

CHAPTER 9: Issues In Advertising
Lesson 31: Regulation In Advertising

Learning Objectives

- You will understand via this lesson the need for regulation in agencies.
- The 3 case studies will explain to you the relevance of actually having regulations and the bodies which play a vital role in them and their role in the implementation of regulations.

Lesson: Regulation In Advertising



I have purposefully taken this advertisement. Although this is an AMUL advertisement but still, the adaptation of the subject matter will give you an idea as to what the controversy regarding MR Coffee was all about. Please note the subjective image now understand as to why there was so much hue and cry when a TV commercial was aired.

Advertising regulation is a fascinating subject, and it is heavily determined by political attitudes. Those who believe in less government and think that business should be left alone to regulate itself tend to favor less advertising regulation. Others who believe government has a role to play tend to want more legislation and government regulation.

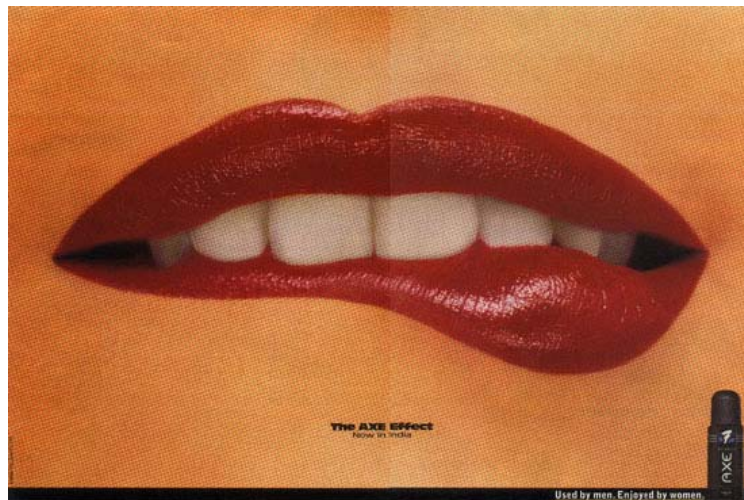
To understand advertising regulation, a host of issues need to be addressed. One central issue is definitional- what is deception? One ad claimed that “Milwaukee’s finest beer,” is deception involved when many (particularly other Milwaukee brewers) argue that other beers are superior? What does “finest” mean? One advertisement claimed that a hair dye

would color hair permanently. If someone exposed to the advertisement believed that the dye would hold for hair not yet grown and thus a single dye would last for decades, is the claim deceptive? Coming to Indian experience, put brand X fairness cream and you will get married.

A basic issue in the enforcement of these laws against deceptive advertising, to which we now turn, is **how to define and identify deception**.

Conceptually, **deception** exists when an advertisement is introduced into the perceptual process of some audience and the output of that perceptual process

- (1) **Differs from the reality of the situation and**
- (2) **Affects buying behavior to the detriment of the consumer.**



The input itself may be determined to contain falsehoods. The more difficult and perhaps more common case, however, is when the input, the advertisement, is not obviously false, but the **perceptual process generates an impression that is deceptive**. A disclaimer may not pass through the attention filter or the message may be misinterpreted.

Dividing the definition into its three major components, it states that **deception will be found if**

1. **There is a misrepresentation, omission, or practice that is likely to mislead.**
2. **The consumer is acting responsibly (or reasonably) in the circumstances.**
3. **The practice is material and consumer injury is possible because consumers are likely to have chosen differently if there was no deception.**

Although some argue that this definition only codifies the body of law that preceded it, most observers suggest that the definition involves two major changes from prior positions that make it harder for an as to quality as deceptive. **First**, the deception must be likely to mislead. **Second**, the deception must occur in consumers acting responsibly or reasonably in the circumstances rather than simply occurring in a substantial number of consumers (even if they are naïve and unthinking). **Thus, the consumer is charged with at least some minimal responsibility in interpreting the advertising.**

In the following discussion, we will look more closely at the three dimensions of deceptive advertising discussed above.

