

**Czech University of Life Sciences Prague
Faculty of Economics and Management
Department of Management**



BACHELOR THESIS

Controversial advertising – a case study of United Colors of Benetton

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

Anastasiia Panasiuk

Economics and Management

Thesis title

Controversial advertising – a case study of United Colors of Benetton.

Objectives of thesis

The overall aim of this work is to analyze the advertising of the United Color of Benetton company.

The aim of practical part of my work is to:

1. find out what different groups of people think about that kind of advertising,
2. how people from different countries react to those advertising campaigns and
3. Why in some countries the individual advertising campaigns were banned.

Methodology

The first part of this bachelor thesis will focus on the theoretical findings about the history of social advertising, the function of advertising, its goals and also ethics in marketing advertising. This bachelor thesis will be about the history of the United Color of Benetton in nineties, about Oliver Toscani and his work. This work will include some individual topics of advertising such as racism, AIDS or war.

To gather data for this thesis it is proposed that a questionnaire will be created and circulated in Russia, The Czech Republic, Canada and Kazakhstan. (for example questions relating to the prohibition of advertising posters).

The proposed extent of the thesis

Approx 50 pages

Keywords

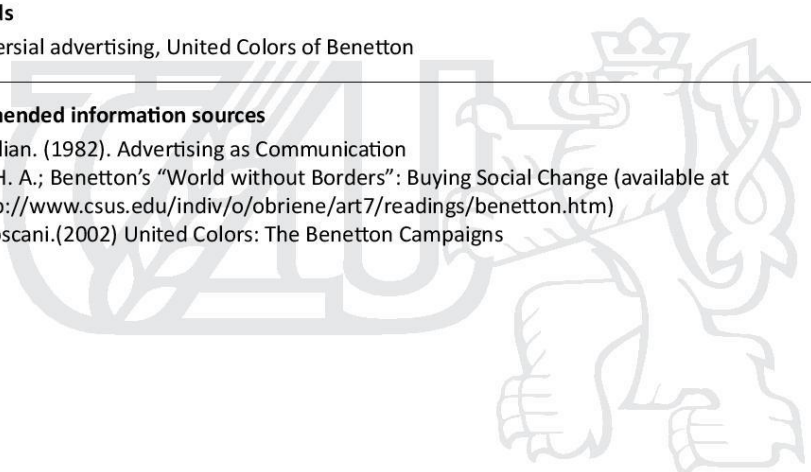
Controversial advertising, United Colors of Benetton

Recommended information sources

Dyer, Gillian. (1982). Advertising as Communication

Giroux, H. A.; Benetton's "World without Borders": Buying Social Change (available at <http://www.csus.edu/indiv/o/obriene/art7/readings/benetton.htm>)

Oliver Toscani.(2002) United Colors: The Benetton Campaigns



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Declaration.

I declare that I have worked on this Bachelor Thesis titled “Controversial advertising –a case study of United Colors of Benetton” by myself and I have used only the sources mentioned at the end of the thesis.

In Prague on 14th March

Anastasiia Panasiuk

Acknowledgement

I would like to thank Ph.D. Richard Selby for his advices and support during my work on this Bachelor thesis.

Summary.

The topic of this Bachelor Thesis is Controversial advertising .Thesis focuses on the meaning and purpose of the controversial advertising by focusing work on the United Colors of Benetton Company, which is famous for their shocking advertising campaigns.

Given thesis consists of two main parts: theoretical and practical parts. The theoretical part includes basic definitions, aims and functions of advertising. In the first part of the thesis the author using the specialized literature describes the importance and effectiveness of the controversial advertising. The practical part divided into two main parts. The first part consists of the description of the various advertising campaigns of the company United Colors of Benetton and the effects of these campaigns. In the second part, the author of this bachelor thesis proves defined hypothesis by analyzing a sociological survey and concludes from the obtained results.

Key words: controversial advertising, shocking advertising, United Colors of Benetton, advertising campaigns.

Souhrn.

Tématem této bakalářské práce je kontroverzní reklama .Bakalářská práce se zaměřuje na smyslu a účelu kontroverzní reklamy s orientací na značku United Colors of Benetton, která je známá za své šokující reklamní kampaně.

Vzhledem k tomu, práce se skládá ze dvou hlavních částí: teoretické a praktické části. Teoretická část obsahuje základní definice, cíle a funkce reklamy. V první části práce se autor s použitím odborné literatury popisuje důležitost a účinnost kontroverzní reklamy. Praktická část je rozdělena do dvou hlavních částí. První část se skládá z popisu různých reklamních kampaní značky United Colors of Benetton a účinky těchto kampaní. Ve druhé části se autor této práce dokazuje definované hypotézy pomocí analýzy sociologického průzkumu a dospívá k závěru na základě získaných výsledků.

Klíčová slova: kontroverzní reklama, šokující reklama, United Colors of Benetton, reklamní kampaň

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1.Introduction

The concept of advertising has become in current years the term which causes specific range of associations in socio-cultural, economic and political terms. In economic terms, advertising most often connected with the production, trade, commerce, goods, services and employment, in social and cultural terms - with entertainment events, fashion, tourism, and religious. In political terms related to political parties, election slogans, leaflets, protests, demonstrations, etc.

Advertising came into our lives and took a major place. It surrounds us on the street, in print, in the media and on the Internet. Whether we like it or not, advertising affects our perception and choice when we purchasing goods or services. Today, modern advertising is developing rapidly. Advertising has become a powerful channel of communication between the agent and the advertiser, producer of advertising and its user. Advertising not only informs about products, services, ideas, but also stimulate demand, dictates fashion forms and standards of living, helps in building the image of an organization or a company. The study of promotional products and methods of successful advertising of goods, services and ideas helps us to understand the mechanisms of commercial communications and to fill them with creative advertising products.

What is the basic principle of advertising? It should attract attention and be remembered. To achieve this effect, people have to invent new ways to attract attention. Talking about major advertising agencies, that use in their work terms such as “innovation” and “creativity”, the result of the efforts of these innovators became shock and controversial advertising, about use of which author would like to write more in this work.

The main goal of this thesis is to find out whether the use of controversial advertising effective. To achieve this goal, author has the following objectives: understand what were the reasons that prompted advertisers to begin using shock in advertising; become more closely acquainted with the practice of application of shock in the commercial and public service, as well as to understand the arguments of supporters and opponents of this type of communication.

The subject of controversial advertising of the company United Colors of Benetton has interested author so much that she decided to analyze these advertising in the given thesis. One of the objectives is to determine in which country the individual advertising posters were banned and why. The main goal is to analyze the opinion of the general public about controversial advertising.

2. Objectives and Hypothesis

2.1 Objectives

The objective of this thesis is to find out why people react on the same advertising in different ways. Some of them think it is controversial and shocking while for others the same advertising is absolutely normal. More accurately, determine what is the main criterion for describing advertising as a controversial or shocking. To achieve this objective the given thesis is divided into two aims. The first one is to collect data from the specialized literature for theoretical part. The second is to use the information investigated in the theoretical part and from analyzed survey and apply it for hypotheses testing.

2.2 Hypothesis

The thesis objective is to test the confirmation of the hypothesis through the analysis of the advertising campaigns of the United Colors of Benetton Company.

To achieve the goal of the thesis, hypotheses have been formulated and will be tested during the study. The statement is:

“Controversial advertising is one of the most effective ways to attract attention to the product”

Research questions:

- Are the United Colors of Benetton advertising campaigns recognizable for today?
- Do respondents consider that such advertising must exist?

Answering those questions will help to test the stated hypothesis.

3. Methodology

The theoretical part consists of the description of the basic definitions, functions and purposes of advertising in general. Also the theoretical part includes the description of the impact of different types of advertising on people.

The practical part consists of the analysis of the advertising campaigns created by the company United Colors of Benetton.

For this bachelor thesis the author chose the method of sociological research in the form of a questionnaire.

The questionnaire includes 17 questions and is divided into 3 parts. The first part consists of 6 questions which are aimed to determine social factors of respondents such as age group, gender, level of education, employment status. The second part of the survey consists of 6 questions and the aim was to find out whether the respondents are familiar with the idea of the advertising campaigns of the company United Colors of Benetton. And the third part consists of 5 questions related to specific advertising campaign and the purpose of this part of the survey was to identify the opinions and attitudes of respondents to the advertisement.

The main purpose of the survey was to find out whether the advertising campaigns of the company United Colors of Benetton are popular among people from different countries and from different age groups. Also goal was, using a questionnaire, reveal whether the modern society finds it necessary to use this type of advertising campaigns.

The questionnaire was prepared in two languages and, with the help of the website "survio.com", distributed among 272 respondents from different countries.

