

Ethics in Advertising

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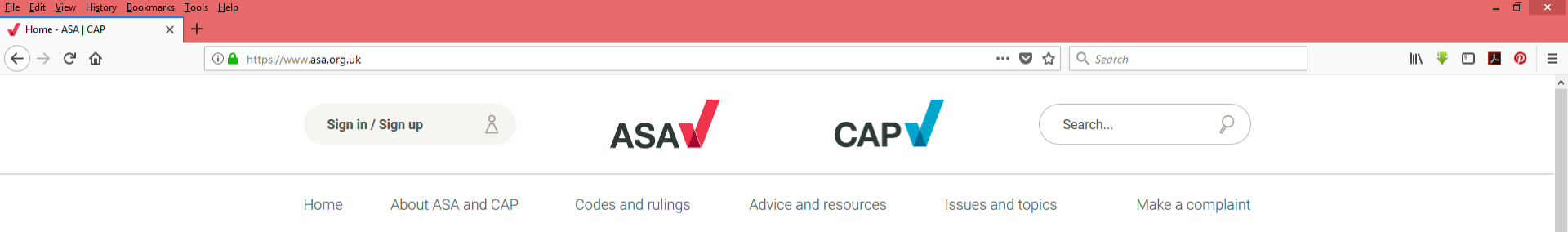
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Advertising Standards Authority



About the ASA

As well as responding to complaints [the ASA monitor ads](#) to check they're following the rules.

They also [conduct research](#) to test public opinion and identify where they need to take action to protect consumers.

It ensures that advertising is truthful, legal, and decent.

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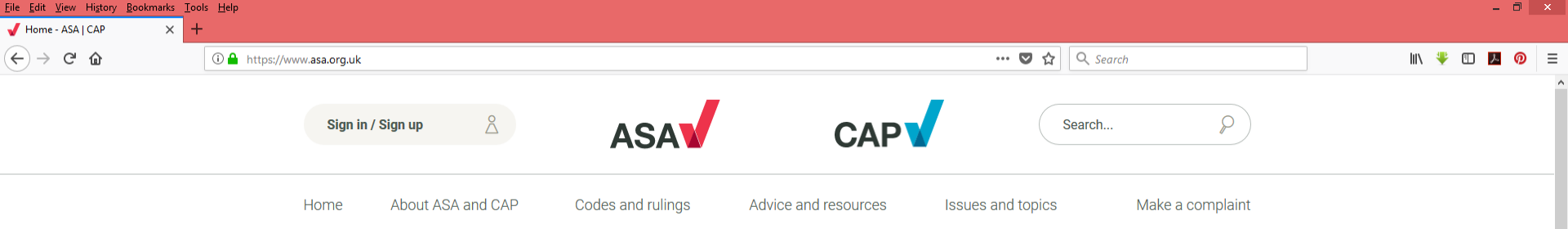
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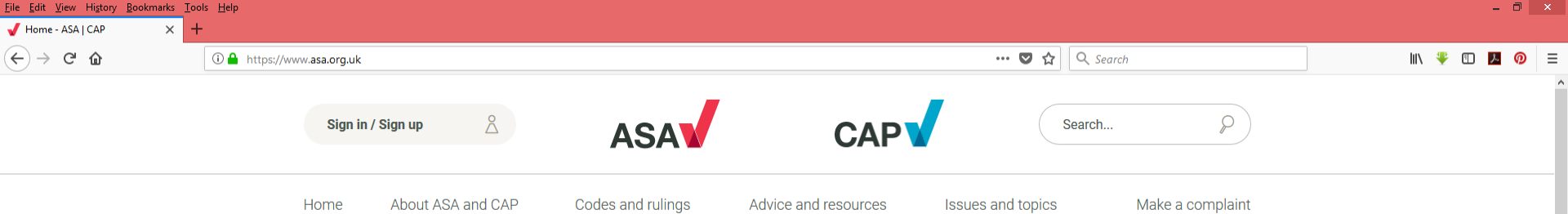
[The Advertising Standards Authority](#)





The Committee of Advertising Practice (CAP) is the sister organisation of the ASA and is responsible for writing the [Advertising Codes](#).

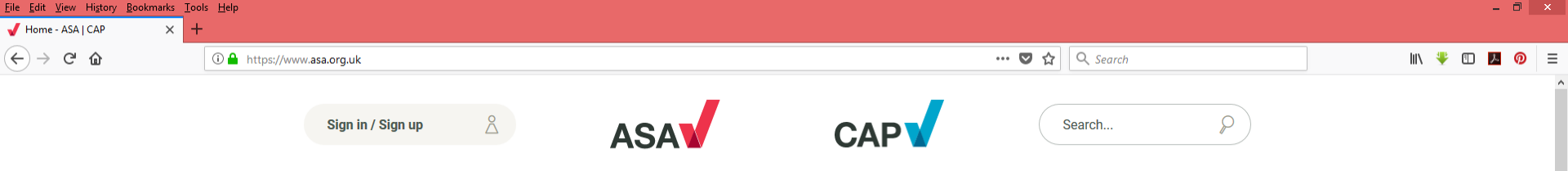
The ASA and CAP are committed to regulating in a way that is transparent, proportionate, targeted, evidence-based, consistent and accountable.



About CAP

Their members represent the advertising industry, covering advertisers, media owners and agencies.

They also offer authoritative advice and guidance on how to create campaigns that comply with the rules.

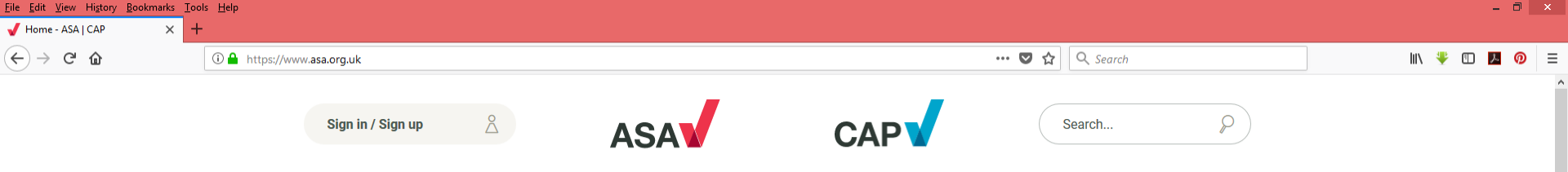


CASE STUDY

1. KFC “WHOLE CHICKEN”

[KFC Dancing chicken](#)

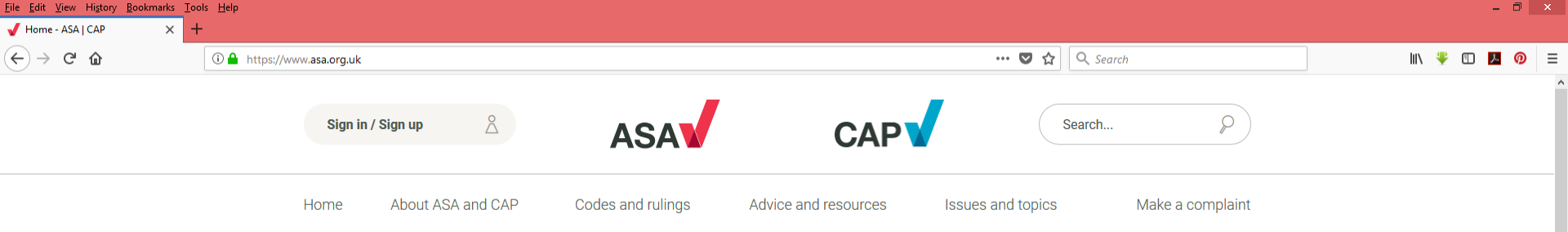




1. KFC “WHOLE CHICKEN”

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

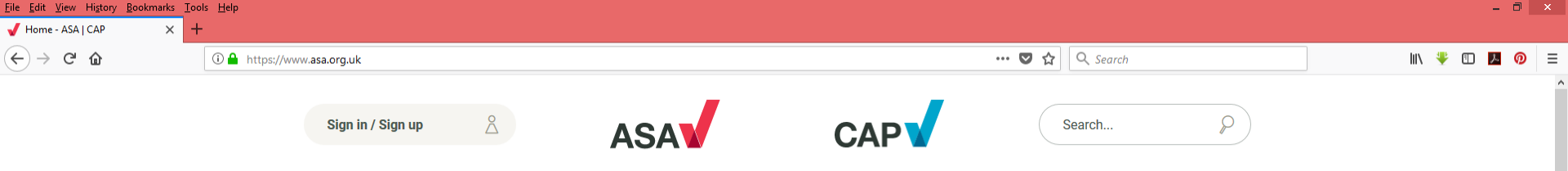
- a) Ad is disrespectful to chickens.**
- b) Ad is unlikely to cause distress or widespread offence.**
- c) Ad is likely to be distressing for vegetarians, vegans and children.**