A Misrepresentation or omission

There are a variety of ways in which misrepresentations or omissions can occur:

1. *Suggesting that a small difference is important.*
2. *Artificial product demonstrations*
3. *Using an ambiguous or easily confused phrase.*
4. *Implying a benefit that does not fully or partially exist.*
5. *Implying that a product benefit is unique to a brand.*
6. *Implying that a benefit is needed or that a product will fulfill a benefit when it will not.*
7. *Incorrectly implying that an endorser uses and advocates the brand.*
8. *Making a claim without substantiation*
9. *Bait and switch*
10. *Identifying the advertising*
11. *Telemarketing*

12. *Intellectual property*

Puffery

A rather well-established rule of law is that *trade puffing* is permissible. *Puffing* takes **two** general forms.

The **first** is a subjective statements of opinion about a product's quality, using such terms as "best or greatest". Nearly all advertisements contain some measure of puffery. "You can't get any closer" (Norelco), "Try something better" (J&B Scotch), " Gas gives you a better deal" (American Gas Association), " Live better electrically" (Edison Electric Institution), "State Farm is all you need to know about insurance," and "Super Shell" are examples. **None of these statements has been proved to be true, but neither have been proved false. They all involve some measure of exaggeration**

The **second form** of puffery is **exaggerations extended to the point of outright spoof that is obviously not true**. A Green Giant is obviously fictitious, and even if he were real, he wouldn't be talking the way he does. In the 1927 Ostermoor case, the court pointed to the puffery argument in denying that a mattress company was deceptive in using an illustration appearing to depict that the inner filling of a mattress would expand to 35 inches when in fact it would expand only 3 to 6 inches.

Based on stated definitions and policy, puffing has been narrowed to the point where no deceptive claim can properly be termed puffery

REMEDIES

Cease –and – Desist Orders

The *cease –and –desist order*, which prohibits the respondent from engaging further in the deceptive practice, It has been criticized as being a command to "go and sin no more", which has little practical effect. By the time the cease- and-desist order is issued, the advertising may have served its purpose and another campaign may be underway anyway.

Restitution

Restitution means that the consumer is compensated for any damage. Restitution is rarely considered because of its severity.

Affirmative Disclosures

If an advertisement has provided insufficient information to the consumer, an *affirmative disclosure* might be issued. Affirmative disclosures require “clear and conspicuous” disclosure of the omitted information. Often the involved information relates to deficiencies or limitations of the product or service relating to matters of health or safety.

Corrective Advertising

Corrective advertising required advertisers to rectify past deception by making suitable statements in future commercials.

Some important issues could need your research on the subject. Any remedy should be nonpunitive in nature and should not be burdensome. **How do you determine whether the corrective advertising is generating damage to sales or image? Any remedy should preserve First Amendment rights to express ideas. What about those ideas that are counter to the corrective message’s claims? Can an advertiser simply decide to stop advertising, thereby avoiding corrective advertising?**



One problem with corrective advertising is that it has usually resulted in lawyers writing copy and insisting that it be run some arbitrary length of time.

The implementation of the communication objective approach to corrective advertising will always face difficulties. The problem of ascertaining how misperception and its effect are to be measured and the appropriate target level of misperception that should be obtained reappears in this context. Judgments on such questions are required to set communication objectives. Obviously, a zero misperception level is not generally feasible. Yet regulators and the general public to which they must answer have difficulty accepting realistic standards. **A key is to know whether the advertiser is making a good faith effort toward the objective.** Copy testing could logically be used to address this point, but the parties would have to agree in advance on relevant and suitable tests, a difficult prospect. Another problem is the cost of measuring deception over time. The tracking required measuring the impact of the commercials- no problem for large advertisers, who do that anyway – could be costly for smaller advertisers and may require the government to share some of the costs.

Corrective advertising has only rarely been considered, largely because of the difficulties in deciding on the target objective. However, it remains an important option and serves to focus attention on the central issues in deception cases.

COMPETITOR LAWSUITS

Another mechanism that inhibits deceptive advertising is the possibility of *competitor lawsuits*, in which firms charge that false advertising has caused them damage.

