



DOING WELL BY DOING GOOD

PANACHE NOVEMBER EDITION

CAUSE
MARKETING

All you wanted to know about

CAUSE MARKETING

Cause Marketing is not:
“Social Marketing”
Nor is it:
Corporate Philanthropy

Cause Marketing has been open to a variety of interpretations. Therefore, it is important to differentiate it from the commonly confused terms.

Cause Marketing is not:

“Social Marketing”: an attempt to influence behaviours that benefit individuals and communities for the greater social good.

Nor is it:

“Corporate Philanthropy”: act of a corporation or business promoting the welfare of others, generally via charitable donations of funds or time

It is the use of marketing tools that aligns a brand or company with a cause, generating benefits both for the business and society. The concept came into picture in 1980s when American Express partnered with a non-profit group that was raising funds to restore Statue of Liberty. American Express gave a portion of every transaction made and every new application that resulted in a new customer, towards the cause. The results were remarkable. Within three months, the group raised \$1.75 billion and use of American Express cards rose by 27%. New card applications also saw an increase of 45% over the previous year.

And the Customer Care

Cause Marketing has blossomed over the years and is now around a \$2 billion industry. And if the experts are to be heard, cause-marketing is here to stay. According to a Cone Cause Evolution Survey, about 89% of consumers would switch to a cause-related brand/company, if prices and quality were similar. Thus, present day consumers care about how much a firm adds to making the world a better place



More of Cause Marketing ...

How the firms can win ?

Creating a win-win situation for both the society and the firm, cause-marketing can be used as a strong tool by the firms. Here is the “ABC”, firms should keep in mind while designing their cause-marketing campaigns:



The ABC Model
Authentic | Benefit | Clear

A: AUTHENTIC

The cause(s) that the firm is supporting must be trustworthy and should be such as its customers could relate to. This would help them create a connect with the customers.

B: BENEFIT

The campaign should benefit the society, the consumers and the company.

C: CLEAR

The firm must be transparent in its dealings and transactions, so as to give a clear indication of the social-bent of the firm.

P.S. Amidst all this, the firm should not forget to use its marketing tools and publicise its efforts to gain the advantage.

-Article by PRERNA RAJPAL

A world of pinks and blues

After decades of courting controversies about body image and stereotypes, Barbie finally got it right in 2015. Mattel's new campaign had a powerful message - that a girl can be anything she wants to be, and depicted the Barbie as a tool for young girls to express themselves. About the same time, Mattel achieved another milestone. For the first time in its history, a boy appeared in a Barbie advert.



Left: The new Barbie commercial; Right: The boy in the Moschino Barbie commercial

Gender equality is a cause championed by several brands, popularly in India by Titan Raga and Havells (the Winds of Change campaign). Amidst all this positivity, it is also interesting to look back at the stereotypes and standards that targeted marketing has set for so long, and in many way, continues to do so. One has to look no further than the plethora of pinks and blues that have for so long defined children's products.

Interestingly, it hasn't always been the norm. In the June 1918 issue of *Earshaw's Infants' Department* (a trade publication), it was recommended that boys be dressed in pink which was a 'more decided and stronger colour' while girls be dressed in the more 'dainty and delicate' blue. Several cultural shifts have brought about the reversal, but over the years gender-wise market segmentation has gotten more and more pronounced, reinforcing the same stereotypes that brands are now trying to stand up against.

Global children's toy brand Lego used to have gender neutral ads for a long time, branding their product as a fun toy for all children. However in December 2011, they released Lego Friends, a new line targeted towards girls, with a 'girly' house and beauty shop sets. It was an incredibly successful move, increasing their global revenues by 25%. Grooming products for women are also much more expensive than those for men, and mostly unjustified by any significant differences. For example, Nivea body washes for women are about 18% more expensive than those for men, with the company attributing the difference to "A Touch of Serenity", "Skin Sensation Technology" and the like, which strangely do not seem to make an appearance in the ingredients.



Left: The new Barbie commercial; Right: The boy in the Moschino Barbie commercial

Over the years, advertisements have also repeatedly depicted imagery and messaging that we today associate naturally with men and women - the gentle, caring woman and the rugged man. These marketing initiatives are not always as overt as the 'Marlboro Man'. For example, when Dove released its men soap, it adopted grey packaging, blunted the curves of the soap and relabeled it to Dove +care. This led to over a 150 million dollars in sales, and millions of new customers for Unilever. Gendered marketing has trickled down to something as basic as tissues as well, with Kleenex operating a line of 'mansize' tissues, with similar packaging philosophy.



