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## Creative strategies and their contribution to social consciousness in social responsibility campaigns: a course model proposal

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### Abstract

Social responsibility campaigns as an approach to overcome accumulated social problems in the globalizing world will be examined from various aspects. Printed Media, mass media, electronic media will be explored in terms of their limitations and potentials. Problems/Issues identified in social responsibility campaigns, which have been the subject of both formal and informal communication and advertisement, will be analyzed from the aspects of design, creative strategy, target audience determination, processes, and results. Awareness phase in the social responsibility campaigns realized with the cooperation of advertising agencies and public and private sectors and non-governmental organisations will be examined in terms of problem determination, creative ideas, creative strategic design processes, solution suggestions, its reflection to the society, creating consciousness phase and its implications. Themes chosen in social responsibility campaigns are global warming, women's rights, dimensions of domestic and social violence, preservation of nature and environment, education of girls, etc.

*Keywords:* Social responsibility, non-government society, media, advertising, creativity, innovation.

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### 1. Introduction

Social responsibility; aims at increasing efficiency, providing market popularity, and watching over the interests of brand, firm or institution which conducts the campaign as well as improving the social life level. Institutions, organisations and non-governmental organisations, through social responsibility campaigns, transform the economical, social, environmental, educational, and health problems/issues into a process for the solution of their shareholders' problems/issues at the stage where their activities take place/are realized. They approach the society with a sense of responsibility and sensitize the society in the topics they chose. Activities of brands, firms which organize social responsibility campaigns on topics such as individual disarmament, etc., and public, private and non-governmental organisations which take part in this process will be examined comparatively in terms of creative strategy.

In our globalizing world, social responsibility campaigns manipulate public opinion by being effective in many areas from policy to economy. Campaigns show their effectiveness through the changes in human behaviours; thus succeeds effecting cognitive processes as well. Social responsibility campaigns provide consciousness by raising awareness in target audience, and supports resolving the problems.

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The term social responsibility is one of the potential solutions of interconnected social issues. It also provides opportunity for a strong leap for brands. It performs the task of a strategic communication tool that requires specialization filled with highly positive values in terms of corporate image.

Social responsibility is realized through the phases/stages of:

- Determining Awareness and Problems
- Contextual Analysis
- Designing of Creative Plan and Strategy
- Budget Management
- Media Planning
- Execution and supervision of campaign process at every phase/stage
- Determination of results, effectiveness research, and evaluation.

The last phase of our paper/study/article is the application of the social responsibility campaign on the Faculty of Fine Arts Graphic Design Department 3rd year students within the context of a course. In the class, creative design teams will be formed and brain storming and think-tank method topics will be determined and related processes will be realized visually and by emphasizing.

## **2. Corporate Social Responsibility Definitions**

Corporate social responsibility is a term through which enterprises can integrate their social and environmental problems/issues voluntarily by interacting with their organisational work and social partners (Commission of the European Communities). Having social responsibility means moving beyond legal expectations and voluntariness and invests more in human resources, environment and relationships with partners (Commission of the European Communities). According to United Nations Conference on Trade and Development (UNCTAD), corporate social responsibility is related to the aims and needs of the society and viewed parallel with globalisation efforts.

Carroll underlines the contribution role of the corporate social responsibility for a better society and cleaner environment in terms of organisations (cited by Aktan, 2007).

According to Aktan, the basic sustainable growth target aim of the corporation is to do its production while taking measures for protecting the nature and the environment. On the other hand, its responsibilities towards all its stakeholders continue.

The term social responsibility can be described as the liability of corporate in realizing its activities for the interests of both their working partners and the interests of workers, consumers, local people, and national and international community's (cited by Aktan, 2007).

A corporate working within social responsibility, undertake minimum cost by realizing activities in utilizing scarce resources as much as rationally while integrating environmental effects in every stage of production work and production chain as much as possible.

Development of the environmental responsibility of a corporate does not cause a decrease in the financial performance of the corporate because as long as it is liable towards the environment there will be increase in environment-sensitive customer (cited by Aktan, 2007).

The reasons for the emergence of social responsibility in the historical process can be defined as increasing social reaction and increasing social awareness.

