

SOCIAL MARKETING

Doing well by doing good?

A Look into Organizations' Marketing Communication Campaigns on Social Issues in Finland

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Tiivistelmä – Abstract <p>This study examined social marketing and related dimensions by looking at case campaigns of three Finnish organizations of the public, business and civic sector. Marketing on these sectors is about behavioral influence, but has diverse characteristics. The aims of the research were to clarify the multidimensional field of marketing applied to social issues, to find out the different dimensions, and to examine in which dimensions the case campaigns fit.</p> <p>Social marketing and related disciplines were studied as variants of marketing. A societal perspective and roles of mass media in creating social change were emphasized. The study could benefit the organizational communications and marketing practice by clarifying the field and giving insight in dimensions of social marketing and related campaigns.</p> <p>The cases were <i>Lose Weight for Literacy</i> (the National Institute for Health and Welfare), <i>Drunk, You’re a Fool</i> (the Federation of the Brewing and Soft Drinks Industry) and <i>Make an environmental act, give up your prejudices</i> (the Finnish Red Cross). The study had a qualitative approach exploring characteristics of campaigning on social issues. The research material included documents on the websites, which were analyzed by categorizing and using a method of content analysis.</p> <p>It was found that it is not possible to draw a strict line between the dimensions since some characteristics of the campaigns are overlapping and common. However, the environments, objectives and contents of the campaigns were seen to determine the categorization.</p> <p>The study concluded that organizations engaged in marketing applied to social issues could benefit of identifying the differences of the dimensions. Organizations could thus gain added value to their “doing well by doing good”. Future research on social marketing and related campaigning could concentrate on competition, interactive environments or media advocacy.</p>	
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1 INTRODUCTION

"Why should the devil have all the best tunes?" is a question well put at the crossroads of marketing (Hastings 2007, ix). May the tools of marketing be used to promote socially desirable goals and to benefit the individual, group or society as a whole (Kotler, Roberto & Lee 2002, 7-8)?

Kotler and Zaltman (1971, 3-12) replied to the challenge already in 1971, defining and discussing social marketing in their pioneering article "Social marketing: An Approach to Planned Social Change" in the *Journal of Marketing*. They emphasize that it is much broader idea than social communication or social advertising, because it is about designing, implementing and controlling programs reckoned to affect the acceptability of social ideas. Thus, it involves taking product planning, pricing, communication, distribution and marketing research into account. Social marketing also attempts to bring about changes in the social and structural factors, and not only individual behavior change (Donovan & Henley 2003, ix-x, 10). Kotler et al. (2002, 8) later define it simply as "the use of marketing principles and techniques to advance a social cause, idea or behavior".

Andreasen and Kotler (2008, xix) argue that marketing is a critical discipline needed especially for nonprofit success where marketing basically is seen as "the behavioral influence action". Nonprofit marketing has a growing impact on the field of nonprofit management and on the crossroads between the nonprofit sector and the business world.

According to Donovan and Henley (2003, 1-2) "the value of social marketing is that it is the one discipline to embody, within the one framework, most of

the principles, concepts and tools necessary for the development and implementation of effective social change campaigns". They also suggest that social marketing is best viewed within a broad context of social change. That is because social marketers and other social change practitioners are called on to use their skills not only to achieve socially desirable change, but also counter undesirable social change. A conceptual definition of social change is the difference between current and preceding conditions in a social structure (Jary & Jary 1991, 446 cited in Demers and Viswanath 1999, 12). The roles of mass media in bringing about social change and the different environments are discussed in more detail in chapter 3 of this study.

Noteworthy about the concepts used in this study is that although the research considers the societal perspective, *social marketing* should not be mistaken with the concept of *social media* - a current phenomenon of the modern society. The original concept of social marketing has already been defined as marketing and promotion of social ideas and behavior for common good. Social media is in this study shortly referred to as the web services that receive most content from the users or that aggregate the content from other sites as feeds (Lietsala & Sirkkunen 2008, 13). In this study social media is seen as a set of tools for the social marketing campaigns, mainly meaning participatory and interactive communications.

Making a difference

Andreasen and Kotler (2008, 7) present a 2006 Cone Inc./AMP Insights study (The Big Picture, Business Week, Nov. 6, 2006, p.13) showing a promising future prospects for nonprofit sector; 61 per cent of young people aged 13-25 years said that they "personally felt responsible for making a difference in the world, 89 per cent said they were likely to switch brands - if price and quality are equal - to support a cause, 69 per cent consider a company's social involvement when choosing where to shop, and 66 per cent consider a company's social commitment when recommending products." In general,

knowledge about the nonprofits is useful because the three main sectors of society - business, government and nonprofit's - increasingly interact with each other and joint ventures are becoming more common. For instance, cause-related marketing is a multi-billion sector. The co-operation and successful operations in and between the sectors require understanding nonprofits, and marketing techniques of every field. (Andreasen & Kotler 2008, 21-32.)

Kotler and Lee (2005, x) claim that communities need corporate support and partnerships to make the social change happen. They discuss *corporate social responsibility (CSR)* and "doing well by doing good" being something that is nowadays no longer just acceptable, but expected of corporations. They suggest that the key to bringing about the support is for corporations to recognize and realize the opportunities for bottom-line benefits, such as corporate goodwill, and that this is applicable for nonprofits and public organizations seeking support and partners for social initiatives as well.

The concept of corporate social responsibility (CSR) is shortly defined here comprising of stakeholder expectations of the social, ethical, legal, and economic impacts of an organization. These expectations and perceptions of an organization's corporate social responsibility are central outcomes of business planning, management and operations. Examples of socially responsible practice are for instance sponsorship and cause-related marketing, which at the same time provide commercial advantage to the organization. (Bartlett 2008.) Kotler and Lee's (2005, 3) definition "Corporate social responsibility is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources", emphasizes the word *discretionary*, referring to a voluntary commitment.

So why to study social marketing and campaigns, especially in Finland? It has been proven that the recession had negative effects on sponsorships and other socially responsible practices of companies in 2009-2010 in particular

(Lindberg 2010). For example, the sponsorship barometer of the Association of Finnish Advertisers (Mainostajien Liitto 2010) indicated that the amount of money used by companies for sponsorships was reduced by 16 percent last year. Especially the will of small and middle-sized companies to support organizations and associations of public good has subsided. The effects of the recession on individuals are opposite, as interest for common good rises and civic organizations gain more members. However, the barometer also showed that the significance of CSR has been recognized as an asset for organizations' success and competitiveness. These effects lead the way for studying the ways organizations on different sectors of the society manage marketing communication on social issues.

The research objectives

The evolution of social marketing has suffered of a lack of clarity and consensus in definitions. Related marketing concepts such as societal marketing, socially responsible marketing and non-profit marketing have often caused confusion. (MacFadyen et al. 2003 cited in McDermott, Stead & Hastings 2005, 546.) The purpose of the study is to find out and describe different dimensions of marketing related to social issues by introducing these different concepts with diverse focuses and possibilities exploited in practice. Variants of marketing applied to social causes, e.g. nonprofit marketing, corporate philanthropy, societal marketing, prosocial marketing and cause-related marketing (Donovan & Henley 2003, 8-10) are studied in the theoretical framework in order to clarify the field and to declare what social marketing is and what it is not. The multifaceted marketing field is kept as a core of the study. The empirical research focuses on campaigning related to social issues in practice, aiming to recognize the different characteristics of the dimensions on the field.