1. KFC “WHOLE CHICKEN”

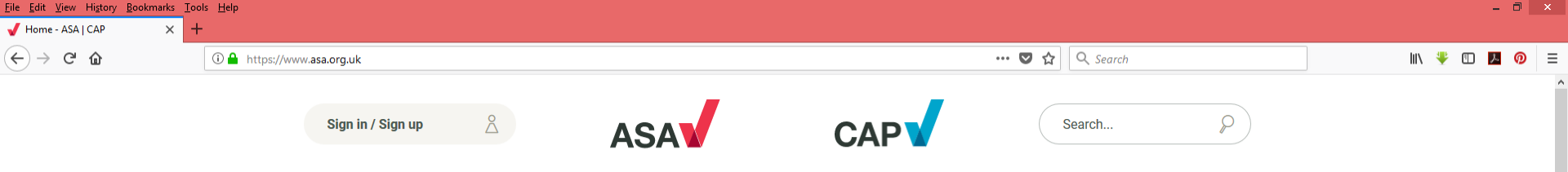
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Junk Food Adverts

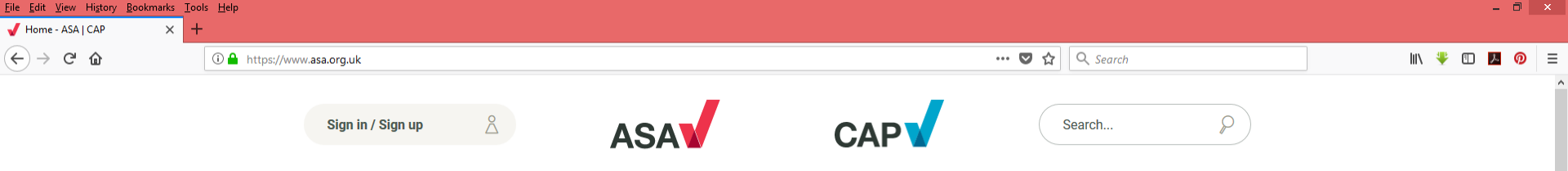
After a detailed consultation on the damaging effects of encouraging children to eat fattening and unhealthy food, UK junk food adverts aimed at under 16s are to be banned online, in print and in the cinema.



Junk Food Adverts

When do these laws come into force?

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



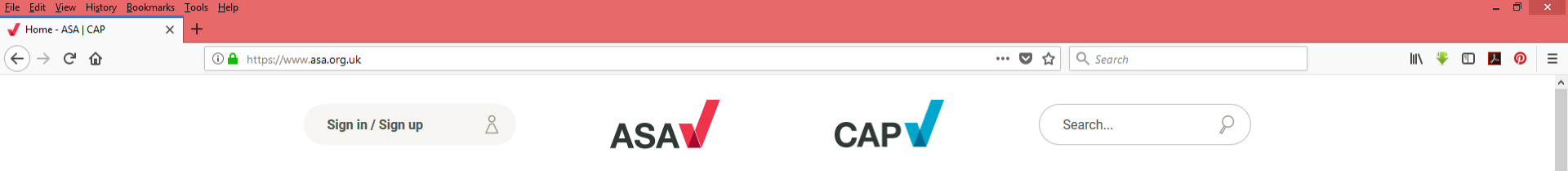
Junk Food Adverts

When do these laws come into force?

a) May 2021

b) Already in place

c) By 2030



Junk Food Adverts

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

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Report Signals Tougher Standards on Harmful Gender Stereotypes in Ads

ASA News | 18 Jul 2017

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Depictions, Perceptions and Harm

A report on gender stereotypes in advertising



Most popular

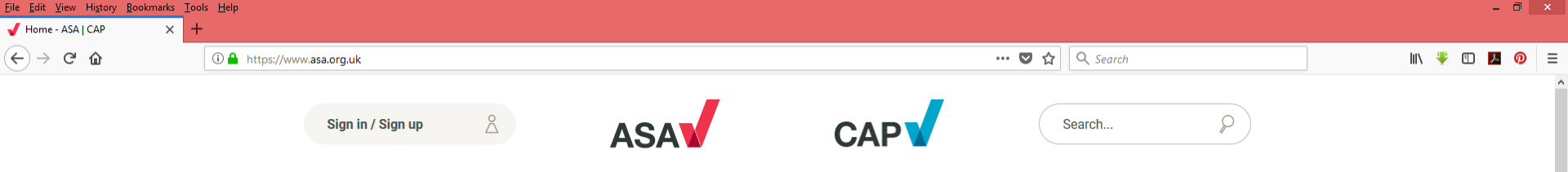


2016's most complained about ads

[Case Study - ASA Gender Stereotyping Report 2017](#)



[Sexist adverts to come under scrutiny - BBC News, July 2017](#)



CASE STUDY

2. PROTEIN WORLD “BEACH BODY READY?”

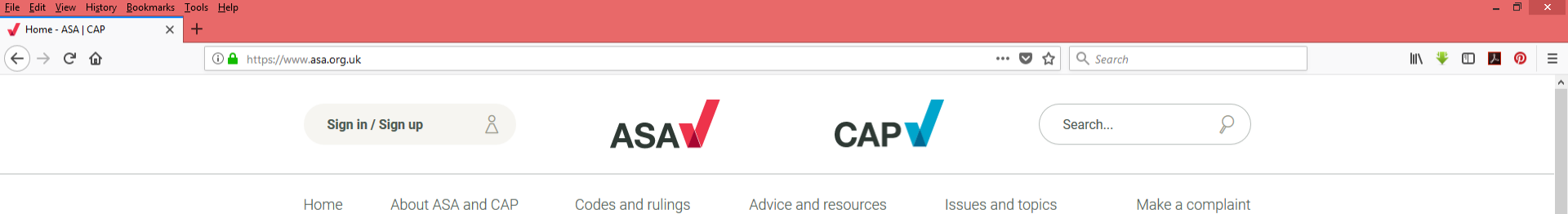
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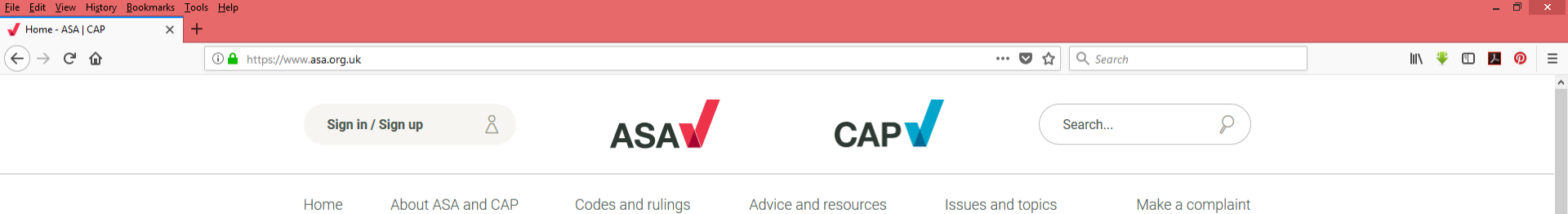
Protein World 'Beach Body Ready' 2015



2. PROTEIN WORLD “BEACH BODY”

In 2017 ASA received 17 complaints, they investigated and ruled?

