

Marketing



Without a doubt, Marketing has been a focal point for almost every organization as it promotes and shows their products in various ways. Marketing is unique in its aspect as it can perfectly appeal to its audience. One of the prime examples of unethical advertising can be clearly displayed via the commercials of saunabelt. The saunabelt is a fancy gadget that contains heating pads that is supposedly proven to “sweat off inches.” However, the device has no impact in an individual’s body fat index as science indicates that the device transfers the shift of water in the body to give an illusion of fat loss. The advertising team understands that self-image is an important concept that individuals possess. In the modern society, the concept of body image is highly romanticized in society. People are extremely aware of their body image and will do anything to look appealing for the interest sex. In order to promote their product, the commercials use all sorts of fancy computer imaging techniques and animations to create an illusion that fat loss is actually occurring. The advertisement completely crosses the limits as it shows obese models strapping the belts and then actually feeling it “working.” The commercial never states the fact that the product is proven to eliminate or even reduce fat. The question remains—is it legal? Yes, but it is absolutely unethical as it hurts consumers in various ways. First and foremost, the commercial is detrimental towards consumers because it promotes wrong advertisement as it never states that it supports fat loss, but rather an illusion of a temporary water loss. Secondly, the advertisement claims that “results are not typical.” However, it is certain that the companies prey on their consumers that these so-called transformations will leave their audience in awe and will attract them to buy the product. Clearly, that is unethical. Lastly, consumers are given wrong

information and data about these products. Most of the models that are in these commercials are avid fitness experts, who have taken time to perfect their physique. Lastly, saunabelt is hurting consumers By merely showing the audience that these models used their equipment for a day is undoubtedly false and deceiving. Works Cited " The Ethics of Weight-Loss Commercials." Ethics Scoreboard. N. p., n. d. Web. 2 May 2011.