

Special Family's Children Problem in American Advertising: Case Study of "Not Broken" and "A Man Like You"

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Abstract: "Single-parent family", "Reorganized family" Become an important part of the American family structure. This article takes Honey Maid's "Not Broken" and Harry's Razor's "A Man Like You" as advertising cases to analyze the creative sources of the two advertisements, the analysis of the advertisements on children in special families, and the impact of the advertisements. Research result shows that, the two advertisements naturally integrate their own products and brand concepts into the focus on social issues due to their deep insights and ingenious creativity, achieving a win-win for marketing effects and social responsibility. However, the role of advertising as a social force is still limited. The problem of children in special families in American society has a long way to go.

Keywords: American Advertising; Children's Issues; Special Families; Marketing Communications; Social Responsibility

1. Introduction

With the changes of the society, "single parent" and "remarriage" are no longer taboo words for modern men and women. Every day there are many families facing emotional crisis or unexpected accidents. In unfortunate circumstances, they become "single-parent families". Some single-parent families also choose to combine again, that called "reorganization family". As early as 2010, the divorce rate for couples in the United States was as high as 50%, and the number of single-parent households was one-fourth of the total number of households in the United States. But whether it is "single-parent family" or "reorganization family", the premise is that the family has one or more children. Special families are often formed in the relatively immature childhood of the child's mind. Special family status places considerable strain on parents, not to mention children with very weak capacity. The mental state of such children has become a shared Attention of the whole society.

2. Creative sources of advertisements for "Not Broken" and "A Man Like You"

2.1 Advertising of "Not Broken"

Family cookies are the main product of the Honey Maid brand in the United States, so "family" is always the creative theme of Honey Maid ads. In its recent marketing cases, what can be found is that Honey Maid is very keen at buzzmarketing by describing the "special people" of social life. It launched an ad in 2014 for gay men's families that caused even a stir online and even protests by anti-gays. As a result, Honey Maid received 10 times more positive comments than negative comments, and the voices of anti-communists were drowned out by the power of recognition. It can be seen that the scale of "special people" in the mass consciousness is growing, and with the opening and understanding of society, it has come to the foreground. Although they have not been treated equally in society, they are no longer so repressed. Then comes their rise as emerging consumer forces.

The "Not Broken" ad, launched by Honey Maid in 2014, focused on another special group--- the restructuring of the family in the United States. In the form of short interviews, "Not Broken" shows the perspective of different members of this broken and regrouped family. The main visual angle of the short film comes from the young boys in the restructured family. He told the camera how he felt after

entering the new family and expressed his views as a child about restructuring the family. These voices are often ignored by the restructured family in front of the television. Unlike gay groups, restructured families are common in American society. "Not Broken" directly examine every broken and restructured family, so they have to reflect on whether they have fully considered the child's feelings before making a choice, and at the same time it enhance the attention to Honey Maid brand and products.



Figure 1 Advertisement of "Not Broken"

2.2 Advertising of "A Man Like You"

Due to the high divorce rate in the United States, there are countless children from single-parent families in the United States. These children often grow up in poverty-stricken environments. The absence of family members is often the father, which makes them vulnerable to social instability. Studies have shown that in families without fathers after divorce, children's bad behavior or crime rates have increased, and the phenomenon of premature sex, pre-marital pregnancy, early marriage and marital instability have a strong link with their childhood experience of family changes. (Wu, 2010)

Harry's is an emerging American razor brand, and A Man Like You is an advertisement for Harry's social media in 2018. In this ad, Harry's ingenious idea is to combine his razor with responsibility. "A Man Like You" tells of a single-parent family of boys to fake dialogue with aliens to realize their "responsible man" imagination. In the video, the boy told the alien, "A real man should be neat, strong, and not leave his family alone." Such simple demands are beyond the reach of most irresponsible fathers in American society. This is not only a serious criticism of the frequent family break-up in the United States, but also an inner resonance of many people with single-parent experiences.



Figure 2 "A Man Like You" Advertisement

Of course, anyone who knows a little about American movies can see that the ad draws on the

famous Hollywood film "ET". The children's film about aliens is a childhood memory of a generation in the United States. A Man Like You's use of the film's plot makes it easier for American customs to accept it, as well as to arouse their interest in topics and reflections on phenomena.

3. Special Family Children's Psychology Revealed by Advertisement

3.1 Heterogeneous psychology

As for "Not Broken", what the main expression of children psychological problems are heart sensitive and fragile, often feel the loss of love, feel oneself in other people's strange eyes,. In the ad, the boy confessed that he often had difficulty introducing his family to others. Because he had "two mothers and two fathers ", the boy's parents wanted to integrate him into the new family as soon as possible by giving him enough understanding. In the advertisement, because the boy's abnormal psychological performance has been as far as possible, so the performance is very calm. But in reality, this kind of psychology once produced, will leave a huge scar in the children's heart, under the influence of the other kind of psychology, the kid is easy to become suffering from loss, even produce a serious sense of inferiority.



