



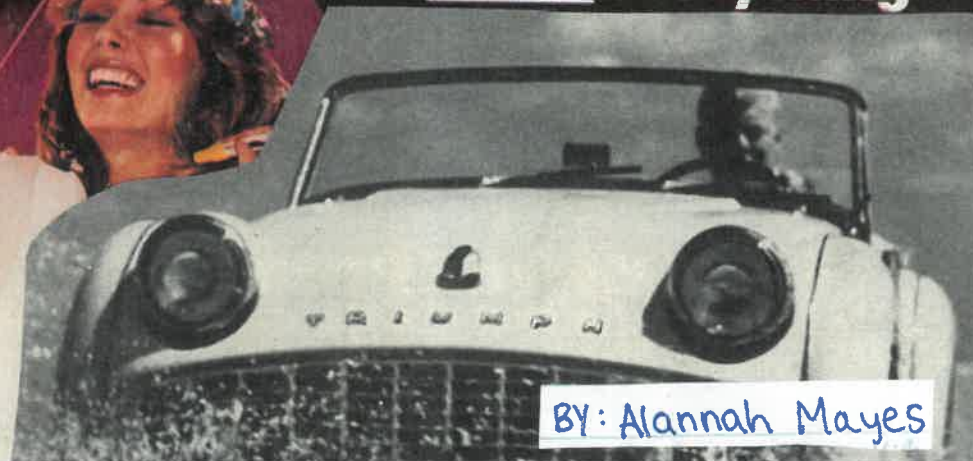
PLAYBOY

& PERSUASION!

ENTERTAINMENT
ADVERTS

FOR MEN

**For the man
who wants everything**



BY: Alannah Mayes

Playboy & Persuasion: Adverts for Men

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A man in an orange raincoat is leaning over the side of a ship, looking out at the ocean. He is holding a cigarette in his mouth. The ship's railing and ropes are visible in the foreground. The background shows the blue sea and a clear sky.

No compromise

Winston Lights didn't compromise

13 mg. "tar", 0.9 mg. nicotine av. per cigarette, FTC Report MAY '78.

**Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.**

BOOTH'S *high & dry* GIN

35 SHILLINGS
and 9 PENCE
in *LONDON*

4/5 quart—80 proof

\$5.01

at current rate of exchange

\$4.32
in *NEW YORK*

4/5 quart—90 proof

(Price elsewhere higher or lower
depending on local taxes, etc.)

Introduction

This psychology zine project is focused on social cognition persuasion techniques. By using an evolutionary perspective, we can explain how people may be influenced to buy a product.

