**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 1: ACTIVITY 4**

**Group Activity**

**Keeping it clean**

Imagine you are members of a consumer rights pressure group and you have been invited by car manufacturer, Volkswagen, to air your concerns about their recent marketing communications campaign.

**Your challenge**

Read through the case study below and work in a group to create a presentation that you will deliver to the board of directors at VW.

* Produce a PowerPoint presentation (or other type of presentation) of between 5 and 10 slides that explains your concerns from a consumer’s perspective about their misleading advertising.
* Highlight the drawbacks for the brand of their approach and the harm they may do to consumers and societies by making false claims.
* Make **three** recommendations about how the organisation could apply ethical standards controls to their IMC campaigns. How could this be policed; who should be responsible and so on?

**Case study: VW falsely advertised environmentally friendly diesel cars**

Earlier this year the FTC (Federal Trade Commission) filed a lawsuit against Volkswagen, claiming that the car manufacturer had deliberately set out to deceived customers with a widespread marketing communications campaign that promoted "Clean Diesel" cars.

In 2015, VW had already been proven to have been falsifying emissions tests on its diesel cars in the US and other European countries for the years.

The FTC alleged that "Volkswagen deceived consumers by selling or leasing more than 550,000 diesel cars based on false claims that the cars were low-emission, environmentally friendly."

The repercussions are still being felt by the business today as it faces hefty legal fines as well as having to refund its customers US$ millions under various trade descriptions Acts.

*(Source: based on an article that appeared in www.Business Insider.com 31/03/2016)*