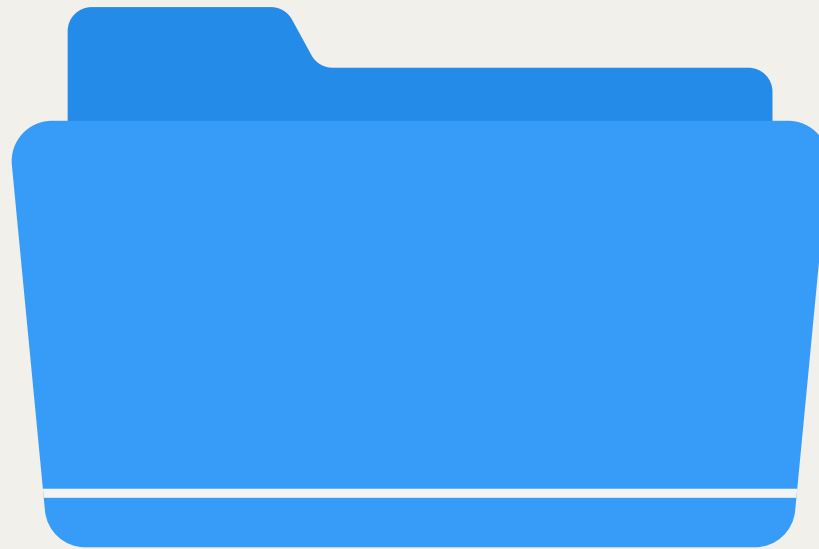


BY: SARAH MALOUF



Media Ethics

Report



AN ETHICALLY CONTROVERSIAL ADVERTISEMENT
BY REEBOK

WHAT IS THE AD?

INTRODUCTION

Reebok - Say Yes To Infidelity!

- In 2011, Reebok launched an advertising campaign in Germany.
- The slogan “Cheat On Your Girlfriend” was promoted at Reebok licensed gyms and sparked negative backlash all over the world for endorsing infidelity.



CHEAT ON
YOUR GIRLFRIEND
NOT ON YOUR
WORKOUT



WHAT DO YOU THINK?

Think.
Discuss.
Compare.



