

Budgeting, measuring & advertising ethics



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Aalto University

Spring 2022

Reminder

- No lecture this Thursday!
- Next week we will have two visiting lectures on the 7th and 9th – mandatory attendance!
- The week after that we have your presentations on the 14th and 18th
 - 10min presentation + 5 min Q&A / feedback
 - Be precise with time management – I will take time and let you know when it is time to end

Today's learning goals

- You will learn about the **role of budgeting** and **different ways** to construct an IMC budget
- You will learn how IMC programs can be **measured**
- At the end of the lecture, we will discuss **ethical considerations** of advertising

Budgeting



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- Marketers scrutinize their budgets. They wonder if theirs are on par with competitors. Are they spending too much or too little? Should categories such as headcount and social media be included?
- Also, marketing budgets vary by industry. Consumer packaged goods companies allocate by far the largest percent of total company budget to marketing (nearly one quarter), followed by consumer services, tech software/biotech, communications/media, and mining/construction.

About budgeting

- **In essence, budgeting means making decisions on how much you will allocate to the marketing of a brand within the next year or so:**
 - Internal marketing department costs, such as project management costs (basically the salary of marketing / brand managers and other marketing experts)
 - The costs of planning, designing, producing and implementing IMC campaigns
Selecting promotional tools and media buy (TV, radio, OOH,...)
 - Sometimes also product development costs are included in the yearly marketing budget (especially package promotion or campaign product related costs)
- **Things to remember:**
 - Yearly marketing budget vs. IMC campaign budget (all campaigns should have their own budgets!)
 - Cost vs. investment -thinking

What's in the Marketing Budget?

Allocations within the marketing budget vary from company to company. For example, less than half (47.9 percent) of companies include expenses for marketing employees in their marketing budgets. Other companies may put marketing employee expenses into general and administrative expenses, sales, or other areas. Most companies (61.3 percent) include direct expenses for marketing—such as advertising, trade promotions, and direct marketing—in their marketing budgets, but this varies by industry (Figure 2).

Budgeting benefits

- Helps **quantifying objectives** and leads to **measurability** (reviewing the impact of the campaign afterwards) → Again, a big thing in IMC
- Optimally, it really focuses **people to push the campaign in the right direction**
- More promotional tools and channels available → budgeting helps manage and measure their use (was this campaign worth doing?)
- Usually the basis for getting **more money** for the marketing department for next year

Defining a budget

- Marketing has become more sophisticated and more "financially responsible"
- No more "let's just buy X amount of print and Y amount of TV ads and be done with it"
- Who should pay for what and what goes into a budget? (e.g., sales promotion, product development,...)
 - It depends on the company/ organization structure → how tightly are different departments (like sales, product development, marketing, communication departments) cooperating? Are these managed separately? Or together?
 - Importance of the management structure and hierarchy of the company

Budgeting strategies

Different budgeting strategies

- Four distinct strategies that are not perfect but give you a sense of "what matters" when budgeting
- Different industries and businesses "lean more" towards different strategies
- Note that also within industries there can be considerable variations on how much companies spend on marketing and advertising

**Tesla Spends Zero On Ads.
Here's Where BMW, Toyota,
Ford, and Porsche Spend Digital
Ad Dollars**

Auto Brands Paid Media Mix				
	Facebook	YouTube	Instagram	Twitter
Toyota	62%	18%	18%	2%
BMW	46%	2%	32%	20%
Honda	38%	33%	27%	2%
Audi	32%	54%	13%	1%
Ford	55%	39%	6%	<1%
Infiniti	52%	7%	40%	<1%
Cadillac	34%	40%	18%	8%
Porsche	14%	47%	39%	<1%
Tesla (*No paid advertising)	0%	0%	0%	0%

Different budgeting strategies

Percent-of-Sales
Budgeting

Share-of-voice
budgeting

Return on
Investment
(ROI)
Budgeting

Objective-
and-Task
Budgeting

Different budgeting strategies

Percent-of-Sales Budgeting

Share-of-voice budgeting

Return on Investment (ROI) Budgeting

Objective-and-Task Budgeting

- You make a forecast of next year's sales and then define how much (%) you spend on marketing communications
- Some industries are more stable, so this approach (sort of) makes sense
- Assumes stability and an unchanging marketing communications message

Different budgeting strategies

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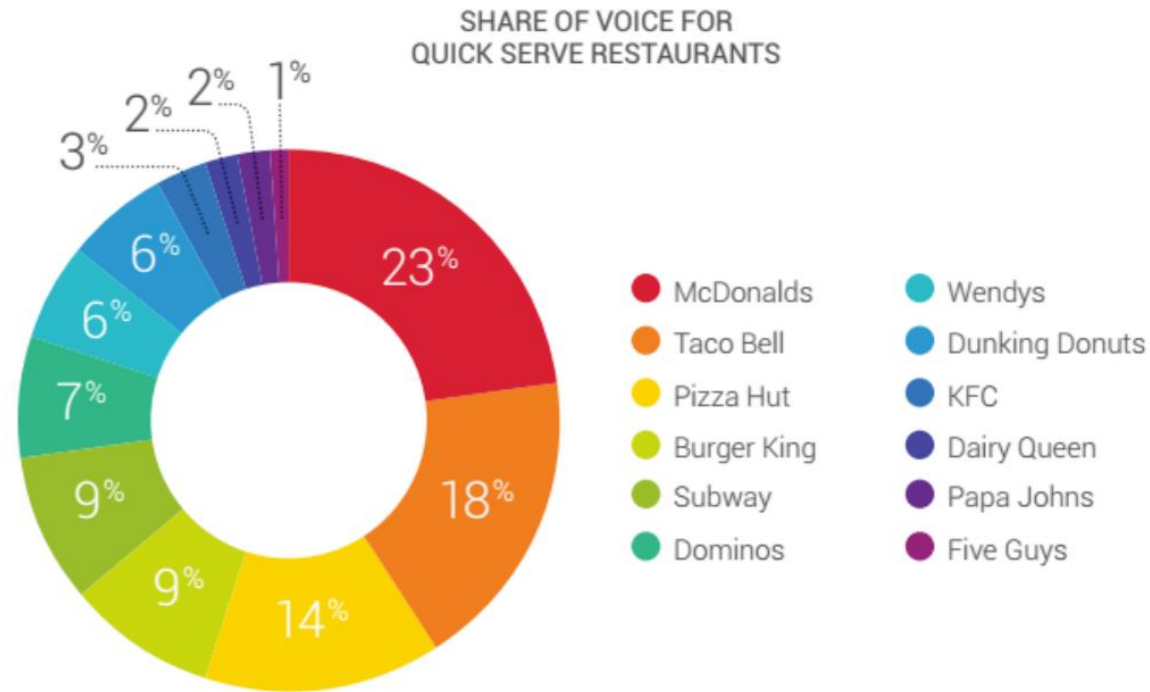
Share-of-voice budgeting

- Basically, you budget according to your market share (the point is to defend your position and share of the market)
- "If in a product category X the overall spending on advertising is 300 million euros and our market share is 50% → 150 million budget!