Psychology Today has a simple explanation for the price differences in seemingly similar products - women face more pressure to be well groomed, and hence are more willing to pay a higher price. Even as Consumer Reports plainly tell customers to avoid the packaging traps and just buy the cheapest products, marketers have used this behaviour extremely profitably. When we see brands supporting gender equality, it would also help to look more closely at their products to see if they are doing just the opposite.

The takeaway from this piece - Should we as future marketers put this winning segmentation strategy to use or should we as consumers make better purchasing decisions? I leave the choice to you.

-Article by PRIYANKA

Doing it the Indian way

With the advent of social media, cause marketing or marketing collectively for a cause received an impetus like never before. With India being the 3rd largest internet consumer with over 198 Million Internet users, it is ranked only after USA and China. In such a case, it would be surprising if India did not portray masterpieces in cause marketing



In India, marketing has always been centred on an emotional connect. No wonder, campaigns like “Bhaiya ye deewar toot ti kyu nahi” and “Mauka Mauka” have gone great guns. With the rise in awareness about CSR and a tad bit of fear of losing out, most companies began to provide a social angle to their campaigns. Multiple campaigns came up and touched our hearts. So much so, that India was home to maximum number of customers among developing nations who were willing to pay more for products from consumers who contributed to social causes. This was the time when 75 percent of consumers were in fact the number thrown up by Nielsen Survey on Global Corporate Responsibility 2013 - up from 56 percent in 2011, who were willing to pay more for products from such companies

Of the multiple such campaigns, the 3 most noteworthy ones remain the ones by Chings and Nivea.

Chings Secret encashed on the Maggi ban by launching a new campaign starring Ranveer Singh, coupling the quirky star with a catchy background score. They ensured that they position their brand as an easy to make, indianized version of Chinese food, closely competing with the Maggi image. Taking their campaigning to another level of appeal, Ranveer Singh questioned are spending habits at the root with “What can you buy in Rs 750?”. The campaign spread awareness on how you could finance a child’s meal for the whole year with only Rs. 750. The company partnered with Akshaya Patra – an NGO that runs World’s largest mid-day meal program, to drive “Hunger ki Bajao” campaign. Their website and easy to register SMS option served as the donation hub. Indeed, the best you can do with RS. 750 was this, and the campaign worked wonders!

Doing it the Indian way

Moving from kids to mothers, Nivea touched the other spectrum of Indian families, the mothers. Striking a partnership with Aseema Charitable Trust, Nivea took up the “Mom’s Touch” campaign to portray the story of a few extraordinary mothers who worked hard for their child’s future, working overtime, compromising on their wishes and various other ways, despite adversities. The campaign focused on the hard work mothers put in, to ensure quality education to their children. The viewers had the opportunity of directly donating to the trust or sharing the video, wherein for each share Nivea contributed 100 grams of rice to the trust.

Keeping the trend of cause marketing alive, Vistara launched the #FlyTheNewFeeling campaign with its two minute film. Upholding the benevolent of the Tata group, Vistara partnered with Salaam Baalak trust – an NGO that provides support to street children in Delhi and Mumbai. On 9th January 2015, when Vistara flew its first ever commercial flight, it also flew 12 children from the trust, to their first flight ever. Their experiences were recorded in the 2 minute film, showcasing their happiness, surprise and pleasure. The film “When little feet found their wings with Vistara”, gave the airlines the most positive brand positioning to launch themselves with.

Apart from these memorable campaigns, India and Indians have seen and supported a plenty others like #EndAcidSale, Help a child reach 5 by Lifebuoy, #SeedTheRise by Mahindra, and others. Encapsulating the emotional quotient of the country, cause marketing definitely seems to be the future of effective marketing in India. Taking into account the rise in awareness for social contribution, ease of making your impact and the multiple platforms for various causes to support, we look forward to seeing ingenious application of cause marketing in digital as well as commercial marketing.

- Article by PALAK MARWAH

Marketing Buzz

Since the initiation of cause marketing trend with the American Express- Statue of Liberty campaign, there have been many iconic campaigns which have made their place in the teaching books of marketing classes. Here are a few on our list that made the marketing world buzzzz:

1. Arctic Fund – Coke & WWF

Towards the end of 2011, Coke changed the colour of its cans from red to white in order to support the conservation of polar bears and also invited donations from its customers. The campaign was able to generate funds to the tune of \$3 million in donations along with massive awareness for the cause. The campaign is also recognised for its impressive use of digital media in reaching out to the audience.



