



BRANDS  
FOR  
GOOD+

# BCLC Panel





# Role of Companies in Social Marketing



# For Profits vs Non Profits

**(We need both!)**

- + Brands provide the opportunity for speed, scale, agility and accelerated innovation and importantly a large audience that knows and trusts them
- + Non Profits provide credibility to for-profit efforts, and are also subject matter experts in a way brands likely could never be
- + Brands though are uniquely positioned to unite consumer needs, with sustainable behaviors, to inspire transformative action with positive impacts for people and planet.



**1**

***Embed environmental and social purpose into the heart of our brand promise, our products and experiences***



**2**

***Use our marketing, communications and brand influence to make sustainable living accessible, aspirational and rewarding***



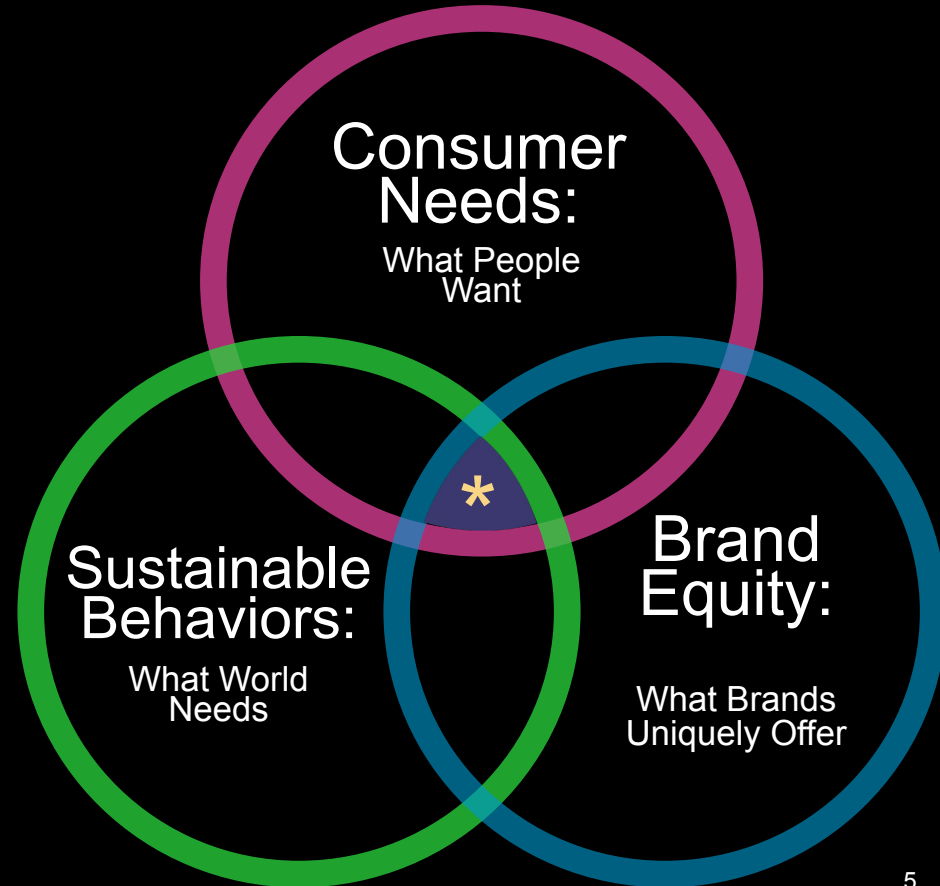
**3**

***Work together to transform the field of marketing to shift behaviors, close the intention-action gap, and drive positive impact with people, communities and the planet we share***

# Social Marketing Sweet spot

The sweet spot unifies *what people want* with *what the world needs* and *what brands uniquely offer*.

Through this framework, brand and marketing leaders can unlock ideas that will be transformative for their brands, fuel brand growth, increase consumer relevance, participation and evangelism, as well as accelerate a culture of sustainable living.



# Make it Benefit Driven: The Nine Most Impactful Behaviors

## Address Climate Crisis

### EAT MORE PLANTS



Moderate meat consumption and consume products that supports regenerative agriculture.

### BE ENERGY SMART



Switch to renewable energy sources and conserve energy at home. When possible, ride public transportation and purchase products manufactured with renewable energy.

### THINK DURABLE



Buy less and buy long lasting products. Reduce single-use items and purchase durable, reusable products instead of disposable ones.

## Preserve Resources for Life

### REDUCE WATER & FOOD WASTE



Plan meals ahead, prepare smarter portions, use what you have in the fridge and compost.

### GO CIRCULAR



Choose products made with recycled content and recycle, rent, share and buy used over new products whenever possible.

### CHOOSE NATURE-FRIENDLY



Buy products with clean ingredients, and products that protect habitats and biodiversity.

## Foster Resilient Societies

### SUPPORT WOMEN & GIRLS



Support causes and products that educate girls, aid better family planning and support women-owned business.