Return on Investment (ROI) Budgeting

Objective-and-Task Budgeting

Share-of-voice budgeting



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Return on Investment (ROI) Budgeting

- Often a favorite for top level managers (also, other functions are usually evaluated on ROI)
- "Investment in MC needs to generate X% more earnings than its costs"
- Evaluate how much you could realistically increase sales → decide on budget
- Marginal analysis, break-even point

Objective-and-Task Budgeting

Return on Investment (ROI) Budgeting

$$\mathbf{ROI (\%)} = \frac{\text{Return (profit) - Investment (expense)}}{\text{Investment (expense)}} \times 100$$

OR

$$\mathbf{ROI (\%)} = \frac{\text{Net Return/Profit}}{\text{Investment (expense)}} \times 100$$

Different budgeting strategies

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Objective-and-Task Budgeting

- You budget according to what you agreed to achieve through each MC function:
 - PR → 15% increase in brand trust/awareness...
 - Sales Promotions → 10% increase in consumer turnaround
- "Must-win battles" -thinking
- Usually, the firm has deep pockets

Some notes on budgeting

- When launching a product (or driving a new position), the budget usually is quite high (and skewed towards awareness (promo tools) buys) vs. a brand that is just aiming to “maintain their awareness and sales levels”
- Be smart when allocating the budget between different tasks (e.g. “visible” paid media costs vs. “invisible” planning & production costs) → how to maximize value for money?
- Whatever budgeting strategy you go for, avoid these:
 - Arbitrary = basically, the bosses’/ someone’s guess
 - Inertia = “let’s keep things the same”
 - “we’ll budget what we had last year plus minus our current balance” → considered as the old way of doing it...
 - Allocate a lot of budget to the creative work, planning and production phase, and not enough to media exposure (your marketing spend goes through the toilet if no one sees your campaign, no matter how smart or creative your idea)

Real-life case on how to construct a budget

Case example: S-card identity renewal

Two-fold objective: Update/refresh S-group's visual identity & crystalize the brand core (= communicate co-op ideology from a customer/owner perspective)



Campaign budget summary sheet

In addition to the total budget, there was a monthly and weekly budget → helps monitor whether project is “on track”

Note: This is an example of how to construct a marketing budget with fake numbers. Do not use this as a template for your group assignment but you can use it for inspiration
→ There are a lot of different tasks and details to think about when making a marketing budget

	2017		
	Budget	Actual	Difference
Brand identity renewal	93 850 €	101 278 €	-7 428 €
Identity renewal - planning phase (outsourced)	19 000	21 178	-2 178
Market research & Insight	4 500	4 500	0
Sketchbook	12 000	14 000	-2 000
Project management and other planning costs	2 500	2 678	-178
Identity - concept-level work (outsourced)	33 000	36 000	-3 000
Brand concept	25 000	30 000	-5 000
Brand manual	6 000	6 000	0
Other brand guidelines & instructions	2 000	0	2 000
Font (outsourced)	26 000	25 000	1 000
Requirement definition	1 000	1 000	0
Designing the font	7 000	7 000	0
Producing the font	18 000	17 000	1 000
Adapting the new identity to company materials (templates --> not actual production costs!)	3 850	4 100	-250
Mobile app icons	750	0	0
Animated new logo for digital use	900	0	0
Marketing material templates (news letter templates etc.)	1 000	0	-250
Point-of-sale material templates	1 200	0	0
Production and printing costs of new identity	15 000	18 000	-3 000
Campaign - launching the renewed brand		535 300 €	-31 300 €
Creative work (ad agency)		58 800	0
Concept plan	8 000	8 000	0
Finalizing the concept	3 000	3 000	0
Visual identity of the campaign	7 000	7 000	0
Masterversions of different channel materials (radio, OOH, POS, print, digital etc.)	5 000	5 000	0
Tv script & scetchbook	4 500	4 500	0
PR and communication plan	5 500	5 500	0
Outsourced PR plan	5 500	5 500	0
Campaign production	111 000	111 000	0
Filming / photo shoots & production	55 000	55 000	0
Marketing material production	11 000	11 000	0
Print and delivery costs	30 000	30 000	0
Campaign site & other digital content production	15 000	15 000	0
Media costs	360 000	360 000	0
Paid media	350 000	350 000	0
Own media	10 000	10 000	0
Other costs	29 500 €	28 000 €	1 500 €
Strategic consulting	5 000	5 000	0
Creative workshops with stakeholders	2 000	2 000	0
Legal costs (trademarks etc.)	2 500	1 000	1 500
Project management	20 000	20 000	0
Total	627 350 €	664 578 €	-37 228 €

FAKE NUMBERS

Measuring / metrics



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Measuring and analysis

- Measurability is IMC's "great gift" and innovation for marketing communications → As said during the history lecture, **IMC has evolved with measurement and analysis in mind** (databases, selection of MC functions etc.)
- Measurement and analysis are done both in the **planning stage, during the campaign, but especially after the campaign**, with various instruments
- **MC is always "risky" and many brand messages can never be (credibly) measured → a manager's intuition is meaningful!**

Another criticism to IMC centers on the lack of measurement to the effectiveness of IMC programs. While urging that more attention should be paid on measuring “outcomes” rather than “outputs” of marketing communication activities, Schultz and Kitchen (2000b) raised concerns that *many marketing activities cannot be measured, and the value of communication effects and impacts are even more tenuous*. Therefore, measurability is not only the problem of IMC, but the primary concern of all marketing communication activities

Why is measuring marketing communications challenging?

Challenges of measuring MC

- May be costly & time consuming
- Different data sources – how to combine everything in a meaningful way?
- Validity
 - Is the conclusion methodologically consistent/accurate
(e.g., sales increase due to marketing campaign, competitor movements, seasonal variation or something else?)
- Generalizability
- Overdependence on research and numbers
 - “If you can’t measure it, then we won’t do it” –attitude
- Metrics need constant tinkering!
 - E.g., what happens if an element of the campaign suddenly changes during a campaign?

Why measure?

- Reduces risk
- Makes for better planning and control of marketing communications
→ MC held financially accountable
- Sets clear control points that you can react to
- Usually involves documentation → helps decision making in the coming years

Most common measures

Remember, you want to affect **attitudes** and consequently, **behavior**

- Brand awareness (A)
- Brand image (A)
- Understanding and recall of brand message (A)
- Attitude towards the brand (A)
- Trial and repeat purchases (B)
- Customer acquisition (B)
- Customer turnover (B)
- Increase in customer relationships (B)

Data you can use

- The most obvious starting point is naturally last year's measurements and the "baseline"
 - Different data sources: sales, online, customer service, surveys,...
- Many firms have a lot of data at their disposal that they don't even realize that it may relate to marketing communications
- Secondary data sources (Banks, Retailers, Analytics...)
- Continuous flow of data harnessed through social media platforms and databases
- However, data gotten from customer service may be hard to link to measurement
- There's almost too much data to analyze now thanks to the internet

Solutions

Connecting you to audiences, growth and new opportunities.

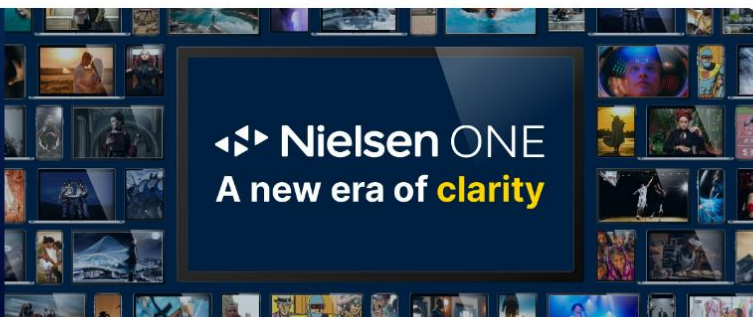
See all solutions

Featured product

Nielsen ONE

One clear view of your audience, brought together in one seamless platform.

Learn more



one measurement solutions

Audience measurement

Know everything about your audiences with our cross-platform measurement data of the entire population and its shifting habits.

Explore

impact marketing solutions

Media planning

Power your planning and invest where it matters with comprehensive data that shows where, when and how to meet your audiences.

Explore

impact marketing solutions

Marketing optimization

Maximize your ROI by understanding how your advertising and marketing reaches and impacts audiences.

Explore

gracenote content solutions

Content metadata

Connect audiences with the TV, movie, sports, music and podcast content they'll love.