4. Literature overview

4.1 Advertising and its role in today's society

Advertising is, first of all, a form of communication. It is actually a very structured form of applied communication, employing both verbal and nonverbal elements that are composed to fill specific space and time formats determined by the sponsor. It is a dialogue between seller and consumer, where the seller expresses their intent through advertising media and consumer - interest in this product. If the interest of the buyer is not appear, then the dialogue has not taken place, and the advertiser goal is not reached. (Mandel B., 2013)

The main task of advertising is to report about product or service not only understandable, but also enjoyable. The tests show that by properly constructed and literate advertising people enjoy more. But the problem is that various persons prefer different forms of advertising. Some advertising is able to have one group of people cause admiration, the other – irritation. (Kotler P.,2011)

All variety of tricks today very precisely and subtly psychologically oriented to provide the buyer of his own image, which corresponds to his own expectation .Advertising must be truthful convincing, modern and competent, understandable and intelligible. People memorize beautiful and ugly, stupid and clever advertising. Gray, boring, mediocre advertising are not memorable. Advertising should be moderately aggressive and emotional. Only then it can overcome the inertia of thinking of the consumer, to persuade him to change their habits tastes and probably needs. (Tulupov V., 2006)

Advertising not create but reinforce existing, not invent but distribute invented. Many experts from the advertising business say that each advertisement affects the position in the structure society of buyers. Another word, advertising can give him extra pleasure or plunge buyer in a state of alarm loneliness as a lost orienteer man .There is a point of view that advertising messages, seemingly completely innocent, raise the question of the identity of the potential customer, customer socio-cultural adaptation in society in general. (Mandel B., 2013)

4.2 Main types of advertising

George Belch who is the author of the book “Advertising and promotion” (2012) identified the following seven major types of advertising:

1. Product advertising – it is regularly visual and word-based advertising. Such advertising is proposed primarily to reach a developed level of buyer recognition of exact brands.
2. Commerce advertising - advertising of this category focuses on the exact creation organization or merchandise sales: it can be a facility company or a workshop. The major task of the commerce advertising is to embolden the inflow of possible buyers by notifying them about the place and the key terms of the providing of certain goods or services.

3. Political advertising – the most dominant and noticeable types of advertising. A confident image of the politician is formed.
4. Advertising with a feedback – such type includes an exchange of information with probable clientele. Most shared way is a straight mail to specific addressees that has the highest awareness for advertisers as a possible buyers.
5. Corporate advertising – this type of advertising nearly never covers advertising information and serves for the planning of the public opinion to support the point of view of the advertiser.
6. Business advertising - professionally-oriented advertising, envisioned for spreading between groups formed by their fitting to a specific occupation. Such advertising is distributed primarily through specific publications.
7. Public advertising - contrasting commercial advertising, it is focused to the audience, united mostly by people social status .

4.3 Aims of advertising

Advertising aims to provide coverage and frequency via the mass media and add brand values to the product. (Brierley S.,2002)

Goals provide a communication stage for the customer, the ad agency account decision-making and the inventive team members, and help coordinate the labors of copywriters, media specialist, buyers of media as well as specialists elaborate in advertising research. The advertising program must also synchronize with different promotion mix elements within the company. In fact, many difficulties can be escaped if all the stakeholders have written aims to guide their actions and serve as a common base for discussing connected questions. (Kazmi S,2008)

The reason why companies focus so much on advertising purposes is that for many organization advertising has traditionally been the main method of communication with target audience. Other elements of the promotional mix as sales promotion, direct marketing, and advertising are used intimately to support and complement the advertising program.(Belch E.,2012)

What are the key aims of the advertising? According to the book which was written by the George E.Belch & Michel A.Belch (2012) in book “Advertising and promotion” the six core aims of advertising can be known as:

Product advertising.

Generally, the aim of such kind of advertising is to promote an increase in the volume of the advertised products and services for consumer sales.

Trademark advertising.

Advertising aimed to increase customer informed and interest the potential customers to the advertised trademark. It is made with the aim to ultimately persuade buyer to select the advertised trademark for the purchase their goods and services.

Advertising of producer.

The purpose is similar to the aim of the trademark advertising however unlike trademark, which touting the promotional efforts advertising of the manufacturer focus on the name of the company or agency. Hence it follows that such advertising aimed to increase understanding and to engender the interest of potential buyers not to the products, but to those who produce such products to form manufacturer preference, and finally to create in consciousness of consumers a positive image of the object of promotional efforts.

Advertising of implementer of goods and services.

Follows the identical objective as the advertisement of manufacturer, which differs from latter exclusively in that the basic item of advertising is an enterprise which is implementer goods and services, such as store.

Advertising of political parties and politicians.

This advertising has very particular goal which is to contribute to the realization of political solutions and activities.

Advertising of the public organizations and activities of social and civic orientation.

Such advertising has particular non-profit purposes. The main objective of this advertising is the realization of resolutions and actions that carry non-political character. The center of the promotional efforts in this case can be public organizations, civil society activists, religious leaders, or charitable activities. The final goal of this advertising is reached by engaging the audience's attention to the theme of the advertisement creating interest in its activities or its name, and the formation of the positive image and the preferred choice.

4.4. Functions of advertising

“The advertising is the engine of trade”. This slogan is absolutely true. But advertising is needed not only for trade. We call our century "the age of information." Advertising based on information and not only commercial but also social and political, ideological, and

other. Consequently, advertising functions are manifold. All the functions can be categorized in 4 basic multipurpose functions of advertising, which are described by the P.Kotler (2011) of the book “Marketing Management”.

These functions are:

1. Economical function.

The nature of the economical function of advertising is primarily to boost sales and increase of profits from the sale of particular product for a specific time unit. Advertising informs, creates the need for a product or service, and encourages people to buy. As more people have responded to the ad, the better it is for the economy and the economic wellbeing of society (Kotler, 2011).

2. Social function.

Advertising information has a significant influence on the formation of the formation of each person’s consciousness. When advertising is addressed to consumers, in addition to the promotion of a product, it also

- Helps to create ideological values of society and at the end affects the character of social relations
- Causes consumer instincts, motivating people to improve their financial situation
- Improves the culture of consumption. (Kotler, 2011).

3. Marketing function.

Advertising is a significant component of marketing. Advertising completely connected with the marketing objectives, which ultimate goal is the complete customer satisfaction in respect of goods and services (Kotler, 2011).

4. Communicating function.

Advertising one of the peculiar forms of communication. It is designed to perform an corresponding function communicating 11 connected advertisers and consumer audience by means of communication channels (Kotler, 2011)

4.5 Methods of advertising

According to conservative estimates, in last years the amount of money spent on advertising surpassed the \$ 500 billion. The effectiveness of a campaign, for which money was spent is almost impossible to estimate but, of course, there are many examples of advertising, which has not fulfilled its task - to draw the attention of the audience and convince to use provided products or services.(Arens W.,2006) Below are the most

successful methods of advertisement which for many years successfully proving its effectiveness.¹

1. Visual images.

One of the top techniques of modern advertising, which can be used to influence the minds of consumers - the creation of a specific (visual, audio) element that will steadily associate with promoted the brand. Today, in each advertising agency creating the characteristic graphic or sound image - a basic service, offered to all new customers. This is very effective way but to make sure that the image will remind the consumer of the product, it must be used as a primary for a long time.

2. Exaggeration.

The exaggeration of the product and its use is another good method. Ridiculous, excessive exaggeration guaranteed to attract the attention of the audience. For this method to work effectively, it is important that the audience understood that the elements used in advertising exaggeration. This is usually achieved by introducing comic-satirical or deliberately absurd moments.

3. Emotionality.

Also one of the most effective advertising methods is the emotional impact that affects the kindest feelings of the audience. Many public organizations use this method to attract the audience's attention to any problem. Emotional message is the opposite of shock advertising.

4. "Shock" advertising

Another effective method of advertising is to shock the audience. It shows that, how the car rides on city roads or how a model rouge sooner or later annoy the viewer. Therefore the shock advertising has always attracted the attention of the audience. Although this method is often criticized for immorality or a challenge to society, its effect is undeniable.

Among the most common methods to attract attention is inviting celebrities for visual advertising of the product. But it is important that the roller or poster (or other type) used the image of the stars as something new, individually, otherwise promise may be the most usual.

4.6 Controversial advertising

When controversy is used gratuitously; you're skating on thin ice.

— Andy Rice (branding and advertising expert)²

¹ Successful advertising methods [online]. Available at <http://www.reklamaru.com/content.php?id=828>

² Does shocking or controversial advertising work? [online] Available at www.702.co.za/articles/3969/does-

Controversy attracts societies like bees to honey. Whether it's something that happens in the community or in the administrative arena, it induces discussions that last months or ages.³

One of the main complaints against advertising is that many ads are confusing or dishonest and betray consumers. Some studies have shown an overall distrust of advertising among consumers. A study by Banwari Mittal found that consumers felt that less than one-quarter of TV commercials are honest and believable. Sharon Shavitt, Pamela Lowery, and James Haefner conducted a major national survey of over 1,000 adult consumers to determine the general public's current attitudes toward and confidence in advertising. They found that Americans generally do not trust advertising, although they tend to feel more confidence in advertising claims when focused on their actual purchase decisions. (Belch E. & Belch M., 2012)

One of the most controversial themes advertisers must deal with is the problem of advertising to children. Television is the easiest way through which advertisers can reach children readily. (Ogilvy, 2011)

Children between the ages of 2 and 11 watch an average of 21.5 hours of TV a week and may see between 22,000 and 25,000 commercials a year. Studies show that television is an important way to get new information for children about products. Concern has also been expressed about marketers' use of other promotional vehicles and techniques such as radio ads, point-of-purchase displays, premiums in packages, and the use of commercial characters as the basis for TV shows. (Belch E. & Belch M., 2012)

