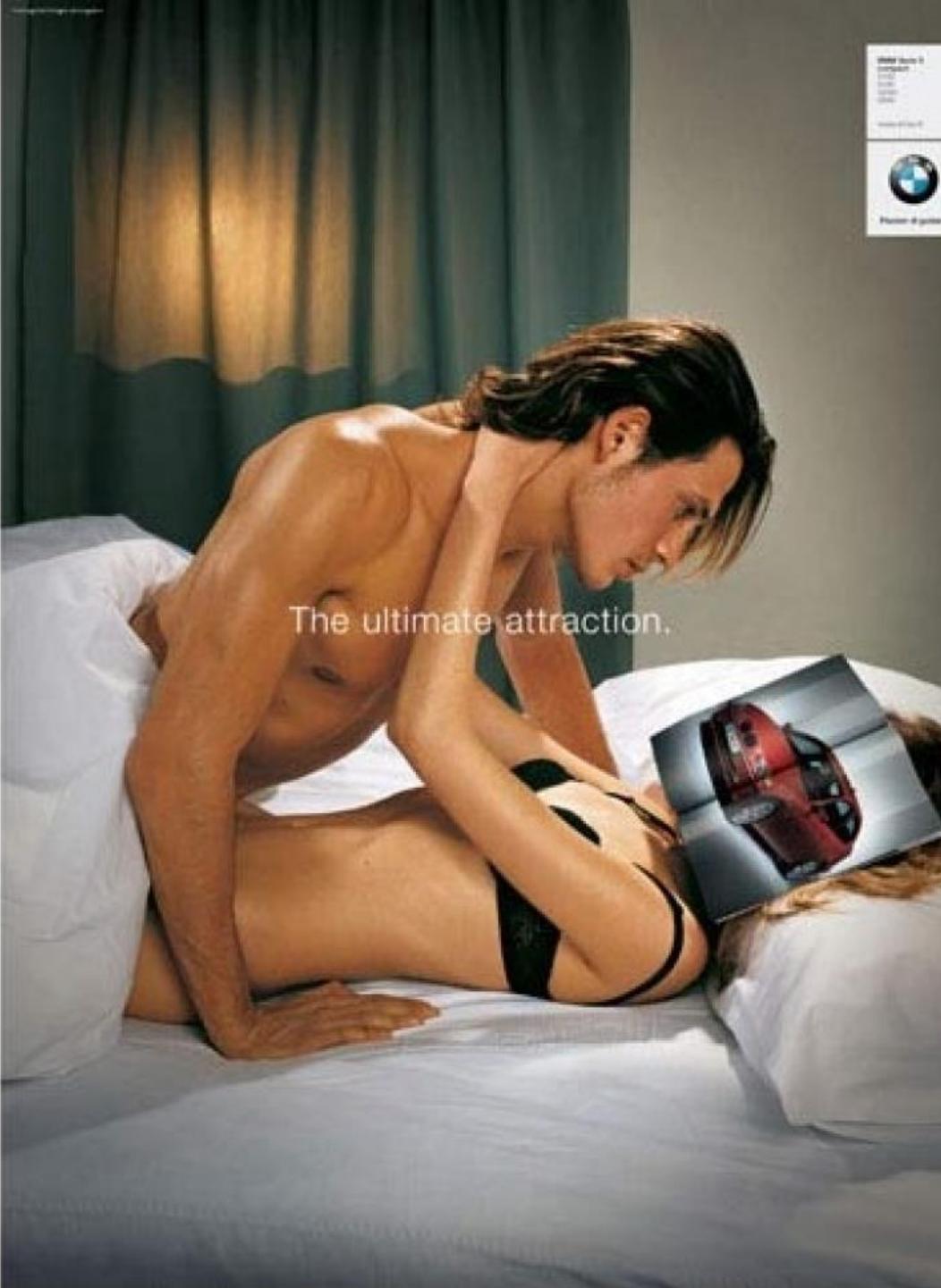
[]  
AUTO



[IN 25]

Nikon

The Nikon S60. Detects up to 12 faces.



The ultimate attraction.

### 3. Physical attractiveness

Fiziskā pievilcība ir galvenā īpašība, kas piesaista partnera izvēlē.

Speciāli atlasīti modeļi, kas noteiktajā tirgū skaitās skaisti.