The aim of the research is to examine three Finnish marketing campaigns related to social issues and causes to offer examples of the social marketing

scenery in Finland. Studying these cases, objectives are to find out the different dimensions covering the wide field of marketing applied to social issues. Thus environmental and societal aspects of the different sectors of the society are examined in relation to Wiebe's (1952) legendary question "Why can't you sell brotherhood like you sell soap?" (Kotler & Zaltman 1971, 3).

This research concentrates on exploring the field of marketing on social issues from the perspective of communication campaigns. Three case campaigns and their materials in online environments are studied in this research. The case organizations and campaigns are selected of each sector of the society (business, public and civic) in Finland.

The Federation of the Brewing and Soft Drinks Industry (with its member companies and partners in cooperation) promotes the interests of producers of beer, cider, long drinks, soft drinks and mineral waters in Finland. Their campaign *Drunk, You're a Fool* against irresponsible alcohol abuse and its adverse consequences represents the business sector. The development co-operation campaign *Lose Weight for Literacy* for education in Nepal, coordinated by the National Institute for Health and Welfare in cooperation with the church and an anonymous individual donor, represents the public sector. The Finnish Red Cross and their volunteers represent the civic sector with the campaign *Make an environmental act, give up your prejudices* against discrimination and racism.

The focus will be on qualitative research describing the contents, characteristics and objectives of the campaigns of different arenas and issues. Finally, based on the literature, it will be considered in which dimensions of the marketing field these particular campaigns fit.

Social marketing is of interest from the viewpoint of organizational communication, where persuasion and marketing communications play a major role. Social marketing interconnects at several levels with the society, media and communication processes and functions, which are relevant research areas of the field.

The research aims at showing whether communications and marketing would have something valuable to offer in terms of marketing on social issues in various organizations and different environments, thus improving the quality of life for individuals, groups and the society. This study could benefit the organizational communications and marketing field of practice by clarifying the multidimensional field of marketing and helping to give insight in dimensions of social marketing and related campaigns.

This study aims at answering the following research questions:

- What is social marketing and how does it differ from commercial marketing?
- What are the different dimensions of marketing applied to social issues?
- In which dimensions of the marketing field the case campaigns fit?

What lies ahead?

This research will proceed as follows: The multidimensional marketing field is first presented in chapter 2 as a foundation. The demands of the environments set various kinds of challenges for organizations operating on the different sectors of the society. Challenges affect the organizational objectives and their communications and marketing, but the principles and techniques implied for example in campaigning may be similar in commercial and social marketing (Kotler et al. 2002, 10). Thus, the societal perspective and environments of marketing and social marketing are studied in chapter 3, concentrating on what exactly social marketing is and what it is not. The variants of marketing applied to social issues, societal marketing, nonprofit marketing, cause-related marketing and prosocial marketing are then discussed in more detail to clarify and pull together the complex world of marketing communications on social issues. Finally conclusions of

theoretical framework are drawn and a working hypothesis is suggested to build a connection to the empirical part of the research in chapter 4.

Chapter 4 starts off with discussing the overall research strategy and methodology used in this research. Then, the case organizations and their campaigns on social issues are introduced shortly. Then methods are described and evaluated more closely. It will be explained how the research was conducted, which scientific approach was used, what kind of material was examined and how it was analyzed. The results are then reported in the chapter 5, and interpreted in the conclusions chapter 6, in which the results of the empirical study are also discussed in relation to the theoretical framework of this research. There, conclusions are drawn about the dimensions of the field of marketing on social issues in the case organizations' campaigns. The final chapter 7 discusses and evaluates the whole research, its validity and reliability and suggests issues on the field to be studied further in the future.

2 THE MULTIDIMENSIONAL MARKETING FIELD

This chapter discusses the wide field of marketing, its different aspects and dimensions, and aims at clarifying the different variants and concepts. The field is first introduced by describing shortly the basic principles of marketing, concepts of the marketing mix (the 4Ps), marketing communications, persuasion and campaigning, because they build a foundation for variants of marketing applied to social issues as well as the research as a whole.

The topic of this research being social marketing (or wider, marketing applied to social issues), it should be studied in relation to marketing in general. The evolution of social marketing has somewhat suffered from definitional unclarity and lack of consensus and the field has often been confused with marketing concepts like societal marketing and nonprofit marketing, which are related, but distinct (McDermott, Stead, Hastings 2005, 546).

Donovan and Henley (2003, ix-x) clarify that social marketing is not an entity distinct of commercial marketing, but an area of application for marketing techniques. It is also more than just advertising and promotional tools. It is both a philosophy and a set of principles about how to achieve mutually satisfying exchanges between marketers and consumers. Social marketing relies on a comprehensive and fully integrated approach to achieving campaign objectives, as all marketing.

As a starting point of the research, Figure 1 by (Donovan & Henley 2003, 11) is presented, where variants of the large field of marketing are applied to socially desirable causes by showing the overlappings and relationships.



Figure 1. Variants of marketing applied to socially desirable causes (Donovan & Henley 2003, 11).

This figure is later referred to in this study when discussing each of the variants.

2.1 From marketing to social marketing

The core of marketing lies in the exchange process, and according to Kotler and Zaltman (1971, 4) exchange "does not occur unless there are two or more parties, each with something to exchange, and both able to carry out communications and distribution". This requires marketing management; analyzing, planning, implementation and controlling of marketing programs

that are designed to create desired exchanges with target audiences to gain personal or mutual benefit.

That is where the 4Ps (McCarthy 1968, cited in Kotler & Zaltman 1971, 4) come forward and where the product, price, place and promotion are adapted and coordinated to achieve an effective response. As well as commercial marketing, social marketing also provides a strategic planning framework consisting of consumer research, segmentation and targeting, goal setting and utilization of the marketing mix (McDermott et al. 2005, 546).

2.1.1 The marketing mix

Kotler and Keller (2009, 62-63) summarize that marketers aim at formulating marketing activities in various forms and gathering fully integrated marketing programs in order to create, communicate and deliver value for consumers. These activities are the marketing-mix tools, product, price, place and promotion.

The four P components of the marketing mix and their particular variables under each P are presented in Figure 2 by Kotler and Keller (2009, 63). These four Ps represent the marketing tools available for the seller to influence buyers, whereas from the buyer's point of view, they are designed to deliver a customer benefit. The essence of integrated marketing is that any one marketing activity should be designed and implemented with all the others in mind. Donovan and Henley (2003, 236) note that many scholars have tried to add Ps for example for Partnerships, Policies and Persuasion, but here the focus is on the traditional 4 Ps. However, they also want to add another P for People, meaning the staff of the organization in services marketing,

interacting with clients and creating attitudes towards the organization, which is essential in social marketing. (Donovan & Henley 2003, 260).



