



BRAND FAILS OF 2012 - ADVERTISEMENT JOURNAL

The year 2012 had its share of unfortunate and tasteless advertising campaigns. Most companies involved had to pull their ads in response to the negative reactions. Some ads that comes to mind are when fashion brand Harvey Nichols featured models urinating in their clothing; PETA suggesting that a vegan diet would result in men's higher testosterone levels and performance, leaving their partners injured; and clothing store Gap encouraged house-bound Hurricane Sandy victims to spend their free time shopping online. While these and other companies received attention for their unusual and provocative ads, it was not the type of attention that they needed to improve brand interest and loyalty.

Read the full article here:

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