

**DEPARTMENT ART AND DESIGN
CONTEMPORARY ADVERTISING**

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Question 1

ANSWER:

The responsibility of the companies in this or similar kind of situation are most of them already given some of which are Revealing their evidences to the world against the charges on them. Just like nestle they showed them that their products contain of statement that breast feeding is more important than infant formula milk. They also issued the notice of their policies in which everything was written clearly so thats

complete their responsibility not but not completely.

Companies should stick with the code of several world organisation like WHO and Other health organisations and does not violate their rules.

Also companies should provide knowledge about the use of their products in developing areas and supply most of their products because of HIV infection fear of mothers.

Question no 2

ANSWER:

In order to avoid the accusations of “killing Third World Babies” and proceed their product to the market is that they should have done what was right. Which is that they should have proved themselves as innocent

as it wasn't their fault they didn't miss educated people in third world it was their own mistake who led them to their babies death. Just like in the defence of nestle they have done the right thing that our products clearly says that "breast feeding is better than the infant formula milk" Which clears half of the responsibility for the company. However they said that in some countries and areas where poverty is the real problem and women aren't capable of giving enough milk to their babies it is best for them to use the infant formula milk along with breast feeding in order to avoid the malnutrition. This the things nestle could have done in order clear the accusations of that filthy statement.

Question no 3

ANSWER:

Well companies like nestle's are accepted worldwide by millions of people. Their products are famous and considered decent in than other companies products. And for a company product most important thing is that their demand of the product should be high consumer of the goods should be high in order to keep going. Just like in recent time according to the case after HIV the demand of the nestle product went high and led them to success. So they have already done their for clearing the accusations against the charges and still got into market so yes they can protect themselves in the future.

Question no 4

ANSWER:

If i was the one who had to decide to make the final call my decision would be that they should be allowed to proceed their marketing and promotion but they should also acknowledge people about their products and avoid the other factors which leads to the miseducating of people about the formula and bottle feeding. And they should be stick to the code of health Organisations. M The decisions that were made was unethical and and accusations that were made were dreadful because their promotion doesn't leads to the miseducation of the third world women it was their own ideology nestle wasn't responsible for their misuse of infant formula.

Question no 5

ANSWER:

I would give this advice to nestle that in order to stop the spread of HIV infection being spread by mother's milk that they should promote their products and in that promotion they should give lessons to encourage people to check themselves after getting pregnant whether they are infected or not and if not they should breast feed their children and if infected they should be given the infant formula. Also i would like to give advice to nestle that they should get along with different helping organisations like WHO and UNICEF they should provide schooling camps to educate people in the light of HIV infection and also provide them with

**products this in this manner many
problems can be solved.**