SMELL LIKE A MAN, MAN.

*Old Spice*



[https://www.youtube.com/watch?v=\\_Zlqj2jXySU](https://www.youtube.com/watch?v=_Zlqj2jXySU)





GODIVA  
*Chocolatier*

YOU CAN SEE  
IT IN HER EYES.  
THE JOIE DE

**GODIVA**

The 72% Dark Chocolate Gaufre  
by Godiva  
195 Madison Avenue  
[GODIVACOM](http://GODIVACOM)

This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and gives Beechwood Aging produces a taste and quality you will find in no other beer.



## 4. Sexual referents

Bildes vai vārdi, kas attiecas uz seksu var aktivizēt seksuālās domas.

Seksuāla rakstura saturs rodas patērētāja prātā, nevis reklāmā.

<https://www.youtube.com/watch?v=8CeU8cC3sml>



IT JUST  
TASTES  
BETTER



IT'LL BLOW  
YOUR MIND AWAY



\$6.25  
MEAL

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.® Thick & Hearty Steak Sauce.



All our products are prepared in 100% vegetable oil. TM & © 2006, 2008 Burger King Corporation. All rights reserved. Available for limited time only. Offer subject to change without prior notice. While stocks last. Terms and conditions apply. Visuals shown are for illustrative purposes only. Meals vary at selected outlets. Not available at BK Escape Theme Park. © 2007 The Coca-Cola Company. "Coca-Cola", the Dynamic Ribbon Device and the Modified Dynamic Ribbon are trademarks of The Coca-Cola Company.



