

Advertisements

Promoting stereotypes
and false images



- „Blanco 73“ is a german detergent
- Slogan: „With Blanco 73 everything gets gorgeously white, even colored things.“



- Roberto Blanco, a popular german singer
- He gets washed with „Blanco 73“



- After he got washed, his face is painted in white



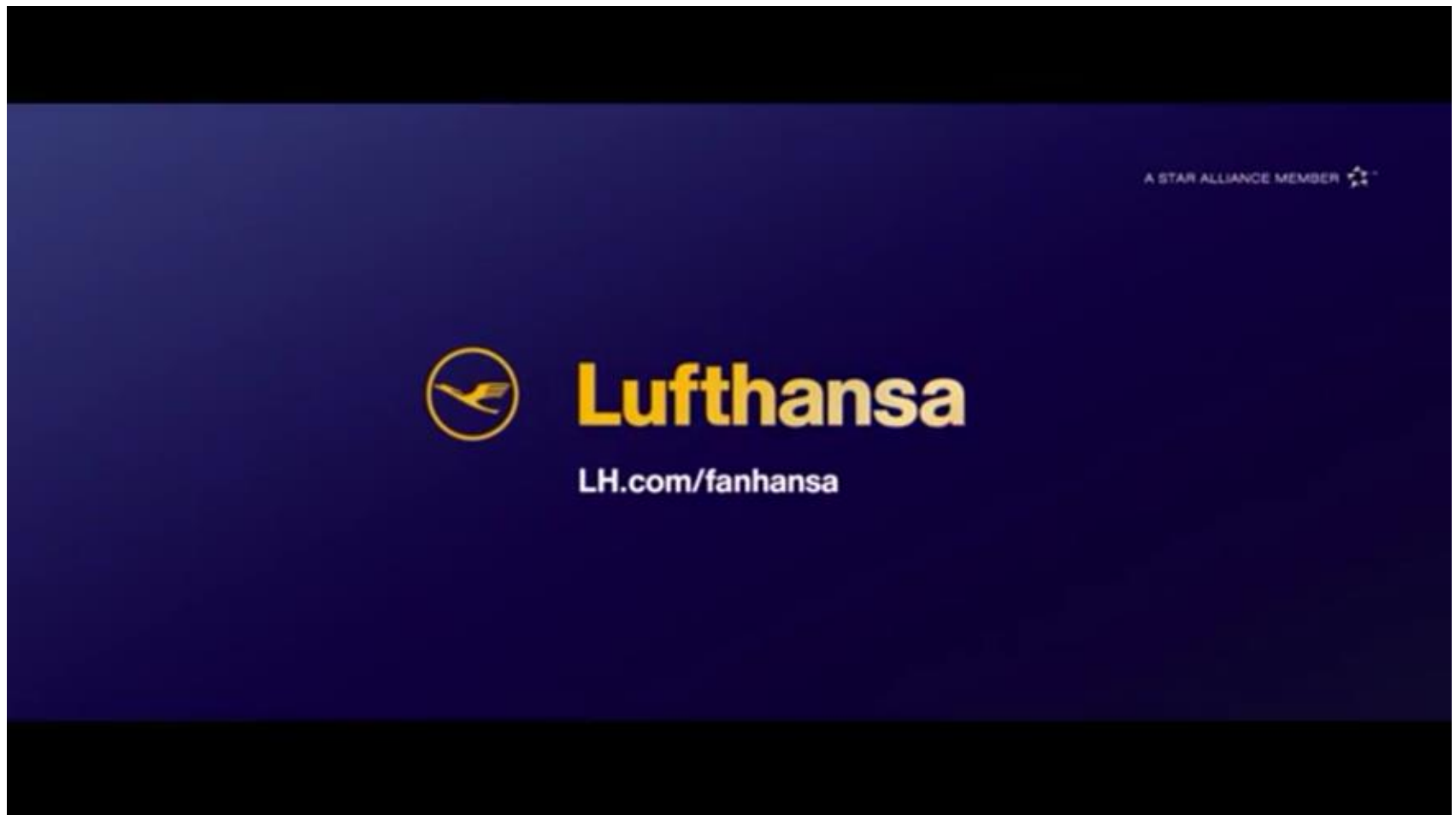
- „Dr. Oetker“ is a popular german brand
- Baking and cooking products



