[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

Sex Sells

Sex sells have become a very common line in marketing and advertisement industry. Sex in advertising is usually used to create consumer interest in a particular product or service. It's a fact that sex advertisement is able to gain more customers. Many popular magazines have experimented this on their covers. If the ads contain more sexual content and they create a sexual situation, it will get a huge response from the customers. However sex ads can help in gaining consumer interest, but they can't sell everything if proper instructions are not provided to them (Streitmatter, n.p).

Sex ads are not only used in the advertisement for selling products, but also it is being used by many online gaming websites to gain more customers on their sites. People might come to their website for one or two times after watching the erotic scene, but if the product doesn't provide quality, then customers will automatically lose their interest. Sex may sell the products, but this technique can be useful for an only limited time because companies can make fool to the customers once or twice, but after that, it will create a negative impact on company's profile (Reichert & Kristin, pp.135)

Sex is most importantly stay in the market and continue in helping the companies to gain customers by posting sexual ads on their websites, but it won't be featured prominently in the market anymore because these ads are creating harmful effects on the young people. After watching erotic scenes on the websites, watching covers of naked male and female on websites, they will be having a desire to perform sex in young age which will increase the risk of developing cervical cancer. If the company wants to sell a deodorant or cologne, they will most probably use sex for selling the product. When young people see these advertisements, they will have the desire to do the same.

Work Cited

Streitmatter, Rodger. *Sex sells!: The media's journey from repression to obsession*. Cambridge, MA: Westview Press, 2004.

Reichert, Tom, and Kristin McRee Walker. "Sex and magazine promotion: The effects of sexualized subscription cards on magazine attitudes, interest, and purchase intention." *Journal of Promotion Management* 11.2-3 (2006): 131-141.