

# How to Live the Advertisement of Family Planning Products in the Age of "Sex" Change

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**Abstract:** In China, advertising of family planning products rarely transmits the information of family planning products to the public through mass platforms such as television. In addition to policy prohibitions, it is now mostly the pressure of public opinion. Another reason is that the TV advertising investment is large, and the coincidence rate between the TV audience and the current major consumers of family planning products is not high, so it is not necessary for advertisers to put advertisements on the TV platform. Although the advertising of family planning products often wanders on the edge of the prohibition of advertising laws and regulations, there is no way to walk along the river without wetting your shoes. If you don't pay more attention to the advertising of family planning products, it will violate the advertising laws and regulations, which will have a negative impact on the enterprise as well as the society. Although both good and bad advertisements can bring a lot of traffic to enterprises, from the perspective of advertising law and professional ethics, the publicity effect of an excellent advertising work is far greater than that of an advertisement. Advertising should not ignore the moral value of the advertising works in order to pursue the publicity effect. Although it is an advertisement for family planning products, creative breakthroughs should be made as far as possible during the production, rather than violations or even illegal acts. The advertising of family planning products should conform to the advertising laws and regulations, and the advertising producers of family planning products should uphold professional ethics, so as not to let the advertising of family planning products become "rotten", and the era of "sex" change for the sake of this is another layer of public fear of the advertising of family planning products. This article combines the development of family planning product advertising with its gains and losses to make an advertising creation plan suitable for the survival in the age of "sex" color change, summarizes the future development direction of this kind of advertising, and at the same time, finds a solution to the current predicament and existing problems of this kind of advertising.

**Keywords:** Family planning products, Advertising law, Professional ethics, Sex education, Advertising works.

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## 1. Introduction

When we were at school, the teacher asked us to memorize the code of conduct for middle school students, which included such a rule: If a student especially likes talking about sex, he should stay away from that student. Therefore, in order to avoid being alienated by classmates, the topic of sex is considered as the forbidden area of the topic, which is why Chinese people turn pale when talking about "sex". The fundamental reason for the school to formulate such a code is that the school is afraid of "sex scandals". In addition to school, parents rarely talk about gender knowledge in the family, let alone in front of children. Moreover, under the influence of traditional morality, sexual knowledge has obviously become a "scapegoat" that cannot be openly talked about. So families, schools and children will not talk about sex easily. However, in the sexually open European and American countries, even if minors are pregnant, these mothers may still choose to give birth to children, and even be praised and appreciated because of this behavior. This is determined by the basic national conditions of these developed countries - that is, the population is small, and fertility is encouraged. Therefore, even if minors are pregnant in schools, it will not have too much negative impact on schools. However, in a sexually conservative China, the theme is that the population is too large, and fewer children are born and better born. Therefore, if a minor pregnancy occurs in a school, the school will be attacked by the society

and the media, just as if the school's behavior is treason. Parents are likely to demand compensation from the school. Therefore, in order to avoid the occurrence of "sex scandals", the school has stipulated sex topics as the topic forbidden area, which has consolidated the idea of sexual conservatism. At the same time, it also allows the young generation to have a radical understanding of sex: for example, they think that sex is disgusting, they think that talking about sex is unhealthy, they think that it is shameful to have physiological reactions to the opposite sex they like, and they think that the feelings between men and women are embarrassing, etc. It can be said that there is a reason for the educational cause to consolidate the conservative thinking of students. First, the school hopes to protect itself, and at the same time, it conforms to the basic national conditions. However, it greatly ignores the importance of allowing students to have an accurate understanding of sex. If China's population is sparse and fertility is encouraged, then the Chinese will probably not turn pale when talking about "sex". The current situation of turning pale when talking about "sex" can be considered as the product of the basic national conditions. Therefore, in the face of such a serious problem among the audience, the advertising of family planning products has become difficult to create. In addition, Chinese laws constantly supervise and improve the advertising laws and regulations of family planning products, which not only makes the work standard more strict, but also makes the creation space of such advertisements increasingly narrow. Therefore, this article

discusses how to "live" the advertisement of family planning products in the age of "sex" in China? Perhaps, the concept of this kind of advertisement is becoming more and more vague, but the legal norms and moral requirements for practitioners themselves are becoming more and more clear.

