

IAP JURY DECISIONS

Full title of law or regulation	Code of Marketing Communication Self-Regulation 63rd edition effective March 8th, 2017 http://www.iap.it/wp-content/uploads/2017/03/Code-of-Marketing-Communication-63rd-edition-8.3.17.pdf
Title of relevant section	ARTICLE 10: Moral, civil, religious convictions and dignity of the person; gender discrimination, and ARTICLE 1, Fairness of advertising communication, and bringing advertising into disrepute
Advertiser and advertising	Moby Spa https://www.mobylines.com/ Press ad. "For the best commanders, just do as we do. Take the Italians! ". The text continues along this line "... choose only those who sail Italian ... recognize the value and professionalism of our fellow countrymen ... ". Noted in the Corriere della Sera of February 23, 2018 The ad is here: http://www.g-regs.com/downloads/ITGenMOBYprintad.jpg
Comment and ruling	<p>The Committee considered the advertising to be manifestly contrary to Articles 10 (Marketing communication should not offend moral, civil and religious beliefs. Marketing communication should respect human dignity in every form and expression and should avoid any form of discrimination, including that of gender) and 1 (Fairness in marketing communication: Marketing communication must be honest, truthful and correct. It must avoid anything likely to discredit it.)</p> <p>In the opinion of the Control Committee, the message is clearly discriminatory because it has no foundation to the supposed professional or technical nature, but is predicated on the mere basis of national origin, in clear contrast with the provision of the aforementioned Code.</p> <p>Furthermore, the Committee denounced the transgression of article 1 of the Code, "Advertising must be honest, truthful and correct. It must avoid anything that can discredit it", since the content of the message, aimed at the viewers' emotions and exploiting their sensitivity towards a theme that involves the values of the entire community, is an example of a form of communication that damages the good standing of the whole advertising industry.</p>
Decision link (IT)	http://www.iap.it/2018/03/n-23-18-dell-1-3-2018/
