

Subliminal messages in advertisements for fast food chains

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Subliminalne poruke u oglasima za lance brze hrane

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Mentor: doc. dr. sc. Goran Milić

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Supervisor: Goran Milić, PhD.

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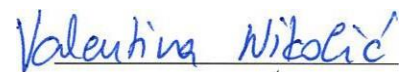
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Abstract

Advertising is a media tool for various establishments to promote and to sell their products. This paper will explain what advertising is, with special reference to food advertising, as the focus of this paper, since food advertising is everywhere around us, and it is hard for consumers to resist the temptation to order an item of food, or to stop by for a quick snack whenever we see one. Next, the paper discusses what type of advertising strategies there are to appeal to the public. In the field of various strategic tools, this paper names several of them and later applies them in the analysis. Furthermore, the paper explores the subject of the impact of subliminal messages, and how they managed to appear in fast food advertisements. Consequently, the paper explains briefly what exactly subliminal advertising is. The theoretical part is followed by an analysis of a couple of fast food advertisements to determine what techniques are being used, as well as what subliminal messages are hidden beneath them. The paper ends with a brief discussion and conclusion.

Keywords: advertising, food advertising, advertising strategies, subliminal messages, subliminal advertising.

1. INTRODUCTION

We live in a world of rising consumerism, and advertising has become an everyday phenomenon that people encounter through various media fields. Advertisements are daily exposed to the public eye, whether through TV, Internet commercials, printed advertisements, magazines, etc. The main goal of advertisement is to promote, and consequently sell the product, however not every advertisement will work. Every person has their own preferences and the ideas they like and dislike, therefore companies must make their advertisement appeal to everyone.

There are a number of products being advertised, but this paper will focus on mainly fast food print advertising. Fast food advertising has seen an increase over the years, whereby fast food companies aim to seize people's attention to their ads with various techniques and strategies. There are number of strategies with which advertisements can influence people's thinking and actions, and in this paper several of them will be mentioned.

With the number of various advertisements being promoted, there is a notion that fast food companies do not only want to sell their products, but also subliminally convey other ideas, which may become controversial.

With the techniques being utilized, many advertisements carry another meaning behind their purpose. Whether intentionally or unintentionally, subliminal messages can be encrypted in various fast food advertisements. Some of them are harmless, however, some of them caused fury and rage between people. This paper will try to decode those messages and explain why are some of them fared well with the audience and some disappointed them. We will offer several examples with the analysis as well as the discussion and conclusion at the end of the paper.

2. ADVERTISING

Advertising is an act in which opinions, ideas, product and services are exposed to the public eye for the purpose of sale. Nowadays, it is inevitable to everyone's attention and this phenomenon has become a preordained part of mass media culture. In order for a company to promote and represent their product, it must be shown to the public through a medium. "The advertising medium is the method in which the message is delivered to the intended target audience" (Farooq 2020).

The types and classification of advertising media can be grouped under:

- a) Print Advertising (Newspapers, Magazines, Newsletters, Brochures)
 - b) Broadcast Advertising (Television, Radio)
 - c) Outdoor Advertising (Banners, Billboards, Kiosk, Bus stops, etc.)
 - d) Digital Advertising (Internet, Social media, Mobile phones, Podcast, Media devices)
- (Farooq 2020).

In order for a company to be able to push its product, it must help to present it so that it is available to the public. Of course, any product that is advertised represents the advertiser; therefore, a good public image is one of the reasons why it is vital. Furthermore, as more and more products are implemented, the more a company can conduct research and determine if something is missing or if something is wrong with their product. Moreover, advertising is one of the fastest ways to educate people about a new product, which helps the public to learn and inform about the products they are interested in. For example, YouTube as one of the biggest social media platforms, has seen a major rise in number users over the past few years. An online article¹ on Interesting Advertising Statistics says that "YouTube mobile ads receive viewer attention 83% of the time", in contrary to television ads where they "only get attention 45% of the time"

The appearance and the design of advertisements have changed over the years, and have become more eye-catching. Naturally, the primary goal of advertising is to sell a particular product, but some companies exaggerate the design of their ads, i.e. the product being represented. Due to the creativity of particular ads, there is a notion that they may not only be selling and promoting the product that is represented, but some other connotations as well.