Critics argue that children, especially young ones, are mainly susceptible to advertising because they don't have as much experience and information to understand and critically assess the goal-oriented advertising messages. Research has publicized that kindergarten children cannot find difference between advertising and programs, do not perceive the selling intent of commercials, and cannot see difference where reality is and where is fantasy. Studies have also demonstrated that children need more than a skeptical attitude for advertising; they should understand how advertising works for effective use of their cognitive defenses against it. (Mandel B., 2013)

Due to the children's limited capacity to understand the intention of a selling commercial message or identify a commercial, critics claim that advertising to them is an essence unfair and misleading and must be prohibited or severely limited. (Belch E. & Belch M., 2012)

² Does shocking or controversial advertising work? [online] Available at www.702.co.za/articles/3969/does-shocking-or-controversial-advertising-work

³ What is Social Marketing? [online]. Available <http://www.social-marketing.com/Whatis.html>

4.7 Shock advertising

In contemporary society, with the progressively cluttered advertising space, marketers are defied with the mission of breaking over the clutter in an effort to get their individual brand noticed (Larson, 2007). Advertisements are considered degrading or “shocking” when they break individual and societal standards and values, irrespective of whether it is because of being sexually unsuitable, indecent, vulgar or otherwise aesthetically unattractive .Shock advertising can push away customers and establish an aversion to the brand, which may lead to a boycott of the brand .(Klein,2002)

By analysis of reactions and emotions caused by shock was achieved by Dahl and colleagues who revealed seven forms of shock appeals (i.e., hideous images, vulgar, obscene moral, religious taboos).⁴ Shocking products are usually defined in marketing literature as prohibited, aggressive, awkward, socially intolerable, that is, the ones that are not debated or showcased in public in connection with the established moral norms: intimate hygiene products, sexual diseases, cigarettes, weapons, etc. It is suitable for advertisers who work with controversial products to review the outcomes of fundamental studies that identify what is considered offensive or revolting by consumers and to choose the focus of advertising pertinently. Clearly, to produce a shocking advertisement which will give the desired result, it is obligatory to estimate its probable emotional influence and to have a pure understanding of customer behavior that is preferred to be provoked.

Companies like Benetton and Calvin Klein have been using tactic of shock advertising in their advertising campaign since the 1980s. (Klein N.,2002)

4.7.1 Effectiveness of controversial and shock advertising

Shock advertising is an advertising techniques, causing a human shock, shock, bewilderment. This is advertising that makes you forget about everything and switch, even against your will, to the perception of the implied information. It is based on violation of the rules, and the distinguishing feature is the use of sharp shocking and scandalous images (an abundance of blood, human body parts, violence, etc) therefore people unwittingly paying attention on that kind of advertising .(Ogilvy,2011)

This type of advertising message covers a broad audience of potential customers and solves the issues of attracting attention, at relatively low cost. In addition, shock advertising is often associated with criticism of the advertiser, sometimes even litigation. The required result is achieved again by coverage in the media of these processes.⁵

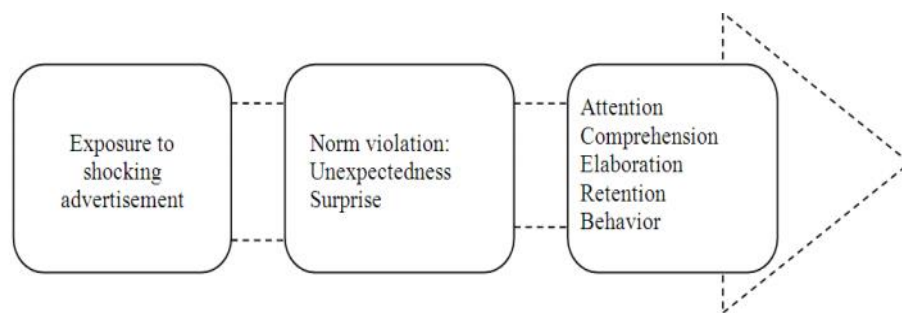
⁴ Shock Advertising: Not So Shocking Anymore. [online]. Available at <http://www.mcser.org/journal/index.php/mjss/article/viewFile/4193/4103>

⁵Fashion Advertising: Controversy — Where Has It Gone?[online].Available at <http://wwd.com/globe-news/advertising/controversy-where-has-it-gone-7813542/>

Shock advertising has been used for a during long time. In the early stages of development of advertising this kind of promotion attracted a lot more attention. Now much more difficult surprise sophisticated audience. TV and press became less censorship, and the total amount of advertising for the past decade has increased in hundred times. And without any special action advertising start lost. Therefore, those shock techniques that advertisers use today are often going too far. Shock can be reasonably useful in some cases but his overdosing clearly leads to the opposite effect. (Kutalaliev A.,2006)And catch this fine line is very, very difficult. That is why the question of the appropriateness of shock advertising is now really relevant and many experts raise it in the advertising industry.

Some of the consumers apprehend all messages when they see an advertisement, another go through emotions connected to objective associations and remember emotional elements of the advertisement, and the rest concentrate their attention on the implementation of advertising. Customer's response to shock advertising can be interpreted using the scheme of Dahl.⁶

Scheme1



Source: Dahl D.W., Frankenberger K.D., Manchanda R.V. (2003). Does It Pay to Shock? Journal of Advertizing Research.

In order to reach the emotional ad performance, one should submitted commercials and determine how different people with variety of characters will react on it, whether it will capture their interest. The study of emotional reactions of consumers to a product, idea, or their advertising constitutes the main part of advertising research. Based on the approach suggested by the majority of researchers, to reach an optimal psychological effect of advertising, it should trigger positive emotions of the viewers. However, occasionally the opposite situation takes place it means that significant commercial effect of advertising turns out even causes nasty, irritating emotions, fear or anger.

⁶ Shock Advertising: Not So Shocking Anymore. [online]. Available at <http://www.mcser.org/journal/index.php/mjss/article/viewFile/4193/4103>

Shocking advertisements are effective because they influence the most sensitive segment of the audience namely emotion.⁷ The author claims that shock tactics are becoming progressively strong emotional form. It was defined that people do not try to remember information that causes damaging emotions; until now, queer as this may seem, consumers usually deny shocking emotional appeal by saying to ourselves: "I'm not so bad." As a result with the desire to influence the viewers that has seen all of this, the creators of advertising began to use natural human need like children protection. Shock advertising shows emotional consequences for others, not just to display defect to consumers, it is the actual and very progressive trend.⁸ To strengthen recognition of advertising, information feedback, specialists frequently use identification, association and contrasts. Human memory captures individual elements of the advertising product, which help to keep in memory advertised phenomena over a longer period of time. One of the goals of advertising is to artificially induce the association to enhance new images in the memory of the consumer.(Tulupov V.,2006)

Studies in Ogilvy Research Center in 2009 indicate that advertisements that are enjoyed by people help to sell more than those which enrage them. In order to manipulate consumers into purchasing, they must be captured, demonstrated the new features that come with some of the acquired product. Thus, advertisers have to be good psychologists, philosophers, and sociologists, due to the fact that advertising should influence not only the mind but also the will and a sense. Humanity has become more complicated, that compelling advertisers to constantly look for the new methods to attract the attention of the audience.⁹

Analysis of shock advertising efficiency showed that shock advertising is more interesting than other forms of advertising and the shock received by the result of the impact of advertising draws attention and helps to remember the message better and acknowledge it. Kutlaliyev A., (2006) contends that shocking advertisements are potent because of their immediate impact on consume.

Marketing literature is determined three major consumer reaction to advertising as follows: Target consumer response.

The first reaction of the consumer target audience was the expected reaction that the person became interested, read or watched and behaved like advertising impelled them. Research by Dahl et al. shows that the application of shocking images in advertising may affect

⁷ Close-Up: Does shock advertising still work? [online] Available at <http://www.campaignlive.co.uk/article/900778/close-up-does-shock-advertising-work>

⁸ Close-Up: Does shock advertising still work? [online] Available at <http://www.campaignlive.co.uk/article/900778/close-up-does-shock-advertising-work>

⁹ Advertising of controversial products : a cross-cultural study” [online]. Available at <http://www.pdfdrive.net/advertising-of-controversial-products-a-cross-cultural-study-e8457358.html>

positively on the target audience, capture their attention, cause them to see the contents and trigger the preferred behavior i.e target reaction.¹⁰

It should be clarified that public relations and word of mouth advertising is essential for style brands, therefore their advertisements are typically use shock strategy, which attracts attention and publicity. Do not releasing sharp advertising leads to a decrease of interest in the fashion brand and the company's sales drop. When brands do not produce sharp advertising leads to a reduction of interest in their products and the fall company's sales.

Incidental consumer response.

A side reaction is the reaction of consumers, which was not expected by an advertiser. The response on advertising is shown rejection from society, complaints to the relevant agencies, as well as a drop in sales volume. Research indicates that consumers are less likely to choose the company's products, which applies aggressive advertising if such products offered by a company which does not use screaming advertising.

“Boomerang” effect.

Reverse consumer response, “boomerang” effect. It appears when an individual’s attitudes and personal experience contradict the content of a particular advertisement. In such a case the consumer behaves oppositely to what was expected by advertisers. Advertising specialists claim that reverse consumer response or “boomerang effect” is triggered by an overly shocking advertisement. In such a case the risk is that a consumer will simply switch the channel or turn the page.

The return feedback of consumers, the effect of “boomerang”. It occurs when the relationship of the individual and personal experience contradicts the content of a particular ad. In that case the user acts opposite of what was anticipated by advertisers. Advertising experts say that response the return of the consumer or the "boomerang effect" is initiated by excessive shock advertising. In this case, there is a risk that the consumer will just change the channel or flip the page.