Figure 3 Advertisement of "Not Broken"

In fact, children are not only influenced by outsiders, they are also "strangers" to the rest of the family, stepfather or stepmother, and their own children. Because of the close connection of life, if the step-parents don't devote themselves to the step-children or don't invest enough, and don't have sufficient emotional communication and interaction with the children, the feelings of both parties will be more alienated and the relationship will be more sensitive and fragile. The children who reorganize their families gradually become isolated and rebellious, and lack of identity and sense of responsibility to their own family identity, which will have a negative impact on the children's future development and the normal operation of family relations.

The "Not Broken" ad propose that "don't make children feel like they're different" to it's customers. illustrates that restructuring families is the norm in the United States. Although this is indeed a good way to help children open up their mindsets, it has become a profound social problem that American indifference to the original family.

3.2 Absence of role models

Family education mainly affects children through parents' words and body teaching, so that children can learn survival skills and develop personality. The way children interact with others and vent their emotions is actually the epitome of parents.(Cao,2019)"A Man Like You" is a profound reminder that children in single-parent families are missing not only half of their relatives, but also half of their income, and half of their role as models in life is missing.

In this ad, visitors from the alien asked the boy to teach him how to become a "Man ", the alien lack of earth knowledge, the little boy taught him the most ordinary clothing, food and shelter, clearly the simplest things in life, but the boy is happy. The last two people discussed the boy's life on the grass. The alien asked him if he would feel lonely. The boy confessed that he would feel lonely when he pretended to be strong, so he hoped that someone could accompany him as simply as an alien.



Figure 4 Advertisement of A Man Like You

Before the children's values are mature, the parents to the children's company has incomparable significance. Children receive basic living materials from their parents, form habits through imitation of their parents' behavior and language, learn from their parents' scoldings and encouragement, and more importantly, family companionship and care not only teach them to love their loved ones of their original family, but also urge them to show care and responsibility to their new family when they go to society and form their own family.

The absence of any family member as a "role model" may lead to a child's growing up abnormally. As a country with a 50% divorce rate, countless children have lost one of the important "role model" in their lives, which is often the father. The "Temporary Assistance Project for Poor Families" in American welfare policy has provided economic support to divorced women and unmarried mothers with minor children, led an "independent" life, and played a certain supporting role in American women's divorce, separation and female single-parent families.(Liu,2014) However, the father is the main source of income for a family and the main target of the child's family responsibility. The lack of physical needs and the lack of emotional care make children inferior and even extreme. The worst case is that these children take their own experience as a normal situation, lack of responsibility for the family, leading to a vicious circle of single-parent families in society.

4. Advertising Effect

"Not Broken" and "A Man Like You" ads may not get as much social attention as those pop ads, but both of them reveal the existing problems in American society in a unique angle, and at the same time, they naturally integrate their own products and brand ideas into the needlework of social problems, achieving a win-win situation at the marketing and social levels. From a commercial point of view, both advertisements have earned the brand a high reputation. "Not Broken" ads gain 750,000 viewers, the 1026 likes on the Honey Maid the official channel of YouTube .A Man Like You ads scored up to 9.0 on GSD & M website. In particular," A Man Like You "has also been selected and won awards at the 2018 International Creative Festival in Cartagena. These accolades from the media and users have increased the added value of the brand.

5. Social and Cultural Impacts

From a sociocultural point of view, the most important significance of these two advertisements to American society and families in the society is to clearly point out the question whether the mental health of children in special families has received due attention. The fragmentation of the family is by no means an issue that can be ignored for the mental health of children. As can be seen from the

messages below, many people under the influence of these two advertisements gradually realize the universality and seriousness of these problems, and began to express their "Hate Divorce" voice. When a thing is common in society, most people will regard it as normal without questioning its anomalies. Take "Not Broken" for example, although the user's positive response is mostly, but also some people disdain this. "1/3 of marriages end in divorces, this isn't new". They do not consider the harm that children may suffer in this process or selectively ignore it, which is not only the result of social conformity, but also proves that children's attention in family divorce and reorganization is insufficient.

6. Conclusions

Children are the future of families and nations, the future of human civilization. A team at the University of Michigan collected data from 46.6 million children aged 0 to 17 in the United States and found that 16.5 percent of children (about 7.7 million) were diagnosed with at least one mental illness at some point in their lives.(Anonymous,2019) Many evidence suggests that how to protect children's mental health in broken marriages in adults will become an increasingly serious social topic. "Not Broken" and "A Man Like You" based on the real problems in American society, through the lens language to show people the complex and fragile inner world of the children of the reorganization of families and single-parent families, call people to pay attention to the psychological health of the children, criticized the widespread failure of marriage in the United States. At the same time, brand products are fully displayed in this process .Its organic combination with advertising content adds a layer of family warmth to brand products, making the brand more recognizable. However, the fragile family structure caused by history, nationality, ideology and so on for a long time has become one of the chronic diseases that the American society can not eradicate. Many people are accustomed to this, and society has not formed a high level of attention to this phenomenon, which is the power of advertising can not be long.

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