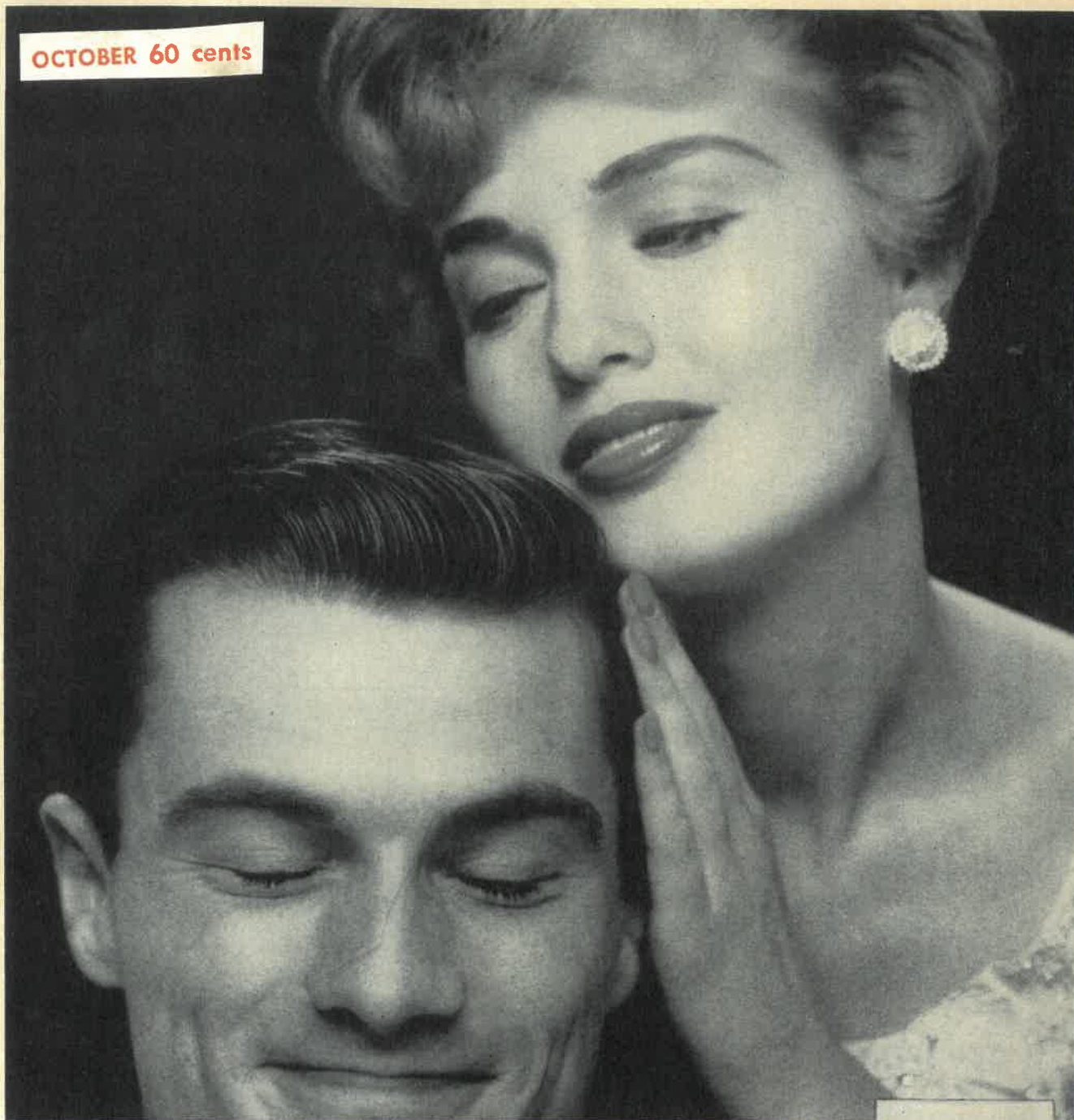
Playboy magazines were selected for a robust multidecade collection and tendency to be available for purchase in vintage stores. I wanted to center the project on how adverts change throughout the decades.

Moreover, *Playboy* is specifically sold for one demographic... men. This felt intriguing to explore, since it was one gender specific and kept the project grounded through one perspective.

It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England. Give Booth's a try.



OCTOBER 60 cents



DO GIRLS GET IN YOUR HAIR?

This is the kind of problem you should have more often. And you *will* have it more often if you use 'Vaseline' Hair Tonic. What it does to your hair does things to women.

Even if you use water with your hair tonic (almost everyone does), you're still in clover. Water evaporates, makes a dried-out mess of your hair. (Alcohol tonics and hair creams

evaporate like water itself.) But clear, clean 'Vaseline' Hair Tonic won't *let* your hair dry out — it replaces oil that water removes. With 'Vaseline' Hair Tonic you can use all the water you want. So rub in a little 'Vaseline' Hair Tonic today, and keep the week end open.

In the bottle and on your hair, the difference is clearly there!

IT'S CLEAR ♪ ♪

IT'S CLEAN IT'S

VASELINE HAIR TONIC

'VASELINE' IS A REGISTERED TRADEMARK OF CHESEBROUGH-POND'S INC.





