

## Victoria's Secret Campaign Critique

- Victoria's Secret came under fire in 2014, following the release of their "The Perfect Body" campaign. The campaign consisted of a lineup of women dressed in different Victoria's Secret products, showing various styles that VS produced. The women are objectified in the ad and are described as the "Perfect Body", which highlights their appearance which is in line with various societal norms.
- Even if the line "Perfect Body" isn't meant to describe the women and more the clothing, the implication of having that text around images of conventionally attractive women could harm the body image and confidence of viewers who are already pressured to fit this standard in everyday life.
- Although VS intends to push this beauty standard to sell more products, as their models fit the mold, they end up turning away many potential customers, as illustrated by the change.org petition that was made in opposition to this ad.
- The **target audience** for this campaign is young women. The buyer could purchase the item in hopes of it helping them get the "perfect body". Adding to the insecurities that many young women might have.
- At the time that this ad was created. There wasn't a lot of body positivity in ads and media in general. There was a lack of representation for larger body types.
- This campaign is a clear example of the **thin ideal**. The thin ideal is also aligned with **Hofstede's cultural dimensions theory**, as society favors the body type that is the most difficult, time-consuming, or expensive to maintain, as it reflects wider ideals of wealth and control.
- Within the ad, we also see overt sexualization pushing back at the thin ideal, as push-up bras highlight objectification and the societal exaggeration of women's sexualized features.
- It also has the **social comparison theory**. This theory is that we have an innate need as humans to compare ourselves to others at any given attribute. Many young women looking at this ad will compare their bodies to the ones shown in the image. Especially with the "perfect body" text, this makes women think the way they look is not perfect or good enough.
- The **intended consequences** of the campaign were for women to feel that Victoria's Secret has the bra to fit all body types, with perfect fit, comfort and softness. However, the campaign itself contradicts it and creates the **unintended consequence** of making women feel like there should only be one body type, or that all women should strive to have bodies like the women in the campaign.