I want you to read the following article and make observations about it.

Videocon puts the lid on Godrej, Voltas "large" claims

Namrata Singh

MUMBAI, December 21: Godrej GE Appliances and Voltas, engaged in an MRTPC battle over "we are the largest" advertisement campaign for their twin-tub washing machines, have withdrawn their case as Videocon is launching the largest capacity twin-tub washing machine -- Videocon VNA 700 T. Videocon will shortly introduce a new 7kg capacity twin-tub washing machine priced at Rs 9,990. It will, thus, be larger than Godrej's Smart Wash (5.9 kg) and Voltas' (5 kg) model. Further, VNA 700 T is cheaper than Godrej Smart Wash, priced at Rs 10,978 and Voltas, priced at Rs 9,090.

Godrej GE Appliances had dragged Voltas to the Monopolies and Restrictive Trade Practices Commission (MRTPC) on the latter's advertisement which claimed that its washing machine had the largest twin-tub. Following Voltas' advertisement, a war broke out between the two, with Godrej GE launching a counter ad-campaign stating that Godrej Smart Wash was the largest. Godrej GE had stated to the MRTPC that Voltas' claim is patently false as the washing capacity of Godrej GE's twin-tub product is larger at 5.9 kg as against Voltas' 5 kg.

Godrej GE's statement was based on the fact that the washing capacity of any machine is measured in terms of the weight of dry clothes that can be washed at a given point of time. Voltas put forth the argument that their product had a larger volume similar to that of TVS Super, TVS Super Plus and the other model of Godrej having a capacity of 5 kg. Volume wise, Godrej GE has a tub capacity of 54 litres compared to Voltas' 50 litres. Those of TVS Super and TVS Super Plus have a wash tub capacity of 50 litres. As compared to these, Videocon's VNA 700T has a tub volume of 69 litres with cloth load.

As an interim measure, the commission, in its hearing held on September 15, directed Godrej and Voltas to stop their advertisements claiming to have the largest twin-tub washing machine.

Even before the MRTPC could draw a conclusion, the warring parties discovered that a third party (Videocon) was launching a washing machine with a larger capacity. This put to rest all squabbles between the two arch rivals.

1997 Indian Express Newspapers (Bombay) Ltd

Below are 3 case studies that you are required to do in order that you understand the subject matter. They pertain to Indian experience and will show you the flip side to what

deceptive, misleading advertising is all about. Please go over them and discuss the issue of this lecture.

Case Study 1

In South Africa, a bank ad. says 'Beef up your account with us' and shows a cow. Hindu religious groups claim their sentiments have been hurt and the bank tenders an apology.

Closer home, a father in a fairness ad. says '*Kash mera beta hota*' (If only I had a son!).

Consumer activist groups allege that this is exploitation of a social evil and so in bad taste. The issue goes up to Parliament and the ad. is banned.

Cigarettes are known to be harmful for health. Yet they are readily available and sold. However, their advertising on electronic media is banned. And advertisers and advertising agencies alike wait with bated breath for a total ban on the category's advertising.

When a scantily dressed woman appears in a liquor or perfume ad, women's rights groups complain of disrespect being shown to womanhood. The model is harassed; cases are filed in courts and the ad is forced to be discontinued.

A man does bungee jumping in a cola ad. One boy in a far out town jumps from the fifth floor of a building in imitation and dies. Another man removes a can of soft drink from the mouth of a cheetah.

Again, one boy puts his hand into the mouth of his dog. And this is enough for people to believe that such ads encourage dangerous practices among children and so the ads should be banned.

Is the environment being harsh on advertising?

Is advertising actually a powerful influence or are consumer groups actually exploiting it to gain publicity and noticeability?

Are the messages beamed out by other entertainment (movies, serials) and news media (TV and press) more sensitive to the world outside?

Is advertising being singled out for harsh treatment because it's the easiest to aim at?

