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Vampires and Girls

Vampires are one of the oldest archetypes of monsters in existence. Because of this, they have had plenty of time to grow and change over the years. From the original *Vampyre* to Count Dracula to any number of poorly made horror movies involving some kind of blood-sucking beast, there have been countless representations of this classic idea. Recently vampires have taken on a slightly different roll than they are accustomed to. Vampires in the modern age are being used as dangerous, attractive, and of course powerful marketing tools.

In the modern world, it is not unusual to see companies using a multitude of strategies to sell their products. This can even include film and TV producers. However, because of the nature of their products, a producer’s method of advertising may be even more subtle than the average commercial. The past few decades have given rise to a new type of story, the “supernatural drama”, wherein some kind of mythical or paranormal creature takes on the role of a normal character in any run-of-the-mill drama show or movie. The allure here, however, is that the people involved are more than they appear to be. This allows for more twists and turns than average, and many of these can become violent. This allows these supernatural characters to display some kind of power, something superhuman, which has interesting effects on the audience of these shows.

While a drama show is not explicitly aimed at the average woman, it does not take much more than a glance at something like *Twilight* or *The Vampire Diaries* to see that there are few things for an average man to enjoy within. The reason for this is that the producers of these shows feel that it is easier or a female audience to put themselves in the position of Bella, from *Twilight*, with supernaturally powerful and attractive young men fighting over who gets to be with her. A producer looking to make a quick buck would know that young women of the ages of 12 or 13 would pay money to see cute boys trying to kill each other. If those boys also happened to be a vampire and a werewolf, even better as now they both have an innate “bad boy” vibe without the need of expensive character development. A vampire fits the role of an edgy young man who is forbiddingly attractive and “rough around the edges” to a T, as that is essentially what makes a vampire.

Producers of these vampire themed dramas probably use vampires because they are supposed to be seductive to begin with. There are less vampire movies with hot vampires aimed at male audiences because it is simply over done already. Women are already the subject of many, many campaigns hoping to sell to men, so why not break into an untapped market? This is exactly what things like *Twilight* are doing, and without having to justify the use good-looking men to do so. It just so happens that being attractive is one of the key traits of being a vampire, so it would make sense to exploit that for profit.

Profit clearly drives most if not all of the entertainment industry, and a vampire’s abilities are not safe from the corporate hand. As time goes on, vampires are becoming more and more flexible in what they can and cannot do. Seduction has always been within a vampire’s repertoire, but now superhuman speed and strength, as well as not burning in sunlight, have been added to the mix. Perhaps this was done in an attempt to keep all of the boyfriends in theaters awake with promises of epic, Marvel movie-esque fight scenes. While those promises are wholly forgotten in favor of keeping production costs down, it has still changed the myth of the vampire due to the *Twilight* franchise’s blinding popularity.

Vampires are great tools for the modern producer, when it come to the female audience. It is easy to market them as edgy and dangerous, attractive and seductive, and powerful because that simply is a vampire. While the vampire may have lost its fangs, it is good to know that the idea is still finding work. However, maybe it is time for Count Dracula to take up the reins again, and steer the vampire into a new direction.