

Our Mission

'To be the Agency Most  
Valued by Those Who Most  
Value Brands'

David Ogilvy

The word "Ogilvy" is written in a bold, black, cursive script. The letters are thick and fluid, with a distinctive dot above the 'i' and a long, sweeping tail on the 'y'.

# **CSR and Brand Management**

**Which Role can CSR Play in  
Delivering your Brand Promise ?**

# The Link between Brand Management and CSR – some Definitions

- Corporate Social Responsibility refers to the practice of conducting business in a manner which links it to ethical values, compliance with legal requirements and most importantly, respect for people, communities and the environment.
- Cause Related Marketing (CRM) is about forging long-term and strategic partnerships between businesses and non-profit organizations **to market an image**, product, service or cause for mutual benefit

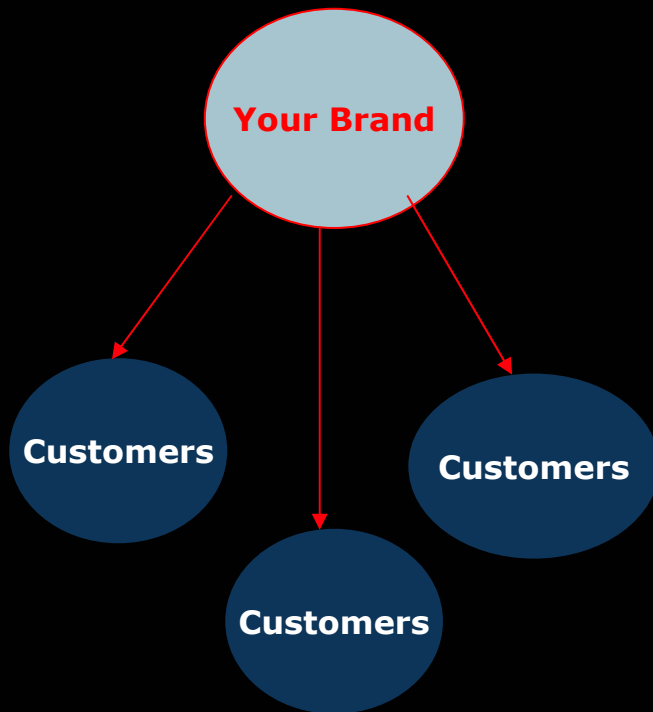
# The Link between Brand Management and CSR – some Definitions

“Cause Related Marketing adds another dimension. It provides the emotional as well as the rational engagement of the consumer with the brand. It provides a tangible demonstration of the company’s corporate social responsibility, its values and its ethics.”

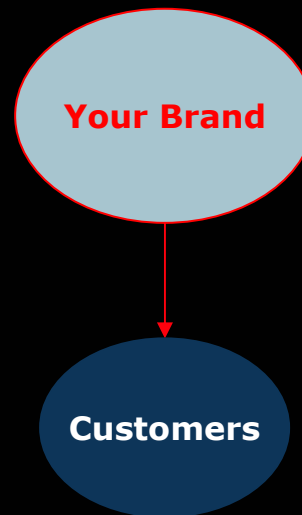
Sue Adkins, International expert on CRM,  
Business in the Community

