

2. Anúncios Humorísticos Premiados no Festival de Cannes 2016 na Categoria de Imprensa.

AN OPEN LETTER FROM BURGER KING TO MCDONALD'S

Good morning McDonald's,

We come in peace. In fact, we come in honor of peace.
We know we've had our petty differences, but how about we
call a ceasefire on these so-called 'burger wars'?

Here's what we're thinking.

Peace One Day is a non-profit organization campaigning to make
Peace Day, September 21, an annual day of global unity.
They have a powerful rallying call – 'Who will you make peace with?' –
which has inspired us to lead by example and extend an olive branch of our own.
We'd like to propose a one-off collaboration between Burger King and McDonald's
to create something special – something that gets the world talking about Peace Day.

The McWhopper.

All the tastiest bits of your *Big Mac* and our *Whopper*, united in one delicious,
peace-loving burger. Developed together, cooked together and available in
one location for one day only – Peace Day, September 21, 2015,
with all proceeds benefiting Peace One Day. All we need from you is
a few McDonald's crew members to help combine your ingredients with ours.

We appreciate that's a lot to swallow, so we've created
mcwhopper.com to give you a better understanding of our proposal.

Let's end the beef, with beef.

Talk soon,



Big Mac is a registered trademark of McDonald's Corporation, which has not authorized nor sponsored this usage. All mentions of "McDonald's" are references to McDonald's Corporation. Whopper is a registered trademark of Burger King Corporation. All mentions of "Burger King" are references to Burger King Corporation. TM & © 2015 Burger King Corporation. All rights reserved.

Burguer King. (2015). McWhooper [anúncio]. *Adweek*. [em linha]. Retirado de:
http://www.adweek.com/files/2015_Aug/bk-open-letter-01-2015.jpg



Freddo Ice Cream. (2016). Chocolate [anúncio]. *Best Ads on TV*. [em linha]. Retirado de: http://www.bestadsonTV.com/files/print/2016/Jun/80408_Chocolate.jpg



Freddo Ice Cream. (2016). Mint [anúncio]. *Ateriet*. [em linha]. Retirado de: <http://www.ateriet.com/wp-content/uploads/2016/06/Freddo-ice-cream-Dont-drop-the-ice-cream-2.jpg>



Freddo Ice Cream. (2016). Strawberry [anúncio]. Ateriet. [em linha]. Retirado de: <http://www.ateriet.com/wp-content/uploads/2016/06/Freddo-ice-cream-Dont-drop-the-ice-cream-2.jpg>



© Inter IKEA System EU/2016 Stamp prices might vary slightly.

FJELLSE

Bed frame,
pine

SR **155**

It's that affordable.



IKEA.(2016). Bed. [anúncio]. *Ads of the World*. [em linha]. Retirado de:
<https://aotw-pd.s3.amazonaws.com/ikea5.jpg>



© Inter IKEA System B.V. 2016. Soda prices might vary slightly.

LAMPAN

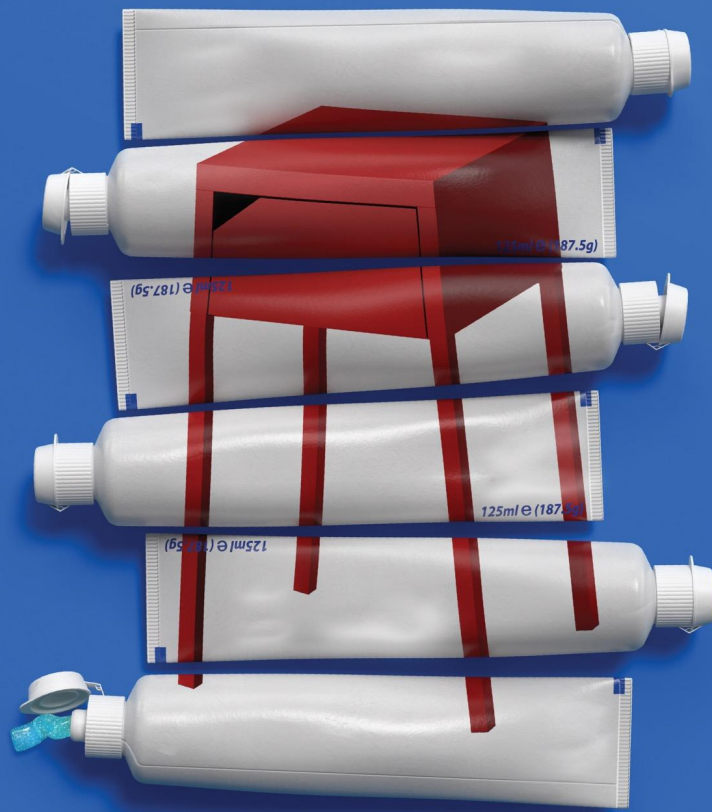
Table lamp,
pink

SR **15**

It's that affordable.



IKEA. (2016). Lamp. [anúncio]. *Ads of the World*. [em linha]. Retirado de:
https://aotw-pd.s3.amazonaws.com/styles/aotw_detail_ir/s3/ikea4.jpg?itok=ZOafUIJD



© Inter IKEA Systems BV/2016. Toothpaste prices might vary slightly.

SELJE

Bedside table,
red

SR **119**

It's that affordable.



IKEA. (2016). Nightstand. [anúncio]. *Ads of the World*. [em linha]. Retirado de:
https://aotw-pd.s3.amazonaws.com/styles/aotw_detail_ir/s3/ikea2_1.jpg?itok=EYG9gR_Q



© 2016 IKEA Systems BV/2016. Collecting up prices might vary slightly.

LACK

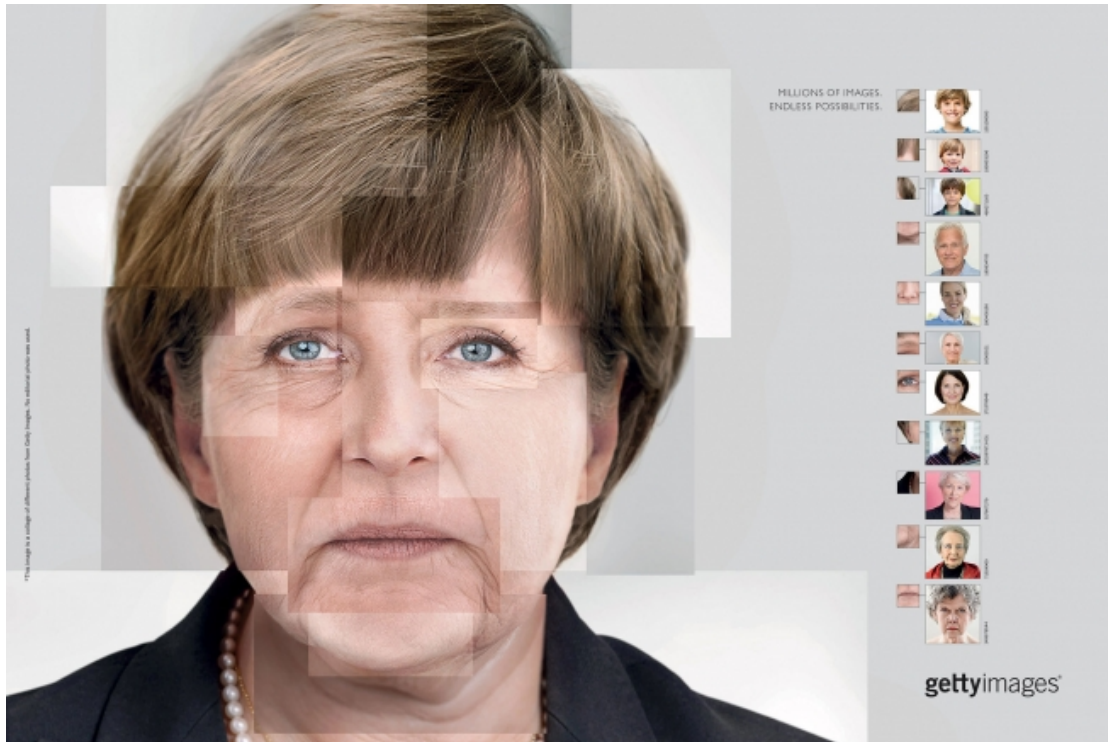
TV bench,
black

SR **59**

It's that affordable.



IKEA.(2016). Table. [anúncio]. *Ads of the World*. [em linha]. Retirado de:
https://aotw-pd.s3.amazonaws.com/styles/aotw_detail_ir/s3/ikea1.jpg?itok=y8n_3R81



Getty Images.(2016). Angela. [anúncio]. *Adweek*. [em linha]. Retirado de: <http://www.adweek.com/files/imagecache/node-detail/getty-endless-possibilities-4.jpg>



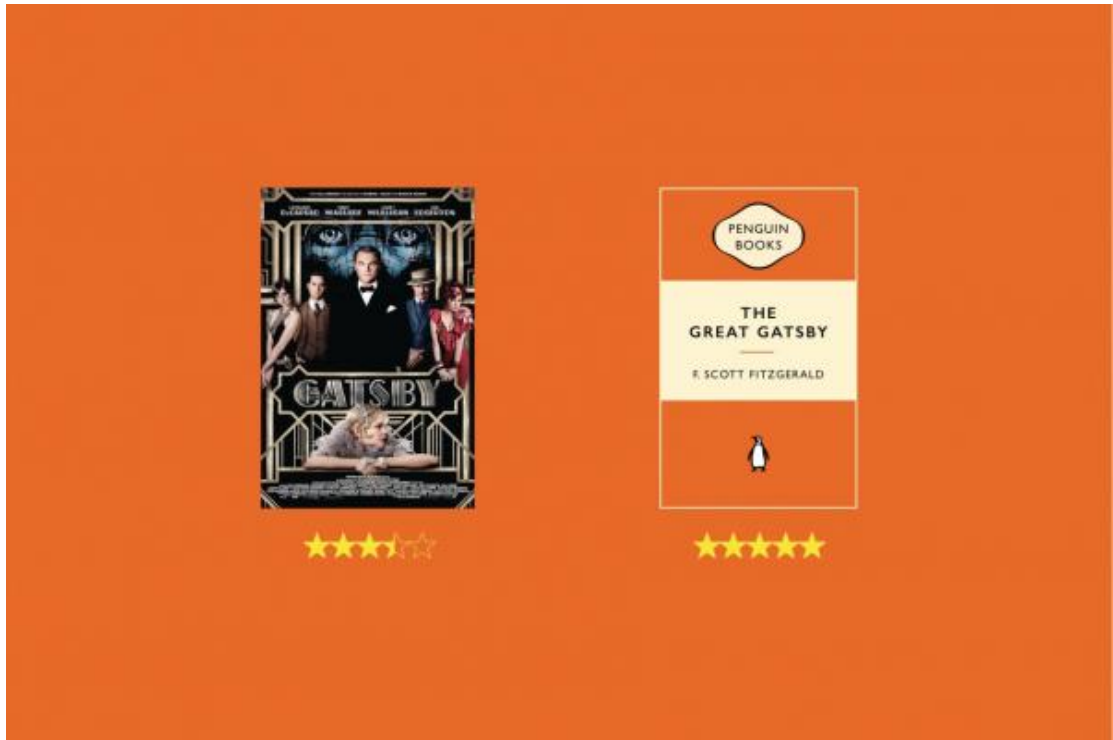
Getty Images.(2016). Charles. [anúncio]. *Adweek*. [em linha]. Retirado de: <http://www.adweek.com/files/imagecache/node-detail/getty-endless-possibilities-1.jpg>