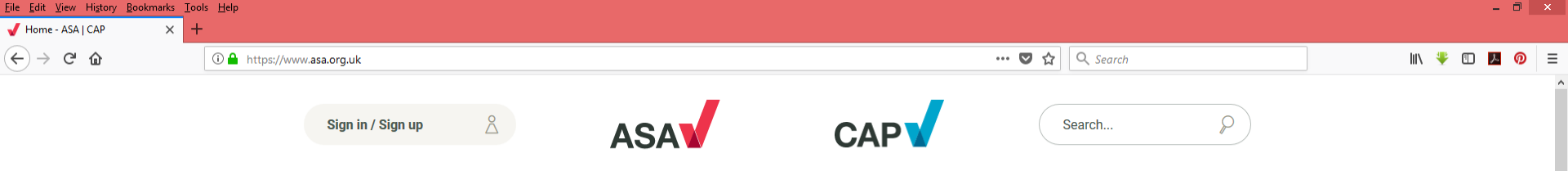
- a) Ad promotes ‘body shaming’.**
- b) Ad is over sexualised and likely to cause serious distress or widespread offence.**
- c) Ad makes unproven weight loss claims.**



2. PROTEIN WORLD “BEACH BODY”

In 2017 ASA received 17 complaints, they investigated and ruled?

- a) Ad promotes ‘body shaming’.
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CASE STUDY

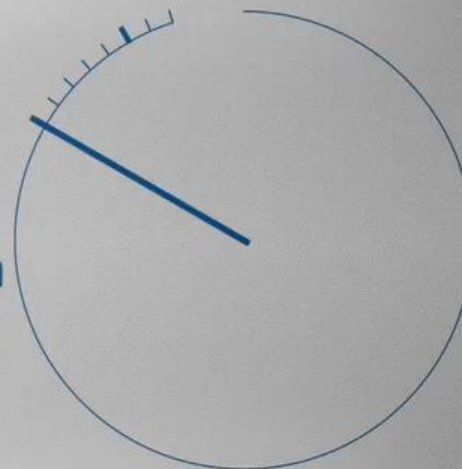
3. FEMFRESH

“INTIMATE SHAVING COLLECTION”

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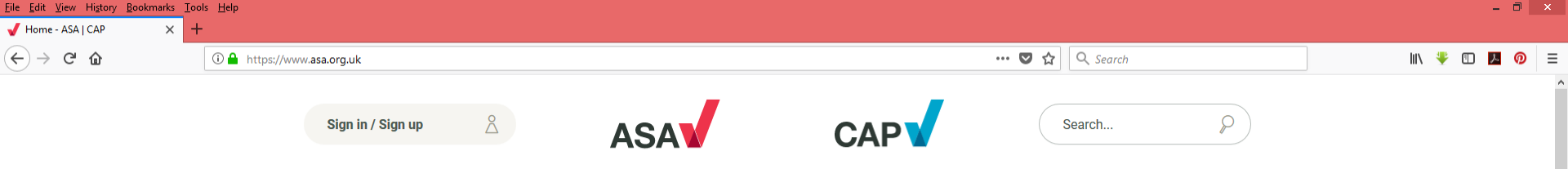
PLATFORM POST

client: Femfresh
product: Shower and shave cream
and post shave balm
title: The Intimate Shaving Collection
clock no: MTL/FFSS001/030
dur: 30 secs
aspect ratio: 16:9
date: 13/03/17
audio: Stereo



6-7 D'Arblay Street, London, W1F 8DN, +44 (0)20 7287 6766, platformpp.tv

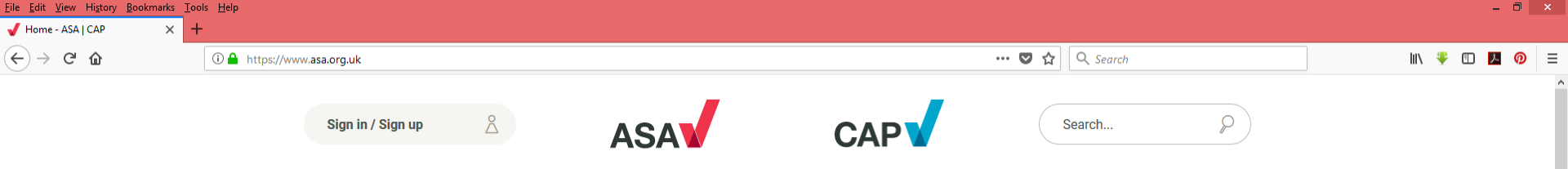
Femfresh Video on Demand 2017



3. FEMFRESH “INTIMATE”

In 2017 ASA received 17 complaints, they investigated and ruled?

- a) Ad is over sexualised and likely to cause serious or widespread offence.**
- b) Ad is unlikely to cause serious distress or widespread offence.**
- c) Ad is misleading.**



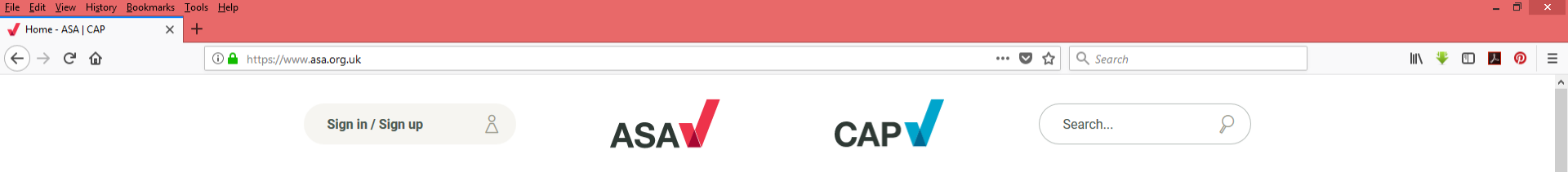
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CASE STUDY

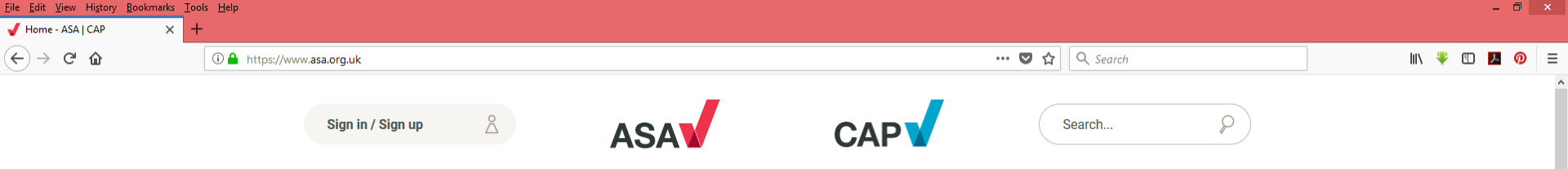
4. DFS “ROCKSTAR”

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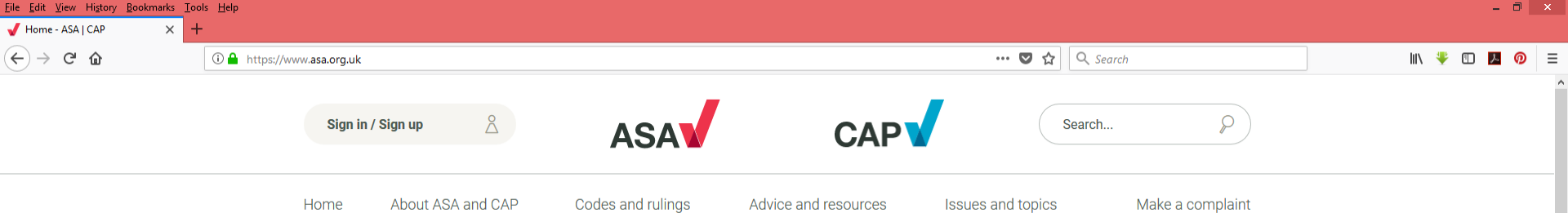
[DFS Rockstar Commercial 2008](#)



4. DFS “ROCKSTAR”

In 2008 this advertisement for the furniture retailer DFS was banned, but why?

