

HAS THE PORTRAYAL OF WOMEN IN ADVERTISING COME A LONG WAY, BABY?

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PANEL

- Lynne Omlie, General Counsel, DISCUS
- Guy Parker, Chief Executive, ASA, UK
- Jenny Pienaar, Adams & Adams, South Africa
- Beverly Porway, Reckitt Benckiser
- Amy Mudge, Venable


AGENDA

- Brief History of Women in Ads – Current Issues
- Approaches to Regulation
 - Enforcement
 - Self-Regulation
 - ICC Ad Guidelines
 - ASA
 - NAD
 - Industry Codes
 - DISCUS
 - Brand Standards
 - Bottom Line
- Questions (and Answers?)

**HAS THE PORTRAYAL OF WOMEN IN
ADVERTISING COME A LONG WAY, BABY?**

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

The NEBO *Person* Boys



One calls for two

If a Suffragette sasses you.
Don't answer back.
Gently light a Nebo.
The gloriously good Cigarette.
Watch her eyes grow dreamy.
Hear her sigh: "I wish I were a man."

NEBO
CORK TIP CIGARETTES

A "Satin Wonder" in each package

5 CENTS

Mr. Estelar —Please cut me out and "wish" me in your window. I will do you good.—NEBO.

- 1912
- Nebo Cigarettes
- "I wish I were a man"

BRIEF HISTORY OF WOMEN IN AMERICAN ADS



- 1938
- Kellogg's "Pep" Cereal
- "The harder a wife works, the cuter she looks."

BRIEF HISTORY OF WOMEN IN AMERICAN ADS



- 1951
- Van Heusen
- “Show her it’s a man’s world”

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 1952
- Chase & Sanborn coffee
- “If your husband ever finds out... ”

If your husband ever finds out
you're not “store-testing” for fresher coffee...



... if he discovers you're still taking chances on getting flat, stale coffee ... we'll be onto you!

For today, there's a sure and certain way to test for freshness before you buy

Here's how easy it is to be sure of fresher coffee



Look for the “Dome Top” Can of Chase & Sanborn. That firm, rounded top shows it's packed under pressure, fresh from the oven.

Just do this:

Press your thumb against the dome top before you buy. If it's firm, it's fresh. If the top clicks, pressure's gone—take another. It's the one way to get the freshest coffee ever packed.

No other can lets you test!

You can't test an ordinary flat top can. Some are “leakers” that have let air in to vital freshness. But all flat top cans look alike. You can't tell which are good and which are stale.

Here's the payoff!

Sure as you pour a cup, they'll want more! For Chase & Sanborn is a glorious blend of more expensive coffees ... brought to you fresher. No wonder Chase & Sanborn pays a flavor dividend you won't find in any other coffee!



“PRESSURE PACKED”

Chase & Sanborn

BRIEF HISTORY OF WOMEN IN AMERICAN ADS



- 1952
- Schlitz Beer
- “You didn’t burn the beer!”

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 1953
- Pitney-Bowes Postage Meter
- “Is it always illegal to KILL a woman?”

*Is it always illegal
TO KILL A WOMAN?*

FOR SIX MONTHS I bend the ears of the home office to get a postage meter. I win... Then the only good, fast, dependable, honest-to-Gregg stenographer I got, this redhead Morrisey—balks at a postage meter!

"I have no mechanical aptitude. Machines mix me up, kind of," she says. As if we asked her to fly a P-80. I almost blow my top.

This postage meter, I explain, is modern, more efficient, a time saver... No more adhesive stamps. No stamp box, and who's got the key? No running out of the stamps you need. No scrounging. No stamp sticking. Just set the lever for any kind of stamp you want, for any kind of mail, and the meter prints the stamp right on the envelope with a dated postmark—and it seals the flap at the same time. Faster than mailing by hand. Prints stamps on tape for parcel post. Will handle anything we have to mail out of this office. Even keeps its own records!

And metered mail doesn't have to be postmarked and cancelled in the postoffice, gets going earlier. It is practically heaven's gift to the working girl... and so on. But with the Morrisey, no soap.

I TRY diplomacy. "Miss Morrisey, I want you personally to try it for two weeks. If you don't like it then—back it goes to the factory! I depend on your judgment implicitly. Okay?"... She acts like an early Christian about to be lunch for a lion, but gives in.

So help me—two weeks later she has a big pink bow on the handle of the postage meter—like it was an orchid or something. I give it the gasp.

"Kinda cute, ain't it," says Miss Morrisey. "But a very efficient machine, Mr. Jones. Now the mail is out early enough so I get to the girls' rooms in time to hear all of the dirt"... I wonder is it always illegal to kill a woman!

WE ARE always learning some new advantages of the postage meter. If you'd like to learn what one could do for your office, call the nearest Pitney-Bowes office. Or write for an illustrated booklet.

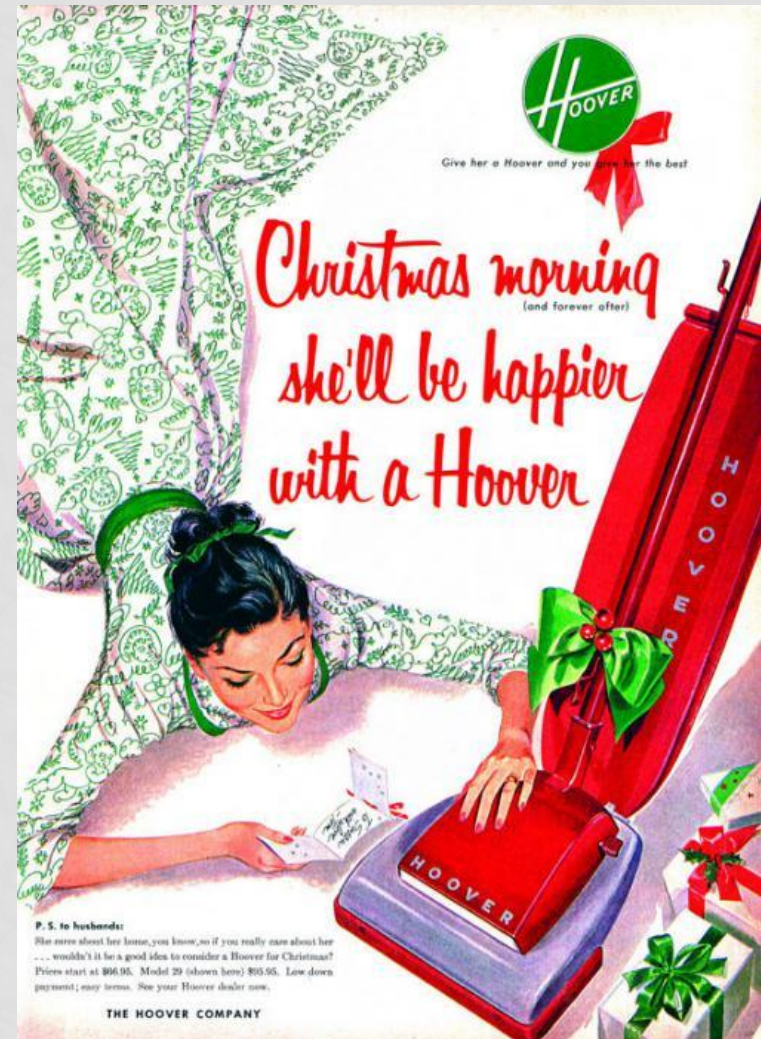
PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc., 1125 Pacific Street, Stamford, Conn. Original
Mail. Largest makers of mailing machines. Branches in 63 cities in the United States

boredpanda.com

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 1955
- Hoover Vacuum Cleaners
- “Christmas morning she’ll be happier with a Hoover”