Explore

See all solutions

Contact us

A² Trade Promotion



A² Trade Promotion Insights

Discover tactics that will maximize returns on your marketing spend



A² Trade Promotion Optimization

Increase the sales and profitability of your trade promotions

A² Category & Shopper Insight Platform



A² Category Analytics

Manage your category growth and lead with shopper centricity



A² Assortment Planning for retail

Increase sales, profitability and shopper satisfaction with an optimal product mix

Learn more



Increase the profitability of promotions

Better results with the same investment



Forecast promotional lift

Save time and improve product availability



Discover the most efficient promotion tactics

Maximize impact by choosing the right activity



Understand the true impact of your promotions

Focus on the most effective ones

category and shopper insights that translate into better business

When to measure

- **Concept testing** = measuring those rough ideas that will become themes for a campaigns
- **Concurrent testing** = measuring during the campaign
- **Evaluative testing** = after the campaign, against the set goals

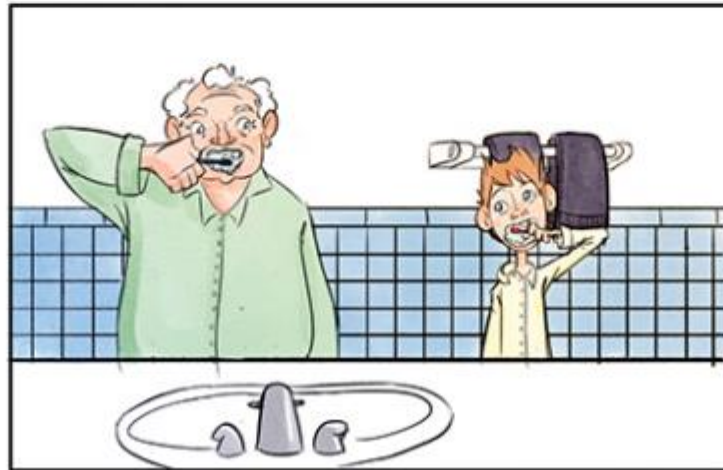
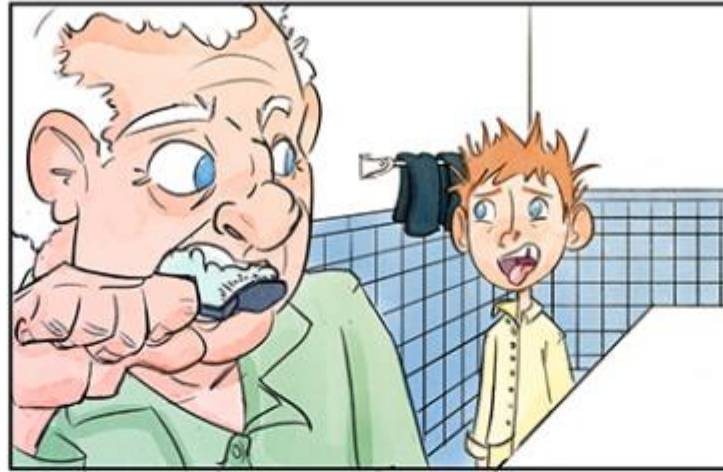
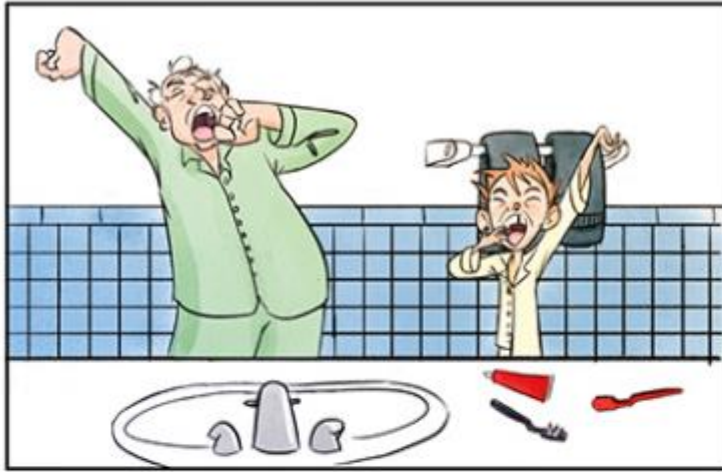
NOTE: These are rarely the same measures!

Message Evaluation/Concept testing

- Tested before the campaign launch
 - E.g. by showing focus groups (that represent your target audiences) campaign visuals/ messages, the storyboard of a TV ad,...
- Relying on experts, focus groups, etc.
- Can make a huge difference, especially if customers pick mixed messages / perceive the ad poorly etc. → preventing big financial losses



Before the campaign





During or / and after the campaign

Online measuring

- The Internet has increased challenges but also offers opportunities to what can be measured
- Analytics tools such as Google Analytics are indispensable now, not to mention more recent analytical techniques
- The digital footprint of consumers can tell you a lot, if you can read it
 - An expansion of new marketing firms offering data analysis

Common online metrics

Brand awareness

- Number of visits, followers, viewers, subscribers, mentions ... (you name it)

Click-throughs

- Arguably the most popular online metric
- Measure impact of advertisements
- Gives an estimate of how many people have seen an ad, click it, and go to the website

Response rate

- Occur when visitors to the site take action → purchase or share!

Dwell rate

- Proportions of impressions consumer engages with an ad. (clicks, cursor movement on the ad)

Length of engagement

- How long a consumers stays at a website (Interest in the brand)



- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview**
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking
 - Users Flow
- Acquisition
- Attribution BETA
- Discover
- Admin