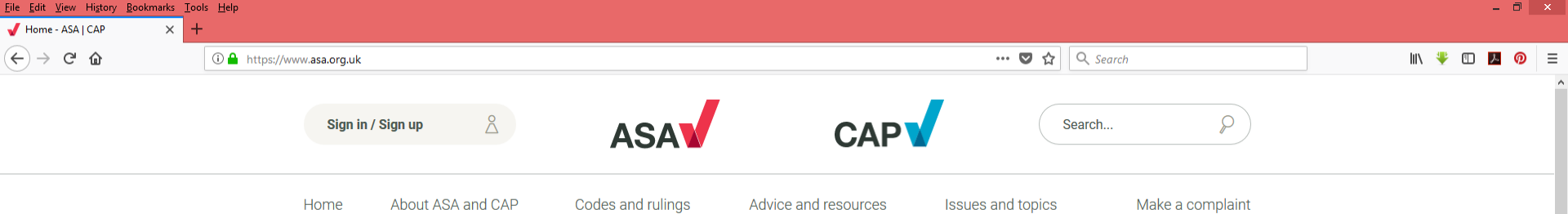
- a) They didn’t clear the copyright on the song used.**
- b) Green screen technology made their sofas look bigger than they actually were.**
- c) The dancing is really shocking.**



4. DFS “ROCKSTAR”

In 2008 this advertisement for the furniture retailer DFS was banned, but why?

- a) They didn't clear the copyright on the song used.
- b) Green screen technology made their sofas look bigger than they actually were.**
- c) The dancing is really shocking.



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**

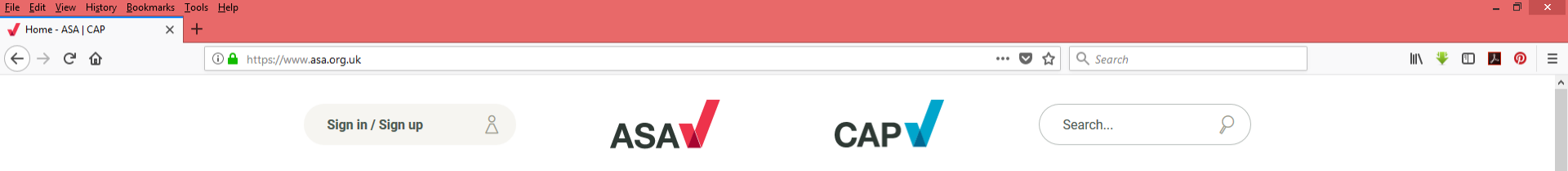


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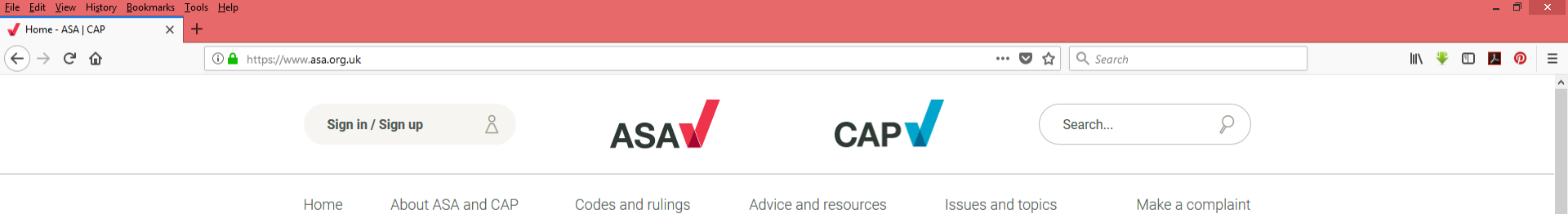


CASE STUDY

6. KELLOGGS MINIWHEATS “SMARTER KIDS”

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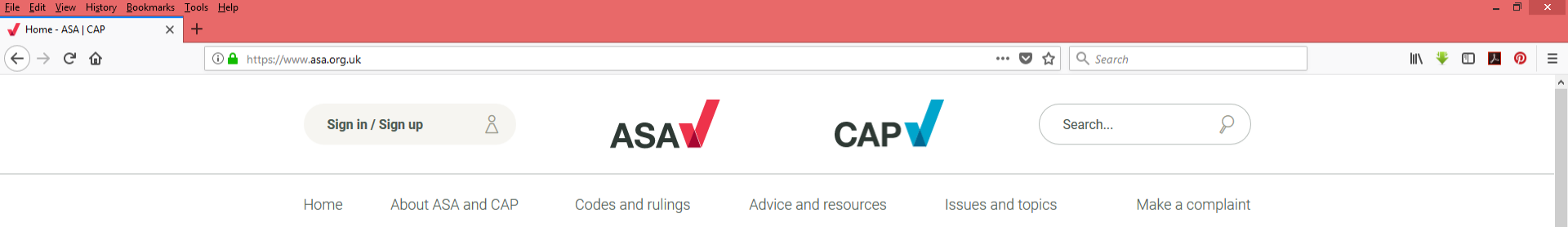
[Mini-wheats](#)



