

TYPE
Case study on verbal language written in advertisements that promote consumption of medicines and nutritional supplements
PROBLEM DESCRIPTION
Problem typology Case study on the impact of manipulative verbal message written in video ads
Actors involved Producers of medicines and nutritional supplements Consumers
The occurrence context In European countries, the prescription of medicines is made by family doctors. The only medicinal products which present no risk, are the nutritional supplements, which is why the emergence of a new product needs a safe advertisement, the degree of manipulation to be as low as possible. Thus, the buyer will be well informed right from the moment when the product is promoted on the negative or positive effects of the medicine presented.
Description of the situation The problem of creating a message written in a video material was necessary because the possible consumers need clear information that the product consumed can bring risks. So, the situation suggests the promoting of a new commercial product that has risks on the consumer.
What are the reasons for which we consider it a problem (or becoming a problem)? The question is whether it is necessary to introduce the written message next to the video one and if the degree of manipulation respect the ethical promotion of commercial products.
Possible risks <ul style="list-style-type: none">- Marketing of high-risk medicinal products without the doctors' prescription;- Lack of information to consumers on the product purchased;- The harmful effects of consuming a product without prescription.
INTERVENTION
Informing the public about the importance of knowing every sold product, particularly medicines and the consequences each product has.
RESULTS
We want a change of the consumer's attitudes to medicines and a good informing for the consumers of all ages.