### EXPAND EQUITY & OPPORTUNITY



Buy fair trade as well as brands supporting inclusive and equitable products, policies and causes.

### SHOW UP



Vote at the ballot box and with your wallet, make your voice heard and volunteer in your community.



# Case Studies

## Build Over Time + Match Brand Equity: P&G as a case study



#LikeAGirl  
#EndPeriodPoverty



#TheBestMenCanBe  
*(on toxic masculinity)*



#ShareTheLoad



Take On Race  
*(Three short films: The Choice, The Talk, The Look)*



# 100+ Case Study Analysis: Top Ten Tips

1. Built-in, not Bolt on
2. Honesty Over Perfection
3. Don't fall in Love with the problem
4. Keep it simple: too many facts + data = overwhelm
5. Don't underestimate the power of humour
6. Find the positive, focus on the solution
7. Explore uncommon collaborations (including competitors and across categories)
8. Call in vs call out
9. Be Inclusive
10. Be Authentic - be a brand that shows up like a human would

**+ Thank you**

#BrandsForGood



# Case Study

APCOM's TestXXX Campaign



VANCOUVER | TORONTO | LONDON





# About APCOM





# HIV Prevalence





# Pilot Project: Bangkok





TestBKK

apcom.org



SUCK  
F\*#K  
TEST  
REPEAT

test  
BKK  
.org

ไม่ว่าจะอมหรือเอา\* เราทุกๆ  
คนก็ควรจะตรวจ HIV  
เรามีข้อมูลที่จะช่วยคุณ  
ให้เข้าใจถึงการตรวจ

Whether you like to suck or  
prefer to fuck\*, we all need to  
get tested. We've got helpful,  
clear information for you.





# TestBKK

**TOP  
BOT  
TEST  
REPEAT**  
testSGN.org

carmah.vn

**FUN  
LOVE  
TEST  
REPEAT**  
testJOG.org

gwl-ina.or.id

**DARE  
LOVE  
TEST  
REPEAT**  
testHKG.org

aidsconcern.org.hk





# ***Social Marketing***

## ***What is it? How to do it well?***



\* Tobacco kills enough people in two weeks to fill every hotel room in Times Square.

Infect truth

## ***What is social marketing?***

*Marketing a social or environmental issue to change attitudes and behaviours benefiting society.*



***It isn't just an ad  
campaign.***

***Because awareness  
is not enough.***

***But I understand why  
many may default to it . . .***



Analysed Google search on 06/03/2013

women should |



women should stay at home

women should be slaves

women should be in the kitchen

women should not speak in church

women should have the right to make their own decisions



[unwomen.org](http://unwomen.org)

***FIRE DANGER***

**VERY HIGH**

***TODAY!***







Don't talk  
while he  
drives



傷害你身邊的人

傷害你自己





***Marketing social issues requires engagement – things that prompt, measurable action.***

***Here are 8 ingredients to do it well . . .***





# ***Reframe my POV***



# A GROTESQUE APPLE

A DAY  
KEEPS  
THE  
DOCTOR  
AWAY  
AS  
WELL.

Malus domestica  
Malus domestica  
Malus domestica  
Malus domestica  
Malus domestica  
Malus domestica



# THE RIDICULOUS POTATO

ELECTED  
MISS  
MASHED  
POTATO  
2014.

Solanum tuberosum  
Solanum tuberosum  
Solanum tuberosum  
Solanum tuberosum  
Solanum tuberosum



# THE FAILED LEMON

FROM  
THE  
CREATOR  
OF  
THE  
LEMON.

Citrus limon  
Citrus limon  
Citrus limon  
Citrus limon  
Citrus limon



# A HIDEOUS ORANGE

MAKES  
BEAUTIFUL  
JUICE.

Citrus sinensis  
Citrus sinensis  
Citrus sinensis  
Citrus sinensis  
Citrus sinensis



# THE DISFIGURED EGGPLANT

SO  
CHEAP  
IT  
COULD  
BE  
EVEN  
MORE  
DISFIGURED.

Solanum melongena  
Solanum melongena  
Solanum melongena  
Solanum melongena  
Solanum melongena



# AN UGLY CARROT

WHO  
LOVES  
BEING A  
NON  
CONFORMIST.