AS COMMENTERS,
LETS DISCUSS

1. How do you percieve this message?

2. What measures would you take to protect the ethical responsibility of Reebok?



EVERYONE HAS
DIFFERING OPINIONS

PERSONAL CONSIDERATIONS

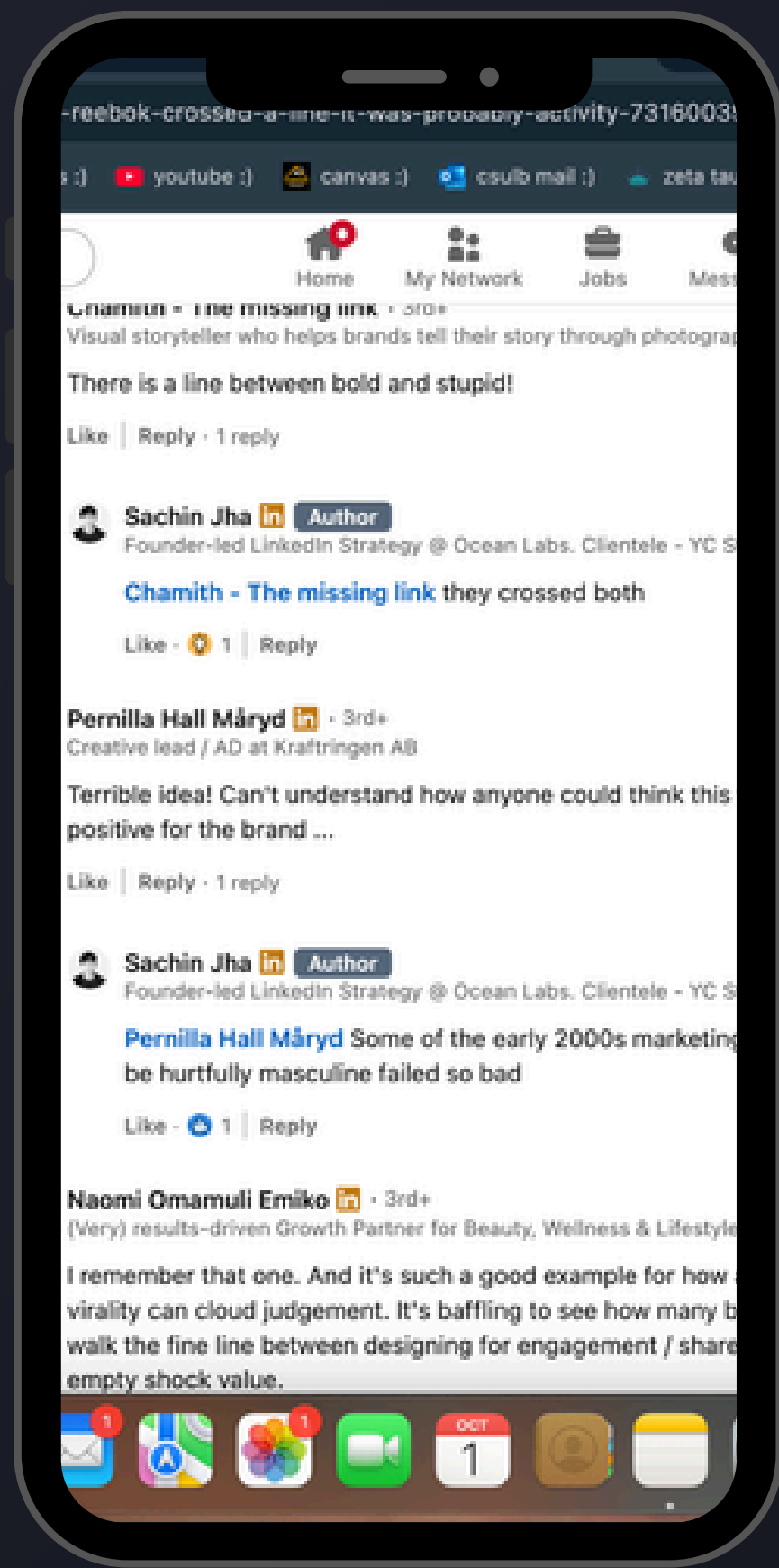


WHAT FACTORS COULD INFLUENCE DIFFERING REACTIONS TO THIS CAMPAIGN?

- Family Relationships
- Childhood
- Culture
- Ethnicity
- Religion
- Romantic Past
- Gender
- Political Stance



HOW DID PEOPLE PERCEIVE THIS MESSAGE?



The Backlash:

The ad went viral on social media, leading to global criticism and calls for boycotts. People found the message to be disrespectful and a promotion of toxic masculinity, which I would argue today's society is trying to change.

While some people physically boycotted, others took to hatred online.

- Platforms like Instagram, LinkedIn, Redditt, and Twitter were swarmed with negative comments.
- Loyal customers were swearing they would never shop there again.
- In 2011, post campaign, there was a 3% sales drop for Reebok's 2011 Q4, a significant change to the 15% growth seen in Q4 2010.



HOW DID THE MEDIA REACT?

1 In considering Reebok's advertisement, which ethical theory provides the weakest or most troubling justification?

A Ethical Diversity: 'People disagree on solutions to moral issues.'

B Moralism: 'Who am I to judge others?'

C Individual Relativism: 'Morality is simply a private matter.'

D Cultural Relativism: 'Morality is simply a matter for individual cultures to decide.'

