



Advances in Social Marketing  
Webinar Series  
2013/2014




Advances in Social Marketing  
Webinar Series  
2013/2014



• Nancy R. Lee

#5  
January 21, 2014  
Corporate Social Marketing



• Tom Beall



Advances in Social Marketing 

**15**  
minutes until our webinar

Corporate Social Marketing, with  
Nancy R. Lee and Tom Beall

Past Webinars (available free to iSMA members in our Archives)

- Service Design for Social Marketers, with Craig Lefebvre and Jennifer Kasten (USA)
- Behavioural Architecture: Effective Solutions for Social Problems Using Cognitive Neuroscience and Behavioural Economics, with Biju Dominic (India)
- Community-Based Social Marketing and Behavior Selection, with Doug McKenzie-Mohr
- Social Franchising, with Mbogo Bunyi and Brendan Hayes and Suma Pathy /Devika Varghese



Advances in Social Marketing 

**10**  
minutes until our webinar

Corporate Social Marketing, with  
Nancy R. Lee and Tom Beall

Other Upcoming Events:

- June 18 to 21, 2014: 23d Annual Social Marketing Conference (Clearwater Beach, FLA, USA) (call for papers and registration are now open)
- July 17-18, 2014 International Social Marketing Conference, Monash University, Peninsula Campus, Australia. (16<sup>th</sup> July is ISM Workshop)



Advances in Social Marketing 

**5**  
minutes until our webinar

Corporate Social Marketing, with  
Nancy R. Lee and Tom Beall

Upcoming Webinars:

- March 26, 2014: *Lives worth Living*: How social marketing can benefit from triggering emotions connected with human well-being, with Hamilton Carvalho (Brazil)
- May 14, 2014: *Using Social Marketing to Influence social Strategy*: time to play with the big girls and boys!, with Jeff French (United Kingdom)



Advances in Social Marketing  
Webinar Series  
2013/2014





• Nancy R. Lee


#5  
January 21, 2014  
Corporate Social Marketing



• Tom Beall

JAY KASSIRER  
ORGANIZER



WIN MORGAN  
PRESIDENT



### Social Marketing Career Center




[www.i-socialmarketing.org/jobs](http://www.i-socialmarketing.org/jobs)



### Social Marketing Resource Exchange Library






<http://www.i-socialmarketing.org/resource-library>





### Social Marketing Event Calendar




[www.i-socialmarketing.org/events](http://www.i-socialmarketing.org/events)







JAY KASSIRER  
MODERATOR

- President of Social Marketing Services, Inc., in Seattle
- Adjunct faculty member at the University of Washington where she teaches social marketing.
- 30 years+ of professional marketing
- Strategic advisor for more than 100 social marketing efforts
- Delivering social marketing workshops around the world
- Coauthor of 9 books on social marketing with Philip Kotler.

**NANCY R. LEE**

- Former Managing Director of the Global Social Marketing Practice at Ogilvy Public Relations Worldwide
- Senior consultant to Ogilvy's worldwide network
- Leader of major projects for U.S. Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), and the Centers for Medicare & Medicaid Services.

**TOM BEALL**

# Corporate Social Marketing

**Influencing Behaviors that Benefit the *World and the Brand***

iSMA Webinar January, 2014

## AGENDA

- Corporate Social Marketing Defined
- Nine Brief Stories
- Brand Benefits
- Benefits to Social Marketers
- Keys to Success
- Passing the "Smell Test"
- Q&A

## SIX OPTIONS TO DO GOOD



1. Cause Promotions
2. Cause-Related Marketing
3. Corporate Philanthropy
4. Corporate Community Volunteering
5. Socially Responsible Business Practices
6. **Corporate Social Marketing**

*GOOD WORKS! Marketing & Corporate Social Initiatives that Build a Better World and the Brand.*  
Kotler, Hessekiel, Lee (Wiley, June 2012)

## 1. CAUSE PROMOTIONS

- **Building awareness and concern for a social issue**
- Starbucks Annual Cup Summits with 150 industry leaders including competitors



## 2. CAUSE-RELATED MARKETING

- **Corporation links monetary or in-kind donations to product sales or other consumer actions**
- Starbucks contributes 5 cents to the Ethos Water fund for every bottle sold in stores



