

Ethics in Advertising

Ian Simmons

- KFC Dancing chicken

1. KFC “WHOLE CHICKEN”

In 2017 ASA received 755 complaints, they investigated and ruled:

- a) Ad is disrespectful to chickens.
- b) Ad is unlikely to cause distress or widespread offence.
- c) Ad is likely to be distressing for vegetarians, vegans and children.

- After a detailed consultation on the damaging effects of encouraging children to eat fattening and unhealthy food, UK junk food adverts aimed at under 16s are to be banned online, in print and in the cinema.

2. Junk Food Adverts

When do these laws come into force?

- a) May 2021
- b) Already in place
- c) By 2030



- UK Government Health and Social Care Secretary has announced new measures to halve the number of obese children by 2030.

Role play

- You are working for a wine company creating a TV advertisement to raise their profile.

3. Alcohol and Advertising

What is the youngest age of a model/actor you can represent as a wine consumer in your advert?

- a) 30
- b) 25
- c) 21
- d) 18

<https://www.youtube.com/watch?v=MHHunMkTa4A>

4. Alcohol and Advertising

What other factors, figures or icons are banned in alcohol advertisements?

a) Father Christmas

b) Easter Bunny

c) Snow mobiles

d) Pregnant woman

Role play

- You work in Boots Marketing Team and have just found out that the Duchess of Cambridge uses Boots own make-up remover wipes.



5. Endorsements

Your colleague suggests using her image and quote on an upcoming print magazine advert for the product. Is this acceptable?

1. No
2. Yes
3. Not sure



- [Mini-wheats](#)

In 2009 Kellogg's claimed that their breakfast Mini-Wheats could make you smarter – improving a child's focus by 20%.

6. Advertising Claims

Was this considered false advertising?

- a) Yes, it cannot be proved.
- b) No, companies are allowed to state benefits of their products.
- c) No, everyone knows eating breakfast can improve focus and attention.



Kellogg's



- Advertising's biggest day of the year –
- [Superbowl](#)
- U.S. viewership:
 - 103.4 million average.
- Cost of 30-second Super bowl commercial:
 - \$5.6 million dollars (£4.3 million pounds)



Case Studies

T-Mobile – Punished

<https://www.youtube.com/watch?v=VGlhITGEmDg>



Case Studies

- 84 Lumber – Super Bowl 2017
- <https://www.youtube.com/watch?v=J0Uk6ctu7nl>
- <https://www.youtube.com/watch?v=9W4GXs-J9Oo>

**But it's not just screen advertising
that comes under scrutiny**

ALWAYS BET ON BLACK

**WE'VE PAID OUT EARLY
ON A MAYWEATHER
VICTORY**

BECAUSE WE CHECKED, AND ONLY
ONE OF THEM IS A BOXER



PADDYPOWER.
YOU BEAUTY!

WHEN THE **FUN** STOPS **STOP**

gambleaware.co.uk

We've paid out Floyd Mayweather as the fight winner vs Conor McGregor on all singles bets placed before 11.59pm, Tuesday 22nd August. Applies to outright match betting market only. T&Cs apply.

Paddy Power 'always bet on black' advert 2017



Brewdog 2020

LOOKING FOR PROTEIN?   

Protein World
PURE PERFORMANCE

ARE YOU BEACH BODY READY?

THE WEIGHT LOSS COLLECTION™
MEAL REPLACEMENT & SUPPLEMENTS

Substituting two daily meals with an energy-boosting meal replacement contributes to weight loss.



EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

PA

Protein World 'Beach Body Ready' 2015

nice'n
easy



Christina Hendricks Nice 'n Easy Hair Colour 2015

Task

Find 3 ads (print, TV, online) that have received complaints, see if they were upheld, and why.