Audience Overview

SAVE EXPORT SHARE INSIGHTS

Jun 18, 2020 - Jun 24, 2020

All Users 100.00% Users

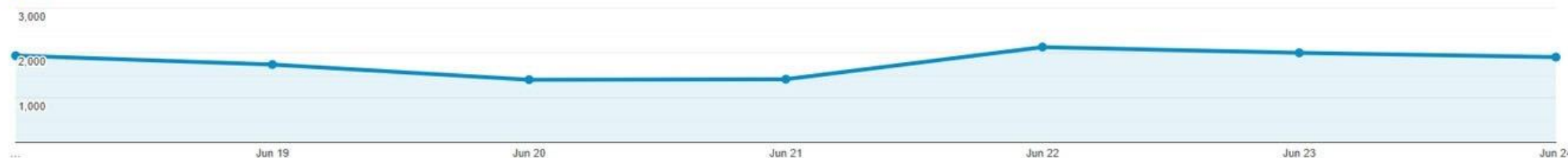
+ Add Segment

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

11,305

New Users

9,921

Sessions

14,367

Number of Sessions per User

1.27

Pageviews

71,044

Pages / Session

4.94

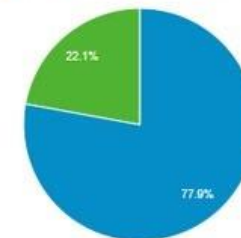
Avg. Session Duration

00:03:07

Bounce Rate

47.71%

New Visitor Returning Visitor



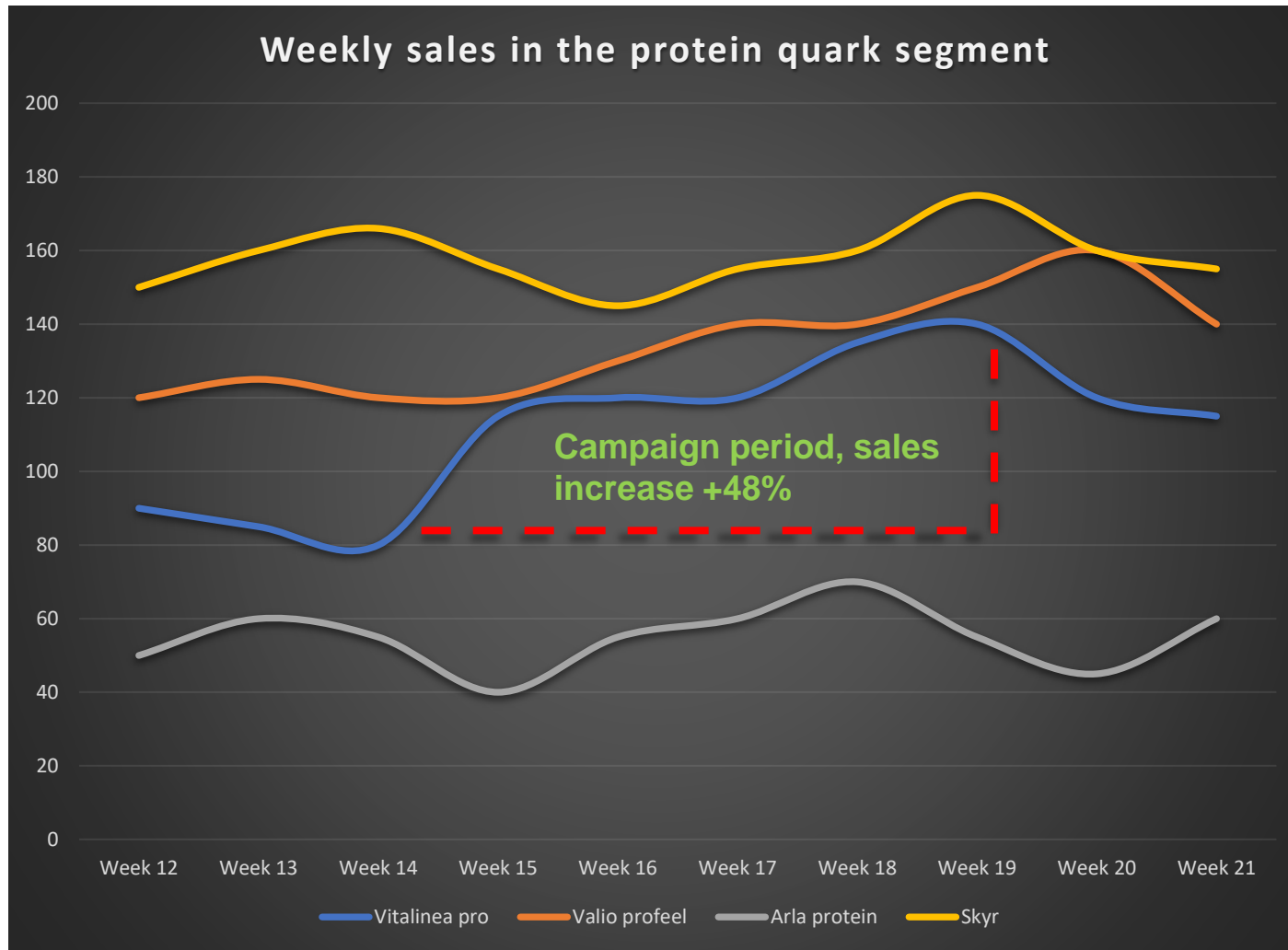
Demographics

Language	>
Country	
City	
System	
Browser	
Operating System	

Language

Language	Users	% Users
1. en-us	5,876	51.38%
2. en-gb	1,099	9.61%
3. en	1,027	8.98%
4. es-es	322	2.82%
5. ja	214	1.87%

Sales data (fictional numbers)



Important things to consider:

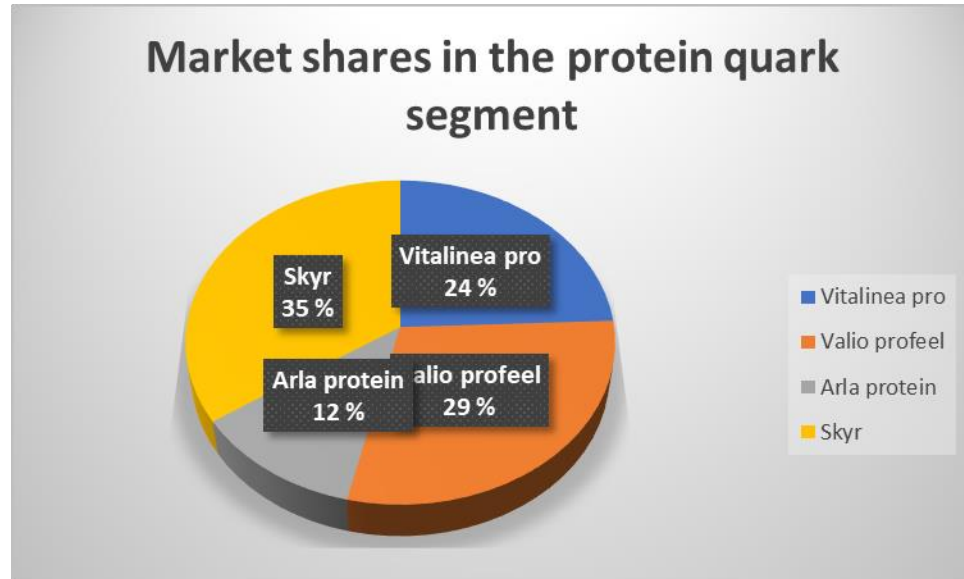
What are your longterm baseline sales? What about the same period last year? What about the previous campaign?

→ Compare campaign sales to all of these!

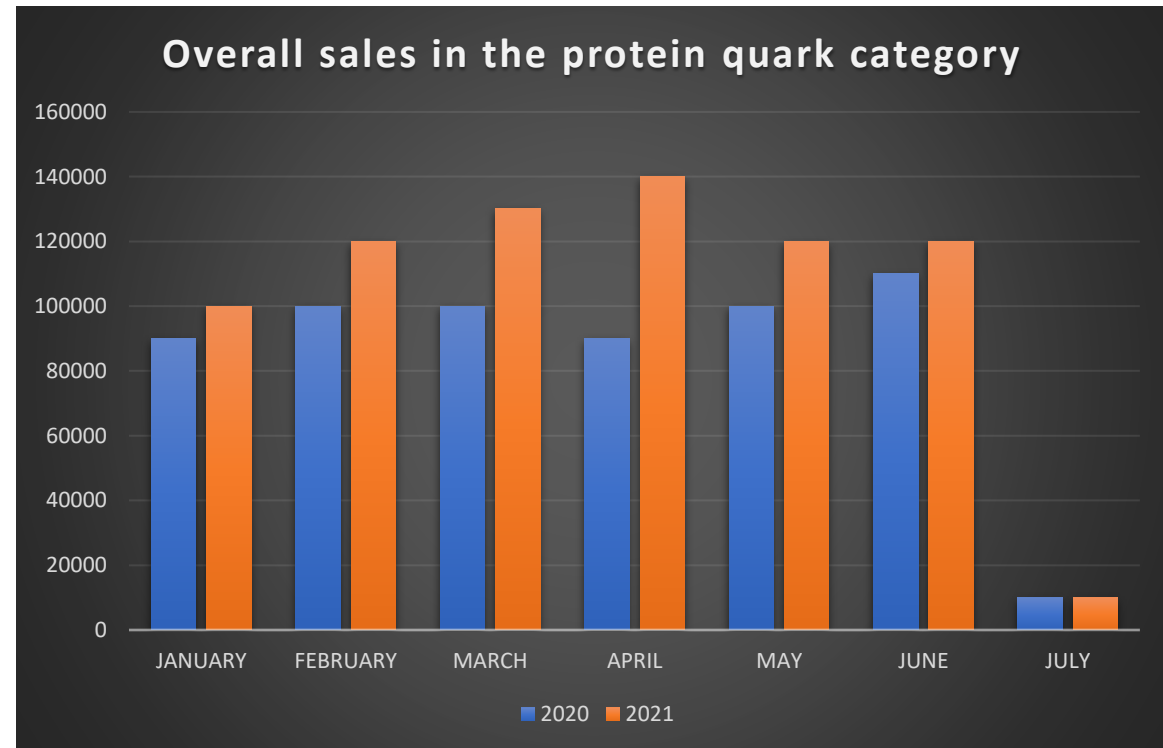
- WHY? There are numerous things that are affecting short-term sales: yes, your campaign, but also store promotions, seasonal variance, competitor actions, trends in the market, overall category development,...

The challenge: how to determine the **REAL** impact of your campaign?

Market shares and category sales (fictional numbers)



Any increase after the campaign?
Year-to-date development? What about last year?

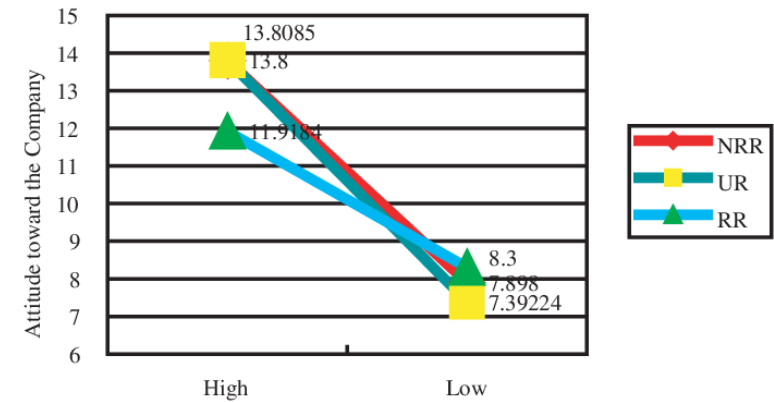
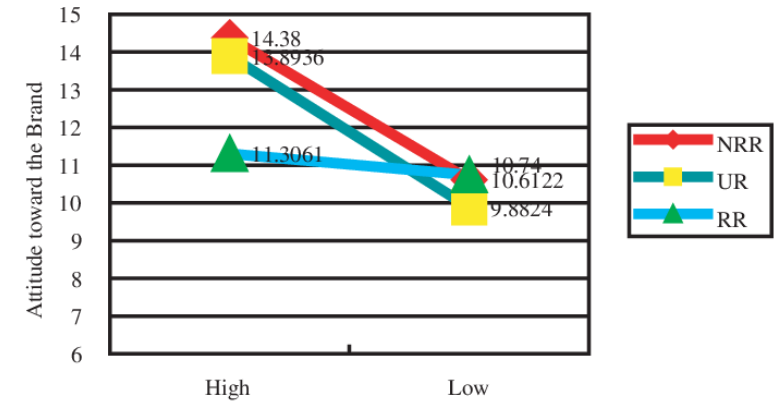


As a marketing manager / brand manager you have zillion things to consider when evaluating your campaigns impact!