Social responsibility has an important place in terms of corporate. The concept of social responsibility has become important for several reasons. These are:

- 1- Globalisation, liberalisation, and direct investments which increased worldwide,
- 2- Social pressures,
- 3- Regulations in various areas,
- 4- Financial tools,
- 5- Supply Chain pressure,
- 6- Pressures arising from other corporate,
- 7- Internal pressures from workers and partners,
- 8- Natural dynamics of environmental dynamics such as climate change etc.

### 3. Association Between Corporate Social Responsibility Campaigns and Trademark/Brand

Trademark is a name, symbol or a sign/logotype which tries to encapsulate characteristics of the product differentiated from other product varieties by the customers. It is also, along with being a name and logo, expressing and conveying of the feelings and thoughts the consumers have about the company and product. Trademark, as a common ground of marketing management and advertising management applications which help differentiation of the product from the competitors, is a name, symbol, sign/ logotype or a combination of these which provides easy communication with the consumers and diversifies the product.

A powerful trademark

- \* can be differentiated,
- \* provides preference,
- \* is an element of prestige (cited by Özdemir, 2009).

Trademark;

- \* helps promotion by creating demand,
- \* helps establishment of company and product image,
- \* helps increasing competitive power by providing stable retails,
- \* influences the media consumers and circles that may create a public opinion for the company and adds value to the company,
- \* helps promoting unity and solidarity feelings; moral and motivation amongst the employees of the company,
- \* helps the company to better protect itself against its competitors and crisis periods (cited by Özdemir, 2009).

### 4. Creativity, Innovation and Constructing The Future with Sceneries

Companies and trademarks reached the extensive effect created by running social responsibility campaign through brain storming and think-tank activities they conducted with both their own think-tank team and with advertising agencies they work with. They carried the brain storming invented by Osborn from the stage of finding ideas from only free evocations to today's think-tank activities.

Generating ideas and listing those ideas was possible via brain storming methods. However, there was a need for moving deeper, testing different possibilities, selecting more effective ideas, and combining, reorganizing and redefining those ideas. It was necessary to do new planning and predict the future using the infinity of imagination and limitation of concepts. Today, Think-tank activities run by policy groups have entered the agenda of the advertising agencies and corporate.

Creativity is a thinking process for finding new ideas and forming new synthesis from existing ideas: It combines with conscious and unconscious insight. Creativity is the first stage of innovation in business world, and it affects all the other aspects of the work.

The most powerful off all creative techniques is correlating two uncorrelated ideas. Despite the fact that creativity is ambiguous and complex (or may be because of these), all industries, advertising agencies, design ateliers and idea companies came into existence because of the pursuit of creative ideas.

Medici family did this in the past by bringing together unknown ideas, conditions, skills, challenges and solutions (Fisk, 2010).

People who create a brand are the same. For example, Donna Karan is identified as passionate, wild, crazy, and sometimes nutty. She concluded the fashion show brochures with "To be continued...". Some of her words: Work where there are consumers because their instincts are important. Celebrate the art and creativity because they are the source of design as they can liven up the most ordinary design when combined with instinct and ambition. Look for a gap; unfulfilled customer needs cannot be found by traditional research, bright light can be found by the ones who are creative. Use the world's cultures –she brought together ideas from all over the world-, make a difference at home and elsewhere (Fisk, 2010).

According to Theodora Levitt, creativity is thinking about new things whereas innovation is making new things. Innovation is the realization of ideas, and it requires gradual or revolutionary changes in ideas, products, processes or organisations. Innovation embraces creativity and design as well as it encloses application and commercialization of ideas. Innovation uses inventions to realize the ideas. The aim of innovation is to provide a positive change. It

provides increase of efficiency, increase of value from the customers' point of view in corporations, and changes the lives of people for the better.

The simplest innovation model is the one that transforms ideas into realities by embracing the disciplines of creativity, design and application. It involves opening probabilities through creative thinking, searching future potentials, generating ideas in different aspects, broadening the scope, and researching the extremes. Then comes the stage of closing: focusing on the best ideas, setting up efficient connections between these, evaluating in terms of effectiveness and applicability, understanding how it will work, how it will bring money, and where will the places aimed at be, and determining the most persuasive proposition to become prominent in the competition chaos. Intensity of the innovation is related to how passionate it is, and how much time, resource, cost and risk it requires.

Da Vinci believed that understanding a problem requires a restructuring. Your first look would probably be a very traditional one full of biases and assents. He understood more of the problem in every look, and advanced towards a better solution. He named this approach "saper vedere": "knowing how you would see".

