

# Canned Sex



What kind of beauty do we want AI to learn?

By 2025, 90% of online content is predicted to be generated by Artificial Intelligence. Dove will keep committed to real beauty. Learn more at: [Dove.com](https://www.dove.com)

**Dove**   
20 years changing beauty

\*Artificial intelligence has been used in this advertising for the sole purpose of showing beauty bias in generative AI tools.

Gosh! Cannes entries are dull.

Even when a lot of winning campaigns seemed to be about sex, creativity seems to be at a premium. Now sex in ads should be easy to make exciting you would think. But no!

I surfed the Cannes Lions 2025 winners, and even when about sex the lack of thrills was positively coma inducing.

Not one winner made me think, 'I wish I'd done that.'

Take stuff like New Zealand's Herpes awareness campaign winner. It tells us up to 80 percent of Kiwis are carrying oral or genital herpes by midlife.

I don't know how the NZ tourist board feels about this, but my awareness advice would be 'Never Kiss a Kiwi', this may make a more provocative way of scaring the cold sores out of people.

Now Dove is still trying to convince women that being sexy

## CANNES COUNTER-POINT

**... I don't know how the NZ tourist board feels about this, but my awareness advice would be 'Never Kiss a Kiwi', this may make a more provocative way of scaring the cold sores out of people...**

is wrong. See the ad shown here and tell me which bird would you like tapping at your window in the middle of the night?

And if you think this a misogynous thing to say, check out this great Greenpeace video of the very women Dove are appealing to pouring scorn on Dove because of Unilever's dreadful environmental record.

**Toxic Influence: The Dark Side of Dove - YouTube**

A winning Vaseline video called 'Vaseline Verified' just uses a bunch of social media clips to demonstrate the many alternative uses of Vaseline like rubbing it on your lips to prevent spicy taco burn. Or use it for your dog's dry nose or to revive leather. Dreary

stuff. But then this kind of 'vox pop' approach is not new, just getting folks to read out strategy points is manna from heaven for advertisers. It's very lazy creative.

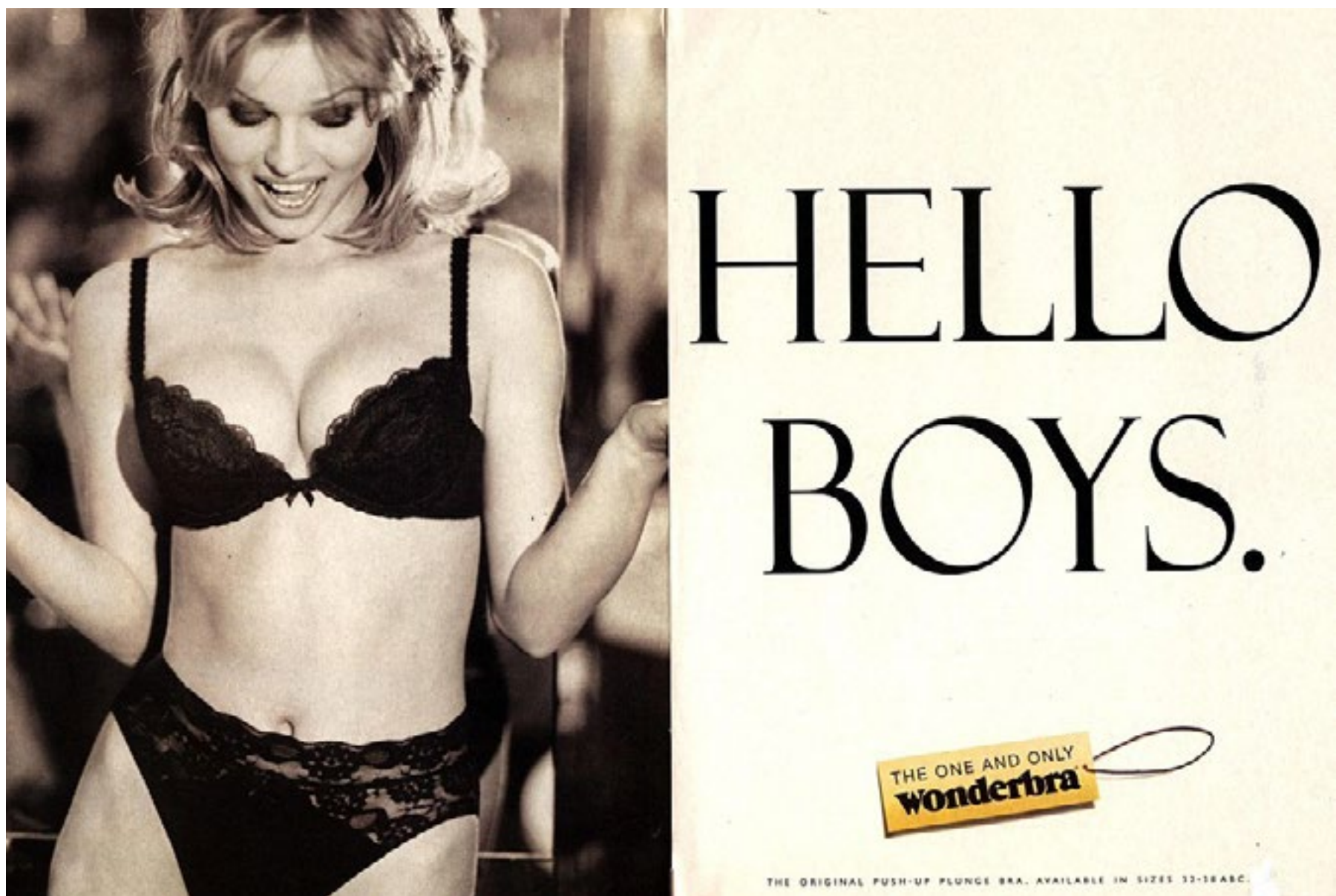
And not one mention of 'easy entry', the thing everyone mainly uses Vaseline for.

Talking of which, a Viagra spot titled 'Make Love Last' won a gong and was designed to circumnavigate the severe mainland Chinese censorship rules. It was not branded for obvious reasons. I suppose it worked as it did promote much discussion. They seemed to get away with it even when showing couples 'doing it' but the images were heavily blurred. Take a look <https://www.youtube.com/watch?v=ZB0HnzaTNgl>

I was surprised by a couple of things. First, the couples featured were very young.

Now when I was their age I didn't have much trouble keeping it 'up', in fact, in the words of Eddie Murphy, a strong breeze would cause immediate 'wood'. Second, the agency team illustrated is from Shanghai and, unless I am mistaken, they seem seriously lacking in Chinese members.

## CANNES COUNTER-POINT



I always thought Cannes should be mainly focussed on creativity, awards for original ideas, wit, intelligence, excitement. Again, the clue is in the name; 'The Cannes Lions International Festival of Creativity'

Finally, talking of sexy ads, the famous award-winning, 'Hello Boys' huge 1994 roadside poster for Wonderbra shown here actually caused car crashes in London. That's the kind of creative excitement I expect from sexy ads.

Thank you Ms Herzigová. I really wish I'd done that.



*Paul Loosley is an English person who has been in Asia 47 years, 12 as a Creative Director, 25 making TV commercials. And in recent years, a brand consultant. And still, for some strange reason, he can't shut-up about advertising. Any feedback; mail [p.loosley@gmail.com](mailto:p.loosley@gmail.com) (Use AI if you can't think of anything)*