How is the overall category of protein quarks doing?
Take also monthly development into consideration!

Brand tracking

- Continuous vs. campaign-specific
- Research on the impact of the campaign (usually done by a research company)
- There are metrics to measure the following:
 - Did consumers see your ads?
 - What channels do they recall?
 - Did their attitudes towards your brand change (is this change as you intended it)?
 - What are the first brands that spontaneously come to the customer's mind (TOM)?
 - ...



Example of a dashboard (constant tracking of these)



Advertising Ethics



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A young man with dark hair, wearing a dark hoodie, is sitting at a wooden table in a library or study area. He is leaning forward, focused on writing in a notebook with a pen. On the table in front of him are several papers and a pen. In the background, other people are visible, including a woman with blonde hair sitting at another table and a man standing near bookshelves. The room is filled with bookshelves and large windows in the background, suggesting a bright, well-lit environment.

PREVENT GUN VIOLENCE BEFORE IT STARTS

Was this ad ethical?

Ethics

“Ethics is broadly concerned with asking questions about the **best or most correct way to live**, but using terms such as ‘better’ carries implicit **value judgements** that complicate ethical debates.”

Ethical perspectives

DEONTOLOGY

- Judging acts based on how they correspond to fixed ethical standards (e.g., religious dogma)

CONSEQUENTIALISM

- Judging not the act itself, but by its consequences (e.g., utilitarianism)

VIRTUE ETHICS

- Considering the motive behind the act

Marketing ethics is “the systematic study of how moral standards are applied to marketing decisions, behaviors and institutions”

- Already in the 1950's there were prevailing ethical concerns about misleading advertising, unsafe, harmful products, abuse of distribution channel power & promotion of materialism
- Nowadays these have become ever more relevant but also new concerns like stealth marketing, price discrimination, promotion of off-label uses of pharmaceuticals, online privacy, ...
- A complex field → often times no straightforward answers!

Ethics and advertising – some questions to consider

Is it right to advertise to children using the same techniques that are used when advertising to adults?

Should advertising be permitted to use imagery and words that shock, offend or insult particular groups?

Should advertising intrude on such a large number of social spaces?

Indeed, is advertising intrinsically a medium of exaggeration, mendaciousness and illusion? Should it be permitted at all?

And so forth

....

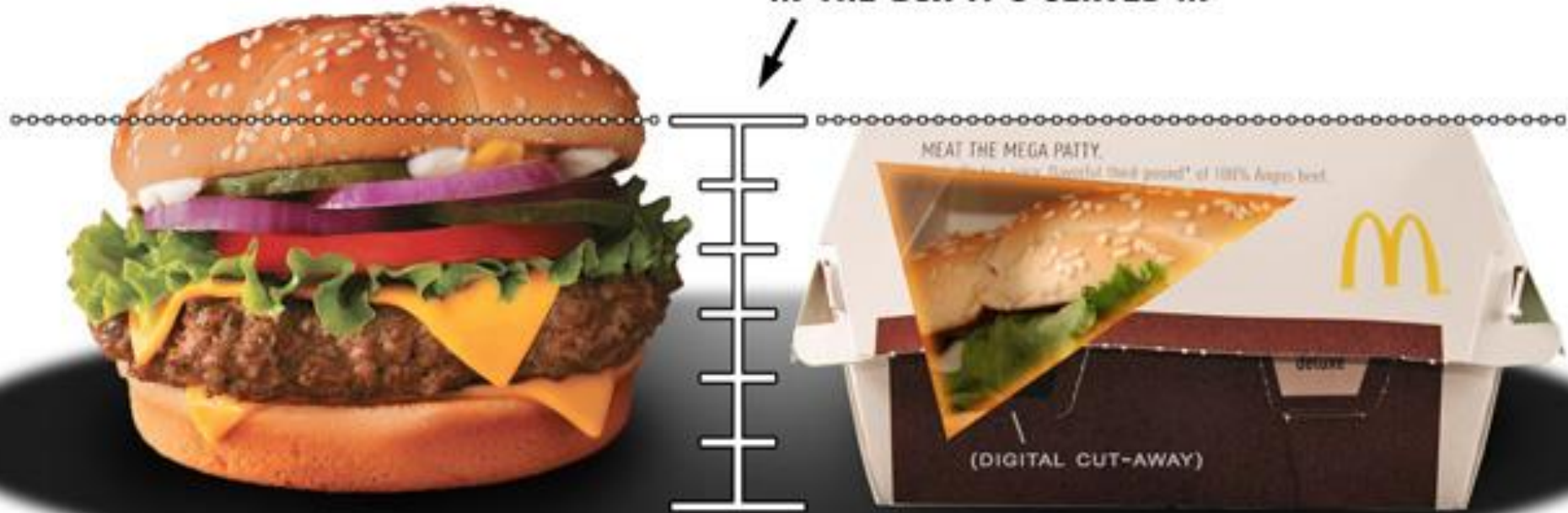
Unethical practices in advertising

- Overselling
- Exploitation of vulnerable groups
- Deception
- Misuse of lists
- Intruding on privacy
- Promoting negative racial, sexual, or gender stereotypes
- Promoting prejudice against certain vulnerable groups
- Promoting socially or personally harmful values or behaviors
- Offending public taste
- Exploiting base motives of greed and envy



McDONALDS - ANGUS DELUXE THIRD POUNDER

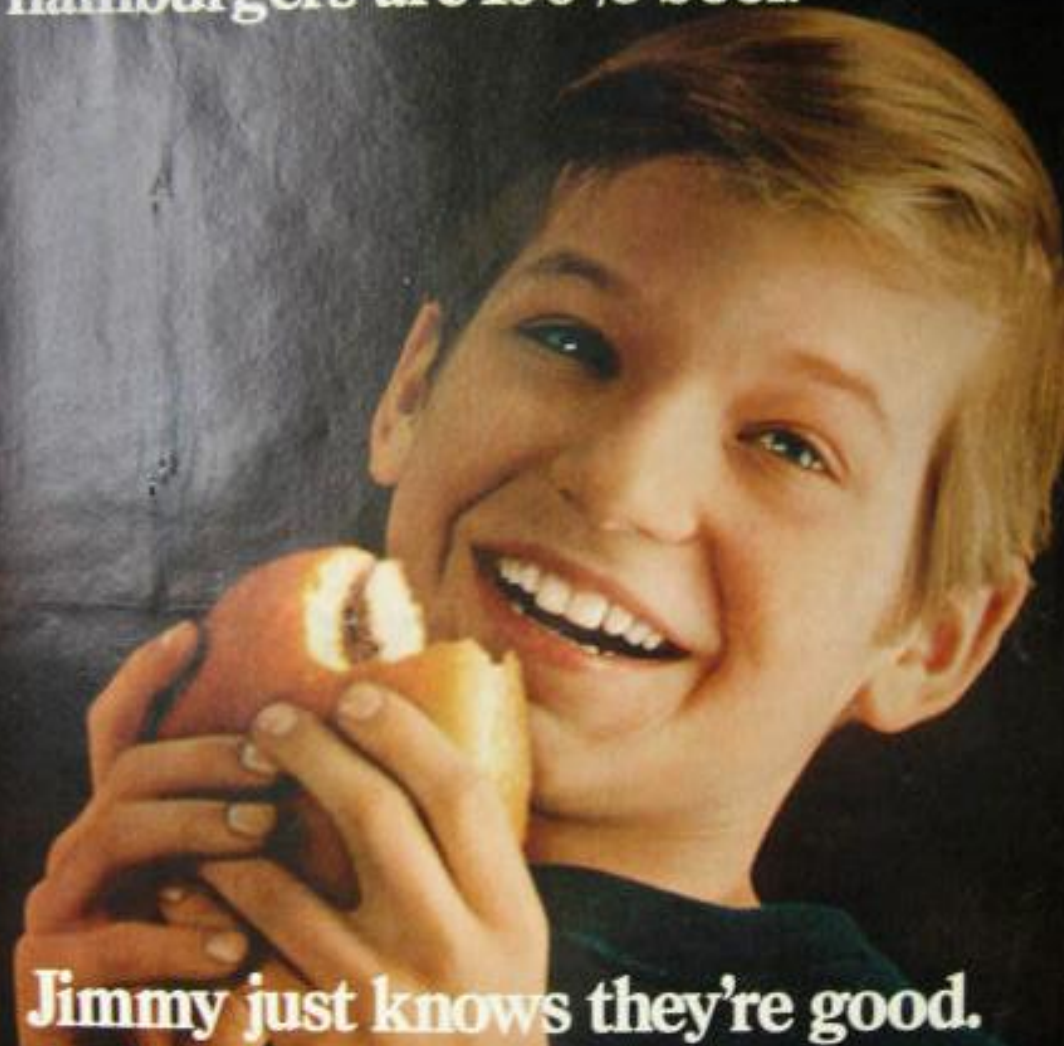
ADVERTISED BURGER CAN'T FIT
IN THE BOX IT'S SERVED IN