Similar could happen if performance advertising overly dramatic as consumers feels being manipulated in a minute. However, the desire for publicity indicate of shortage of creativity, and, thus, the shock strategy is used to attract attention. Raising consumer awareness of advertising does not imply that they will become friends with the advertised object.

¹⁰ Shock Advertising: Not So Shocking Anymore. [online]. Available at <http://www.mcser.org/journal/index.php/mjss/article/viewFile/4193/4103>

4.7.2 Social advertising as a special user of shock advertising

Why is the concept of "controversial advertising", "shock advertising" and "social advertising" is often inextricably linked? Because all what the social advertising "sells" are needlessly for us.

Household violence, genocide, drug abuse - of all of this we are trying to protect ourselves. Take care of endangered inhabitants of distant underdeveloped countries, or even think about them - absolutely not in our nature. And it's not that we are bad - we just drowning in information flow of our time.

Life is full of fears. Do we want to know about stranger's troubles? Probably not. We enclose our personal space with high walls; work, hobbies, family, a few friends and internet, which is often the only window to the outside world.¹¹

For a long time we build a psychological block against anything that prevent us from living quietly and comfortably, consequently it is incredibly complicated attract people's attention to the social problems. The only way to "sell" people problems is to make believe that this should worry us. (Spence E.,2005)

Humor, compassion, consciousness – all of this advertising creators are trying to use, however, these methods are break of our blindness wall. A shock removes any blocks. Shock force at least listen and watch, and as a maximum – take thought.

Depending on the force of impact, the shock in the social advertising can be divided into shock-horror (or "not sparing shock") or shock and without a shock (or "gentle shock").

Shock horror is actually shocking advertising, causing a sharp rejection and strong negative emotions. Usually used or indirectly refers the demonstration of violence, blood, human body parts, and etc. Such advertising is aimed primarily to "hook" the object of influence, to draw his attention, force customer to memorized .In most cases such advertising does not offer a way out of the situation. Thus, negative emotions cause a state of shock, stress. They are not overlap and not smoothed, leaving the man alone with this problem. This activate the unconscious defense mechanisms of the psyche.(Kutalaliev A.,2006)

"Gentle shock" is a shocking advertising without explicit and rigid elements of shock. This advertising affecting specific social groups to which the object of the impact is irrelevant. Simply put, this is when on very strong emotion tells some story which does not concern us personally. (Ogilvy,2011)

Thus, the shock it is a very strong and much needed admission to social advertising. The most common themes, in which it is used, are:

¹¹ Fashion Advertising: Controversy — Where Has It Gone? [online]. Available at <http://wwd.com/globe-news/advertising/controversy-where-has-it-gone-7813542/>

- Addictions: alcohol, smoking, drugs.
- Disease: Alzheimer's, AIDS, breast cancer and diabetes.
- Ulcers of society: homeless, the unemployed, prisoners, refugees, donation, sale of children,
- Protection of the environment, flora and fauna: recycling abandoned pets.
- Death: old age, murder, accident.

Generally, social advertising is often more interesting and creative than commercial. In addition, it is acceptable that the laws prohibit in advertising usual - frightening, erotic, etc. (Larson,2007)

4.7.3 What reasons makes the controversial advertising offensive?

Constantly thousands of people complain about adverts, taking offence over communications intended only to sell products. But which things are the most controversial and why.

As the volume of advertising growth, it would appear that there has been an increase in the quantity of controversial advertising shown in numerous media. Some of explanations for this contain that society has become more compound, raised awareness about the harmful effects of certain products and how agencies are trying to be more creative to "cut through the clutter" to get attention and brand (Belch E.,2003).For advertisers the problematic can be that a controversial advertising campaign can be very effective or very destructive, depending on what eventually happens in the marketplace. For instance, the company Benetton has long been criticized for advertising that uses conflicting images, to send a message of "social concern" till the death-row campaign was felt o have gone too far.

The importance of a controversial advertising campaign can, consequently, be offence that can lead to an amount of actions like bad publicity, attracting complaints to advertising regulatory authorities, sales slump, and product strike. Advertisers who are planning to hold a controversial campaign should realize that by doing such campaign they are on the thin line between success on the market and insulting some people. The subject for several advertisers and their agencies is to define who may be affronted by their controversial campaign and what are the causes for offence, mainly when the product itself may be controversial.

Mostly research has detected “controversial advertising” as a negative concept, and if controversial advertising caused simply negative responses advertisers would avoid this type of campaign.¹²

¹² “Advertising of controversial products : a cross-cultural study” [online]. Available at <http://www.pdfdrive.net/advertising-of-controversial-products-a-cross-cultural-study-e8457358.html>

Although sometimes advertising itself can serve as an example of bad taste, audience reaction can be influenced by different factors such as sensitivity to a particular product category. For instance, some commercials are perceived by adults quite differently when they are watching them alone or with children. Moreover controversial advertising might look offensive in certain unfavorable circumstances. Advertisers and media should think to feel such situations. (Larson, 2007)

A study of prime-time TV commercials found a powerful product class effect with respect to the sorts of ads consumers interpret as offensive or frustrating. The most exasperating commercials were for feminine hygiene products. Alternative study institute that consumers are more likely to aversion ads for goods they do not use and for brands they would not buy. Ads for special products have become more prevalent on television and in press, and the society is more accepting of them. Nevertheless, advertisers must still be careful of how these products are represented and the language and terminology used. Additional way advertising can insult customers is by the sort of appeal or the manner of expression. For instance, many individuals object to appeals that operating alarm among consumers. Fear appeal commercials, mainly for goods such as deodorizers, mouthwash, and anti-dandruff shampoos, are criticized for attempting to create restlessness and using a fear of social exclusion to sell these products. (Belch E., 2003)

Practical part

5. Advertising as a social statement: United Colors of Benetton

United Colors of Benetton is famous Italian clothing company. In 1989 Benetton began their advertising campaign which has become one of the most contentious and controversial over the past decade. Instead of just advertise their products, Benetton use powerful visual images of social issues.

Why carry out such campaign? Somewhat, it seems that this advertising is personal statement of the president of the company, Luciano Benetton and creation of the photographer Oliviero Toscani . Benetton many years involved in politics and were a member of the Italian Senate. Toscani had been actively criticized advertising in general for its consumer value for a long time. United Colors is obviously the product of their social beliefs. Nevertheless, such advertising draws attention to the Benetton products. Has caused heated debates about their advertising and probably helped to increase sales. Critics, however, were concerned about the apparent exploitation of social problems.

5.1 History of the company

Officially, the Italian company Benetton Group was founded in 1965, although its origins go much further. In 1956 Luciano Benetton engaged in the sale of individual sweaters knitted manually by his sister Giuliana Benetton. Over time, sales grew, production expanded and by 1965 the family was able to afford to buy a knitting factory. Thus was born a new company Benetton Group, which during the existence became famous not for sweaters but for controversial and outrageous advertising campaigns, despite the fact that its products were always high quality for the very democratic prices.

In any case, not quite rich family Benetton became the owner of the multi-million dollar business, shopping companies exist in 120 countries around the world, and their number is constantly growing.¹³ Benetton brand known throughout the world as well as McDonald's or Coca-Cola. The company is a leading manufacturer and retailer of clothing in the «casual» style and sporting goods, not to mention accessories.

The target audience of the Benetton collection is mainly determined by young people and young children, but for many years of existence, the brand has managed to win sympathy among people of all ages. United Colors of Benetton is trying to be out of sex, social class and nationality, transferring their philosophy of life in the production of knitted clothes.¹⁴

¹³ History of the United Colors of Benetton [online]. Available at <https://wiki.wildberries.ru/brands/benetton>

¹⁴ History of the United Colors of Benetton [online]. Available at <https://wiki.wildberries.ru/brands/benetton>

5.2 Advertising of the company “United Colors of Benetton”

5.2.1 Benetton and Oliviero Toscani

One of the first who came to the niche of shock advertising with new ideas, became Oliviero Toscani. For almost ten years, this photographer provocateur created a scandalous publicity for the brand Benetton. Emotions of the prim society exploded by photos of kissing nuns, genitals, rows of gravestones crosses and etc. Many of his works were accompanied by the courts and raised a big stir.

Since 1989 the Benetton’s catalogs, posters and billboards used the photos that emphasized the intercultural harmony. The only inscription on the photos was a logo of the Benetton: the image of a black woman who is breastfeeding a white baby, black baby, which lies on a white teddy bear and other images, symbolically emphasizing racial harmony and equality.

5.2.2 “All the world's colors!”

The original idea, realized later by Toscani, was quite noble: show the unity of all races. In addition, it corresponded with the concept of Benetton.

One of the first slogan of the company was “All the Colors in the World”, that later was substitute by the famed “United Colors of Benetton”. The message of the slogan was so meaningful that for the first time in its history, the company used slogan as its real logo.

The first pictures that Oliviero Toscani designed and photographed for the company Benetton were controversial for its time. There were the posters with people of different ethnic groups dressed in colorful clothes brand Benetton. The fact that people on those posters have different skin color caused reactions in society. Unification, brightness and joy of life - fairly straightforward, but so close for many philosophy of life.