BRIEF HISTORY OF WOMEN IN AMERICAN ADS



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll-to-doll carpeting, hunt up a pair of these he-man **Mr. Leggs** slacks. Such as our new automatic wash-wear blend of 65% "Dacron" and 35% rayon—incomparably wrinkle-resistant. About \$12.95 at plush-carpeted stores.

Dacron For Fall!

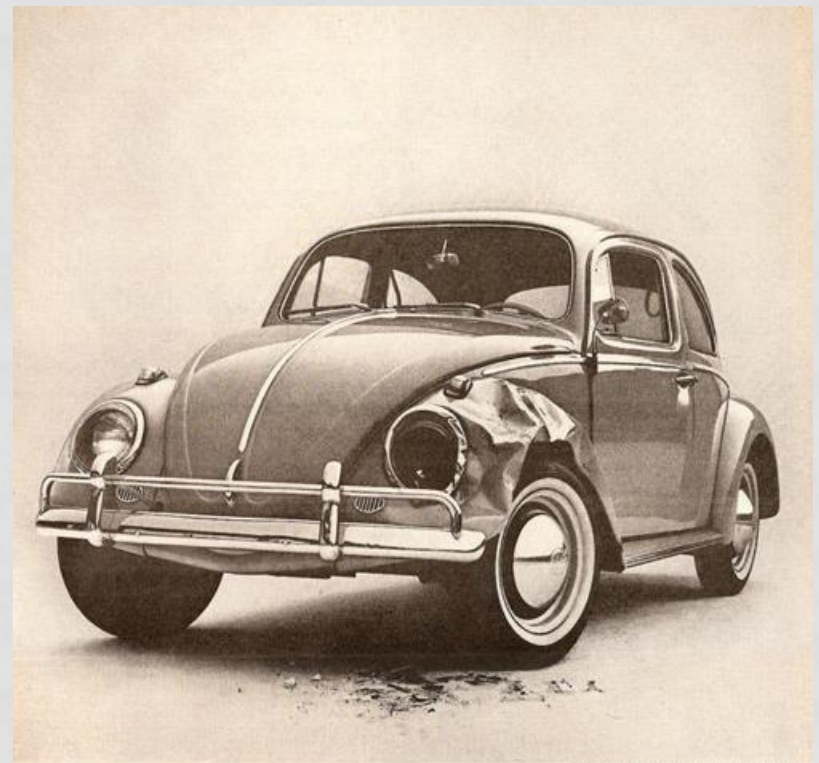
Get yourself a new pair of **Mr. Leggs**

THOMSON COMPANY, 1290 Avenue of the Americas, New York 19, N. Y.

- Dacron Legg's dress pants
- 1964
- "It's nice to have a girl around the house."

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 1964
- Volkswagen
- “...your wife will drive home one of the best reasons for owning a Volkswagen”



MANUFACTURER'S SUGGESTED RETAIL PRICE. © VOLKSWAGEN OF AMERICA, INC.

Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.

If your wife hits something in a Volkswagen, it doesn't hurt you very much.

VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with just ten bolts. For \$24.95* plus labor.

And a VW dealer always has the kind of fender you need. Because that's the one kind he has.

Most other VW parts are interchangeable too, inside and out. Which means your wife isn't limited to fender smashing.

She can job the hood. Graze the door. Or bump off the bumper.

It may make you furious, but it won't make you poor.

So when your wife goes window-shopping in a Volkswagen, don't worry.

You can conveniently replace anything she uses to stop the car.

Even the brakes.



BRIEF HISTORY OF WOMEN IN AMERICAN ADS



- Weyenberg Massagic
- 1974
- “Keep her where she belongs”

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 1970's
- “Nothing comes between me and my Calvins



Love's Baby Soft.
Because innocence is sexier than you think.

Love's Baby Soft® is that irresistible, clean-baby smell, grown-up enough to be sexy. It's soft-enticing. Pure and innocent. It may well be the sexiest fragrance around.

Love Cosmetics

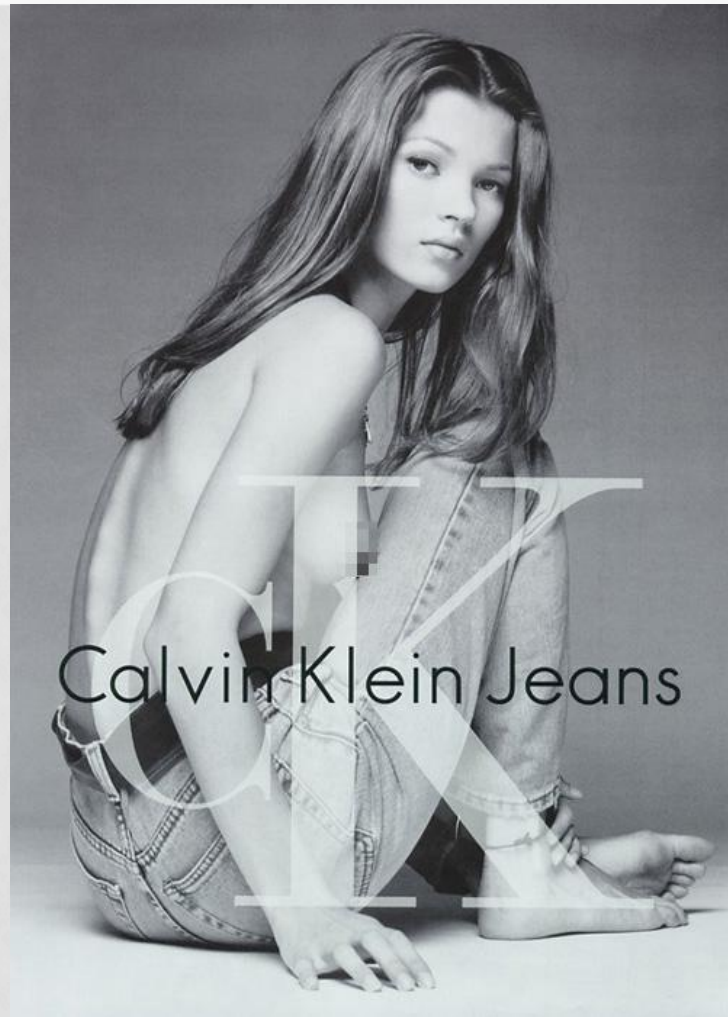
boredpanda.com

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 1982
- Enjoli Perfume
- “The 8-hour fragrance for the 24-hour woman.”



