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**ADVERTISING LOVE'S
BABY SOFT: "WHY
INNOCENCE IS SEXIER
THAN YOU THINK"**

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Abstract: Since the dawn of humanity, advertising has played an essential role in the dissemination of products and services. However, throughout history, some advertisements have presented inadequacies with regard to the chosen approaches, such as the one broadcast by *Love's Baby Soft* in 1974, which presented a child and explored the innocence of the same as an attractive feature. It must also be considered that at the time of its creation, feminist movements were at their peak in the United States, where this publicity arose. In this sense, American men were willing to put women in their "proper place", that is, in cribs, in an infantilized and sexualized way at the same time, which is possible to perceive through this advertising. Thus, this study aims to analyze the aforementioned ad, present a reinterpretation of it, as well as make the content accessible, so that more human beings can be reached by this message. Thus, it is justified by the aim of contributing to the improvement of the creation of advertisements by the agencies, so that they do not disrespect the Federal Constitution or Human Rights, being also accessible to all people who want to have contact with this material.

Keywords: Advertising; Child sexualization; Accessibility.

INTRODUCTION

This article deals with the sexualization of children in the field of advertising, as well as accessibility, which is essential so that all people can be reached by this content full of information necessary for the deconstruction of standards, opinions and stereotypes, through the realization of debates on these issues when they are put on the agenda.

This way, each human being carries responsibilities and certain conceptions according to their level of maturity. However, sometimes there is an early development of individuals when exposed to certain

situations that occasionally involve advertising persuasively presenting behaviors that individuals often end up reproducing without filtering information, especially when they are children.

To carry out the research, references were used from websites that addressed the history of advertising and helped the group to critically analyze the advertisement in question, as well as in articles and materials made available and discussed in class.

ADVERTISING

According to Chiara (2018), the first records of advertising date back to 3000 BC, the paintings on the walls of Babylon that were made by various professionals in order to offer their services to the population. Then came the posters hanging in the squares of ancient Rome announcing apartment rentals.

As early as the Middle Ages, messengers were paid to shout news about the nobility and the offers of merchants. Until the 15th century, this was how advertising developed, in a simple way and with a low reach. However, with the invention of printing around 1450, this scenario changed and advertising materials began to be produced in greater quantity.

In the 17th century, newspapers appeared and more people began to have access to advertising. With the increase in the production of goods, it became necessary for the emergence of the first advertising agencies in Europe and the United States in the 19th century to sell stocked products, a process that began in the early 20th century.

On the other hand, according to the Escola de Comunicação e Design Digital (20--?), in the same period, with the emergence of radio, different audiences began to be reached, because now advertising also had sound, then *jingles*, songs that advertise the products, and which, at times, are strongly fixed in the

consumer's mind.

Furthermore, with the emergence of television, advertising became even more interesting, after all it was possible for people not only to hear information about the product, but also to see it through the screen.

And finally, after the emergence of the internet, it became possible to include all forms of advertising in the same space, and, at the same time, create new ways to promote products and services. In addition, this is a cheaper and more democratic way of making a company or brand known, thus allowing it and the consumer to develop a closer relationship than they had previously.

CHILD SEXUALIZATION

According to Criança e Consumo (2022), several laws and regulations in Brazil today, such as the Consumer Protection Code, have banned advertising for children in Brazil. However, this still occurs illegally, and some companies use the internet for this practice, as they are aware that in the country 91% of children and adolescents between 9 and 17 years of age use the *web* every day

This way, based on data collection, they establish parameters on preferences, behaviors, tastes, relationships, among others, in order to more assertively advertise their products for this age group. Recently, in the United States, the current president, Joe Biden, called for children's advertising to be banned from social networks, as children's data must be protected and they must not be exposed to commercial exploitation.

Furthermore, according to Child advertising is already illegal (20--?), advertisements targeting children can influence early eroticization and adultization, and even lead to child sexual exploitation, as the child will be portrayed playing the role of an adult.

Thus, according to Montes (2017), the

adultization process occurs when a child's childhood is shortened, as he will have the idea that he needs to stop behaving as such and, finally, grow up, having as a consequence, adult attitudes being reproduced before the appropriate time.

In addition, adultization is usually followed by sexualization through concerns about physical appearance, ambiguity of messages, sensual poses in models who are still children, for example. Thus, when exposed to these situations, several problems can accompany them for the rest of their lives, such as: low self-esteem, early pregnancy, violence, eating disorders, among others, precisely because their sexuality is still in development.