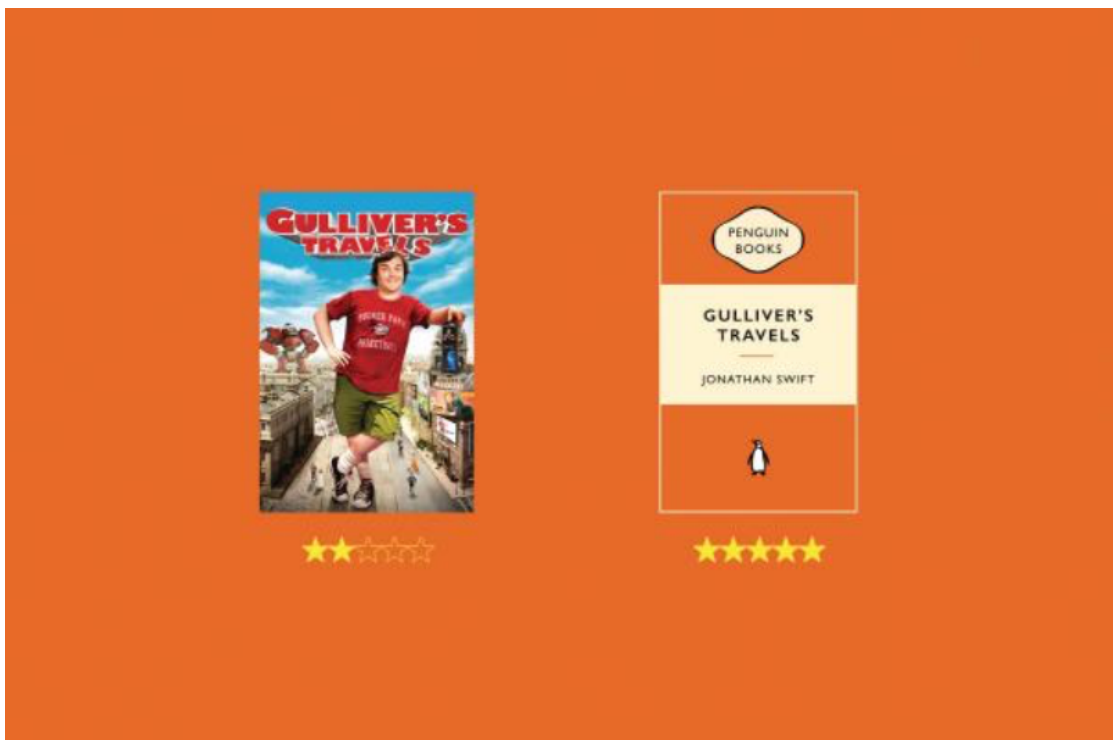
Getty Images.(2016). Dalai. [anúncio]. *Adweek*. [em linha]. Retirado de: <http://www.adweek.com/files/imagecache/node-detail/getty-endless-possibilities-2.jpg>



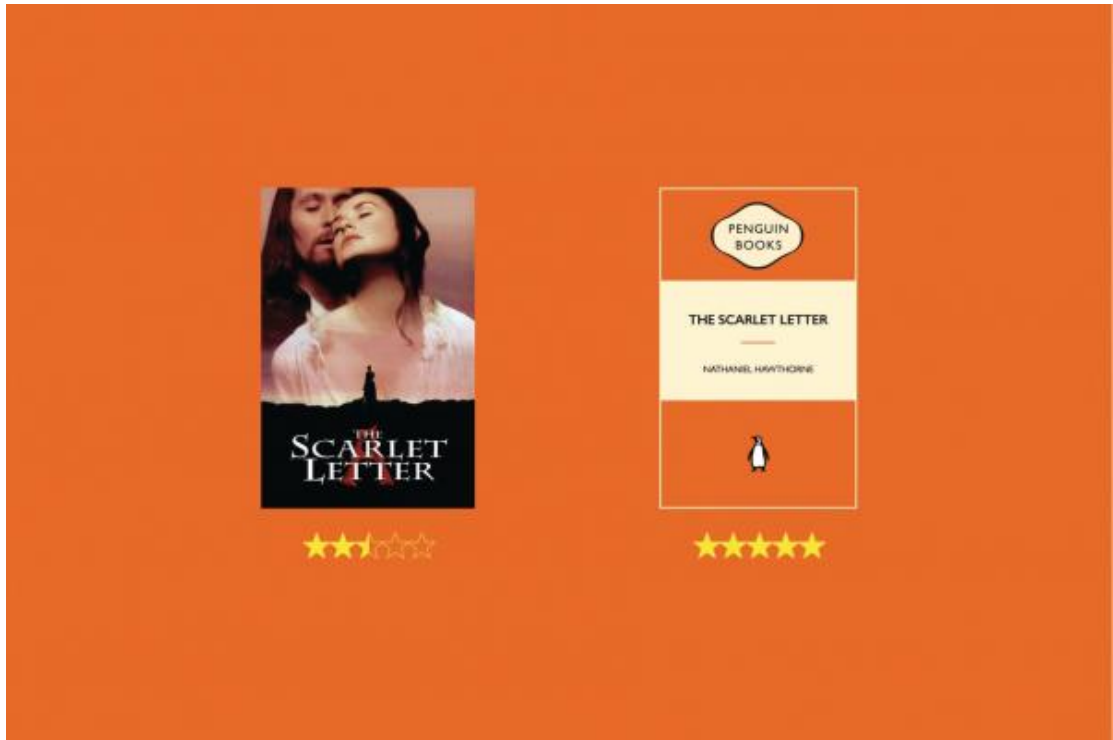
Getty Images.(2016). Francis. [anúncio]. *Adweek*. [em linha]. Retirado de: <http://www.adweek.com/files/imagecache/node-detail/getty-endless-possibilities-3.jpg>



Penguin Books. 2016). Gatsby. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2183/21838355/file/penguin-books-gatsby-600-48672.jpg



Penguin Books. 2016). Gulliver. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2183/21838405/file/penguin-books-gulliver-600-24537.jpg



Penguin Books. 2016). Scarlett. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2183/21838455/file/penguin-books-scarlet-600-61927.jpg



Interflora. (2016). Bridesmaid. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/styles/aotw_detail_ir/s3/interflorabridesmaid_aotw.jpg?itok=pZ2CFR9H



Interflora. (2016). Search History. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/styles/aotw_card_ir/s3/interflorasearch-history_aotw.jpg?itok=H2xtKLUd



Our job is to deliver flowers to the ends of the earth,
your job is to not blow the vacation funds.



Interflora. (2016). Vacation. [anúncio]. *Ads of the World*. [em linha]. Retirado de:
https://aotw-pd.s3.amazonaws.com/interfloravacation_aotw.jpg



Our job is to make beautiful valentine's day bouquets,
your job is not to call her the wrong name.



Interflora. (2016). Valentine's Day. [anúncio]. *Adforum*. [em linha]. Retirado de:
http://692e33ea7e6daa5a2e50-e879ca4402b9f6fc7c856af8166960dc.r52.cf1.rackcdn.com/34/52/68/34526842/ad_34526842_20d0dd636151ecff_web.jpg

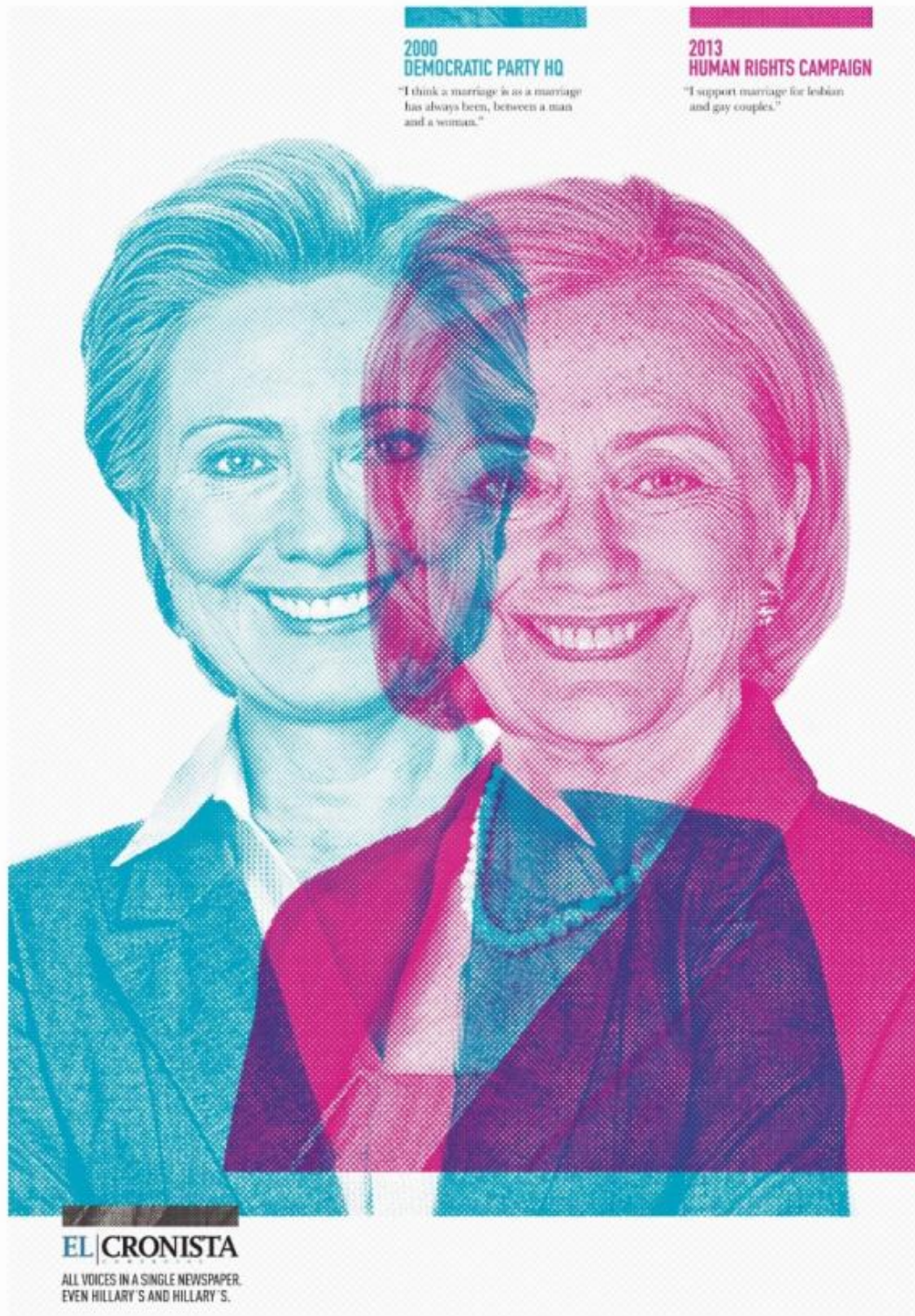
2015
THE WASHINGTON POST
"They're bringing those problems.
They're bringing drugs, they're
bringing crime. They're rapists."