### 3. CORPORATE PHILANTHROPY

- A corporation makes a direct contribution to a charity or cause, most often in the form of cash grants, donations and/or in-kind services.
- Starbucks gives grants for environmental education program for youth in Malaysia



### 4. CORPORATE COMMUNITY VOLUNTEERING

- Corporation supports and encourages employees, retail partners and/or franchise members to volunteer at local community organizations and causes
- Starbucks employees in Kuwait volunteer to plant a school's garden



### 5. SOCIALLY RESPONSIBLE BUSINESS PRACTICES

- A corporation adapts and conducts discretionary business practices and investments that support social causes to improve community well being and protect the environment.
- Starbucks seeks to achieve LEED certification for all new company-owned stores (Leadership in Energy and Environmental Design)



### 6. CORPORATE SOCIAL MARKETING

- A corporation supports a behavior change campaign.
- Starbucks offering free 5 pound bags of used coffee grounds to enrich garden soil




### 9 BRIEF SUCCESS STORIES

- Bank Decreased Tobacco Use
- Corporate Partners Decreasing Heart Disease
- Utility Reduced Energy Consumption
- Diaper Company Decreased Infant Deaths
- Convenience Store Decreased Litter
- Soap Manufacturer Decreased Diarrhea
- Multinational Promotes Healthy Behaviors
- Beverage Company Decreased AIDS
- Restaurant Increased Family Planning


### A BANK DECREASING TOBACCO USE

- Background**
  - Rural Green Bank of Craga in Philippines
  - NGO: Innovations for Poverty Action
- Target Audience**
  - Low income smokers
  - Wanting to quit
  - Earning \$70 USD/mo
  - Spending \$2 USD/mo




## A BANK DECREASING TOBACCO USE

- **Behavior**
  - Quit smoking
- **Barriers**
  - Cost and availability of quit support
- **Motivators**
  - Increased savings



PRODUCT PRICE PLACE PROMOTION

- **Actual Product:** *Commitment Savings Account*
- Required signed contract
- Either a date goal, or an amount goal



26

PRODUCT PRICE PLACE PROMOTION

- Account did not pay interest
- Required initial deposit and minimum balance
- Recommended amount paid for cigarettes
- No withdrawal money during the deposit period
- End of 6<sup>th</sup> month, nicotine test
- Pass test, can withdraw entire savings
- Fail test, forfeit balance to charity

27

PRODUCT PRICE PLACE PROMOTION

- Bank staff approached smokers
- Offered account
- Personal weekly visits to collect deposits



28

PRODUCT PRICE PLACE PROMOTION

- **Slogan**  
"Put Your Money Where Your Butt Is"
- **Pamphlet**  
Emphasizing dangers of smoking




29

## A BANK DECREASING TOBACCO USE

- **OUTCOMES**
  - Results as of 2009 in Butuan City:
  - 11% of smokers signed up
  - Avg. 11 deposits in 6 months

Source: "Tying Odysseus to the Mast", Ashraf, Karlan, Yin  
The Quarterly Journal of Economics, May 2008

### CORPORATE PARTNERS DECREASING HEART DISEASE



- Heart disease: #1 killer of women
- Low recognition of this fact among US women in 2000
- NHLBI's *The Heart Truth* campaign sparked a powerful national movement
- At its core, the iconic image of *The Red Dress*

### CORPORATE PARTNERS DECREASING HEART DISEASE




- Corporate partners have been key to campaign's success
- More than 50 corporate partners
- Support includes advertising, on-pack promotions, events and other activities
- Campaign reach and impact magnified

### CORPORATE PARTNERS DECREASING HEART DISEASE




- Awareness has doubled in 12 years
- Awareness gap in younger women has narrowed
- Increased knowledge associated with increased action to reduce risk
- 65% say the *Red Dress* symbol prompts learning, risk-reduction
- Nearly 50% of women report discussing heart disease with their doctors

### A UTILITY REDUCED ENERGY CONSUMPTION




- Puget Sound Energy seeks to be environmentally responsible
- Customers/consumers are key to success
- "Re-Energize" creates active partnership with customers

### A UTILITY REDUCED ENERGY CONSUMPTION



- "Re-Energize"
  - Goes beyond education
  - Encourages and supports new behaviors
  - Prompts and supports lifestyle changes
  - Uses incentives and customer tools

