DEPARMENT ART & DESIGN

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SUBJECT: CONTEMPORARY ADVERTISING

SEMESTER: 4

QUESTION 1: What are the responsibilities of companies in this or similar situations?

ANSWER: Humanization of the infant formula needs great attention and have much more responsibilities for example:

1: Companies have to worry about food safety and for the nutritious food they have to follow the legislation and regulation of the following countries.

2: Clear Do and Don’t of each and every product and promotion of the product must be to the point.

3: Companies should get every possible information according to the rules and regulation of the product in every country.

4: Also following the rules from who.

QUESTION 2: Why could Nestlé have done to have avoided the accusations of “killing third world babies” and still market its product?

ANSWER: Nestles should have distributed a clear guidelines for the use of the product using print media.

> Secondly Nestles should have kept a check on its field, workers so that they could not speared the misinformation to the people to achieve there sale goals.

> They also should have use a different marketing strategy than giving out free samples of formula, which made the mother and baby dependent on it.

QUESTION 3: After Nestlé’s experience, how do you suggest it, or any other company, can protect itself in the future?

ANSWER: Every company should follows international safety and quality standards for the manufacturing and sale of there product, and for selling the product proper usage information should be mentioned using different mediums.

Nestle and other companies can study the social and medical effects of their products and service.

QUESTION 4: Assume you are the one who had to make the final decision on whether or not to promote and market Nestlé’s baby formula in third world countries. Read the section titled “Ethical and socially responsible decisions” in chapter 5 as a guide to examine the social responsibility and ethical issues regarding the marketing approach and the promotion used. Were the decisions socially responsible? Were they ethical?

ANSWER: They were not socially responsible.

* Also the infant formula product were marketed to people who were incapable to fulfill the minimum requirements for giving the formula safely to the baby.
* There should be no advertising or other form of promotion to the general public of products within the scope of this code.
* High price
* Sales people were not properly trained.
* Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples of products within the scope of this code.

QUESTION 5: What advice would you give to Nestlé now in light of the new problem of HIV infection being spread via mother’s milk?

ANSWER: Promote breastfeeding as the healthy to do encourage HIV testing. Try to get mothers to make sure there are no wounds in baby mouth and the mother breast to cut down the transmission rate of HIV.

Getting the other countries to do what Thailand is doing, showing that getting baby powder is the right and responsible thing to do if you have HIV.

Another advice would be to tell mothers to make shorter the duration of breast feeding.

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