

# ADVERTISING



**Brand:** Mehta Solutions

**Product Code:** case418

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

ADVERTISING case study

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"A while ago UK's Advertising Standards Authority (ASA) told Liverpool-based Halewood international that their ad part of a 2 million pound campaign for their Lambrini drink was too sexy. ASA issued guidelines suggesting they use balding paunchy, middle aged men instead of someone who was attractive and desirable." The ad is in danger of implying that the drink may bring sexual/social success, because the man in question looks quite attractive and desirable,"

**Answer the following question.**

**Q1. Give an overview of the above case.**

**Q2. What is the role of ASA?**

## Details

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**