¹ <https://www.smallbizgenius.net/by-the-numbers/advertising-statistics/#gref> Accessed 13 September 2020

Advertisements can serve as a facade that uses a variety of alluring elements which hide more subtle and influential motivations and notions than it appears on the surface. With the help of various advertising appeals and techniques, advertisements are becoming more attractive and captivating to the public. However, there are advertisements that “crossed the line” with their design, whether intentionally or unintentionally, and some of these advertisements will be mentioned in this paper.

3. FOOD ADVERTISING

Nowadays, wherever one is looking at, will, at least once daily, see an advertisement for fast food product. Well-known fast food companies such as *McDonald's*, *Arby's*, *Burger King*, etc. have released a number of food advertisements to endorse their products. It is much easier today to order a food item, to check the ingredients of an item of food, to see the price, essentially, to have all information in one place and in quick time.

Csorba (2011: 1) finds that “the average European consumer receives 30,000 advertising messages a year. Food product choice is overwhelming, as well as TV commercials and printed advertisement that want to sell their food product to us”.

The food industry has become a massive market force, producing a variety of food products. With the development of the market, the amount of consumer choice also increases. The reasons why food advertising is salient are, first of all, that food is a necessary item that is being repurchased every day. In order for sales to go up, creators of food ads must constantly generate new ideas, and keep up with the customer's desires and wishes. Secondly, there are numerous fast food chains and companies that are breaking through the market and this leads to competition among them. Therefore, every company's goal is to make their products look as engaging and fascinating as they can be on advertisements, while, naturally, offering the greatest service.

Fast food advertisements are not always amusing, as they can be repetitive and all over the place. However, many companies unleash their creative side and release conspicuous and attention-grabbing advertisements. The majority of the advertisements are friendly, humorous, informative. Advertisements wish to be seen everywhere. But some advertisements do not fulfill their purpose.

In order for an advertisement to work, the company, or the producer of an ad, must take into consideration a couple of techniques while making it. These techniques are a vital point that every ad incorporates, making the advertisement noticeable to the public.

3.1. Attention seeking strategies in fast food advertisements

For fast food print advertisements, there is usually a picture of a product and a text written to it. In order to sell or promote a particular food item, advertisements will look as alluring as possible.

There are a number of attentions seeking strategies used while designing a fast food advertisement, however, in this research, several of them will be mentioned and analyzed. These include: use of wordplay, use of color, use of imperative voice as well as use of pronouns.

All these said strategies, when combined, may sell a different idea, or a different matter of a certain advertisement. This ‘other’ idea forms another message, a message that is unintentionally made. These messages are called subliminal messages. In the next section, the aforementioned strategies are briefly analyzed.

3.1.1. Use of wordplay

Merriam-Webster Dictionary defines wordplay as a “playful use of words: verbal wit”. Wordplay is a vital marketing strategy used to persuade people to buy a product, pay for a service, etc. It includes figures of speech such as idioms, puns, *double entendre* and many more to encourage the audience to pay the attention and to display their creativity.

In this sense, Williamson (1978: 184) notes that “language can make very precise references, which we decipher as part of the 'real world', since it is the most accessible to us of all the forms used in ads, and we use it ourselves – it almost becomes our speech. Ads can use language closer to or further from our own, to produce different effects – we decipher a certain meaning from the style of the language used, the way in which it is written.”

However, when creating an advertisement, the manufacturer of the ad must be cautious as well, as some conceived wordplays can imply negative or controversial meanings. This is also due to the fact that many words can point towards different meaning. Key mentions that “not only have the taboo four letter words proved effective in manipulating the response of mass audience, but other words, with taboo implications have also been demonstrated to possess subliminal power” (1974: 28). The author also provided some examples of words with taboo implications such as (*shit*), *whose* (*whore*), *pints* (*penis*), *cult* (*cunt*) (1974: 28).

Many advertisements use this method in order to make their ad appear catchy and funny. It is important that the wordplay is applicable to the audience, and that the text and the picture correlates with one another, thus creating an effective ad.

