

CSR IN MARKETING & CAUSE MARKETING STRATEGIES RESEARCH PAPER

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INTRODUCTION:

Corporate Social Responsibility ACT:

The CSR provisions in the act apply for companies with an annual turnover of more than 5 crores INR as net profit for a year. The act mandates spending of at least 2% of the average net profit in three consecutive years on CSR activities.

Cause marketing Strategies: Cause marketing is marketing done by business that seeks to both increase profits and to better society in accordance with corporate social responsibility, such as by including activist messages and charity marketing in advertising.

CSR IN MARKETING STRATEGIES:

The company's CSR and effective marketing plans can help build up the brand image of the business. Marketing mixed with CSR can yield productive results and grab better attention of the target consumers. The collective effort of the CSR and marketing needs to be spread through different advertising plans such as social media platforms, radio platform, television advertising platforms.

INDIAN CONSUMER BEHAVIOR

Cause related emotional marketing creates a strong motivator connection with indian consumer behavior because. The research says that indian consumers are easily connected with cause related campaigns because of the ethical and emotional culture of india.

OBJECTIVES:

- **To understand the link between corporate social responsibility and marketing strategies.**
- **To understand the CSR in marketing strategy & cause related marketing and benefits of the CSR in marketing strategy & cause related marketing .**

METHODOLOGY

- I used the secondary data: research paper and articles for my research.
- i took help from my mentor Dr.Ratna Verma who helped me to analyze the data and come to the conclusion.

**"1" RUPEE
DONATION
MASTERSTROKE
BY THE
PROCTER &
GAMBLE
COMPANY
(P&G) INDIA**

**CSR
IN MARKETING
STRATEGIS
CASE ANALYSIS**



CAUSE RELATED MARKETING BY PROCTER & GAMBLE IN INDIA.

- ***P&G is the world's 2nd largest advertiser and had spent over \$ 10.5 billion on its advertising and Cause related marketing costs during 2017-18.***
- ***P&G products increases of more than 2,00,000 of sales of which 70,000 came from Hyderabad, where the campaign was first implemented.***
- **P&G has also started a program called 'Shiksha' & 'Drishti' which tried to improve education quality restore sight to visually impaired girls across India. For every pack of Whisper and other P&G product sold, Re. 1 went towards Project Shiksha, Drishti.**
- **The Shiksha program, P&G has made a cumulative donation of over \$4.5 million (Rs 270 million) to its NGO partners. This is arguably India's best and longest running cause marketing campaign.**

MORE EXAMPLE OF CAUSE RELATED MARKETING

JAAGO RE Tata Tea:

one of India's largest tea brands, started Jaago Re. The Jaago Re One Billion Votes campaign, which was well-timed (in terms of launch) with the Indian elections, spread the message of the need to vote among citizens. It is estimated that over 6.5 lakh Indians used the platform to register as voters.

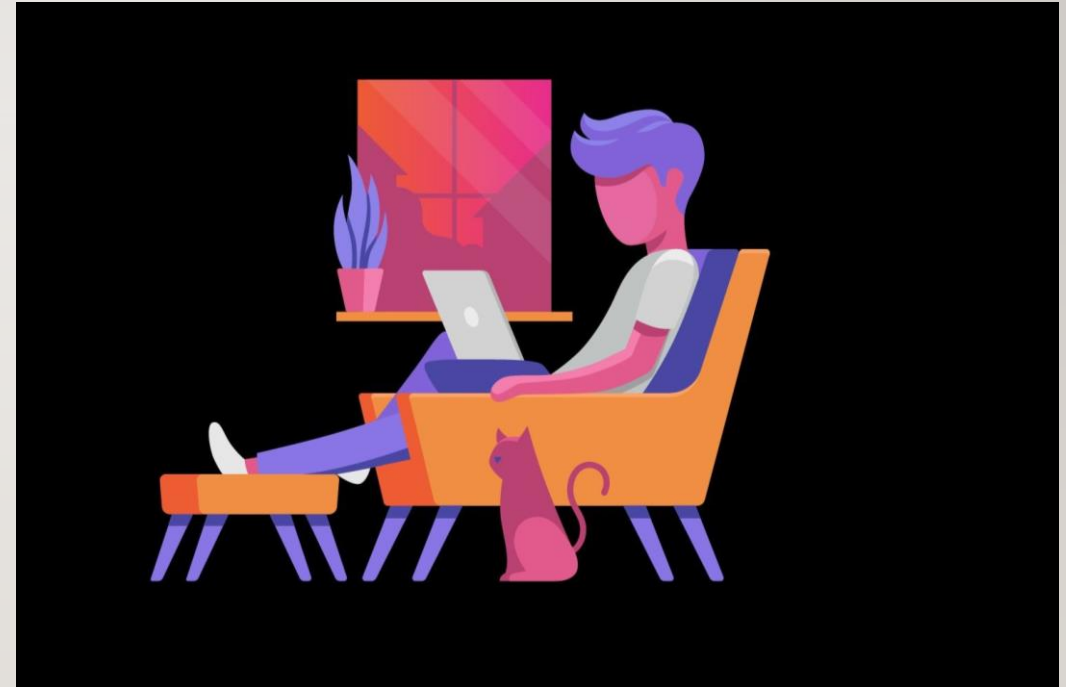
PROJECT SARASWATI:

'Project Saraswati' undertaken by the Fair & Lovely Foundation, promoted economic empowerment of India's young women. Under the project, scholarships of up to a lakh were awarded to young deserving girls from across the country to pursue their graduate and postgraduate course.