## **2. Contraceptives**

### **2.1. Definition of family planning supplies**

Family planning products are the abbreviation of family planning health care products, mainly referring to the general name of various sexual products between husband and wife, such as condoms, contraceptives, etc. [1].

### **2.2. Classification of family planning supplies**

(1) Condoms, condoms and other contraceptive products mainly serve family planning and people's health on sexual life.

(2) Lubricant products mainly increase couples' lubrication feelings towards sexual life.

(3) Other interesting products are mainly used to increase the life interest of couples.

(4) Masturbation appliances for men and women, and other adult family planning appliances [2].

## **3. The Development Process of Advertising for Family Planning Products in China**

### **3.1. Birth of advertisement of family planning products in China**

In 1993, in the freezing capital Beijing, a small shop named "Adam and Eve" opened its doors and welcomed its opening. To the dismay of Wenjingfeng, the owner of the shop, there was no one to watch the activity on the opening day. This is also normal, because this shop is not only in Beijing, but also the first sex shop in China. As a result, China's first advertisement for family planning products based on store doors was born.

### **3.2. The Development of Advertising for Family Planning Products in China**

Sponsored by the China Women and Children's Career Development Center and the China Population Association, the "Tianlun · The First Beijing International Eugenics and Family Planning Products (Adult Products) Exhibition", exclusively named by Beijing Tianlun Infertility Hospital, was held in Beijing International Exhibition Center from April 4 to 6, 2009. "Tianlun · The First Beijing International Eugenics and Family Planning Products (Adult Products) Exhibition" is an important part of the large-scale public welfare activity of "Care for Gender Health and Sunshine Project in China". With the theme of "Concern about gender health and promote harmonious life", the exhibition displays various interesting living products, the latest technology of eugenics and family planning, adult appliances, family planning products, reproductive health products, etc, Deliver the concept of gender health to the masses of the people, popularize the common sense of reproductive health, guide citizens to establish correct concepts, enhance the awareness of healthy reproduction, stay away from AIDS, and promote

family happiness and social harmony; It injects fresh vitality into the healthy, orderly and rapid development of the adult product market for eugenics. The landing at the national exhibition meant that the prospect of family planning product advertising at that time seemed to have a better breakthrough, but now it is difficult to determine whether the gender knowledge problem accompanying the problem of family planning product advertising will be more and more recognized and popularized by the public, or be "cut and dried" completely without public support [3].

### **3.3. Prospects of advertising for family planning products**

According to the survey data of professional statistics department, the annual sales of sexual health products are up to 10 billion yuan, of which condoms alone are up to billions. China has a population of 1.3 billion, with adults accounting for more than 70%. With the rapid development of material and spiritual civilization in China, family planning products and sexual health products have been accepted by more than 93% of adults. Among the middle-aged men, 84% of the group had the experience of purchasing adult products.

The market of sexual health products is growing at an annual rate of 63.9%. According to expert analysis, the market of sexual health products will continue to develop at a high speed for at least 15 years. Many radio stations across the country have set up sex knowledge columns, with a large number of listeners. At the same time, various social media have vigorously promoted sex knowledge, which has rapidly popularized the sex health products market.

Some experts predict that, with the gradual change of people's ideas, China will enter the peak period of consumption of sex products in three to five years, and the sex products once regarded as "beasts of prey" by Chinese people have gone under the sun, and the pace is getting faster and faster.

Due to the characteristics of multi sector supervision, the market of sexual health products has been tending to an informal development state for many years. There are widespread phenomena in the market, such as disorderly brands, proliferation of counterfeit and illegal products, exaggerated publicity, and inflated prices. In the face of this situation, the relevant national departments have been constantly investigating and regulating the market, but there are still consumers who are harmed by illegal products in different "adult goods stores" every day [4].

Jiaming Zhu, a famous sexologist and vice-chairman of Guangdong Sexual Society, said that the essence of adult sex products is "adult toys", and its emergence has a positive social significance. Unmarried youth, migrant workers, long-term single out workers, widows and divorcees, elderly couples, people with physical defects, and people with disabilities have strong demands for sexual health care. 5.9 More than 5% of couples can use sex products to enhance sexual interest, make their feelings more harmonious, and help family harmony. The greatest significance of adult products is to improve people's quality of life.

In the face of the sexual health products market, a sunrise gold industry with huge market space, high operating profits and rapid development, many people began to focus on this newly released "cheese" and have invested in this industry. In terms of the Chinese habit of "following the trend", adult stores of all sizes have sprung up like mushrooms. Therefore,

the problem of "industry saturation" has become a risk problem faced by investors in the sexual health products industry [5].

