



МЕДИЦИНСКИ УНИВЕРСИТЕТ – ПЛОВДИВ
ФАКУЛТЕТ „ОБЩЕСТВЕНО ЗДРАВЕ“

КАТЕДРА „ОБЩЕСТВЕНОЗДРАВНИ НАУКИ“

Лекция №6

МОРАЛНИ АСПЕКТИ НА РЕКЛАМАТА

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МОРАЛНИ АСПЕКТИ НА РЕКЛАМАТА

- ✘ Морално допустими граници на влияние върху потребителя
- ✘ Познавателно влияние

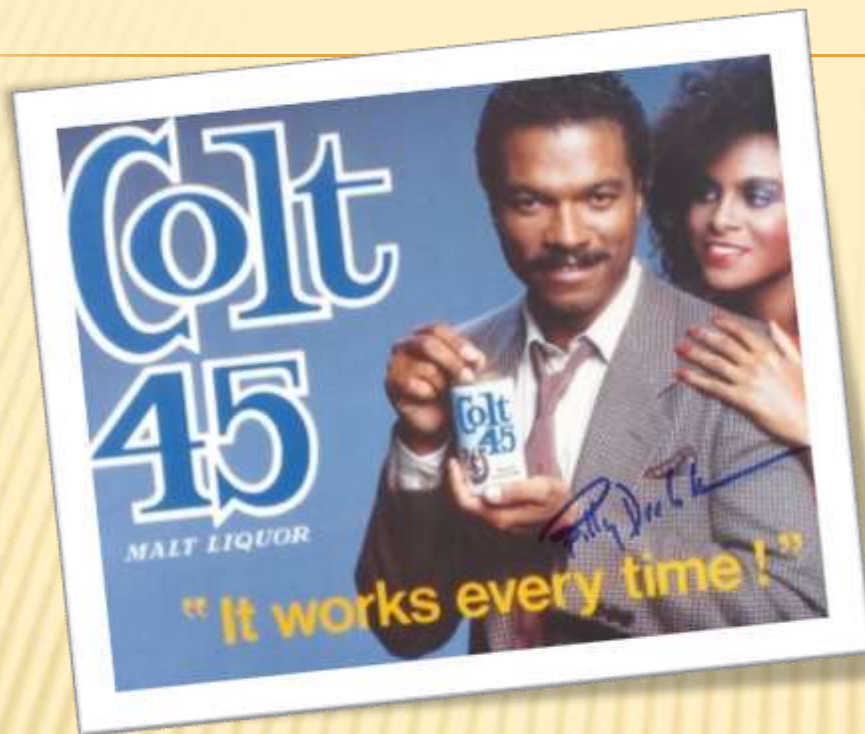


- ✘ Афективно влияние

УЯЗВИМОСТ НА ПОТРЕБИТЕЛЯ

- ✘ **Познавателна (когнитивна) уязвимост** – когато способността на лицето да прецени информацията е недостатъчно развита – *напр. при деца.*
- ✘ **Мотивационна уязвимост** – когато лицето не може да устои на обичайни изкушения, заради личностовите си характеристики – *напр. тинейджъри.*
- ✘ **Социална уязвимост** – когато личните обстоятелства правят лицето по-малко способно да устои на конкретни изкушения – *напр. „пазарно неграмотната“ група лица, които се характеризират с ниски доходи, необразованост и наивни разбирания за света.*

ЗАДАЧА



Случаят с бирата на Heileman, стр. 50



- ❖ За какъв тип уязвимост на потребителя става дума в случая?
- ❖ Дайте примери за реклами, които сте гледали или чели напоследък и са били насочени към уязвими групи.

ОПРЕДЕЛЕТЕ ТИПА НА РЕКЛАМИТЕ



RISK AN EARLY DEATH, JUST DO NOTHING

Most of 200 kids who grew up to have unhealthy amounts of fat in their bodies even if you think they look healthy today, actually could die of obesity related illness before 18 months. That's diabetes or cancer.

