

Exploring the ethical, moral and practical aspects of...

Can ADVERTISING **be** RESPONSIBLE



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Introduction

- Why don't we consider cinema halls as schools and colleges?
- Why don't we go to a hair saloon to have coffee?
- Why don't we play cricket with golf stick?
- Why don't we listen Himesh for good music?

SIMPLE!

Because...

They are not
meant to do so.

Introduction

Recently, there is a lot of voice raised all over the world, asking advertisers and advertisements to make more responsible, morally correct and ethical advertisements...

The question is:

WHY?

What is ADVERTISING?

According to OXFORD dictionary,
advertising is:

“The business of trying to
persuade people to buy
products or services”

Purpose of ADVERTISING

- ✓ Increasing sales
- ✓ Altering consumer choices
- ✓ Promoting the client over other competitors
- ✓ Induce product trial and repurchase
- ✓ Product positioning
- ✓ Branding
- ✓ Increasing Brand Recall
- ✓ Convincing and persuading consumers

Irresponsible ADVERTISING?

Irresponsible advertising includes following aspects:

1. insulting the intelligence of the audience
2. showing immoral scenes
3. ignoring the public culture of society
4. showing unusual life styles
5. exaggerating and overstating
6. using cinematic tricks and misleading images
7. discounts and gifts

Source: 'Misleading advertising' by Canada. Parliament. House of Commons, Mary Collins
Publisher: Queen's Printer, 1988

Irresponsible ADVERTISING?

- insulting the intelligence of the audience

In that case, by telling us what we love, Mc Donald's has been insulting us since the very beginning.



Irresponsible ADVERTISING?

- showing immoral scenes

In that case, showing any advertisement of fair & lovely is highly immoral in any Asian country.



Irresponsible ADVERTISING?

- ignoring the public culture of society

In that case, all the ‘Vodafone zoozoo’ advertisements have been ignoring Indian culture.



Irresponsible ADVERTISING?

- showing unusual life styles

In that case, all the advertisements of Pizza have been promoting unusual Indian life styles.



Irresponsible ADVERTISING?

- exaggerating and overstating

In that case
Raymond's
punch-line has
been exaggerating
itself all the time.



Irresponsible ADVERTISING?

- using cinematic tricks

In that case, all the advertisements of thumbs-up featuring Akshay kumar are seriously misleading.



Irresponsible ADVERTISING?

- discounts and gifts

In that case, the Big-Bazaar and Pantaloons have been misleading all of us since their inception.



Why does ‘Irresponsibility’ come?

Advertising agencies are often subjected to situations like:

- ✓ Tremendous market competitions
- ✓ Need of doing something unusual
- ✓ Serving the creative requirements of the industry
- ✓ Generating a USP if there is none
- ✓ Achieving the assigned targets of the clients
- ✓ Catching the maximum number of eye-balls
- ✓ Creating high recall value for brands

These pressures often dilute the lines between ‘Creativity’
and ‘Irresponsibility’

What's the POINT in it?

“Expecting a completely commercial business of popularizing and promoting to have an added feature of ‘responsibility’ would rather be a question on it’s own fundamentals of existence!”

-Apoorva Shah
Creative Director, ‘the Creative Hub’

The most common ARGUMENTS

- “If there is nothing like RESPONSIBLE advertising, the advertisements shall show anything in the name of creativity”
 - The countries with free advertising platforms like America, don't have nudity and violence filled all over in their advertisements.

The most common ARGUMENTS

- “The advertisements promote misconceptions and disturb the culture of the society” ➤ Culture is a dynamic social structure that adapts, modifies and transforms as per the times. We don't avoid jeans to preserve our culture.

The most common ARGUMENTS

- “Advertisements show impossible and impractical aspects about the product”
- Any system is balanced at its own equilibrium. If there is any impractical or illogical ad, the brand image of the product will as such suffer.

What do the kids think?

A small survey conducted on 10 children of age group 9 to 15 years, by demonstrating them 5 international creative advertisements, few interesting facts came to notice...

What do the kids think?

Interesting results

- **26% children** liked the advertisements and also understood what they meant.
- Thus the children possess a possibility of understanding mature and creative advertisements.

What do the kids think?

Interesting results

- **30% children** don't like the advertisements and also don't understand what they mean.
- Thus the children have a tendency to not try hard in understanding an advertisement which they dislike.

What do the kids think?

Interesting results

- **44% children** liked the advertisements but didn't understand what they meant.
- Thus the children do like the advertisements even if they fail to understand what they mean.

What do the kids think?

Interesting results

- **0% children** don't like the advertisements but understand what they meant.
- Thus the children did not dislike any advertisement out of their understanding.

What do youngsters think?

In a small survey conducted with 10 students of FJC by asking them to analyze 20 creative ads of international level, based on the criterion of 'Irresponsible ads', Interesting data was obtained...

What do youngsters think?

Before the analysis of the ads:

- 60% students thought that advertising should be responsible.
- 40% students thought that advertising should not be responsible.

What do youngsters think?

Out of all 20 advertisements:

- **Only 14%** advertisements were
‘RESPONSIBLE’, all the others had some
level of irresponsibility in their design, content
and concept.

What do youngsters think?