2. National Denim Day- Lee

Starting 1996, Lee, traditionally perceived as a male brand, made inroads with women customers by launching a unique campaign to create awareness for breast cancer. It empowered consumers to organize workplace drives at which employees contributed \$5 for the right to wear jeans to work on the first Friday in October. Over 13 years, the program has raised nearly \$75 million for breast cancer research and advocacy.



3. Campaign for Real Beauty – Dove

Promoting its premium beauty soap, Dove, Unilever created a campaign for real beauty when a study by the company showed that only 2% women around the world would describe themselves as beautiful. It developed the DOVE SELF ESTEEM FUND which sparked an international discussion of beauty stereotypes. And the campaign worked well for the brand. Since the campaign's launch, the sales have increased by over 60%.



Your Dove® purchase helps build self-esteem.

Enter your Dove UPC and select a charity. We'll donate \$1 to inspiring self-esteem programs for girls like these.

4. World AIDS Day – Starbucks and (RED)

Another noteworthy campaign has been an initiative by Starbucks, in partnering with (RED) to raise funds for Global Fund to Fight AIDS. Starbucks committed to donate 10 cents for every handcrafted beverage sold in participating US and Canada stores. It also changed the colour of its cup to red, to make sure that customers make a note of the cause and was able to generate a whopping \$12 million in donations.



Brand QUIZ

Question1 : Find out the name of the company from the image?



Question2: Harmony is the name of which companies textiles?

1. Reliance
2. Vimal
3. Digjam
4. Bombay Deing

Question3: Which of these is not from Procter & Gamble?

1. Tide
2. Huggies
3. Pringles
4. Gillete
5. Pampers

Question 4:

Magic is the brand name of which Mobile pre0paid card?

1. Airtel
2. BSNL
3. MTNL
4. Idea

Question5: Forester is the name of a car manufactured by

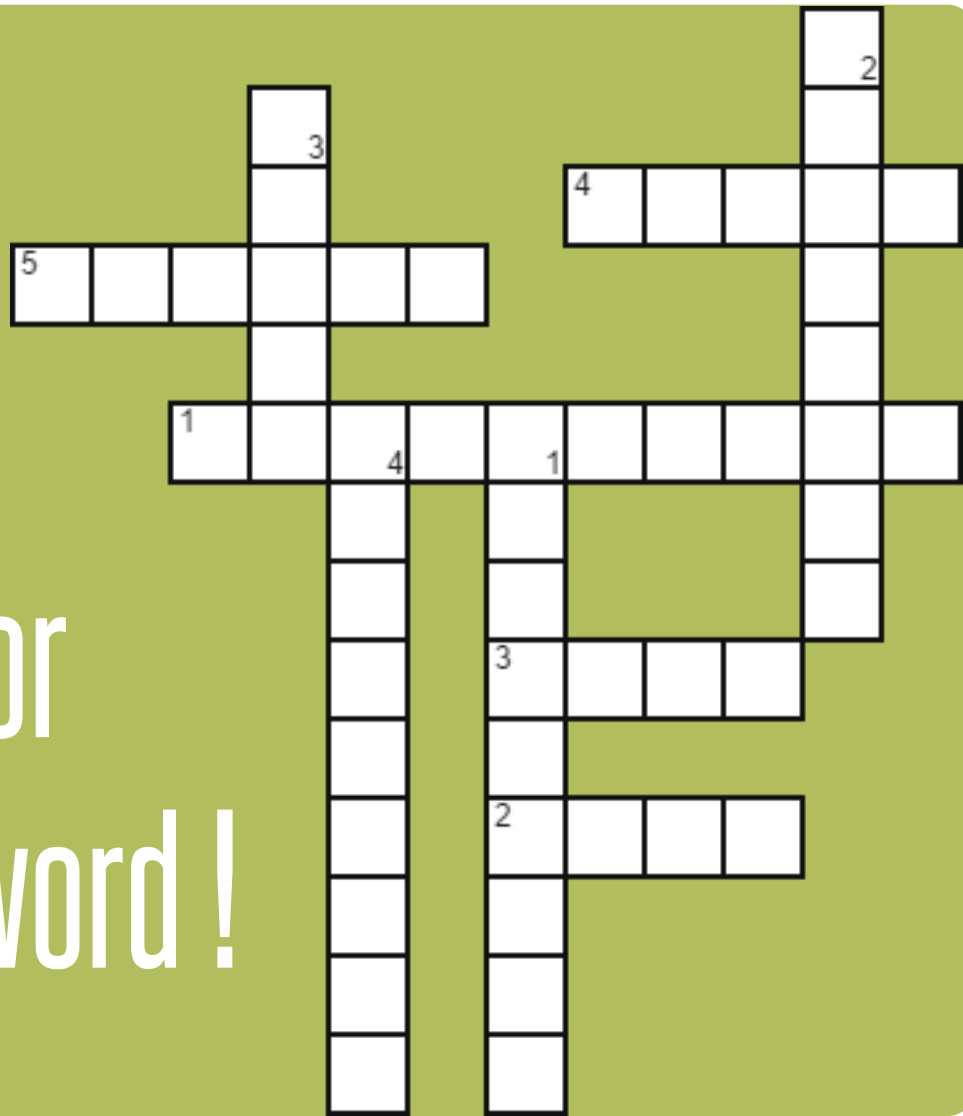
1. Ford
2. BMW
3. Chevrolet
4. Mitsubishi