Submit

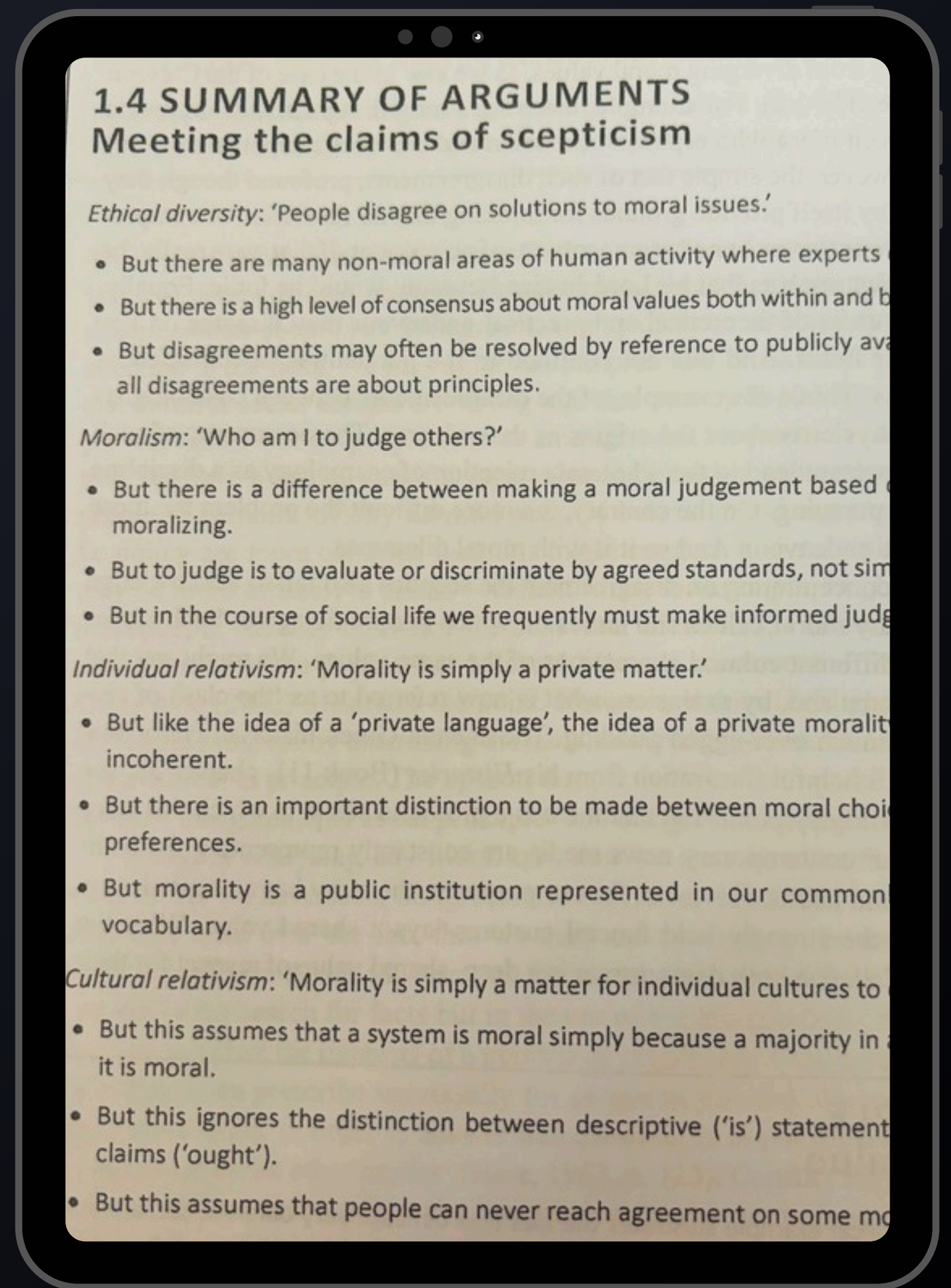
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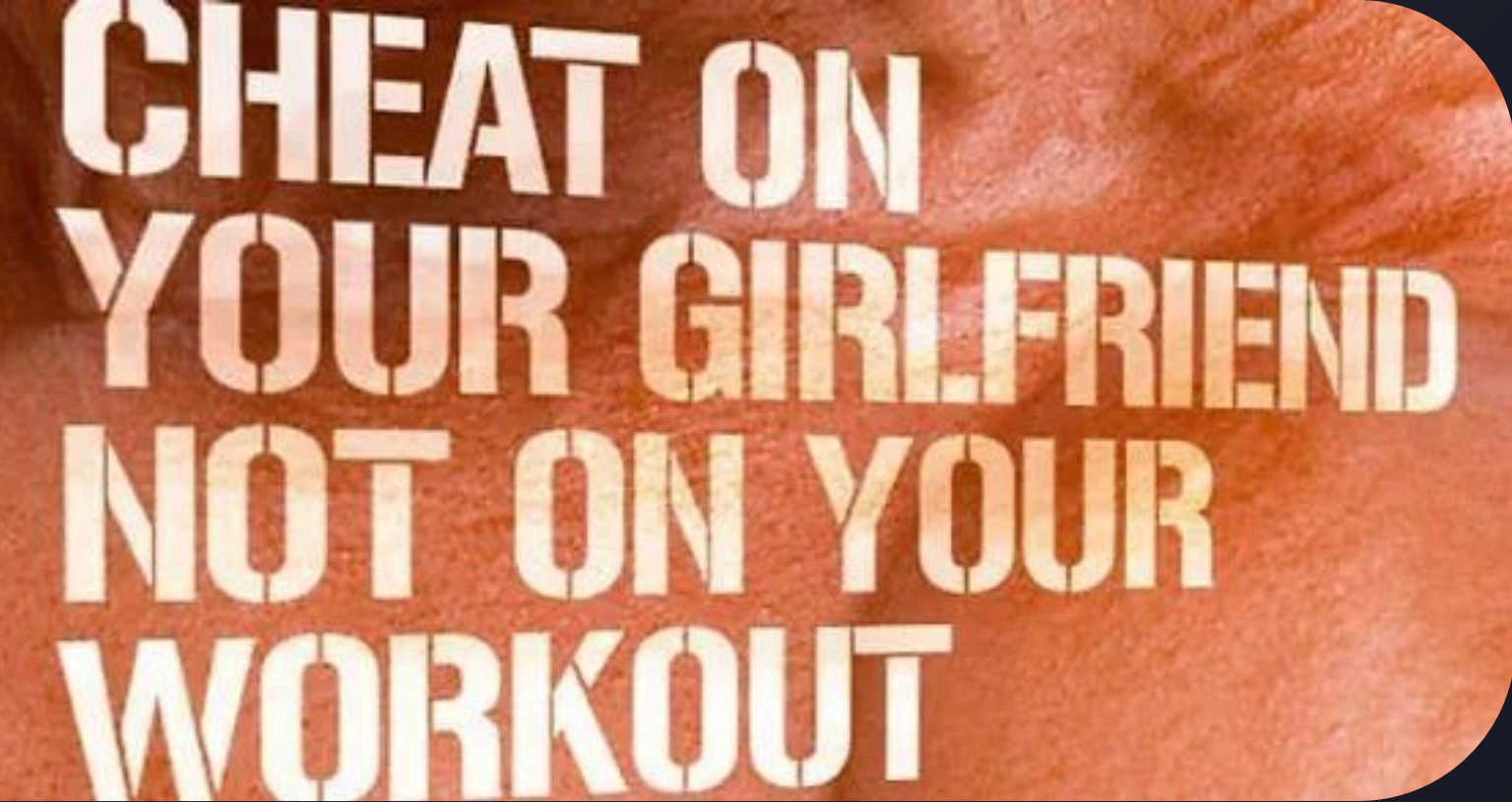
"We regret that some offensive Reebok materials were recently printed. The signs were removed as soon as we were made aware of them. I can assure you that Reebok does not condone this message or cheating in any way. We apologize for the offensive nature of these materials, and are disappointed that they appeared at all."