Two of the most used techniques of wordplay are the *double entendre* and the use of idioms. *Double entendre* is explained in Merriam- Webster dictionary as a “word or expression capable of two interpretations with one usually risqué” whereas an idiom stands for “an expression in the usage of language that is peculiar to itself either in having a meaning that cannot be derived from the conjoined meanings of its elements or in its grammatically atypical use of words” (“Idiom”, n.d.)

Double entendre will be mentioned several times through the analysis in this paper, especially in connection with sexual innuendos. Korčák (2011:22) explains that “this phenomenon usually appears when intended information is too indecent to be said outright, or deliberately to provoke the recipient” This does not mean that every person can see the double meaning hidden behind it, however, some sexual innuendos in the advertisements are so poorly hidden that it is impossible to not notice them.

3.1.2. Use of colors

Use of colors is another crucial component when making an appealing advertisement. “Color is a vivid, affect-loaded, and memorable visual element and, as such, is an important marketing communications tool” (Garber, Hyatt & Starr 2000: 59).

Unconsciously, colors can affect our rational thinking and behavior, it affects our decisions as well. Urie (2018) claims that “fast food companies have been using color psychology to subtly influence customers over the years, including using the color red” and that “almost all of their logos use the color yellow”

It is not a surprise than whenever one passes by a restaurant chain and sees its logo, or a particular advertisement, the hunger and desire prevails. For example, the *McDonalds*’ logo has a yellow letter M with a red background. What is more, *Burger King*’s logo also contains these two colors with a blue one as well, since “Red invokes passion or high emotion. Red is the perfect example of a color that affect the marketing of food products. Its bright hue and association with high stimulation are used by many fast-food establishments to grab consumer attention” (Says 2020).

Why is the yellow color important in food marketing? Says (2020) explains that “yellow demands attention, it’s perfect for companies to use in their products and logos. Yellow is associated with happiness and energy, and it is said to even stimulate one’s metabolism”

With these aforementioned explanations in mind, it is no surprise why most of the fast food companies use these colors in their logos.

The combination of red and yellow unintentionally evoke feelings of hunger, happiness and satisfaction upon seeing them, and this is why they are crucial when promoting food items in advertisements.

Other colors, such as green, black, dark brown or blue is a rarity when making fast food advertisement, however they can be seen as well in some of them.

3.1.3. Use of imperative voice

This technique is another prominent one which is used mostly in famous slogans, as well as in advertisements.

Imperatives can unconsciously make a person to do, buy, or take something, and this is why this is a powerful tool in marketing. Moreover, the use of imperatives is “often times, surprisingly

useful, as they manipulate reader's thoughts in such a way that gives little room for argument" (El-Sakran, Maklai 2019: 2).

Some of the most famous slogans containing imperative are, for example: *Nike: Just Do It*, *Apple Computers: Think Different*, *Sprite: Obey Your Thirst*, *Burger King: Have it your way*, etc.

3.1.4. Use of pronouns

Pronouns (mostly: you, she, it, we) play a vital role as well in the enhancement of a particular advertisement. Pronouns are used in company's slogans as well as in advertisements.

Pronouns are used to target the consumer; they are words that take the place of a noun and are used in advertisements to make consumers feel special. Often times pronouns in marketing have a role of promoting unity, togetherness, thus it is a great tool for an advertisement to appear friendly and inviting. However, sometimes pronouns may take a different role in advertisements, such as replacing or comparing the object of the advertisement with a human person.

4. SUBLIMINAL MESSAGES

Brian W. Key explains that subliminal language is „a language within a language – one that communicates to each of us at a level beneath our conscious awareness, one that reaches into the uncharted mechanism of the human unconscious. This is a language based upon the human ability to subliminally or subconsciously or unconsciously perceive information" (Key 1973:11).

In other words, subliminal messages are a technique used to influence or persuade people through deceptions without the person being cognizant of what is happening, or what the message is executing.

Subliminal advertising as a concept first appeared with James Vickary's experiment in 1957. He inserted the words *Eat Popcorn* and *Drink Coca-Cola* into a movie. In the experiment "the words appeared for a single frame, allegedly long enough for the subconscious to pick up, but too short for the viewer to be aware of it" (Love 2011).

Vickary was a market researcher whose experiment later suggested to be fraudulent, although the experiment “supposedly created an 18.1% increase in Coke sales and a 57.8% increase in popcorn sale” (Love 2011).