BRIEF HISTORY OF WOMEN IN AMERICAN ADS



- Calvin Klein
- 1992
- Kate Moss ads launch waifish “heroin chic” look

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 2009
- Ralph Lauren issued public apology after photoshopping this image of an already-thin model.



BRIEF HISTORY OF WOMEN IN AMERICAN ADS



- 2010
- Burger King
- “It’ll blow... your mind away”

BRIEF HISTORY OF WOMEN IN AMERICAN ADS

- 2013
- Jennifer Lawrence, new face of Dior: “Of course It’s Photoshop; People Don’t Look Like That.”



WHAT ARE THE POTENTIAL LEGAL ISSUES?

- Taste and decency in oversexualized imagery
- Stereotyping and degrading women
- Use of excessively thin models
 - Is this unfair and suggesting dangerous behavior?
- Use of photoshopping
 - Can this be a misleading or deceptive product demonstration?

HOW CAN THE ISSUES BE ADDRESSED?

- Laws – enforcement and regulation
- Self-Regulation
 - Overall or by particular industries
- Corporate Responsibility
- Reputation/Economics
 - AKA do not mess with the people largely responsible for household purchases

ENFORCEMENT

US REGULATORY APPROACH: FEDERAL TRADE COMMISSION

- Prohibits unfair or deceptive acts or practices in or affecting commerce
- A false, misleading, or deceptive advertising claim must be:
 - (1) a representation likely to mislead the consumer;
 - (2) the consumer's interpretation must be reasonable; and
 - (3) the representation must be material.



FEDERAL TRADE COMMISSION

- **Unfairness Enforcement:** FTC discontinued bike ads that showed kids riding bikes in unsafe conditions
 - Ads showed kids riding on rough, uneven roads and into streets without looking for oncoming cars
 - FTC banned ads to prevent consumers from imitating the behavior
- FTC ordered the bicycle manufacturer to produce bike safety messages to counteract the harm that may have already been caused by the unfair ads.



FEDERAL TRADE COMMISSION

- Is this unfair? Dangerous to young girls who might seek to emulate such a look?
- Not selected as priority for enforcement

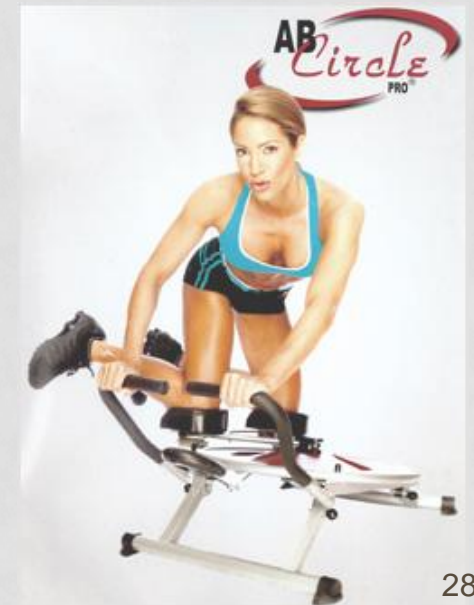


FEDERAL TRADE COMMISSION

- Pertschuk Commission “National Nanny”
- Geritol 1971 “My Wife I Think I’ll Keep Her”
- Tracy Westen BCP Director:
 - “The non-verbal cues translate into something like this: Take Geritol and your husband will love you. . . . It is highly unlikely that the Geritol manufacturers could prove that use of their product will inevitably generate a state of marital bliss.”
- No action (but a \$278K settlement, largest to that date, over “Cures Tired Blood”)

FEDERAL TRADE COMMISSION

- Other cases prohibit using images of women with or as a deceptive claim
- E.g., Jennifer Nicole Lee allegedly did not lose 80 lbs using the Ab Circle Pro
- EasyTone used talking boobs but allegedly did not improve gluteus tone up to 28%



FEDERAL TRADE COMMISSION

- This is not regulating how women are depicted in ads per se
- Just a version of Campbell's soup and marbles



INTERNATIONAL ENFORCEMENT



INTERNATIONAL CONVENTION ON THE ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN (1979)

Places an obligation on member states *“to take all appropriate measures to modify the social and cultural patterns of conduct of men and women, with a view to achieving the elimination of prejudices and customary and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for men and women”* - Article 5(a)



INTERNATIONAL INSTRUMENTS

Charter of the United Nations (1945)

"...reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small" - Preamble

REGIONAL LEGISLATION

European Convention on the Protection of Human Rights and Fundamental Freedoms (1950)

African Charter on Human and Peoples' Rights (1981)

Universal Declaration of Human Rights (1948)

International Covenant on Civil and Political Rights (1966)

International Covenant on Economic Social and Cultural Rights (1966)

... without distinction/discrimination of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.

WHY DO THESE MULTINATIONAL INSTRUMENTS ONLY CONTAIN GENERAL NON-DISCRIMINATION PROVISIONS?

- ❖ global cultural diversity
- ❖ the concept of morality and decency (which is a subjective concept) is nearly impossible to define objectively in legislation
- ❖ what qualifies as acceptable or decent advertising will differ from country to country
- ❖ the right to freedom of expression is also a fundamental human right