2015
TELEMUNDO
"I love Mexico and the Mexican people
[...] I have excellent relations
with Mexico."



EL CRONISTA
ALL VOICES IN A SINGLE NEWSPAPER.
EVEN TRUMP'S AND TRUMP'S.

El Cronista. (2016). Trump. [anúncio]. *Coloribus*. [em linha]. Retirado de:
https://files1.coloribus.com/files/adsarchive/part_2184/21840005/file/el-cronista-trump-600-17535.jpg



**2000
DEMOCRATIC PARTY HQ**
"I think a marriage is as a marriage
has always been, between a man
and a woman."

**2013
HUMAN RIGHTS CAMPAIGN**
"I support marriage for lesbian
and gay couples."

EL | CRONISTA
ALL VOICES IN A SINGLE NEWSPAPER.
EVEN HILLARY'S AND HILLARY'S.

El Cronista. (2016). Hillary. [anúncio]. *Coloribus*. [em linha]. Retirado de:
https://files2.coloribus.com/files/adsarchive/part_2184/21840055/file/el-cronista-hillary-600-80076.jpg

2013
GLOBO.COM

"Michel Temer and I share
the responsibility to lead the country (...)
He's the best partner I could have."

2016
GLOBO NEWS

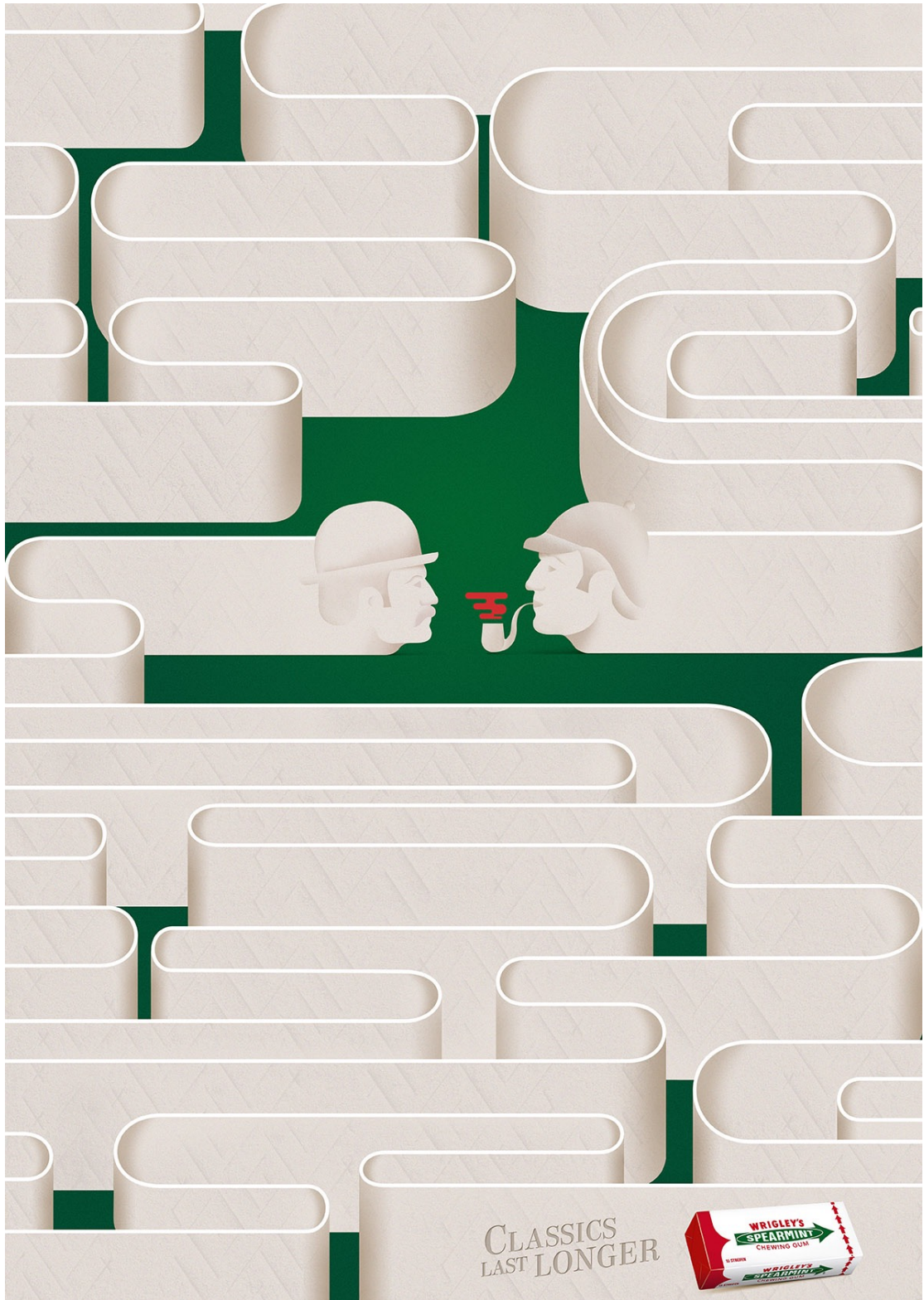
"(VP Temer) deliberately practices
how to forge the leak of an alleged
opening speech. The conspirator
drops his mask."



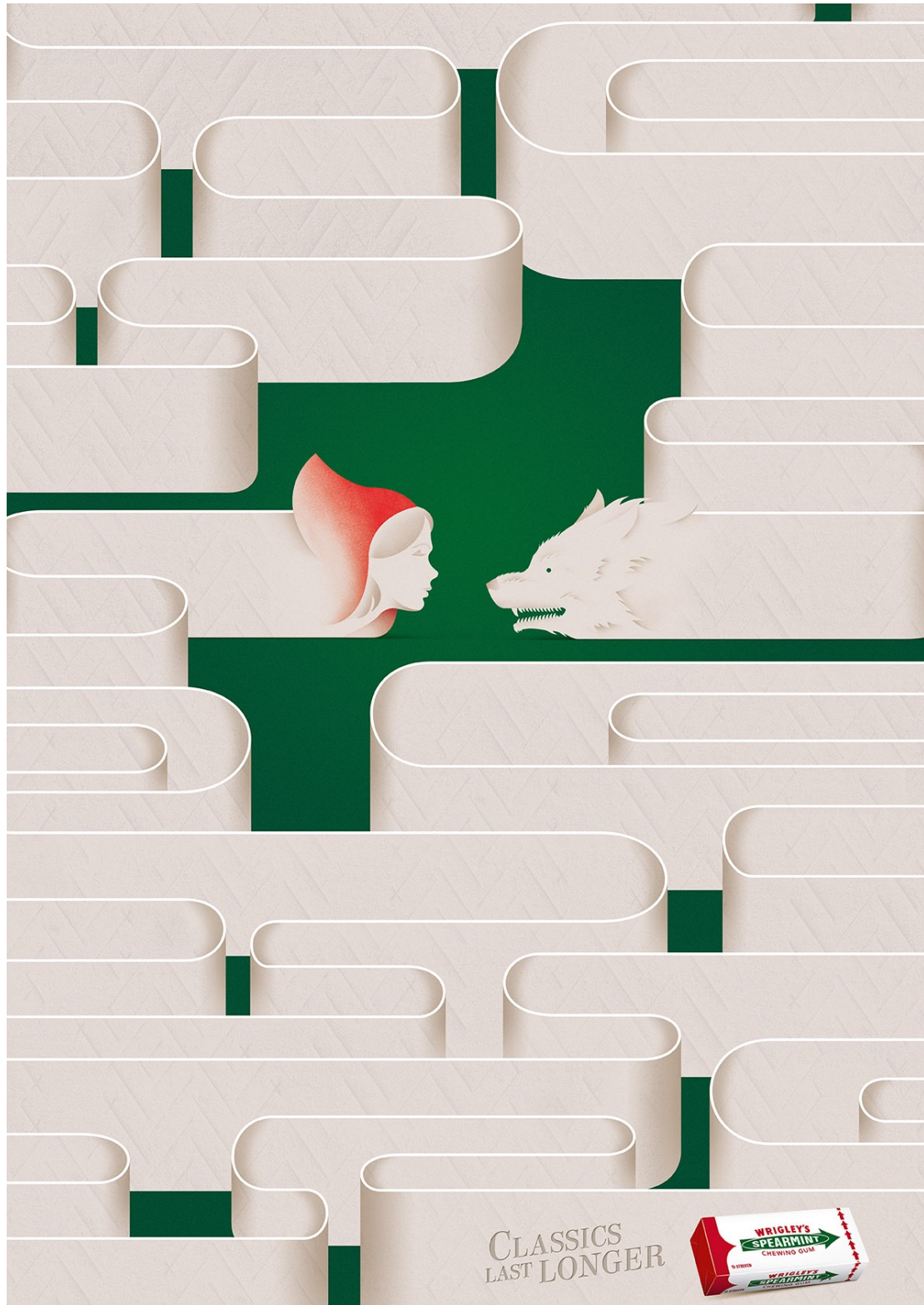
EL | CRONISTA

ALL VOICES IN A SINGLE NEWSPAPER.
EVEN DILMA 'S AND DILMA 'S.