Figure1. Poster for advertising campaign 1982



Source :<http://www.benettongroup.com/the-group/profile/group-history/>

Since 1986, the crowds on the posters were replaced by pairs of people of different genders and different races. The process of building brand values were divided into three phases: "Circle of differences," "Circle of reality" and "Circle of Freedom expression and the right of it." All three attributes for more than 20 years of presence in the socially-oriented advertising of the company Benetton.¹⁵

At the same time the word "difference" has acquired the Benetton campaigns in meaning almost identical to the definition of "controversial, hotly debated, and polemical". Companies began to talk about the existing conflicts based on social stereotypes and taboos on the differences, which in real life divide rather than unite.

Sweaters, T-shirts and turtlenecks - disappeared from the Benetton advertising. By 1989, on posters it was only a little green strip with the words "United Colors of Benetton". "Contrary to traditional advertising, Our prints are not normally used or product kopilaynov. Only our logo. Our prints are not telling people to buy our clothes, they do not even hint at it. All our efforts are aimed at creating debate around those objects, they usually sidestep, but which, In our opinion, should be widely discussed"¹⁶

5.2.3 White newborn nursed by a black woman

The first poster made by Oliviero Toscani showed a white newborn nursed by a black woman very tender photography. Impressive poster became the most awarded advertising for the whole history of the brand. While working on advertisement author did not think about it in a traditional meaning, thus we will not find any relation between a reason and a product – clothing of the Benetton brand. The cardigan that the woman was wearing had only a representative value. As the photographer says, he did not have aim to sell a sweater that would talk about themselves. Moreover he did not even convince people to buy them. Toscani was trying to bring into the dialogue the idea of races mixing problem. United Colors was a slogan of the campaign, which shortly became a part of a new Benetton name.¹⁷

¹⁵ History of the United Colors of Benetton [online]. Available at <https://wiki.wildberries.ru/brands/benetton>

¹⁶ Great advertising last century. History of Advertising. 27 campaigns. [online] Available at <http://alltop10.org/en/velikaya-reklama-proshlogo-stoletiya-istoriya-reklamyi/>

¹⁷ History of the United Colors of Benetton [online]. Available at <https://wiki.wildberries.ru/brands/benetton>

Figure 2. A white infant nursed by a black woman campaign 1989/1990



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

In line with Benetton's global philosophy of "united colors", company shows the same posters all over the world. The campaign, causing a back reaction to a consumer market, very often winning various awards on others: for example, a poster with a white newborn nursed by a black woman plunge in shock the whole America, has won awards in France and Italy. The missing link in the Benetton advertising policy can be easily replenished for where concealed the weaknesses of different countries.

5.2.4 Benetton against racism

One could say that the first photo of a black woman and the white child was successful, despite some negative reviews. And this has led Toscani, the following advertising with anti-racist sense. Photos of hands of two adult men connected with each other with handcuffs, raised the question "Who is the villain?" This photo was in the campaign autumn / winter 1989 - 1990. Of course, one hand was a hand of black man, another one of a white.

Figure 3. Two men connected with each other with handcuffs advertising campaign 1989



Source : <http://www.benettongroup.com/the-group/profile/group-history/>

Print with hands in different colors in handcuffs is manifest that all people are connected to each other, nothing can be done with this and have to live with it somehow.

In London, representatives of "Benetton" consult with the Commission for Racial Equality, and were warned that the image could be misinterpreted. However, neither the Commission for Racial Equality nor the management of advertising have not seen them in violations of the law, decency regulations or ethical standards. The essence of the problem turned out to be a misinterpretation. Poster with two men in the handcuffs was removed, because black British decided that it was a white policeman arresting the black man.

Next campaign which ran under the slogan "United Colors of Benetton" was the campaign of spring/summer 1990. Photo of two children sitting across from each other on the pot, again one child is black and another one is white.

Poster again becomes an occasion for debate in Milan, where Benetton in the Piazza Duomo in front of the city's cathedral placed the world's largest billboard in seven hundred seventy square meters. The poster was banned by the city authorities and the Cardinal of the Roman Catholic Church in Milan, under the pretext that it offends the religion feelings of believers, when they coming out of the cathedral after Sunday mass.

Figure 4. Children on pots advertising campaign 1990



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

Although the company expressed bewilderment at this point, a public relations department would be even disappointed if such reaction would not be followed. They expected such reaction from the church and the protest of the ecclesiastical authorities was taken on a note, to use this approach in the following campaigns.

Autumn and winter worldwide Toscani advertising campaign on billboards and reversals of magazines still use symbolic images: a young dark-skinned hand with colorful bouquet; white hand with a palette of bright colors; stunning color parrot on the back of a zebra (this shot was banned in Saudi Arabia, where religious strictures images of animals are not allowed); two pairs of hands - black and white - holding in palms a brightly painted glass spheres. Again, there was no image of clothing, only a rectangular white and green logo. Apart from the two posters - with children on the pots and zebra, all other scenes for advertising of two collections that year did not cause controversy. Following the policy of

"carrot and stick", which was usually for the Toscani's work, this campaign was the last "carrot".¹⁸

Figure 5. Posters for advertising campaign 1990 year



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

5.2.5 Benetton against AIDS

Campaign of the 1992 has been done without a recognizable style of Oliviero Toscani photography and the "circle of differences." Benetton went into the second phase - the "circle of real life." Life is very ugly, familiar to us only from the pictures in magazines and on TV. Photos of different authors and reporters supplied with green stripes and sent to travel all over the world. Black soldier with Kalashnikov and human tibia; container, in which people climb in the hope to leave a dangerous place; albanians, climb on board the Italian ship in pursuit of an illusory freedom; bird in oil. And the most important picture, the reason for another scandal - photo of David Kirby dying from AIDS and his suffering family.¹⁹

Figure 6. David Kirby dying from AIDS advertising campaign 1992 year



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

¹⁸ History of the United Colors of Benetton [online]. Available at <https://wiki.wildberries.ru/brands/benetton>

¹⁹ History of the United Colors of Benetton [online]. Available at <https://wiki.wildberries.ru/brands/benetton>

Many people are surprised when they find out that this is not staged photo, and reportage photography - Therese Frare took this shot just before the real death of David from true disease. In those years, the world has just started to learn about the dangers of AIDS.

After a stormy public reaction to the poster with the dying David Kirby, was decided to devote the entire 1993 fight against AIDS. Benetton turned their communication with the audience in the third, the most difficult circle - "Circle of Freedom expression and the right of it." The culmination of the year was the action carried out by the company in Paris at Place de la Concorde. December 1 on Central Square monument Benetton pulled on the giant condom with their logo.

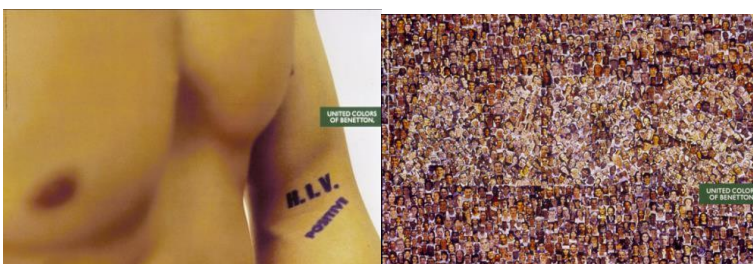
Figure 7. Condom with their logo advertising campaign 1993 year



Source: http://genderroute.org/articles/other_projects/united_colors_of_benetton_manifesty_protesty_i_social_nye_testy/

Series of three prints with different body parts with ink stamps "HIV-positive", they shows people the most likely route of infection.

Figure 8. Posters for advertising campaign 1993 year



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

5.2.6 Benetton against war

In 1994, Benetton focused not only on problem of AIDS, but also on the problem of "peace throughout the world." The symbol of the world Oliviero Toscani and Benetton announced by bloodstained shirt and pants that belonged to a Bosnian soldier Marinko Gagra, who

was killed in the war in the former Yugoslavia. Marinko was a student at the Agricultural University in Zagreb. He had to pass only two final exams to get a diploma. He had hoped, coming from the war, to get married to a girl from his home town. Father Marinko, Gojko Gagra, wanted that all that was left of his son, has been used in the fight against the war. At this Benetton helped the United Nations Commission for Refugees (United Nation's High Commissions for Refugees). The message contained Benetton logos, the UNHCR and the Fund account to which it was possible to transfer the money.

In Germany this advertising campaign provoke scandal, which aroused the forcible attacks on Benetton shops.²⁰

Figure 9. Poster for advertising campaign 1994 year



Source:<http://www.adme.ru/tvorchestvo-reklama/manifesty-united-colors-of-benetton-354855/>

In 1998, Benetton raised the problems of the disabled by making the catalog with photos of children from the scientific institute St. Valentine located in the Bavarian Alps, in the small town of Ruhpolding. "Sunflowers" - is the name of the directory with the kids, different from others. Benetton also presented his vision of long-term troubles and clashes between Palestinians and Israelis. Catalogue "Enemies" shows the population of both countries,

co-existing in the world. Children playing together, working in conjunction adults, people loving each other - a direct allusion to the fact that peace is possible, and it is. However, everything else - it's doesn't matter for ordinary people, but is does matter for politicians and their benefits. Catalogue "enemies" had seen and highly appreciated by Pope John Paul II.