Figure 2. Components of the marketing mix (adopted from Kotler & Keller 2009, 63).

Salmenkivi and Nyman (2008, 23-25) discuss the effects of the present era in marketing and suggest that the 4Ps are now CREF (collaboration, revenue model, experience, findability) in the world of social media. Ex-promotion is now collaboration, a deeper dialogue with customers and long-term marketing service thinking, where value is created for both the customer and the organization. Ex-price is now revenue model, which means that price is no longer essential, but relying on indirect revenue models or even free of charge offers especially on the Internet become more common. The product transfers into experience, which is the whole entity of the components of a product or the solution related to it. Also the location (place) comes more irrelevant and findability at the right place at convenient times is what counts.

Demands of the present era, customer orientation and contexts relevant to our current information society and the web and social media environments

will be discussed more closely later in this study within environments in the chapter 3.

2.1.2 Marketing communication

Kotler and Keller (2009, 510-511) shortly describe marketing communications being the direct or indirect ways by which companies try to inform, persuade and remind consumers about their products and brands. In other words marketing communications represent the voice speaking for the company and its brands, and are means to creating a dialogue and building relationships with target audiences.

Marketing communications activities have many functions for consumers, such as informing how, why, where, when and by whom the product is used, learning from the production or the brand or getting an incentive or reward for trial. There are different forms of marketing communications for mass (or nonpersonal) purposes, e.g. advertising, sales promotion, events, experiences, public relations and publicity. Personal communications on the other hand consist of direct and indirect marketing, word-of-mouth marketing and personal selling. Marketing communications also contribute to brand equity - the added value endowed to products and services, e.g. why one brand is preferred over others (Kotler & Keller 2009, 510-512, 783; Heath & Palenchar 2009, 352-354).

2.1.3 Persuasion

The term persuasion is understood in various ways in our every day lives, and is used with different meanings in a variety of academic fields studying persuasive messages and their effects, from communications and social psychology to political science and advertising, as well as marketing communications (Stiff 1994, 4, 22-24). As social marketing involves much more of communication of information than promotion of products, persuasion is argued to be even more relevant in social marketing than in commercial marketing (Donovan & Henley 2003, 57). Kotler et al. (2002, 21-22) estimate that at best 90 per cent of social marketing strategies are persuasive communication.

Persuasion is the primary function in most communicative transactions. People as participants in the social systems characterized by the development and maintenance of normative behavior are constantly involved in the process of shaping, maintaining and changing thoughts and behaviors of others around us. A broadly defined persuasive communication is "any message that is intended to shape, reinforce, or change the responses of another, or others", thus involving response shaping, response reinforcing and response changing processes. (Miller 1980 cited in Stiff 1994, 4, 22-24).

Kotler et al. (2002, 259) see promotion as persuasive communication and the means to make sure the target audience knows about the offer, believe in the benefits of it and is inspired to act. In the social marketing context, promotion is included in communication-persuasion strategy and tactics to make the product desirable (Kotler & Zaltman 1971, 7). Larson (2007, 13-14) describes the many forms of influence and persuasion in today's changing world and emphasizes the relationships between them. Persuasion in relation to other types of influence is shown in Figure 3 (Larson 2007, 14).

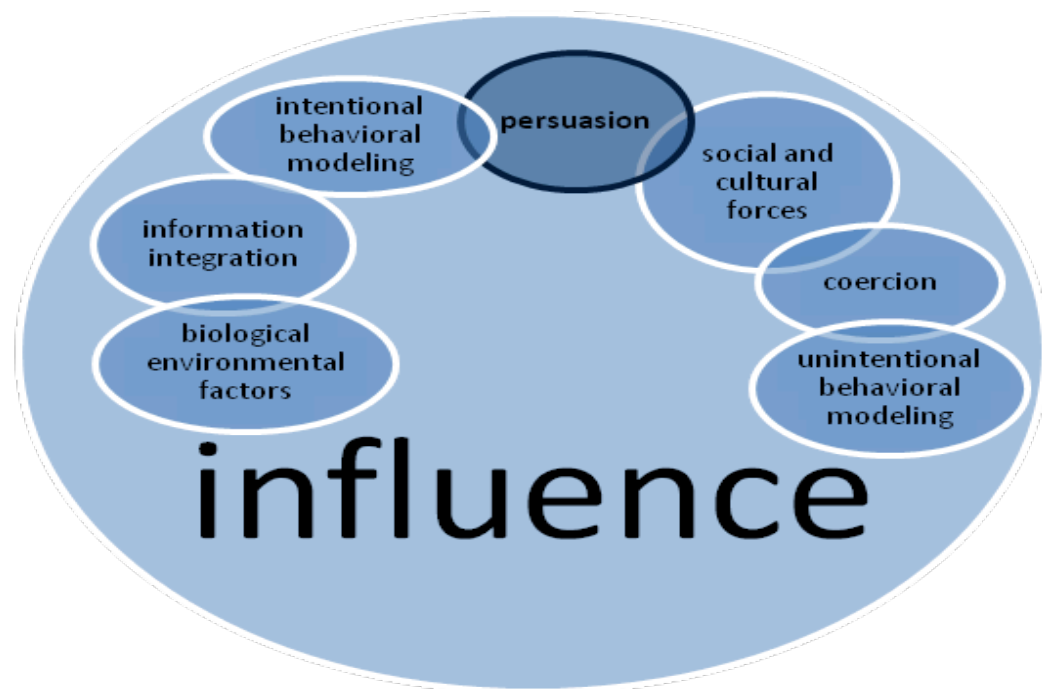


Figure 3. The relationship of persuasion to other forms of influence (adopted from Larson 2007).

The essence of these relationships is that the type of influence depends on the person and context, and that many forces create change in our lives.

2.2 Campaigning

This study explores the social marketing field from the perspective of communication campaigns of diverse organizations. Thus, a general definition and some backgrounds of campaigning are described next.

Rogers & Storey (1987, cited in Rice & Atkin 2001, 343) present a following general definition: “a communication campaign a) intends to achieve specific effects b) in a relatively large number of individuals c) within a specified period of time and d) through an organized set of communication activities”.

Contemporary communication campaign theory and practice owe much to public health movements, such as promoting smallpox immunization during the American revolution (Artenstein et al. 2005, cited in Storey 2008) and to the dismantlement of slavery in America and Britain starting in the late eighteenth century, which both are early examples of organized attempts on a large-scale to affect mass publics through the use of communication (Storey 2008).

Donovan and Henley (2003, 91) discuss models of attitude and behavior change and what they can contribute to developing campaign strategies by providing a framework for formative research, strategy development and campaign evaluation. They claim that understanding knowledge-attitude-behavior models provides directions for setting communication objectives and for generating message strategies and executions to achieve these objectives. They conclude that models apply equally to beliefs and attitudes about the behaviors of interest, as well as the beliefs and attitudes about the social and political issues related to those behaviors. Hence, models are not only useful for developing campaigns to promote healthy behaviors, but also for developing advocacy campaigns. (Donovan & Henley 2003, 120.)