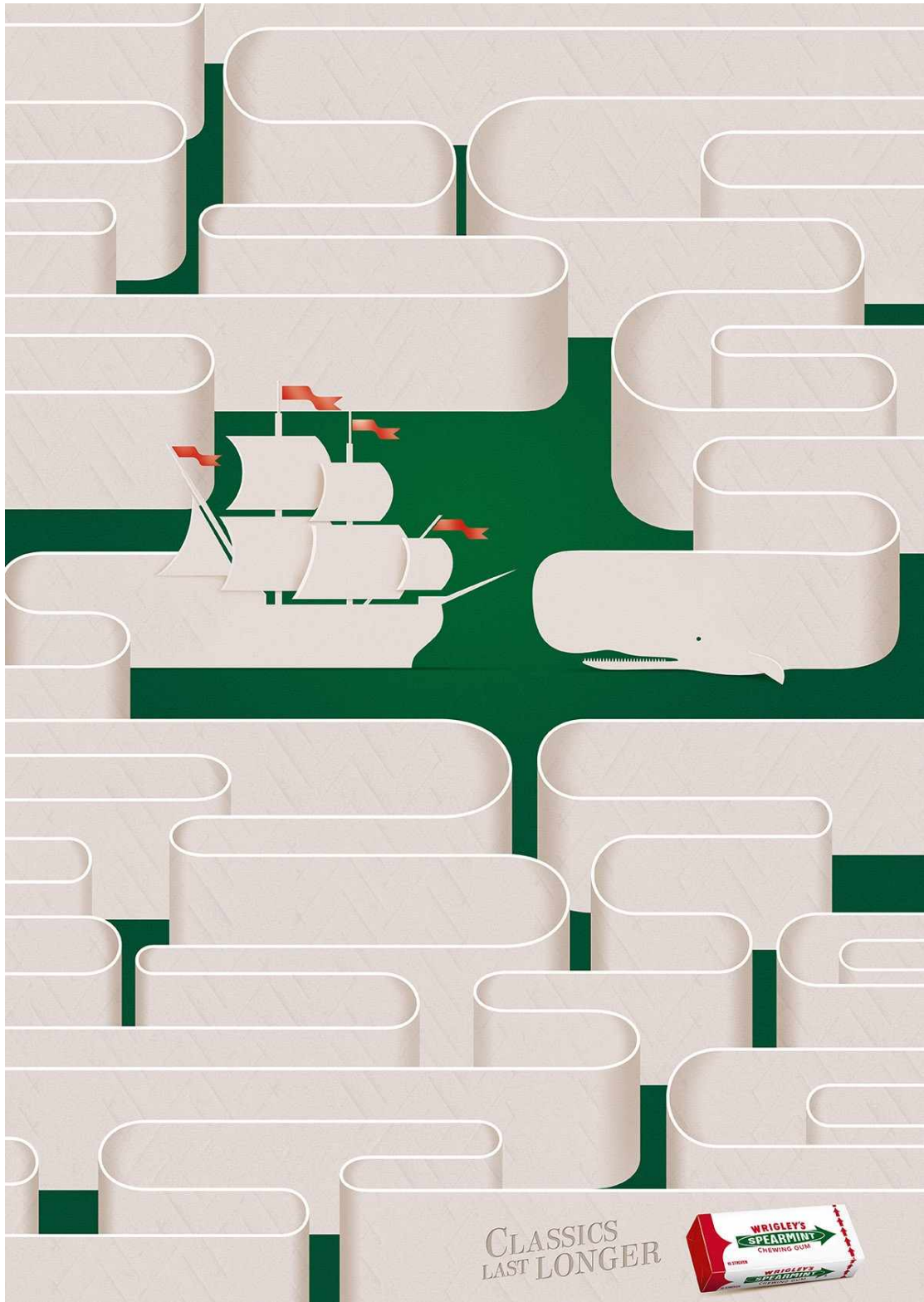
El Cronista. (2016). Dilma. [anúncio]. *Coloribus*. [em linha]. Retirado de:
https://files1.coloribus.com/files/adsarchive/part_2184/21840105/file/el-cronista-dilma-600-58341.jpg



Wrigley. (2016). Sherlock Holmes. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/03_holmes_aotw.jpg



Wrigley. (2016). Little Red Riding Hood. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/02_red_hood_aotw.jpg



Wrigley. (2016). Moby Dick. [anúncio]. *Ads of the World*. [em linha]. Retirado de: http://adsoftheworld.com/sites/default/files/styles/media_retina/public/01_mobdy_aotw.jpg?itok=bc8LoFN4



Jornal I. (2016). Kim. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2153/21537155/file/jornal-i-kim-600-28663.jpg



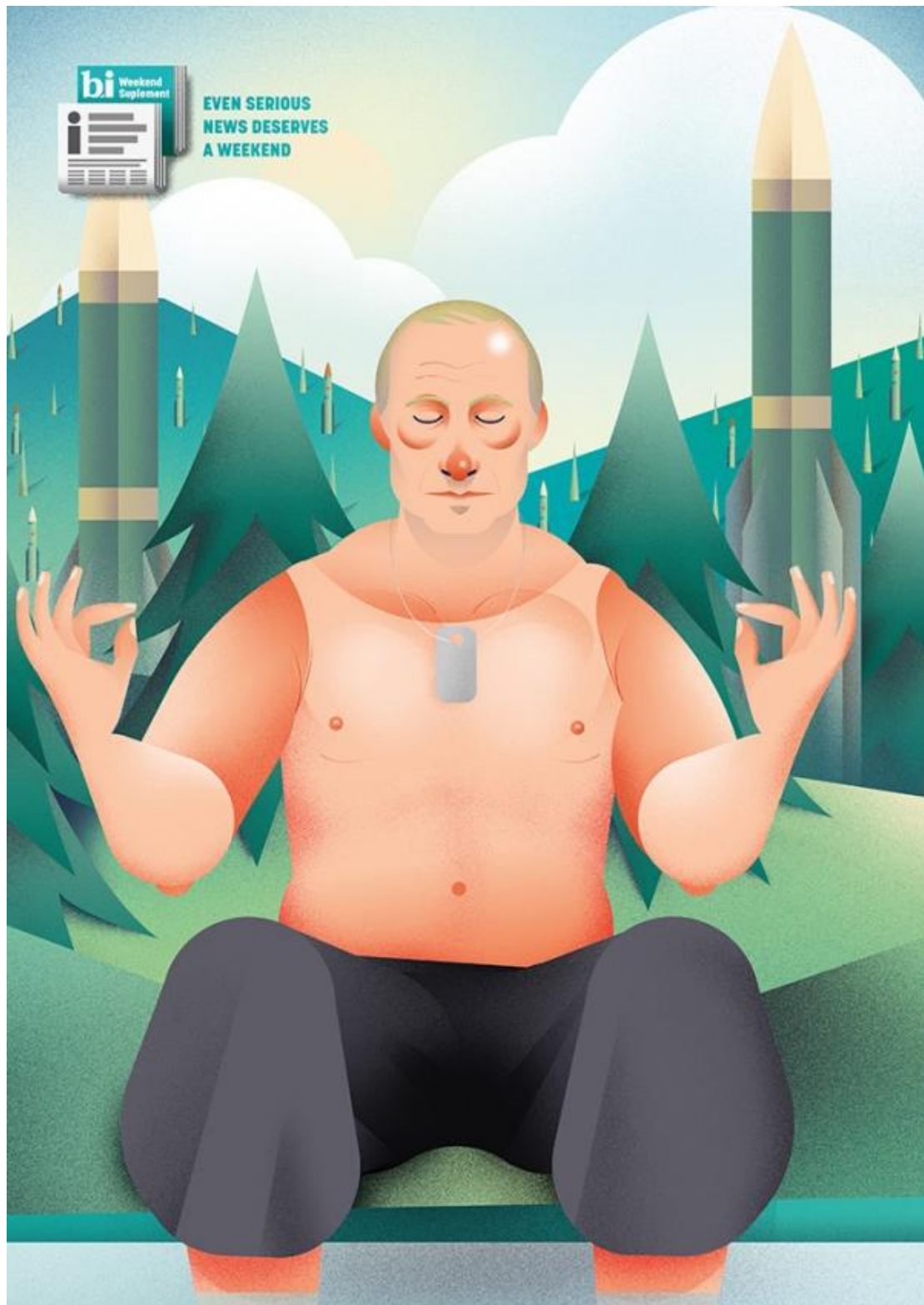
Jornal I. (2016). Merkel. [anúncio]. *Ads of the World*. [em linha]. Retirado de: http://adsoftheworld.com/sites/default/files/merkel_aotw_1.jpg



Jornal I. (2016). Obama. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/obama_aotw_3.jpg



Jornal I. (2016). Pope. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2153/21537255/file/jornal-i-pope-600-13893.jpg



Jornal I. (2016). Putin. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2153/21537305/file/jornal-i-putin-600-37277.jpg



Tic Tac. (2016). Pinball. [anúncio]. Adeevee. [em linha]. Retirado de: <http://www.adeevee.com/aimages/201605/18/tic-tac-skatepark-pinball-roller-coasterskatepark-pinball-roller-coaster-tic-tac-skatepark-pinball-roller-coaster-print-384461-adeevee.jpg>



Tic Tac. (2016). Roller Coaster. [anúncio]. Adeevee. [em linha]. Retirado de: <http://www.adeevee.com/aimages/201605/18/tic-tac-skatepark-pinball-roller-coasterskatepark-pinball-roller-coaster-tic-tac-skatepark-pinball-roller-coaster-print-384462-adeevee.jpg>



Tic Tac. (2016). Skate Park. [anúncio]. Adeevee. [em linha]. Retirado de:
<http://www.adeevee.com/aimages/201605/18/tic-tac-skatepark-pinball-roller-coasterskatepark-pinball-roller-coaster-tic-tac-skatepark-pinball-roller-coaster-print-384460-adeevee.jpg>



Getty Images. (2016). Executive. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/2180005/file/getty-images-executive-600-53370.jpg



Getty Images. (2016). Product. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2180/21800055/file/getty-images-product-600-94148.jpg



Getty Images. (2016). Salad. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21800105/file/getty-images-salad-600-35073.jpg



Fiat Professional. (2016). Landscape. [anúncio]. *Coloribus*. [em linha]. Retirado de: http://files1.coloribus.com/files/adsarchive/part_2180/21800205/file/flat-landscaper-600-40691.jpg



Fiat Professional. (2016). Market Man. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/flat-professional_for-those_marketman-2.jpg



FOR THOSE WHO HATE GOING TWICE
FIAT DUCATO



Fiat Professional. (2016). Painter. [anúncio]. *Ads of the World*. [em linha]. Retirado de:
https://aotw-pd.s3.amazonaws.com/fiat-professional_for-thosePainter.jpg



Student Flights



Travel before it's not fun anymore.