### A UTILITY REDUCED ENERGY CONSUMPTION



- Outcomes include:
  - Customers enjoy cost savings
  - Community benefits from conservation of critical resources
  - Energy savings sufficient to serve nearly 175,000 additional households
  - PSE has reduced need to invest in costly new power plants

### DIAPER COMPANY DECREASES INFANT DEATHS

- Sudden Infant Death Syndrome (SIDS)
- Leading cause of death 1-12 months
- 1999, Pampers joined the Partnership with Health Canada
- Case: Tools of Change (Canada)



### DIAPER COMPANY DECREASES INFANT DEATHS

- 1998, research indicated to reduce risk, infant placed to on back to sleep
- Only 44% of caregivers/parents in Canada knew and only 41% actually did
- Only 21% of professionals gave this advise

### DIAPER COMPANY DECREASES INFANT DEATHS

- 1999 Procter & Gambles Pampers joined the Canadian Partnership
- Printed **Back to Sleep** message on infant diapers (French, English, Spanish)
- A pamphlet for hospitals, advertising



### DIAPER COMPANY DECREASES INFANT DEATHS

- **Benefit to Cause in 2 Years:**
  - Pre and Post Tracking Survey
    - n=605
  - Awareness of proper position
    - 44% to 66%
  - Professionals recommending
    - 21% to 67%

### A CONVENIENCE STORE DECREASING LITTER

- 1986 Litter Campaign
- Texas Department of Transportation and Partners
- Celebrated 25<sup>th</sup> Year in 2011



### A CONVENIENCE STORE DECREASING LITTER

- **7-11 Partnership Made Sense**
  - Customers and litterers: Similar demographic profiles:
    - Eat fast food 3/ a week
    - Males 18-24
    - Drive 50+ miles a day
  - 250,000 customers shop at the nearly 300 Texas 7-Eleven store each day
  - “Dine on the Dash” slogan

### A CONVENIENCE STORE DECREASING LITTER

**Decals**

- Counters
- Gas Island
- Doors




### A CONVENIENCE STORE DECREASING LITTER

- **In first 6 years:**
  - Reduced litter by 72%
  - 95% slogan awareness



### SOAP MANUFACTURER DECREASING DIARRHEA

- Diarrhea -- 2<sup>nd</sup> leading cause of death among children in Indonesia in 2001
- Diarrhea affected every 3 in 10 people
- Low levels of awareness among women and caregivers of hand-washing as a prevention behavior
- Coalition for Healthy Indonesia (KUIS) created "Fantastic Mom: Hand Washing With Soap" campaign




### SOAP MANUFACTURERS DECREASING DIARRHEA

- Corporate support and engagement included Unilever and Wings
- Sparked community engagement, including CBOs, media, community leaders
- Educated and built skills among mothers and caregivers
  - Learning sessions
  - Road shows
  - Media programs



### SOAP MANUFACTURERS DECREASING DIARRHEA

- Outcomes included:
  - Created "social movement" including government, media and 12 NGOs
  - Reached more than 10 million
  - Increased awareness of the benefits of handwashing with soap from 45% to 85%
  - Practice of routine handwashing with soap rose from 35% to 56%



### Multinational Promotes Healthy Behaviors

- Unilever committed to making positive global social impact
- Unilever Sustainable Living Plan
  - Drives company actions
  - Fosters behavior change upstream and downstream
- Focus on:
  - Improving health and well-being
  - Reducing environmental impact
  - Enhancing livelihoods





### Multinational Promotes Healthy Behaviors



- Global health goals by 2020:
  - Help more than a billion people improve their hygiene habits
  - Bring safe drinking water to 500 million people
- Current health activities focus on:
  - Reducing diarrheal and respiratory disease through handwashing
  - Improving oral health
  - Promoting consumption of safe drinking water
- 224 million people reached through 2012
  - 119 million in handwashing campaigns
  - 49 million in oral health campaigns
  - 45 million through safe drinking water initiatives

### A BEVERAGE COMPANY DECREASING AIDS



- June 2001
- Coco-Cola Company
- Philanthropic Mission for employees in Africa: **“Our mission is to reduce the impact of HIV/AIDS as well as to educate the public on the terrible effects of the disease.”** Eyre&Barlow, 2010

