

ADVERTISING ETHICS:
A CLIENT PERSPECTIVE

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ABSTRACT

This study examines how clients at large companies view advertising ethics. In-depth interviews were conducted with 16 high-ranking advertising clients in the New York area and six other cities. The focus was on the ethics of advertising messages rather than the advertising business.

Client expectations of themselves and their advertising agency are discussed. The question of ethical responsibility for advertising is explored as is the relationship between legal and ethical. The role of Corporate Social Responsibility (CSR), the impact of digital and social media on ethics and the value of ethical codes for advertising are also considered. Comparisons are made to previous qualitative research conducted on advertising ethics. Recommendations are made on how to make advertising messages more ethical in the future. Suggestions for further research are discussed.