



### Introduction:

A recent trend in corporate marketing is to attract consumers through social responsibility. This strategy typically involves demonstrating how the company makes a difference in the community or raising awareness of a social justice issue related to the product or service that the company sells. This activity focuses on commercials created by two different companies—Gillette and Egard—and how those commercials use social responsibility to promote cultural values and beliefs surrounding masculinity.

### Participant Instructions:

1. Discuss the following question: How would you define masculinity?
2. Watch the Gillette commercial and then discuss the following questions:
  - What was your emotional response to this ad? What other emotional responses have you heard about or could you imagine?
  - What underlying cultural values and beliefs do you see in play in this ad?
  - Which co-cultural groups or social identities do you think are the intended audiences?
  - How do you see power and privilege critiqued in this ad?
  - How effective do you think the message was?
3. Next, watch the Egard commercial and discuss the following questions:
  - What was your emotional response to this ad? What other emotional responses have you heard about or could you imagine?
  - What underlying cultural values and beliefs do you see in play in this ad?
  - Which co-cultural groups or social identities do you think are the intended audiences?
  - Think about this ad in relation to the first one. How are they similar and different? Which do you think is more effective?
  - Do you have any critiques to offer about the rhetoric used?
4. Do a final debrief with the following questions:
  - What are considered masculine traits in your culture? How are they similar or different to what is depicted in these two commercials?
  - How strictly is masculinity enforced in your culture? That is, how acceptable is it in your culture for individuals to behave outside of gender norms?
  - What do each of these commercials imply or say about masculinity?
  - Are you convinced by either of these commercials' versions of masculinity? Why or why not?
  - What do you think about companies who brand based on social responsibility?