



CROMA

Center for
Research on
Media Advertising

www.croma-watch.com



Chairman's Message

As the advertisement environment is swiftly changing, becoming intricate and electronic, your brand message is simultaneously reaching the consumers' bed room on 24/7 basis. These advertisements could be in any form like TV, radio, cable network, newspaper, magazines, billboard, hand-bill, packaging, flyers, annual reports, direct mailings, circulars, leaflets, unsolicited mails, brochures, catalogs, companies website, banner ads etc. This, on the one hand has increased the consumers choice but has also rendered it more amenable to a message which lacks integrity.

Center for Research on Media Advertisements (CROMA) has been incorporated as a non - governmental organization to research, analyze and promote the art and craft of advertising with integrity, honesty, truthfulness and keeping in view our moral values and cultural parameters. Marketers must hold documentary evidence to prove all claims, whether direct or implied that are capable of objective substantiation and that no marketing communication should mislead or be likely to mislead by inaccuracy, ambiguity, exaggeration, omission or otherwise. The adverse cost of such misleading advertisements is unquantifiable but enormous.



Center for Research on Media Advertising

We request all the stakeholders to assist us in our endeavour by bringing to our notice the advertisement which, in their view is misleading or untrue by either uploading the same on our website or just emailing us the reference of the advertisement.

Maqsood Ahmed Butt FCA

Profile

Center for Research on Media Advertising (CROMA) has been founded to analyze and promote the art and craft of advertising in totality.



Advertising is a form of communication for marketing which is used to encourage, persuade or manipulate an audience including viewers, readers or listeners (sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to commercial, political and ideological offerings.

The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Messages are communicated through above the line (ATL), below the line (BTL), and through the line (TTL) advertising or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may rely on free modes of persuasion, such as a public service announcement.

Opinion making and consent engineering is a vital part of advertising which affects society at large and helps in creating certain mindsets.

Keeping in view the importance of advertising, CROMA will serve as a comprehensive research organization and fundamental platform for the growth and improvement in quality and integrity of advertising in this part of the world.

This is the only organization which will conduct comprehensive and in depth research to analyze the advertising scene in Pakistan and provide indicators to improve it within our cultural parameters. The services of established researchers, media men, advertising magnates and other stakeholders will be acquired to accomplish this task on regular basis.

The focus will be the real and the projected potential of advertising in Pakistan and its place in the contemporary international scenario, advertising content in our cultural and social perspective, need for censorship, aesthetics and creativity, quality verses efficacy, legalities, truthfulness pretesting and media check in real environment, brand development, its maintenance and elevation, improvement on the creative side, product and market research.

The research will be available to all stakeholders for the development of productive advertising.

Vision

To create environment and understanding that may boost national advertising potential to compete internationally.

Mission Statement

Center for Research On Media Advertising is an environment where research is the key to facilitate all stake holders to discover new methods to improve advertising and marketing practices for mutual benefits.

Objectives

- To identify misleading ads either through our own research or on a complaint from any person.
- To analyze and promote the art and craft of advertising in Pakistan.
- To conduct, product and marketing research for the benefit of advertising agencies and their clients.
- To suggest the best possible combination of ATL, BTL and TTL advertising to extract the maximum results within a specified budget for a certain product.
- To advise on adopting empirical methods to pursue opinion making and consent engineering .
- To establish an authentic archive of advertising in Pakistan for quick reference.
- To start a monthly journal on advertising.
- To advise on branding, its creation, maintenance and elevation
- To advise on creating effective publicity campaigns for non - commercial organizations including NGOs, political parties, interest groups, religious organizations and governmental agencies.
- To act as a wide- ranging research organization and ultimate podium for the advancement and perfection in value and reliability of advertising in Pakistan and South Asia.



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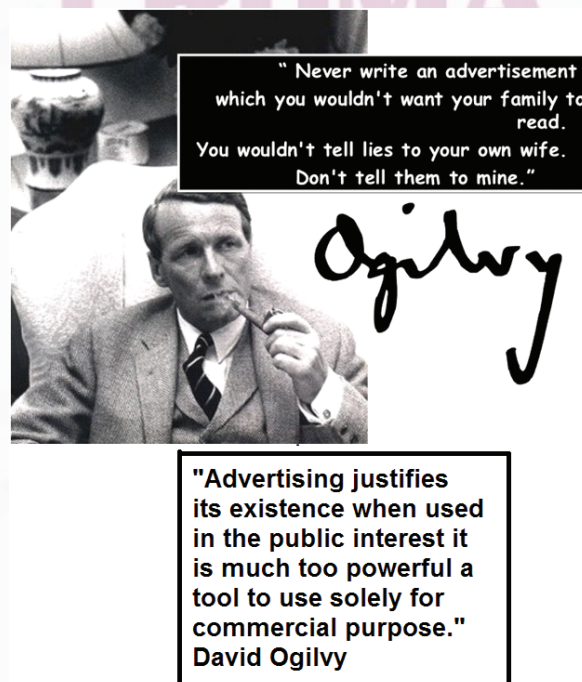
How We Do

At Croma

- We conduct, customized and syndicated research as detailed in our profile, specially related to misleading advertisement.
- Customized research will be conducted for a specific client to address that client's needs and only that client has access to the results of the research.
- Results of syndicated research will be available to multiple companies.
- Advertising experts and experienced researchers will be engaged from home and abroad for research.
- Most modern methodologies will be implied, after chiseling to our native needs.
- Along with other empirical methods, seminars and workshops will be held.
- The research results will be archived and continuously updated.
- Some researches may be employed on permanent basis.
- Pre-market research is offered to optimize advertisements for any medium: radio, television, print (magazine, newspaper or direct mail), outdoor billboard (highway, bus, or train), or Internet.

