

2006 School Seminar Series

Waikato Management School

Te Raupapa



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

Disguise and obtrusiveness? Stealth marketing and communication ethics

Tuesday, 4 April 2006

4:00 - 5:00

MSB.4.02

Roy Langer

Roskilde University

Abstract

Based on an historical and empirical study of the emergence and application of new subtle advertising and PR-techniques as part of the research foundation for the new Danish marketing law, a CSR- and communication ethics perspective is applied in order to discuss stealth marketing techniques that are gaining more importance in current marketing communication practice. Stealth marketing is discussed from a deontological and a utilitarian ethical perspective. A combination of both perspectives is suggested in assessments and judgements for stealth marketing and permission marketing is suggested as a socially responsible and ethical sound response to recent attempts to invade consumers' privacy and to disguise consumers by exposing them to obtrusive promotional messages.

Presenter: Roy Langer

Email: royla@ruc.dk

Tel: 4674 3871