Even though Vickary’s experiment was said to be a counterfeit, there is no denying that subliminal messages do not exist in today’s world. Subliminal messages are a powerful tool for influencing people’s decision, thoughts, behaviors and feelings, all by doing it unconsciously.

5. SUBLIMINAL ADVERTISING

Subliminal advertising “consists of presenting to people, on a television or theater screen or over the radio, advertising stimuli at a level below the threshold of consciousness but at a sufficient intensity to influence the recipients' marketing behavior. The consumer can presumably be persuaded to purchase a given commodity without being aware of the process of persuasion” (Rose 1958: 276).

Many companies use subliminal advertising, not only fast food chains. It has become a regularity nowadays, where people are persuaded through marketing techniques to buy a certain product.

However, there was a rising question whether subliminal advertising is a manipulative tactic used against the consumers. In 1971, there was an experiment on an advertisement for Gilbey’s London dry Gin² in which over one thousand female and male subjects participated. The experiment shows that, just by looking at the photo of the alcohol “sixty-two percent described feelings of “satisfaction “, “sensuousness”, “sexuality”, “romance”, “stimulation”, etc. (Key 1973: 4).

If it is a manipulative tool, people would feel as if they are being defrauded and mistreated. Still, this kind of advertising is prevailing nowadays, as the number of consumerisms is constantly rising.

https://www.researchgate.net/profile/Jeff_Macharyas/publication/281101264/figure/fig6/AS:652593814573060@1532601898956/Gilbeys-Gin-ad-showing-suspected-subliminal-images.png Accessed 13 September 2020

6. ANALYSIS

The analysis will encompass six examples of print fast food advertisements from different companies: *McDonalds (2)*, *Arby's*, *Hardees*, *Carl Jr.*, and *Burger King*.

The pictures of the advertisements are available online and can be found in the references below.

The analysis will provide and exemplify the attention seeking strategies used in a particular advertisement as well as give an example of the types of subliminal messages which are (unconsciously) shown.

Different fast food companies are used in order to compare the creativity and the design. The first example is the advertisement made for McDonald's, unarguably one of the most renowned fast food company. It was established in San Bernardino, California, in 1940, by Richard and Maurice McDonald.



Image 1: *McDonald's* ad (Posch, 2012)

In the advertisement, there is a cheeseburger placed in the center, with the words “STOP STARING AT ME LIKE I’M SOME PIECE OF MEAT” written across the top. At the bottom of the ad, there is a small text that says ‘You can look, but you can’t touch. Ok. You can touch. But can you handle me? Check out my dimensions. Two oil-beef patties and juicy all over. ARE YOU MAC ENOUGH?’

There are a couple of techniques used here to make this ad more appealing. Firstly, the use of colors. In this ad, a rich dark red color prevails and it is constructing the hamburger to look more royal and sophisticated. The color makes the hamburger stand out, so that the hamburger looks even more tempting than it is. Moreover, the lighting in this ad is used to make the hamburger look more appetizing, accentuating every ingredient. The text is next thing that catches our attention. It appears as if the text is read by a woman, rather than a man, which consequently leads to conclude that the hamburger is being compared to a woman’s body. However, the text wants to achieve a humorous effect with the use of wordplay: the word ‘meat’ has polysemic meaning – meat as in the ingredient placed inside the hamburger to eat, and meat as a slang for a woman’s body. While the usage of this phrase female public may not find amusing, the ad wants to overall cause a comical reaction. Moreover, the small text on the bottom reinforces the idea that this ad is aimed more towards men than women. The phrase ‘ARE YOU MAC ENOUGH?’ is a pun, relating to the phrase ‘Are you man enough?’ which basically invites men to challenge themselves and devour the hamburger (or a woman). All these techniques used in the ad makes the ad to carry a double meaning – this one is connected to sexual connotations and, overall, the relationship between men and women.

The ad is made memorable due to aforementioned techniques. Even though this is an ad for a food product, the producers of this ad managed by some means to connect food to the relationship between men and women. As mentioned, this ad may cause disagreement coming from the female side, while overall, the ad is found amusing at first glance.