There is no doubt that advertising has a strong social responsibility, independent of its known commercial responsibility. In a free economy like India, it must be judged like

any other media beamed to the consumer at large. Freedom of expression for commercial purposes must not be viewed differently from freedom of expression.

The environment has changed dramatically in the last decade. The average Indian consumer is today more exposed to the West through travel and the entertainment media. And this means greater exposure to their values, lifestyles and social rituals.

Not surprisingly, this has led to the average consumer becoming more liberal and open-minded. While he may not adopt many of those values and lifestyles, he has become more open to accept differing views.

This is reflected in the mix-n-match culture we see around us — in food, clothes, language and even marriages where there is a shift from arranged marriage to arranged love marriage. With it has come more advertising — and the consumer growing more cynical of its claims and stories.

Even in small towns, consumers say this about celebrity advertising — “He has been paid to say good things about the product” and “The product will cost more as the company has to pay for the advertising!”

Clearly he has become more advertising savvy. In this context, to believe that advertising has an overwhelming power in bringing about social change is to give it greater weight than it deserves.

Advertising is just one of the social influences in a capitalistic economy like India, and no less commercial than the others. Movies, serials, magazines — play as big or even bigger roles in shaping social behaviour.

Movie stars are bigger than ad. models. Not surprisingly, movies are a final destination for all budding models. A recent WHO survey shows that 80 per cent of Bollywood movies had their heroes smoking — a very unhealthy but strong glamourisation of the smoking habit — stronger than any brand advertising. It is subliminal yet more powerful! The social backdrop of most of the K-serials is of the repression of women. Though the women come out winners in the end. And audiences accept this and they garner high TRPs — often connecting with the woman protagonist.

Music videos like *Kanta Laga* and *Yeh Vada Raha* use women purely like sex objects. And such videos are mushrooming by the day and are beamed by music channels over and over again.

(And in the name of glamour, the average Hindi film heroine is more scantily dressed than the vamps of yesteryears!) Action movies are replete with stunts that are very exciting to the average child and very dangerous too.

These are however the harbingers of change, the barometer of consumer acceptance levels and hence should not be ignored. So the social responsibility of advertising needs to be judged in this context rather than in isolation.

The time has come to let the Indian consumer decide what is good for him. In a democratic set up, where every individual has a right to vote and in a free economy, where he has a right to choose products he wants, there is no reason why he should not be allowed to decide what the stretching limit of the social code is in advertising.

Over the years, the Indian consumer has shown great maturity in accepting and rejecting communication. In the early '90s, M R Coffee advertised 'real pleasure doesn't come in minutes' by showing explicit sex.

The consumer rejected it and the brand sunk. At the same time when Subhash Ghai released *Khalnayak*, the song, *Choli ke peeche kya hai*, created a furore among women's groups, but the average viewer accepted it in spirit and both the movie and the song became a runaway hit. Let's respect the intelligence of the consumer and not take on the role of his moral conscience.

This does not mean that there is no need to regulate advertising and its content. In fact, advertising is one fraternity that has its independent self-regulation body — ASCI — which monitors and guides advertisers to remain socially responsible.

However, environmental pressures can make it difficult for even a body like ASCI to perform independently, open mindedly and fairly. The frame of reference needs to be recognized and accepted.

Advertising must be truthful. Not misleading or ambiguous or make wrong factual claims that can get consumers to buy inferior products thinking these products are delivering more.

Advertising must be sensitive to religious and political sensitivities — primarily because India is a religious country with a high religious sensitivity. And unnecessarily provoking it is not healthy.

Advertising must not promote undesirable products — declared illegal by law i.e. drugs. However, in this context banning of advertising of liquor and cigarettes smacks of hypocrisy. Anything that can be sold openly should be allowed to be promoted openly.

If the government does believe in the persuasion power of advertising, it is advised to take out a portion of the funds it annually collects as sales tax and excise duty and invest it in anti-smoking and anti-drinking campaigns!

Advertising must not promote accepted social ills — Saying that ‘dowry is good’ or ‘it’s good to have a male child rather than a female child’ or ‘it’s hep to ride a bike without a helmet’ should be avoided as part of the social responsibility of advertising. Bringing an issue upfront as the fairness ad. did is not undesirable in this context.

