

MARKETING ISSUES

- Anti-competitive Practices
 - Misleading Ads

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Marketing Ethics

◎ It is also about

- Honestly
- Fairness
- Trust
- Customer Satisfaction
- Privacy

◎ Good marketing builds trust between a company and customers.

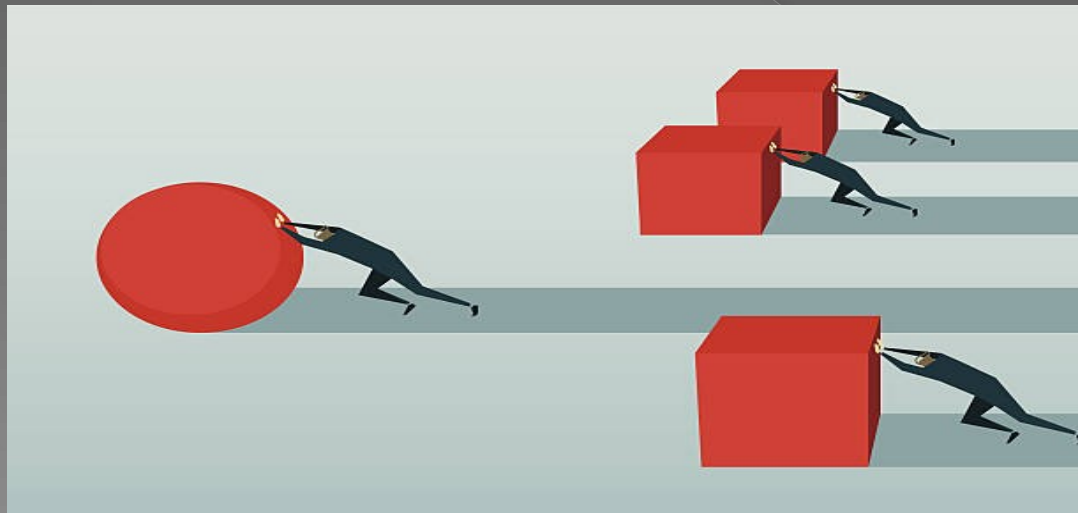
MARKETING ETHICS

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ANTI-COMPETITIVE PRACTICES

- ◉ Ethical Competition
- ◉ Market Control
- ◉ Transparency
- ◉ Price Fixing
- Anti-competitive practices mean stopping fair competition.



MISLEADING ADVERTISING

- ◉ Brand Reputation
- ◉ Emotional Appeal
- ◉ Hidden Information
- ◉ False Claim
- ◉ Consumer trust
- ◉ Deceptive Image
- ✓ Misleading advertising means giving false information about a product

BRAND EXAMPLES

H&M

H&M used misleading ads which is not ethical. These claims were criticized as greenwashing. The brand tried to look more eco-friendly than it really is.



BRAND EXAMPLES

L'OREAL PARIS

L'oreal Paris uses the slogan ' We don't test on animals.

The ads says L'oreal doesn't harm animals but that's not completely true.



BRAND EXAMPLES

VOLKSWAGEN

In 2015, Volkswagen said its diesel cars were clean and eco-friendly.

Tests showed they polluted much more on the road.

The company gave a false eco-friendly image.



Thank you for listening!