

CONTEMPORARY ADVERTISING

NAME : Hamza Mansoor

ID : 14765

DEPARTMENT : BFD

SEMESTER : 4TH

SUBJECT : Contemporary Advertising

EXAM ASSIGNMENT : THE INFANT FORMULA CONTROVERSY

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

Ans : Well i think that the company should start supporting the point for what they are accused for. The company needs to start supporting the organisations which are working on the problem of infants in the society by sending them donations and supporting them in various aspects.

The company should be focused , updated and try to avoid the mistakes in the future.

They should sponsor events and conferences based on the infant feeding awareness.

Prices should be reasonable and affordable so that people dont have problems with the pricing.

They should be responsible, responding the issues in time should be their priority.

Q#2 : What could Nestlé have done to have avoided the accusations of “killing Third World babies” and still market its product?

Ans : They would have the information of all the countries and the culture before selling their product to a specific country.

They would have started women educational programs instead of applying the hard sale tactic.

Supporting breastfeeding and promoting the benefits of breast feeding.

Instead of giving away the free samples they would have teach the markets about their products and the use of their product.

Market the product and avoid down selling.

They would have encouraged the formula only for special situations.

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

Ans : I will suggest the company to be informed already about the markets and they should have the information about where their producing is going to be distributed.

And when they are doing business they should not be careless enough to forget the fact that it might harm the society in any way possible, instead of only focusing on profit they should be careful about every aspect possible.

And obviously they should be knowing the social and medical effects of their items before distributing it around.

Proper seminars should be arranged regarding the information of how and when to use their products in complete detail.

Q#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?

Ans : According to the Ethical and Socially responsible decisions it is very difficult to make decisions, apply policies and operating business operations in the 5 broad areas which are as following :

- Employment practices and policies
- Consumer protection
- Environmental protection
- Political payments and involvement in political affairs of the country
- Basic human rights of fundamental freedom

if i was there while keeping all this in my mind, i would never have promoted the Nestle baby formula in Third World countries. And for sure i have a reason for that.

According to professor Godwin Ariguzo, the company had done terrible mistakes and the reasons are:

Unqualified girls, Distribution of free samples to the people who didnt had the knowledge of using it, It would have been better for the mother to breast feed their babies instead of promoting the formula and associate bottle feeding.

It was very expensive for the people of various poor countries for example in Nigera it almost cost the 1/3 of the weekly income the family.

Racism was involved in their advertising, they always used idealistic imagery, showing white kids.

They were promoting bottle feeding and claiming that it is the new trend, western way and the right way of doing things which is horrible.

Q#5 : What advice would you give to Nestlé now in light of the new problem of HIV infection being spread via mothers' milk?

Ans : My advice would be to focus on the following points :

- They should be focused on promoting and supporting breast feeding and encourage HIV testing.
- This should be also kept in mind that to make sure if the mother is HIV positive she would then prefer baby powder milk to neglect HIV transmission to her child.
- Educational seminars should take place to give information to the mother for example to make sure if baby has no wounds in the mouth and further information accordingly.
- Promoting the awareness to reduce the risk of mother to child HIV transmission.

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