ADVERTISED BURGER

ACTUAL BURGER BOX

Jimmy's mother knows McDonald's
hamburgers are 100% beef.



Jimmy just knows they're good.

It's really kind of disappointing. We'd like children to know why the hamburgers are so good.

We tell our meat suppliers to give us 100% beef in every shipment. And our quality controls make sure that they do.

It pays off. Parents trust a McDonald's hamburger. That's why we sell over two million a day!

In fact, Parents' Magazine guarantees that every McDonald's hamburger is 100% beef ...or your money back! Ask any mother

why McDonald's is her kind of place. She'll give you all kinds of answers: Quality. Cleanliness. Fast Service. Ask any child and he'll tell you McDonald's is fun.

And the hamburgers taste good.





**TAKE THE
TWO WEEK
CHALLENGE
IT WORKS
OR IT'S
FREE!**
*Up to \$12.00
Offer starts October 1, 2006
and ends March 7, 2007.
© 2006 The Dannon Company, Inc.

ACTIVIA helps naturally regulate
your digestive system in two weeks,
when eaten daily.
For details, go to www.activia.com



ACTIVIA is scientifically
proven to help with slow
intestinal transit.

"DanActive helps prevent colds and flu and one daily serving of Activia could relieve irregularity" and "it helps with slow intestinal transit time"

Lawsuit Settled: Dannon¹ Yogurt Didn't Measure Up to Its Claims

The \$35 million US Activia® settlement is the largest-ever for a lawsuit alleging false advertising of a food product.

In September 2009, Dannon settled a massive consumer class action suit in the US challenging that ads for certain brands of its yogurt overstate their claimed health benefits. The settlement will give out up to \$35 million US to affected American customers.

A California consumer filed the class-action suit against The Dannon Company alleging the company's claims that its probiotic yogurt offers clinically and scientifically-proven health benefits were false and seeking compensation for US customers who purchased the products based on the marketing campaign. It further asked that Dannon launch a new advertising campaign to correct the record.

"Deceptive advertising has enabled Dannon to sell hundreds of millions of dollars worth of ordinary yogurt at inflated prices to responsible, health conscious consumers," claimed the lead attorney handling the case, when it was filed in 2008 by Coughlin Stoia Geller Rudman & Robbins LLP.

The lawsuit alleges that Dannon's clinical studies didn't support marketing claims suggesting DanActive®, Activia® Light, and Activia® yogurt products had been proven to regulate one's digestive system. The suit says the company charged 30% more for its probiotic yogurt and spent more than \$100 million US in advertising to persuade consumers of the product's benefits.

The suit alleged that ads of both Activia® and DanActive® yogurt exaggerated their beneficial effects on human health. The ads promoting the yogurt as improving digestion have become well known for their goofiness and contain a voiceover claiming that Activia® is "clinically proven to help regulate your digestive system in two weeks" if eaten everyday.

L'Oreal US settles 'deceptive advertising' case with US regulator

1 July 2014



The advertising campaign claimed to target the users' genes

The cosmetics company, L'Oreal, has agreed to settle a case with US regulators over charges of deceptive advertising.

A campaign for its Genifique products claimed its products would lead to "visibly younger skin in just seven days" by targeting the users' genes.

The US consumer regulator said that the adverts were "false and unsubstantiated".

L'Oreal said the claims in question had not been used "for some time now".

"It would be nice if cosmetics could alter our genes and turn back time," said Jessica Rich, director of the Federal Trade Commission's Bureau of Consumer Protection.

"But L'Oreal couldn't support these claims."

Why do ethical issues still prevail?

- **Compartmentalizing ethical issues:** “theoretical developments in marketing are introduced without explicit consideration of ethics by their proponents, apparently on the assumption that such consideration can be separated from the “business” issues.”
 - E.g., concepts of target marketing, brand equity etc. have all been accepted as marketing practices before ethical issues related to them were understood & analyzed
- In the company, ethical issues are likely to be ignored if they are not part of business processes and “ways of doing”
- Even if there are ethical frameworks, they run the risk of becoming mere “routine ethics checks” → critical ethical issues may be ignored, until its too late!
- **“What is needed is an approach to marketing ethics that does not require a separate process every time an ethical issue is identified, but instead allows such issues to be dealt with as part of the normal course of marketing decision-making”**

Who defines what is ethical advertising?

Who controls advertising ethics?

- The government
- The media
- Watchdogs
- Consumers

HOME > NEWS > WORLD NEWS > EUROPE > FRANCE

French MPs want health warnings on airbrushed photographs

Airbrushed photographs could be given government health warnings in France to protect women from 'false' images of female beauty.

Published: 1:36PM BST 21 Sep 2009

Share | Facebook | Twitter

5 diggs digg it

188 reweel

Email | Print

Text Size + -

France

News

World News

Europe

Ads by Google

France

Telegraph

South of France

Brittany France Tour

Ticket Air France

Sarkozys visit US

Mr. Sarkozy also written a government report



Consumer Affairs

EUROPA > European Commission > DG Health and Consumer Protection > Consumer Affairs > Safeguarding Consumers' Interests > Ensuring Safe Shopping > Misleading and Comparative Advertising

Strategy and programmes Consumer Research Safety Rights Enforcement Redress Consumer empowerment

Misleading and Comparative Advertising

Misleading and Comparative Advertising

What is misleading advertising?

Any advertising which, in any way, either in its wording or presentation:

- deceives or is likely to deceive the persons to whom it is addressed or whom it reaches.
- by reason of its deceptive nature, is likely to affect their economic behaviour.
- or for those reasons, injures or is likely to injure a competitor.

What is comparative advertising?

Any advertising, that explicitly or by implication, identifies a competitor or goods or services offered by a competitor.

Legislation

The Directives on Misleading and Comparative Advertising aim to protect not only consumers but also competitors and the interest of the public in general against misleading advertising and its unfair consequences.

Mainonnan eettinen neuvosto



Kuluttajansuojalaki

Katso tekijänoikeudellinen huomautus [käyttöehdoissa](#).

Eduskunnan päätöksen mukaisesti säädetään:

1 luku Yleiset säännökset

1 §

Tämä laki koskee kulutushyödykkeiden tarjontaa, myyntiä ja muuta markkinointia elinkeinonharjoittajilta kuluttajille. Lakia sovelletaan myös, kun elinkeinonharjoittaja välittää hyödykkeitä kuluttajille.

Tämä laki ei koske lakisääteisiä vakuutuksia eikä työntekijän ryhmähenkivakuutusta tai sitä vastaavaa kunnallisen eläkelaitoksen myöntämää etuutta.

Laki sopimattomasta menettelystä elinkeinotoiminnassa

Katso tekijänoikeudellinen huomautus [käyttöehdoissa](#).