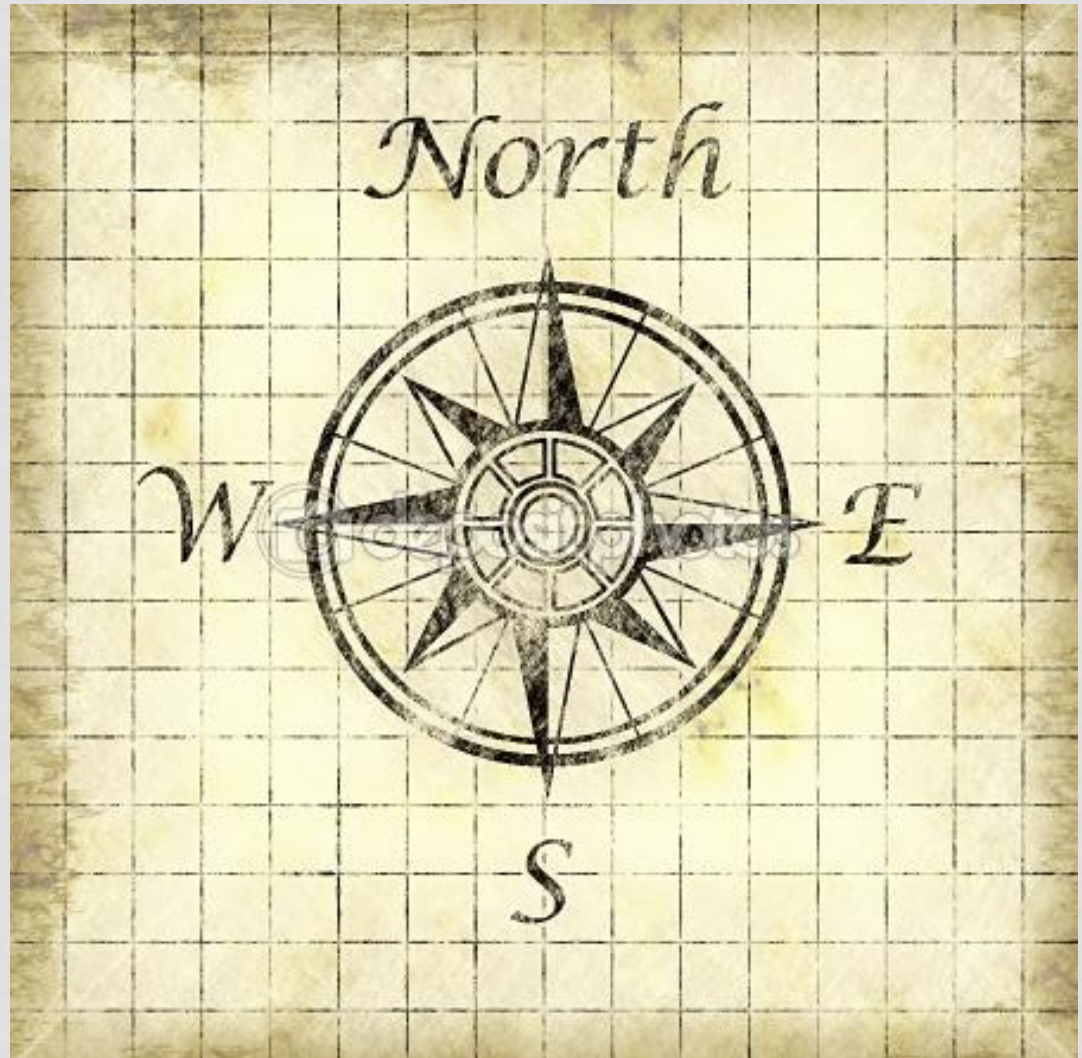


NATIONAL LEGISLATION



Most countries do not have legislation dealing specifically with the portrayal of women in advertising.

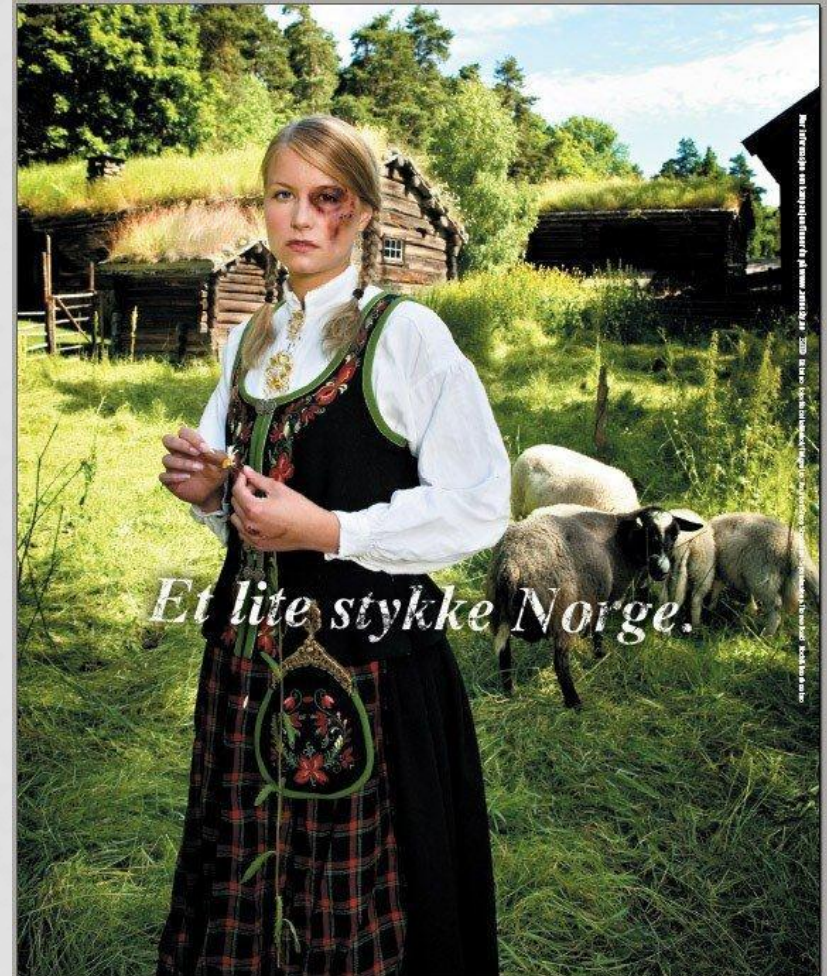
**COUNTRIES
THAT DO HAVE
LEGISLATION
DEALING
SPECIFICALLY
WITH THE
PORTRAYAL OF
WOMEN IN
ADVERTISING**



NORTH (NORWAY)

Marketing Control Act of 2009

“The marketer and the designer of the marketing shall ensure that the marketing does not conflict with the equality of the sexes and that it does not exploit the body of one of the sexes or convey an offensive or derogatory appraisal of women or men.” - Section 2



NORTH (SPAIN)

Organic Act 1/2004 on Integrated Protection Measures against Gender Violence

“In advertising, all materials must respect the dignity of women and their right to an image that is neither stereotyped nor discriminatory, whether such materials are on display in private or public communication media.” - Preamble

“advertising material that uses the image of women in a degrading or discriminatory manner shall be deemed to be illegal.” - Article 10

“The communications media shall work for the protection and safeguarding of sexual equality, avoiding any discrimination between men and women.” - Article 14



EAST

CHINA

Advertisement Law of the Peoples Republic of China (1994)



"The contents of an advertisement shall be conducive to the physical and mental health of the people, shall promote the quality of commodities and services, protect the legitimate interest of consumers, be in compliance with social morality and professional ethics, and safeguard the dignity of the State." - Article 7(1)

An advertisement shall not involve any of the following circumstances:

- violating the sound social morals;
- having information suggesting pornography; and
- carrying information of sexual discrimination. - Article 7(2)

WEST



v1_con_audio.mpg

COSTA RICA

Law Regulating Advertising that Uses the Image of Women

Prohibits the use of an image of women to promote sales in any demeaning form and exploiting women's sexuality.

Provides that any advertising that offends the dignity of the family, uses the image of women to promote sales or promotes sexist patterns in the community may be banned by the National Direction on Advertisement Control.

WEST

PANAMA

Law 4 of 1999 Establishing Equal Opportunities for Women

Provides that the State must promote a dignified image of women in the communication media and must avoid programs, writings, advertising images and stereotyped models implying superiority or inferiority of men or women.