CLASS ACTIVITY



VOTE!





CONNECTION TO THEORIES

(Theories utilized within the media's reaction)

All of these theories are subjective, however I would argue subjective can be more important than fact, depending on the situation.



Ethical Diversity

Some men and women agreed with this advertisement or thought it was relatable based on their own backgrounds. In general, lots of men have different opinions on this situation as it doesn't affect them and some women were less sensitive to such claims.

Moralism

Just because a mistake was made by Reebok, it doesn't define the company as a whole. We all make mistakes, and some people did not take a situation like this so seriously nor care about the impacts when the reality is, they feel most companies are unethical in one way or another already.

Individual Relativism

Others who view morality as a private matter, didn't respond to this situation at all. They may have formed their own opinions about the company based on their advertisement, but don't feel the need to share or proclaim it to the world.

Cultural Relativism

Based on the way certain cultural communities were raised, there were some certain ethnicities or people with previous parental traumas that took this campaign much more offensive or high stakes than others.

MY PERSONAL THEORIES

Morally

- I see this as highly unethical to the company & consumers (socially unjust).
- As a Christian woman, I do not condone cheating in any way shape or form.
- Joking damages profits and reliability of trustworthiness
- Causes negative effects, puts ideas in people's heads & makes it seem male dominant.

Moralism

While I don't think this was a smart move by the company, I would say that I relate the most to this ethical theory and would respond in these ways...

1. I would not judge or condemn. (Regardless of society's 'fact')
2. My opinion doesn't matter, only God's. (Yes, subjective)
3. Forgive and move on with concern for those triggered.