LIFE WITHOUT PASSION IS UNFORGIVABLE®

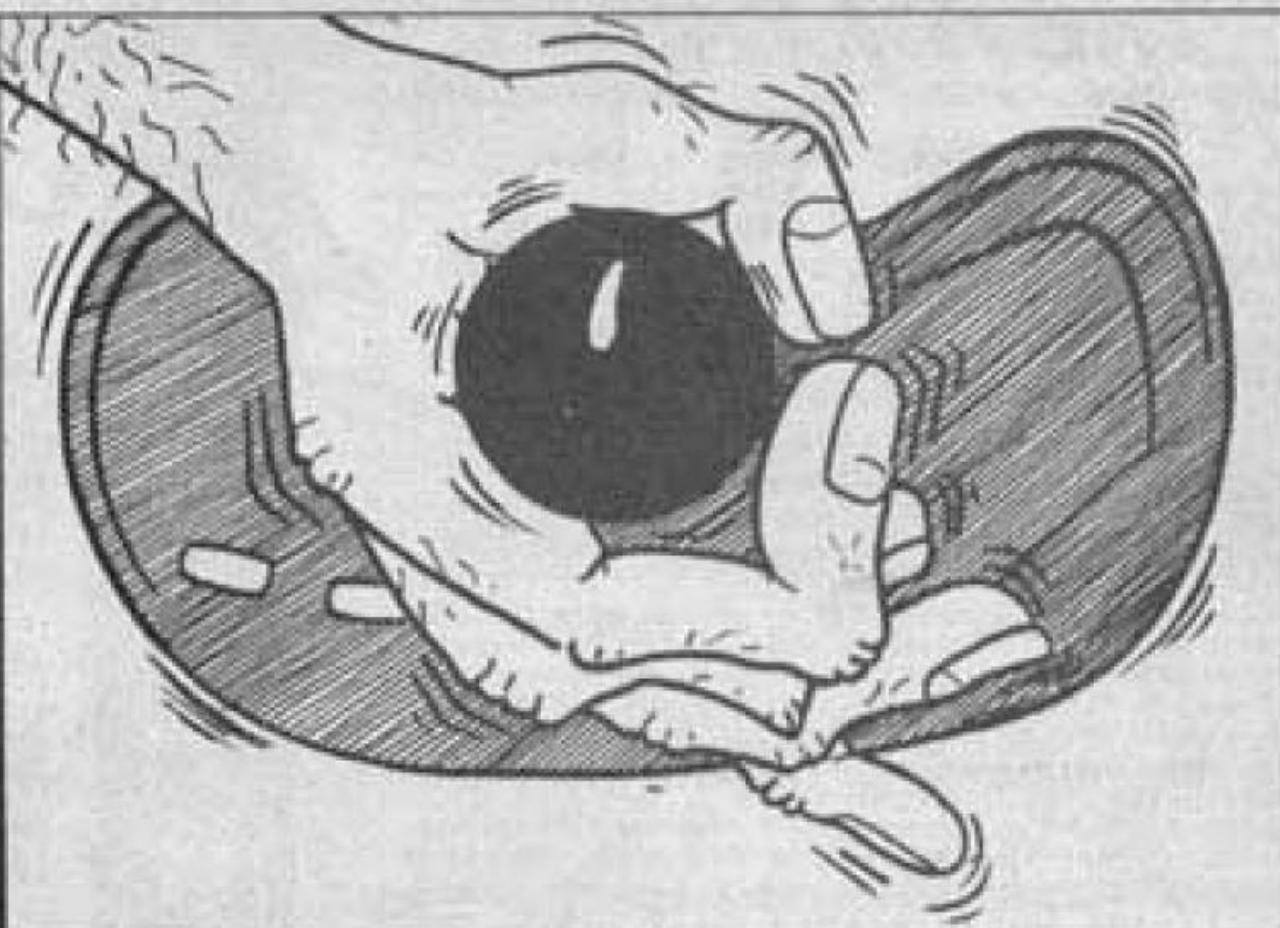
*Sean John*

*Sean John*

# UNFORGIVABLE

INTRODUCING THE FRAGRANCE FOR MEN FROM SEAN JOHN

**THE MORE  
YOU  
PLAY WITH  
IT, THE  
HARDER  
IT GETS.**



You sit there, eyes glued to the writhing, arcade-quality graphics, pulling and squeezing your knob. Now you're breathing heavily over the digital stereo sound. Now you're shooting all over the place, but it's no use... "GAME OVER".