Image 2: *McDonald's* ad (Raszl, 2007)

This is an advertisement for *McDonalds*, as well. *McDonalds* are a worldwide prominent fast food chain that also has a branch in their company called *McCafé* that offers a variety of coffee drinks.

This advertisement is rather a simple one. It is the case of what one sees first in here. For example, one can see a coffee bean which is more sensical, as the logo in the ad is *McCafé*, so it has to be connected to coffee. However, at another glance, this coffee bean resembles a hamburger – although not the delicious one that is seen on other advertisements. This also makes sense as there is a connection to *McDonalds*, hence to hamburgers. The next thing that catches our attention in this ad is the usage of color – the color used in this ad is brown to dark brown. It is a dramatic, cold color that does not associate one with food, but rather to the color of the coffee. This is natural, as the coffee beans are of darker brown color. The subliminal here is rather obvious – it is about advertising two things at once, where *McDonald's* subtly wants to incorporate their fast food product as well as coffee products. This is quite a clever idea from *McDonalds* that surely caught the attention for those who like good food as well as a good coffee.

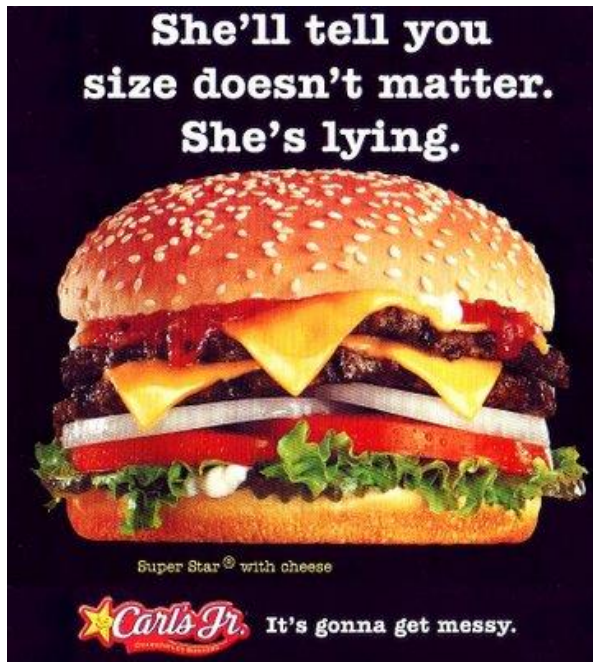


Image 3: *Carls Jr.* ad (2013)

Carls Jr. is an American fast food restaurant chain operated by CKE Restaurant Holdings Inc., that offers a variety of food products such as hamburgers, French fries, chicken, salads, etc.

In this advertisement there is a picture of a hamburger packed with ingredients, and the text above that says 'She'll tell you size doesn't matter. She's lying'. Also, on the bottom it says 'It's gonna get messy'. First to analyze is the usage of colors. Every ingredient of the hamburger is accentuated so that the hamburger looks as authentic and tangible as it can. A slight shadow of white is falling down on the hamburger, making the ingredients look brighter. The background in this ad is simply black, which again, makes the hamburger vaster and appealing to look at. Furthermore, the text is the focal point in here. It appears as if this text is read by a man to another man, again implying the connection to women. Here the use of pronouns is also prominent, where the pronoun 'she' implies to a female person. The phrase mentioned appeals to men in reference to their genitals, thus to their ego. There is an idea that bigger is better, in various fields and meanings. This ad may make men think that the bigger the hamburger they eat, the manlier and more confident they will feel. The phrase that is written below the hamburger also carries double connotations – messiness referring to the one after the burger is eaten, and the messiness after the sexual intercourse between a man and a woman. The subliminal element here is again the connection to the sexual relationship between a man and a woman.



Image 4: *Burger King* ad (Cupac, 2014)

Burger King is another prominent American fast food restaurant founded in 1953, by James McIlamnor and David Edgerton.