# WHOPPER® MBPS

\*MAKING BURGERS PER SECOND

SLOW MBPS

WHOPPER®

\$4<sup>99</sup>

FAST MBPS

WHOPPER®

\$12<sup>99</sup>

HYPERFAST MBPS

WHOPPER®

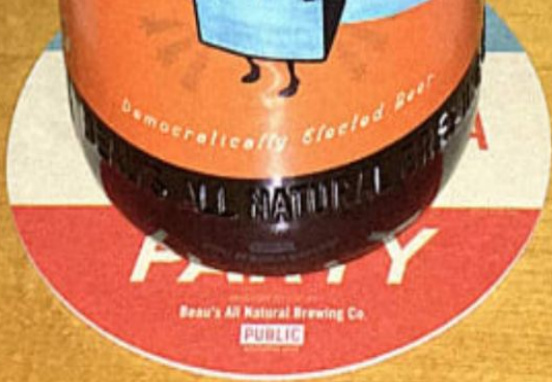
\$25<sup>99</sup>



***Give me an excuse to act***







***Play to my interests***





louise.delage  
Saint-Tropez

S'abonner

339 J'aime

1 sem

louise.delage Monday Party 🎉

louise.delage -

#summer #instagramers #bestoftoday  
#fromwhereistand #ootd #outfit #outfitpost  
#todayimwearing #parisienne #detente  
#alacool #instamood #instadaily #insta  
#fashion

louise.delage Nope !

linasmrs 🤔🤔🤔🤔

aaronfernandes Fantastic

greedybastardo 🍋🍋



Ajouter un commentaire...







**I AM HUGO  
AND I AM  
FOREVER  
AGAINST  
ANIMAL  
TESTING**

***Make it fun***





**THANKS FOR KEEPING  
YOUR DISTANCE**



**6 FT.**

**OR KEEP  
DISTANCE**

***Make it simple***



A young child with a joyful expression is eating a piece of fruit, likely an apple, in a grocery store setting. The child is wearing a light blue t-shirt. The background is slightly blurred, showing the store's interior.

# Free fruit.

Please take a piece of fruit for your  
kids to enjoy whilst you're in store.

*Only one piece per child, ask your grown up if it's ok first.*

Help  
Yourself



# Practical ways to protect Palau

Please follow the guidelines  
to honor your pledge to our  
children to protect their  
environment and sacred home.

PALAU PLEDGE

REPUBLIC OF PALAU • IMMIGRATION • ARRIVAL

DATE:

ADMITTED UNTIL:

STATUS:

CARRIER:

***Show up in unexpected ways***





# melanoma likes me

The simple code that finds and responds to popular hashtags and geo-located images.

We created an online persona for Melanoma who "liked", "followed", and commented on young Australians' social media activities. It sent millions of tailored messages, straight to our hard-to-reach audience, right when it could make the most difference. By clicking on the profile they could check for melanomas and learn about prevention. Whenever you're in the sun, so is melanoma.





har blitt hjemmet  
å. På 25m<sup>2</sup> har vi  
lasser til 9. En  
enhylle med det  
livsnødvendige.  
toss had der



Rø

TV-AKSJON

IKEA er stolt samarbeidspartner med

#  
TRUTH  
FINDS  
A  
WAY

UNCENSORED-PLAYLIST.COM

REPORTER  
OHNE GRENZEN

DERGROUND UNDE  
UNDE RGROU ND

Radio

#  
TRUTH  
FINDS  
A  
WAY

UNCENSORED-PLAYLIST.COM

UNCENSORED PLAYLI  
TRU  
FIN  
A  
W

MAKING FREE INFORMATION  
AVAILABLE WHERE  
PRESS FREEDOM IS NOT

← Back

# THE ~~UNCENSORED~~ PLAYLIST

DEAR ~~IRVING~~ MIRZIY

HELLO DEAR  
SOME  
STILL I HAVE TO  
OR THEY'LL SQUE  
WHILE THE VOICES  
INSIDE  
RESENT

由牢笼

自由牢笼

FREEDOM  
CAGE

UNCENSORED

***Make it a win-win***





SAVE   
OUR  
SPECIES.



# YOUR SHOT COUNTS!

Get your **FluShot** at Rexall **any time, any day\*** and you'll help vaccinate a child in Uganda.

 **Shot for Shot**

To learn more visit [www.rexall.ca/flushot](http://www.rexall.ca/flushot)



Rexall Drugstore

September 15

When you get your FluShot at Rexall you'll help vaccinate children in rural Uganda and give them a shot at health. Learn more at [rexall.ca/flushot](http://rexall.ca/flushot). #YourShotCounts



 **Shot for Shot**

## YOUR SHOT COUNTS!

It's not too late. Get your **FluShot** at Rexall **any time, any day\*** and you'll help vaccinate a child in Uganda.



### YOUR SHOT IS MAKING A DIFFERENCE!

For the past 10 years, we've been working to help children in rural Uganda get their FluShot at Rexall. Now, you can help too. When you get your FluShot at Rexall, you'll help vaccinate a child in Uganda. Learn more at [www.rexall.ca/flushot](http://www.rexall.ca/flushot).



**52%**

of children in rural Uganda have received their FluShot at Rexall.

**6 DISTRICTS**

in rural Uganda have received their FluShot at Rexall.

Learn more about the impact of your shot at [www.rexall.ca/flushot](http://www.rexall.ca/flushot).  
\*FluShot is available at participating Rexall Drugstore locations. See [www.rexall.ca/flushot](http://www.rexall.ca/flushot) for details.  
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 **Shot for Shot** 

***Be authentic***











***Thank you***

**Publ!c**