Photos of red blood spots on a white background was also an anti-war campaign. This image should remind people of a peace price. This campaign has been supporting humanitarian organizations that help people in the civil war in Kosovo (1998-1999). Red symbolic spot of blood suggests that "makes no distinction between those who attack and

²⁰ Benetton's "World without Borders": Buying Social Change [online] Available at <http://www.csus.edu/indiv/o/obriene/art7/readings/benetton.htm>

those that can be attacked. The dead woman, man and child on both sides of the war, will always be a woman, a man or child," said Toscani.²¹

Another poster which is worth mentioning is the black soldier holding vertically behind his back the human femur bone .At this time, during a press conference in London, one of the journalists noted that Olivier Toscani is a racist. Photo where black soldiers holding the femur according to the journalist represents soldier as a cannibal. Luciano Benetton and Oliviero Toscani have resisted. Photo should symbolically represent the ratio of the soldier. The soldier at the pictures holding a weapon behind his back as the British colonial corporals. Furthermore, they are mainly instead of bone on the same place holding the whip. Thus, even a black soldier in a position to take the same attitude as the officers of the British colonialists. This argument has aroused great opposition from the British journalist.

5.2.7 “We, on death row”

At the end of the millennium, in January 2000, Benetton has used images of prisoners on death row. People with a difficult past, agonizing present and without a future. 100-page catalogs were produced with photos, life stories and thoughts about its meaning of the 26 suicide bombers. At the same time on the streets of the biggest cities in the world have appeared posters with photographs of the prisoners and stamped "sentenced to death" under each portrait short information: name, date, place of birth, crime and the form of execution (the electric chair or lethal injection).

Thus, Benetton wanted to draw public attention to the problem of the death penalty. The work on the advertising campaign lasted for two years.

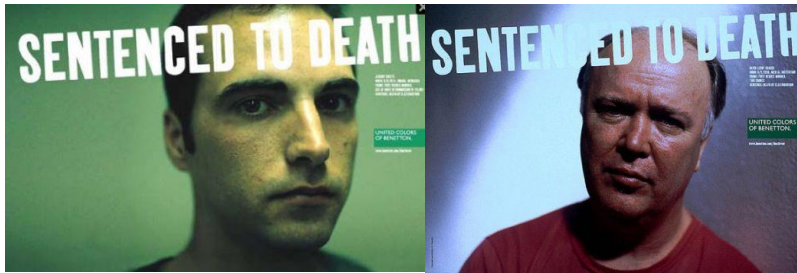
The defenders rights of the victims of these crimes, their relatives and opponents abolishing of the capital punishment were furious.

Benetton advertising slogan rephrased no other than the United Killers of Benetton, some countries (including the US and Russia) refused from publication of the advertisement. Toscani, paid several criminals fee for posing for a photograph that is contrary to US law, became prosecuted and was forced to leave the company. Over 18 years of cooperation with Oliviero Toscani Benetton sales volume increased by 20 times.²²

²¹ Benetton's "World without Borders": Buying Social Change [online] Available at <http://www.csus.edu/indiv/o/obriene/art7/readings/benetton.htm>

²² Benetton advertising campaigns. [online] Available at http://gender-route.org/articles/other_projects/united_colors_of_benetton_manifesty_protesty_i_social_nye_testy/

Figure 10. Posters for advertising campaign “We, on death row” 2000 year



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

5.3 Benetton without Toscani

2001 has been declared the UN International Year of Volunteers. By this and was timed "after Toscani" campaign Benetton, which was held in conjunction with the United Nations Volunteers (UNV program). And despite the attraction of the new photographer James Mollison, said that Benetton completely abandonment of provocative advertising is impossible. A contingent of "volunteers" is also very specific: a member of a street gang, tattooed from head to toe; cross dresser, distribute condoms among prostitutes; elderly nudists, slaving over the order on the beach.

Now the Italian company has been criticized for the fact that it, enlisting the official support of international organizations and again took up the previously used promotional stunts. In 2002, Benetton, together with the UN World Food Programme has launched an international campaign Food For Life with a budget of 15 million euro. The campaign appeared images of starving people in newspapers, magazines and billboards.

This time Benetton knew how to answer to the accusations of the use of other people's misery for profit: the idea of the campaign came directly from the World Food Programme. In addition, photographs of the campaign were more peaceful: there is one truly shocking image in the campaign - a man with an amputated arm is eating with a spoon tied to the cult. However, according to the World Food Programme, even the most shocking advertising is nothing compared to the reality of hunger.²³

5.3.1 Unhate campaign

Benetton has announced that “Unhate” campaign was motivated by the notion of tolerance, opposing beliefs and cultures.

²³ Benetton advertising campaigns. [online] Available at http://gender-route.org/articles/other_projects/united_colors_of_benetton_manifesty_protesty_i_social_nye_testy/

Unhate campaign provoked a windfall of publicity for Benetton, and was one of the first five most popular destinations this year on Twitter, and Google all over the world. During the year, the campaign gained five million results, 20,000 debates and 1,500 posts in the blog. The campaign, which attracted 500 million people, received more than 4,000 articles in more than 60 countries and 600 television programs around the world, according to Benetton. After such a successful campaign, Benetton has added 60 percent more fans on Facebook and 60 percent more visits to benetton.com. Referring to the company attitude towards Benetton was 80 percent positive.

Also this campaign received a large number awards at international events and competitions, like the Press Grand Prix at the Cannes Film Festival ads and Two Gold Pencils in The One Show Awards in integrated branding and public service - outdoors and posters category. Also can be added the Gold Award at the International Clio Awards in the press category.

Figure 11. Poster for advertising campaign “Unhate” 2011 year



Source: <http://www.benettongroup.com/the-group/profile/group-history/>

5.3.3 “Unemployee of the year”

Benetton went further, the campaign with other concept that was less controversial, called "Unemployee of the year", which highlighted an acute social problem, at least 100 million unemployed young people all over the world between the ages of 15 to 29 years.

During the campaign, young people were invited to introduce work piece project ideas, which, in their opinion, deserve the financing - projects that have social influence within their community .Then these ideas were presented at the UNHATE Foundation website. And by voting 100 projects with the highest number of votes were embodied into reality.²⁴

²⁴ Benetton advertising campaigns. [online] Available at http://gender-route.org/articles/other_projects/united_colors_of_benetton_manifesty_protesty_i_social_nye_testy/

5.3.4 Project “Sustainable Livelihood”

In the year 2015 United Colors of Benetton has launched a program for Women Empowerment, aimed at the protection and support of women's rights around the world. The program begins with the "Decent Life" five-year project (Sustainable Livelihood), envisaging an investment of two million euros in support of women employed in clothing sector.²⁵

In addition, the Benetton has set itself such purpose in the field of women's protection of the rights, as the fight against discrimination and ensure equal opportunities, access to quality education and health care, the fight against all forms of violence against women.

Figure 12. Poster for advertising campaign 2015



Source: <https://lenta.ru/news/2015/11/04/benetton/>

²⁵ Benetton .Campaign for women protection.[online] Available at <https://lenta.ru/news/2015/11/04/benetton/>

6. Analysis of the research

The practical part of this bachelor thesis is the analysis of the questionnaire results.

The objective was to collect data using a different type of questions. The questionnaire prepared by the author of the work (attached in the supplement) was prepared with the help of literature, online resources, and also own experience. The questionnaire was compiled in two languages, English and Russian, the author of this thesis has used www.survio.com website. This method of distribution of the questionnaire was chosen due to the fact that greater number of people from different countries might answer these questions. Since the aim of diploma work was to determine the opinions of people of different ages, people aged 50 + mostly filled paper form.

Before the spread questions have been tried on the author's friends, and then already edited was uploaded to the “survio.com” website.

In general the survey involved 272 respondents. From them 218 respondents used the online questionnaire, and 54 respondents filled paper questionnaires. This number of respondents gave a good outcome for the study.

The purpose of my survey was to ascertain the views of different group of population in the disputed advertisement United Colors of Benetton, as well as the impact on the kind of shock advertising relating directly to the clothing brand. Also the goal of the questionnaire was to identify for example how age affects respondents' opinions about the shocking posters Olivier Toscani for United Colors of Benetton.

Also, the aim was to try to determine whether the general public with the story of David Kirby know who died of AIDS, whose photograph has been used as a Benetton advertising campaign against AIDS.

6.1 Questionnaire

General information on the respondents, which has been revealed using a questionnaire: gender, age, level of education, economic status, presence of children. The question about the presence of children was asked to find out whether presence of a child effects on attitudes of the respondents on such advertising. In the survey participated 272 people including 145 women and 127 men. Author divided age into 6 age groups. As indicated in the Table 1.1 majority of respondents are in age group between 15-24. The age group under 15 years old in the form of this thesis the author was not included. Due to the fact that in the opinion of the author the respondents under 15 years advertising campaign of United Colors of Benetton, likely do not know. Since the publication was carried out at a time when these age groups of people were not born yet or were too small. Another important factor may be considered that "at least 15 years' age group looks at the ethical side of the campaign United Colors of Benetton do not have the great value for the study.