NICARAGUA

General Law on Media and Social Communication

Provides that the media has an obligation to emphasize women's participation and action, to respect their dignity, and to not use them as commercial or sexual objects.

SELF-REGULATION

INTERNATIONAL APPROACHES TO SELF-REGULATION

ICC Code of Advertising and Marketing Communication Practice



Provides that marketing communications should:

- not contain statements or audio or visual treatments which offend standards of decency currently prevailing in the country and culture concerned - Article 2
- respect human dignity and should not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation - Article 4
- not denigrate any person or group of persons, firm, organization, industrial or commercial activity, profession or product, or seek to bring it or them into public contempt or ridicule - Article 12
- not contain any statement or visual treatment that could have the effect of harming children or young people mentally, morally or physically - Article 18

WHY SELF - REGULATION?

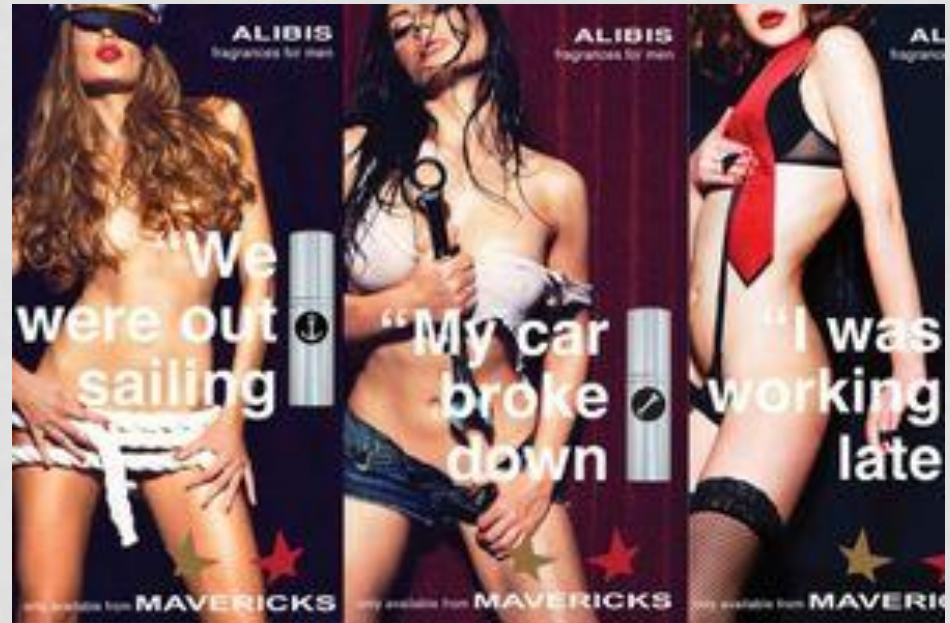
- SROs take the decency, morals and culture of the relevant society into consideration;
- SROs monitor changing community values and can amend the self-regulatory codes to reflect those values;
- the self-regulatory codes are implemented and enforced by the advertising, marketing and media industries that are responsible for the conduct of their own members;
- the complaints procedure is accessible and efficient to consumers and competitors; and
- the complaints procedure is time and cost effective compared to court action.

EXAMPLES OF SELF-REGULATION FROM THE SOUTH

SOUTH AFRICA

Code of Advertising Practice of the Advertising Standard Authority

“gender stereotyping or negative gender portrayal is not permitted in advertising, unless in the opinion of the ASA, such stereotyping or portrayal is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom.” - Clause 3.5 of Section II



ASA website: <http://www.asasa.org.za/>

AUSTRALIA



Australian Association of National Advertisers' Code of Ethics

advertising or marketing communications must:

- not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people; and
- treat sex, sexuality and nudity with sensitivity to the relevant audience. - Section 2

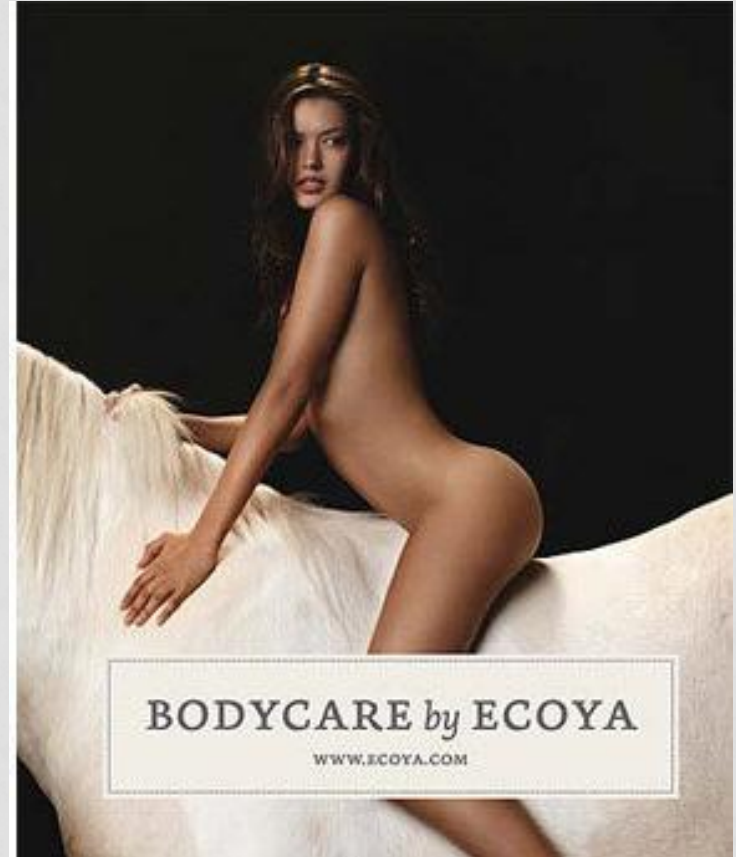
AANA website: www.aana.com.au

NEW ZEALAND

The Advertising Standards Authority Code for People in Advertising

advertisements should not:

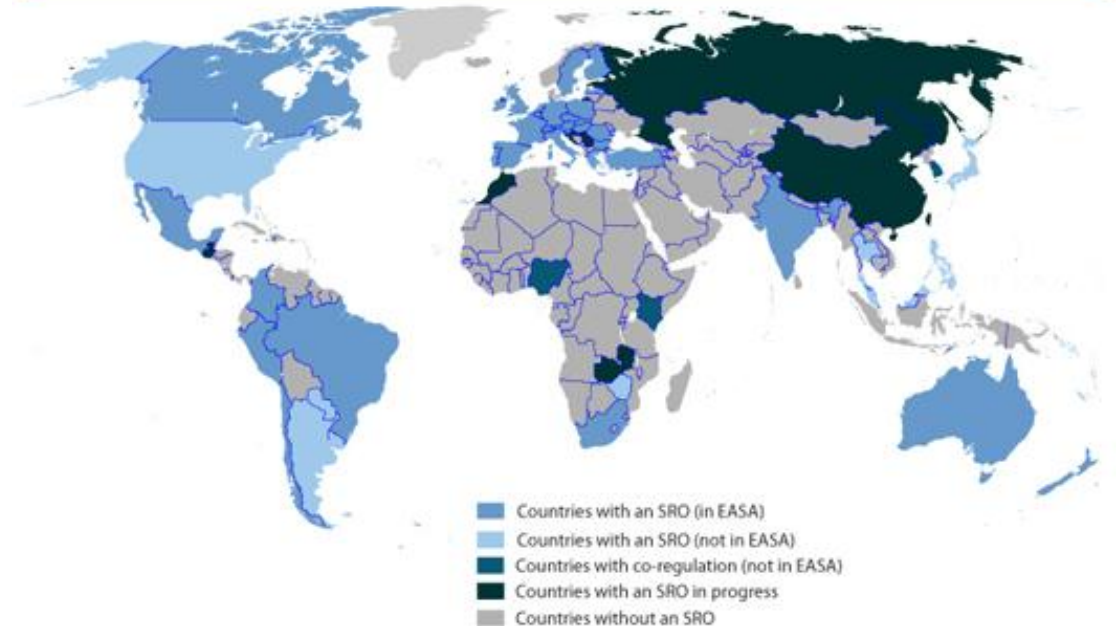
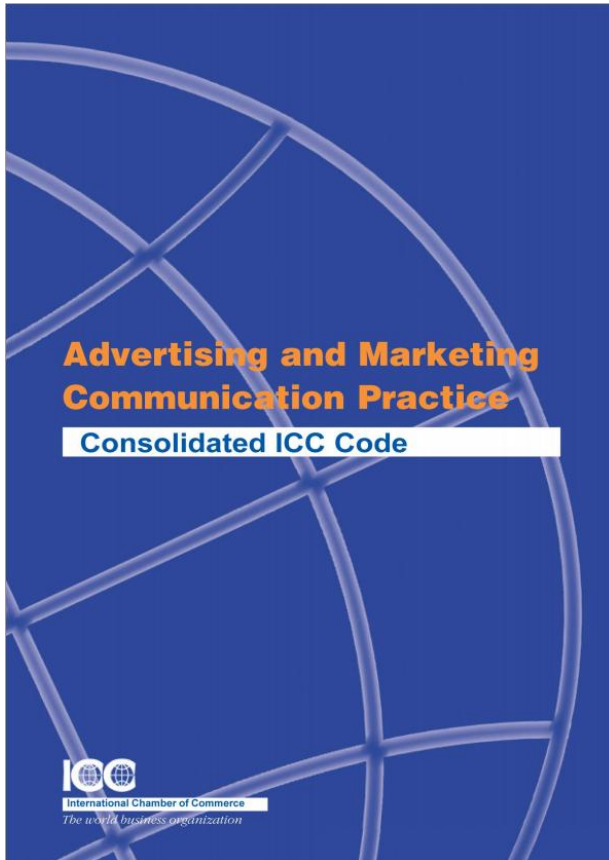
- use stereotypes in the portrayal of the role, character and behaviour of groups of people in society which, taking into account generally prevailing community standards, is reasonably likely to cause serious or widespread offence, hostility, contempt, abuse or ridicule - Clause 4; or
- employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people in society to promote the sale of products or services. In particular people should not be portrayed in a manner which uses sexual appeal simply to draw attention to an unrelated product - Clause 5



ASA website: www.asa.co.nz/

International and European self-regulation

ICC Code and European Advertising Standards Alliance



UK rules

Ads must not:

Contain anything that is likely to cause serious or widespread offence

Particular care:

Must be taken to avoid causing offence on the grounds of race, religion, gender, sexual orientation, disability or age

Ads:

May be distasteful without necessarily breaking the rules



Over-sexualised imagery

BROKEN YOUR POLE?



DON'T DESPAIR WE CAN REPAIR!

Crushed or broken sections, split or worn joints, full pole refurbishment. All repairs using high-grade carbon cloth and fully guaranteed.

Please call us on:
0775 967 8774

Or visit
www.polerepairs.co.uk
E-mail: esselle@polerepairs.co.uk



“It’s the perfect image. Women will be influenced. I know a lot of people who would be bothered by it.” (Female, ASA research in Cardiff, Wales 2010/11)

Stereotyping and degrading



“Hello Kitty – all girls favourite! Batman – boy band-aid of the year!”

“They put a half-naked woman there to sell cars. It’s degrading to the femininity of women... objectification of women is part of western culture.” (Male, ASA Harm & Offence research 2012)



Excessively thin models



“All the celebs are all so skinny and thin and you feel like you have to look a certain way just for society to accept you nowadays.” (Female, ASA Harm & Offence research 2012)

Photoshopping



"It's like false information... this face cream made me look 20 years younger, 80% of all women agree... it's been tested on 20 women who are 30 years old." (Female, ASA Harm & Offence research 2012)

Working with industry



A societal debate

“When was the last time you saw any model with any blemish at all?” (Male, ASA Harm & Offence research 2012)



Guy Parker

Chief Executive of the Advertising Standards Authority

GET UPDATES FROM GUY PARKER



Body Confidence - Is It Time To Regulate?

Posted: 29/11/2012 00:00

React > **Amazing** Inspiring Funny Scary Hot Crazy Important Weird

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Digital fakery. Airbrushing. Perfect models with perfect make up, their perfect figures clad in perfect clothes. This imagery is everywhere and it's having a damaging effect on women and girls, who simply can't attain the unrealisable ideal.

So said the public, parents and children we spoke to as part of the ASA's recent research into public perceptions of harm and offence in advertising. As the UK's advertising regulator, the body confidence issue raises a number of challenges, not least what role we should play. There are calls for regulation: bans; restrictions; kitemarks. But is regulation really

the answer?

Our research said the public considered the effect of idealised imagery on body confidence to be a problem across all media - TV, film, music videos. Advertising, for its part, was seen as exacerbating the problem because of its role selling products and brands. Even when respondents didn't think 'idealised' imagery affected them, they worried how it might affect others.

Despite that, respondents didn't want to see individual ads banned. Indeed, when asked about ads that had bothered them, just 2% of 11-16 year olds identified one that had made them feel bad about themselves. Instead, what we heard was a general concern about the cumulative effect of

US APPROACHES TO SELF-REGULATION

- “The fabulous thing about self-regulation is that they can address things that couldn’t be touched by a government agency because of the First Amendment.”
 - Janet Evans, Federal Trade Commission

THE FIRST AMENDMENT
CONGRESS SHALL MAKE NO LAW RESPECT-
ING AN ESTABLISHMENT OF RELIGION, OR
PROHIBITING THE FREE EXERCISE THEREOF;
OR ABRIDGING THE FREEDOM OF SPEECH, OR
OF THE PRESS; OR THE RIGHT OF THE PEOPLE
PEACEABLY TO ASSEMBLE, AND TO PETITION THE
GOVERNMENT FOR A REDRESS OF GRIEVANCES.