CONCLUSION

according to my research CSR in marketing is strategic move. the CSR in marketing creates a big positive impact on marketing Strategies. the company's CSR and effective marketing plans can help build up the brand image of the business. marketing mix strategies are useful to increasing the sales, productivity and it creates customer loyalty to the brand or company.

CAUSE-RELATED MARKETING DURING COVID-19

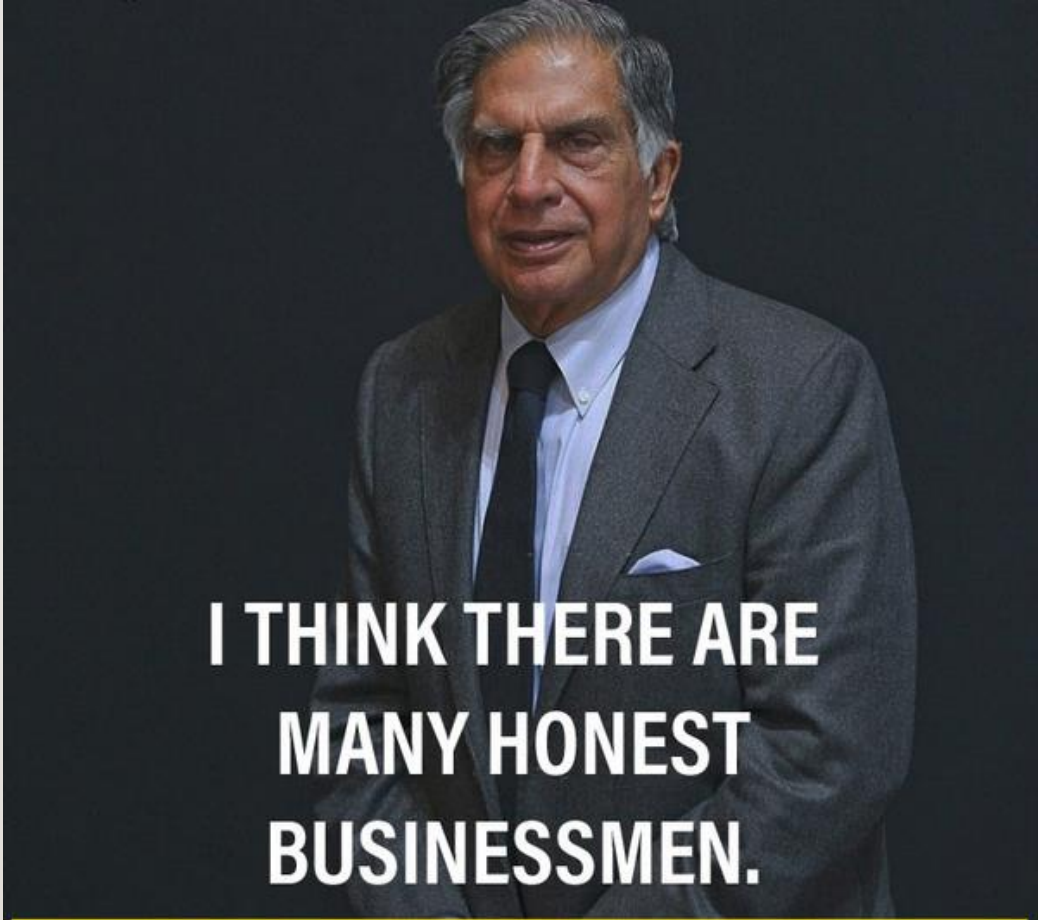


#FREE ACCESS TO PAID CONTENT

One of the main strategies of online advertising was to offer easy access to online content to the customers. Some of the instances of such paid content form of advertising are listed below.

- **National Geographic channel came up with family related education content**
- **Harvard university offers 67 free online courses**
- **Apply TV Plus enabled free access to the original version of the TV set**
- **Netflix came up with the idea of starting Live series on Instagram and talk on how to maintain hygiene and safety during this pandemic**
- **Nikon has offered free online photography classes during the month of April**

THANK YOU!!

A portrait of a middle-aged man with grey hair, wearing a grey suit, white shirt, and dark tie. He is looking slightly to the left with a serious expression. The background is dark. Overlaid on the bottom right of the image is the text "I THINK THERE ARE MANY HONEST BUSINESSMEN." in white, bold, sans-serif capital letters.

**I THINK THERE ARE
MANY HONEST
BUSINESSMEN.**