Table 1.1: Age structure of the respondents.

	men		women		Σ
	Amount	Percentage of total	Amount	Percentage of total	
15-24	48	37.7%	49	33.7%	97
25-34	32	25.5%	36	24.8%	68
35-44	19	14.9%	28	19.6%	47
44-54	15	11.8%	18	12.4%	33
55-64	5	3.9%	10	6.8%	15
65+	8	6.2%	4	2.7%	12
Σ	127	46.6%	145	53.4%	272

Source: self-made table

The survey was participated mostly people with high school degree amounts to 45.5 %

(124 respondents) and with bachelor's degree amounts to 37.7 % (102 respondents). Master's degree amounts to 13.9% (38 respondents). And 2.9% (8 respondents) chose option "other"-without education.

More than half of survey participants currently studying 38.2% (104 respondents) or working 41.1% (112 respondents) as well number of 5.4% (14 respondents) are private entrepreneurs, unemployed constitute 6.9% (19 respondents) of the respondents, the others retired 8.4% (23 respondents).

As was pointed out earlier by the author the majority of respondents are in the age under 35. As a result of this the respondents with at least one children e 37.2% (101 respondents) while others without 62.8% (171 respondents).

On the question about the most memorable advertising 65% (177 respondents) of respondents mentioned advertising of the company Coca Cola, this advertising people connected with positive emotions thus a large number of people noted it .United Colors of Benetton is 20% (54 respondents)of the respondents' answers. The rest of the advertisement that were noted were more intrusive thus remembered respondents. Also 4% (11 respondents) did not pay attention to the ads or tried to avoid it.

Respondents' opinion about the United Colors of Benetton advertising campaigns

One of the first major task was to find out whether the respondents have at least some idea about the advertising campaign of United Colors of Benetton. For the questionnaire author chose 6 advertising posters to cover as much as possible various advertising campaigns. From anti-racist campaign is an image of black woman nursing a white baby and photo with three hearts with inscriptions Black, White, Yellow. Also in the given question, there is one of the most controversial and shocking photos of a newborn baby with umbilical

cord uncut. A nun kissing a priest is a quite memorable advertising poster as well. The poster with a black man who has instead of a part of his hand an iron spoon represents a campaign against hunger “Food for Life”. The last picture is one of the latest advertising campaign United Colors of Benetton in support of women. Author chose photos of specific campaigns on the basis of the most controversial and shocking, thus the most recognizable.

From all the posters logotype United Colors of Benetton has been removed.

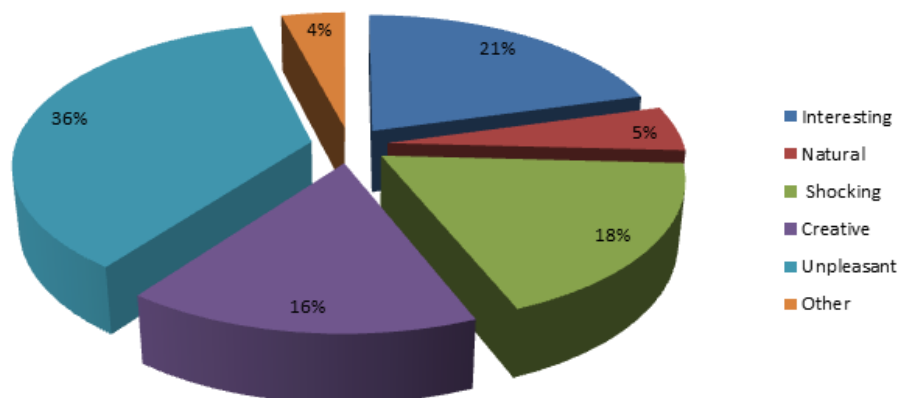
The question was whether the person knows at least one of these photos. According to presented data photos acquainted far not to all 33 % (90 respondents) responded affirmatively, the remaining 67% (182 respondents) of the respondents are not familiar with this advertisement.

One important factor is the age of the respondents, as some of these campaigns have been released in the 90's. While a table 1.1 showing that many of the respondents have not reached age of majority by those years or were not able to see this advertising at all.

The next question was how the respondent could describe these photos.

In the Graph 1.1 can be seen that most respondents choose the word unpleasant for describing this advertising campaign. Also, respondents were offered the opportunity to write their own version of description. Answers include adjectives like provocative and shocking.

Graph 1.1- Respondents' answers to the question “How you can describe these advertisements?”



Source: self-made graph

Further, the purpose of the study was to find out does this kind of advertising influence on the choice when responses are buying.

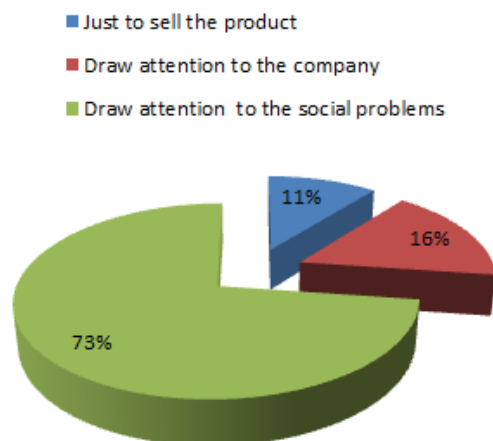
Of all respondents, 63 % (171 respondents) answered no, 20 % (55 respondents) answered yes. As well, respondents were given the opportunity to write their own version 17 % (46 respondents) of them have used that opportunity: 5 % (14 respondents) could not answer and 12 % (33 respondents) have written that it depends on the product that sells the brand.

As the author already mentioned above, the logotype from photos has been removed, the next question was which company could have such promotional posters. For the choice of the respondents has been offered 4 companies (H&M, Apple, United Colors of Benetton, Pepsi) or the respondent could write their own version. Based on the respondents' answers 65 % (177 respondents) responded United Colors of Benetton, 10 % (27 respondents) chose Pepsi, 6 % (16 respondents) H&M, 4 % (11 respondents) Apple.

The remaining 15 % (41 respondents) chose the option “other”: 2 % (5 respondents) of them responded that they did not know or undecided the remaining 13 % (35 respondents) have written that it is a social advertising.

Next respondents were answering what meaning of such advertising as the graph 1.2 shows most people are inclined to think that such advertising affects social problems 72.7%(198 respondents), 16.7%(45 respondents) believe that the ads simply wants to draw attention to the product and 10,6%(29 respondents) that the purpose of such advertising is just to sell the product.

Graph 1.2- Respondents' answers to the question “What is the main message of the above advertising?”



Source: self-made graph

The last question from this section of the questioner was does anyone of the respondents know the photographer who made the majority of the above advertising campaigns. Nearly all respondents 96% (261 respondents) answered negatively, only 4 % (11 respondents) affirmatively and wrote the name of the photographer.

Respondents' opinions about the photo from campaign against AIDS

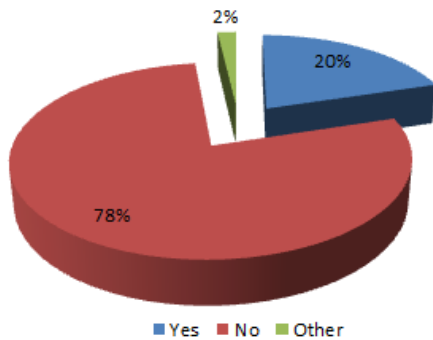
Author provided respondents photo from the advertising campaign against AIDS. On this photo was depicted real person who dies from the actual illness.

The first question was does respondents familiar with the story of this photo. Out of all respondents only 6% (16 respondents) responded affirmatively, 94 % (256 respondents) the rest are not familiar with the story of the image.

The next question was whether it is appropriate use of the image of a dying man and his suffering family for advertising purposes. As well for the respondents answered negatively on the previous question has been given the history of this photo.

As indicated in the graph 1.3 78 % (212 respondents) are convinced that this photo is inappropriate for advertising purposes, 20 % (55 respondents) believe that this photo can be used as an advertisement. The remaining 2% (5 respondents) have chosen to write their opinion, the meaning of which was the fact that if it is social advertising then it is quite appropriate.

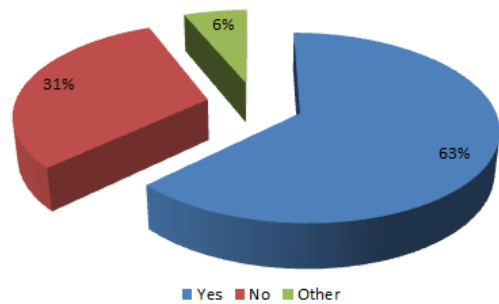
Graph 1.3- Respondents' answers to the question “In your opinion is it appropriate to use an image of a dying men and his suffering family in advertising?”



Source: self-made graph

The following question respondents were asked was whether in general this kind of photos should be used for advertising purposes,63% (171 respondents) responded negatively, 32% (84 respondents) agreed that such images should be used for advertising purposes. The remaining 5 % (17 respondents) decided to express their personal opinion, the respondents emphasized that such images may only be used in social advertising, and only with the agreement of the participants.

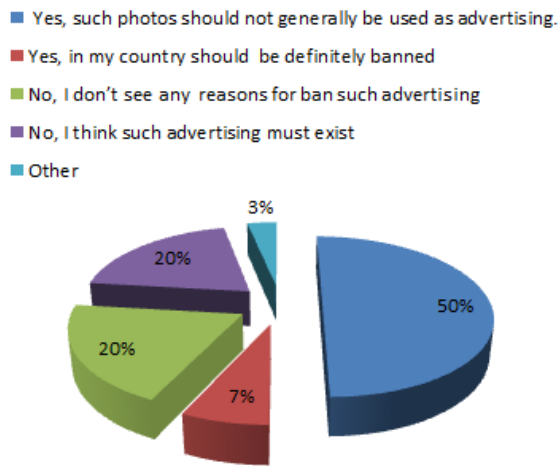
Graph 1.4 - Respondents' answers to the question “Should photos like this be used for advertising purposes?”



