

Taste and Decency in Advertising

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Global Advertising Lawyers Alliance

November 2007



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France - Perrier



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Globalization

vs.

Parochialism



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Competing Policies

Sense of Sovereignty

Free Market

Economic Priorities

Harmonization

Consumer Protection

Social Control

Protectionism

Morality and Religion

Safe Harbors

Balance of Trade



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Enforcement

Government Controls

Self-Regulation

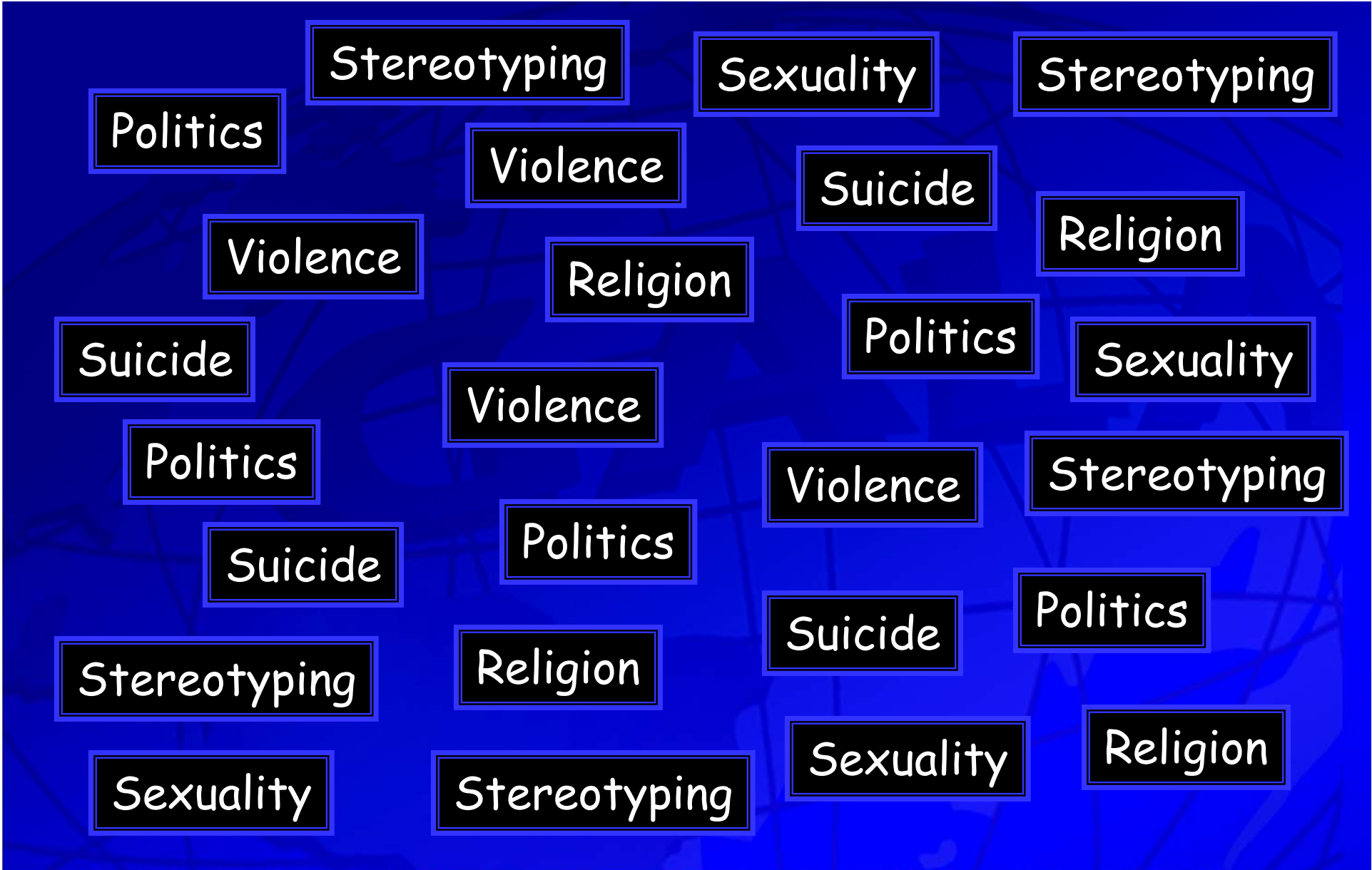
Consumer Groups

Civil Litigation



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Violence



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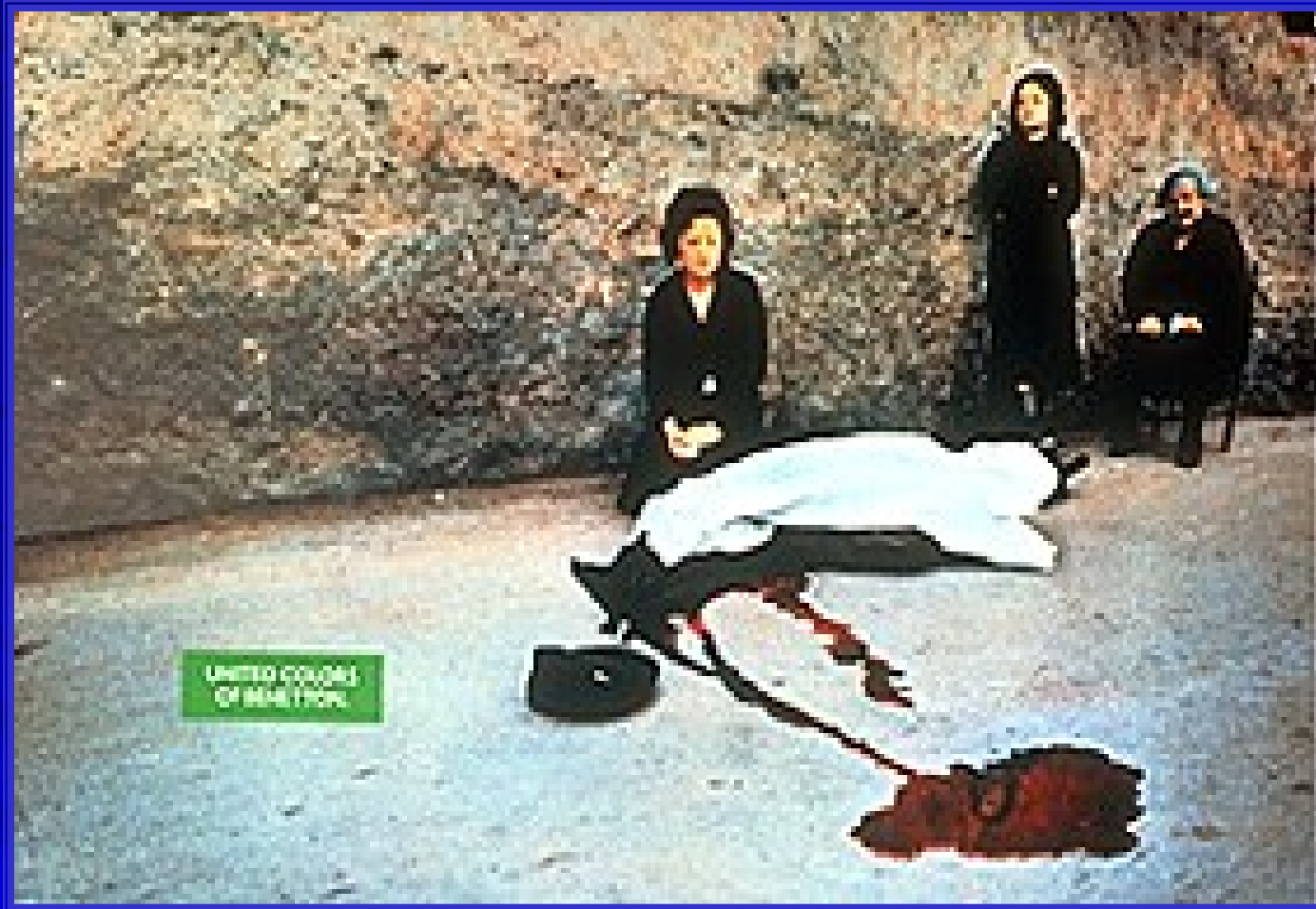
Finland - Benetton



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Italy - Benetton



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China - Pepsi



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Daimler Chrysler - Brazil



"A man who is really a man does not honk. He frightens the car ahead"



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United States - Nike Chainsaw