JOYSTICK £34.99

16 BIT MEGADRIVE WITH ALTERED BEAST GAME £149.99



**TO BE THIS GOOD TAKES AGES**

**TO BE THIS GOOD TAKES**

**SEGA**



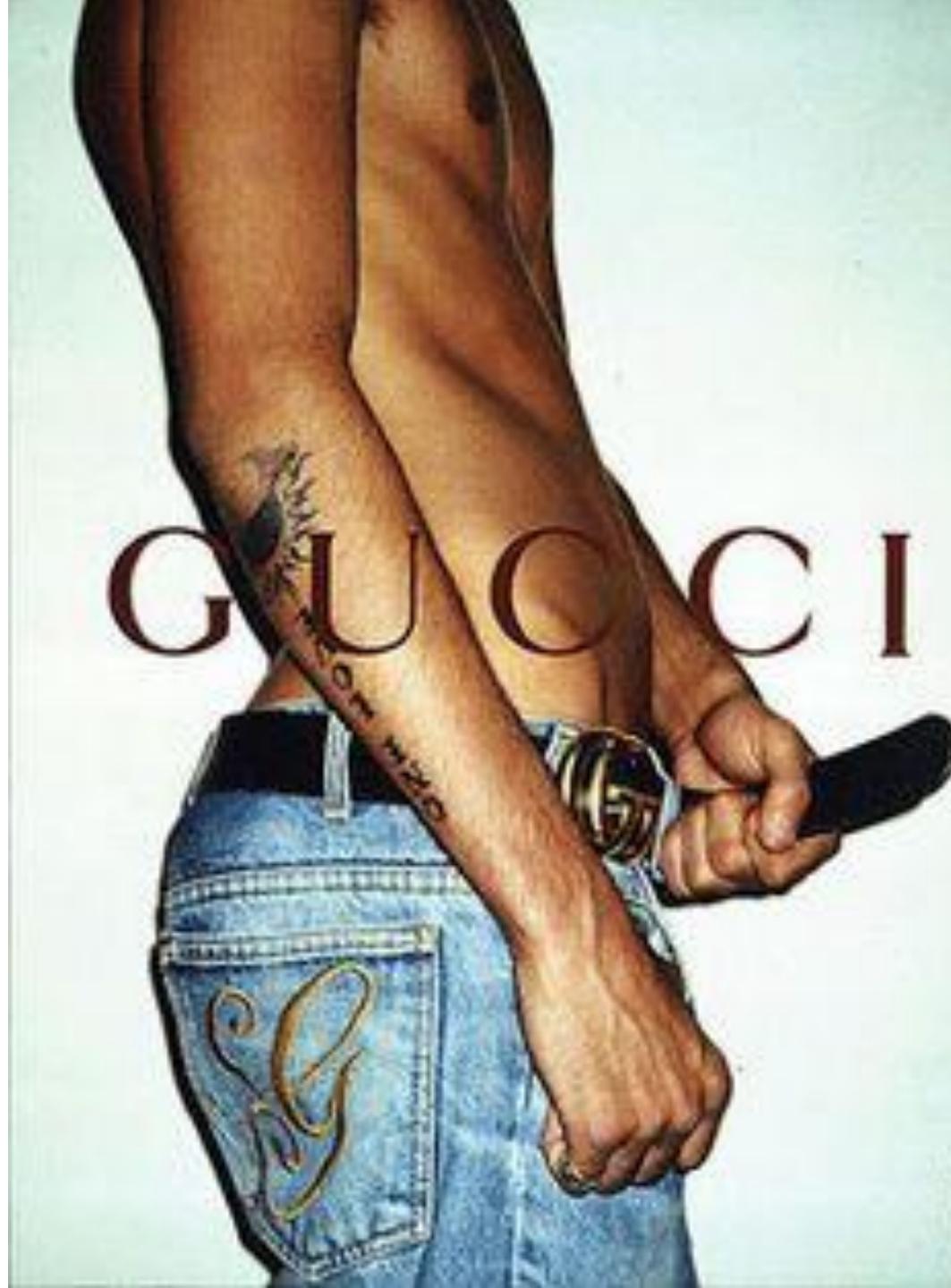
DOLCE & GABBANA