Flight Centre. (2016). Dude vs. Pensioner. [anúncio]. Adeevee. [em linha]. Retirado de: <http://www.adeevee.com/aimages/201607/25/student-flights-make-up-vs-meds-babe-vs-mom-dude-vs-pensioner-print-386948-adeevee.jpg>



Student Flights



Travel before it's not fun anymore.

Flight Centre. (2016). Make-up vs. Meds. [anúncio]. Adeevee. [em linha]. Retirado de: <http://www.adeevee.com/aimages/201607/25/student-flights-make-up-vs-meds-babe-vs-mom-dude-vs-pensioner-print-386946-adeevee.jpg>



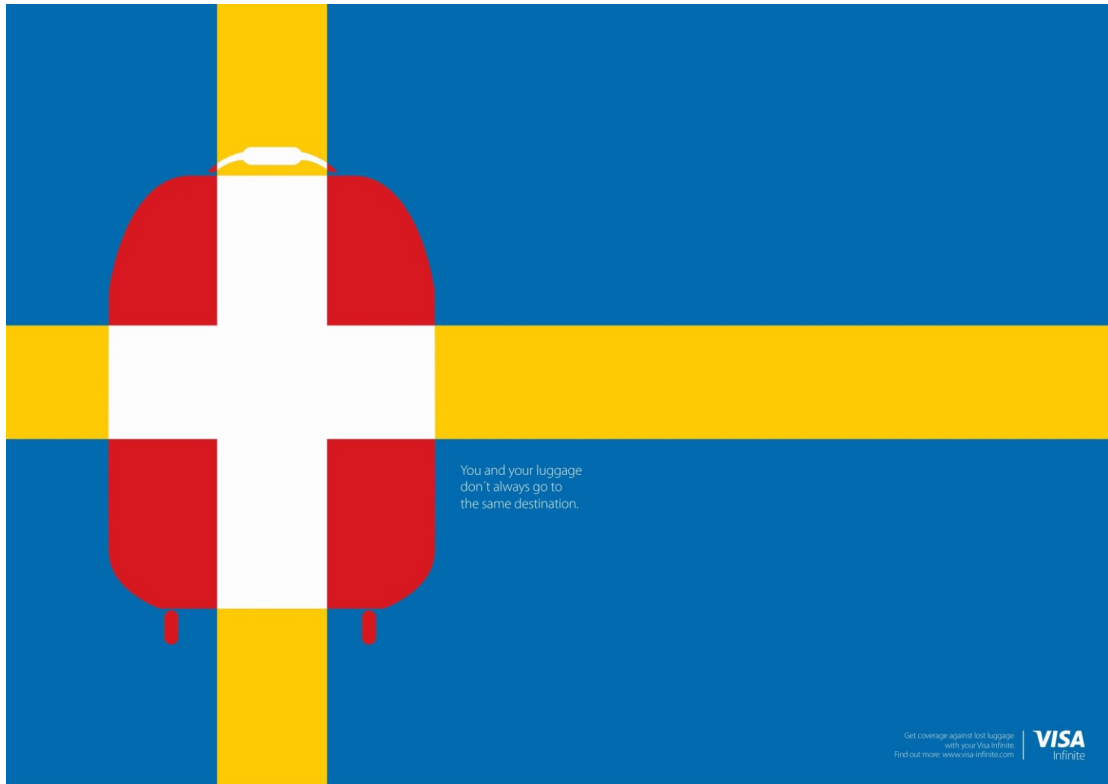
City Lodge Hotel Group. (2016). Family. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2180/21800355/file/city-lodge-family-600-41713.jpg



City Lodge Hotel Group. (2016). Staff. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21800405/file/city-lodge-staff-600-85556.jpg



City Lodge Hotel Group. (2016). Team. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2180/21800455/file/city-lodge-team-600-85737.jpg



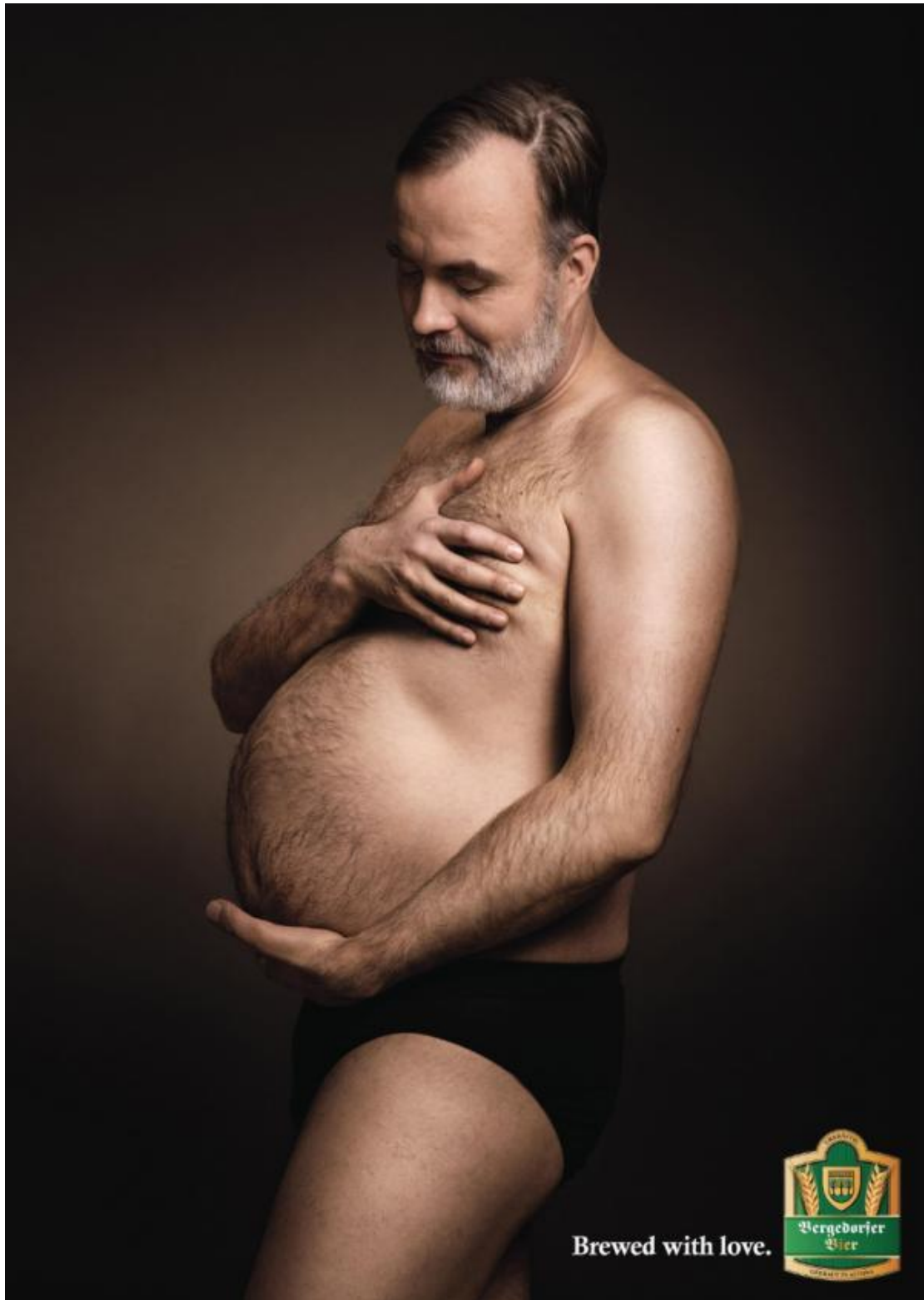
Visa. (2016). Sweden/Switzerland. [anúncio]. *Ads of the World*. [em linha]. Retirado de: http://aotw-pd.s3.amazonaws.com/visa1_aotw.jpg



Visa. (2016). Germany/Netherland. [anúncio]. *Adeevue*. [em linha]. Retirado de: <http://www.adeevue.com/aimages/201606/23/visa-visa-germany-netherlands-jamaica-scotland-sweden-switzerland-print-386091-adeevue.jpg>



Bcs Bergedorfer. (2016). Dima. [anúncio]. *Adforum*. [em linha]. Retirado de:
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963c4280e_web.jpg](http://692e33ea7e6daa5a2e50-e879ca4402b9f6fc7c856af8166960dc.r52.cf1.rackcdn.com/34/52/77/34527783/ad_34527783_8654db8963c4280e_web.jpg)



