



Ethics in Advertisement

Ethics or Advertising or Communication
Ethics and Advertising and Communication

ETHICAL ADVERTISING AND COMMUNICATION



Uniwersytet
Ekonomiczny
w Katowicach





RESPONSIBILITY

- Content – positive?/negative?
- Individual/Shared (common)
- Internal/External
 - Micro/Macro
- Relationship with media
- Who has bigger?
 - For profit
 - Not for profit

Definitions

Ethics

- The most complex and most general ruling system of human behaviour.
- Expressed in ideas, norms, habits and acts: assessing the contradictional dynamic balance of good and bad.
- Recommended but not obligatory/improper, but not forbidden yet.

Advertising

- Any **PAID** form of nonpersonal communication about an organisation, product, service, or idea by an identified sponsor
- **PSA**: Public Service Announcement donated by the current media coverage

FEATURES

Ethics

- Goes hand in hand with culture
- More flexible than the legal system
- Its structure is bottom to top
- Market conditions and structures
- There should always be a strong feedback concerning unethical commercial behaviour

Advertising

- General mutual mistrust (washing powder testimonials)
- New types of abuses: contests, sales, premium offers, loyalty programmes
- Unethical practices like mail order, telemarketing
- INTERNET
- E-commerce, G-commerce (non-ex companies. warrantv. etc)



PROBLEMS

Ethics

- Not all issues can be regulated
- A marketing or promotion action may be legal, but not ethical (Danone Familia, Vodafone)

Advertising/Communication

- Shocking, offensive
- PR (be visible, still ethical)
- CSR (fashion? Must? Real aims?) Etap environm. Prot. guidelines
- Children –in advertisements, sick children, etc



Legal, but not ethical

Danone Familia

- <http://www.youtube.com/watch?v=Ng3jJJTp6ik>

Vodafone

- http://www.youtube.com/watch?v=z_WF6ljwc_I

Shocking/offensive pictures





CHILDREN IN ADVERTISEMENTS

- <http://www.youtube.com/watch?v=INGy616TQtA&feature=endscreen&NR=1> Aldi
- <http://www.youtube.com/watch?v=FgG2ryCHjMo> Neogranormon



RESULTS (Ethics)

- Current situation is controversial
- Due to the prolonged recession, the rise of dissonant processes is predicted
- Permanent conflicts between the short term business performance and the moral one (Arany Alkony=Golden End)
- Before any kind of action, the most complex analysis should be done (Charity for the Sludge Flood refugees)



Sludge Flood

- **Sludge flood**

<http://www.youtube.com/watch?v=MyzLcdUKgtw&NR=1&feature=endscreen>



CONSEQUENCES

(Advertising/Communication)

- Do we need them?
- Do they make us buy things we do not need at all?
- Do they encourage materialism?
- Is it just the reflection of the society?
- Do they make us aware of products and services?
- Do they help us to make certain purchase decisions?
- Do they encourage consumption and foster economic growth?



COMMON AIMS (ethics and advertising)

- **Regulation should:**

- Protect competition

- <http://www.youtube.com/watch?feature=endscreen&NR=1&v=qQVU-b2pE6w>



COMMON AIMS (ethics and advertising)

■ Regulation should:

- Protect consumers from economic or physical harm (medicines)
- <http://www.youtube.com/watch?NR=1&feature=endscreen&v=crkHJnMxNo4>
- <http://www.youtube.com/watch?v=wtJbGANK9G8>



COMMON AIMS (ethics and advertising)

■ Regulation should:

- Control deceptive or unfair content (services)
- <http://www.youtube.com/watch?v=PRNvhGND7Kc> Unethical advertising
- http://www.youtube.com/watch?v=I_VBfsGAcG0 Bonux

COMMON AIMS (ethics and advertising)

■ Regulation should:

- Concern how advertising/communication is delivered (visual effects)



COMMON AIMS (ethics and advertising)

■ Regulation should:

- Protect susceptible groups and fight against stereotypes (gender, ethnical minorities, women- role in the society, sex objects, elderly people, etc)



Reasons for success/failure

For profit communication

- STP model
- Consumer insights
- Marketing research
- IMC solutions
- Product placement
- Endorsement
- Animals, children, sexuality

Not for profit communication

- Topics
- Common values
- Channels
- Reliability, reputation, endorsement
- Visibility
- Ethical approach
- Legal issues
- Fight for the 1%



Most common not for profit topics

- Family abuse
- Anti-smoking
- Responsible drinking
- Drug addiction
- Animals
- Environment protection
- Women as sexual objects
- Ethnical minorities
- Healthcare
- Wars
- Homeless
- Refugees
- 1% tax foundations

Family abuse

- <http://www.youtube.com/watch?NR=1&v=7d4gmdl3zNQ&feature=endscreen>



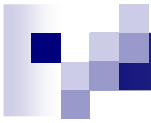


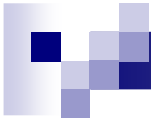
Family abuse

<http://videa.hu/videok/emberek-vlogok/csaladon-beluli-eroszak-csalad-gyerek-6IQXVji1WRRowYMgH>

ANTI SMOKING Campaigns







Her-Forum e.V.