Eduskunnan päätöksen mukaisesti säädetään:

1 §

Elinkeinotoiminnassa ei saa käyttää hyvän liiketavan vastaista tai muutoin toisen elinkeinonharjoittajan kannalta sopimatonta menettelyä.

Markkinoinnista on käytävä selkeästi ilmi sen kaupallinen tarkoitus sekä se, kenen lukuun markkinointi toteutetaan. ([5.6.2002/461](#))



ETSI LAUSUNTOA

Etsi mainonnan eettisen neuvoston antamia lausuntoja.



PYYDÄ LAUSUNTOA

Pyydä neuvostolta lausuntoa markkinoinnin hyvän tavan mukaisuudesta.



PYYDÄ ENNAKKOLAUSUNTOA

Haluatko varmistaa, että suunnittelemasi markkinointi on hyvän tavan mukaista?

Mainonnan eettinen neuvosto

[Pyydä lausuntoa](#)

[Pyydä ennakkolausuntoa](#)

[Etsi lausuntoa](#)

[ICC:n markkinointisäännöt](#)

[Hyvää markkinointitapaa koskevat periaatteet](#)

[Tilastotietoja](#)

Mainonnan eettinen neuvosto

Mainonnan eettisen neuvoston tehtävänä on antaa lausuntoja siitä, onko markkinointi hyvän tavan vastaista. Hyvän tavan vastainen mainos voi olla esimerkiksi syrjivä tai lapsille sopimaton. Neuvosto soveltaa [Kansainvälisen kauppakamarin \(ICC\) markkinointisääntöjä](#) ja [neuvoston hyvää markkinointitapaa koskevia periaatteita](#).

Yritys voi pyytää neuvostolta [ennakkolausuntoa](#) suunnitteilla olevan markkinoinnin hyvän tavan mukaisuudesta. Ennakkolausuntopyyntö käsitellään mahdollisimman nopeasti.

Advertising rules to prevent unethical marketing, e.g.:

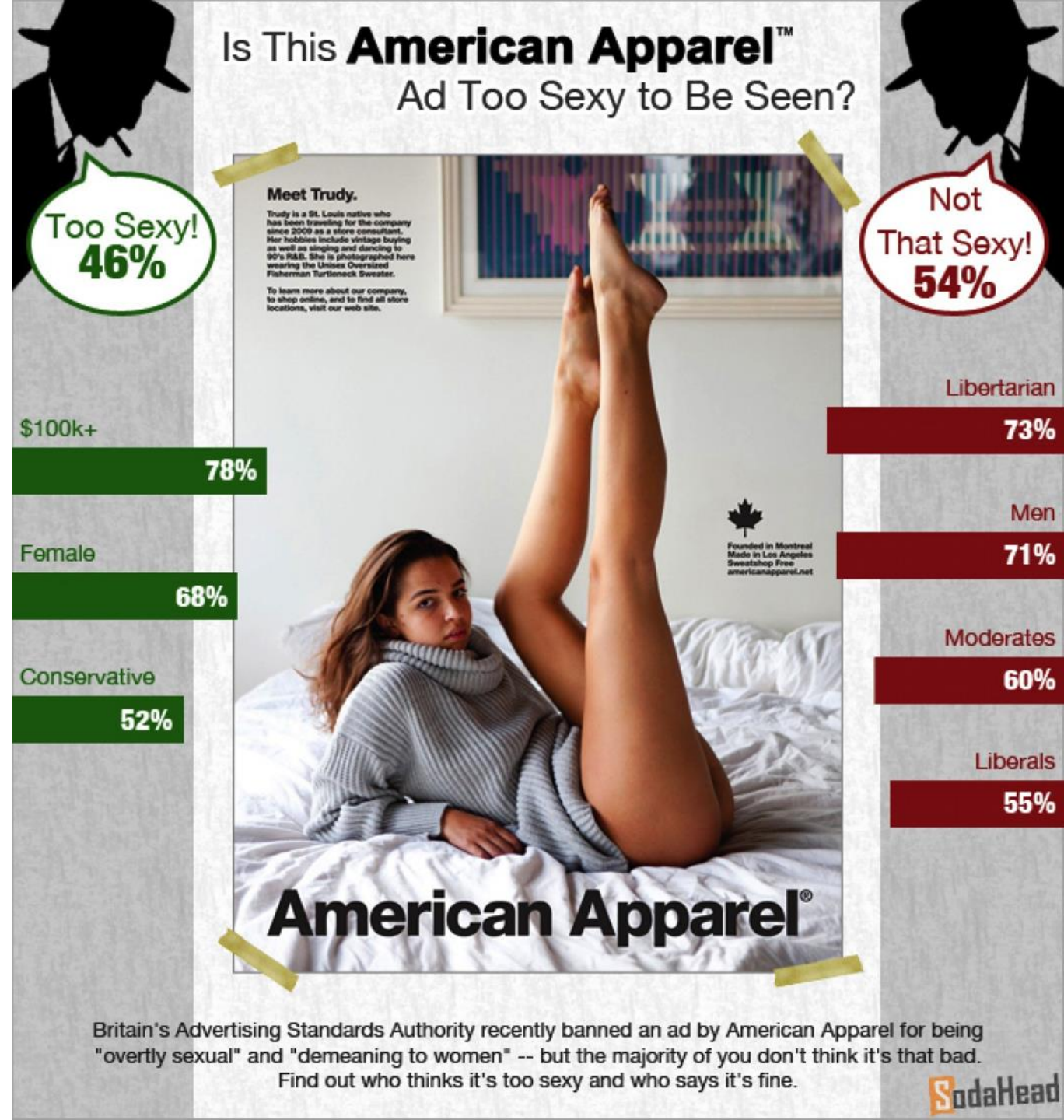
- In France TV advertising for movies, alcohol, tobacco and medicines is not permitted. The ban on advertising books and newspapers has recently been changed to allow limited advertising.
- In eastern Europe alcohol advertising is heavily restricted.
- In Sweden TV advertising for toys cannot be directed at children under 12.
- In the UK tobacco advertising is banned.
- In Austria and Finland the use of children in ads is heavily restricted. Italy also banned the use of children in advertising in 2003.
- In the UK alcohol advertisements cannot use actors who appear to be under the age of 18 and they cannot show people drinking quickly; they must sip their drinks.

In the end, also you as a consumer decide what is ethical and what not

Business | Technology

Outrage over United Airlines incident shows power, peril of social media

Originally published April 16, 2017 at 8:00 pm



Is there bad publicity?

Controversial advertising as a **marketing technique**: antagonizing some consumer groups may lead to useful side effects, like free editorial publicity and a stronger brand identity.

→ Exploiting the ethical sensibilities of certain consumer groups for commercial advantages?

→ “If it’s not illegal, it can’t harm us!” or...?

Case Protein world



SLENDER BREAKFAST BUNDLE



€37,99

SHOP NOW



SLENDER BAKING BUNDLE

€25,99

SHOP NOW



CINNAMON BUN BUNDLE



€37,99

SHOP NOW



28 DAY SLENDER PLAN



€40,99

SHOP NOW



VEGAN PROTEIN



From €19,16

SHOP NOW



SHRED WHEY

€23,39

SHOP NOW



SHRED CHALLENGE BUNDLE



€47,87

SHOP NOW



CELEBRATION BUNDLE



€27,48

SHOP NOW

- In 2015, Protein world launched a campaign to promote its products that help loose weight

LEADING THE
PROTEIN
REVOLUTION



@proteinworld

*Protein
World*

PURE PERFORMANCE

ARE YOU BEACH BODY READY?



Substituting two daily meals of an energy restricted diet with a meal replacement, contributes to weight loss.

THE
WEIGHT LOSS
COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS



E62

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

Case Protein world

- The public in the UK was outraged, claiming, the ads promoted unhealthy body issues
- The advertising standards authority (ASA) banned the ad in the UK (which didn't hinder Protein world to launch the campaign in the US)

Are you beach body ready? Controversial weight loss ad sparks varied reactions

Ad banned in UK gets more light-hearted response in New York's Times Square and on Instagram. 'My body is always beach ready. All I need is a swimsuit'



A Protein World advert displayed in an underground station in London makes New York splash in Times Square. Photograph: Catherine Wylie/PA



Mayor of London bans body-shaming adverts

London mayor Sadiq Khan has banned all ads promoting a negative body image on all Transport for London vehicles. His decision has come after a Protein World advert sparked 378 complaints to the Advertising ...