Innovation requires new perspectives: seeing everything in a different way, thinking differently, finding new insights and better ideas, and get better opportunities. Although the future presents us the opportunity to reach further, there are still many other perspectives or "world perspectives" that are worthy of consideration. Considering customers works competitors, similar markets, technology, responsibility, finance, and future first separately and then by complete (Fisk, 2010).

#### *4.1. Think-Tank Practices, Constructing the Future with Scenarios*

According to Herman Kahn, 'If you look at something for long enough, you can see the basic powers that activate it'. It is possible that the same basic powers activate the future, but by other means used conditioned by changing environments.

Scenarios enable corporation to see the warnings about unexpected changes, and to perceive how the future would be formed with these changes addressed by instincts and projections, and to evaluate the world in this direction. Thus, corporation become aware of the risks and opportunities and prepare themselves for altered conditions.

Scenario planning is bases on constructing unexpected amazing futures when many effects and variables interact with complex processes and create non-linear feedback cycles. Scenarios take into account new technologies, radical changes that may occur in social values, new adjustments and even innovations that change everything. The ideas of system used in connection with scenario planning provide the narration of logical stories which push the limits of creative imagination that is dependent on the relationship between many factors. The art of scenario building creates the power of opinion formation about the future by restricting the known and unknown information and infinite possibilities. To do this, it is necessary to form a strategic thinking team with members having different perspectives, and to combine all the information obtained from future research, observation of new trends, work projection research, etc. These could be in the form of idea, storyboard, statistics, graphic, video, etc.

All driving forces of the change are variable. Therefore, all its ambiguous factors are brought together. Then, these driving forces, also known as plot, are combined into inter-related groups. Scenario planning is a creative process. Scenarios become means to support managers in the corporate in strategic planning, in decision making about investment or purchasing a company, activating creativity, and fostering innovation. Scenarios become a part of the other processes. Scenarios are examined in order to understand which conditions create what results, where would important intersections form, when different futures form, which matters would determine the future of the corporate. Followed by this, corporate strategists should pursue ways to decrease risks in the future, and work for providing possibilities for alternative futures. These works can be done only once or they can become a part of the research and development work (Fisk, 2010).

## **5. A Social Responsibility Campaign Against Hunger Campaign**

Social Responsibility Campaign can be defined as strategic planning, positioning and marketing efforts of a company or a trademark in solving a problem or obtaining a shared benefit from social aims. Social Responsibility program can be run individually as well as through a strategic alliance with an association or a voluntary agency

acting in a selected and defined area. Social aims may provide companies and trademarks prestige and belief system. Thus, it may influence consumer perceptions and purchase request.

As Cadbury Schweppes CEO Sir Dominic Codbury put it during his leadership of the Social Responsibility Campaign realized by the Business in the Community in 1996: Social Responsibility Campaign is an effective way in refining corporate image, product differentiation, and increasing both sales and adherence (Pringle, Tompson, 2000).

Selected Social Responsibility Campaigns from the world, cooperation with a recognized voluntary agency may provide significant benefits such as good reputation, increase in distribution circle, and support from volunteers. Voluntary Agency has and can provide values since it is an organisation with accumulated experience in its area. Many voluntary agencies are themselves strong trademarks themselves, and it is true that they provide significant advantage in adding new values to the commercial products and services.

American Express: Hope against Hunger Campaign. American Express and advertising agency Ogilvy and Mather started a long-term social responsibility program which had close strategically connection with their professional area in 1992.

American Express had been the topic of discussions because of the high commissions it charged from its credit cards at restaurants. Its liability towards restaurants and public was being questioned. Because of this, companies were willing to work with a voluntary agency in order to develop good relationships with the restaurants and to establish connection with other restaurants in the region. Through this, it was willing to increase general card memberships and use of cards.

At the same time, a non-governmental organisation Share Our Strength (S O S), working to find a solution to USA's hunger issue, was looking for a long-term corporate partner for a food and wine campaign "Taste of the Nation". American Express became the national partner sponsor of the "Taste of the Nation" and the two joined in a strategic partnership. With this, the most well-known and successful social responsibility campaign of the USA was created. American Express stipulated to donate 3 cents of each payment by card and other sections' transactions to the campaign organized by Share Our Strength. This donation reached 5 billion Dollars. The campaign addressed the hunger issue present in the centre of the wealthy United States and worked to solve the problem with the help of voluntary agency.