Regarding this theme, the Statute of Children and Adolescents, Art. 17, considers that:

The right to respect consists of the inviolability of the physical, psychological and moral integrity of children and adolescents, encompassing the preservation of the image, identity, autonomy, values, ideas and beliefs, spaces and personal objects.

This way, it becomes essential that children be children, that is, act as such, so that they are healthy and prosperous adults in the future.

ACCESSIBILITY

According to the Infopedia dictionary (20--?), accessibility means what is easily accessible by all people, including those with reduced mobility and people with disabilities.

In this sense, according to Schaeffer (2021), for the image to be accessible, it needs to have resources such as alternative text and audio description. The first can be published through the *hashtags* #ParaCegoVer, #ParaTodosVerem, #ImagemAcessível or #TextoAlternativo; the second is a recorded audio, so both have the function of describing the image that will be published.

This way, first you must say if the image is a photograph, strip, drawing, among others, then describe the image from right to left, as well as from top to bottom. In addition, colors must be identified, texts must be described, as well as their location. Sentences must be short and to the point, written in a logical sequence, in which abbreviations must be avoided. Thus, content can be posted on social media and more people will be impacted by this publication.

RESEARCH METHODOLOGY

For the development of the project, communication between the group was carried out via *Google Meet* and *Whatsapp*, in order to discuss ideas. Therefore, the method used to share suggestions, thoughts and opinions was *Brainstorm* through the use of *Google Jambord* to take the necessary notes.

In addition, as there was difficulty among the group members in adjusting the schedules due to the daily and particular demands of the academics, it was decided that each one would develop the tasks separately, always communicating with the others. For this, the tasks were divided into: photographing and collecting data from the more technical part of the project, making the accessibility of the content that would be generated, producing the graphic pieces and the textual part, as well as the presentation to the level 1 class of the course of Publicity and Propaganda of the UPF.

Meanwhile, the teachers guided the groups to use creativity in the construction of advertising as a whole. In addition, there were several classes on Accessibility, Visual Construction of a Campaign, Social Responsibility, among other subjects, with the purpose of supporting students during the process.

INTRACURSO PROJECT

WHAT IS IT?

The Intracurso Project is a practical

interdisciplinary activity that began with the first class of the new curriculum of the Publicity and Propaganda course at the University of Passo Fundo (UPF) in the first two semesters. In this sense, each semester, students together with professors bring current topics to the classroom for discussion, addressed by a central problem, in which in this project they must seek solutions for the same through publicity or propaganda. In the first semester of 2021, students were tasked with recreating old commercials according to the thinking of today's society.

DATA ANALYSIS

The *Love's Baby Soft* body lotion line in 1974 launched several advertisements in which an adult represents a child, using childhood innocence through the teddy bear, as well as the phrase "Because innocence is sexier than you think" (free translation)



Figure 1 – Original printed advertisement *Love's Baby Soft*, 1974

Source: https://www.yesterdaysperfume.com/yesterdays_perfume/2014/01/vintage-perfume-commercial-loves-baby-soft-1975.html

At the time the ad ran, few people really cared about the message being spread through this ad, as this type of behavior was accepted and expected.

On the other hand, to fulfill the purpose of the work, this advertisement was recreated and the name of the product was also changed to *Love's Soft, Baby*, "Love is soft, baby" (free translation). In this sense, three pieces were developed: one for social networks, the cover of a magazine and an advertisement for the same.

From the images above, the idea was to demonstrate the power of women that can be perceived through knowledge, for example, and not through innocence as *Love's Baby Soft's* advertising portrayed



Figure 2 – Cover of a magazine



Figure 3 – Advertisement for a magazine

For that, in the photographs, the model was wearing a red outfit, but also posing confidently and with a striking look.



Figure 4 - Ask for social networks

In addition, the accessibility of each piece was also carried out so that the largest number of people could have access to this content if it were broadcast.