# A New Age of Brand Building

## Mass Communication



## Direct Marketing

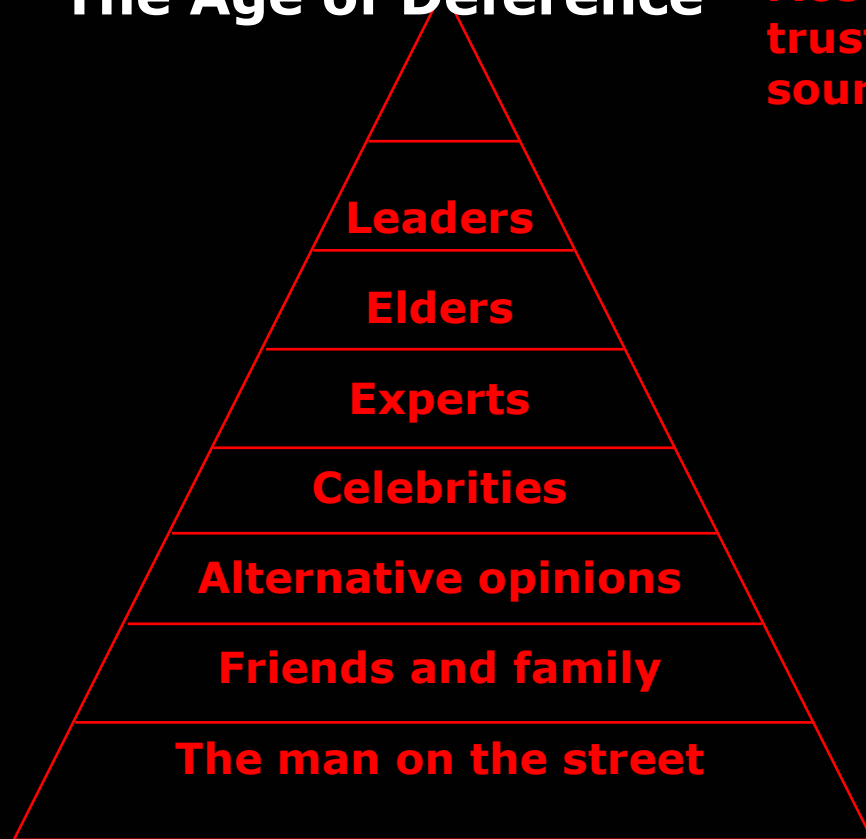


## Community Branding



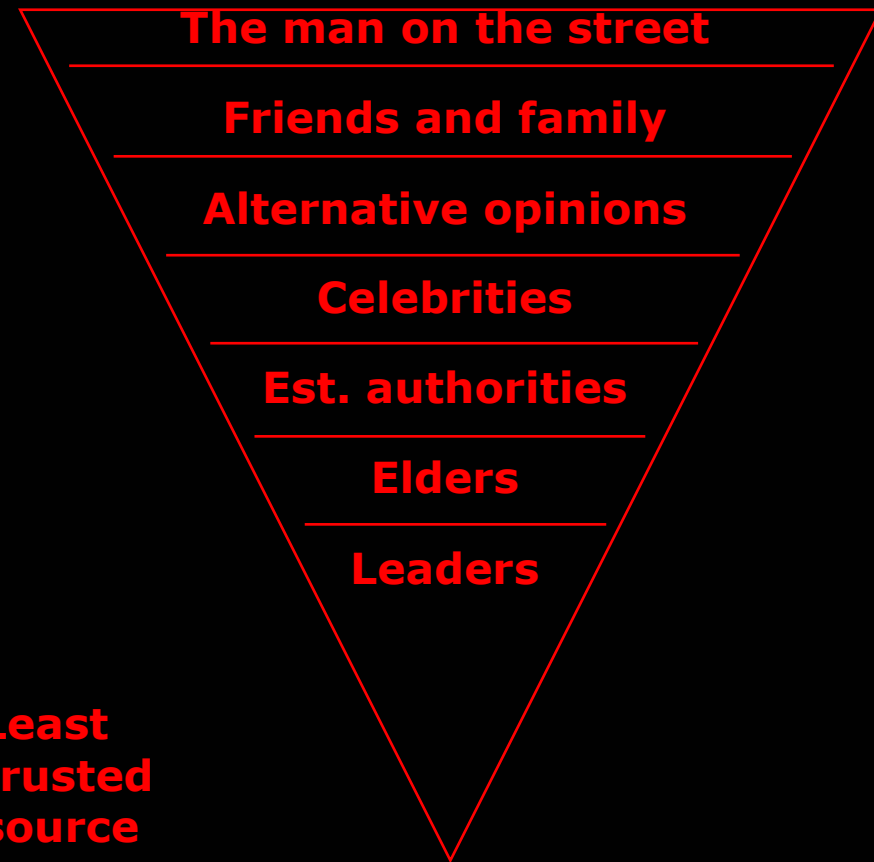
# Awareness to Influence: The New Communications Model

## The Age of Deference



**Most  
trusted  
source**

## The Age of Reference



**Least  
trusted  
source**

Source: Admap \* Sept 2003

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# A Changing World of Communications

## FINANCIAL TIMES

ASIA | MONDAY APRIL 4 2005

CHALLENGES AHEAD

### Next Pope must reinforce spiritual leadership over a less deferential flock

By Tony Barber in Rome

In 1798 French revolutionary forces occupied Rome, declared it a republic and deposed Pope Pius VI, who died one year later in exile and captivity in southern France. Pius VII, his successor, was to receive similar ill-treatment at the hands of Napoleon Bonaparte, the French emperor.

But whereas it was mainly the papacy's future as a European temporal power that was at stake in those upheavals, now it is the Roman Catholic Church's ability to hold together its worldwide flock and enforce its spiritual leadership that is under scrutiny as it prepares for a new era under John Paul II's successor.

of Catholic faithful from their native parishes and, in many countries, detached the new working class from organised religion.