6. Advertising Claims

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

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



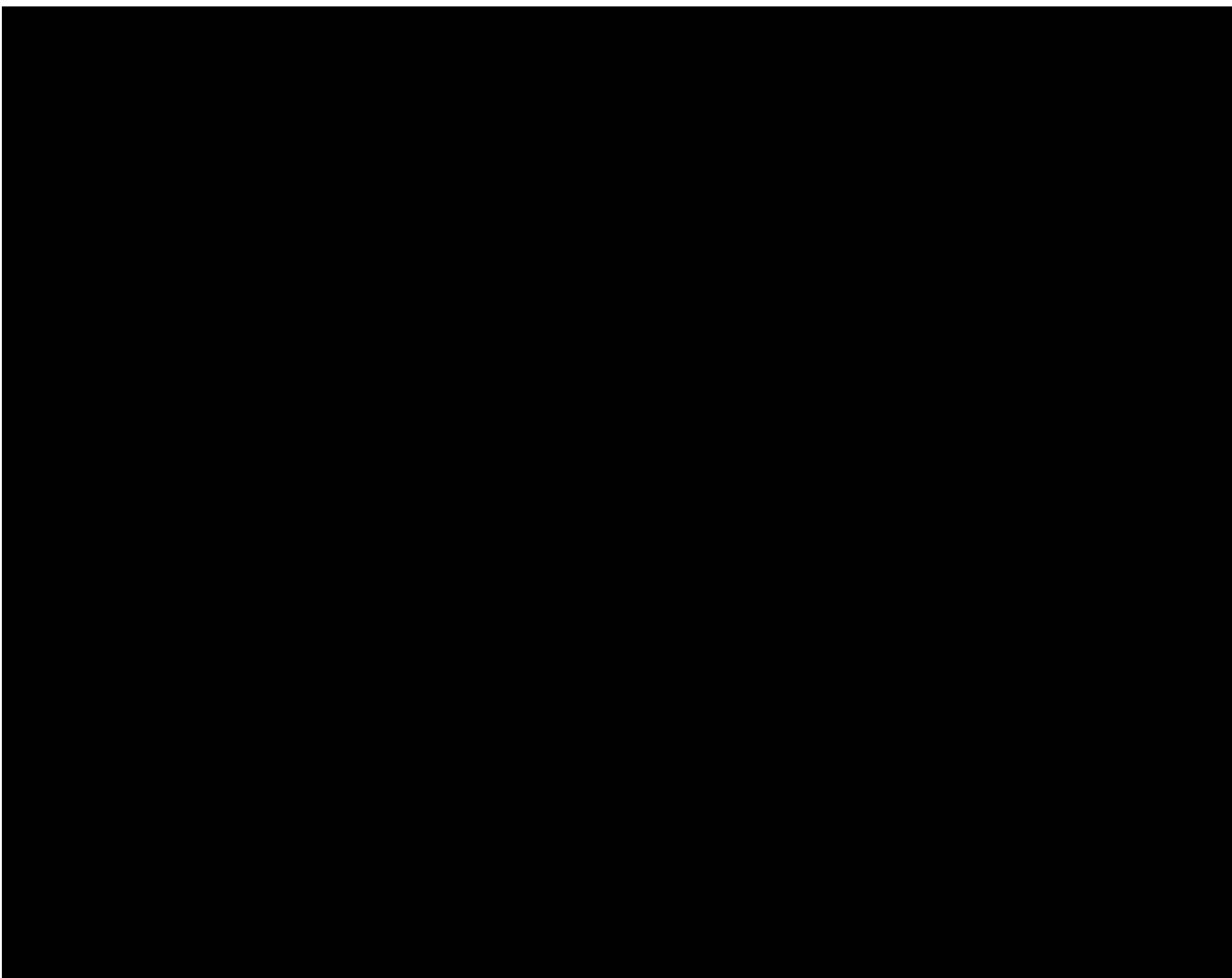
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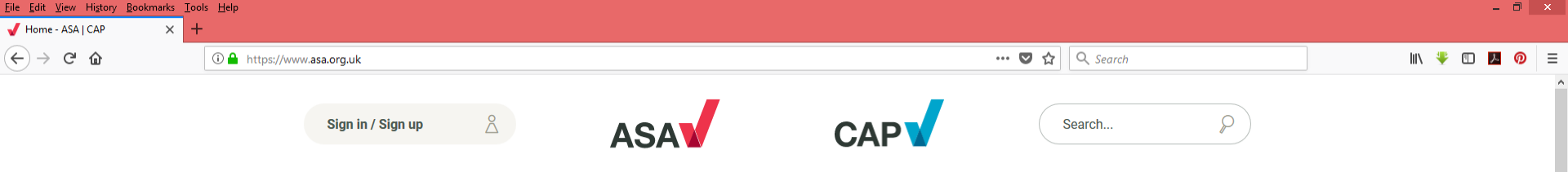
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CASE STUDY

7. X-CITE “DOG BREATH”

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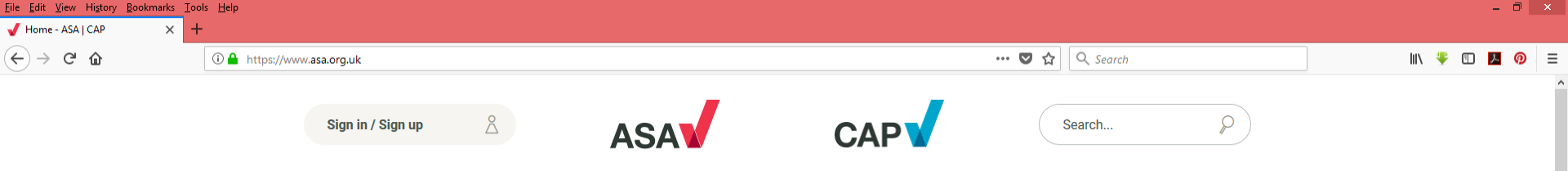
[X-Cite - Dog Breath Commercial 2007](#)



7. X-CITE “DOG BREATH”

In 2007 this advertisement had 700 complaints and was banned, but why?

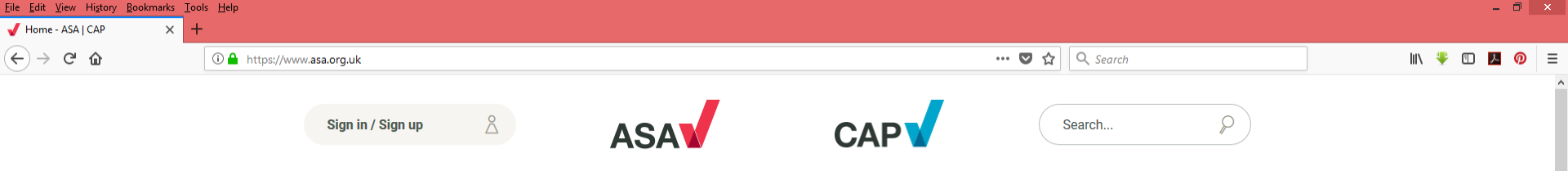
- a) It portrayed cruelty to animals.**
- b) It made some viewers physically sick.**
- c) It was screened before the 9pm TV watershed and was unsuitable for children.**



7. X-CITE “DOG BREATH”

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CASE STUDY

8. PADDY POWER “ALWAYS BET ON BLACK”

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ALWAYS BET ON BLACK

WE'VE PAID OUT EARLY ON A MAYWEATHER VICTORY

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

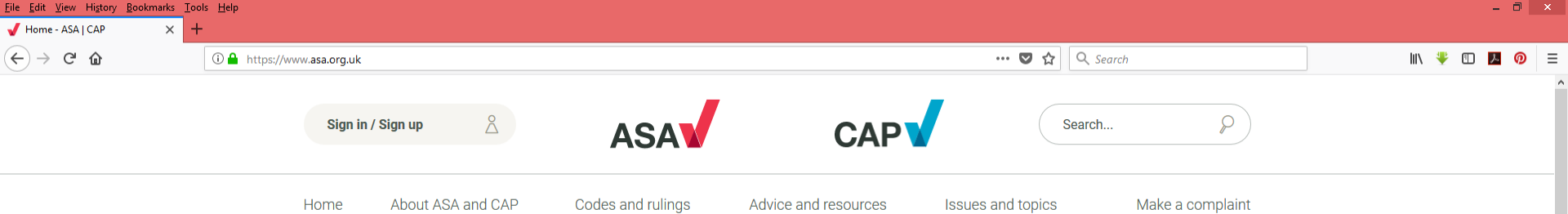


PADDYPOWER.
YOU BEAUTY!

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

[gambleaware.co.uk](https://www.gambleaware.co.uk)

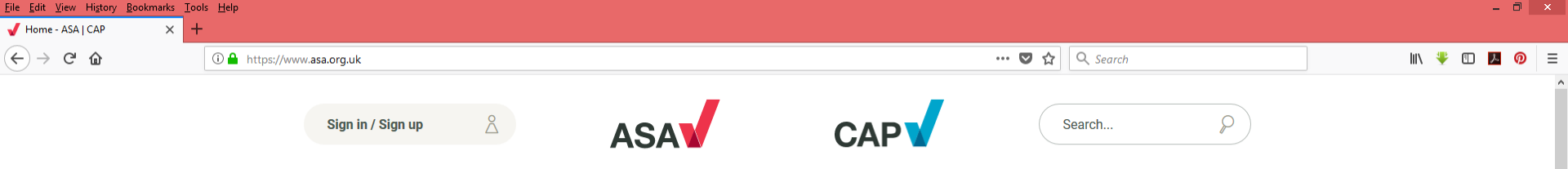
We've paid out Floyd Mayweather as the fight winner vs Conor McGregor on all singles bets placed before 11.59pm, Tuesday 22nd August. Applies to outright match betting market only. T&C's apply.