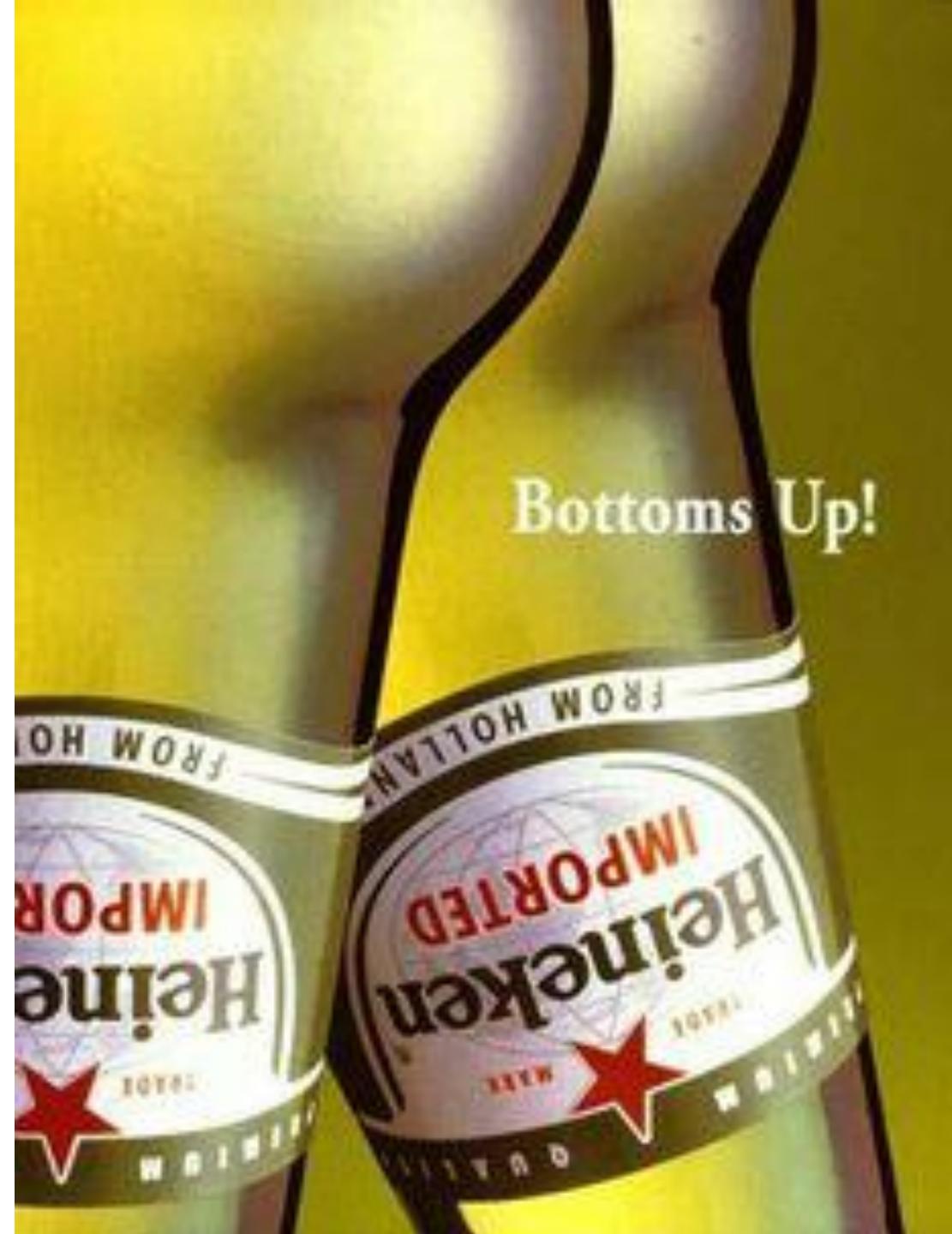
## 5. Sexual Embeds

Seksuālais kods, kas darbojās uz zemapziņu.

Dažāda veida objekti, kas izskatās vai ir novietoti pozīcijās, kas atgādina  
ķermēņa daļas vai ko intīmāku.

