

The logo for NEXTA, featuring the word "NEXTA" in white, bold, uppercase letters. The letters are set against a blue and black striped, oval-shaped background that resembles a stylized eye or a lens.

CODE OF DIGITAL ETHICS

mediacom

JULY 13, 2021

Presented by

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The logo for W 2021, featuring the letters "W 2021" in white, bold, uppercase letters. The letters are set against a blue and black striped, oval-shaped background that resembles a stylized eye or a lens.

IF IT'S NOT ILLEGAL, DOESN'T MEAN YOU SHOULD PRACTICE THAT



LEGAL NORM

is fixed in legal documents



ETHICS NORM

is based on values and respect of others

SEX SELLS OR NOT ANYMORE?

WOMEN DISAPPROVE OF THE FOLLOWING COMMERCIAL TYPES

69%

“double meanings”

47%

oversexualized
images of women
targeted on men



Negative attention may
drive awareness, but is
that what a brand wants?

TREAT OTHERS THE WAY YOU WISH TO BE TREATED

Ethic norms become legal norms



Local examples



various role models for women – OK



binary role models for women – NOT OK

1. CORPORATE SOCIAL RESPONSIBILITY IS NOT AN EXPENSE ITEM, BUT A VALUE SOURCE

DEUTSCHE BANK

61%

Gen Z and millennials like purposeful brands

26%

Russians are ready to boycott a brand due to cultural reasons

Local examples



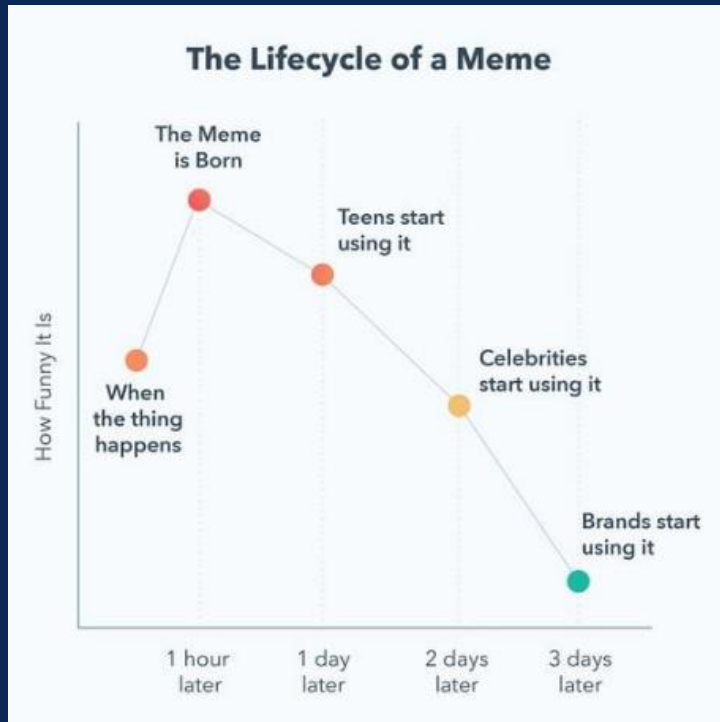
support regions – OK



greenwashing – NOT OK

2. BE RELEVANT IN TIME: DON'T ACT WITHOUT THINKING, BUT DON'T WASTE TIME

RTM is known for memes, but it can be also a social activity



Local examples

**Лучше
остаться дома**

А на случай неотложных поездок мы снизим цену на 30%

промокод **ВСЕДОМОЙ**

care about consumers – OK

IBIZA NALCHIK
23/02/21
START: 22:00

ДЕНЬ ЗАЩИТНИКА ОТЕЧЕСТВА

ВЕЧЕРИНКА ДЛЯ СИЛЬНОЙ ПОЛОВИНЫ ЧЕЛОВЕЧЕСТВА

stereotypes in commercial – NOT OK

3. BE INCLUSIVE AND RESPECT EVERY CONSUMER: MIND THE REVERSE SIDE

Addressability

VS

Inclusivity



Local examples



Diversity in commercial – OK



Ethnical stereotypes – NOT OK

**THERE ARE TWO TYPES OF PEOPLE
WHO WILL TELL YOU THAT YOU CANNOT MAKE
A DIFFERENCE IN THIS WORLD:
THOSE WHO ARE AFRAID TO TRY
AND THOSE WHO ARE AFRAID YOU WILL
SUCCEED**

RAY GOFORTH



www.groupmnextm.ru

Questions?

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