It is noteworthy that there are different approaches and theoretical perspectives in communication campaigns than social marketing, which is mainly about changing behavior. Persuasive communication aims at behavior change as well, but has its origins in social-psychology and not the marketing approach. Donovan and Henley (2003, 91-99) also point out these various approaches and models (e.g. health belief models, theory of reasoned action by Fishbein & Ajzen 1975, social learning theory). This study focuses on social marketing conscious of the other approaches.

3 MARKETING ON SOCIAL ISSUES AND ARENAS

Various organizations on the wide field of marketing on social issues have to address the challenges created by the environmental factors and changing means of communicating. Thus, a broader societal perspective of the marketing environments as well as the roles of mass media in bringing about social change is needed.

3.1 Societal perspectives and environments

This chapter discusses a wider perspective, environments and the relations of social marketing to strategic issues management and corporate social responsibility (Heath & Palenchar 2009, 361-362) to show the link between social marketing and the society. Kotler and Zaltman (1971, 12) justify social marketing representing a bridge between the knowledge of behavioral science of human behavior and the implementation of that knowledge in a socially useful way. Thus the knowledge also offers a framework for effective social planning in the world where social issues have gained an important role.

3.1.1 Strategic issues management and social responsibility

Strategic issues management could be seen here as an umbrella concept, covering both effective strategic business planning and marketing, and also being inseparable from the organization's corporate social responsibility. Expectations or standards to fulfill CSR standards are yet another connection

between marketing and issues management. The essence is not only how well the organization operates, but also the value it adds to society, comprising for example its strategic philanthropy (Heath & Palenchar 2009, 361-362).

Shortly described, *issues management* “comprehensively designed and integrated as function and culture, can help organizational leaderships to enact an organization that meets or exceeds the expectations of key publics and builds mutually beneficial relationships” (Heath & Palenchar 2009, xii). Strategic issues management is defined by Heath and Palenchar (2009, 8-9) as “amalgamation of organizational functions and responsive culture that blends strategic business planning, issue monitoring, best-practice standards of corporate responsibility and dialogic communication needed to foster a supportive climate between each organization and its publics”. As an ideal normative process, strategic issues management seeks to balance interests and achieve mutual benefit and support. Its proponents claim all kinds of organizations can benefit from it, as essential communication and management theory for the effective running of businesses, nonprofits, NGOs and government agencies, thus adding value to organizations and society. (Heath & Palenchar 2009, 4-5.) To conclude, Heath and Palenchar (2009, 42) state that operating in mutual interest with stakeholders and with a commitment to achieve social responsibility is vital to guiding an organization's destiny.

3.1.2 The roles of mass media in social change

Demers and Viswanath (1999, 3-5) discuss mass media, social control and change from a macrosocial perspective (i.e. at the level of social structure). They also point out that in many studies mass media has been viewed either as an agent of social change or an agent of social control. They argue that

these two processes usually go hand in hand in the complexity of the modern society's mass media. They provide a simple definition (1999, 9) of *social control* as intentional or unintentional attempts "by the state or social institutions to regulate or encourage conformity to a set of norms through socialization or through the threat of coercion, or both." *Social change*, conceptually defined, means the difference between current and preceding conditions in a social structure (Jary & Jary 1991, 446 cited in Demers and Viswanath 1999, 12).

The three overall methods for achieving desirable social change - according to Rothschild (2001, cited in Donovan & Henley 2003, 12) - are motivation (as the domain), education and legislation, which all are part of a so-called comprehensive social marketing campaign. Thus, this broader perspective is relevant for this study aiming to clarify the wide field of social marketing and campaigns.

In addition, when choosing the case campaigns to be studied in this research, the following roles of the media in social marketing campaigns were influential factors: to educate, to motivate (or to persuade) and to advocate. Education and motivation (persuasion) target individual behavior change, whereas media advocacy targets sociopolitical change - achievement of sociopolitical objectives or structural change. All of these involve targeting of beliefs (knowledge and perceptions), attitudes (and opinions) and values. There is also a fourth role - directing or public announcement - which simply directs people to further information about the issue without attempting to persuade. (Egger et al. 1993, cited in Donovan & Henley 2003, 290-291.)

Rice and Atkins (2001, 393) define *media advocacy* as "the strategic use of mass media in combination with community organizing to advance healthy public policies". They continue on suggesting that media advocacy approaches designed to change policy should be integrated into public health interventions. This is because many significant public health problems are

firmly established in our social structure and not primarily linked to personal health decisions as individuals, but rather how we make policy decisions as a society. Thus, with such approaches traditional health communication campaigns are made more comprehensive and consistent with the mission and goals of public health". (Rice & Atkins 2001, 398-399.)

3.1.3 Environments and arenas

Social marketing is increasingly used in the sectors of health (promotion), safety (injury prevention), environmental protection and community (involvement) by various professionals in governmental agencies and organizations, in nonprofit-organizations, associations and foundations as well as in for-profit organizations. For-profit organization's professionals responsible for corporate philanthropy, marketing or community relations might engage in social marketing campaigns to benefit their customers, but also contribute to organizational goals (e.g. brand identity or even increased sales). The same applies to marketing professionals providing services to organizations engaged in social marketing campaigns (i.e. advertising agencies, PR firms, marketing research firms). (Kotler et al. 2002, 12-14.)

The concept of *social enterprise* is now a reality when thinking about ventures that both social and commercial organizations in our society are undertaking. Both nonprofit and public organizations as well as government agencies are constantly under pressure to adopt business models and frameworks. Professionals of social sector at the top and at the middle management more often have business backgrounds and appreciate business concepts as tools in their new environments. (Andreasen & Kotler 2008, xix). As nonprofit and public organizations adopt business models and mindset, companies adopt

principles of CSR and social marketing, and like stated before, this is no longer just acceptable, but expected of corporations (Kotler & Lee 2005, x).

Andreasen and Kotler (2008, xx) discuss the demands and challenges of the nonprofit world, where there are more balls to keep rolling; the major resource are often the volunteers, clients and their patronage and funding agencies and individuals wanting to see progress and social value. This sets major challenges for nonprofit marketing both at the organizational level (funding, volunteering, choices about client missions). Challenges are many also in campaigning, where the aim is focusing on specific behavioral outcomes (obtaining legislation, media attention and responsible behavior by citizens). Marketing both at the for-profit and nonprofit sector is in the behavioral influence business, where the basic challenge is to influence people to be successful. Knowledge about the nonprofit sector counts because all three sectors of the society (business, government and nonprofits) are increasingly interacting with each other.

Mapping the internal and external environments is seen essential by Kotler et al. (2002, 95-104) in developing a marketing plan. The social marketing environment must be analyzed in order to identify internal and external publics that can influence the success or failure of campaign efforts. The success of a campaign depends on the 4Ps, which already have been shown to have applicability to social causes by Kotler and Zaltman (1971, 12).