Source: self-made graph

The last two questions of the survey concerned the general opinion about these campaigns. Previously in the '90s, some images from United Colors of Benetton advertising campaigns have been banned in some countries. The question was whether the respondents think that such images in advertising should be banned today. Out of all respondents as shown on the graph 1.5 50 % (136 respondents) think that such images should never be used as an advertisement, 7% (19 respondents) are of the opinion that such images definitely should be banned in their country, 20 % (54 respondents) do not see any reason for ban such advertising. Another 20% (54 respondents) are convinced that such advertising should exist. And 3 % (9 respondents) chose option “other” and write their own opinions. The author of the thesis would like to describe them. One respondent wrote that in his country, such advertising must exist, but it must be introduced gradually otherwise it will be immediately rejected by society. The same respondents said that the involvement of real-life stories make problems "tangible" thus make clear that the problem is real and it can happen to anyone. Since the respondents made it clear that this type of advertising should be used only as social advertising.

Graph 1.5 - Respondents' answers to the question “If such photos as advertising would be used today, in your opinion should they be banned again?”

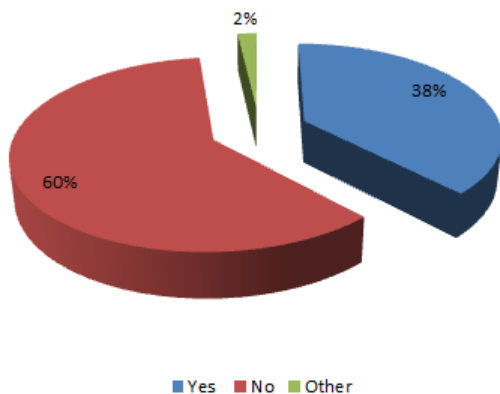


Source: self-made graph

The last question for respondents was whether it appropriate to use of social problems in advertising.

As graph 1.6 shown 60 % (164 respondents) responded negatively, 38 % (103 respondent) agreed. Also respondents have been offered the opportunity to write their own version, and of 2 % (5 respondents) of the respondents said that it depends on what advertising will be used social problem.

Graph 1.6- Respondents' answers to the question “In your opinion can social problems be used for advertising purposes?”



Source: self-made graph

6.2 Results

The purpose of the study was to test the hypothesis specified by author at the beginning of the thesis.

The author hypothesized that “Controversial advertising is one of the most effective ways to attract attention to the product”.

According to the study when people pay attention to such advertising, it causes controversy and disagreement. The controversial advertising is actively discussing, thereby drawing attention to the product. First shocking Benetton advertising campaigns appeared a long time ago, but as results of the survey has shown that such advertising even today touches the consumer by that remaining relevant. Undoubtedly, such campaigns attract the customer's attention much more than usual commercials. The company United Colors of Benetton has attracted the attention of people not directly to the produced product – clothes. As author mention in the first part of the practical chapter, for many of its advertising campaigns Benetton has used and continues to use only the logo without mentioning the brand. United Colors of Benetton with their controversial and provocative advertising attracts the attention not only to the brand but also to the actual social problems.

As the analysis of the survey showed the most memorable is the advertising campaign “Holidays are coming” of the famous Coca-Cola Company. Several means of presentation of goods have been developed that are now associated with this drink. Coca-Cola products are marketed in different ways. Furthermore, it should be noted that preference is given to emotional and resembling advertising that is presented mainly in the form of commercials. Video advertising with a caravan of red trucks evokes positive associations among consumers (Christmas or New Year, America, magic, enjoy life, Santa Claus, family). Such advertising is a sense of joy and celebration, thus is associated with positive emotions. Hence, another effective way to attract attention to the product is to create advertising that will cause positive emotions, and later people will be involuntarily pay attention to such goods.

Creating a controversial advertising company strongly enough run the risk. As already mentioned in the first part of the practical chapter the United Colors of Benetton company quite often had been criticized by whether religious leaders or simply the public. Also controversial advertising campaigns could worth huge unjustified sums for brands.

Summing up the results the author can say that the controversial advertising is undoubtedly an effective way to attract the attention to the product, but this type of advertising is not the most secure, rather risky.

7.Conclusion

As the author of this thesis already mentioned, at the theoretical part, advertising takes a large place in modern society. With advertising you can do a lot, and the most important attract the attention of the right person.

Benetton advertising campaigns have drawn authors' attention not for the accident. The author believes that one of the most urgent problems in modern society are social problems. Benetton advertising campaign in 90's put forward the social problems in public. This advertising shows what usually hide or simply trying every way to avoid it. Benetton advertising campaigns still cause a lot of debate.

Based on data from the study, conducted by the author of this thesis, Benetton's' campaign still cause emotions such as shock and sincere astonishment. Although it is hard to surprise modern men.

Oliviero Toscani, to whom author has devoted a part of this thesis, believes that advertising can be successfully used to inform the public. And one member of the company Benetton, Peter Fressola claims that shock advertising makes people think, it helps to attract the public to discuss serious social problems and promotes tolerance worldwide.

According to the author, Benetton and especially the photographer Oliviero Toscani made a huge step towards drawing attention to the social problems, problems of different countries and also people of different ages and nationalities. Benetton showed the world on how many people are indifferent to the problems of others. Unfortunately this is the modern world, every man for himself.

The concept of social advertising is very often can be compared with the concept of a controversial advertising. The controversial advertising gives a positive results to subject a debate, thus people will be attracted.

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9. Appendix

Questionnaire

1) What is your gender?

- a)Men
- b) Women

2) What is your age group?

- a)15-24
- b)25-34
- c)35-44
- d)45-54
- e)55-64
- f)65 +

3) What is your highest level of education?

- a) No degree
- b) High school degree
- c) Bachelor's degree
- d)Master's degree
- e)Doctoral degree
- f)I rather not answer
- g) Other, ...

4) What is your current employment status?

- a)Employed
- b)Unemployed
- c)Self-employed
- d)Homemaker
- e)Student
- f)Retired
- g)Unable to work
- h)Other,...

5) Are you a parent?

- a)Yes
- b)No

6) What is the most impressive advertising you have ever seen? (In 10 words maximum)

7) Do you know any of these advertisements?



a)



b)



c)

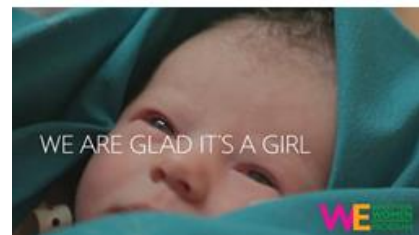


d)



e)

- a)Yes
- b)No



f)

8) How you can describe these advertisements?

- a)Interesting
- b)Natural
- c)Shocking
- d)Creative

- e)Unpleasant
- f)Other,...

9) If you see such advertising would you buy from this advertiser?

- a)Yes
- b)No
- c)Other,...

10) Which company do you think has used these advertisements?

- a)H&M
- b)Apple
- c)United Colors of Benetton
- d)Pepsi
- e) Other, ...

11) What is the main message of the above advertising?

- a)Just to sell the product
- b)Draw attention to the company
- c)Draw attention to the social problems
- d) Other, ...

12) Do you know the name of the photographer who's made the majority of the above photos?

- a) Yes, (name).....
- b)No

13) Do you know the story of this photograph?



- a)Yes
- b)No

14) In your opinion is it appropriate to use an image of a dying men and his suffering family in advertising?(if in your previous question you answered No- the print is based on a real photograph made in 1990 shortly before the death of David Kirby from AIDS. Benetton “painted” black and white image and used it in the anti-AIDS campaign in 1992 with the consent of Kirby’s family)

- a)Yes
- b)No
- c) Other, ...

15) Should photos like this be used for advertising purposes?

- a)Yes
- b)No
- c) Other, ...

16) In the 90’s some of these types of advertisement were banned. If such photos as advertising would be used today, in your opinion should they be banned again?

- a)Yes, such photos should not generally be used as advertising.
- b)Yes, in my country should be definitely banned
- c)No, I don’t see any reasons for ban such advertising
- d)No, I think such advertising must exist
- e)Other, ...

17) In your opinion can social problems be used for advertising purposes?

- a)Yes
- b)No
- c) Other, ...

10. List of figures and graphs

Figures:

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Figure 3. Two men connected with each other with handcuffs, advertising campaign 1989

Figure 4. Children on pots, advertising campaign 1990

Figure 5. Posters for advertising campaign 1990 year

Figure 6. David Kirby dying from AIDS, advertising campaign 1992 year

Figure 7. Condom with their logo, advertising campaign 1993 year

Figure 8. Posters for advertising campaign 1993 year

Figure 9. Poster for advertising campaign 1994 year

Figure 10. Posters for advertising campaign “We, on death row” 2000 year

Figure 11. Poster for advertising campaign “Unhate” 2011 year

Figure 12. Poster for advertising campaign 2015

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Graph 1.5 - Respondents' answers to the question “If such photos as advertising would be used today, in your opinion should they be banned again?”

Graph 1.6- Respondents' answers to the question “In your opinion can social problems be used for advertising purposes?”