

SOCIAL & ETHICAL ADVERTISING

COURSE: MKT 1214 OL86

PROF. NAME: SHAHZAD HAIDER



Topics

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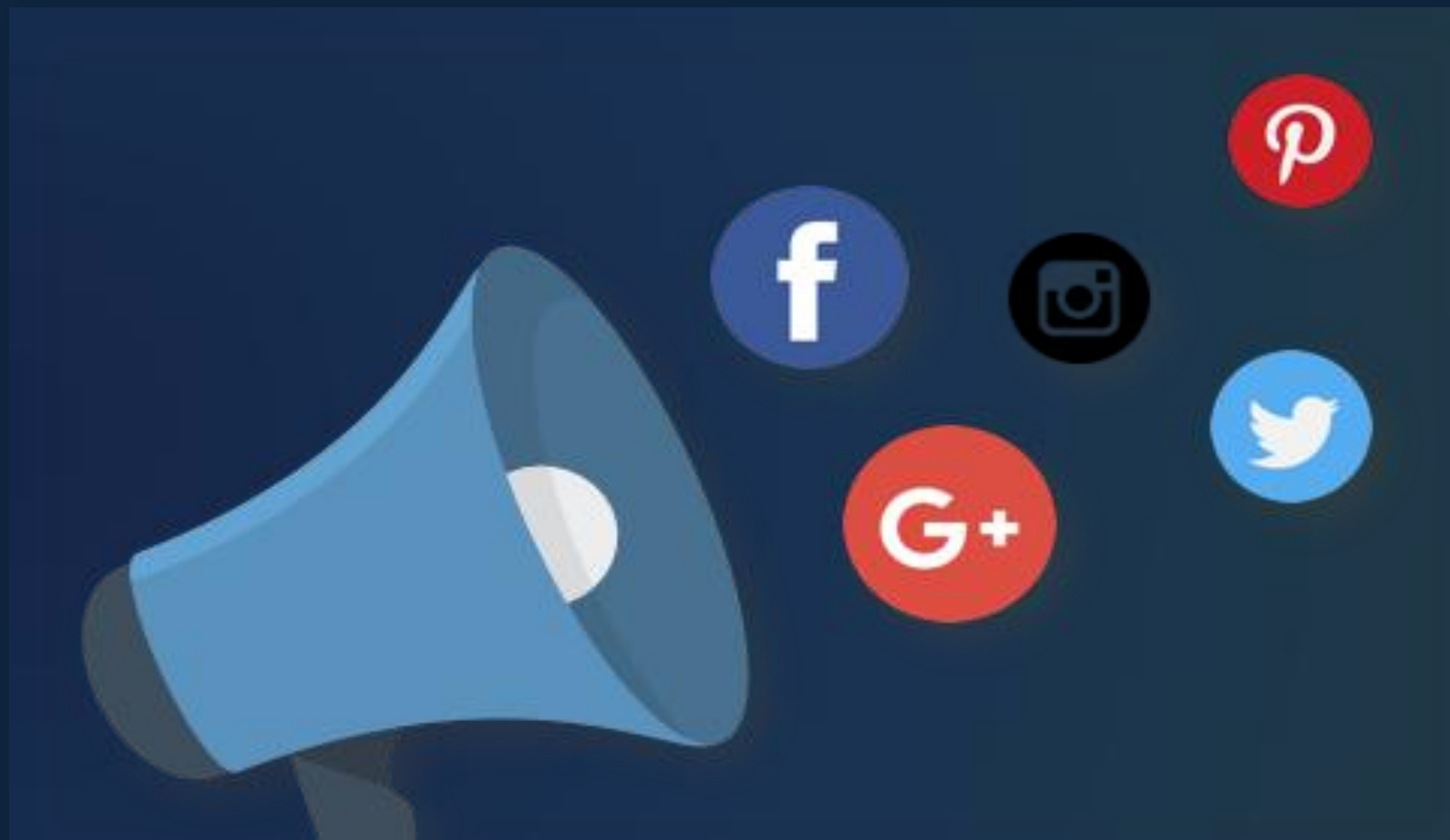
Ethical Advertising

Characteristics of Ethical Advertising



Social Advertising

- Social advertising is a type of advertising that uses social media platforms to promote products, services, or ideas.
- The primary medium for distributing social advertising content is social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and others.
- Social advertising aims to build brand recognition, credibility, engagement, and loyalty rather than solely focusing on direct sales.



Characteristics of Social Advertising

- Social advertising aims to build brand recognition, establish credibility, and may use targeted advertising based on demographic, psychographic, and behavioral data.
- Social advertising campaigns often have a social or public service component and aim to engage the target audience.
- Social advertising involves the use of social media platforms to promote products, services, or ideas.



Example Of Social Advertising

Nike's "Dream Crazy" ad featuring female athletes breaking stereotypes and barriers in their respective sports. The ad uses inspiring and empowering messaging to encourage women to dream big and pursue their goals, with the goal of promoting gender equality and breaking down gender barriers in sports.



Example Of Social Advertising

Coca-Cola's "Open Happiness" campaign, which aimed to spread happiness and positivity through its advertising content. The campaign included TV ads and print ads featuring people from diverse backgrounds coming together and sharing Coca-Cola as a symbol of happiness and connection. The social component of the campaign involved partnering with charitable organizations to support community projects and initiatives.



Ethical Advertising

- Ethical advertising refers to advertising practices that are truthful, transparent, and socially responsible.
- Ethical advertising is based on the principles of honesty, fairness, and respect for consumers.
- Ethical advertising should respect the audience's privacy, values, and cultural differences.



Characteristics Of Ethical Advertising

- Ethical advertising follows legal and regulatory guidelines and is accountable for the claims made in the advertising.
- Ethical advertising does not promote harmful or offensive products or content.
- Ethical advertising considers the environmental impact of advertising.



Example Of Ethical Advertising

Dove's Real Beauty Campaign is an excellent example of ethical advertising. The campaign features women of different ages, shapes, and sizes in their natural beauty, promoting self-confidence and body positivity. The advertisements highlight the importance of self-love and acceptance, and do not use any false claims or manipulative tactics.



Example Of Ethical Advertising

Coca-Cola's "Remove Labels This Ramadan" campaign: This campaign featured cans of Coca-Cola with the labels removed to encourage people to look beyond labels and stereotypes during Ramadan. The campaign aimed to promote diversity, inclusion, and respect for different cultures and beliefs.



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Shubham Mahawar