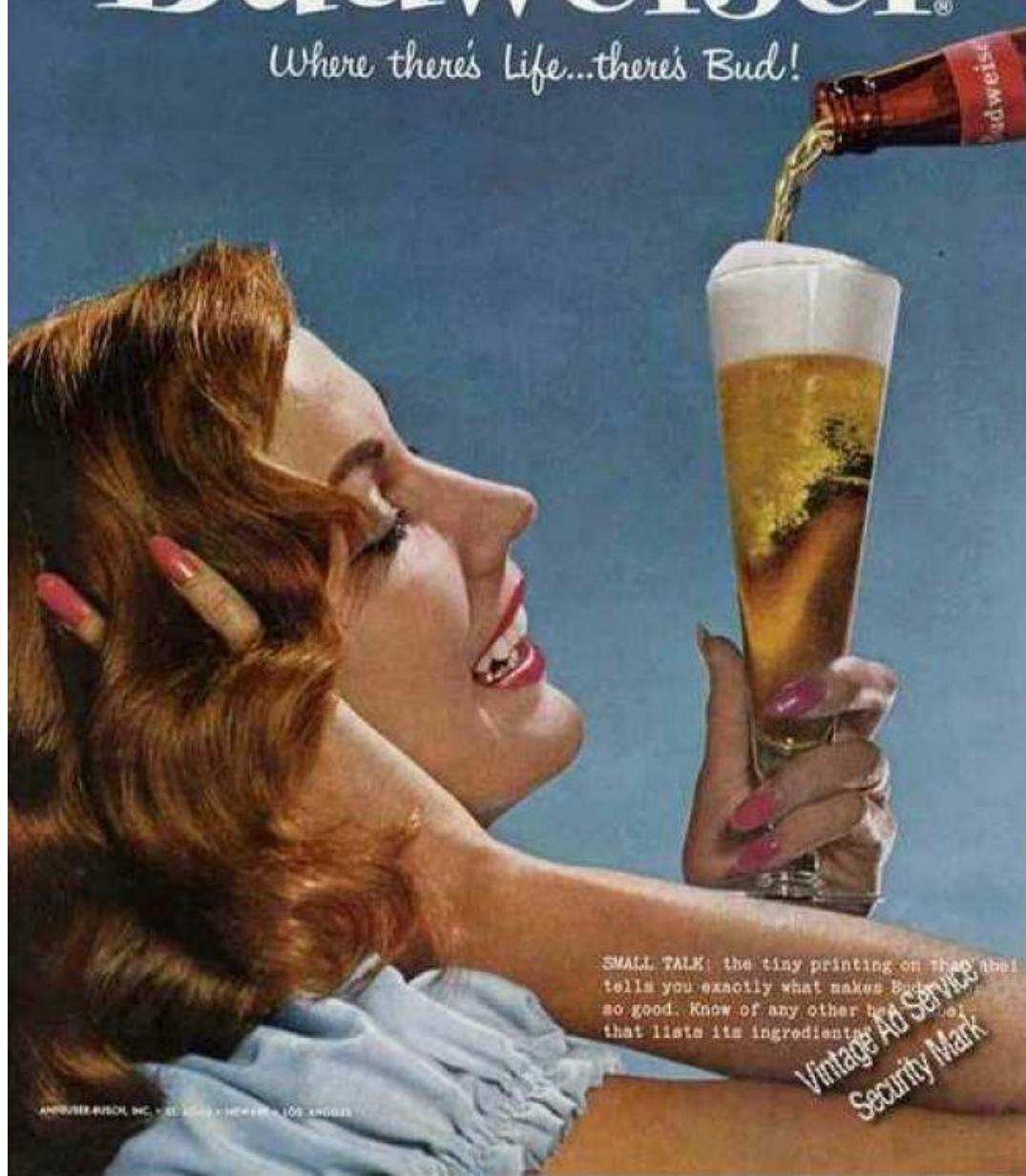
GUCCI





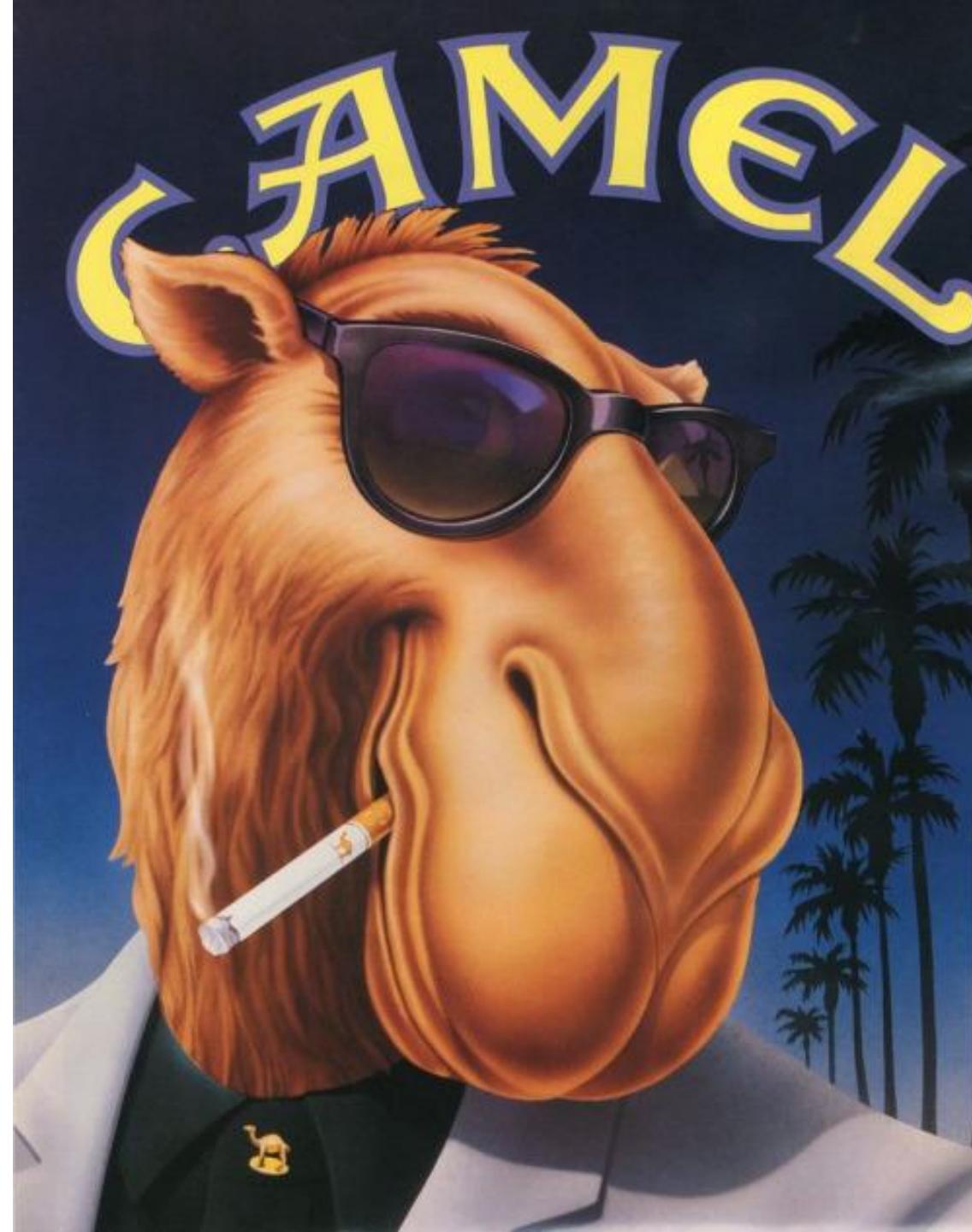
# Budweiser®

Where there's Life...there's Bud!



SMALL TALK: the tiny printing on that label  
tells you exactly what makes Budweiser  
so good. Know of any other beer  
that lists its ingredients?

Vintage Ad Service  
