



Corporate responsibility as a marketing tool

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Importance of CSR as a marketing tool

- ▶ **Easy access to information about companies**
 - ▶ More competition and comparison
- ▶ **Changing customers**
 - ▶ Changing Lifestyle
 - ▶ Caring more about the environment
 - ▶ People tend to buy products that support CSR issues

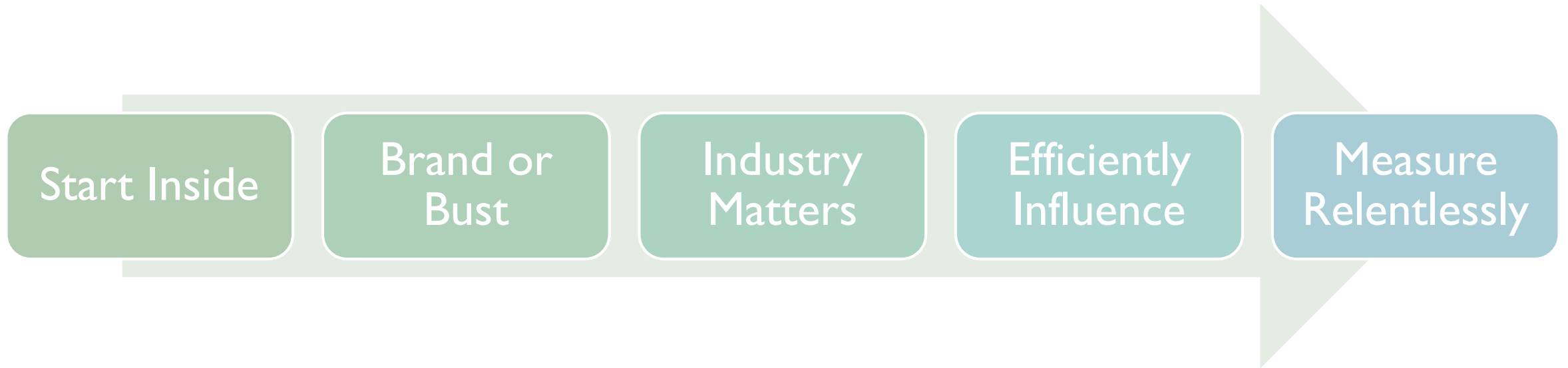


Definition of marketing tools

The **techniques** and **materials** used by those who are involved in the **promotion** of **goods** and **services** to help further the **company's success**.



Steps for success in Marketing using CSR



General about CSR as a marketing tool

▶ Department

- ▶ Marketing always has the knowhow to conduct meaningful campaigns and measure return on investment
 - ▶ CSR department has the information on the important CSR topics of the company
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- ▶ Whole company has to help and be part of the CSR, to be a transparent and credible CSR company



Examples for CSR Activities that can be advertised



Community

- ▶ Partnering with a charity
- ▶ Donate and support



Environment

- ▶ Reduce the pollution
- ▶ Recycle
- ▶ Reduce waste



Health

- ▶ Offer free health tests
- ▶ Support research for disease
- ▶ Support sport teams
- ▶ Organize runs



Education

- ▶ Supporting local schools
- ▶ Giving Scholarships

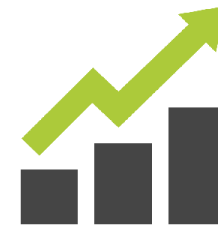


Example of CSR actions applied to the Marketing Strategy



Advantages of using CSR as a marketing tool

- ▶ Enhanced reputation and brand image
- ▶ Increased profit and customer loyalty
- ▶ Creating new business opportunities
- ▶ Increased ability to attract and retain employees
- ▶ Attracts & Retains Investors
- ▶ Increased productivity and morale
- ▶ Customer and employee engagement
- ▶ Reach out to the public in ways that get people talking, sharing
 - ▶ Volunteer Participation



The example of innocent

- ▶ Innocent is an original idea of three English student from Cambridge that made a survey in a music festival.
- ▶ Theirs products are juices, smoothies and natural beverages.
- ▶ They use CSR as a marketing tool and there's also, by nature involve in charity.



How are they involved in CSR

- ▶ Charity:
 - ▶ Innocent Foundation
 - ▶ Action Against Hunger
 - ▶ Big Knits → Hats over the bottles



- ▶ CSR as marketing tool:
 - ▶ Honest advertisement
 - ▶ Funny jokes on their bottles



THANK YOU FOR YOUR ATTENTION



Sources

- ▶ http://dnbsmallbusiness.com.au/Marketing/How_you_can_use_CSR_as_a_marketing_tool/indexdl_7732.aspx
- ▶ <http://www.businessdictionary.com/definition/marketing-tools.html>
- ▶ <https://www.forbes.com/2009/11/20/corporate-social-responsibility-leadership-citizenship-marketing.html#1871d9c62795>
- ▶ <https://doublethedonation.com/why-corporate-social-responsibility-is-important/>
- ▶ <https://www.innocentdrinks.co.uk/>
- ▶ <https://www.youtube.com/watch?v=LeXgxN24loc>

