

Lecture 57

ETHICS AND MARKETING COMMUNICATION

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Ethics Integrated Marketing Communication

Importance:

- **Extrapolation** - perspective around a message (strength & longevity)
- **Impact** –What are socio-cultural changes messages can bring in?
- Organizations related to monitoring the communication ethics.
For e.g., International Chamber of Commerce - <https://iccwbo.org/>
Advertising Standards Council of India (ASCI)
- **Laws**
- Ethics has to seen with understanding & adoption perspective.

ICC Marketing Code:

Key principles Advertising & Marketing Communications

- *Core principles are legality, decency, honesty, and truthfulness in all marketing communications.*
- Marketing communications should respect human dignity and should not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability, or sexual orientation.
- **Social Responsibility**
 - Marketing communications should not without justifiable reason play on fear or exploit misfortune or suffering. Marketing communications should not appear to condone or incite violent, unlawful, or antisocial behavior.
 - Marketing communications should not play on superstition.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Honesty and Decency**

- Marketing communications should be so framed as not to abuse the trust of consumers or exploit their lack of experience or knowledge. Relevant factors likely to affect consumers' decisions should be communicated in such a way and at such a time that consumers can take them into account.
- Marketing communications should not contain statements or audio or visual treatments which offend standards of decency currently prevailing in the country and culture concerned.

- **Truthfulness**

- Marketing communications should be truthful and not misleading in terms of price, delivery, provision, exchange, return, repair and maintenance, terms of guarantee, compliance with standards etc.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Substantiation**

- Descriptions, claims or illustrations relating to verifiable facts in marketing communications should be capable of substantiation.

- **Identification and Transparency**

- The true commercial purpose of marketing communications should be transparent and not misrepresent their true commercial purpose. Hence, a communication promoting the sale of a product should not be disguised as, for example, market research, consumer surveys, user-generated content, private blogs, private postings on social media or independent reviews.

- **Identity of the Marketer**

- The identity of the marketer should be transparent. Marketing communications should, where appropriate, include contact information to enable the consumer to contact the marketer without difficulty.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Use of Technical/Scientific Data and Terminology**

Marketing communications should not:

- ✓ misuse technical data, e.g., research results or quotations from technical and scientific publications.
- ✓ present statistics in such a way as to exaggerate the validity of a product claim.
- ✓ use scientific terminology or vocabulary in such a way as falsely to suggest that a product claim has scientific validity.

- **Use of “Free” And “Guarantee**

The term “free”, e.g., “free gift” or “free offer”, should be used only:

- ✓ where the offer involves no obligation whatsoever, or
- ✓ where the only obligation is to pay the delivery costs which should not exceed the cost estimated to be incurred by the marketer, or
- ✓ in conjunction with the purchase of another product, provided the price of that product has not been increased to cover all or part of the cost of the offer.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Comparisons**
 - Marketing communications containing comparisons should be so designed that the comparison is not likely to mislead and should comply with the principles of fair competition.
- **Denigration**
 - Marketing communications should not denigrate any person or group of persons, firm, organization, industrial or commercial activity, profession or product, or seek to bring it or them into public contempt or ridicule.
- **Testimonials**
 - Marketing communications should not contain or refer to any testimonial, endorsement or supportive documentation unless it is genuine, verifiable and relevant. Testimonials or endorsements which have become obsolete or misleading through passage of time should not be used.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Portrayal or Imitation of Persons and References to Personal Property**
 - Marketing communications should not portray or refer to any persons, whether in a private or a public capacity, unless prior permission has been obtained; nor should marketing communications without prior permission depict or refer to any person's property in a way likely to convey the impression of a personal endorsement of the product or organization involved.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **No exploitation of Goodwill**
 - Marketing communications should not in any way take undue advantage of another firm's, individual's or institution's goodwill in its name, brands or other intellectual property, or take advantage of the goodwill earned by other marketing campaigns without prior consent.
- **No imitation**
 - Marketing communications should not imitate those of another marketer in any way likely to mislead or confuse the consumer, for example through the general layout, text, slogan, visual treatment, music or sound effects.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Safety and Health**
 - Marketing communications should not, without justification on educational or social grounds, contain any visual portrayal or any description of potentially dangerous practices, or situations which show a disregard for safety or health, as defined by local national standards. Instructions for use should include appropriate safety warnings and, where necessary, disclaimers.
- **Data protection and Privacy**
 - When personal data is collected from consumers, it is essential to ensure that the individuals concerned are aware of the purpose of the collection and of any intention to transfer the data to a third party for that third party's marketing purposes.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



ICC Marketing Code: Key principles Advertising & Marketing Communications

- **Environmental behaviour**
 - Marketing communications should not appear to condone or encourage actions which contravene the law, self-regulatory codes or generally accepted standards of environmentally responsible behaviour.
- **Responsibility**
 - Whatever the nature of the activity, medium or technology, responsibility is shared by all parties concerned, commensurate with their respective role in the process and within the limits of their respective functions.

Source: ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE, <https://iccwbo.org/>



Customers may get mislead

- How can a customer get mislead? Unclear or interpretative reference to :
 - Product price
 - Quality
 - Features
 - Ingredient
 - Sales promotion offers
 - Comparison with other products

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