Security Mark



# FRESH BUNS



EAT LIKE YOU MEAN IT®

© HARDEE'S FOOD SYSTEMS

UAN: 042-111-200-400



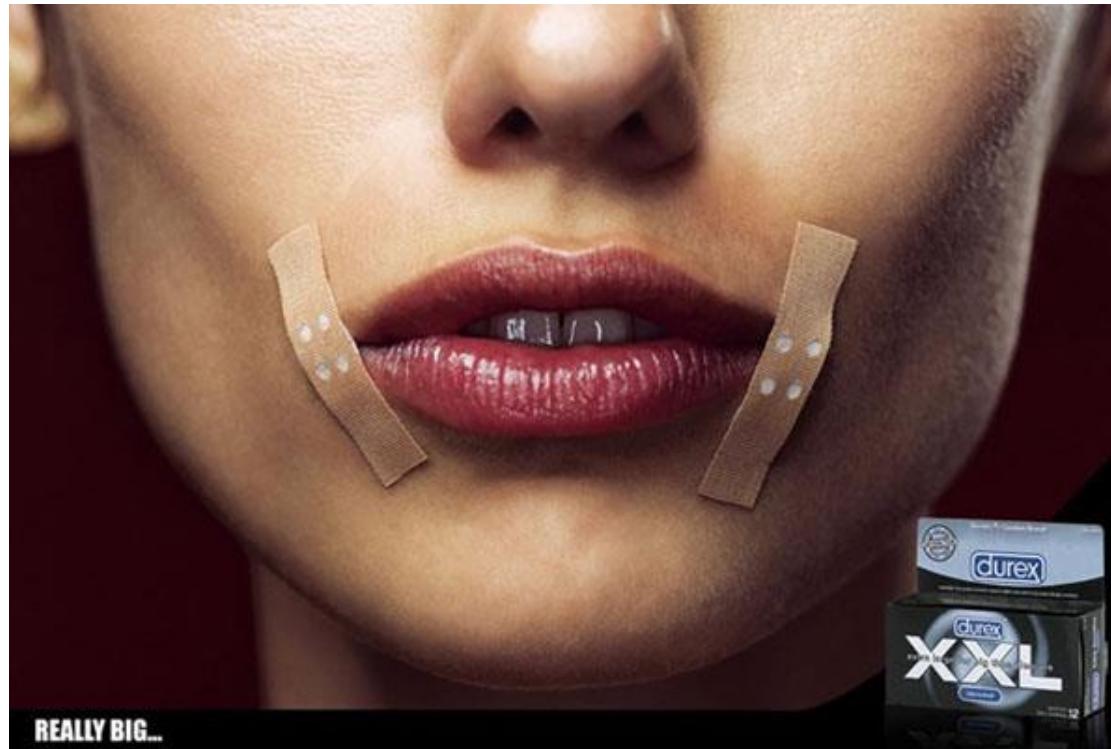
© 2015 Hardee's Food Systems. All rights reserved.



<https://www.youtube.com/watch?v=cylWFggm6dw>



Sekss ir labs, ja zin kā to dara!



REALLY BIG...