Question6. Identify the relation in advertisements to identify the Brand

- i) Sack Race, School Children
- ii) Shahrukh Khan, pappu and papa
- iii) Aamir Khan, Hero
- iv) Kareena Kapoor, Laptop

Mail in your entries at mash@iimb.ernet.in
The Winners for this Quiz would be announced in the next month edition.

Time for Crossword !



Down

1. _____ buy goods from manufacturers or wholesalers and sell them directly to consumers (9)
2. A graphic representation or symbol of a company's name (4)
3. An acronym in advertisement that describes a list of events that occur when he engages with an advertisement (4)
4. Stage of product life cycle (8)
5. Abbreviated term for the practice of unifying all marketing communication, conveying the same message (3)

Across

1. One of the 4Ps (5)
2. Word of _____ (5)
3. A few firms dominate the industry in this economic environment (9)
4. Basis of market segmentation with respect to the region (10)
5. Value of having a well known brand name (6)

The Season Of Fests!

All of us have been working very hard on the placements and the assignments! Yes, all the ones like us deserve a good break. The cultural fests in business schools provide the much needed respite. Usually spanning three-four days and packed with excitement, these fests provide us with a platform to flaunt our skills, an arena to gape at talent or just an excuse to come and have loads of fun.

These events draw participants from across India and feature events like dramatics, music, dance, quiz, debate, street play, professional concerts, fashion shows among others.

The celebrities who grace the evenings and make the audience groove to their tunes/DJs are a major attraction too.

Oh yes! All of us are aware that Unmaad 2017 is scheduled to be held from 27th to 29th January, 2017.



Fest &
Panache

A Panache Initiative

We, the marketing club of IIM B, invite you to share creative and innovative ideas to market such fests! The primary aim is to reach wider audiences by generating buzz and word-of-mouth. Ideas can be anything from creating viral videos to ideating competitive events. Send in your ideas in a word doc or PPT by December 20th. The top 5 innovative ideas will be sufficiently rewarded by Mash. Unleash the creative czars in you!

Details of submission:

Format: MS Word doc or PPT

Deadline: 20.12.2016 (EOD)

Mail-id: mash@iimb.ernet.in



MASH is a student-run club with focus on marketing and related disciplines. Mash conducts several events on campus throughout the year. Starting with the inter section PGP1 event - Mashterix, which is managed and conducted by the PGP1s for the PGP1s. Mash also conducts many events at Eximius - The entrepreneurship festival of IIM Bangalore.

Mash hosts a variety of marketing events at Vista, the Annual Business Festival of IIM Bangalore conducted by Forum for Industrial Interaction to test the participants' knowledge and skills across various facets of marketing.

Apart from these we also organize workshops and panel discussions inviting industry experts and alumni. Mash also conducts mock marketing interviews for PGP1s for helping them prepare for the summer placements and publishes comprehensive summer and final placement preparation guides.

[/mash.iimb](http://mash.iimb)

mash@iimb.ernet.in

Content By :
Amanpreet Singh, Prerna Rajpal, Sartaj Singh

Design By:
Neha Kumar