1960s

Social Domain: Status / Mate Selection

Persuasion Techniques: Social Proof, Commitment and Consistency

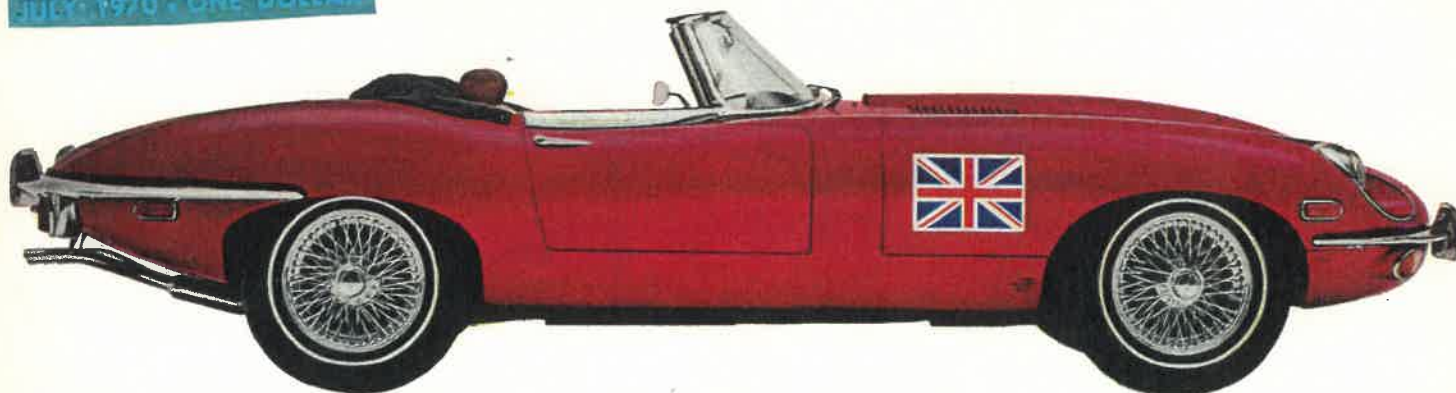
Under the social domain of status and mate selection, this advert plays to the evolutionary concept of maintaining one's status in a social group and gaining a mate (Sundie et al., 2006). These evolutionary relevant problems would have been of great importance to our ancestors, and this advert hopes to play on social learning (Sundie et al., 2006).

Social proof is the main technique of persuasion in this advert, in which you are looking to others to act consistently with your in-group members (Sundie et al., 2006). The advert points out, "almost everyone does" when it comes to managing one's hair, suggesting that how you, as a man, conform to social norms is essential.

Moreover, there is a suggestion of mating opportunities if you adhere to the social norms suggested, if you buy the product, you will have the "problem" of girls getting into your hair. This can signal sexual promiscuity, which would be evolutionarily adaptive for males to mate with more females (Sundie et al., 2006). Through parental investment theory, it serves that males have less parental investment costs, plus males can have more offspring in a lifetime, so the advert suggests a promiscuity cue (Sundie et al., 2006).




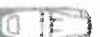


Finally, the advert sends an idea that if you act consistently to a commitment of fashion norms (commitment and consistency) you will be rewarded with mating opportunities.

JULY 1970 • ONE DOLLAR



XKE Roadster: a 175⁵/₁₆ Inch Masterpiece.

JAGUAR: THE CAR THAT MAKES GREAT BRITAIN A GREAT SPORTS CAR POWER, CAN MAKE YOU ONE, TOO.

 Jaguar XKE (Great Britain)	standing 1/4 mile: 15.7 sec., (0-60 mph: 8.0 sec., 0-100 mph: 21.7 sec.)	
 Porsche 911E (Germany)	standing 1/4 mile: 16.0 sec., (0-60 mph: 8.4 sec., 0-100 mph: 22.5 sec.)	
 Mercedes-Benz 280SL (Germany)	standing 1/4 mile: 17.1 sec., (0-60 mph: 9.9 sec., 0-100 mph: 30.5 sec.)	