This advertisement is undoubtedly one of the most provocative and controversial launched ad. It features a BK Super Seven Incher burger and a surprised looking woman with her mouth agape towards the product. The text written in capital letters, in white, bold font says 'IT'LL BLOW YOUR MIND AWAY'. The use of color is compelling in this ad as well. The beige color prevails, with yellow and red color seen on this woman. The woman has a short, blond hair and rather a pale face which makes the ad look brighter. Moreover, the background is beige with a black color on the edge reappearing. Moreover, the woman has a dark red lipstick on, which is one of the most prominent color used in advertisement that causes hunger and desire. Now onto the controversial part. The text written across the ad carries double meaning within, specifically with the word 'blow'. 'Blow someone's mind away' is an idiom meaning "to strongly affect someone with surprise, wonder, delight, etc: to amaze or overwhelm someone" ("Blow someone's mind", n.d.)

This would refer to the burger being so delicious that it will completely amaze someone and ask for more. However, other meaning is connected to the word 'blow', which is a slang term for receiving a pleasure for men, specifically providing oral sex for men. Furthermore, when taken a closer look, there is a text written in small letters next to the burger. The text is full of words that portray sexual innuendos: Fill your **desire** for something **long, juicy**, and flame-grilled with the new BK SUPER SEVEN INCHER. Yearn for more after you taste the mind-blowing burger that comes with a single beef-patty, topped with American cheese, crispy onions and the A.' Even the name of the burger implies other connotations; 'seven incher' – relating to the size of the hamburger, i.e. the size of a man's private part. This combination of words and the image displayed denotes that one would experience the same amount of pleasure from eating this sandwich as well as receiving the sexual act. So, the subliminal message here is not that much subliminal – the ad wants to promote a new burger, but also it promotes oral sex.

Therefore, this advertisement for food became an advertisement for sex. Due to the look and the graphic of this ad, it has become controversial and has insulted women. This degradation and objectification of women has become a frequency in not only promoting fast food ads, but in other various advertising fields as well. This ad shows how women are portrayed as submissive beings, that are here to fill the sexual desires for men.

In fact, in an article³ published by Fox News, the model on the picture says that "the fast food chain did not ask for her consent to use her image in that way, and is calling for a boycott for Burger King" (Fox News, 2014). The woman also added that she was instructed to do a range of emotions in a photoshoot, not knowing that this picture will be used in this sense.

This advertisement has unquestionably caught the attention, but the outcome is anything but moral. This ad is clearly targeted to male audience, and some may find this ad amusing, but the female audience does not feel at all comfortable and appreciated looking at it, as it completely degrades them.

³ <https://www.foxnews.com/food-drink/model-calls-for-a-burger-king-boycott-after-she-was-featured-in-a-sexually-suggestive-ad> Accessed 13 September 2020

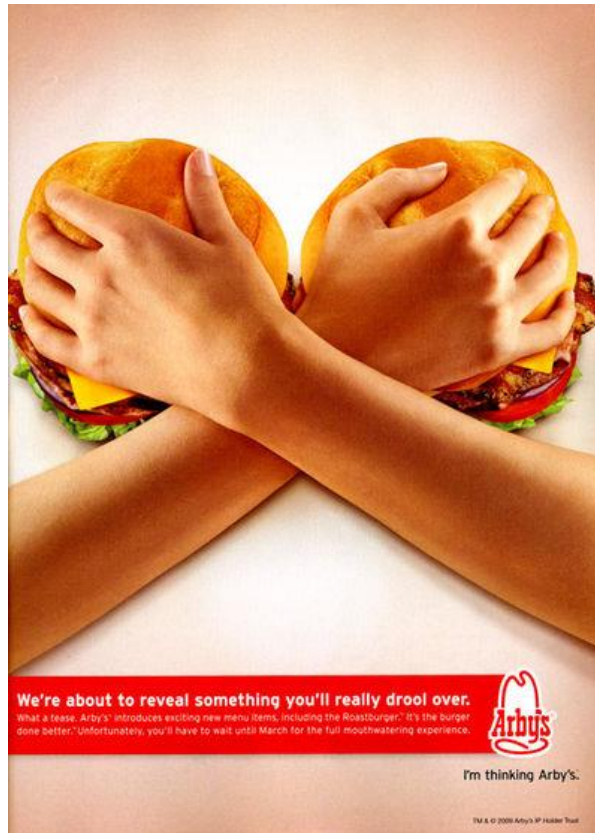


Image 5: *Arby's* ad (2015)

Arby's is an American fast food company founded by Forest and Leroy Raffael in 1964.