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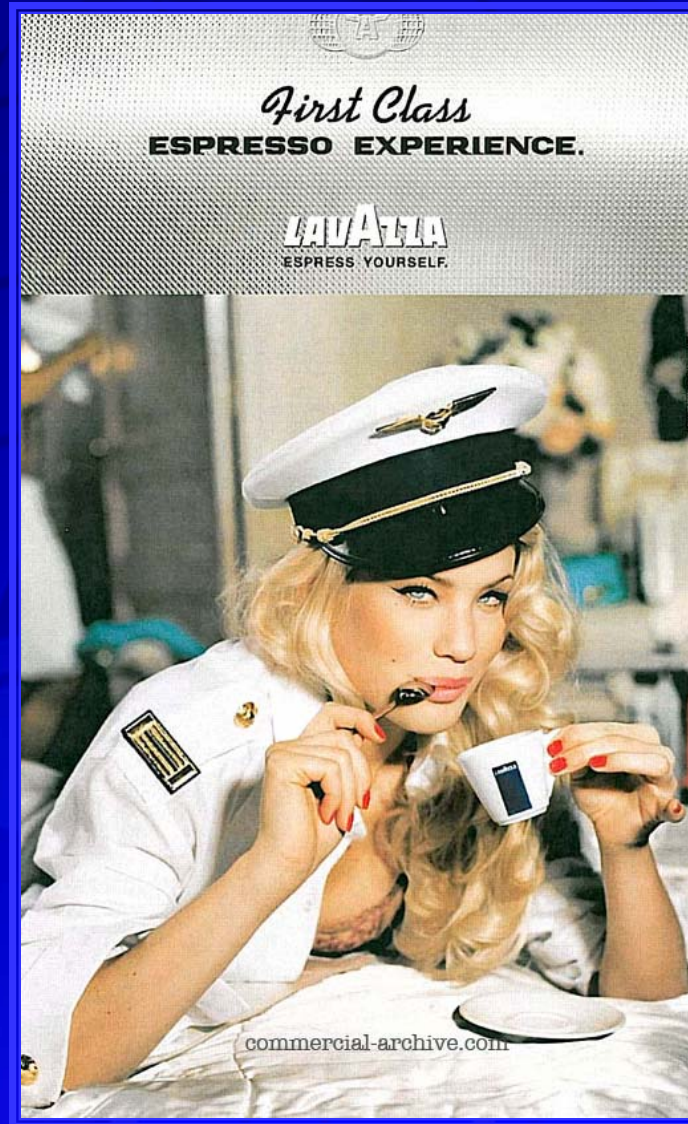
Stereotyping



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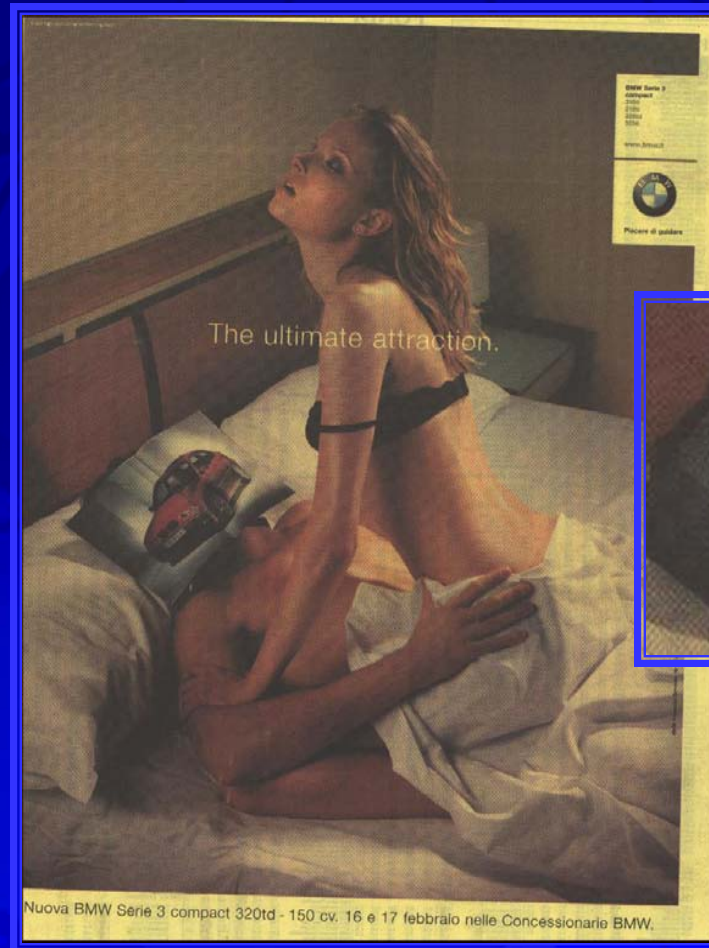
Sweden - Lavazza