Pretesting of campaigns is one of our domains.

- Post testing is offered after the advertising, either a single ad or an entire multimedia campaign has been run in market which will establish what the advertising has done for the brand.
- Refresher courses are offered for advertising personnel of all levels.



Eclipse Gum

Eclipse gum claimed that its new ingredient, magnolia bark extract had germ - killing properties. [Business week reports](#) :



Consumers sued Wrigley [in 2009] in federal court arguing the subsidiary of privately held Mars Inc. made misleading advertising claims about the germkilling properties of Eclipse.

As part of the settlement, Wrigley will change how it markets and labels its gum. It agreed to pay \$6 million to \$7 million to a fund that will reimburse consumers up to \$10 each for the product and cover other costs of the settlement, according to the law firms Blood Hurst & O'Reardon and Robbins Geller Rudman & Dowd.

Activia yogurt

Dannon's popular Activia brand yogurt lured consumers into paying more for its purported nutritional benefits -- when it was actually pretty much the same as every other kind of yogurt .

On falsely touting the "clinically" and "scientifically" proven nutritional benefits of the product, Dannon even got a famous spokesperson, Jamie Lee Curtis, for the supposed digestion-regulator. But after a while, some customers didn't buy it.



A class action settlement last year forced Dannon to pay up to \$45 million in damages to the consumers that filed the lawsuit and others who said they'd been bamboozled. The company also had to limit its health claims on its products strictly to factual ones.

Rice Krispies & Frosted Mini-Wheats

Kellogg's popular Rice Krispies cereal had a crisis in 2010 when it was accused of misleading consumers about its immunity boosting properties. The Federal Trade Commission ordered Kellogg to halt all advertising that claimed that the cereal improved a child's immunity with "25 percent Daily Value of Antioxidants and Nutrients -- Vitamins A, B, C and E," stating the the claims were "dubious." Just a year prior, the company settled with the FTC over charges that its Frosted Mini-Wheats cereal didn't live up to its ads. The campaign claimed that the cereal improved kids' attentiveness by nearly 20%, and was shot down when the FTC found out that the clinical studies showed that only 1-in-9 kids had that kind of improvement -- and half the kids weren't affected at all.



Definity eye cream

In 2009, an Olay ad for its Definity eye cream showed former model Twiggy looking wrinkle-free -- and a whole lot younger than her years (she turns 62 next week).

Turns out the ads were retouched.

British lawmakers yanked digitally altered spots, citing not only a gross misrepresentation of products, but the ad's potentially negative impact on people's body images.



New Balance

A New Balance sneaker that reportedly helped users burn calories were called out when studies did not find any boosted health benefits from wearing the shoe. The toning sneaker, claimed to use hidden board technology, were advertised as calorie burners that activated the glutes, quads, hamstrings and calves. Plaintiffs discovered that the shoe was instead an injury hazard, without any secret technology, and are seeking \$5 million in compensation. The sneakers cost about \$100.



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POM Wonderful

The Claim:

POM Wonderful pomegranate juice and POMx supplements promote healthy blood vessels, reduce high blood pressure, reduce LDL cholesterol, treat prostate cancer, and alleviate erectile dysfunction.



The Truth:

The US Federal Trade Commission (FTC) alleged that POM Wonderful violated federal law by making unsubstantiated claims about their products. The FTC said that studies claimed as evidence by POM Wonderful were unreliable or not conducted scientifically.

The Conclusion:

It's still under dispute. The FTC filed a suit on the grounds that POM Wonderful engaged in deceptive advertising. POM Wonderful fired back at the FTC, saying that the accusations were unwarranted. POM argues that their products do not carry the risks associated with pharmaceutical drugs, therefore their products should not be treated as such.



**CENTRE FOR RESEARCH
ON MEDIA ADVERTISEMENTS**

REPORT FALSE & MISLEADING ADVERTISEMENT

Each year, the public sees many millions of advertisements, direct marketing and promotions. Although the vast majority comply with the rules set out by authorities but certain ads do tend to mislead are untrue , false and lacks integrity.

If you see some advertisement you think isn't right
you can upload the same here, or on  or 

Full Name:

(Optional)

E-mail Address:

(Optional)

Contact Number:

(Optional)

Select Ad Category:

Television ▼

Upload Ad:

Choose file

No file chosen

Please Report:

Submit



CENTRE FOR RESEARCH ON MEDIA ADVERTISEMENTS

MEMBERSHIP FORM

Croma depends on the generous contribution of time and knowledge of its volunteers to make our program and events happen. Volunteering is a great way to support Croma, as well as to meet like minded professionals in different field.

As a valued member, you will be a part of the community, you will:

- Help us promote our cause;
- Engage with other croma members
- Have opportunities to network with and earn rewards
- Get annual report and croma magazine
- Get event passes for free

Full Name:

CNIC No.:

Gender:

Male ▼

Address:

Phone No.

Email Address:

Education:

Profession:

Select Membership Type:

Supporter ▼

Any Comments:

Get Membership



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