

Social Responsible Advertisement: Eco-Tools for Advertising Campaign

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Abstract: Sustainability is becoming a mainstream that dictates new conditions and priorities for development to business in order to succeed. Nowadays old ways of extensive development are not acceptable, intensity is becoming a key indicator for strategic plan. Company's lifestyle and its products must be sustainable inside and out, and also sustainable to utilize after usage. In the case study of this article is proposing a project «*Alive Packaging*» aimed on growing plants from waste that can decrease adverse influence of environmental problems of the world and became a powerful marketing tool to increase a company's corporate social responsibility level in the eyes of society.

1. Introduction

Pollution has become a big problem in air, water, soil and other contaminations. Every country in the world is facing these all-embracing problems. The world already understands that the green route is the only way to move forward: it is important to implement eco-programs on every level of management within and beyond countries. Therefore, people become more aware of effects that pollutions brings into their life.

The same trend we can observe in companies' activities. Businesses understand the rise of demand for sustainable products. Especially B2C sector are pressured by consumers who is willing to pay for such brands. People pay attention to what companies support, how create products and which impact they have on the environment. Therefore, in order to survive in modern market and keep growth, companies must develop green-marketing and consider social and environment cases in the process of strategy development.

2. Corporate Social Responsibility as a Marketing Force to Progress

Nowadays is not enough to use well-planned and good-packed marketing campaigns. Even new concepts of marketing do not attract people anymore if these campaigns do not address to environmental problems or do not content social components. In order to succeed on modern market, companies must be in tuned with trends. One of those trends is corporate social responsibility.

Corporate social responsibility (hereinafter – CSR) cannot be defined in a nutshell, it is a comprehensive notion. CSR is a form of business units` encouraging to seek a positive impact on community and environment through its activities. Obeying CSR allows organizations to do their favor for the society, environment, customers or stakeholders. CSR must be viably integrated into a business model to ensure that a company compliance with domestic and international law, ethical and social standards. CSR can be expressed in a form of environmentally conservation activities, philanthropy, ethical labor practices or volunteering. By doing these activities a company not only contributes to eliminate acute problems, but also seeks ways to increase its awareness among costumers and rise its status in the eyes of the public. Thus, marketing activities of a company must transform into sustainable oriented marketing as a part of large strategy of corporate social responsibility.

However, here the question arises: how to force companies and employees not to just declare sustainable strategy, but really to fulfill its postulates. During TED`s talk *How to motivate people to do good for others* Erez Yoeli gives three clear statements that can be the answer for that:

- increase observability,
- eliminate excuses,
- communicate expectation.

People always care about what others think about them, therefore everyone strive to make sure people find out about good actions they did. Thus, here arises the first statement – increase observability of people`s good actions towards social and environment cases. The second one is about to eliminate people`s excuses not to do something, and here it is needed to be very persistent to force them act in spite of their creativity to say no. Finally, we must communicate expectations, because people are sensitive to cues that they expect to do good in the respond of circumstances.

By adhering to those points, we can engage people to do more good in any aspects. These statements can be applied to a company`s CSR strategy that must be reflected on business as a whole. However, we also must answer on the question who are our customers, to which kind of people we must appeal sustainable marketing campaigns?

Nielsen company in its research provides a statistic about connection between CSR and generations.

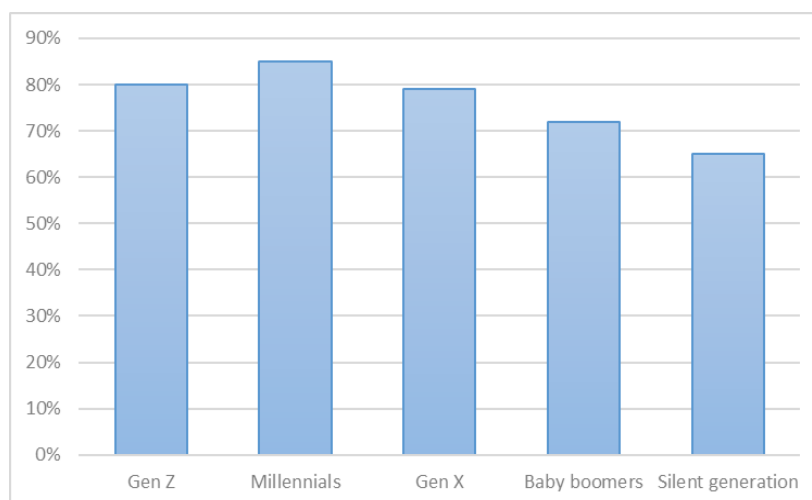


Figure 1: CSR in high demand across generations.

According to the figure 1 Millennials is the main purchasing driven force in issues referring to sustainability. Millennials (born around 1977 – 1995) a special group of people that must be taking

into account, when a business develop its strategy in order to its outputs satisfy these main customers. Millennials are the generation that was hit by the recession, therefore they are much more thoughtful and budget-conscious customers. The bigger mistake of today's companies is still using tools adapting for baby boomers or X generation. Millennials are not brand obsessed, around 50% of them will re-purchase brands they trust, 37% will buy products to support a case even it means to pay more.