Bcs Bergedorfer. (2016). Jannis. [anúncio]. *Coloribus*. [em linha]. Retirado de:
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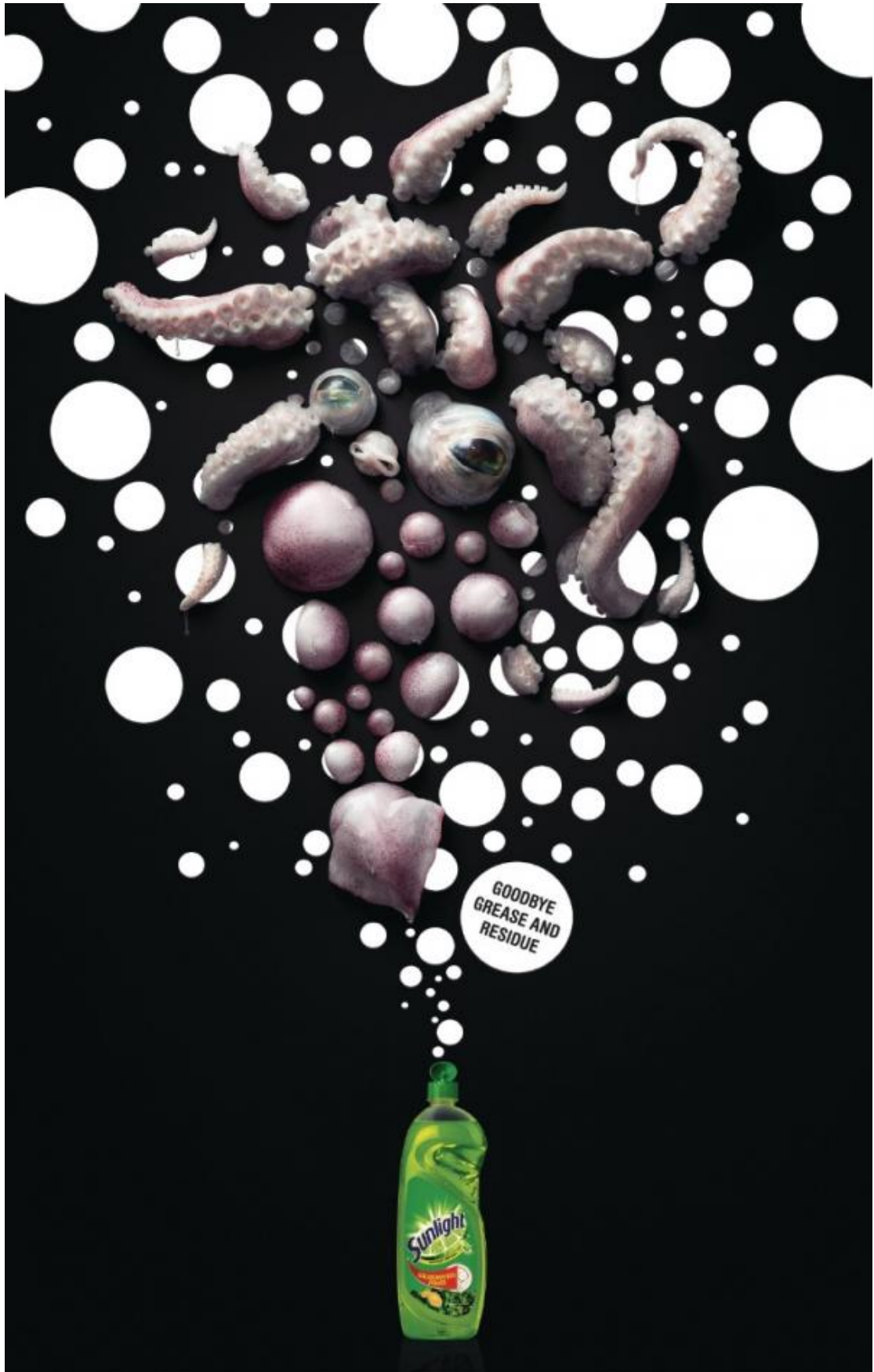
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Sunlight. (2016). Duck. [anúncio]. Coloribus. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2184/21840355/file/sunlight-duck-600-73656.jpg



Sunlight. (2016). Pig. [anúncio]. Coloribus. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2184/21840305/file/sunlight-pig-600-65905.jpg



Sunlight. (2016). Squid. [anúncio]. Coloribus. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2184/21840405/file/sunlight-squid-600-11890.jpg



Babybel. (2016). Baby. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2157/21578655/file/babybel-baby-600-89464.jpg



Babybel. (2016). Cardinal. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2157/21578555/file/babybel-cardinal-600-30307.jpg



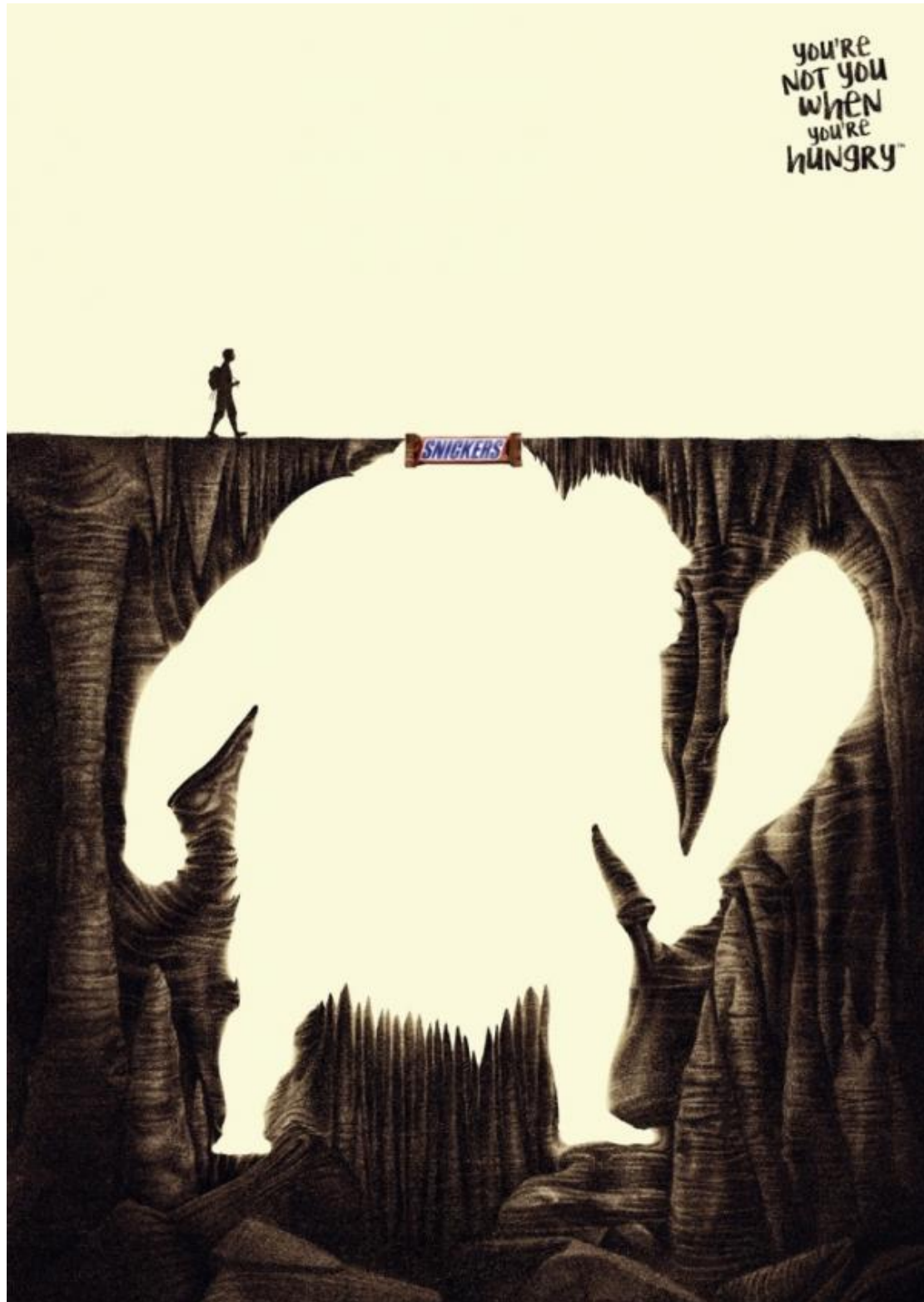
Babybel. (2016). Fish. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2157/21578605/file/babybel-fish-600-66285.jpg



Babybel. (2016). Milkman. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2157/21578505/file/babybel-milkman-600-87085.jpg

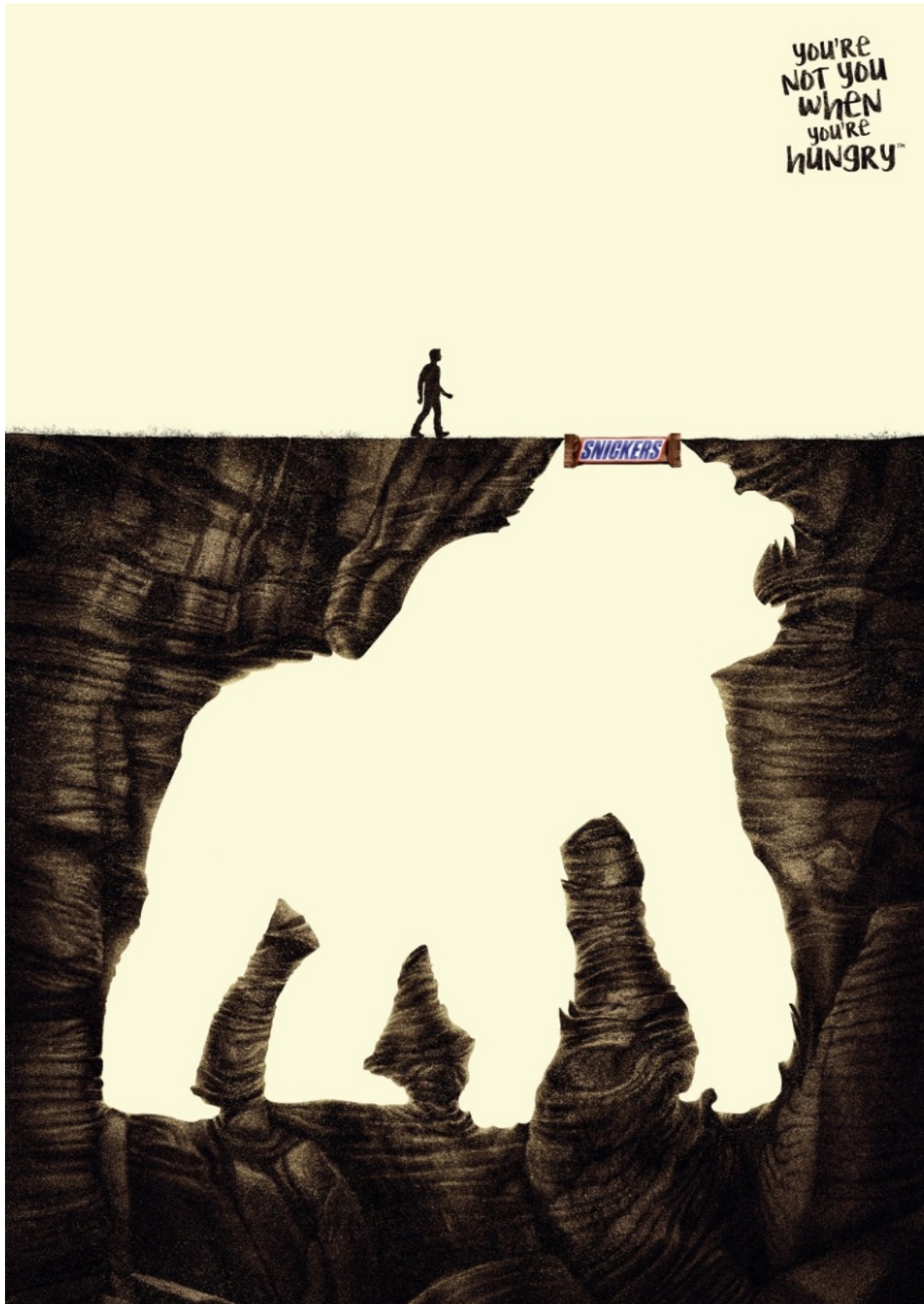


Snickers. (2016). Hunger Trap 1. [anúncio]. *Ads of the World*. [em linha]. Retirado de: http://aotw-pd.s3.amazonaws.com/snickers1_aotw.jpg