This ad features two hamburgers held by two crossed hands, covering them up. At the bottom of the ad there is a text written in white font that says 'We're about to reveal something you'll really drool over'. Firstly, this ad features warm, inviting colors such as red, white and and beige. However, colors do not play a big part in this advertisement. The next item is the text. The text holds a double meaning, specifically concerning the idiom 'drool over'. To drool over sb/sth means to release saliva from the mouth onto something and show extreme pleasure. Now, it is normal when someone says they are drooling over food, it usually means that someone is extremely hungry. However, in this case, it would represent drooling not only over hamburgers, but over women's bodies, i. e. their breasts. The overall picture is that, when being looked at, the hamburgers resemble women's breasts. Usually, there is only one hamburger in the picture, but here are two, for the attended purpose. The hands, and it appears to be women's hands, are holding hamburgers as if a woman would cover her breasts. Now the idiom 'drool over' takes a double

meaning, and this is the subliminal here – a picture of hamburgers that resemble of a picture of a woman holding her breasts, thus again implying sexual innuendos.

This ad is another example of objectifying women and their bodies, as if they're purpose is to be 'drool over at'. Again, it may be witty, humorous and clever to some, to others, specifically to women, it may be tacky and overall offensive.



Picture 6: *Hardees* ad (Umbreen, 2016)

Hardees is an American fast food restaurant chain operated by CKE Restaurant Holdings Inc. It is founded in 1960, by Wilber Hardee.

In this picture, we can see the sandwich that is promoted, and two hands are holding it. The usage of color is not that prominent in this ad but the sandwich looks appealing despite that. Text on the front of the picture in bold, white font says 'HOLD ME RIGHT THERE, BITE ME RIGHT THERE!'. This saying carries a double meaning within – it appears as if the sandwich itself says, i.e. commands to bite it and hold it, and in this way, is used humorously. However, it can also appear as if this is said (ordered) by a person to another person to bite him/her and hold him/her. The subliminal factor here is connected to sexual innuendos as well – it invites one to indulge in

the sandwich as well as indulge into sexual acts. Here is also important the use of imperative voice with the verbs 'hold' and 'bite', and at the end is an exclamation point. This tactic again connects this ad to sexual allusions and relationship which is a private matter between people.

7. CONCLUSION

Advertisement has become an inextricable part of people's lives; wherever one goes, there is a picture of his/her favorite food product and it is impossible to resist the hunger and desire. There is no escape from this phenomenon.

This analysis has provided more insight into how an attention-grabbing advertisement is made and what techniques and strategies are being used to persuade people to look at the ad and take action. Most of the advertisement are using wordplay, which is a common tool when making an ad. Wordplay is a strong device which can enhance the appearance of the ad; it wants to make connection between the product represented and the public. Wordplay is a clever use of words; however, it only works if it is planned thoroughly. With the analysis it is seen how there are clever uses of wordplay, but they can be, in a way, offending and insulting, specifically to female side. As mentioned, usage of color is an inevitable tool when forming an advertisement, although it plays a bigger role in fast food logos. However, the analysis provided evidence that colors, specifically red and yellow, portray a noteworthy role in making the advertisement look brighter and pleasing. Furthermore, the uses of pronouns and imperative have also become more often when creating an advertisement. Pronouns are mostly used to make the customer feel more comfortable and display approachable notions. However, pronouns, as mentioned in the analysis, can perform a different role. While it still addresses the audience, it can serve as a comparison between a food and a person (the *Carls Jr.* ad). The use of imperative is another prominent tool mentioned in the analysis. It is a clever way to make the consumer or the customer to take action and to act fast. In the analysis, however, there was a slightly different usage of imperative, where it still ordered one to grab and bite, it gave another, subliminal meaning behind it (*Hardees* ad). As seen in the analysis, fast food advertising may resort to promoting the idea of sexual relationship between a man and a woman. This is due to the fact that people connect food with desires, yearning and lust, hence to sexual innuendos. While some of the advertisements used their

creativity to promote two products at once (*McDonald's* ad), others were blunt in their design and tried to promote their product while (un)subtly promote sexual relations as well as female submissiveness (*Burger King's* ad).

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