In the late 20th century and early 21st century, the biggest threat to the Church's control over its Latin flock came to be its attitude to women and the sexual revolution that began in the 1960s.

Thomas Reese, an expert on the US Roman Catholic Church, says that, if the Church loses educated women in this century as it lost European working-class men more than 100 years, then "it will be in serious trouble".

Much of the blame for this is often laid at John Paul's door, yet in truth the prob-

lem, it is highly likely that the Church will take the first steps to making John Paul a saint, rendering his ethical pronouncements all but unalterable.

In the text of a homily prepared for delivery yesterday at a requiem mass for John Paul, Cardinal Angelo Sodano, the Vatican's secretary of state and number two in the Church hierarchy, referred to the late-Pope as "John Paul the Great".

The label "Great" has not been applied to a Pope for 1,400 years, and even though Cardinal Sodano did not in fact speak the word when giving his sermon, it was a sign that John Paul's beatification and canonisation are a sure bet.

Precisely for this reason,

#### Choosing the next Pope

- Cardinals meet in daily sessions in Rome to prepare the funeral and the election of the Pope's successor
- If a vote is inconclusive, the ballot papers are treated with chemicals and burnt: black smoke coming from the Vatican chimney indicates that no new Pope has been elected, white smoke means that there is a new Pope
- After the funeral, there are nine days of mourning, known as the 'novendiales'
- If after three days, there is no successor, another seven votes take place
- The conclave of the College of Cardinals, which elects the Pope, must be held within 15 to 20 days of the Pope's death
- Once there is a successor, the senior

# CSR and Brand Value

**'77 per cent of CEOs and Marketing Directors believe CRM can enhance corporate and brand reputation.'**  
Business in the Community, 2001



# CSR and Brand Value

- 86 percent of consumers said that they would have a **more positive opinion of a company** that is doing something to make the world a better place, regardless of the cause or issue concerned\*
- There a **proven link between CRM, brand affinity, brand equity**, actual consumer perception, loyalty and buying behaviour.\*\*

\* A Research International study in 1996 in the UK of 1053 consumers done on behalf of Business in the Community.

\*\* A Business in the Community consumer research study entitled "Profitable Partnerships"

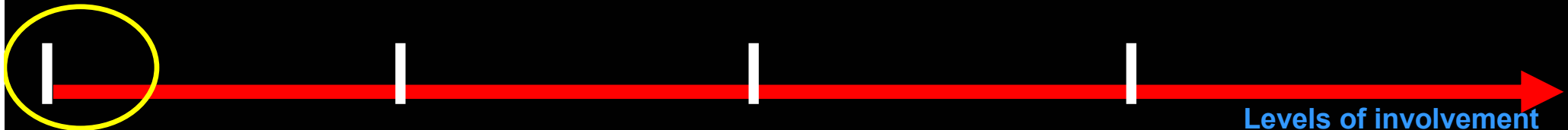
# The CSR/CRM Spectrum of Involvement



+



Giving Money

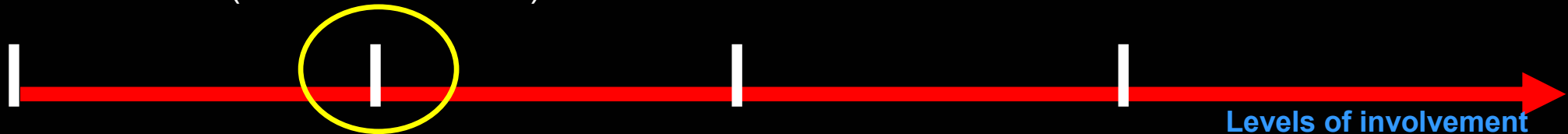


- The **Hong Leong Group** donated S\$10,000 to the ST School Pocket Money Fund in aid of children from low-income families. The project aims to raise enough money so disadvantaged children are able to attend school with minimum worries.

# The CSR/CRM Spectrum of Involvement



One-off Event  
(Cause Promotion)

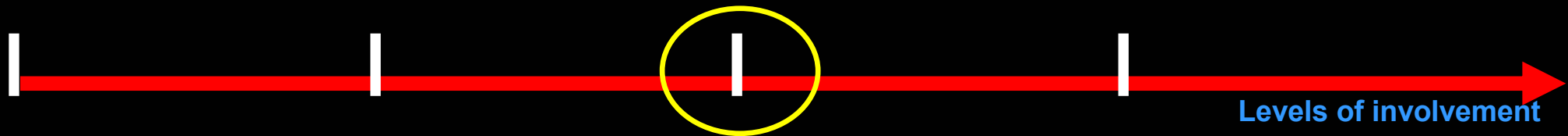


- **Osim** Chair-ity Drive: Donating massage chairs to be auctioned online (on [eBay.com.sg](http://eBay.com.sg)) on its 25<sup>th</sup> anniversary, with all proceeds going to its adopted charity, the Children's Cancer Foundation.