3.1.4 Web communication and social media

In addition to the marketing mix and other basic marketing principles, environments and relationships (real-life and online) have to be taken into account in marketing activities. Especially the web and social media

environments affect the changes in marketing at present, such as the ever-increasing possibilities of interaction in the Internet (Salmenkivi & Nyman 2008, 66-67). Their CREF (collaboration, revenue model, experience, findability) model was introduced when discussing the marketing mix earlier in this study (Salmenkivi & Nyman 2008, 23-25).

Donovan & Henley (2003, 285-287) claim that the arrival of interactive information technology has brought about considerable advances to increase people's access to information, but yet has not increased their ability to interpret the constant information flow, or to judge the validity and reliability of that information. However, interactive media may provide a rich and unprecedented environment for experiential communication campaigns. It offers an opportunity for participation, interactivity and choice with messages individualized to the user's input and combines human-computer interaction with mediated interpersonal communication. Thus, each mode can enhance the other. (Rice & Atkins 2001, 385.) Many web programs allow users to seek information they desire and to provide information that can be used to adjust content for their needs and circumstances. The asynchronous nature means that programs and resources are available when users want them, but this requires motivation to use them. Thus, motivation may be both a barrier and a facilitator of effective communication and behavior change via the web. (Rice & Atkins 2001, 369.)

3.2 The essence of social marketing

This chapter compiles the essence of social marketing and point of views of several scholars studied for this research. Also criticism towards social marketing is taken into account and described shortly at the end.

3.2.1 Definitions

Donovan & Henley (2003, ix-x) originally defined social marketing as simply the application of marketing principles and tools to the achievement of socially desirable ends. However, the increasing adoption of marketing techniques by public health and other social agents has launched a trend towards defining social marketing as the application of marketing concepts, tools and techniques to any social issue.

Defining what social marketing is, in which environments it is done, aiming at which objectives, and exploiting which strategies, may bring us closer to understanding the relations of commercial marketing and social marketing. Table 1 sums up various definitions, environments, objectives and strategies used in social marketing according to relevant sources referred to in this study.

Table 1. Comparison of social marketing characteristics.

	definition	environment	objectives	strategies	keywords
Kotler & Zaltman 1971	"design, implementation and control of programs - - to influence the acceptability of social ideas and involving - - product planning, pricing, communication, distribution and marketing research" (p.5)	economic, political, technological, cultural, competitive (p.10), media, paid agents, voluntary groups, organizations	" - - planning and implementing social change" (p.3)	The 4Ps: "developing the right product backed by the right promotion and put in the right place at the right price" (p.7)	design, implementation, control, social change, the 4Ps

Kotler et al. 2002	"use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole." (p.6)	social arenas and issues: health, safety, environmental, community (p.6, 14)	individual or societal gain, welfare of an individual, a group, or society (p.10,20), behavior change	4P's (p.41), a mix of economic, communication and educational strategies (p.19)	marketing principles and techniques, social issues and arenas, behavior change, the 4Ps
Donovan & Henley 2003	"the application of commercial marketing -- to the analysis, planning, execution and evaluation of programs -- to influence the voluntary or involuntary behavior of target audiences in order to improve the welfare of individuals and society" (p.4-6)	environmental analysis: political-legal, demographic-economic, social-cultural, technological-physical (p.38-42)	"-- inform, persuade and -- to legislate to achieve goals" (p.15-16), changes in the social and structural factors (p.ix-x)	"downstream" and "upstream" approaches (p.36)	application of commercial marketing, voluntary or involuntary behavior, environmental analysis
Hastings 2007	Lazer&Kelley's (1973, p.ix): " <i>-- concerned with the application of marketing knowledge, concepts and techniques to enhance social as well economic ends.</i> " (p.9)	focus on the individual, stakeholders and policymakers (behavior influenced by social context) (p.8-9)	influence behavior change (p.22-)	marketing principles and learning from commercial to the social sphere and vice versa, client orientation, strategic analysis (p.10)	social context, behavior change, client orientation, strategic analysis
McDermott et al. 2005	"a process for developing social change programmes" (Andreasen 1995), "the application of marketing to the solution of social and health problems" (Kotler & Zaltman 1971), (p.545-546)	health, wellbeing (health education, community interventions, policy changes), (p.546)	"the solution of social and health problems" (Kotler & Zaltman 1971), (p.545-546)	Andreasen's benchmarks (2002): behavior change, audience research, segmentation, intervention strategy using 4P's, competition (p.547)	developing social change programmes, behavior change, intervention strategy, 4Ps

Kotler and Zaltman (1971, 5) lead the way for defining social marketing as designing, implementing and controlling programs to influence the

acceptability of social issues. This involves product planning, pricing, communication, distribution and marketing research. An updated definition by Kotler et al. (2002, 6) emphasizes the influence on the target audience when marketing principles and techniques are used to affect their behavior. The goal of influencing here is to get them to voluntarily change their behavior by accepting, rejecting, modifying or abandoning a certain behavior to benefit the individuals, groups or society. Donovan and Henley (2003, 4-6) go along with the aim of improving the welfare of individuals and society, however they see the influence and behavior change not always being voluntary, but sometimes also involuntary. Another important characteristic of the nature of social marketing is that it is a process for developing social change programmes (Andreasen 1995 cited in McDermott et al. 2005, 545-546).

3.2.2 Environments

Another aspect of social marketing characteristics is its environment, which covers both micro and macro environments (Hastings 2007, 54), social arenas and issues (Kotler et al. 2002, 6, 14) as well as environments and channels in the social marketing planning system (Kotler & Zaltman 1971, 10). Micro and macro environments of a social marketing organization are discussed by Hastings (2007, 53-55) in the following chapter. Also the types of social change classified by time and level of society - micro, group and macro - (Levy & Zaltman 1975, cited in MacFadyen, Stead & Hastings 1999, 4) are presented later on. Hastings (2007, 8-9) stresses the significance of the social context influencing human behavior and suggests focusing also on stakeholders and policymakers, not only individuals. McDermott et al. (2005, 546) have a similar approach to social marketing environments as Kotler et al. (2002, 6, 14), as they see issues such as health (education), safety,

wellbeing, environment, community interventions and policy changes as environmental characteristics.

3.2.3 Objectives

Objectives are one remarkable difference between social and commercial marketing (Donovan & Henley 2003, 8-10). These and other distinctions of social and commercial marketing are discussed in more detail in the next chapter. However, the key words to objectives of social marketing are both behavioral and social change according to many of the scholars cited in the Table 1. Social marketing is seen as a way to solve social and health problems (Kotler & Zaltman 1971, cited in McDermott et al. 2005, 545-546), and aiming at individual or societal gain, benefiting the welfare of an individual, a group or a society by selling behavior change (Kotler et al. 2002, 10, 20). Donovan and Henley (2003, 15-16) take even a wider approach by stating that informing, persuading and - if necessary - legislating to achieve goals is attempted when trying to change the social and cultural factors. Influencing behavior change is seen important by Hastings (2007, 22), especially on considering where the target audience is in relation to a certain behavior and how they can be moved in the desired direction.