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Italy - BMW



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United Kingdom



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Sweden - McDonalds



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Czech Republic - Centrum



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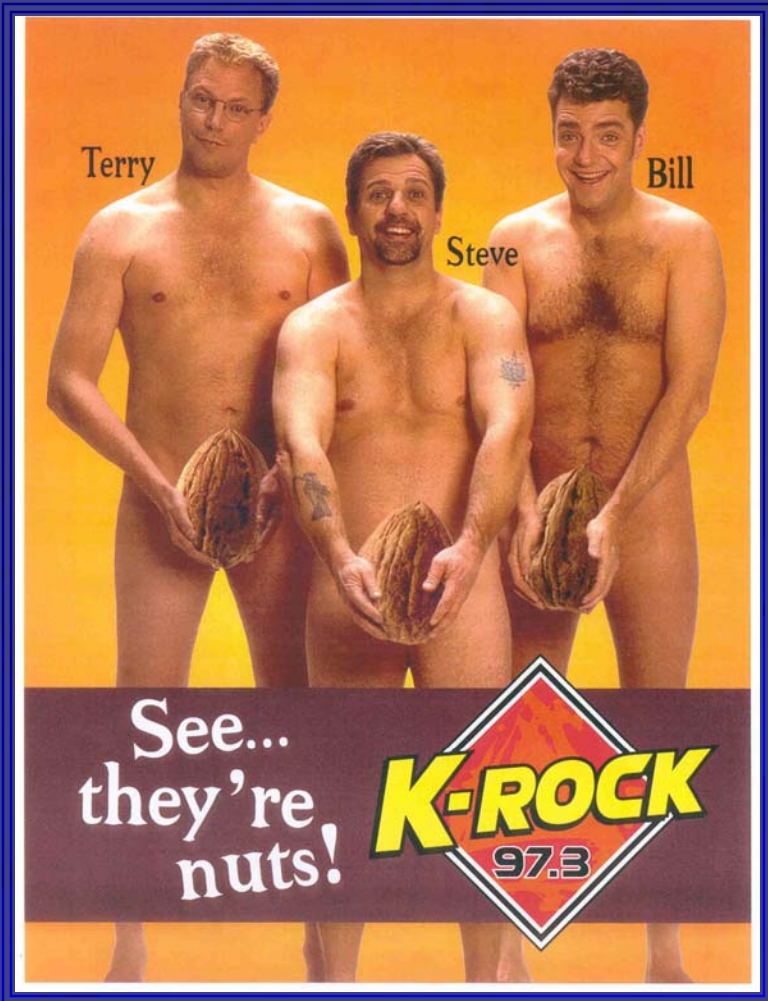
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Sexuality



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Canada



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Canada - Canadian Light



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Australia - Lee Jeans



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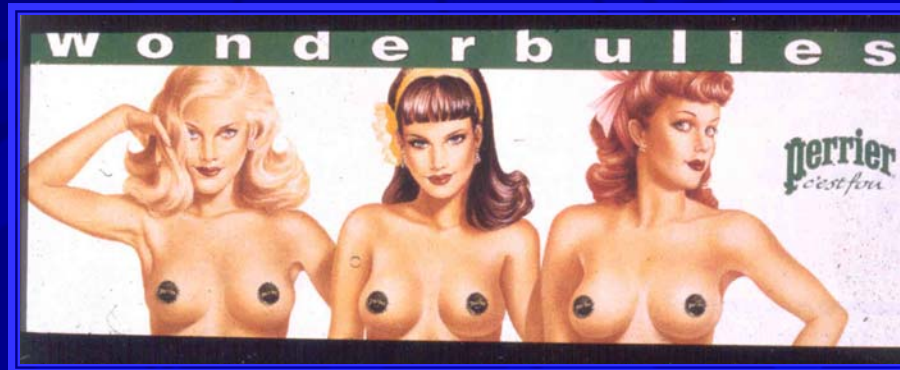
Europe - YSL



