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**Subject contemporary advertising**

**Submitted to: sir sunil chander**

**QUESTIONS:**

1.W**hat** **are** **the responsbilities** **of companies in this or similar situation?**

**Answer:**

All companies have responsibility that portray their corporate and social stance as an organization. Many of these responsibilities are indicate in their vision and mission. Ethical and social responsibility should be cornerstone of any organization’s core values and strategic management process.

If Nestle would have CRS (corporate social responsibility) initiatives included in their responsibility of doing a part in assisting with the well-being of country. There are two types of CRS one in which money is donated and other in which real plan is developed to produce products or provide services that are in best interest of society. Therefore, to avoid criticism and the dissatisfaction of customers Nestle and all other companies should include CRS in their responsibility.

2.**What could Nestle has done to have avoided the accusation of “Killing Third World babies” and still make its products?**

**Answer:**

Nestle could have launched an educational program that taught the women in Third World countries they marketed baby formula to about how to properly use the formula and the danger of misusing it in their native language, they might have avoided controversy. They also could have a different marketing strategy then giving out sample formula, which made the mother and babies dependent on it. They would have provided free service to teach the use of their products instead of free samples.

**3.After Nestle’s experience, how do you suggest it, or any other company, can protect itself in future?**

**Answer:**

In the last few years, Nestle has faced extreme attack by several consumers, religious and governmental firms. The criticism is mainly around false advertising and misuse of food items leading to severe illness and death.Therefore,Nestle and other companies that produce, market and sell infants products should be more careful about the production, all the ingredients should be pure and healthy and the correct proportion of ingredients should be used and they also have to do a proper research about the place where the product will be distributed and marketed. Before entering in a place, they need to understand how people live there, what their traditions are, economic condition and health care issue. They should know about the lifestyle and culture of the place to sell maximum products. Nestle and other companies of its type should also do research to find the social and medical effects of their product and services. Companies which produce dairy products and the commonly used products can have psychological effects on culture. Moreover, a smarter marketing strategy should be used, one that would include information written in their own language of the place where the product is being distributed, so that a huge mass of people can understand and doctors can be educated in educating the parents about the nutritious and healthy products. These companies should play an active role in promoting healthy eating habits starting with mother, during her pregnancy and then her baby. Gerber is a very good example in how the have approach this issue. Stay Healthy, Stay Healthy TM is Gerber’s commitment to nourish a healthier generation, one baby at a time. Stay Healthy, Healthy Stay TM is a unique, integrated nutrition system that provide products, resources and services, backed by rigorous science and research, to help parents and caregivers to make the right nutrition choice. Gerber’s approach is through nutritional education, while promoting and selling their products, still ensures the parents are educated about what their babies need at every stage of their lives, including breastfeeding.

**4**.**Assume you are the one who had to make the final decision on whether or**

**promote and market Nestle baby formula in Third World countries. Read the section titled “Ethical and Socially Responsible Decision” chapter 5 as a guide to examine the social responsibility and ethical issue regarding marketing approach and the promotion used. Were the decisions socially responsible? Were they ethical?**

**Answer:**

 If I had to make the choice of final decision I would have continue to promote and market Nestle’s baby formula in the Third World countries. I would have developed Nestle’s factories within the Third World regions in which formula products would have been produced, packaged and distributed in a way suitable for the pregnant women and mothers with newborn infants. Another way to continue it would be Nestle’s partnership with nonprofit organizations. The Water project in order to assist with developing clean water in the Third World countries.

The Nestle’s partnership with The Water Project would be my final decision, in order to assist with building clean water in underdeveloped countries. By building clean water wells, women will have increased access to clean water, when preparing Nestle’s powdered formula. The development of clean water wells will increase the livelihood of proper formula preparation in addition to improving the safety and well-being of numerous infants. In this way Nestle would benefit the Third World countries and would also promote and sells its products to large masses.

The promoting and marketing techniques used in “Ethical and Socially Responsible Decision “were not ethical and socially responsible as due to bad explanation and making of the products people used wrong materials to make it and became sick. They did not care to check whether people understood the procedure to make the product or not due to which wrong product was made. They often provided wrong information due to its wrong marketing strategy which is not ethical and socially responsible. Too much information with catchy lines was provided which did not prove helpful.

**5.What advice would you give to Nestle now in light of the new problem of HIV infection spread via mother’s milk?**

**Answer:**

In a sense, the emerging increase of HIV cases and its reported transmission

via breastfeeding can be seen as an opportunity due to the fact that Nestle established network can easily address these problems.

I would suggest that Nestle should encourage mothers to use their product in place of breast milk at least until HIV testing is available. Instead of going against it Nestle can alleviate the threats of breastfeeding issues and position themselves as a supplementary option. It is not just matter of showing support towards breastfeeding but most importantly, communicating that they care for their consumers(the mothers and the infants).Furthermore, they can incorporate free infant nutrition consultations in their programs as well as tackle the support foe the women empowerment; as well of course, the proper use of their products in all of their campaigns. They can initiate a campaign that includes free HIV testing. Nestle could also fund some research on how to reduce the risk of mother to child transmission.