**HW 1: AUDIENCE, CUSTOMER SERVICE vs TOLERANCE,**

**ENG101 HW 1: THINK & ANALYZE AUDIENCE 🡪 Commercial solution**

BACKGROUND:  
 Jours Apres Lunes, a French line of lingerie for tiny tots to teens, is raising eyebrows over its depictions of little girls all dolled up in kiddie bras and underwear, reports [Fashionista](http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line/).  
 The little girls who model the Fille ‘**LINGERIE’** collection aimed at 4-to12-year-olds, wear makeup and sunglasses, aping poses of models four and five times their age. Conversely, an older model, posing for the Femme collection, clutches a teddy bear.  
 Jours Apres Lunes, which translates into "Days after Moons" is the brainchild of Sophie Morin, a longtime lingerie designer, according to the website, which says her goal was to borrow from adult lingerie trends to create underwear for toddlers to adolescents.   
  
<http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line/>

or shortcut: <http://www.newclassroom.com/101hw1.htm>

YOUR Sample Scenario :

**You’re up for a promotion, and unlucky for you, marketing has a test to see if you should get it.**French “Loungewear” designer line Jours Apres Lunes has begun their contract with the chain of American “Bullseye” stores. Their adult products are very profitable to Bullseye stores, and they know it: the French design company considers it a deal breaker if Bullseye doesn’t promote their newest design, an idea by by the company’s ‘creative’ spouse, which is lingerie for kids. As a referral from the Bullseye Children’s Clothing Purchasing VP, you have been given the chance to pitch one commercial for the campaign for the Southwest US (Arizona, Texas, New Mexico ‘audience’). It will air during the Fall back to school timeslots, on TV and in demo TVs in children’s underwear section.

THE PLAYERS:   
The French company believes the original ads with kids in adult poses should be fine as is

The VP of Children’s Clothing wants to make sure the kid lingerie commercial is suitable for Southwest Bullseye customers – and now it’s your name attached to the campaign pitch: it’s your job on the line to balance everyone’s interests, offend no one, keep the client, and get the commercial designed.

HW1: ANSWER THIS:

1)Your biggest problem in a commercial for this is:

2)What are 3 risks (problems) of the commercial for Jours Apres Lunes’ “Kid   
 Lingerie” that you have been tasked to develop for Bullseye stores?

3) On a piece of paper (or back of this sheet), summarize in just a few detailed descriptive sentences (but not more than 1 paragraph) how your actual commercial could look with MINIMAL risk/damage to the Bullseye customer/brand …. (On Tues, we’ll walk through a volunteer or two)