YOU'RE
NOT YOU
WHEN
YOU'RE
HUNGRY™

Snickers. (2016). Hunger Trap 2. [anúncio].Coloribus. [em linha]. Retirado de:
https://files2.coloribus.com/files/adsarchive/part_2185/21853305/file/snickers-hunger-trap-2-600-33626.jpg



Snickers. (2016). Hunger Trap 3. [anúncio]. *Ads of the World*. [em linha]. Retirado de: http://aotw-pd.s3.amazonaws.com/snickers3_aotw.jpg



Café Caribe. (2016). Church. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21802255/file/cafe-caribe-church-600-86664.jpg



Café Caribe. (2016). Mansion. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21802305/file/cafe-caribe-mansion-600-94643.jpg



Café Caribe. (2016). Restaurant. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21802355/file/cafe-caribe-restaurant-600-98357.jpg



It's dancing. Technically.

Non-genuine parts work. Technically.
Rather choose Volkswagen Genuine Parts.

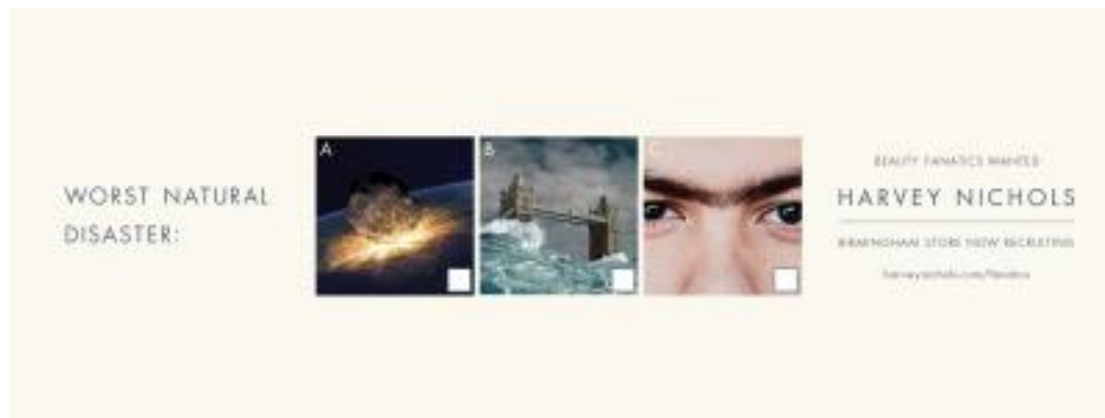


Volkswagen

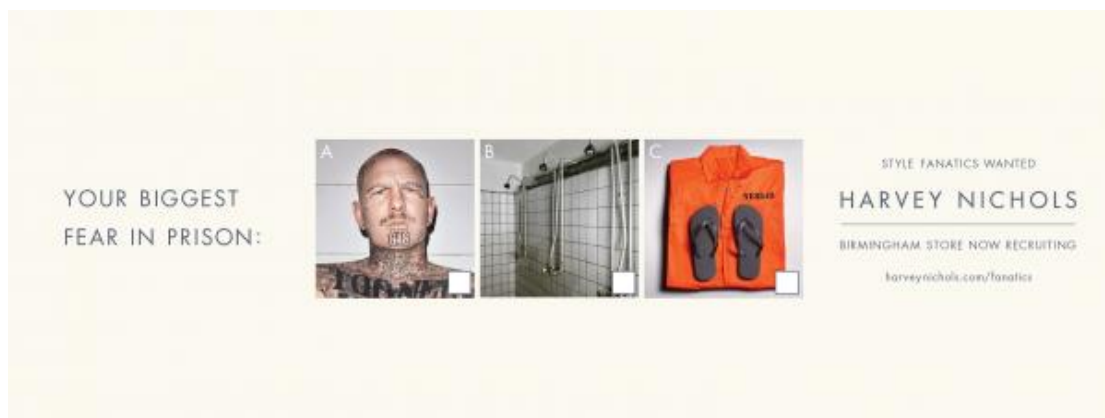
Volkswagen. (2016). Technically Dancing. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2175/21752405/file/volkswagen-dancing-600-63544.jpg



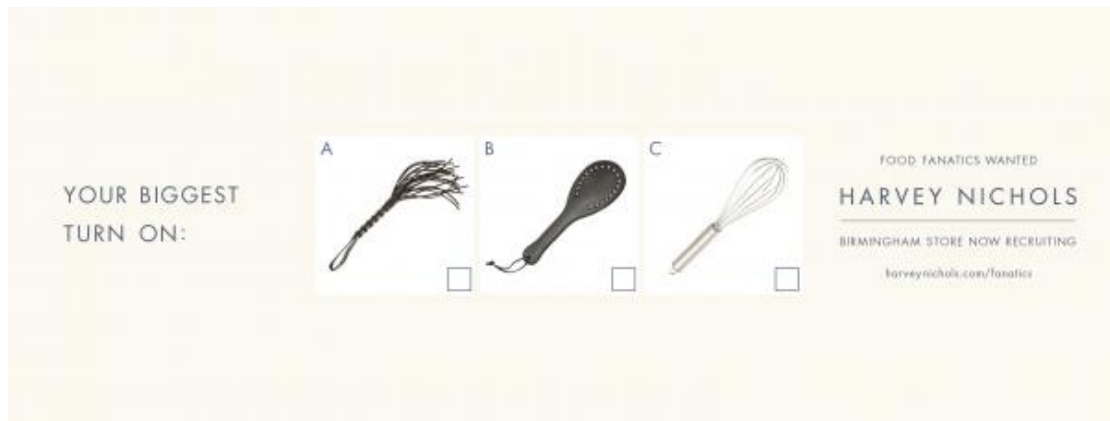
Harvey Nichols. (2015). Divorce. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2101/21014605/file/harvey-nichols-divorce-600-90927.jpg



Harvey Nichols. (2015). Natural Disaster. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2101/21014655/harvey-nichols-natural-disaster-150-42819.jpg



Harvey Nichols. (2015). Prison. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2101/21014655/harvey-nichols-natural-disaster-150-42819.jpg



Harvey Nichols. (2015). Turn On. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2101/21014755/file/harvey-nichols-turn-on-600-82894.jpg



Huünen. (2016). Fishing. [anúncio]. *Ads of the World*. [em linha]. Retirado de: http://adsoftheworld.com/sites/default/files/styles/media_retina/public/hun_fishing_aotw.jpg?itok=pHjpBqko



Huünen. (2016). Paintball. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/styles/aotw_detail_ir/s3/hun_paintball_aotw.jpg?itok=I1K6Rvoo



Huüinen. (2016). Soccer. [anúncio]. *Ads of the World*. [em linha]. Retirado de: https://aotw-pd.s3.amazonaws.com/styles/aotw_detail_ir/s3/hun_soccer_aotw.jpg?itok=QpFecRTB



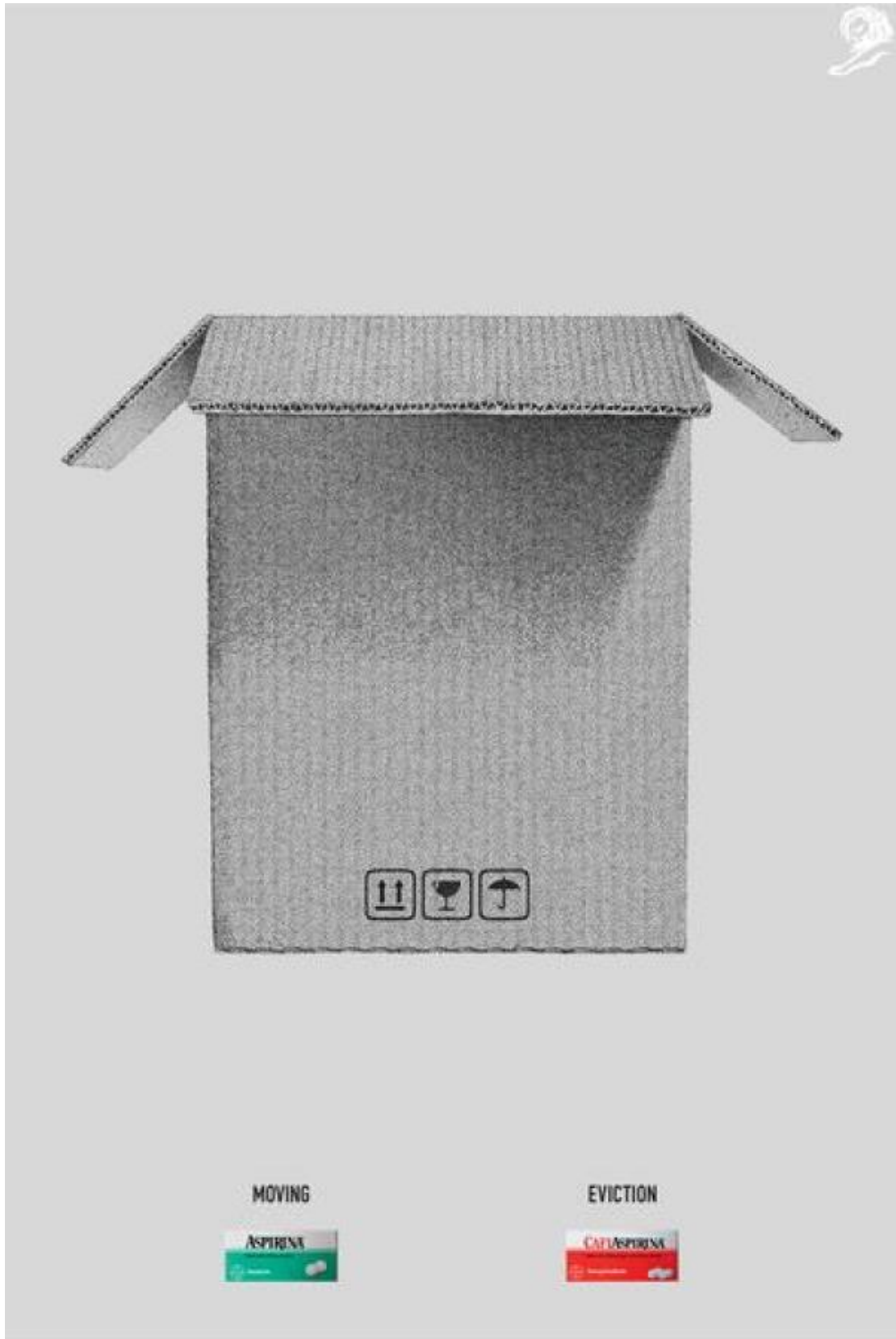
Chez. (2016). Labrador. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2187/21879705/file/chez-oscar-labrador-600-60755.jpg