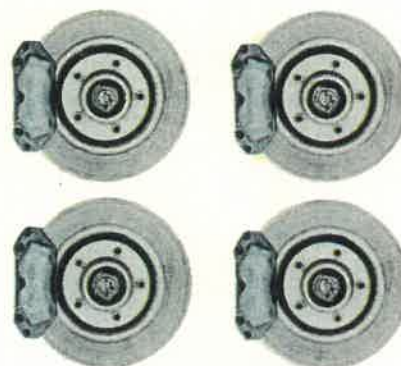
Source: Road & Track Magazine.



245 bhp at 5500 rpm: The Finest Horses in the Kingdom.



Top Speed 119 mph (3.54 to 1 gear ratio)



The Original Disc Brake:
4 Wheels, Standard, Self Adjusting. Sure.



Rack and Pinion Race Car Steering.
Exact.



The Jaguar Driver:
Age Range 25-49
Socio-Economic Class 1&2
College, Married, Smooth
Be one for much less
than you might expect.



For overseas delivery information write: Jaguar Cars
600 Willow Tree Road, Leonia, New Jersey 07605

1970s

Social Domain: Status / Coalition Formation / Mate Retention

Persuasion Techniques: Liking, Social Proof, and Commitment and Consistency

This advert plays to the persuasion technique of liking, people want to copy or model behaviours of who we look up to, or who we want to be. The idea of liking within this advert is a perceived similarity between the buyer and the advert model. The advert is signaling saying "yes" to people we admire, like a higher economic class (Sundie et al., 2006).

This Jaguar advert also plays into the idea that you want to be that person in the photo: married, college educated, and economically well off. Additionally, there is a social proof aspect, that when we are unsure how to act, we look to our in-group members (Sundie et al., 2006). The buyer who is looking at the advert might not know how to behave to be socially accepted, that being in the age range of 25-49 you may need a Jaguar to "fit in" to the economic class you hope to be in (apparently the Socio-Economic class 1&2 according to Jaguar).

Another aspect of the advert seems to be related to how the Jaguar performs; this points to all the benefits of driving a Jaguar. This technique is adopted when making a larger purchase, they hope to display multiple positive reasons to pick their brand (Sundie et al., 2006).

Finally, a commitment and consistency aspect of persuasion is at play as well, the advert signals that you would be perceived as trustworthy by purchasing a Jaguar, to stick to your commitments is to avoid any dissonance that may arise from inconsistencies (Sundie et al., 2006). This advert plays to the idea of being a married man and maintaining a mate, you must follow a consistent commitment to that social identity. This advertisement insists that owning a Jaguar supports that notion of respectable (married) male behaviour.

JANUARY 1980 • \$3.25

© 1978 Lever Brothers Company

DENIM

For the man who doesn't
have to try too hard.

He doesn't have to. Things come easy for
the man who wears DENIM®. Because
a man feels better. A man feels cooler.



A whole new feeling in
Cologne and After Shave.

1980s

Social Domain: Mate Selection

Persuasion Techniques: Liking, Social Proof, and Scarcity

This advert seems to be focused on standing out as a mate, this is directly related to an idea of scarcity of appearance, and how it "comes easy" to the male model in the advert. Scarcity is a persuasion technique that plays on signaling resource desirability due to limited supply (Sundie et al., 2006).

The purchase of this cologne signals standing out from other men effortlessly and using a luxury item to do so. There is not a direct expression of scarcity (e.g. buy this item before it sells out), but an implied idea of scarcity through his appearance, his jean jacket is open and he has a cleft chin and displays "hyper-masculinity" via sexuality (Sundie et al., 2006). You need to buy this product to "stand out" within a crowd to obtain a mate, this technique is used for male adverts because males value this quality (standing out as leaders) more than women, who will choose to conform to social norms more readily (Sundie et al., 2006).

Moreover, this advert promises feeling "cooler" which also implies standing out amongst your peers. Coolness can signal scarce behaviour, a higher status that is limited within a hierarchy of group members. This is an evolutionary signal because men who were leaders and unique, who had more status, would have more mates and more affairs outside of wives (Sundie et al., 2006). Additionally, the advert also plays to the liking technique (be like the people you admire) and social proof techniques (fitting into your in-group) for mate selection.

