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8th Media Monitoring Bonus

SPJ Code of Ethics: "Distinguish news from advertising and shun hybrids that blur the lines between the two. Prominently label sponsored content."

Source:

<http://news.abs-cbn.com/video/life/04/12/17/1-in-9-filipinos-suffer-from-tooth-decay-doh-says>



1 in 9 Filipinos suffer from tooth decay, DOH says

ABS-CBN News

This advertorial was about proper dental hygiene which concerns the tooth decay of Filipinos, as supported by data from the DOH. I think there were things to consider when looking at this article and video. The proper labelling was no present. Clearly, the video was part of

another abs cbn health segment called Pamilya On Guard (which usually promotes Safeguard products). Although it was tagged as a “Brand News” article, the way it was written was in news styles of presenting facts from DOH. But by watching the video and looking at the tags below the article, it seems that the video was promoting the brand Oral b y showcasing its toothbrushes products and presenting its benefits in the video as a response to the dental hygiene data by DOH. *I think the lack of proper labelling and deceptive way of promoting Oral B brands* was a subtle pass intention to deceive the readers.