Chez. (2016). Mutt. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2187/21879455/file/chez-oscar-pug-600-95931.jpg



Chez. (2016). Pug. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2187/21879455/file/chez-oscar-pug-600-95931.jpg



Aspirine. (2016). Box. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2180/21803155/file/aspirina-box-600-41948.jpg



Bandaid. (2016). Jeans. [anúncio]. Adevee. [em linha]. Retirado de: <http://www.adevee.com/aimages/201608/04/johnsons-band-aid-johnsons-band-aid-wood-jeans-cucumber-outdoor-print-387269-adevee.jpg>



Bandaid. (2016). Wood. [anúncio]. Adevee. [em linha]. Retirado de: <http://www.adevee.com/aimages/201608/04/johnsons-band-aid-johnsons-band-aid-wood-jeans-cucumber-outdoor-print-387269-adevee.jpg>



Amnesty International. (2016). EU. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2131/21316905/file/amnesty-international-flags-eu-600-47127.jpg



Amnesty International. (2016). Hungary. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2131/21316955/file/amnesty-international-flags-hungry-600-61559.jpg

The advertisement features two product boxes for a stick vacuum cleaner. The left box is labeled 'STAUBSAUGER' and shows a price tag of 105.50 CHF. The right box is labeled 'STAUBSAUGERIN' and shows a price tag of 85.90 CHF. Both boxes feature a photograph of the vacuum cleaner. Below the boxes, the text reads 'Women should not be worth less. Equal work, equal pay.' and the website 'frauenzentrale-zh.ch' is listed.

Important explanation: In German, adding the suffix "-in" to many nouns, creates the feminine version. We took German names of products that only exist in a masculine form, such as Fernseher (Television), and added the suffix "-in" (Fernseherin), to create a feminine version of exactly the same product. The feminine version was then advertised significantly cheaper to highlight the fact that women in Switzerland still earn 20 percent less than men for exactly the same work.

Frauenzentrale Zürich. (2015). Staubsaugerin. [anúncio]. *Adforum*. [em linha]. Retirado de: http://692e33ea7e6daa5a2e50-e879ca4402b9f6fc7c856af8166960dc.r52.cf1.rackcdn.com/34/52/70/34527079/ad_34527079_4df4137a5e40e055_web.jpg

The advertisement features two product boxes for a blender. The left box is labeled 'MIXER' and shows a price tag of 139.90 CHF. The right box is labeled 'MIXERIN' and shows a price tag of 111.90 CHF. Both boxes feature a photograph of the blender. Below the boxes, the text reads 'Women should not be worth less. Equal work, equal pay.' and the website 'frauenzentrale-zh.ch' is listed.

Important explanation: In German, adding the suffix "-in" to many nouns, creates the feminine version. We took German names of products that only exist in a masculine form, such as Fernseher (Television), and added the suffix "-in" (Fernseherin), to create a feminine version of exactly the same product. The feminine version was then advertised significantly cheaper to highlight the fact that women in Switzerland still earn 20 percent less than men for exactly the same work.

Frauenzentrale Zürich. (2015). Mixerin. [anúncio]. *Adforum*. [em linha]. Retirado de: http://692e33ea7e6daa5a2e50-e879ca4402b9f6fc7c856af8166960dc.r52.cf1.rackcdn.com/34/52/70/34527078/ad_34527078_a501825262d70397_web.jpg

FERNSEHER
610⁰⁰
CHF

FERNSEHERIN
499⁹⁰
CHF

Women should not be worth less. Equal work, equal pay. frauenzentrale-zh.ch

Important explanation: In German, adding the suffix "-in" to many nouns, creates the feminine version. We took German names of products that only exist in a masculine form, such as Fernseher (Television), and added the suffix "-in" (Fernseherin), to create a feminine version of exactly the same product. The feminine version was then advertised significantly cheaper to highlight the fact that women in Switzerland still earn 20 percent less than men for exactly the same work.

Frauenzentrale Zürich. (2015). Fernseherin. [anúncio]. *Adforum*. [em linha]. Retirado de: http://692e33ea7e6daa5a2e50-e879ca4402b9f6fc7c856af8166960dc.r52.cf1.rackcdn.com/34/52/70/34527077/ad_34527077_8cd7a84d57830f79_web.jpg

EIERKOCHER
24⁵⁵
CHF

EIERKOCHERIN
19⁹⁵
CHF

Women should not be worth less. Equal work, equal pay. frauenzentrale-zh.ch

Important explanation: In German, adding the suffix "-in" to many nouns, creates the feminine version. We took German names of products that only exist in a masculine form, such as Fernseher (Television), and added the suffix "-in" (Fernseherin), to create a feminine version of exactly the same product. The feminine version was then advertised significantly cheaper to highlight the fact that women in Switzerland still earn 20 percent less than men for exactly the same work.

Frauenzentrale Zürich. (2015). Eierkocherin. [anúncio]. *Adforum*. [em linha]. Retirado de: http://692e33ea7e6daa5a2e50-e879ca4402b9f6fc7c856af8166960dc.r52.cf1.rackcdn.com/34/52/70/34527077/ad_34527077_8cd7a84d57830f79_web.jpg



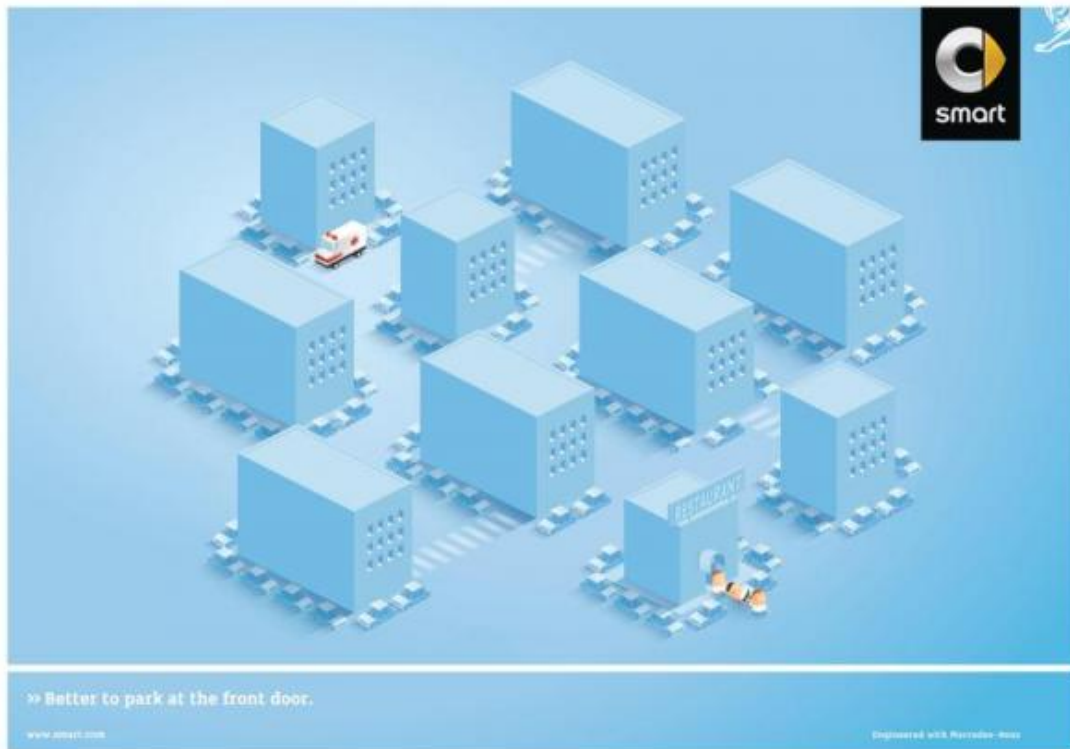
Listerine. (2016). Keys. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2177/21772255/file/listerine-keyring-600-87115.jpg



Listerine. (2016). Money. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2177/21772205/file/listerine-money-600-86738.jpg



Listerine. (2016). Pencil. [anúncio]. *Coloribus*. [em linha]. Retirado de:
https://files1.coloribus.com/files/adsarchive/part_2177/21772155/file/listerine-pencil-600-81370.jpg



Smart. (2016). Emergency. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21802405/file/smart-emergency-600-58652.jpg



Smart. (2016). Fire. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2180/21802455/file/smart-fire-600-96950.jpg



Smart.(2016). Robbery. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21802505/file/smart-robbery-600-52933.jpg

On the Road

By Jack Kerouac

The text of the advertisement is extremely small and dense, appearing as a large block of illegible text. It likely contains the full text of the article 'On the Road' by Jack Kerouac, as indicated by the title and author name above it.



Mitsubishi. (2016). The Road. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2180/21804055/file/mitsubishi-road-600-63294.jpg



Sleep Apnoea India. (2016). Fisher Woman. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files1.coloribus.com/files/adsarchive/part_2148/21481805/file/sleep-apnoea-india-fisherwoman-600-93133.jpg



Sleep Apnoea India. (2016). Milkman. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2148/21481855/file/sleep-apnoea-india-milkman-600-41968.jpg



Sleep Apnoea India. (2016). Mechanic. [anúncio]. *Coloribus*. [em linha]. Retirado de: https://files2.coloribus.com/files/adsarchive/part_2148/21481755/file/sleep-apnoea-india-mechanic-600-62922.jpg