US SELF-REGULATION: NAD/CARU

- “Complaints regarding . . . Questions of taste and morality . . . Are not within NAD/CARU’s mandate.”
2.2.B(vi) NAD/CARU Policies and Procedures
- CARU’s guidelines for ads directed to children counsel to “avoid social stereotyping and appeals to prejudice” but no recent cases looking at gender issues



US SELF-REGULATION: NAD



- CoverGirl discontinued ad after NAD monitoring case
- Disclosure read “lashes enhanced post production”
- Expressly followed ANA rationale with Lancome ad Maybelline ads in UK.

**DISTILLED
SPIRITS
COUNCIL
OF THE
UNITED
STATES**



**DISCUS Code of Responsible Practices
Foundation of Guidance, Standards, Enforcement**

OVER 78 YEARS OF ADVERTISING SELF-REGULATION

CORPORATE RESPONSIBILITY

CORPORATE RESPONSIBILITY

Kellogg Company: Worldwide Marketing & Communication Guidelines

“Advertising is a means to build our brands, and we are committed to advertising that is truthful and not misleading to consumers. All of our communication will reflect the good taste, fair practice, and objectivity that guide our corporate actions.”



CORPORATE RESPONSIBILITY

Kellogg Company: Worldwide Marketing & Communication Guidelines

“We will place our advertising in an environment that reflects the positive image of our brands. We will not sponsor or place advertising ... where the strategy for attracting viewers relies on exploiting violence or sex, or encourages offensive behavior to others... taking into account local market standards and practices.



CORPORATE RESPONSIBILITY

Kellogg Company: Worldwide Marketing & Communication Guidelines

“Avoid negative gender stereotyping (i.e., the female seductress, the dumb male jock, the female characters in subservient roles to the male characters.”



1940'S KELLOGG'S MOM

SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!

GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING—AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS

Kellogg's PEP
VITAMIN-ENRICHED
16% BLENDED FLAKES

Vitamins for pep! PEP for vitamins!

boredpanda.com

MY LITTLE WIFE IS A VERY CLEVER WOMAN!

BREAKFAST WAS ONCE A PROBLEM AT OUR HOUSE.

AW, HECK, I DON'T WANT TO EAT.

YOU MUST...

I'M NOT HUNGRY EITHER.

WHAT A DIFFERENCE NOW!

MORE, MOTHER.

PLEASE PASS THE MILK.

I GIVE MY WIFE CREDIT!

YES, MY FAMILY ENJOYS BREAKFAST NOW.

KELLOGG'S CORN FLAKES REALLY TASTE GOOD!

Switch to something you'll like!

● Get flavor in your breakfast— with these crisp toasted flakes that taste so delicious! See how extra-fresh they are, too! See how they “harmonize” with fresh, frozen, cooked or canned fruit. But for real enjoyment, insist on genuine Kellogg's!



1960'S KELLOGG'S MOM

Rings the bell at breakfast

Kellogg's
**CORN
FLAKES**

"The best to you each morning"

Best liked (*World's favorite*)
Best flavor (*Kellogg's secret*)
Worst to run out of

Kellogg's CORN FLAKES

TODAY'S KELLOGG MOM

The screenshot shows the Kellogg's website in a Microsoft Internet Explorer browser window. The address bar displays http://www.kelloggs.com/en_US/home.html. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The website's navigation bar is red and contains links for "Get savings, news and offers from Kellogg. Sign up or Log in", "Manage My Account", "Where to Buy", "Contact Us", and "Compare 0". Below this is a secondary navigation bar with "Company Site", "English", "Text Size", and a search box. The main content area features a large banner with a smiling woman and child. The text on the banner reads: "Simply popped from real corn." followed by "Pour a bowl and enjoy popped corn goodness with a touch of irresistible sweetness." and a "Learn More" button. A box of Kellogg's Corn Pops cereal is shown in the bottom left of the banner. The footer of the website has four sections: "Have a Taste of Great", "Be Better Together", "Feed Your Curiosity", and "Go Places". The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the date 2/20/2013 and time 2:33 PM.

AND TODAY'S MR. MOM

Kellogg's Official Website | Breakfast, Snacks, Recipes, Cereal - Microsoft Internet Explorer provided by Venable LLP

http://www.kelloggs.com/en_US/home.html

Case Reports Search | Advertis... Kellogg's Official Website ... Corn Pops®

File Edit View Favorites Tools Help

Get savings, news and offers from Kellogg. Sign up or Log in Manage My Account Where to Buy Contact Us Compare 0

Kellogg's

Our Brands Nutrition Offers & Promotions Recipes What We Believe Who We Are

Company Site English Text Size Search

Get more from your favorites

Redeem Kellogg's Family Rewards™ codes found inside specially marked packages for awesome rewards. And to sweeten the deal, we're giving away FREE GROCERIES daily.

View details and Official Rules at KelloggsFamilyRewards.com

Get Started

Have a Taste of Great Be Better Together Feed Your Curiosity Go Places

Start [Taskbar icons] 100% 2:30 PM 2/20/2013

1980'S KELLOGG'S SPECIAL K



TODAY'S SPECIAL K

The screenshot shows the Special K website interface. At the top left is the Special K logo. The navigation menu includes 'PRODUCTS', 'MY SPECIAL K™', 'RECIPES', and 'SOCIAL'. A search bar is located on the right side of the navigation bar. The main content area features a large central graphic with the text 'WHAT WILL YOU gain WHEN YOU LOSE?'. Below this text, it says 'CONFIDENCE. PASSION. JOY. Tell us what you want to gain.' and 'Upload your picture and goal to the "What Will You Gain Gallery" and watch a motivational video starring you!'. There is a 'GET STARTED HERE' button and a 'WATCH A SAMPLE VIDEO' link with a small video thumbnail. Surrounding the central graphic are several smaller images of women holding signs with words like 'Agitation', 'Pleasure', 'Stress', 'Sleek', and 'Delight'. On the right side, there are sections titled 'BROWSE THE GALLERY' and 'THE GALLERY' with more images of women holding signs.



HEALTH ▸ HYGIENE ▸ HOME

ANA Advertising Law and Public Policy Conference

Beverly R. Porway, Associate General Counsel,

**North America and Food and Europe/North America
Marketing Counsel**

Reckitt Benckiser

March 19, 2013



HEALTH ▸ HYGIENE ▸ HOME

Lysol® Brand Products Since 1923.....

Once upon a time....

“Let your husband keep the real, beloved you! Be confident of your intimate feminine hygiene – not troubled with uncertainty . . .another you!

That Other You Could End Your Marriage!



Let your husband keep the real, the beloved you!
Be confident of your intimate feminine hygiene—not troubled with uncertainty . . . another you!

YOU make sure you keep your feminineness when you douche regularly with "Lysol!"

"Lysol" cleanses the vaginal canal even in the presence of mucous matter. No makeshift like soap, salt or soda can possibly act the same way!

"Lysol" is the famous disinfectant with amazing, proved power to kill germ-life quickly on contact!