Would you drink it?

ADÁVAI JÁTSSZOM



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Responsible drinking

<http://www.watchmojo.com/index.php?id=6310>

<http://www.emercedesbenz.com/autos/mercedes-benz/c-class/jenson-button-and-mika-hakkinen-in-new-johnnie-walker-commercial-video>

Responsible drinking



Smirnoff - Social Responsibility Action



Smirnoff Social Responsibility Action
 1. Support local charities and community groups.
 2. Promote responsible drinking and driving.
 3. Support local sports teams and events.
 4. Support local businesses and services.
 5. Support local education and training.
 6. Support local environmental and sustainability initiatives.
 7. Support local arts and culture.
 8. Support local health and safety initiatives.
 9. Support local social and community issues.
 10. Support local economic development and growth.

Briefing

Smirnoff Social Responsibility Action is a campaign to raise awareness of the social responsibility actions that Smirnoff is taking to support the community.

Idea

The idea was to create a campaign that would raise awareness of the social responsibility actions that Smirnoff is taking to support the community. The campaign would be a series of social media posts, each featuring a different social responsibility action that Smirnoff is taking.

Results

The campaign was successful in raising awareness of Smirnoff's social responsibility actions. The campaign reached over 1 million people and generated over 100,000 social media posts.





Drug addiction

[http://www.youtube.com/watch?
feature=endscreen&v=V75yvaY
GyTA&NR=1](http://www.youtube.com/watch?feature=endscreen&v=V75yvaYGyTA&NR=1)