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United Kingdom - Outdoor



Outdoor Billboards - Banner



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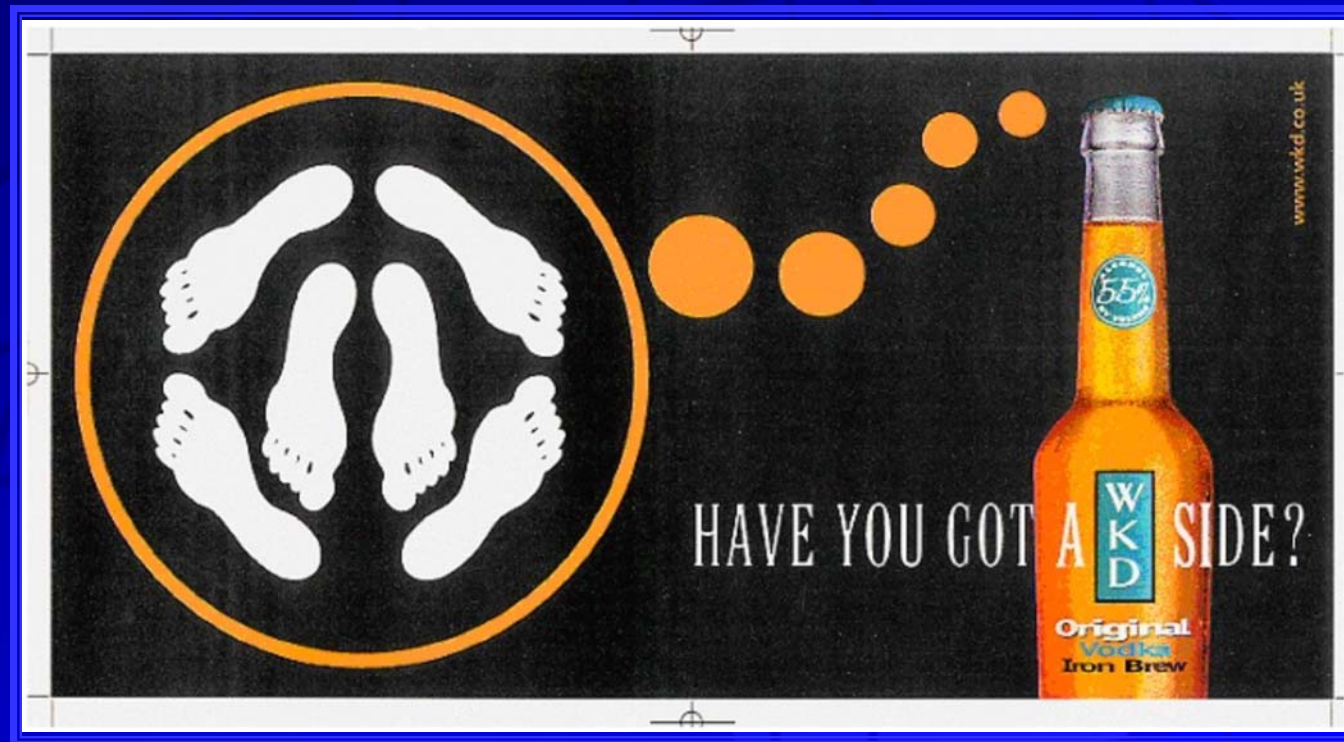
United States - Padron Tequila



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Ireland - WKD Ale



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United Kingdom



Ireland



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China - Too Sexually Explicit



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Religion



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United Kingdom

Eleventh
Commandment:

“Thou
shalt
always
wear a
condom”

BRITISH SAFETY COUNCIL
NATIONAL CONDOM WEEK

NATIONAL SAFETY CENTRE, CHANCELLORS ROAD, LONDON W6 9RS
Tel: 0181 873 2100 Fax: 0181 873 2102



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Europe



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Vatican - Benetton



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Politics



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United States - Self Storage



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China - Nike



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Tulipán - Argentina



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Suicide



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United States - General Motors



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United States - Volkswagon



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Viral - Volkswagen



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Taste



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Viral - Ford Sporta



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France - VISA



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England

VOTE ALI G

TAX DA PANTY
ALI G IN DAHOUSE

PAY RESPECT AT CINEMAS EVERYWHERE FROM MARCH 22
SPECIAL ADVANCE PREVIEWS MARCH 21

aligindahouse.msn.co.uk
aip.co.uk

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Save Da John Nike Leisure Centre by Playin' PING PONG THAI STYLE at www.uip.co.uk



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National Institute of Youth - CHILE



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United States - Australian Tourism



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huh?