Capa da revista em Braille/Peça para mídia impressa

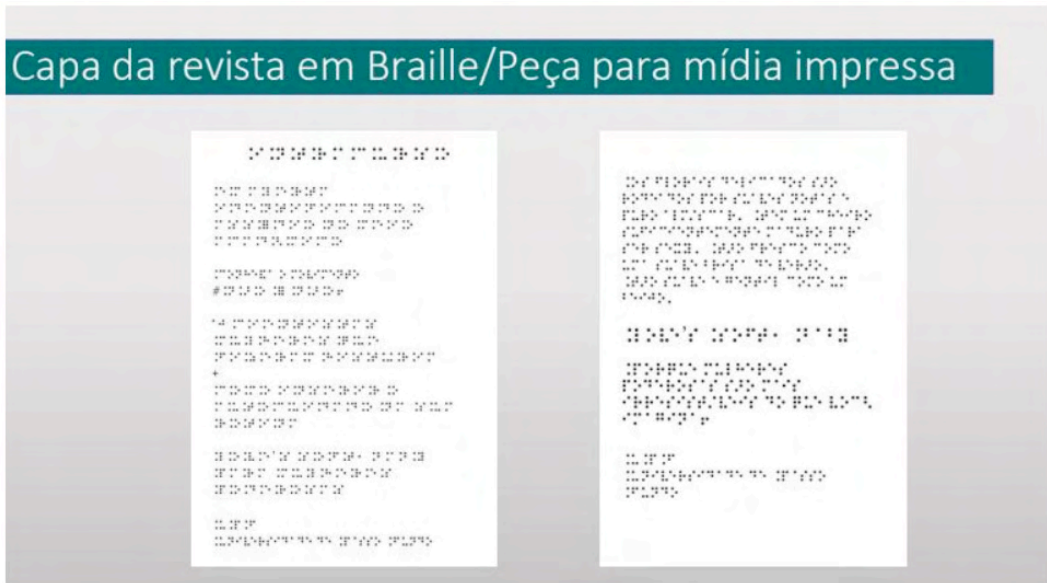


Figure 5 – Accessibility in Braille for printed media pieces

Texto alternativo

#PraCegoVer Foto de uma mulher vestida de vermelho segurando um livro. Ela está com um olhar poderoso e pronta para conquistar o mundo. Em cima temos o título da revista: Intracurso, no lado esquerdo na parte de cima temos a seguinte manchete 10 CIENTISTAS MULHERES QUE FIZERAM HISTÓRIA e mais + COMO INSERIR O AUTOUIDADO NA SUA ROTINA. Já no direito EM ALERTA IDENTIFICANDO O ASSÉDIO NO MEIO ACADÊMICO e Conheça o movimento # NÃO É NÃO!. Na parte inferior à esquerda temos o título LOVE'S SOFT, BABY PARA MULHERES PODEROSAS.

Figure 6 - Accessibility for the blind

Texto alternativo

Para os daltônicos: a moça tem cabelos castanhos com luzes nas pontas. Ela está usando uma blusa vermelha e um colar dourado. No canto inferior direito, temos o produto anunciado que é composto por uma embalagem transparente com a tampa e a escrita em rosa.

Figure 7 - Accessibility for the color blind

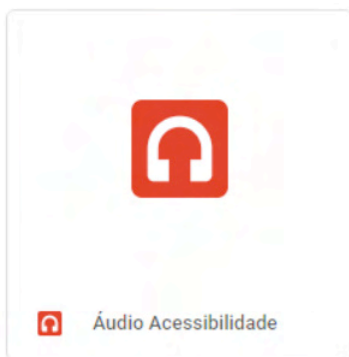


Figure 8 – Accessibility for illiterate people



Figure 9 – Accessibility in Libras for deaf people

FINAL CONSIDERATIONS

From the above, it is essential that parents and authorities filter the information and decide whether or not children must have access to these materials, as they are still building their identity as well as their personality, and therefore are not fully capable of performing this analysis, becoming vulnerable to reproducing what they see, feel or even hear.

In addition, it is essential that Advertising goes through transformation processes aimed at extirpating the reproduction of past behavioral patterns and which, therefore, do not represent the present reality.

Parallel to this, it is also concluded that for Advertising to be effective and assertive, it must be inclusive, which, therefore, implies the insertion of elements that allow accessibility to the piece(s) produced, in a way that both deaf, blind and illiterate audiences are reached.

Therefore, we believe in the validity of this research since it aims at different approaches and promotes reflection on the advertising pieces already produced. Therefore, with a critical attitude towards communication, it is expected to transform the present, learning from the mistakes of the past.

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