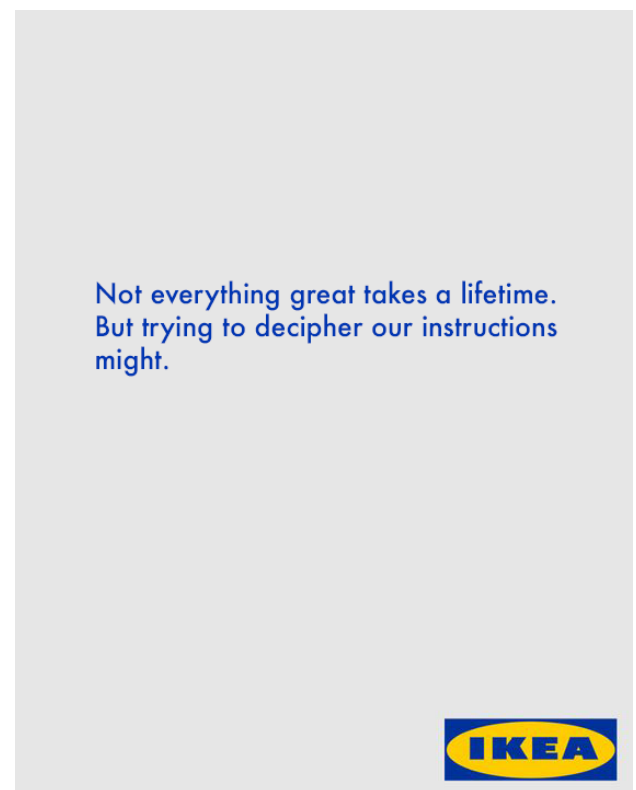
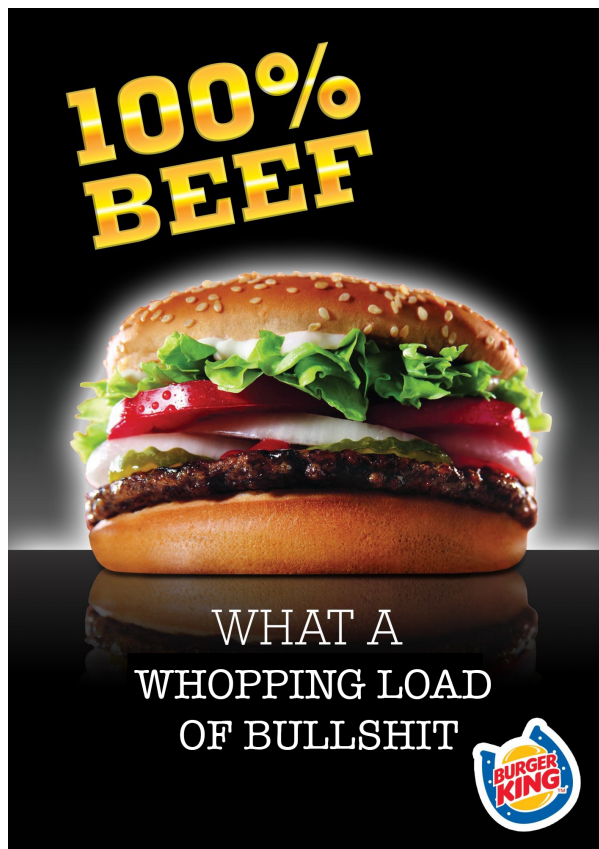


Advertisement Parodies

My idea to make parody advertisements was inspired by the movie we watched in class, "The Invention of Lying." I found it amusing to see the movie take the concept of an alternate reality where no one is capable of lying, and using this satire with advertisements. Through the use of satire and photoshop, I recreated typical brand advertisements and added my own honest twist to them.





bi
big mac
big mistake
diabetes



ABSOLUT REGRET

Cheerios

Made with love, and cardboard.





How suburban housewives look fit while they buy donuts and Starbucks.



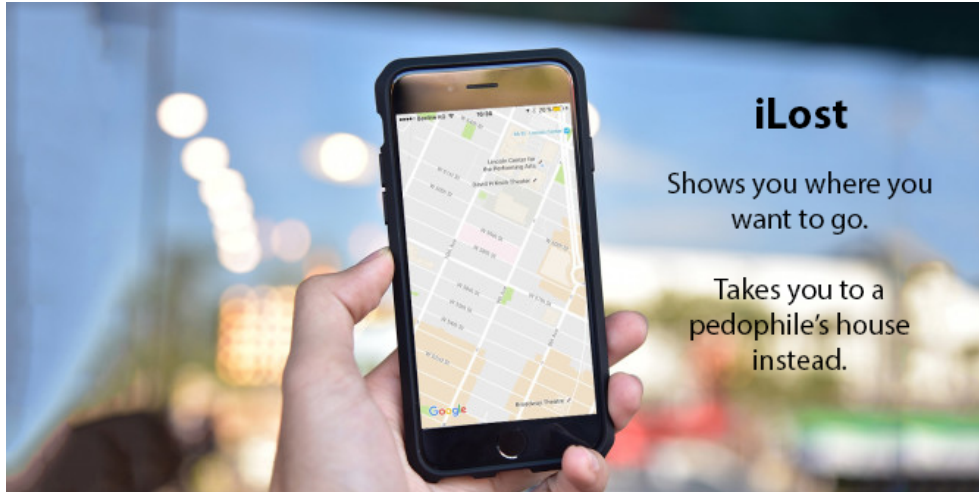
One sip



ends all of the world's problems.

Is it cheesy or does it give you the shits? Yes.





1. Burger King - Because everyone questions what fast food "meat" is really made from.
2. IKEA - Because Ikea has been known to have extremely complicated instructions, and I swear they throw in random tools and pieces just to throw us off.
3. McDonalds - Because it was an easy blow and I wanted to take advantage of the play on "Big Mac."
4. Absolut - I really enjoy how they play around with phrases like "Absolut Perfection" or "Absolut Masterpiece" in their ads, and I absolutely hate Absolut so I added a post-Absolut consumption twist.
5. Cheerios - WHY were plain cheerios even made? They tend to steer their ads towards families but I don't think any kid would eat them without spitting them out and claiming they taste like cardboard.
6. Lays - Who doesn't feel completely ripped off when they buy a bag of Lays and get half a bag of air?
7. Lululemon - This one might only be funny to me. When I lived in Scottsdale, Arizona my dad and I would frequently make fun of all of the rich moms we'd spot at our favorite breakfast joint that would wear athletic clothes while buying fatty english muffins or crepes.
8. Pepsi - I made the same claim Pepsi seems to be making these days.

9. Dominos - Also inspired from experience.

10. iPhone Maps - I'm sure everyone has had a handful of frustrating experiences with using the maps application on their iPhone. This particular example is also from experience. I asked to be directed to a Baskin Robins and instead it took me to a creepy house in a sketchy neighborhood. I'm still bitter.