Yet, gentle, non-caustic "Lysol" will not harm delicate tissue. Correct douching

solution in the simple direction of the bottle. Many doctors advise patients to douche regularly with "Lysol," just to insure daintiness alone, and to use it as often as needed. No greasy aftereffect.

Never take chances! Never let neglect create a "dual personality" . . . another you, full of doubts, misgivings and inhibitions! Don't ever let that other you destroy your precious love!

Get "Lysol" brand disinfectant today, and use it regularly.

Preferred 3% over any other liquid preparation for Feminine Hygiene!

"Lysol"
Brand Disinfectant

FREE! EXPERT MODERN ADVICE ON FEMININE HYGIENE!

Harriet Dean
Lohs & Fink Products Corp.
Box L-5010, Bloomfield, N. J.

Please send me, in plain envelope, a FREE copy of booklet, prepared in collaboration with a leading gynecologist, entitled, "Don't Depend on Himselves."

Name _____
Street _____
City _____ State _____

Product of Lohs & Fink



167

Preferred 3% over any other liquid preparation for Feminine Hygiene!

"Lysol"
Brand Disinfectant

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Lysol® Brand Products Since 1923.....

Once upon a time....

“The world does not pity the
Business Widow...”

The American Magazine 81

“Detained at the office... again!”

THE world does not always pity the “business widow.” She, too, may be the result of the wife’s neglect of herself.

For youth and health need not fade with marriage. Modern science provides a simple protection: Sane habits of living, plus the proper practice of feminine hygiene.

But do not experiment in so vital a matter as personal hygiene. Use the disinfectant which is safe and certain.

“Lysol” Disinfectant, for over 30 years, has been the standard with physicians, nurses and fastidious women. It is reliable. Its strength never wanes. And it cleans as it kills germs.

Send for the booklet offered below. It was written for women by a woman physician. It is frank and explicit and tells what feminine hygiene really is. It should be read by every woman.

Just mail the coupon to us and this booklet will be sent to you, free.

Made by Lysol, Incorporated, a division of Lohs & Fink Products Company - Sole distributors, Lohs & Fink, Inc., Bloomfield, N. J.

Lysol
Disinfectant

“Lysol” Disinfectant is sold only in the brown bottle packed in the yellow carton.

Clip the coupon now before you forget

LYSOL & FINK, Inc., 345 Broadway
Department 11, New York

Please send me, free, your booklet,
“The Scientific Side of Health and Youth”

Name _____
Street _____
City _____ State _____

Lysol® Brand Products Since 1923.....

“Say, you’re right in fashion..

New chores...

You’re stronger now?...”

MEMO To a Brand New Mother
(But any Mother can peek)

1. Say—you're right in fashion, having a baby this year! But with so many doctors one in the service, your doctor's going to be plenty busy. So help him to help you, by following his instructions to the letter. And keep your house clean as a hospital, to fight germs to Baby's health.

2. Hospitals know how! With the welfare of precious babies concerned, many leading hospitals fight the danger of germ-infection by using Lysol disinfectant in cleaning water. So, when you bring Baby home from the hospital, disinfect as you clean, with Lysol, as the hospital probably did.

3. New chores are easy this way. Clean the diaper pail every day with a disinfecting, germ-killing Lysol solution (½ tablespoon to each gallon of water). Add Lysol (same quantity) to the water when you launder Baby's diapers, towels, bedding, etc. Lysol has such a clean, close odor—makes you feel safe.

4. You're stronger now? Mop nursery, bathroom and kitchen floors once a week with Lysol solution. Remember, germs which may endanger your baby may be prevalent around plumbing. Don't rely on "bleaching compounds" and bleaches alone! Lysol gets the germs and dirt, at the same time. It's soapy in nature, makes cleaning easier, too.

5. Another precaution against disease germs—disinfect Baby's toilet seat, as well as the family's, once a day with Lysol solution. Mix 2½ tablespoons of Lysol with each gallon of water. Notice how Lysol helps remove stubborn stains.

6. Even tiny scratches from sharp little fingernails or safety pins should be washed at once with Lysol solution to help safeguard against needless infection. Mix 2 teaspoons of Lysol in 1 pint lukewarm water. Apply lightly with sterile cotton.

7. That pink-cheeked darling really yours? You bet he is... yours to love and cherish always. So guard him well, Mother! Fight germs the "hospital way"—with Lysol. Economical because it's so concentrated—you dilute it with water. Get Lysol today at any drug counter.

DISINFECT AS YOU CLEAN WITH
Lysol Disinfectant
Keep one bottle in the Bathroom
one in the Kitchen

FREE Send for "War-time Manual for Housewives"—a book packed with information on guarding against wartime disease, baby care, sickness care, first aid, and precautions—timely wartime guidance every family needs now.
(Price Coupon on Penny Postcard)
Lysol & Pink Products Corporation, Dept. W.H.C.-1043
583 Fifth Avenue, New York 15, N. Y.
Send me free "War-time Manual for Housewives".
Name _____
Address _____

© Copyright, 1943, by Lysol & Pink Products Corp.
Woman's Home Companion 51



Derogatory or a reflection of the times and culture?

- Women were shown as objects
- Only purpose was as a wife to serve the husband, or mother to cook and clean.
- When working, women were “business widows”.
- Derogatory? Or reflection of the times and culture?
- CULTURAL.....global differences can be seen in global advertising...

POWER OF THE CONSUMER

- Boycotts of companies with sexist ads
 - 1994 BAM (Boycott Anorexic Marketing) campaigns v. Diet Sprite and Calvin Klein
 - Breakupwithgodaddy.com
- Most stats* say women are responsible for 80%+ of consumer buying decisions in the US
- 75% of women identified as “primary shoppers” in their households
- 78% of women use the Internet for product information before making a purchase

• [*http://online.wsj.com/article/SB10001424052748703521304576278964279316994.html](http://online.wsj.com/article/SB10001424052748703521304576278964279316994.html)

POWER OF THE CONSUMER!



We see beauty all around us.

At Dove® we want to help free ourselves and the next generation from beauty stereotypes. It's this message that's at the heart of our Campaign for Real Beauty and Self-Esteem Fund, and it's why we continue to create thought-provoking ads, confidence-building programs and messages that embrace all definitions of beauty.

We've reached almost 2 million lives through the Dove Self-Esteem Fund so far. Our goal is to reach 5 million by 2010. Won't you help us?

[LEARN MORE ABOUT THE CAMPAIGN >](#)
[LEARN ABOUT THE DOVE SELF-ESTEEM FUND >](#)

POWER OF THE CONSUMER?



POWER OF THE LAWYER?

- American Apparel “The Next BIG Thing” contest invited size 12 women to upload photos and the one with the most “XLent” votes winning a modeling contract
- Nancy Upson, offended by the contest’s offensive verbiage, submitted photos of herself e.g., bathing in Ranch dressing.
- While she was the winner by popular vote, she was not selected as American Apparel’s model

