**Advertising Transparency**

Name

Institution Affiliation

Course

Instructor

Date

**Advertising Transparency**

The ethical and legal constraints of advertising include the proper treatment of consumers and their protection against prejudicial information presented in advertisements. There are three primary ethical obligations that marketers have to uphold, and these include advertisement truth, whereby accurate information is relayed to consumers. The information is not deceptive in any way. Transparency in advertising is critical not only to sustain consumers' trust but also mandatory in most jurisdictions. For example, the Federal Trade Commission (FTC) enforces laws that prohibit any deceptions in advertising and require marketers to disseminate truthful information about their products in these ads.

In the context of the principles of aspiring to transparency in advertising, Angus et al. (2024) explain how it can be done or implemented, especially in online advertising. Firms must keep consumers ethically informed about the way their data is collected and utilized in digital advertisements. The transparency fostered in online advertisement promotes the utilization of consumer information without exploitation, which proves critical as data privacy remains a core issue in the digital world.

An example of an advertising campaign that reflects advertising transparency is “Patagonia’s ‘Don’t Buy This Jacket.’" Specifically, in this campaign, consumers have been discouraged from purchasing a jacket during Black Friday but rather embrace consuming what is responsible. It also focused on the social aspect by educating its customers on the effects of excessive consumption and demand for new products by providing a service where customers could mend their products or buy second-hand products. In general, this campaign serves as a good example of the flexible communication of a brand about its environmental responsibility, even if it might discourage consumers. Thus, Patagonia's frank discussion of the ecological impacts of mass production helped establish trust and show that the company was committed to doing the right thing.

Patagonia's advertisements take responsibility for their content and raise awareness of the consequences of consumer culture. The company showcases its commitment to ethical advertising and truthful marketing, which aligns with its mission statement of sustainability and the promotion of responsible consumption of goods.

**URL of the advertisement:** <https://www.patagonia.com/stories/dont-buy-this-jacket-black-friday-and-the-new-york-times/story-18615.html>

**References**

Angus, D., Obeid, A. K., Burgess, J., Parker, C., Andrejevic, M., Carah, N., & Tan, X. Y. (2024). Enabling Online Advertising Transparency through Data Donation Methods. Computational Communication Research, 6(2), 1. <https://doi.org/10.5117/CCR2024.2.6.ANGU>

Patagonia. (2011, November 25). Don’t Buy This Jacket, Black Friday and the New York Times. Patagonia. Retrieved from <https://www.patagonia.com/stories/dont-buy-this-jacket-black-friday-and-the-new-york-times/story-18615.html>