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# Digital Marketing of Socially Unacceptable Products

The Case of Fabbrica D'Armi Pietro Beretta

*May 2015*

*Dissertation submitted in partial fulfillment of requirements for the degree  
of the MSc in Business Administration, at the Universidade Católica  
Portuguesa.*

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## ABSTRACT

The purpose of this thesis is to outline the aspects of marketing for those products that society considers non-acceptable, in this instance marketers must operate under severe constraints.

These marketers cannot incite nonusers to become customers, they don't have access to the same media opportunities as those whose products are legit; they must fight severe public relation conflicts against advocacy groups that can be obstinate and very potent.

For better understanding the topic a practical case will be provided too see the issues the Marketing department of Fabbrica d'Armi Pietro Beretta had to face while trying to implement Google AdWords in their Digital Marketing campaign and a list of possible solution would be offered.