3.2.4 Strategies

Basic marketing principles have been shown to set up the foundation for social marketing as well (Kotler & Zaltman 1971, 5; Kotler et al. 2002, 6; Donovan & Henley 2003, 4-6; Lazer & Kelley 1973, ix cited in Hastings 2007,

9-10). This foundation builds mostly on strategies and planning of social marketing, where the marketing mix (4Ps), discussed earlier in this study, has a significant role. The 4Ps in a nutshell mean “developing the right product backed by the right promotion and put in the right place at the right place at the right price” (Kotler & Zaltman 1971, 7).

Kotler et al. (2002, 19) also suggest that social marketing uses a mix of economic, communication and educational strategies or sometimes technical and legal solutions. Hastings (2007, 10) emphasizes the client orientation and strategic analysis, which is also supported by Donovan and Henley (2003, 36) in the *downstream approach* and by Andreasen’s benchmarks (2002, cited McDermott et al. 2005, 547). The downstream approach (Donovan & Henley 2003, 36) focuses on the individual’s responsibility for adopting healthy lifestyle behaviors, whereas the *upstream approach* means creating changes in the environment itself and addressing preventative measures.

3.2.5 Criticism of social marketing

So is social marketing all good and all around? Already in the late 1960s Luck (1969) accused Kotler and Levy (cited in Luck 1969) of “broadening the concept of marketing – too far” as a rejoinder to their article “Broadening the marketing concept”. The main thesis of their article was that the concept of marketing is too limited because it excluded marketing in nonbusiness activities. However, the development of the field has proven otherwise, as has also been described in this study so far.

Social marketing has later been criticized of a paternalistic approach and not treating people like autonomous beings, but acting like a “nanny”, telling people what they should and should not do. At the extreme there has been a fear of social marketing ultimately operating as a form of thought control by

the economically powerful, a view expressed in a survey of attitudes towards social marketing. (Laczniak, Lusch & Murphy 1979, cited in Donovan & Henley 2003, 170-171.)

However, it is also claimed that some degree of paternalism by the state is necessary and often desirable (and unavoidable?) because people are not entirely self-reliant in every circumstance, for example the government requires people to provide for their own retirement and children to be vaccinated etc. (Mead 1998, cited in Donovan & Henley 2003, 170-171). Some social marketing campaigns have been criticized of individual focus, ignoring the social, economic, and environmental factors influencing individual health behaviors, and some may deserve the critique. Yet, this is not inherent of social marketing, since one of the fundamental aspects of marketing and social marketing is an awareness of the total environment in which the organization operates and how this environment influences, or can itself be influenced to enhance, the marketing activities. Most definitions of social marketing explicitly acknowledge the influence of the social and physical environment on individual behavior. (Hastings & Haywood 1991; Buchanan, Reddy & Hossain 1994; Hasting & Haywood 1994, cited in Donovan & Henley 2003, 8.)

How about ethics? Can social marketing be used to achieve unethical goals? Marketing per se, as just a set of tools and techniques could be applied to any advocacy or persuasive task – ethical or not. However, social marketing as the application of marketing principles and tools for the common good has various views on what is considered the common good. Donovan and Henley (2003, 161) suggest – as social marketing is by definition concerned with ethical goals – that social marketers should rather be concerned about their methods and allocation of resources being ethical.

3.3 What makes social marketing special and distinct from commercial marketing?

MacFadyen et al. (1999, 5) determine some most important differences of the two disciplines. Generally in social marketing the products often are more complex, the demand is more varied, target groups are more challenging to reach, consumer involvement is more intense and the competition is more varied and subtle. Thus, it is shown that environments and relationships do count in social marketing as well. Next, the special characteristics that distinguish social marketing from commercial marketing are explored.

3.3.1 Environments

Analyzing and monitoring the forces of the environment both on the micro-level and macro-level where the organization operates have been shown to be critical for effective business planning. Knowing what happens around makes it possible for the organizations to respond to the threats (or challenges) and opportunities the environments present (often done by SWOT/SWOC-analysis), and this applies as well to social marketing (Hastings 2007, 53-55). In commercial organizations' SWOTC analyses also the competitors (C) are taken into account (Donovan & Henley 2003, 179-180). Donovan and Henley (2003, 209) also state that social marketers should continually identify and monitor their competition, because it is essential to understand why the target audiences engage in undesirable behaviors (at least from the social marketers' and the society's point of view).

In the Figure 4 Hastings describes the environment of a social marketing organization, where both micro and macro environments have to be taken into account.

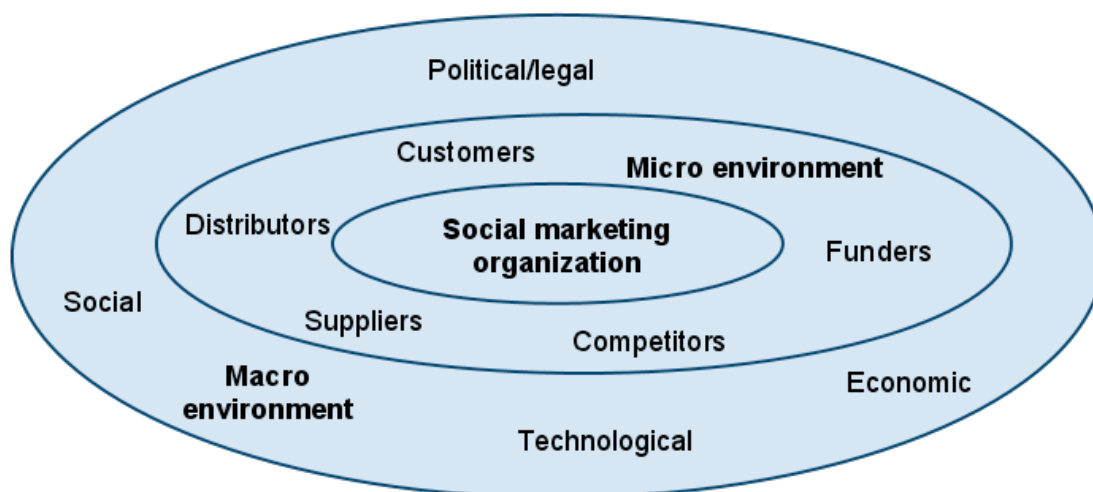


Figure 4. The marketing environment (Hastings 2007, 54).

Especially the forces of macro environment (political/legal, economic, social and technological) require careful monitoring for effective business planning.

MacFadyen et al. (1999, 4) present a six-fold classification of types of social change by time and level of society, originally suggested by Levy and Zaltman (1975). The following Table 2 includes two dimensions of time (short and long term) and three dimensions of level in society (micro, group and macro). This classification describes how social marketing affects both individuals and environments.