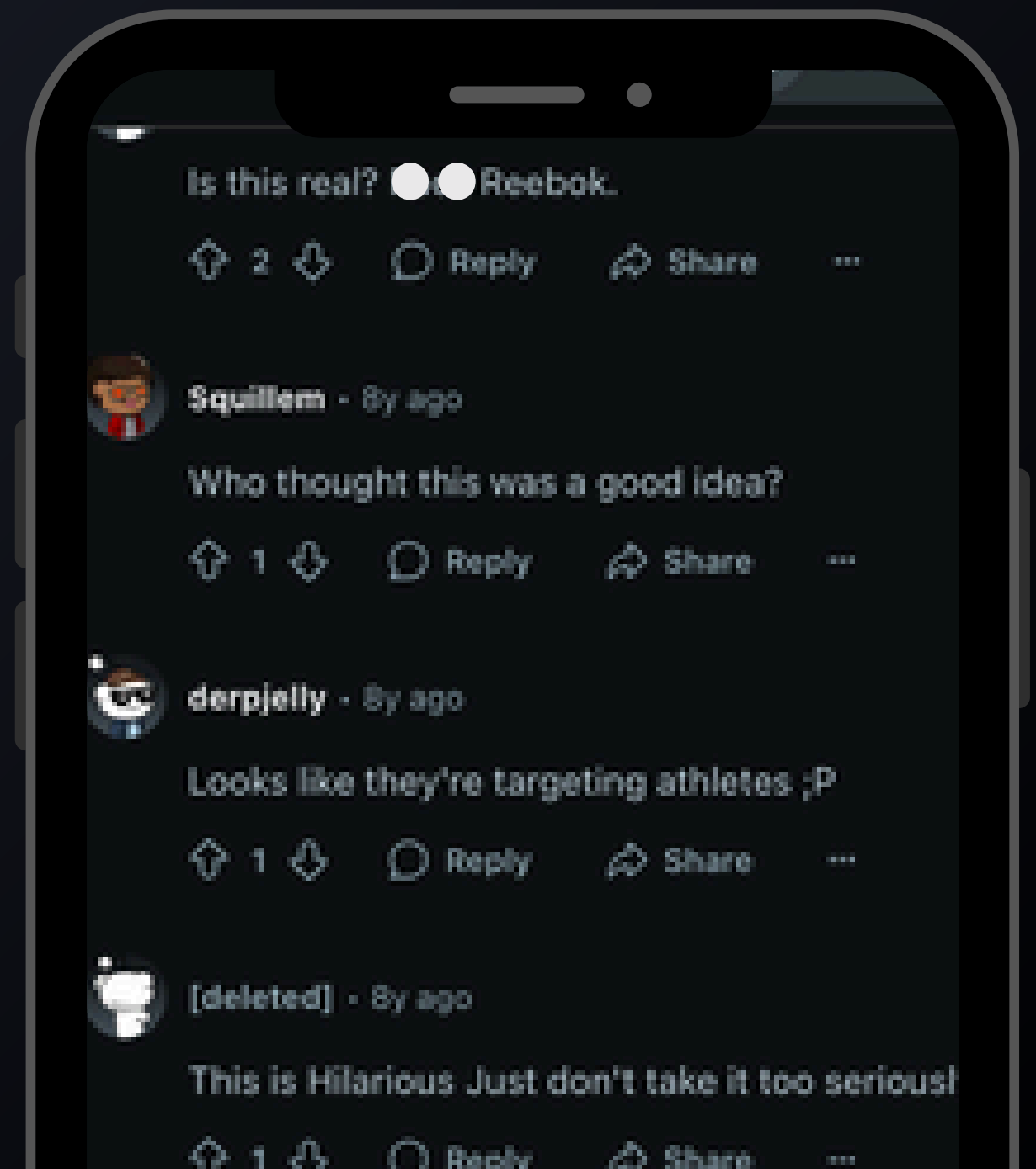
Which theories do I disagree with?

- I disagree with Ethical Diversity, Individual Relativism, and Cultural Relativism.
- Any other theories that indicate there isn't a right and wrong.
- Any theory that promotes 'Choose your own path/follow your own beliefs regardless of what others think'.

MY RESPONSE



HOW I REACTED, SUBJECTIVE?



Happy Monday!

Thank You!

ANYTHING TO ADD?

? Questions?

💬 Comments?

🎤 Arguments?

