

BUILDING A HAPPIER SOCIETY TOGETHER



ACTION FOR HAPPINESS



GAIL GALLIE

CEO, Fallon UK

Theme: Consumerism



ACTION FOR HAPPINESS



we are fallon

Gail Gallie, CEO

Does advertising make you
(un)happy?



we are fallon

“Advertising is only evil when it advertises evil things”

David Ogilvy

“Advertising is a racket, like the movies and the brokerage business. You cannot be honest without admitting that its constructive contribution to humanity is exactly minus zero”

F. Scott Fitzgerald

“Advertising is legalised lying”

H.G. Wells



we are fallon



All men are not equal.
Neither are their razors.

Gillette
The Best a Man Can Get

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Use your head



JOY IS BMW.



Still building their self-defences

Cow & Gate follow-on milks support your baby's natural immune system.

Find out more by calling our experts on 08457 623 623 or visit cowandgate.co.uk

Important notice: Breastfeeding is best for your baby. Cow & Gate follow-on milks should only be used as part of a mixed diet and not as a breastmilk substitute before a month.

Only advertising?



EAT PRAY LOVE



Big Problem

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Big solution needed

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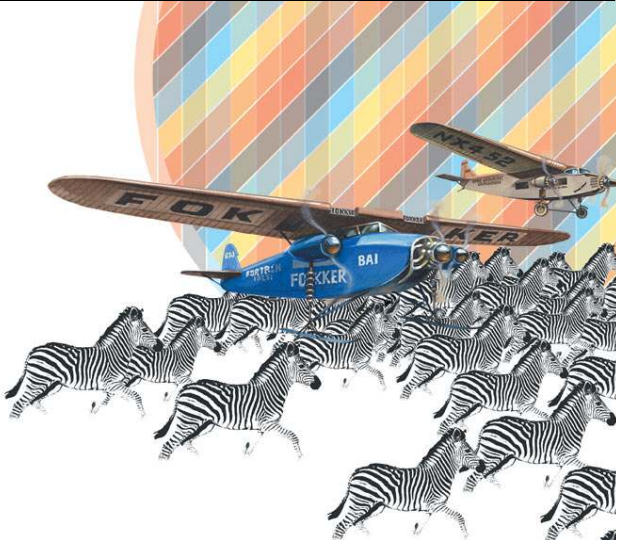
Redefined role for industry



Advertising!! Now with extra responsibility!!



Perception/image changers



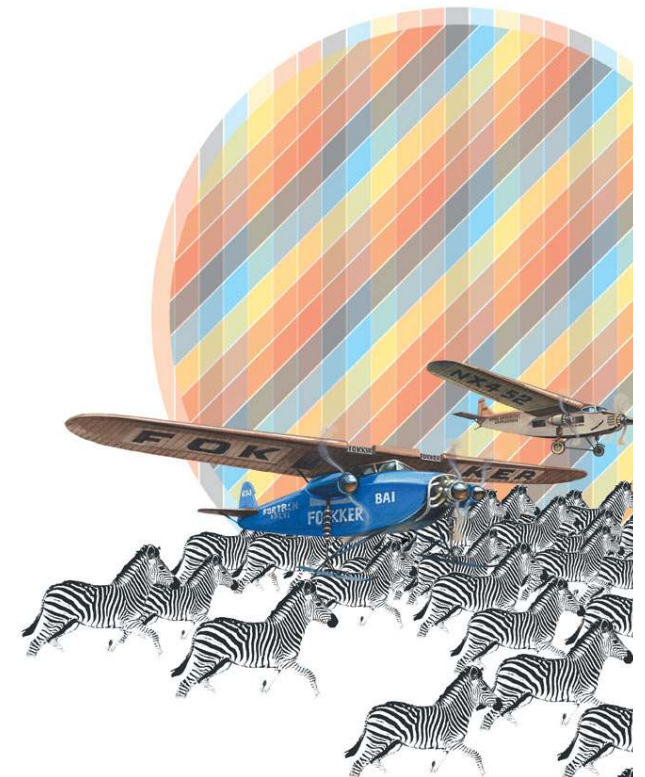
Potent campaigners



New model marketing

Brand build by what you do not what you say

Growth + responsibility



We can all play our part



“Consumer is king”

Don’t reward them with your £££ until they’ve changed!

Thank you.

Be happy.

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