American Express showed maximum loyalty to the project throughout the campaign period. Employees voluntarily supported the project..

They acted with people who were donated by the Share Our Strength, and joined the fund raising activities. They acted as effective spokespersons for the awareness about hunger by attending the 'Taste of the Nation' committees. In the first year of the partnership, the American Express introduced Hope against Hunger campaign in all of its advertisements in November and December along with an intensive television presentation. In 1994, Stevie Wonder gave a series of concerts in eleven provinces and conveyed the campaign's message to his fans by the song 'Take the Time Out'. Social responsibility program was on the most prestigious TV advertisement media Super Bowl XXVIII. Thus, a wide audience became aware of the hunger issue in the United States through American Express and Share Our Strength partnership.

Ogilvy and Mather, the agency of the American Express used the melody of the song 'Imagine' in 1996. Yoko Ona supported the campaign and changes the lyrics of the song as:

"Imagine.... When shopping at the market, buying gas, choosing presents... or whatever.... You pay with American Express card and help feeding of a hungry.... You can do it. We all can do more with American Express fight against hunger donations."

Thus, advertisement of the social responsibility campaign and American Express's global concept allied under 'do more' umbrella and created a synergy.

Corporate stipulation of the American Express and its partners spreaded in waves. Share Our Strength gained a new and higher position as a non-governmental organisation.

The relationship between the voluntary agency and the American Express (Figure 1) was very positive. Dekkie Sshore, co-founder and director of the Share Our Strength, speaks highly of the approach of the American Express to the organisation.



Figure 1: American Express Card Social Responsibility Campaigns

Duration of the campaign was 4 years and it ended, but the two strategic partner still continue working together. Results derived from this;

- Space shared between trademark and aims,
- A simple mechanism and involvement of the consumers,
- Trust and support by the upper management,
- A relationship based on openness and mutual advantage with a voluntary agency,
- Voluntary involvement of the employees,
- Sufficient advertisement and communication budget ,
- Synergy and creativity among the social responsibility campaign and other trademark advertisements,
- Support of the celebrities and public relations activities,
- Strength of the relationship and length of the duration,
- Measurable results show successful key (Pringle and Tompson, 2000).

## 6. A Social Responsibility Campaign Against Domestic Violence

One of the most effective social responsibility campaigns run in the United States is the one developed for Liz Claiborne Inc. (LCI) by a New York Agency named Patrice Tanaka and Company, Inc. The main theme of the campaign, fighting against domestic violence, is conveyed to different target audiences repeatedly. Thus, a social responsibility campaign continues to be newsworthy.

Liz Claiborne: “Women’s work campaign against domestic violence”

Patrice Tanaka and Company Inc., a public relations firm in New York, was looking for a theme to elevate the company and revitalize its brand when having a meeting with a marketing manager from Liz Claiborne, Inc (LCI) about a public relations and marketing program in the spring of 1991. It was a 15 year old firm and was not doing any advertising. They found a theme that would promote the corporate reputation and increase its profitability by strengthening its relationship with the customers. They examined the research conducted by Ogilvy Research Corporation for Fortune in 1989. Research results showed that 89% of the adults emphasized the prestige of the company when deciding the product to buy: “Companies that deal with social matters are thought to be more sensitive to their customers...”

Patrice Tanaka agency was aware of the fact that associating a product with a social aim has become a long-term marketing strategy. Long-term customer loyalty was important in terms of sales of the brand. It seemed that attracting customers with intriguing subjects would cause significant gains to create a long-term brand loyalty. In terms of this, corporate social responsibility program is not only a short-term image enhancement but also a corporate strategy which is meaningful and important. Agency was sure that a campaign that is long-term, intimate, and based on a social aim would promote the corporate reputation, and would start a new era in terms of interaction between customers and employees. The following criteria were determined for Liz Claiborne:

