



# Corporate Responsibility of the Company as a Marketing Tool





**Marco Freudenberg**  
Martin-Luther Universität Halle  
Germany



**Alina Graff**  
Leibniz Universität Hannover  
Germany





# Content

- Definition
- Internal/External Stakeholder
- Positive Perception
- Examples
- Conclusion
- References





# Definition

Corporate Responsibility is an ethical management concept where companies aim to integrate social, economic and environmental concerns along with the consideration of human rights into their business operations.





# Stakeholder

## → Internal:

- Employees
- Shareholder
- Manager

## → External:

- Suppliers
- Customers
- Creditor
- Competitor
- Society
- State





# Positive Perception

- Environmental awareness
- Responsibility to society
- Transparency
- Values and standards
- Relation to the employees
- Certificate
- Benefit Corporation





# Starbucks



- Ethical sourcing of products
- Sustainable solutions
  - Greener Stores
- Creating Pathways to opportunity
  - Starbucks foundation
  - Farming communities
  - College Achievement Plan





# Nike



- Management of value chains:

- Regulated working
- Ban on child labor
- Training opportunities
- Environmental standards







# TOMS

- Founded in 2006 by Blake Mycoskie
- Intention after trip to Argentina
- Since 2006 TOMS has donated:
  - → More than 60 Million pairs of shoes
  - → More than 400.000 pairs of glasses
  - → TOMS helped 25.000 women to safely deliver their babies

TOMS

One for One



# Where We Give

*With the support of TOMS customers and Giving Partners, TOMS Giving has reached more than 70 MILLION PEOPLE across SIX CONTINENTS.*

Improving Lives

What We Give

Where We Give

Thoughtful Partnerships

Beyond One For One

TOMS CURRENTLY WORKS WITH

90+

in

70+

*Giving Partners*

*countries*

AROUND THE WORLD



# Ben & Jerry's



- Founded in 1978 by Ben Cohen and Jerry Greenfield
- Values:
  - Product Mission
  - Economic Mission
  - Social Mission





# Pros and Cons

## → Benefits:

- Increased brand image
- Long-term customer relationships
- Increased productivity

## → Disadvantages:

- High costs
- Unreal goals
- Balance between responsibility and profit





# Conclusion

- The importance of CR is growing
- Expectations become more demanding
- Difference between Product Marketing and Brand Marketing
  - Which part of the marketing is corporate responsible





# References

- <http://www.benjerry.com/values>
- <http://www.wordstream.com/blog/ws/2017/09/20/ethical-marketing>
- <https://smallbiztrends.com/2017/04/csr-marketing.html>
- <https://www.starbucks.com/responsibility/community>
- <https://www.business-wissen.de/artikel/marketingstrategie-3-beispiele-fuer-nachhaltiges-marketing/>
- <http://www.toms.co.uk/improving-lives>
- [https://de.wikipedia.org/wiki/Corporate\\_Responsibility](https://de.wikipedia.org/wiki/Corporate_Responsibility)





**Thank you for your attention !**

*Any Questions ?*