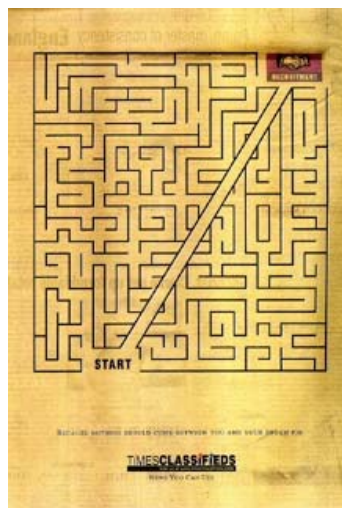
Finally, regulators and consumer groups must accept that social change is inevitable and much depiction must be seen in the context in which the advertising is beamed.

Winds of change are inevitable and trying to slow them down or stop them is neither advertising’s responsibility nor its capability. And in such a situation, the ads. supposedly degrading women (liquor, perfume) and promoting bad behaviour among children (soft drinks) aren’t doing that. Let them pass.

It may always be useful to remember David Ogilvy’s famous adage “The consumer is not a moron, she is your wife”. It often appears that advertising agencies respect the consumer more than the average consumer activist.

Something worth thinking about!

Do you support the author’s views and why?



Case Study 2

Advertisers who claim that their products are the best things since sliced bread bombard us. But, when can advertisers be taken to court for overstating the benefits of their products?

Courts around the world have traditionally been generous towards advertisers. They've allowed what is called 'seller's talk' or 'puffing' as it is also known. Under this doctrine exaggerated claims are fine as long they don't cross the boundary and become deceptive or misleading.

The 'puffing doctrine' developed in the west permits the use of superlative or hyperbolic terms like "amazing", "perfect", "wonderful" or "exceptional" so long as the products are not so shoddy or worthless as to make the terms wholly inaccurate.

Indian courts have frequently ruled on deceptive advertising. One popular forum is the Monopolies and Restrictive Trade Practices Commission (MRTPC) where cases are brought on the grounds of unfair trade practices. Two recent cases of corporate advertising are worth looking at.

In Director General (Investigation and Registration) vs. CanFin Homes Ltd the company — which is in the housing business — accepted fixed deposits from the public. In its advertisement for deposits, the company stated that its deposits were "risk free". The director general argued that deposits were unsecured and could not be "risk free" and this was, therefore, a misrepresentation.

The company pointed to its rating from credit rating agency ICRA Ltd. ICRA had awarded CanFin Housing an "MAA" rating indicating 'high-safety'.

The MRTPC held on April 2, 2002, that as viewed by the Supreme Court in Lakhanpal National Ltd's case, the issue whether an advertisement contains a false statement and/or is misleading "could not be resolved by merely examining whether the representation is correct or incorrect in the literal sense".

In Lakhanpal National the Supreme Court said it was "necessary to examine whether the representation, complained of, contains the element of misleading the buyer. Does a reasonable man on reading the advertisement form a belief different from what the truth is? The position will have to be viewed with objectivity, in an impersonal manner".

Keeping these guidelines in mind the MRTPC held that CanFin Home's advertisement was not an unfair trade practice.

The Commission said: "The intention of the respondent does not appear to be to keep the depositors in the dark. The 'risk free' claim, on the face of it looks exaggerated. But we cannot ignore the fact that it is backed by credit rating done by ICRA that rated these deposits as 'AAA'. The past performance of the respondent and, above all, the absence of complaints from any of the depositors lends further credence to the claim of the respondent."

More significantly, the MRTPC observed that, "in today's competitive world, use of hyperboles and puffed-up statements couched in attractive words and phrases is an accepted practice in the advertising sector. Such advertisements cannot be struck down unless it is established beyond doubt that they contain a false or misleading representation which is prejudicial to public interest."