However, in general, the development prospects of family planning products seem to be developing in a good direction, so the advertising of family planning products will also be facilitated. Of course, the management and control of this kind of advertising will certainly gradually become more perfect and even more strict, which is not a small challenge to relevant industries and practitioners, and also a challenge to the creation of this kind of advertising works that cannot be easily ignored.

#### **4. Analysis on the Causes of the Age of "Sex" Color Change**

In the absence of sex education and the public opinion environment of "sexual impurity", the victims of sexual assault dare not speak out. Otherwise, there will be public criticism that "it must be that they have problems, so that others can take advantage of them". How many people will think that those young victims have no ability to resist, not to mention that they do not understand that it is sexual assault.

Especially girls. Parents are ashamed to open their mouth to the popularization of sexual knowledge. They only tell them "to be clean and self loving. As a girl, you can't lose your innocence, or you will be spurned". On the surface, this seems to teach them to protect themselves, but the final foothold is reputation. Girls' freedom to live in the sun is based on sex? Moreover, if we do not educate the capable aggressor to observe etiquette and know shame, instead, we ask the weak to protect themselves, which in itself is playing rascal.

As more and more sexual assault cases are exposed, the problem of children's lack of sexual education is magnified, which is actually a warning to parents and education. We should not just regard it as a scandal, but more think about why such things happen and why they always happen.

#### **5. Research on the Legal Norms of Advertising of Family Planning Products**

##### **5.1. Legal norms of advertising of family planning products**

China's Advertising Law clearly stipulates that advertisements should express their contents in a healthy form, which meets the requirements of socialist spiritual civilization construction and the promotion of the excellent traditional culture of the Chinese nation. "It shall not contain obscenity, pornography, gambling, superstition, terror and violence", "advertisements shall not damage the physical and mental health of minors and disabled persons.

##### **5.2. Classic case analysis of family planning product advertising**

Durex's 2016 video advertisement: keep up with the hot spots, and continue to output the copy with communication power. Durex is still doing such things in 2016. But in addition to these conventional practices, Durex has two things that I think are still valuable to see this year after many years. One is the live broadcast of Durex Air, and the other is to build Durex Air concept store. The sentence "safety exists, condom does not exist" was written in the video advertisement

promoted by Durex Air concept store. This advertisement raises a condom product to the level of human life, natural boundaries, and changes in time and space. Although the existence of condoms and other products, in the final analysis, confirmed the truth that Rousseau had long exposed - that life is free, but always in chains. But in this sentence, you can see the product, and even see where you are.

Durex took advantage of the marketing case: Durex and chocolate (or flowers) are perfectly matched - on Valentine's Day, flowers and chocolate are the most popular gifts, but Valentine's Day is also a high consumption node of condoms, so if the three can be put together at the sales terminal, consumers will be more likely to buy them back together, thus forming a special node of the take advantage of the sales.

Durex's advertisement was fined 810000 yuan and turned over again to attract traffic -- worse than bad: Durex always stood at the forefront of hot spots. With the release of the iPhone 12 series, Durex went on a hot search with the copywriting "something can't be too fast". That night, Durex once again entered the hot search list. This time, it was because "connotation advertising was fined 810000 yuan". In December 2019, the decision on administrative punishment showed that Steng Shuangjian Trading (Shanghai) Co., Ltd. authorized some companies to create, design and jointly publish microblog co branded ads with Taopiao Company, Lazas Company, etc. in order to promote the Durex brand. The content was vulgar, which easily led to bad associations and caused strong public reaction. This also violates Article 3 of the Advertising Law, which states that "advertising should be true and legal, express advertising content in a healthy form, and meet the requirements of building socialist spiritual civilization and promoting the excellent traditional culture of the Chinese nation", as well as Item 7 of Article 9. Fined 800000 yuan. Another punishment occurred in July 2020. According to Tianyan APP, Steng Shuangjian Trading (Shanghai) Co., Ltd. (the certification company of Durex official microblog) holds 75.05% of its subsidiary, Shanghai Manlun Trading Co., Ltd., which was imposed an administrative penalty of 810000 yuan by the Xuhui District Market Supervision and Administration Bureau of Shanghai for publishing advertisements containing obscene, superstitious, terrorist, violent and ugly content. According to an exposed decision on administrative punishment, a female sex toy launched in the official flagship store of Durex Tmall in September 2017 has explicit sexual description on the website. This also violates Item 7 of Article 9 of the Advertising Law.