Table 2. Classification of the types of social change by time and level of society. (MacFadyen et al. 1999, adapted from Levy & Zaltman 1975)

Change	Micro level (an individual)	Group level (an organization or a group)	Macro level (society)
Short term	Behavior change (e.g. attendance at stop-smoking clinic)	Change in norms, administrative change (e.g. removal of tobacco advertising from	Policy change (e.g. banning all tobacco marketing)

		outside of a school)	
Long term	Lifestyle change (e.g. smoking cessation)	Organizational change (e.g. stop retailers to sell cigarettes to minors)	Socio-cultural evolution (e.g. eradicating all tobacco-related disease)

Attention should be paid to the group and macro level changes as well because they also have an effect on people's decisions of health and lifestyle. For instance, their income or local service provision may limit the choices about changing their behavior (MacFadyen et al. 1999, 5).

Donovan and Henley (2003, 36) discuss the environmental determinants of health, i.e the ways the environment impacts on people's health, which include legal, technological, political and sociocultural aspects. Previously mentioned downstream approach meaning the individual's responsibility for adopting healthy lifestyle behaviors (e.g. quitting smoking, eating right, exercise etc.) has a strong focus in social marketing and our society. Nonetheless, social and economic factors beyond the individual's control have a powerful effect on overall health. Social marketers may increase the effectiveness of their campaign strategies by being aware of these determinants and considering an upstream approach that creates changes in the environment itself. This basically means addressing preventative measures (put in place by organizations or agencies) to bring about desired individual behavior (even without the individual's conscious will) by e.g. banning cigarette advertising and taxing. Thus upstream approaches targeting legislators can be much more cost-effective than downstream targeting individuals. (Donovan & Henley 2003, 36.)

According to MacFadyen et al. (1999, 6) demand in commercial marketing stands for harnessing previously unknown needs, if not creating new ones. On the other hand, in social marketing it is not only about uncovering new demands, but often dealing with negative ones, when target groups are resistant to behavior change, for example. This is also where persuasive messages and audience-targeted approach become relevant.

MacFadyen et al. (1999, 3) present that consumer orientation probably is at the center of all forms of marketing. In social marketing, the consumer is expected to be active in the change process, whereas the marketer seeks to build target consumer relationships and their input at all stages of a programme through formative, process and evaluative research.

Customer orientation and involvement link together due to the level of how customer oriented the marketing activities are and thus how involved the customers get. High level of involvement requires careful consideration of the customers to engage in buying the product or service (in commercial marketing) or changing behavior or attitude (in social marketing, where usually more intense involvement is needed). High involvement products in marketing are traditionally expensive, seldom bought, risky and highly self-expressive, like cars or mortgages for example. (Kotler 1994 cited in MacFadyen et al. 1999, 7.) Low involvement (and products) are more habitual and passive, for example, the decision to buy or not to buy chocolate or cigarettes (low) vs. decision to start a diet or quit smoking in order to create a change in lifestyle (high). This categorization scheme and its marketing implications should be taken into account in social marketing especially, where the products are more often those with which the consumer is very highly involved. (MacFadyen et al. 1999, 7.)

As it was already pointed out according to Donovan and Henley (2003, 209), competitive forces in the environment must be taken into account. Competition is different in commercial and more varied in social marketing, because the competitors are often current or alternative behaviors for target groups, other social marketers and commercial marketing harmful for social marketing goals (e.g. tobacco and alcohol).

3.3.2 Objectives

Donovan and Henley (2003, 8-10) differentiate marketing from social marketing on the basis of the primary end goal of the campaigner. For example, if an organization was promoting healthy nutrition by advertising aimed at increased consumption of fruit and vegetables and by lobbying manufacturers and retailers to reduce the use of saturated fats, it would be considered social marketing. On the other hand, if a partnership was formed in such a campaign with the producers and retailers, the organization would not be engaging in social marketing because the end goal was still an increased profit, despite the impact having a desirable outcome.

MacFadyen et al. (1999, 1-5) also discuss the ultimate goals and key elements of both marketing disciplines. While in generic (commercial) marketing the main objective is to meet shareholder ends, for the social marketer it is to meet society's desire to improve its citizens' quality of life, which of course is a lot more ambitious and ambiguous. Wiebe (1951) even suggested that the more a social change campaign and a commercial marketing campaign were alike, the more likely the social marketing campaign was to succeed. Today, the question is no longer whether marketing should be applied to social issues, but rather how? Andreasen (1995, 8) also points out that the fundamental objective of social marketing is to benefit target individuals or society and not the marketer, which distinguishes it from commercial marketing, but makes it similar to non-profit marketing.

3.3.3 Contents

According to Ric Young (1989) the primary product in social marketing is information (Manoff 1985, 64 cited in Donovan & Henley 2003, 265) and thus,

mass media can be considered the primary tool of social marketing. In addition, Donovan and Henley (2003, 35) note that effective application of techniques and principles of social marketing to health and social policy areas requires an understanding of both marketing and the content areas in which they are applied.

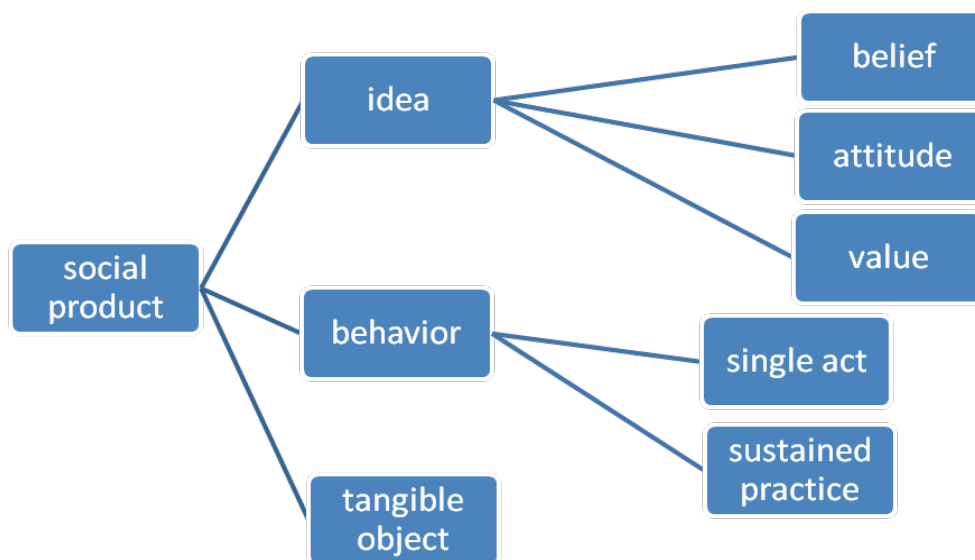


Figure 5. The social marketing product (MacFadyen et al. 1999, adopted from Kotler & Roberto 1989)

The marketing product has traditionally been understood as something concrete, a physical good. In social marketing, the product is more often intangible, an idea or desired behavior change to which people may even be resistant to (e.g. change in attitude) or it may require their effort and involvement and the benefits may not often be direct or immediate. This makes it challenging for social marketers to precisely define the product and its benefits. (Kotler, Roberto & Lee 2002, 10; McDermott et al. 2005, 546; MacFadyen et al. 1999, 5-6). The social product and its dimensions are illustrated in the Figure 5.

