

Mktg3000



**ASSIGN
BUSTER**

[Your Ethical dilemma in media and advertisement is one of the major concerns of the regulatory bodies. In order to maximize the viewership of the advertisements and to differentiate them amongst competition in today's environment of the fragmented media, ad agencies are constantly trying to bring out-of-box ideas to illuminate their presence and attract more customers to the brand. This sometimes leads the companies into often misguiding the customers or even promotes the brands in an unethical way. Unethical advertising attempts to attract the customers through controversial and sensitive societal issues such as encouraging drinking, unethical ways through which the brand could be used; gaining their attention and hence, producing a strong recall of the brand. In Centraal Beheer Insurance Company's advertisement of Adam and Eve in the given source, Adam is depicted as a homosexual. Being the only couple in heaven, the despair in Eve's character is shown after which, the brand name appears, giving the message that the risks and mishaps need to be insurance. Besides the message, the ad itself would be distasteful for the homosexual individuals. Besides this, the ad touches a controversial aspect of the society which may not be welcomed by the masses. Not only this, Adam and Eve also hold religious importance being the first humans on earth therefore, the idea of depicting Adam as a homosexual may also prove to be obnoxious for those who hold religious and social values. Bibliography YouTube. com, "BANNED Adam and Eve, the gay version". YouTube. com. 30 May 2008. Web. 2 May 2011. <http://www.youtube.com/watch?v=zKAW96N-Vms&feature=related>