ASA (UK) Advertising Standards Authority

FCC (USA) Federal Communications Commission



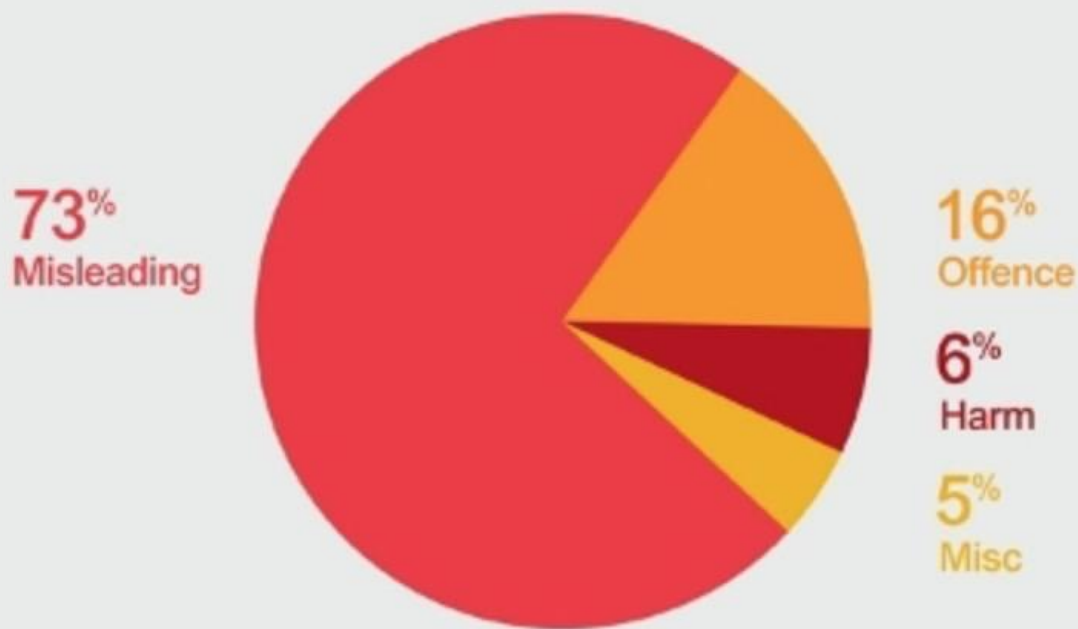
- The Advertising Standards Authority (ASA) is the UK's independent advertising regulator.
- The ASA makes sure ads across UK media stick to the advertising rules (the Advertising Codes).
- asa.org.uk
- FCC (USA)



- The Committee of Advertising Practice (CAP) is the sister organisation of the ASA and is responsible for writing the Advertising Codes.
- The ASA and CAP are committed to regulating in a way that is transparent, proportionate, targeted, evidence-based, consistent and accountable.

All of 2017's Top Ten ads prompted complaints that they were offensive – but this doesn't represent the majority of ASA's work

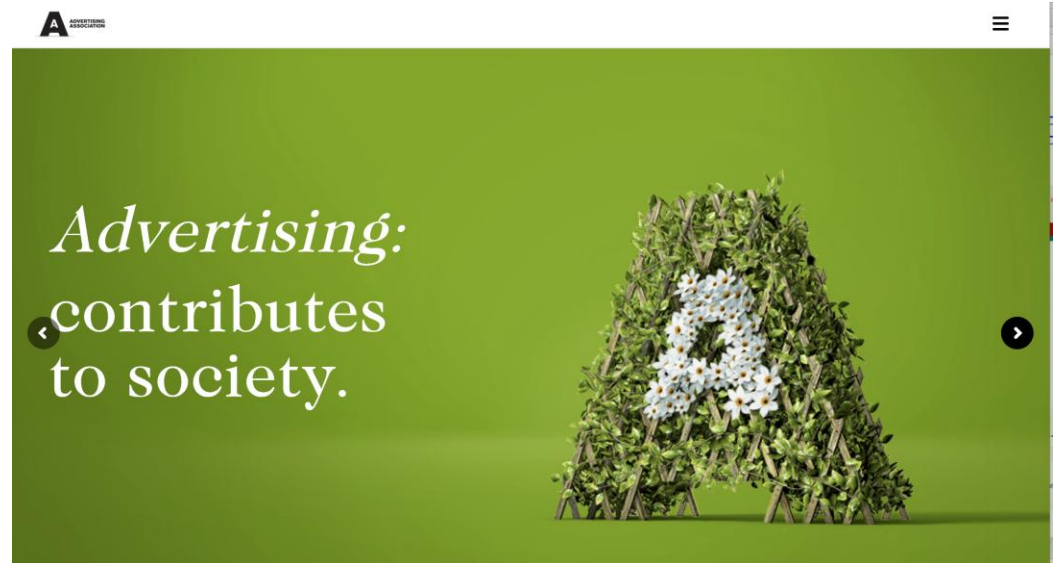
73% of all our cases dealt with misleading claims



Advertising Association

Trade organisation that unites:

- agencies, brands and media to combine strengths and seek consensus on the issues and opportunities that affect them.
- adassoc.org.uk





Truthful

Legal

Decent