KING: 16 mg. "tar", 1.1 mg. nicotine, BOX: 18 mg. "tar", 1.2 mg. nicotine,
100's: 19 mg. "tar", 1.3 mg. nicotine, av. per cigarette, FTC Report MAY '78.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

"Artists stretch the limits of understanding. They express ideas that are sometimes unpopular. In an atmosphere of liberty, artists and patrons are free to think the unthinkable and create the audacious..."

Where there's liberty, art succeeds. In societies that are not free, art dies."

—Ronald Reagan

FREEDOM OF EXPRESSION ISN'T A MATTER OF RIGHT OR LEFT. IT'S A MATTER OF RIGHT OR WRONG.

After helping to support more than 80,000 cultural projects nationwide over the past 25 years, the National Endowment for the Arts is under attack.

A small yet highly vocal minority, led by Jerry Falwell, Pat Robertson, Don Wildmon and Senator Jesse Helms, want to restrict the Arts Endowment from funding anything they consider "indecent or obscene."

And though such censorship seems implausible in our society, this well-funded group of extremists has organized a massive campaign

to pressure Congress into voting their way.

Fortunately, many Americans from all across the political spectrum support freedom of expression in the arts. President Bush recently said, "I don't know of anybody in the Government or any Government agency that should be set up to censor what you write, or what you paint, or how you express yourselves."

If you agree that freedom of the arts is vital in a democracy, please call the toll-free number immediately. When you do, two pre-written Western Union messages in your name will be

rushed to Congress.

Because, regardless of whether your views are to the left or to the right, censorship is just plain wrong.

**People For The
American Way**
ACTION FUND

SEND A MESSAGE TO CONGRESS
1-800-257-4900
OPERATOR 9681

\$6.75 will be charged to your phone bill for two messages.
\$1.00 of this amount will help defray the cost of this ad.



1990s

Social Domain: Coalition Formation

Persuasion Techniques: Authority

This advert motivates joining a coalition in-group by triggering an authority argument. Authority is a persuasion technique in which the advert uses an authority figure to help the buyer make an informed decision about a product, especially when an outcome of the choice is considered highly important (Sundie et al., 2006). This advert chooses to use the ultimate authority figure in America, the president.

By using a quote from Ronald Reagan, the advert hopes to inspire patriotism and action to save "freedom of expression." The in-group motivation is trying to avoid a Republican or Democratic side, but a "right" in-group moral choice. Moreover, it uses the concept of a social threat, censorship, to motivate, a persuasion technique to inspire action (Sundie et al., 2006).

This ad also mentions president Sr. George Bush, also defending freedom of expression. The plea to ask for help to send a message to congress to join a coalition that surpasses Republican or Democratic membership and join a "freedom of expression" membership. The irony of this advertisement being that *Playboy* is the "indecent" or "obscene" material, when Reagan was firmly against pornography and led several campaigns to return to conservative family values (Worther spoon, 2017).

What is also interesting about Reagan as an authority figure was who he was before he was a president. Reagan was a movie star who acted mostly in war films, evoking a masculine and heroic persons that fits the gender narrative of male leadership (Sundie et al., 2006).

Not
all-time
long
Alvin,
color
Cow
mid-bl



Conclusion

Playboy magazine has a robust collection of adverts to explore many evolutionary relevant persuasion techniques. In understanding our social cognition mechanisms, we can better understand how adverts attempt to convince us to buy products. Either through important social relevant domains and through various social aspects such as liking, social proof, authority and other mechanisms. Insights into these techniques can arm the buyer to make better choices and to think twice about what companies are trying to manipulate via evolutionary instinct.



References

- Sundie, M. J., Cialdini B. R., Griskevicius V. & Kenrick D. T. (2006). Evolutionary Social Influence. *Evolution and Social Psychology*.
- Wortherspoon, K. A. (2017) The Politics of Porn: The New York Times' Portrayal of Feminism, Conservatives, and Pornography in the Reagan Era. *San Diego State University ProQuest Dissertations & Theses*, doi 10689858.

I H E S P I R I T O F J E A N S .