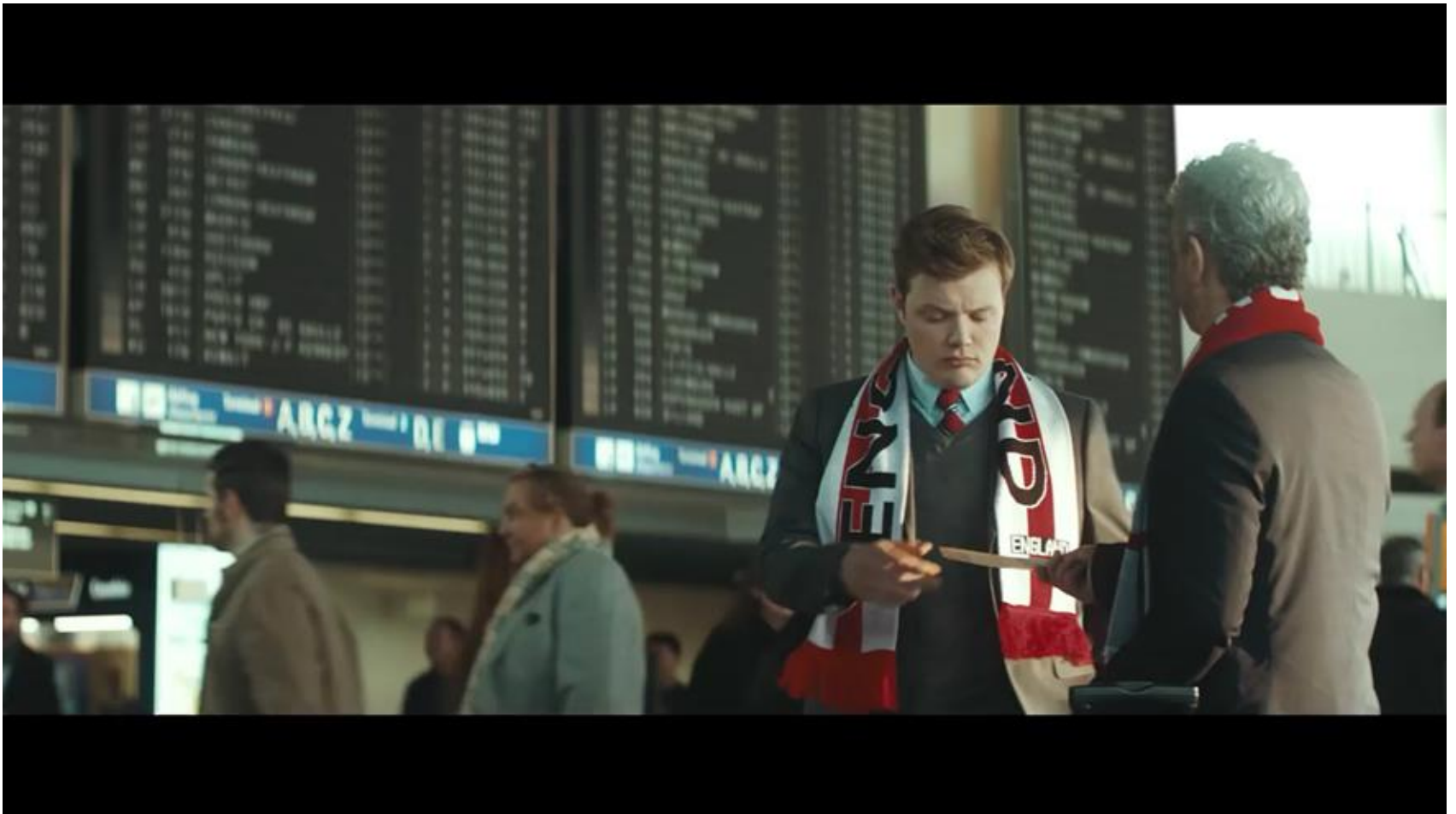
- Men still wants to get conquered after marriage
- A woman's life is much better