Change.org Blog

5 years ago

The public reaction



navabi 
@navabiFashion



Replying to @navabiFashion

And we're beach body ready in Piccadilly Circus!



7:15 PM · May 3, 2018



♥ 29 💬 2 ↗ Share this Tweet

[Tweet your reply](#)



So far, what do you think about the backlash to the Protein world campaign? How do you think Protein world responded?

Protein world's response to the outrage

 Juliette The Mince Pie 🎄🎅🎁 @JulietteBur... · Apr 24, 2015 🐦
I spent life believing I'm not good enough: I signed
[#perfectlyimperfect](#) @ProteinWorld #eachbodysready
change.org/p/proteinworld... via @UKChange



Sign the Petition
Remove 'Are You Beach Body Ready' Advertisements
change.org


 Protein World ✓
@ProteinWorld

@JulietteBurton @UKChange why make your insecurities
our problem 😏

12:41 AM · Apr 24, 2015

👍 120 💬 38 🔄 Share this Tweet

[Tweet your reply](#)

 Hannah Atkinson @hatkinson_ · Apr 26, 2015 🐦
I've written a letter to @ProteinWorld, but I don't have a place to post
it - are any blogs/websites interested? #feminism #eachbodysready

 Protein World ✓
@ProteinWorld

@hatkinson_ Post it in the nearest bin?

9:35 PM · Apr 26, 2015

👍 40 💬 4 🔄 Share this Tweet

[Tweet your reply](#)

 Juliette The Mince Pie 🎄🎅🎁 @JulietteBur... · Apr 24, 2015 🐦
Replying to @ProteinWorld

.@ProteinWorld @UKChange Because adverts like yours add to the
external voices telling young girls they're not good enough as they
are.

 Protein World ✓
@ProteinWorld

@JulietteBurton and it's ok to be fat and out of shape
instead of healthy? We are a nation of sympathisers for
fatties #doesnthelpanyone

12:47 AM · Apr 24, 2015

👍 170 💬 67 🔄 Share this Tweet

[Tweet your reply](#)

A?



Avital Nekhis

@avinek



Follow

@ProteinWorld your ads are inspiring, I've made one of them my phone background to keep me motivated to push myself even when I'm exhausted



RETWEETS

9

FAVORITES

17



4:31 AM - 27 Apr 2015



miss petra muller

@schmooberry



Follow

stay #strong @ProteinWorld, you guys are doing nothing wrong. self improvement should not be demonized #proteinworld #london #advertising

Islington, London



@proteinworld tweets 18/02 – 15/04/2015

27,576

Mentions

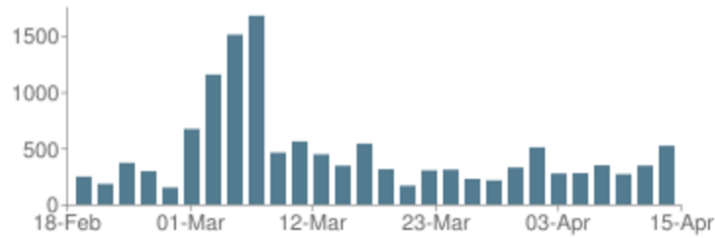
484

Tweets / day

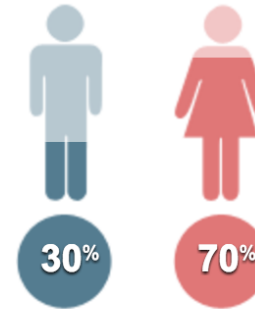
20

Tweets / hour

Tweet Mentions



By Gender



Top Countries



@proteinworld tweets 20/04 – 05/05/2015

78,146

Mentions

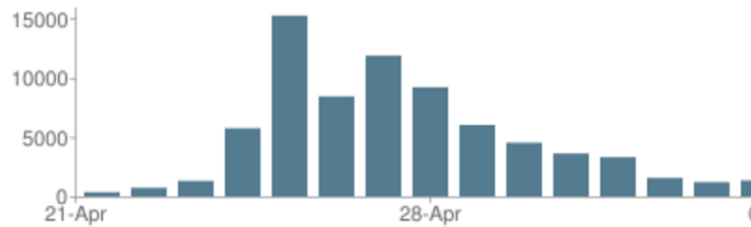
5,210

Tweets / day

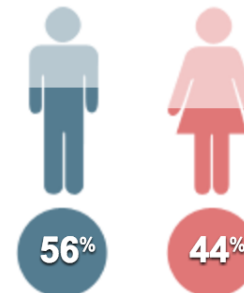
217

Tweets / hour

Tweet Mentions



By Gender



Top Countries



84,125

Mentions

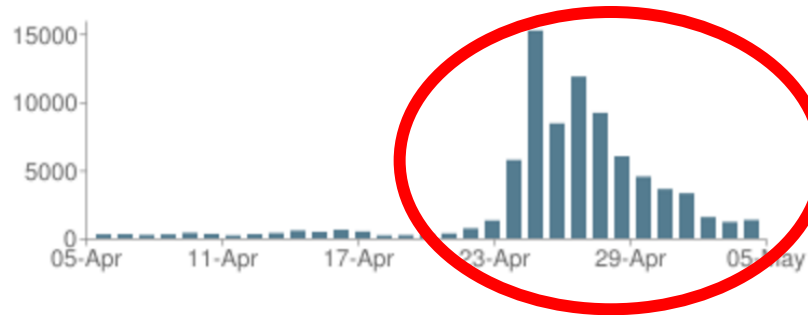
2,714

Tweets / day

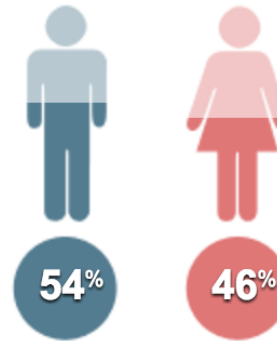
113

Tweets / hour

Tweet Mentions



By Gender



Top Countries

 UK	44.3%
 USA	37.7%
 other	11.2%
 Canada	3.8%
 Australia	2.9%

#hashtag co-occurrence with @proteinworld, total = 78.312 tweets

Anti ProteinWorld

<i>Hashtag</i>	<i>Mentions</i>	<i>Percentage %</i>
#eachbodysready	1252	1.6
#everybodysready	1081	1.38
#bodyshaming	288	0.37
#doublestandards	288	0.37
#slenderblend	234	0.3
#campaignforrealbeauty	216	0.28
#beerbodyready	207	0.26
#everybodyready	198	0.25
#spjethicsweek	198	0.25
#stopshaming	180	0.23
#notbuyingit	162	0.21
#doesthhelp anyone	144	0.18
#mentalhealth	144	0.18
#blockedbyproteinworld	135	0.17
#bodypositive	117	0.15
#fatshaming	90	0.12
#everydaysexism	90	0.12
5024	6%	

Pro ProteinWorld

<i>Hashtag</i>	<i>Mentions</i>	<i>Percentage %</i>
#gamergate	2685	3.44
#growupharriet	973	1.25
#winning	820	1.05
#fitshaming	405	0.52
#beachbody	396	0.51
#getagrip	387	0.5
#teamproteinworld	342	0.44
#sjw	189	0.24
#fuckyou	189	0.24
#howtospotafeminist	180	0.23
#fitfam	144	0.18
#beachbodyalready	144	0.18
#family	81	0.1
#summerbody	81	0.1
#getyourfactsright	81	0.1
#feministsareugly	81	0.1
#sjwlogic	72	0.09
7178	9%	

Protein World makes £1 million immediately after the 'Beach Body Ready' campaign backlash

Lianna Brinded Apr 29, 2015, 10:54 AM



Protein World, a little known British diet shakes and supplements company that only launched 18 months ago, apparently made around £1 million (\$1.5 million) in four days after being unintentionally boosted by enormous backlash from "body shaming" campaigners over an advert.



Twitter

Protein World only spent £250,000 (\$384,589) on a range of billboards (as pictured) in a number of London underground stations.

**Comments or thoughts
about ethical matters?**

Q&A



Aalto-yliopisto
Aalto-universitetet
Aalto University

Spring 2022