The Commission had to decide on a similar issue involving Tata Finance, which had also invited fixed deposits. The company claimed that by investing with it, depositors could have "100 per cent peace of mind". This was alleged to be false and misleading because the company's deposits were unsecured.

In this case too the company argued that, "the high rating of AAA+ given by leading rating agency, Crisil, denotes high safety and timely payment of both interest and principal. The claim of '100 per cent peace of mind' was neither baseless nor exaggerated and in any case cannot be construed as misleading."

The MRTPC agreed and held that the company's claims could not be termed misleading or false even if it was considered "exaggerated". These two decisions show that advertisements shouldn't be taken literally. Advertisers should be careful about their claims but the courts won't interpret every word as if it was a legal document.

Based on the above case, explain what could be termed as deception and misinterpretation? Also highlight the issues of the 2 companies in question.

Case Study 3

The Indian advertising regulations

MUMBAI: Even as the US has decided to ban outdoor advertising of tobacco products and in the UK live models are barred in tobacco ads, there is no enforceable code to regulate tobacco advertising in India.

The only self-regulatory advertising code that could have "morally bound" the tobacco lobby was the one formulated by the Advertising Standards Council of India (ASCI), which was prematurely struck down after the tobacco industry decided it could not adhere to many of its diktats.

So now we have a code on advertising that has been formulated by the Tobacco Institute of India (a body of tobacco majors). Although it took shape in 1995 and underwent a revamp last year, it is yet to get the proposed ombudsman "comprising officials of TII, industry and eminent people" to oversee the implementation of the code. The TII has still to rope in the industry and the rules of procedure are yet to be finalised, since they have to be done in consultation with the ombudsman.

The ASCI code, incidentally, broke down because of two key issues--celebrity endorsements and surrogate advertising (like the Red and White Bravery Awards or the Four Square and Wills Cricket Gear ads).

Both these issues are linked to the same issue--that of targeting youngsters, say ASCI officials. Explains Sam Balsara, managing director of Madison DMB&B and one of the members who drafted the ASCI tobacco code, "What we were worried about was that ads which use movie stars and other celebrities have a direct bearing on the minds of the youth, and ASCI strictly forbids this".

"The glamour and aspirational element is also harmful," says Swarn Kohli, chairperson, Consumer Education and Research Centre and an ASCI member. "The glamour element associated with cigarette smoking is definitely pernicious. The swanky houses, lavish

cars and rich lifestyles portrayed even in brands which are not targeted at the upper class is disturbing. But the main concern is that these ads portray (to youngsters) that smoking is the 'in thing'. The small illegible health warning on the packs too needs to be reviewed and made bigger. Youngsters near colleges and schools also should not be targeted."

A survey has shown that advertising does not initiate tobacco consumption and it is other factors like peer pressure, for instance, that induces the youth to take to smoking. When questioned on why companies like ITC then spend crores of rupees on advertising if ads don't induce consumption that is for building a trademark. There is nothing wrong if companies use their trademarks, which are perceived to be of high value by consumers, and diversify into new product categories.

Wills, for instance, has extended its brand name to cricket gear.

No one is stopping them from making bats, but then they should not show Sachin Tendulkar carrying a Wills bat. Tendulkar is a hero to millions of little children and youngsters." The ASCI code required that if the name of a tobacco brand was to be used for any other product category, it was only fair that the same restrictions imposed on the tobacco brand be applicable to that category as well. If not, then the whole exercise becomes redundant.

The second issue -- that of surrogate advertising -- had also got ASCI and the tobacco lobby in a non-negotiable mood. The Red and White Bravery Award instituted by Godfrey Philips is one such example. Says Gautam Rakshit, managing director, Avenues Advertising: "Role models portray the ideal behavior patterns for the youth of today. The Red and White Bravery Award is attempting to create role models for the young and the association of a role model with a brand of cigarettes is by implication stating that role models endorse cigarette smoking. This has a negative influence on young people."