# The CSR/CRM Spectrum of Involvement



Adopting a cause

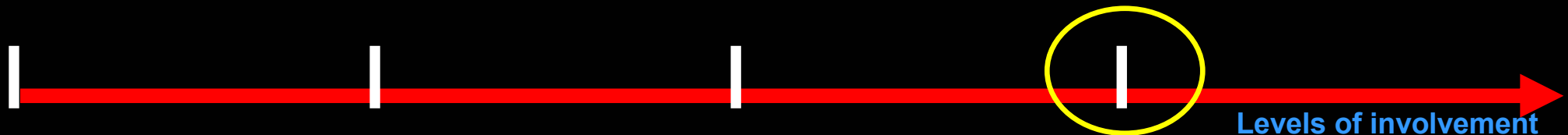


- **BP Singapore** has adopted World Vision (WV) International as their adopted cause- actively encouraging staff to participate in WV's activities and programmes every year. This includes sponsoring a child, doing overseas community work and donating gifts In kind- BP leads, funds and supports staff on all WV programmes.

# The CSR/CRM Spectrum of Involvement



Defining and championing a unique cause



• **Ronald McDonald** House Charities (RMHC) *creates, finds and supports* programmes that aim to better the lives of disadvantaged children and their families- the Ronald Mcdonald House, the Ronald Mcdonald Family Room and the Ronald Mcdonald Care Mobile. To date, the RMHC and its global network of local Chapters in 48 countries have awarded more than \$400 million in grants and program services to make an Immediate and positive impact on as many children around the world.

# A Visionary Example

## **XL VISION VILLAS**

### **GET VISION - GIVE VISION THE ULTIMATE RETREAT DESTINATION**

THE PERFECT RESORT VENUE FOR YOUR TRAINING WORKSHOP OR COMPANY RETREAT.  
XL VISION VILLAS IS BALI'S FIRST RESORT TAILORED FOR LIFE LONG LEARNING.

#### **RETREAT**

Run your retreat with the latest AV and projection equipment, laptops, and wireless broadband access throughout the resort. Add horseback riding, mountain trekking, scuba diving or whitewater rafting to your schedule.

#### **REFLECT**

Reflect in the resort's comprehensive personal development library, on all areas from leadership and business to health, holistic & family. Stretch your mind with the resorts' DVD players, Walkmans and iPods.

#### **REVIVE**

Revive yourself with our spa treatments or access our experts in Bali - including yoga workshops, holistic experts and handcraft courses. Learn to scuba dive, surf, kite board or join in on a local Bali charity program.

#### **RENEW**

Renew yourself in Bali's unique spiritual energy, with four poster king size beds, all day room services, swimming pool, kids club, tennis court and warm, friendly staff - all at unbelievable rates!



### **GET VISION - GIVE VISION**

Vision Villas operates as a Social Enterprise, and supports the John Fawcett Foundation which has given 22,500 blind Balinese the gift of sight through cataract surgery, corneal grafting and mobile eye clinics. When you stay at Vision Villas, we make a donation that gives a blind Balinese a life of sight, ensuring your stay will be a life transforming experience. Get vision. Give vision.

For booking enquiries, contact [visionvillas@resultsfoundation.com](mailto:visionvillas@resultsfoundation.com) or call (+62) 361950720  
XL VISION VILLAS, GIANYAR, BALI



# How to Build CSR into your Brand Fabric

- Don't
  - ✗ Change causes frequently or support too many non-related causes



# How to Build CSR into your Brand Fabric

- Don't
  - ✗ Choose a cause that does not resonate with your target audience



# How to Build CSR into your Brand Fabric

- Don't
  - ✘ Create a CSR or CRM initiative as a 'PR exercise' ("it's festive season so let's boost our image by doing a good deed/get photo of CEO with some orphans into papers...")



# How to Build CSR into your Brand Fabric

- Don't
  - ✗ Try to create a campaign from one department only (Marketing/Corporate Comms/HR)



...it needs to be supported by the top and needs to involve all departments/employees – even better if it includes distributors/dealers/suppliers...)