7. PADDY POWER “BET ON BLACK”

In 2017 this print ad for betting company Paddy Power was banned, but why?

- a) It was banned on race grounds.**
- b) Floyd Mayweather objected to the ‘caricature’ photograph used.**
- c) It was accused of telling people how to bet.**



7. PADDY POWER “BET ON BLACK”

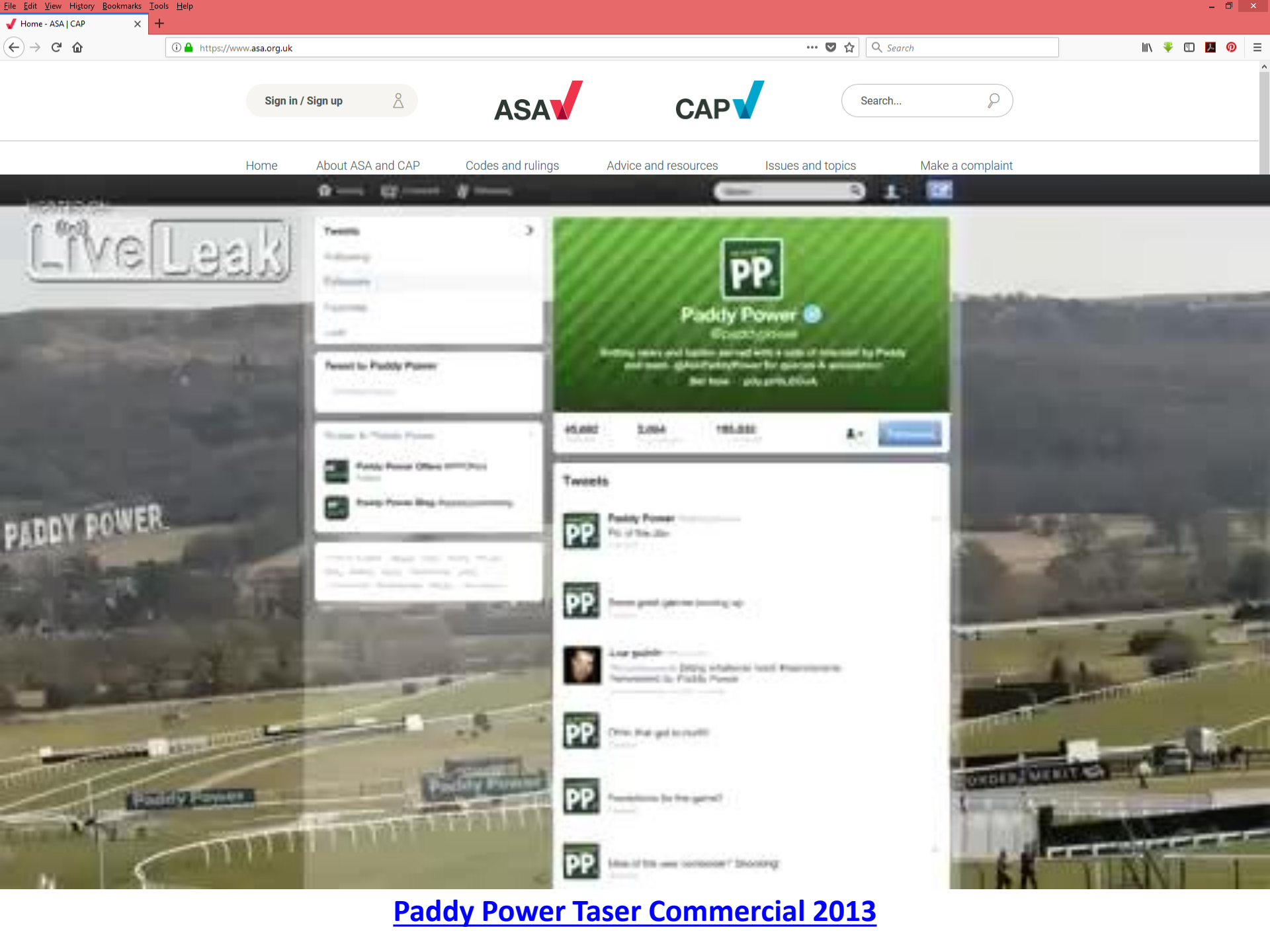
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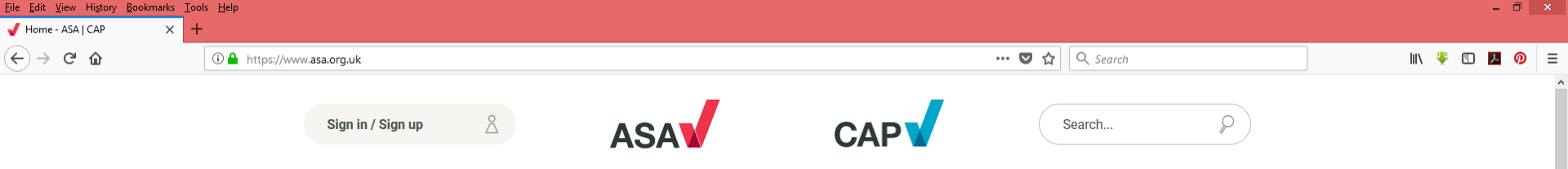
[Paddy Power 'always bet on black' advert banned on race grounds - 2017](#)

CASE STUDY

9. PADDY POWER “TASER”



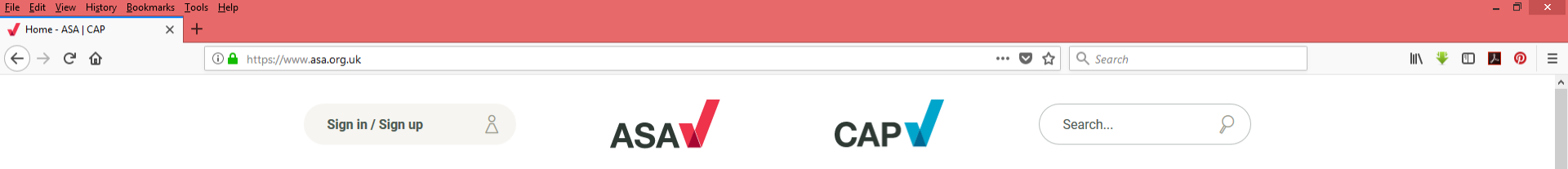
[Paddy Power Taser Commercial 2013](#)



9. PADDY POWER “TASER”

In 2014 this TV ad, also for betting company Paddy Power was banned, but why?

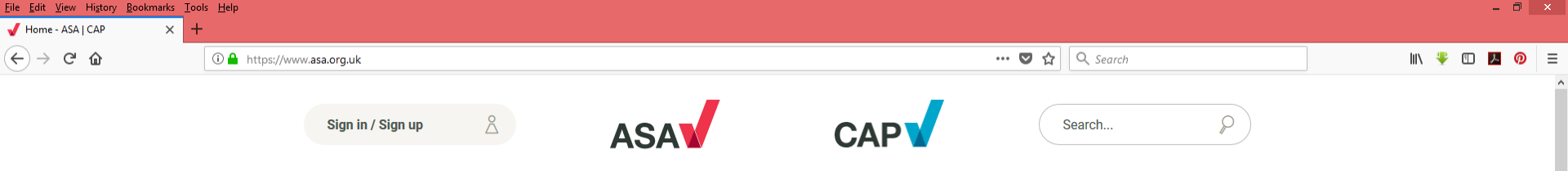
- a) Copyright infringement of English Football League kits.**
- b) Because it promoted, or celebrated, violence.**
- c) Because Joey Barton has an offensive face.**



9. PADDY POWER “TASER”

In 2014 this TV ad, also for betting company Paddy Power was banned, but why?