Moreover, in a worldwide scale *Nelsen* discovered that it is estimated around 73% of consumer would change their consumption habits to reduce their impact on the environment. People are ready to pay more for products with high quality and safety standards that are usually associated with a sustainability (49%). Consumers do not feel sorry to spend money on organic products (41%), products made from sustainable materials (38%) or deliver social claims (30%). Thus, figures prove the importance to build marketing and other activities on the base of CSR.

Undertaking socially responsible initiatives leads to win situation both from company's and society's side. It will make a real difference in the world: help people and solve social or environment problems in our modern life, on the other hand, companies, that operate in a socially responsible way, strengthen their reputations where in business sphere it means everything, because it determines: the extent to which customers want to buy particular products or use services; partners are willing to work with a company; and company's standing in the community.

3. Rethinking about a Concept of Product Packaging

Businesses understand that if they are not turning into the green direction, then their organization will face a dead end with no hope in the modern market. Thus, firms are forced to search new green way of policies and production.

As a recommendation *Nelsen* company in its report offers sustainability strategies for retails and manufactures. One of these approaches states as *reduce and/or reformulate packaging and ingredients*.

Packaging is made from different materials that takes time for decomposing. Imagine that for newspapers it takes around 1-3 months to decompose, for milk packaging – 1-5 years, plastic bag needs 15 years and other categories take that long of a period. It is a challenge! What if we use waste to grow plants? This question is best answered by two companies which examples will be considered below.

In 2015 Argentinian book publisher *Pequeno Editor* came up with innovative approach to the disposal of old and unwanted books, in the case of bringing books into waste or using them as fuel for a fire is no longer appropriate. The publishing company created books with a seedling substance from which you can grow a real tree by the technology that is embedding jacaranda seeds into pages. In addition, the fact that the book will be able to grow into a real tree, it will be a kind of metaphor reminding us the material from which books are made and the depletion of these natural resources. Here we can see hided sustainable marketing message that can easily notices by sustainability-conscious customers.

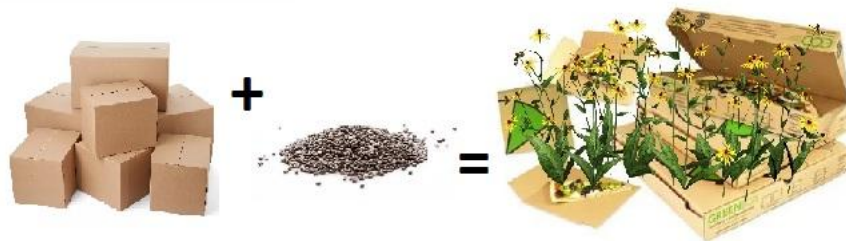
Another example is Russian based company *CardStory* that produces postcards with incorporated seed of flowers. Seed paper is an eco-friendly product that the company produces from recycled materials with the inclusion of seeds. If this paper is planted into the ground, the seeds will germinate, and the paper itself will be a good basis for plants' growth. No waste, and all that will be left are flowers. The second example also proves that reassuming of packaging issues can bring business to a new level.

These two examples leads to the question: «What if this technology could be extended and applied in the sphere of companies' production operated in FMCG market?»

4. Alive Packaging is a Sustainable Marketing Tool

For a week we must buy different products, let's have a look on typical consumer basket. We can find different goods packed in different colourful packaging. Our favorite ready-to-cook breakfast *Nesquick*, cookies *Oreo* with chocolate chips, even a bottle of any perfume are covered for protection by cardboard parallelepiped boxes. And how many of these boxes do we throw away?

As a new way for green development business can be considered one idea about implementing a new concept of product packaging – «*Alive packaging*» which consists in the use of special germinating paper embedded with wild seeds for packaging in the production of FMCG products (picture 1). Imagine that you can just put cardboard packaging into pot with land and grow up a real flower. In rural areas landfills are usually settled near forest areas, therefore this technology is crucial for applying there. Now this thrown away packaging will not damage the eco-system, instead you can plant it everywhere.



Picture 1: Alive packaging technology.

The plants that will grow consequently will increase a green aspect for the environment. It is especially important to note the socially significant side of this project. This concept favorably will be accepted by the Millennials` generation. The second side is the technology combines itself a strong sustainable marketing tool. For conscious people it will be a good reason to choose that product with *Alive packaging*, and for kids it will be some kind of educating tool at sustainability-oriented nurturing, because it will be interesting for them just take a flower pot with dirt, put the packaging into it, add some water, and, eventually, after a couple of days see a real plant.

5. Conclusions

Current environment conditions define modern market and dictate new realities for businesses that must to be reactive in sustainable responsible policy. Companies must re-evaluate marketing strategy according with consumers` expectations and include sustainable approaches, especially paying a great attention to develop corporate social responsibility.

All generations favourable respond to companies with a high rate of green-oriented policy. As Millennials` generation made up a bigger proportion among others, marketing strategies must be oriented and focused on that group.

Waste disposal is an important topic with the problem of reducing a negative influence of consumption and utilizing. It needs to be solved by using innovative ways of producing paper or cardboard packaging. In that case were proposed an idea about implementing new way of product packaging with seeds substance that can germinate.

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