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*with* Trust and Creativity

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We hope **engage** shows how our expertise can help bring out the best in your business.

Forbes Low



# engage

## That is a bad bad idea

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- + branding
- + event marketing
- + logo design
- + infographics
- + website design



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Gary Crozier, Production Co-ordination Director, Marstan Press

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**engage** **That is a bad bad idea**

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**design**

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design / 2019

# That is a bad bad idea

Once in a while, we like collecting examples of when marketing is just wrong. It is quite stunning to see how reputable companies appear so thoughtless in their thinking and where the approval process seems to have been skipped.

This edition of engage show some of our favourite bad marketing ideas.



### Ford and Berlusconi

The US car maker was forced to issue an apology over a poster that featured three gagged and bound women in the boot of a car.

It showed former Italian Prime Minister Silvio Berlusconi in the driver's seat grinning and flashing the peace sign.

The advert for Ford's new Fido hatchback was posted online soon after India passed a new law on violence against women following a fatal gang rape.

### H&M

In January 2018, the fast-fashion giant H&M released on their website an image for a new clothing range.

It showed a young African-American child modelling a green sweatshirt that included the slogan "Coolest Monkey in the Jungle." Customers were outraged, and Twitter users called the company out for its lack of cultural sensitivity.



### Satin stains

In 2012 department store Harvey Nichols ran a 'special' campaign to promote their summer sales.

This featured models with wet stains on their crotches and a slogan that read 'Try to contain your excitement.'

It was deemed fun and creative by some and offensive by others. Some publications like *The Metro* and *The Times* published censored versions while others just left them as they were.



### Don't trust a designer

Pay a visit to this dentist in Valencia, Spain and you're likely to get more than your teeth fixed.

This is the perfect example of a logo fail - I am not sure how the designer did not see what was depicted? They've since changed their design to some strange ghostly-looking tooth which is a shame, bad as this logo is.



### Mark Zuckerberg and Puerto Rico

Facebook's brand has taken a few massive hits over the past year with the Cambridge Analytica scandal and new scrutiny on their privacy policies. But the company's unenforced errors haven't slowed the punches.

in 2017 when CEO Mark Zuckerberg and Facebook's Head of Social Virtual Reality, Rachel Franklin, used VR to virtually visit Puerto Rico after it was still recovering from Hurricane Maria.

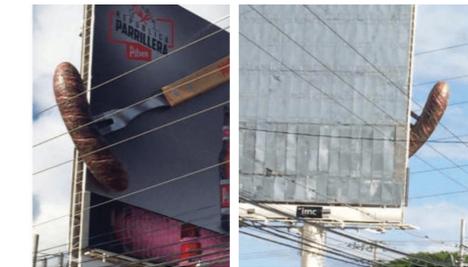
The move was oddly voyeuristic but probably still acceptable. That was until they decided that they needed to beam goofy, cartoon avatars of themselves walking through the ramshackled island. "One of the things that's really magical about VR is you can get the feeling you're really in a place," said Zuckerberg as his grinning avatar walked over flooding and buildings that had been struck by the storm.

He learned the hard way that if your brand ever interacts with a tragedy, your brand does not come first.

### What a sausage

This Costa Rican brewer Republica Parrillera Pilsen excelled themselves when they decided to push drinking beer with eating sausages.

What a great combination – except the sausage is positioned on the billboard like an enormous... erection. The billboard looks very enticing from the front, but from the back? Err not so sure!

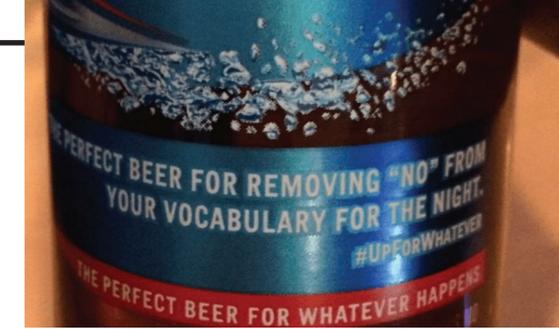


### Hmm, really not sure

Back in 2015, in the midst of an immigrant crisis, the marketing team at Paddy Power thought they had a good idea.

They released an advert with British athletes born overseas (and Andy Murray?) with the slogan "Immigrants, jump in the back (but only if you're good at sport)."

To add insult to injury, the image was used on lorries which are often linked to the transportation of immigrants. The betting site is known for its racy advertisements but for many, this one crossed the line.



### Seriously?

The Bud Light slogan was one of the biggest marketing gaffs in terms of ignorance and attitudes towards rape.

How anyone could have written these words and not seen the implications is beyond me. The slogan suggests the beer is for a 'certain type' of a woman who is carefree, gets drunk and doesn't care what happens to her.

The product was backed up by a Twitter marketing campaign entitled #UpforWhatever.

Surely someone at Budweiser would have realised this campaign was going to be doomed from the beginning.