So make sure your kids are active for an hour a day. Reduce their screen time. For help and advice visit 4yearsolds.org.uk





All men are not equal.
Neither are their razors.





ОПРЕДЕЛЕТЕ ТИПА НА РЕКЛАМИТЕ



РЕКЛАМИРАНЕ НА ЦИГАРИ

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool mildness, pack after pack, and a flavor unmatched by any other cigarette. Make this sensible man: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as you usually smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!





For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).



20,679^{*} Physicians
say "**LUCKIES**
are *less irritating*"

"It's toasted"

Your Throat Protection against irritation against cough

I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have — Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

with RONALD REAGAN
starring in "HONG KONG" a First
Thomas Paramount Production
Color by Technicolor



CHESTERFIELD Buy the beautiful Christmas-card carton

РЕКЛАМИРАНЕ НА ЦИГАРИ

To keep a slender figure
No one can deny...



Reach
for a
LUCKY
instead of a
sweet

"It's toasted"
No Throat Irritation—No Cough.

Doctors report on **PHILIP MORRIS**

PROVED FAR LESS IRRITATING TO THE NOSE AND THROAT!

WHEN SMOKERS CHANGED TO PHILIP MORRIS,
EVERY CASE OF IRRITATION OF NOSE OR
THROAT—DUE TO SMOKING—EITHER CLEARED
UP COMPLETELY, OR DEFINITELY IMPROVED!
—Facts reported in medical journals on clinical
tests made by distinguished doctors . . . proving
this finer cigarette is less irritating—safer—for the
nose and throat!

CALL FOR
**PHILIP
MORRIS**



Finer flavor—less irritating—America's **FINEST** Cigarette

ОПРЕДЕЛЕТЕ ТИПА НА РЕКЛАМИТЕ



Unhealthy choice



Healthier choice



ПОЗИТИВНИ ПОСЛАНИЯ НА РЕКЛАМИТЕ

✘ Идентифицираща функция





- wrinkled?
- wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  Dove



- grey?
- gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  Dove

Don't manipulate our perceptions of real beauty.

@DoveCanada #DovePositiveChange
(Just Undo to go back)



BEFORE




AFTER



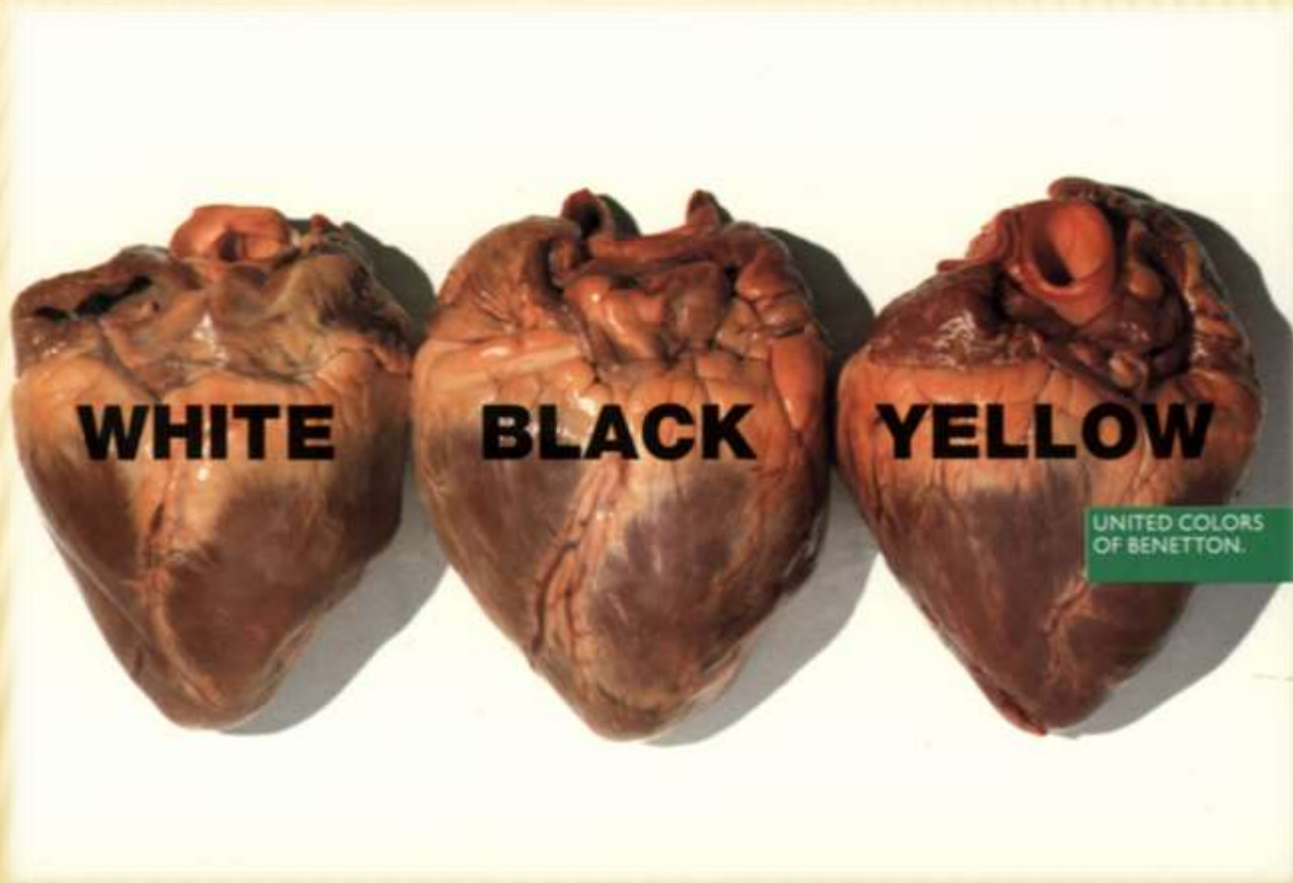
- fat?
- fit?

Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.co.uk  Dove

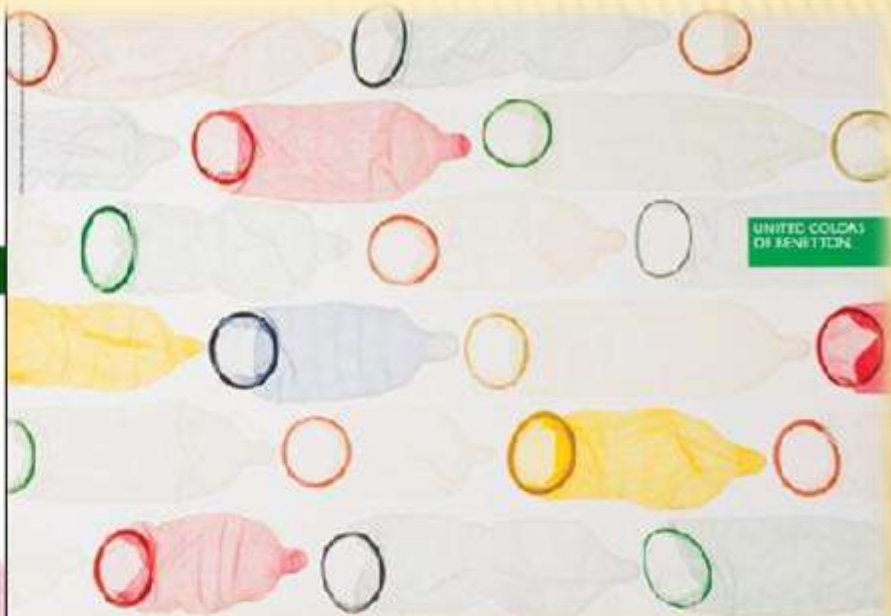


Компанията **United Colors of Benetton** през последното десетилетие разгръща няколко силни и същевременно спорни рекламни кампании. Разгледайте няколко от тях и ги коментирайте.





UNITED COLORS
OF BENETTON



UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.
WE OWN YOU.
(and them)



UNITED COLORS
OF BENETTON