Leave alone the ASCI code, even the TII code does not seem to have been adhered to by many of the members themselves. For example a provision states that ads shall not include any direct personal testimonial (written or spoken) urging or recommending the use of a tobacco product by a person of distinction in any walk of life in a manner which

is particularly attractive to minors. However, The Akshay Kumar ads for Godfrey Philips' Red and White cigarettes all over the city are a mute testimony to the fact that the code is being violated.

Another provision prohibits tobacco ads through any media primarily meant for schools, hospitals and places of worship, or on the compound walls of these institutions. However, the most blatant violation of this clause is seen within the premises of the Mahalaxmi temple at Haji Ali in Mumbai. Inside the compound wall of the main temple (at the coveted junction of Peddar Road and Bhulabhai Desai Road is a huge hoarding of Indian Tobacco's Company's (ITC) Wills Sport ad (cheering India for the World Cup). Just some weeks back a Gold Flake hoarding towered over commuters. A few yards away, near a smaller temple, a Four Square Cigarette signage illuminates another paan shop. The entrance near the Haji Ali Dargah too has similar shop signs of Will's Filter Kings. Adds Mr Rakshit: "If there is a violation, then even at the cost of commercial loss it should not be used if the tobacco lobby is serious about implementing the code." On direct marketing, the code says: "No known non-smoker or non-user of tobacco products will be sampled or contacted." The catch in this sentence is the word 'known' Says Amol Bose of Amol Bose Advertising and past president of the Advertising Association of India: "It is well-nigh impossible to ask every individual whether he is above 18 or not, and there have been instances where youngsters have been asked to distribute cigarette samples near cinema halls." According to Ms Viji Venkatesh of the Cancer Patients' Aid Association, "A leading brand of cigarettes from ITC was freely sampled to all and sundry near Shivaji Park and at various discotheques."

While the tobacco code stipulates that minors (those below 18 years) should not be targeted, Mr Rakshit says this whole business of minors is wrong. Its youngsters, period, who should not be targeted. A person could be 20 years old and yet be a potential target. Students who just enter college are clearly below the age of eighteen (assuming they haven't repeated any class.)

The code is vague on other issues too. It states that exhibition of any tobacco product should not be undertaken in a children's film or a TV show meant for children. But on the other hand, it says: "It is clarified that the mere granting of a U certificate does not make the film a children's film." But then there is no special certification for children's films. Unless there is a clear-cut way to define a children's film, it won't be easy to interpret the clause. The code has to be more explicit in its definition of what constitutes a children's film, say industry officials.

Is the government really serious about regulating advertisements for the benefit of the consuming public? One wonders, especially with many traffic booths being sponsored by tobacco companies. Moreover, it is time to define what constitutes an advertisement. According to a high court judgement, a logo in itself does not constitute an advertisement, and so we see the Indian cricket team sporting the Wills logo. But the anti-tobacco insists that a logo is an advertisement. If that weren't the case, one fails to understand why ITC spends crores of rupees to get sportsmen to don its Wills logo. It's high time these issues were discussed in open forums, and more importantly, aptly represented by all sections of society, to arrive at a consensus.

How do you sort out these issues if you were a member of the ASCI?

"Quote-Unquote what few stalwarts have to say about Regulation."

- o **"Commercials on television are similar to sex and taxes; the more talk there is about them, the less likely they are to be curbed."**

- Jack Gould (1963), quoted in Bruce Bohle, *The Home Book of American Quotations*, 1967, New York, NY: Dodd, Mead & Company, p. 5.

"Advertising is speech. It's regulated because it's often effective speech."

- Jef I. Richards (1995), advertising professor, The University of Texas at Austin.

“Quote-Unquote what few stalwarts have to say about Waste.”

- **"Chess is as elaborate a waste of human intelligence as you can find outside an advertising agency."**
- Raymond Chandler
- **"There is more money wasted in advertising by underspending than by overspending. Years ago someone said that underspending in advertising is like buying a ticket halfway to Europe. You've spent your money but you never get there."**
- Morris Hite, quoted in Adman: Morris Hite's Methods for Winning the Ad Game, 1988, Dallas, TX: E-Heart Press, p. 204-205.