



Save the Whales advertisement report

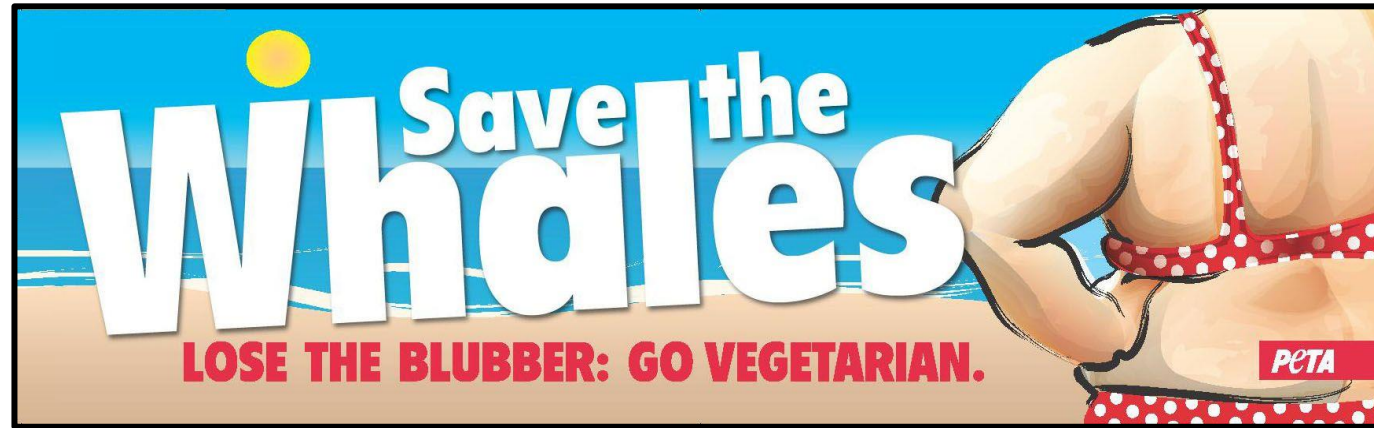
*People for the Ethical Treatment of Animals
(PETA)*

02/21/25

MARLON GARCIA, KRISTIAN PAHE, ROBERT SIERRA



Advertisement in Review



This image is based on PETA's advertisement. The advertisement consisted of an image which displays a beach with text over it reading, "Save the whales", along with bold red text directly below reading "Lose the blubber: Go Vegetarian." Right, adjacent, is an image of an overweight woman.

Why This Ad was a Good Choice

- Viral Potential: Striking ads tend to gain significantly more attraction that tend to form more controversies.
- Emotional Appeal: The billboard evokes strong emotions by mentioning the conditions of whales, convincing others to reflect on their impact towards marine life.
- Call to Action: Encourages others to take the leap forward into adopting more sustainable lifestyles.
- Brand Alignment: Peta is known for adding some shock value towards protecting animal rights, making the ad align with what their company is about.



Negative Public Response

- Body Dysmorphia: Insensitive language and imagery was upsetting to people who are struggling with body image.
- Trivializing Movement: Advocates for wildlife conservation have found that injected humor was disrespectful to their cause.
- Misrepresentation: Followers of vegetarian diets felt like their lifestyle was misrepresented as shallow and centered on body image.



Ethics Affected

Personal:

Public members felt their personal beliefs in animal rights advocacy were diminished.

People felt that the ad was challenging to one's personal view on their body.

Social:

Care: Viewers who are struggling with body image felt the advertisement was insensitive.

Conservation:

Wildlife conservation has serious impacts, and the humor minimized the severity of the topic.

Revising Advertisement

- Retain core message of helping whale population.
- Remove image of woman, as well as "Lose the Blubber" blurb.
- Removal of humor element:
 - Replace vibrant fun colors to muted, somber colors.
 - Appeal to emotion with photo of whale entangled in fishing net.
- Call to action:
 - Advocate for a reduction of seafood consumption or a switch to a vegetarian diet.
 - Invite public to volunteer in conservation efforts such as disentanglement training.





Repairing Image

- Public apology that takes accountability for ad and that addresses grievances of the audience.
- A display that we are serious in our efforts for animal rights.
- New ad campaigns that highlights the need for direct involvement through volunteering.

Moving Forward



Must value the ethics and views of our audience.



Select the theme and attitude of future campaigns to align with the seriousness of the topic.



Screen advertisements with colleagues and potentially a focus group to get outside opinions.