# How to Build CSR into your Brand Fabric

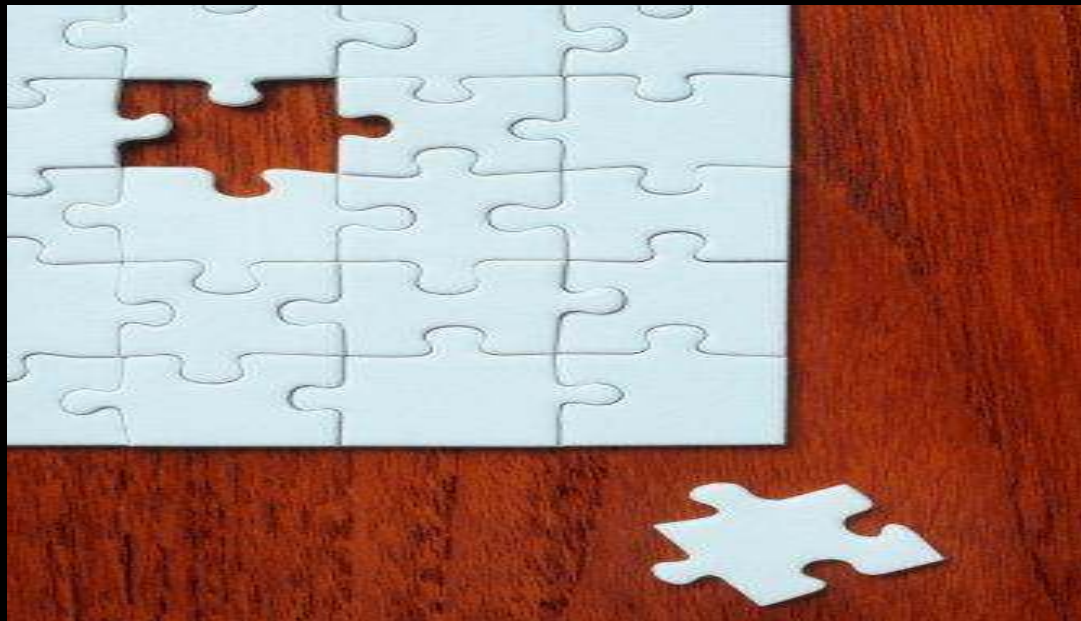
- Don't
  - ✘ Expect your charity partner to adjust their cause to your objectives and work within your processes



understand their different needs, set-ups and processes and define joint objectives and a complementary and mutually beneficial approach

# How to Build CSR into your Brand Fabric

- Do
  - ✓ Select a cause that is a good fit both in terms of your core business and values and your target audiences



# How to Build CSR into your Brand Fabric

- Do
  - ✓ Set out to develop a long-term partnership with a cause – If there is no organisation championing the cause you'd like to support, create your own movement



# How to Build CSR into your Brand Fabric

- Do
  - ✓ Agree on joint activities, events, areas within the cause that you can own and grow



# How to Build CSR into your Brand Fabric

- Do
  - ✓ develop a communication plan that reaches out to all stakeholders – employees, media, customers, retailers, distributors, suppliers, influencers, government... (and ensure support from the top as well as the basis)



# How to Build CSR into your Brand Fabric

- Do
  - ✓ Create as many touchpoints as possible and weave the cause into your corporate fabric at multiple levels – e.g. get involved in trainings, train the trainer initiatives, workshops, knowledge transfer, NGO to give workshop for employees, volunteers to work with NGO's, fundraising, promotions...



# How to Establish a CSR Campaign that Enhances your Brand

CSR acknowledges that companies have an impact on society and the environment through their operations, products and services as well as through their interactions with key stakeholders.

CSR means managing this impact **so as to add value to the company and Brand** and increase wider economic and social well-being now and in the future

# How to Establish a CSR Campaign that Enhances your Brand

Any strategic framework on CSR needs to adopt a multi-stakeholder perspective and to tangibly diagnose and factor two key aspects, namely **Relevance** and **Impact** of CSR related issues and initiatives.

1. Relevance has 2 dimensions:

1. to the core business & the Brand
2. to the core stakeholders

2. Impact has 3 dimensions:

1. Impact on beneficiaries of the activities
2. Impact with key target audiences whose opinion regarding the company is crucial hence impact on Brand Perception and Brand Reputation
3. Impact on the company itself

# How to Establish a CSR Campaign that Enhances your Brand

Methodology follows three stages:

**1.**

**Stakeholder  
Impact Audit**

**2.**

**CSR Strategy  
Development**

**3.**

**CSR Action  
Plan**

# Summary

The success of your CSR activities should be measured against their impact on your overall brand reputation

A sustained CSR programme that reflects the core values of your brand and contributes to delivering your brand promise, will ultimately lead to an improved brand perception amongst your brand's key stakeholders over time and thus increase and protect your brand's value