Captain Morgan is a Liar

ARRRRRRRRRRRRRRRRRRRRRRRRRRRR! Matey's!

http://www.youtube.com/watch?v=xyrY_zCcoCw

The Captain Morgan Improv Ad that has recently begun to permeate primetime T.V. promotes dishonesty and manipulation as the path to apparent sexual fulfillment.

While many T.V. advertisments before it have used similar tones in a tongue in cheek fashion, the Captain Morgan Improv Ad makes little distinction between satire and reality. The only question I have is, do low moral standards lead to safe sex?

Men, or women, who lie about themselves to get into the sack may be selfish enough to lie about other things as well, like if they have an STD or not.

In March 2008, the CDC released a study that said one in four teen age girls has one of the most common STD's.

(human papillomavirus (HPV), chlamydia, herpes simplex virus, and trichomoniasis)

http://www.cdc.gov/STDConference/2008/media/release-11march2008.htm

That's a crazy statistic, and certainly not really relevant to anyone out drinking in the bars or clubs. But where do those STD's come from? They're certainly not just circulating within the teenage dating ecosystem.

If Captain Morgan, or his advertisments said, "Use a condom," it would be such a buzz-kill to the overall theme of the Ads that it would probably reduce the sales of Rum, and that would be Bad Marketing (Not to mention the theme of the ad is supposed to be subtle, not overt).

Whomever created that ad is just as selfish as those who like to get laid while spreading disease. They are not thinking about the ripples that their actions are creating, or maybe they just don't care.

To learn more about STD's and their prevention please visit,

http://www.cdc.gov/STD/