- It should be special to women, should address them and their problems,
- A subject with an aim that would find place for LC in fashion magazines should be selected for the customers,
- LC's purpose, the support she gives should create goodwill in consumers,
- Topics for the research environmentalism, voluntary works, breast cancer and domestic violence were considered and domestic violence was chosen as the most suitable topic.
- The topic was accepted as it interested especially the women. There was no other corporation interested in the same topic yet. LC could transform the topic into a field unique for herself, and claim rights on it. A two billion dollar women's clothing company could create news if it could relate the topic to its area. Its public relations could be strengthened by including local women's shelter and women protection groups.
- A survey was conducted on behalf of LC in the United States. The survey results showed that 93% of the American women believed that domestic violence was an issue in the United States. LC proved that 96% of her customers believed this view. They showed that their thinking was 91% positive for a corporation that would run a campaign on this issue.
- These results revealed by the survey directed the corporation to extend the Women work program which would be a long-term success in many ways. The issue was serious in terms of the USA. A woman was beaten every 12 seconds in the USA. Domestic violence was effective in every level of the society. Violence spread into the streets of the US. Statistics prove that 74% of the children who experienced violence showed prone to assault and violence. Program started with an awareness strategy on domestic violence in 1991 and continued with different initiatives for many years (Pringle and Thompson, 2000).

Program continued with social service announcements on television, radio, billboards and at bus stops, and shopping days at all the Liz Claiborne shops in the United States in October every year to support general public opinion research and research covering also the university students and the program. During the campaign, 500,000 posters and 25,000 educational brochures emphasizing the issue of domestic violence were printed and distributed to social service organisations. Thousands of letters were sent to related and authorized persons. Partnerships with local organisations fighting against domestic violence were started in every region where LC was active. Program was run with the Family Violence Prevention Fund. Many well-known young American artists were attracted to work with the local organisation they belong to for the graphic design works. Also, meetings were organized with the upper management of the large corporations of the region. Significance of the issue was explained and expectation for co-operation was stressed. LC was placed as a model into private sector partnership by the public.

In 1994 Liz Claiborne ordered Roper Starch a research to measure the mastery level of the corporation executives on the issue. In the research run with 100 corporations selected randomly by lot:

- 57% of the executives saw domestic violence as a significant social issue.
- 33% reported that domestic violence affected their budget, and 40% reported that they were aware that there are people in their company who are subjected to domestic violence.

Degradation, absence from work, increasing health expenditures were defined as results of the domestic violence issue that affect work performance. The research results were distributed to the media which brought a positive feedback to LC. Domestic violence issue came to the fore in the United States with the Simpson crime which accelerated awareness creation. The Simpson case was in media with all details. The campaign strategy that stated with creating awareness and drawing attention to the issue now focused on education and preventions.

A new is begun for the corporate social responsibility campaign in 1996. The idea of Patrice Tanaka was to reposition domestic violence for the male target audience. They brought forward the idea that dominancy and leadership of males concerning domestic violence would bring a different dimension to the issue. They chose Soccer Club of the Sport in Society Center of the Northeastern University as their partner. They revised the campaign

strategy in this partnership. Program made social service announcements emphasizing violence in relationships during the University Soccer Club's game broadcasts on television and cable television like MTV, VHI, and PBS which broadcast throughout the United States. They emphasized non-violent relationships and suggested men that they should not keep silent against violence. They aimed to create a social pressure by this strategy. Well-known male artists emphasized in 1997 that:

- It was necessary to break silence in domestic violence.
- It is necessary to respond to people who engage in violence by community pressure.
- It is necessary that witnesses of domestic violence should be helped to give report.

They tried to create awareness that domestic violence is not only a women's issue, and that men also should involve in its solution. This approach gave credit to LC once again as an innovative and foresighted corporation in the eyes of the society (Pringle and Thompson, 2000).

## 7. A Course Model Proposal

Topic will be firstly enriched by examples of Turkish Campaigns Social Responsibility projects. Thereby corporate and visual presentation will be displayed.

Issue and problem will be discussed, according to that of specific problem and issue 3rd degree students of Faculty of Fine Arts; Department of Graphic Design will be grouped. Purpose of study will be identified, Social Responsibility campaigns will be investigated, and in this way creating awareness is aimed. Grouped students are going to examine creative process of project envisioning and generic creation in this lesson model.

**Educational Gains:** Making Referred and grouped students speculate about social problems and issues. Enhance creativity with a state-of-the-art act. Enabling innovation. Linking social issues with design and art methodology. Making the problem one of public interest. Being brave and making good presentation. Styling good campaign plan and scenario. Resolving technical problems by generics.

**Study Techniques:** Corporate research, literature review, group work, campaign planning, scenario writing, film design (generics).

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