

People, societal, and social marketing



■ Marketing people and ideas

Marketing also aims at promoting people and ideas. In politics, for example, voters are customers and must therefore be convinced in the same way. An example of how marketing has been applied to the political domain is Barack Obama's 2008 slogan *Yes, We Can*.

The most common recent technique, used for example in the USA for the 2016 election season, is **digital marketing**: the digital information we all produce by surfing the net and going about our daily activities (the so-called big data) helps marketers target us not just as consumers, but also as potential political supporters, and the same tools used for marketing products are applied to **pursue** the support of candidates, ideas and parties.

■ Societal aspects of marketing

Recently, quite a few firms are satisfying consumer demands while altogether acting in the long-term interests of the consumer and society. This double goal of today's companies has led to a **broadening** of the marketing concept to become **societal marketing**.

broadening:
ampliamento
to pursue: *perseguire*

to spread: *diffondere*
trust: *fiducia*

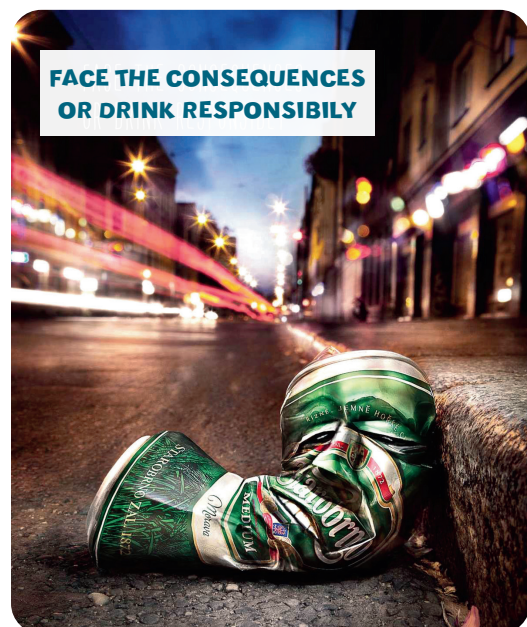
Organisations identify what the target market wants and then adjust their marketing activities in such a way that they help them in gaining the **trust** of the society by building up an image of a socially responsible organisation, while still remaining profitable.

The campaign *Drink responsibly* by Heineken is such an example: while still promoting the product and aiming at earning profits, it is keeping the interest of society in mind.

■ Social aspects of marketing

When, instead, a business commercially **spreads** a social message so that it can benefit the people and society by educating them about a social cause in order to improve their well-being, then we can talk about **social marketing**. In this case, marketing aims at passing on benefits to individuals and societies and not on profits as such.

The Center of Disease control, for example, launched a "Clean Hands" campaign to limit the spread of influenza. Children were encouraged to wash their hands through two lines of "Happy Birthday to you".



1  **Answer the questions.**

1. What link is there between marketing and politics?
2. What slogan was used in Obama's 2008 political campaign?
3. How do we disseminate information about ourselves?
4. Do political marketers target us just as customers?
5. Why is Heineken an example of a successful combination of looking socially responsible while making profit?
6. What is the difference between social and societal marketing?

2  **Read the text and say whether the statements are true or false. Correct the false ones.**

Societal Marketing

In the 1960s and 70's the unethical practices of many companies became public. The concept of Societal Marketing surfaced in 1972; a more socially responsible, moral, and ethical model of marketing. According to the Societal Marketing concept, human welfare is more important than profits and satisfying wants. Societal Marketing focuses on social responsibilities and suggests that, to sustain long-term success, a company should develop a marketing strategy to provide value to customers to maintain and improve

both the customers and society's well-being better than its competitors. Therefore, by raising awareness of social and environment issues, they appear in a better light in comparison with companies which do not do that. Some examples are: offering products not tested on animals, using recycled paper, claiming that your products are ethically made (no child labour, no exploitation of workers paid very little in underdeveloped countries, sustainability and animal welfare).


Adapted from: <https://iedunote.com/societal-marketing-concept>

1. The societal marketing concept does not address global challenges.
2. The new attitude dates back to the beginning of the new century.
3. Societal marketing is a strategy.
4. Human welfare is not essential for societal marketing.

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5. What competitors do needs to be taken into account.
6. Environment and animal welfare are issues addressed by companies using societal marketing.
7. The examples quoted mention women's empowerment.

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3  **Look at these two ads. Say which is an example of social and which of societal marketing. Then, explain your reasons.**