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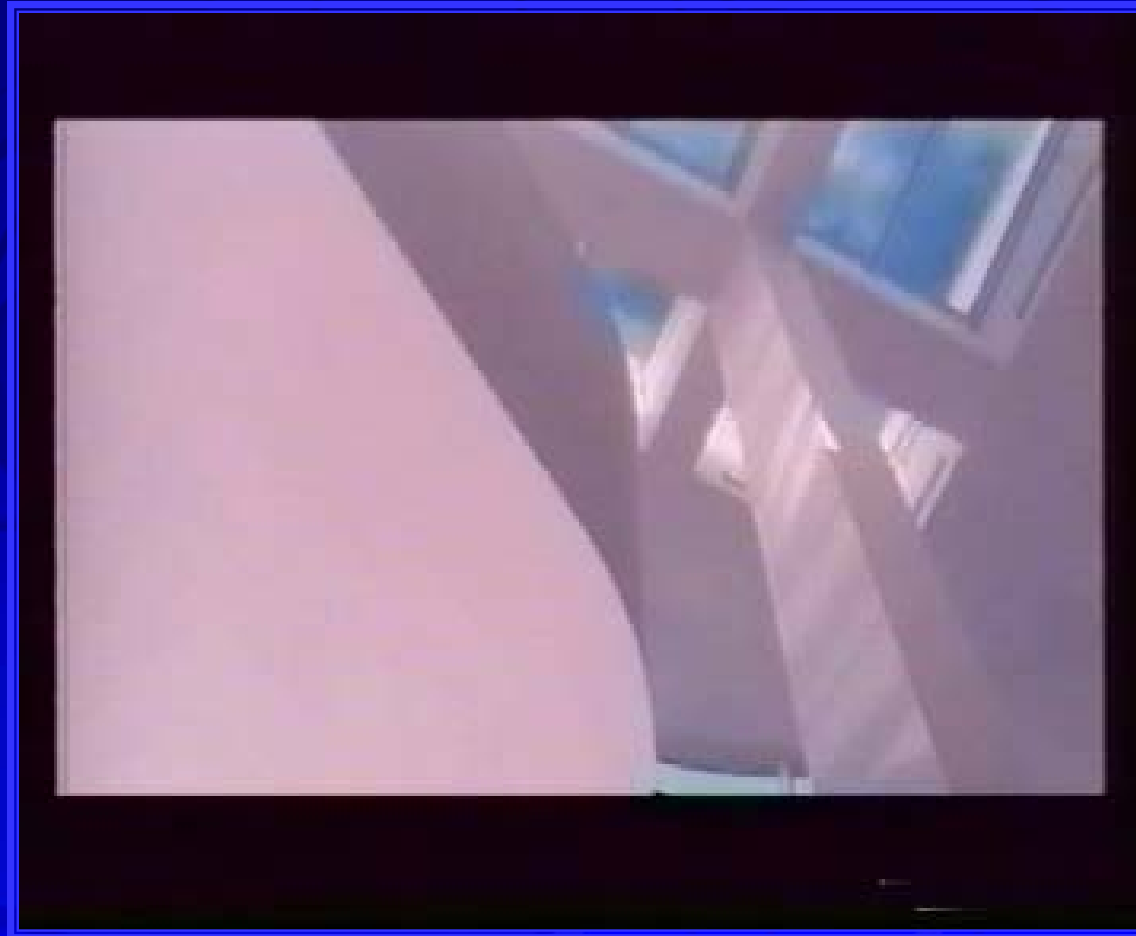
Saudi Arabia



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Malaysia - Toyota



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United States - Chevrolet



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Brazil - Skol

ARQUIVO DA PROPAGANDA

215026

Skol

Out / 2005



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Brazil - Palio



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Getting Creative



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Costa Rica - Xenical



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Costa Rica - Xenical



ANUNCIO CENSURADO

ACLARAMOS AL PÚBLICO:

La campaña de Xenical fue sacada del aire. Sin embargo, el medicamento Xenical para perder peso continúa a la venta en el mercado. Por eso, si usted quiere que se le caigan también, búsquelo en las principales farmacias del país.

XENICAL
DE LIPSTOL
MÉTODO
PARA PERDER PESO
FORMA EL 10% DE LA GRASA QUE SE CONSUME

¡FUNCIONA O FUNCIONA!

LLAME AL MÉTODO XENICAL EN LÍNEA: 800-333-4444. Consulte a su médico.



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Questions?



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