Animals



Environment protection





Environment protection

<http://www.youtube.com/watch?feature=endscreen&v=QD2WTK94c1U&NR=1>

Women as sexual objects



Ethnical minorities

<http://rt.com/news/hungary-roma-crime-poverty>

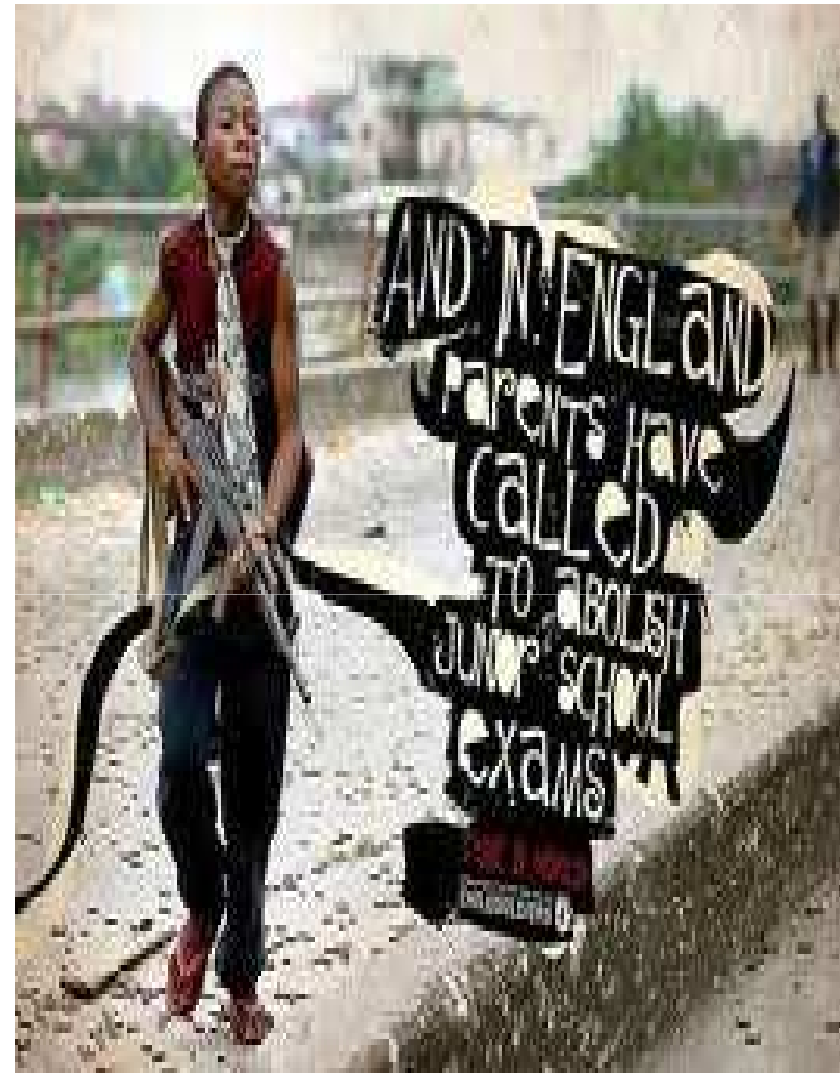


Healthcare

<http://www.youtube.com/watch?v=909QO9kpbKM>



Wars



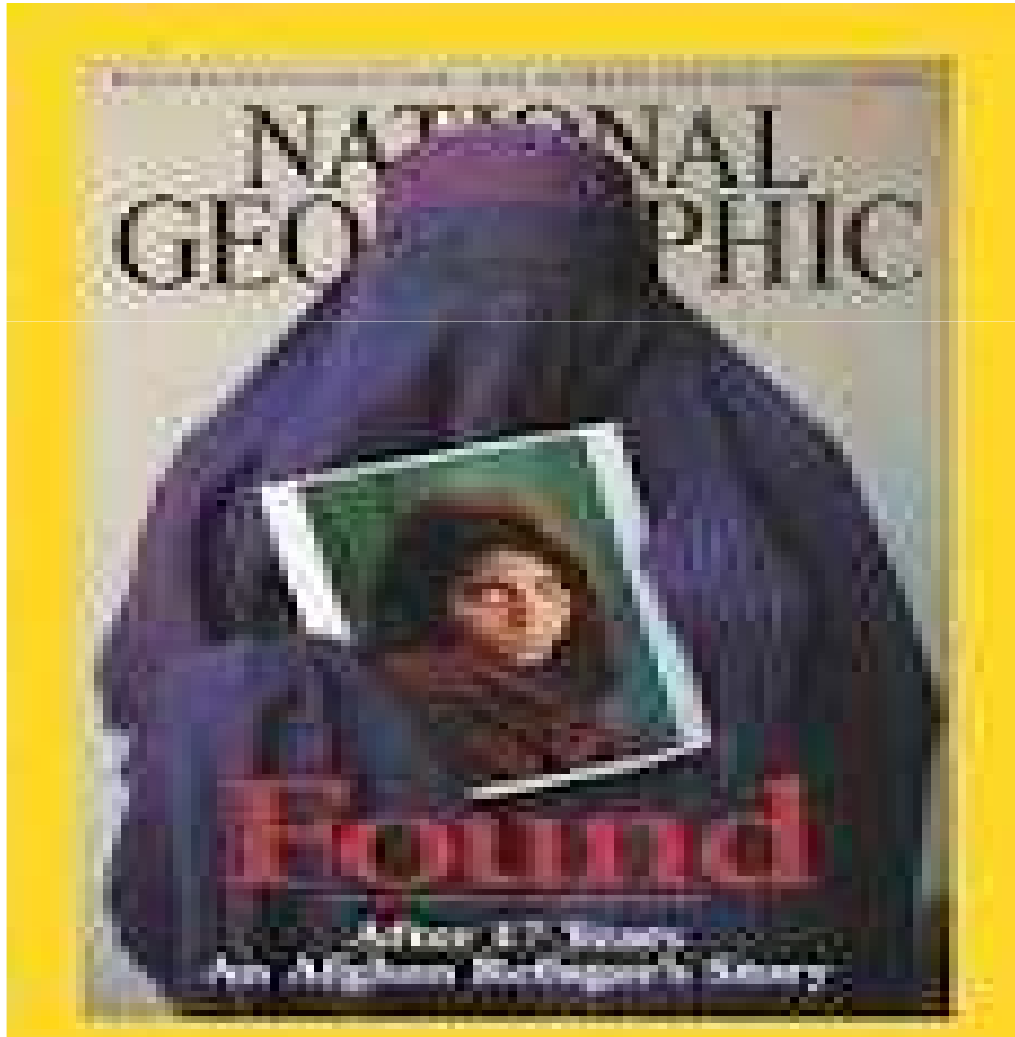
Homeless

[http://www.dailymotion.com/v
ideo/xnbtlc_homeless-in-
hungary-face-jail-for-sleeping-
rough_news](http://www.dailymotion.com/video/xnbtlc_homeless-in-hungary-face-jail-for-sleeping-rough_news)



Refugees/immigrants

<http://www.youtube.com/watch?v=ZT-kcDph2HQ>



1% foundations

- <http://www.youtube.com/watch?v=22KeDCeXP78>





Think responsibly!
Think it twice!