- A woman has to important questions in her life
- A cake makes a man indulgent and friendly



- „Lufthansa“ is a german airline



- Two english men have to flight with Lufthansa
One of them isn't exited



- A german man is playing the tuba
- The stewardess is rude
- The TV shows a german football match



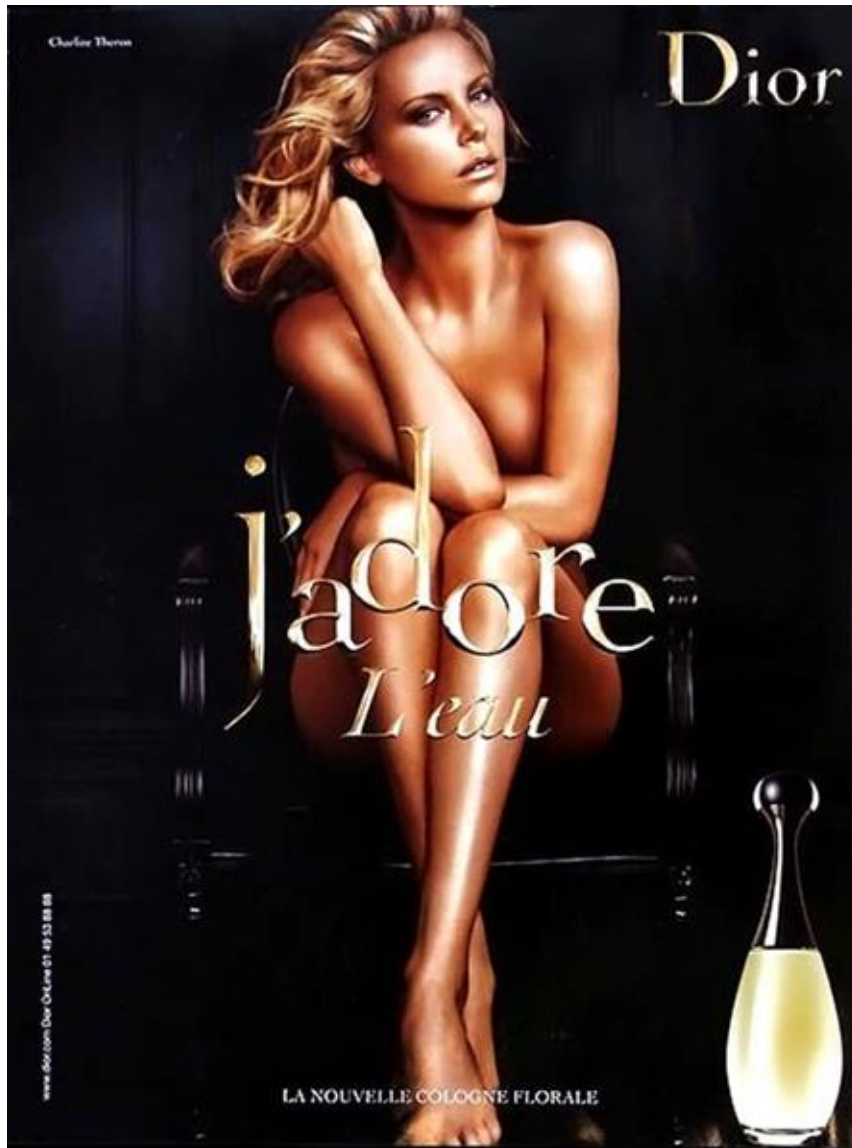
- The passenger are silent
- The stewardess is friendly

Lenor

Bis zu
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*im Schrank





A label for
make up and
parfum

Thank you for your
attention