

Corporate Social Marketing

A WIN-WIN-WIN

- **Nancy R. Lee, MBA**
- **Adjunct Faculty, University of Washington**
- **President, Social Marketing Services, Inc.**



GLOBAL HEALTH CONFERENCE ON
**SOCIAL MARKETING
AND FRANCHISING**

3rd-5th December 2013, Kochi, Kerala, India

Achieving Universal Coverage for Primary Health Care

CORPORATE SOCIAL MARKETING

- “A corporation supports the development and/or implementation of a **behavior change campaign.**”

**GOOD
WORKS!**

MARKETING AND
CORPORATE INITIATIVES
THAT BUILD A BETTER WORLD...
AND THE BOTTOM LINE

PHILIP KOTLER
DAVID HESSEKIEL
& NANCY R. LEE

5 BRIEF SUCCESS STORIES

1. **Bank** Decreased Tobacco Use
2. **Diaper** Decreased Infant Deaths
3. **Beverage Company** Decreased AIDS
4. **Restaurant** Increased Family Planning
5. **Entrepreneurs** Decreased Dehydration

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**

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



3. CORPORATE PHILANTHROPY

- **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

- **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

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



A BANK DECREASING TOBACCO USE

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



A BANK DECREASING TOBACCO USE

- ***Commitment Savings Account***
- **Monthly deposits**
- **No withdrawal until end of 6 months**
- **Pass test, withdraw**
- **Fail test, forfeit balance**



A BANK DECREASING TOBACCO USE

- **“Put Your Money Where Your Butt Is”**



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*

A DIAPER DECREASING INFANT DEATHS

- **Sudden Infant Death Syndrome (SIDS)**
- **Leading cause of death 1-12 months**
- **Only 44% of caregivers/parents in Canada knew and only 41% actually did**
- **Only 21% of professionals gave this advise**





Back to Sleep


Each week, 3 babies die of SIDS in Canada. According to the latest research, there are things you can do to reduce the risk of Sudden Infant Death Syndrome (SIDS):


1. Put your baby on his or her back to sleep.
2. Make sure no one smokes around your baby.
3. Avoid putting too many clothes and covers on your baby.
4. Breastfeed your baby, it may give some protection against SIDS.

For more information call 1-800-END-SIDS (1-800-363-7437).

 Health Canada Santé Canada

 The Canadian Foundation for the Study of Infant Deaths

 Canadian Institute of Child Health

 Canadian Pediatric Society

Additional copies of the SIDS promotional material can be ordered from (613) 954-5995.

A DIAPER DECREASING INFANT DEATHS

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



A DIAPER DECREASING 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 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
- Access to antiretroviral drugs
- Free at vending machines, restrooms & paychecks



**Boops! Why do I need to go for
HIV COUNSELING AND TESTING**

1 To get facts on HIV

2 To know if I am HIV negative or positive

3 If positive to know how best to live longer

4 To know how best to prevent contracting HIV Virus

5 To know how mothers can prevent passing the HIV Virus to their babies

You're either **HIV NEGATIVE OR POSITIVE**
or you don't know yet
No cure. No vaccine yet. No way to prove you are negative. Are you clear with that?
Go for **HIV COUNSELING AND TESTING**
Today
@
7, Bode Thomas, Surulere, Lagos.
Call: 01-7732200 / 7732201
(Toll Free) 08027192780-3

FACTS EMPLOYMENT FOUNDATION

A BEVERAGE COMPANY DECREASING AIDS

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



Handing out condoms

A RESTAURANT INCREASING FAMILY PLANNING

- **1974 in Thailand**
 - **7 kids per family**
- **2005**
 - **1.5 kids per family**
- **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



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



ENTREPRENEURS DECREASING DEHYDRATION

- **Increasing access to Oral Rehydration Salts (ORS) in Rural India**
- **Partnership: USAID, Unilever, Pharma Synth**
- **Shkti, a network of rural retailers selling Univer products such as soap and detergent**



ENTREPRENEURS DECREASING DEHYDRATION

- **Shakti Entrepreneurs sales training**
- **ORS sold at retail outlets by Shakti Entrepreneurs**



ENTREPRENEURS DECREASING DEHYDRATION

- High diarrhea incidence months April to July, 2011
- Shakti Entrepreneurs supplied 3500 liters of ORS to intervention villages
- Managing 8000 diarrheal episodes



PASSING THE SMELL TEST

- **The match matters.**
 - McDonalds and *childhood immunizations*

NOT

- McDonalds and *childhood obesity!*



BRAND BENEFITS

1. Bank Decreased Tobacco Use
New Customers
2. Diaper Decreased Infant Deaths
Real Change
3. Beverage Company Decreased AIDS
Employee Satisfaction
4. Restaurant Increased Family Planning
Building Traffic and Loyalty
5. Entrepreneurs Decreased Hydration
Increased Profits