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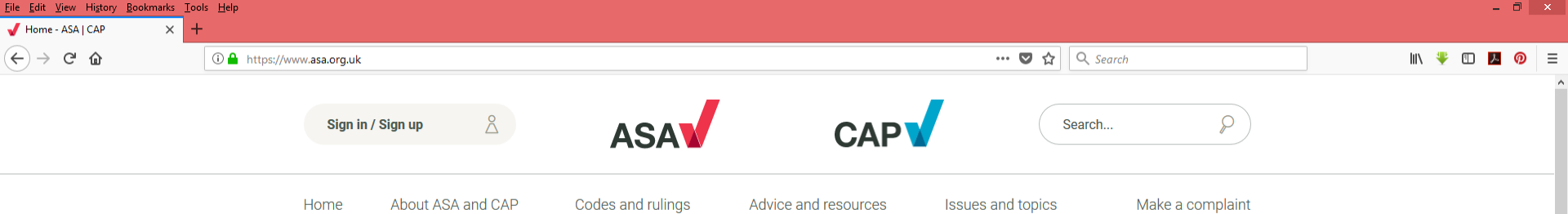


CASE STUDY

10. APPLE iPhone

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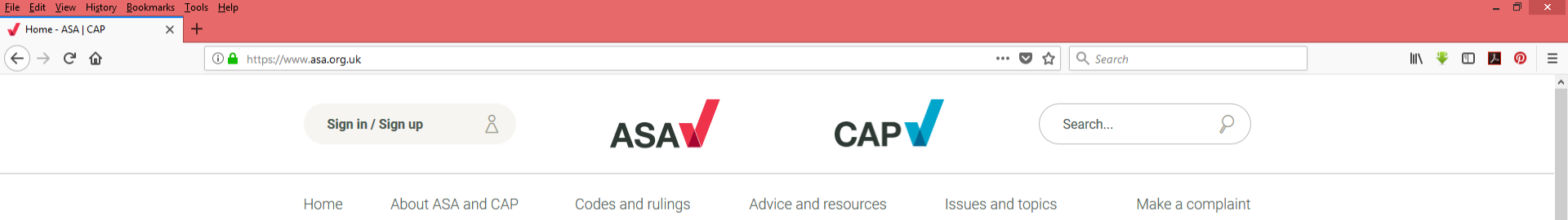
[Apple iPhone 2008](#)



10. APPLE iPhone

In 2008 this ad, for Apple's new iPhone, was withdrawn, but why?

- a) The phone couldn't do most of the things the ad claimed it could.**
- b) It infringed the intellectual property of Samsung's latest Android phone.**
- c) It gave a misleading impression of the internet capabilities of the iPhone.**



10. APPLE iPhone

In 2008 this ad, for Apple's new iPhone, was withdrawn, but why?

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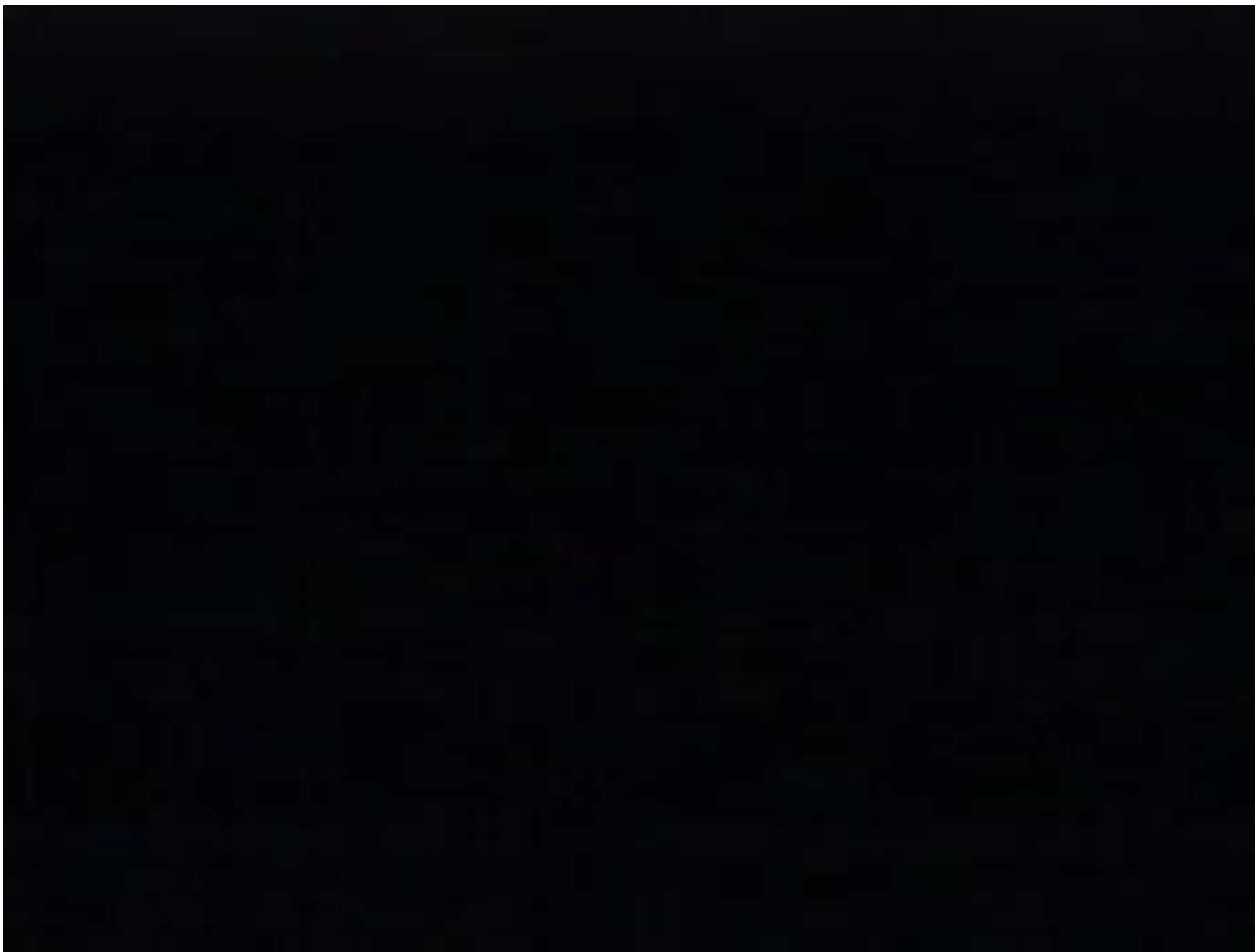
<https://www.theguardian.com/media/2008/aug/27/apple.apple>



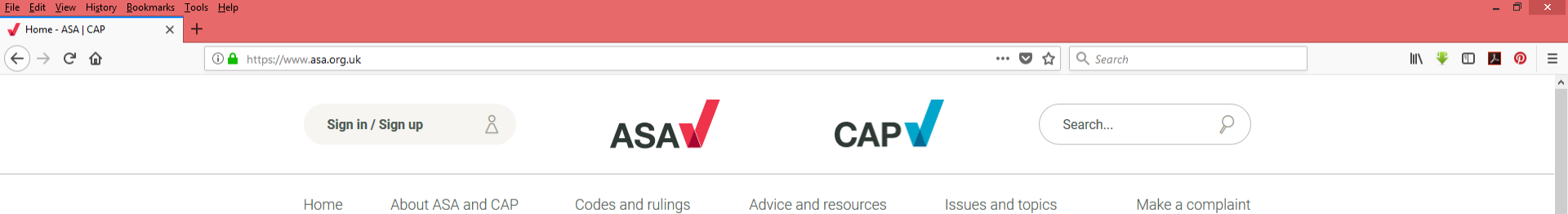
CASE STUDY

11.TANGO

“YOU’VE BEEN TANGOED”