### A BEVERAGE COMPANY DECREASING AIDS



- Education on proper condom use
- Peer counselor
- Free testing and counseling

### A BEVERAGE COMPANY DECREASING AIDS



- Access to antiretroviral drugs
- Quality condoms free at vending machines in rest rooms, paycheck envelopes


### A BEVERAGE COMPANY DECREASING AIDS



*Handing out condoms*

- By 2006:
  - 100% of bottlers participating
  - 34,041 employees participating (out of 60,000)
  - 13,740 HIV test
  - 1,115 receiving drug treatment

### A RESTAURANT INCREASING FAMILY PLANNING



- 1974 in Thailand
  - 7 kids per family
- 2005
  - 1.5 kids per family
- Many credit
- Mechai Viravaidya, Ex-Senator in Thailand
- Nicknamed “The Condom King”

### A RESTAURANT INCREASING FAMILY PLANNING

- Renamed birth control pill "Family Welfare Vitamin"
- Nurses could prescribe the pill
- Free vasectomy festivals once a year
- Buddhist monks sprinkled holy water on pills



55

### A RESTAURANT INCREASING FAMILY PLANNING

- And founded a chain of restaurants
- Condoms should be as common as cabbages



"Our food is guaranteed not to cause pregnancy."

### A RESTAURANT INCREASING FAMILY PLANNING

- Mannequins dressed in condom-shirts or birth-control pills



### A RESTAURANT INCREASING FAMILY PLANNING

- Condom Lamps



### A RESTAURANT INCREASING FAMILY PLANNING

*"The only restaurant I've been to where you are given a condom with your bill. The food here was very good on my first visit and at a reasonable price (can't remember exactly how much) and the service impeccable. No rubbery taste to any of the food unless you think the condom is an after dinner mint."*



59

### BRAND BENEFITS

1. Bank Decreased Tobacco Use  
**New Customers**
2. Diaper Company Decreased Infant Deaths  
**Real Change**
4. Utility Reduced Energy Consumption  
**Infrastructure Costs Reduced**
5. Convenience Store Decreased Litter  
**Positioning**
5. Beverage Company Decreased AIDS  
**Employee Satisfaction**
6. Restaurant Increased Family Planning  
**Building Traffic and Loyalty**

## BENEFITS TO SOCIAL MARKETERS

- Add financial resources
- Extend reach and influence
- Tap additional expertise
- Leverage brand/company strength
- Accelerate behavior change
- Increase societal impacts
- Foster positive business practices


## KEYS TO SUCCESS


- Choose partners wisely
- Explore motivation and terms of engagement
- Weigh risks and benefits
- Formalize terms & conditions
- Seek sustained, institutional commitment
- Foster cross-sector collaboration
- Measure progress and success
- Provide for public reporting and accountability

## PASSING THE SMELL TEST


- **The match matters.**
  - Amazon and *literacy*
  - Starbucks and the *environment*
  - Macy's and women's *heart disease*
  - McDonalds and *childhood immunizations* but NOT McDonalds and *childhood obesity!*

## Q&A






Nancy Lee



Tom Beall

- Please enter your questions using the chat box
- Any unanswered questions will be answered as part of our website forum discussion after the webinar



## Please fill out our evaluation after the webinar

Help us make future webinars even better for you

Length?  
Time of day?  
Topics?  
Format?






## Upcoming Webinars:

- **March 26, 2014:** *Lives worth Living:* How social marketing can benefit from triggering emotions connected with human well-being, with Hamilton Carvalho (Brazil)
- **May 14, 2014:** *Using Social Marketing to Influence social Strategy:* time to play with the big girls and boys!, with Jeff French (United Kingdom)




**Upcoming Events:**

- **June 18 to 21, 2014:** 23d Annual Social Marketing Conference (Clearwater Beach, FLA, USA) (call for papers and registration are now open)
- **July 17-18, 2014** International Social Marketing Conference, *Monash University, Peninsula Campus, Australia. (16<sup>th</sup> July is ISM Workshop)*



JAY KASSIRER  
ORGANIZER



WIN MORGAN  
PRESIDENT



Advances in Social Marketing  
Webinar Series  
2013/2014

#5  
January 21, 2014  
Corporate Social Marketing



• Nancy R. Lee



• Tom Beall