The most important thing for the creation of sex products is to grasp the boundary between "romantic" and "indecent". Neither "talking about sex" nor "talking about sex" is as sexy as "talking about sex". Only excellent creativity, good aesthetics, healthy gender relationship output and proper sense of propriety can achieve the best advertising marketing.

#### **6. Professional Ethics of Practitioners in Family Planning Category**

Advertising is an industry that needs word of mouth. As an industry that takes shaping product (brand) image or enterprise image as its own responsibility, the image of advertisers themselves and the image of the advertising industry will naturally become the center of public concern, and people's evaluation of advertising directly involves the evaluation of advertisers. Once people's eyes turn from

advertising to advertisers, in a sense, the core of this evaluation is mainly the evaluation of the professional ethics of advertisers. A great advertiser is first and foremost a great person. Therefore, "Learn to be a man first, and then advertise" has become a "famous motto" that advertisers must follow. Both David Ogway, William Bernbach and other generation masters, as well as ordinary advertisers, use this as a guide to action. When Bernbach's DDB advertising company opened, he solemnly announced to the outside world that he would never accept advertisements from any cigarette manufacturer, because if his company advertises any brand of cigarettes, it must be responsible for human health. This responsibility cannot be borne, so this money cannot be earned. In fact, many advertisers describe themselves as "dancers with shackles", which includes many aspects, one of which is the code of conduct and ethics of the industry. It refers to the restriction, control and management of the advertising activities of the affiliated institutions and personnel within the advertising industry, so as to make the behaviors of advertisers more in line with the national laws, social ethics and professional ethics. As a unified self-discipline rule and industry norm in the same industry, although it has no legal effect, it plays the role of professional ethics. Exploring and formulating the code of conduct and ethics of advertising practitioners has always been a hot topic and an important topic in the development of the international advertising profession. For decades, countries and international advertising organizations have made great efforts to systematize, regularize and institutionalize the professional ethics of the advertising industry. The result is the birth of a large number of "professional norms", "professional rules" and "rules of the game". WTO not only means that the market is open, but also means that the business "rules of the game" and professional ethics are in line with international standards. In the future, we will participate in competition according to world rules. According to the basic code of conduct and moral norms stipulated in the self-discipline regulations of advertisers in various countries, we can draw a conclusion that the professional ethics that a qualified advertiser should abide by should at least include the following aspects: "seek truth from facts, and be honest", which is the most fundamental professional ethics requirement for advertisers. Under any circumstances, the bar in the minds of advertisers should not be crooked no matter what the situation is; "Fair competition", which is the moral criterion for advertisers to deal with the relationship with their peers, is the most basic business ethics and "rules of the game" in the market economy; "Abiding by laws and disciplines" requires that all activities of advertisers should be

within a certain legal scope, especially in cross-cultural advertising activities, advertisers are more faced with a real sense of the rule of law society, so they should strengthen the legal awareness and legal concepts in their minds.

## 7. Conclusion

In the age of "sex" in China, how to "live" the advertisement of family planning products? It seems that the answer is in the heart of every advertising practitioner in the relevant industry. No matter how the sex education problem in China conflicts with the conservative knowledge of both sexes under the traditional concept, advertising practitioners must engage in the work category that conforms to their professional ethics, instead of ignoring the moral norms that advertising works should hold for the sake of blindly advertising effects and interests. We should try our best to make a good advertising work when we are doing advertising, rather than simply chasing the advertising effect to constantly do rubbish and vulgar advertising. The same is true of the advertisement of family planning products. Although faced with many embarrassing and serious problems, as long as it is in line with the legal norms and moral standards of advertising, it will certainly get the support of the public. The excellent advertisement of family planning products will never be rejected, and it is only a matter of time before it is accepted or even liked. Therefore, in the future, there will only be fewer and fewer cases of "sex" discoloration in China, and in the era of "sex" discoloration in China, the advertising of family planning products should "work" in a big way, and "work" cleanly. Advertising practitioners must adhere to their own creative ideas and professional ethics, adhere to the principle of "spirit first", and stop making vulgar advertisements that touch the bottom line of laws and regulations and humanity in pursuit of interests.

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