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[Tango Commercials 1995](#)



11. TANGO “TANGOED”

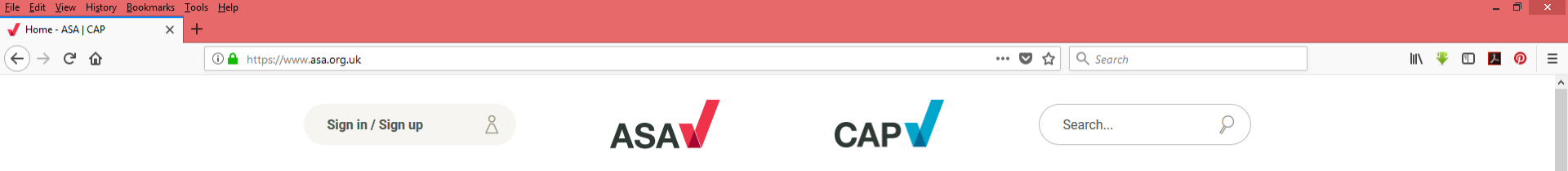
In 1995 this series of ads, for fizzy drink Tango, was banned, but why?

- a) Too violent and likely to cause serious distress or widespread offence.**
- b) Danger of injury due to children copying the behaviour in the adverts.**
- c) The claim that they used real oranges in Tango was false.**

11. TANGO “TANGOED”

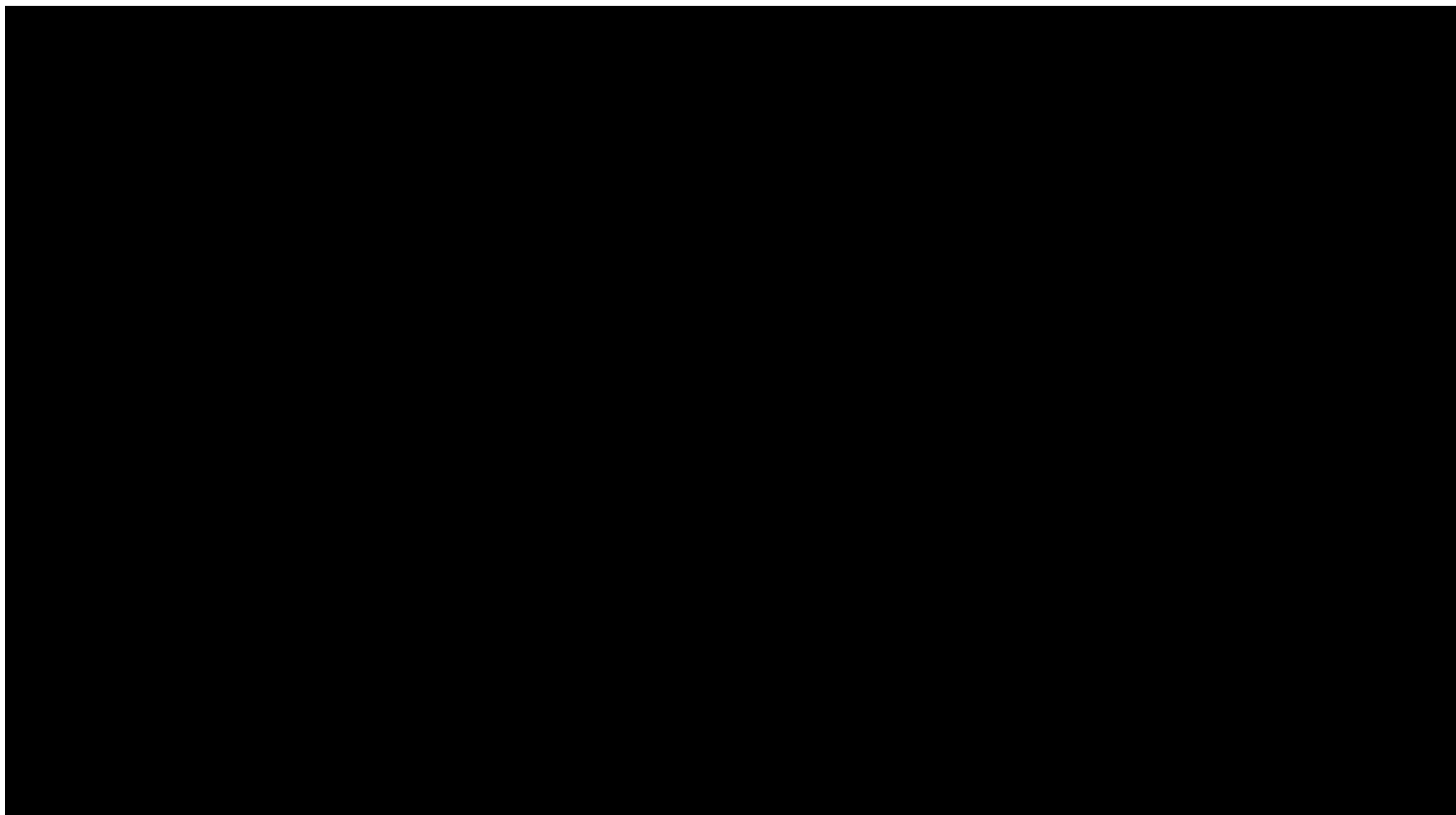
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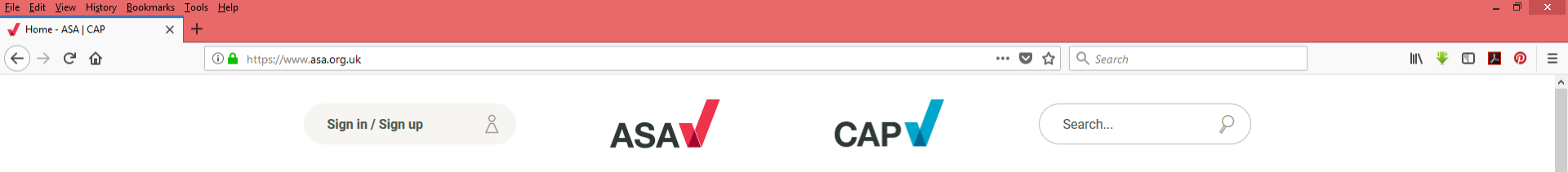


CASE STUDY

12. RED BULL “GIVES YOU WINGS”

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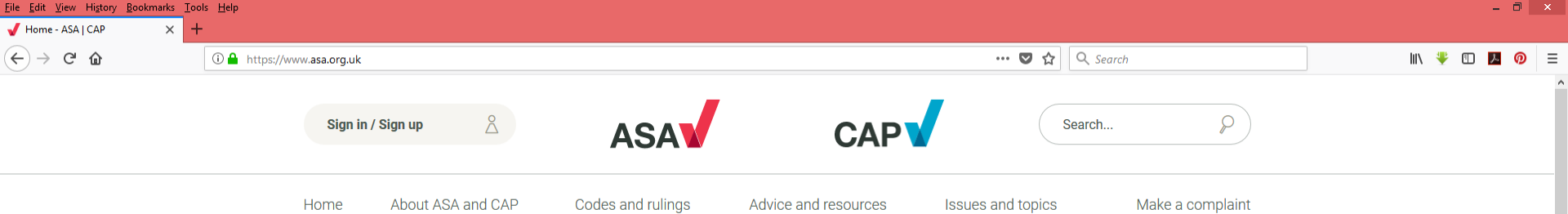
[Red Bull TV Commercial 2007](#)



12. RED BULL “GIVES YOU WINGS”

Christmas 2007 and this ad for Red Bull was taken off the air, but why?

- a) False advertising, drinking Red Bull won't give you wings.**
- b) It gave the impression the drink was around in biblical times.**
- c) Someone from the Church of England claimed it was mocking Christianity.**



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