After the analysis of ads:

- Only 30% continued to believe that Responsible advertising is possible.
- 70% were convinced that responsible advertising is not possible.

On a light note...

Let's try and make one sample advertisement,
a responsible one...

On a light note...



so easy to make, that you can

Surprise everyone!

Maggi

Logically, a baby can't cook maggi for all the family members.
Let's delete the image...

On a light note...

so easy to make, that you can

Surprise everyone!

Maggi

But its impossible for anyone to surprise everyone.
So let's change the word 'Everyone'...

On a light note...

so easy to make, that you can

Surprise someone!

Maggi

Again, maggi is not 'SO EASY' to make.
Let's remove it...

On a light note...

easy to make, you can

Surprise someone!

Maggi

But if it's easy to make, what's the surprise all about?
Let's remove it too...

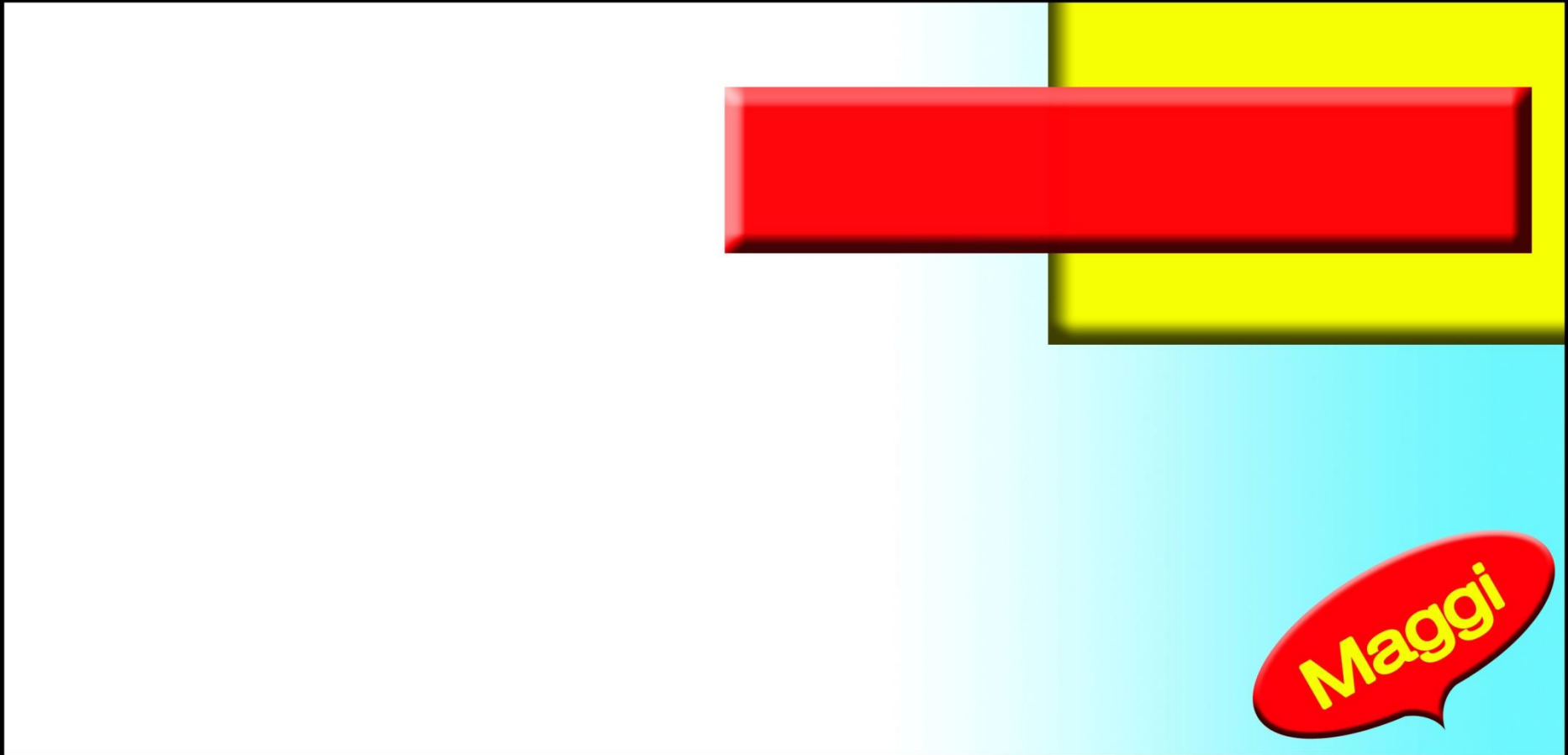
On a light note...

easy to make, you can

Maggi

Since, “Easy to make, you can” make no grammatical sense,
Let’s remove it...

On a light note...



But without any copy line, the boxes have no significance,
Let's delete them also...

On a light note...



Here we are with a responsible advertisement for maggi...
Interesting. Isn't it?

Suggestion.

People must be made aware and educated that advertisements are an attempt of **creative and commercial art of persuasion** and **not a source of knowledge, information or solutions to problems of life**. If done so, Advertising can emerge as an industry that would unveil tremendous creative and financial potentials that human mind can generate, free from any constraints.

Thank you