3.4 Dimensions of marketing applied to social issues

This chapter describes the concepts of *social marketing*, *societal marketing*, *nonprofit marketing*, *cause-related marketing* and *prosocial marketing* more closely to clarify and gather up the world of marketing communications applied to social issues, reflecting on the Figure 1 (Donovan & Henley 2003, 11) presented previously in the chapter 2.

As corporate social responsibility is seen as one of the corner stones of social marketing in this study, additional social initiatives by Kotler and Lee (2005, 22-24) to support social causes and to fulfill CSR are also shortly presented; *cause promotions*, *cause-related marketing*, *corporate social marketing*, *corporate philanthropy*, *community volunteering* and *socially responsible business practices*.

When an organization is offering funding or other resources in order to raise awareness of a social issue or seeking for participation in volunteering, it is engaging in cause promotion. Cause-related marketing (CRM) usually includes donating some portion of a company's income or a product's sales to charity and a company and an organization are partners in cooperation. CRM is further discussed in the chapter 3.4.2. Similar to CRM, Marconi (2002, 3) uses a term *cause marketing* for "the action through which a company, a non-profit organization, or a similar entity markets an image, a product, a service or a message for mutual benefit".

Health promotion and traffic safety campaigns, for example, are corporate social marketing where a company supports social activities that aim at behavior change or increasing knowledge of the issue in question. Engaging in corporate philanthropy and donating funds directly to charity is perhaps the most common way of acting in a socially responsible way. When a company encourages its employees and partners to volunteer for example in the local community by paying their salary, it is engaging in community volunteering. Socially responsible business practices include integrating

values of CSR to a company's business strategies and committing to support the wellbeing of communities and to protect the environment.

Kotler et al. (2002, 352-353) see contributions of corporations as an important opportunity for social marketing efforts, although they are minor compared to e.g. foundations. Corporate giving thus falls into one of the major categories of social marketing, cause-related marketing, in-kind contributions and cash contributions, of which cause-related marketing is discussed later on.

3.4.1 Nonprofit marketing

Nonprofit marketing is most often done by nonprofit organizations (NPOs) using marketing to achieve organizational goals. For example, if a library undertook fundraising drives by using e.g. mass media advertising to get more customers and attract funds to be able grow and position itself as a good library, especially in competition with other charitable organizations (other libraries), it would be nonprofit marketing for an organizational goal. Thus the primary aim counts, although the organization's overall aims were for the common good. On the other hand, if the library made a campaign with the primary aim of increasing the literacy of the people in its community, that would be social marketing. (Donovan & Henley 2003, 8-9).

3.4.2 Cause-related marketing

Kotler et al. (2002, 354, 361) refer to cause-related marketing (CRM) as a popular strategy with a "win-win-win" proposition, where typically a percentage of sales of a company's product is devoted to a nonprofit organization. This action is based on the premise that buyers care about caring natures and civic virtues of companies, and are in favor of the firms with better civic reputations, when the market offerings are similar. This has been proved for instance in a study mentioned earlier in the introduction of this research (Andreasen & Kotler 2008, 7). Cause-related marketing is seen as a way of raising funds and increasing exposure for a social issue or cause, in addition to making it possible for consumers to be involved in improving the quality of life.

CRM may also be defined as "a commercial entity forming a partnership with a prosocial organization or cause, so that sales of the commercial organization's products benefit the prosocial cause" (Webb & Mohr 1998 cited in Donovan & Henley 2003, 9). It is in some ways similar to sponsorship or prosocial marketing (described later), but the difference is that in cause-related marketing, the return to the prosocial organization is directly related to product sales. This is not social marketing as the commercial organization's main aim is increased sales (or some other marketing objective), simply using the social goal as a means to this end.

Thus, CRM campaigns provide an excellent context for looking at interpretations of consumers in promotions relating to social dimensions and studying the behavioral responses to such corporate "good-doing". According to Varadarajan & Menon (1998, cited in Webb & Mohr 1998, 226-227), CRM has also developed into a viable marketing tool improving corporate success while helping worthy causes. For example, the Pink Ribbon campaign against breast cancer is probably one of the most known CRM campaigns globally. Pink Ribbon Inc. (www.pinkribbon.com) is an internationally operating charity organization aiming for global community to support breast cancer patients, survivors and their families with the help of donations of various for-profit companies.

3.4.3 Prosocial marketing

An organization is involving in prosocial marketing, when a commercial organization promotes a prosocial cause that somehow relates to its target audience. It is similar to sponsorship in the sense that the commercial organization hopes to achieve more positive attitudes to itself and its products through an association with the prosocial organization or issue. In other words, the prosocial organization (or issue) is linked to the commercial entity via promoting the prosocial organization (or issue) in order to improve people's attitudes towards the company and its products. The issues are usually related to the company's interests or on the contrary, the company may join its opponents to minimize the harm of its products. (Donovan & Henley 2003, 9-10). In other words, prosocial messages are created (at least partly) to support sales and positioning of the company (Lefebvre 2007, 11). For instance, many alcohol producers mention "consume responsibly" in their products or engage in campaigns promoting and educating responsible alcohol use.

3.4.4 Societal marketing

Societal marketing is often confused with social marketing, but rightly linked with altruistic social responsibility and corporate philanthropy, which have no direct link to increased sales or other commercial goals, but direct and indirect benefits to the company's profitability via positive effects on employees and external stakeholders and the community. The term societal

marketing refers to companies that act in socially responsible ways to achieve their profit goals (Kotler et al. 1998 cited in Donovan & Henley 2003, 10). Kotler and Lee (2005, 143) summarize the potential benefits of corporate social marketing being the improved profitability and really making a social impact. As corporate philanthropy and being socially responsible are on the rise, the new era of social responsibility prefigures success for social marketers looking for resources and partnerships (Donovan & Henley 2003, 10). Kotler et al. (1998, 20 cited in Donovan & Henley 2003, 10) consider societal marketing as an extension of the original marketing concept from profit through identification and satisfaction of consumer needs “in a way that preserves or improves the consumer’s and the society’s well-being”.

3.5 Conclusions of literature

Table 3 compiles the similarities and differences of commercial and social marketing discussed so far in this study. In the center column, the most fundamental similarities (exchange process, marketing mix, marketing management and communication, persuasion, consumer/client orientation and involvement, strategic planning framework) are stated in order to show that these two approaches do share the same basic principles. On the columns on the left and right, the differing characteristics of each approach (relating to objectives, products, demand, target groups, consumer involvement, competition) are pointed out to clarify the distinctions.

The characteristics of Table 3 have been studied so far in this study with emphasis on the environments (marketing management and communication and strategic planning), objectives (the exchange process, strategic planning) and contents (the marketing mix, persuasion, strategic planning). As competition has been shown to be more varied and subtle in social

marketing, it was decided at this point of the research that examining and analyzing competition and competitors would be excluded. A proper competitor analysis would require a whole another research done, which is suggested at the end of this study.

Table 3. Commercial and social marketing in comparison (adapted from MacFadyen et al. 1999, Kotler & Zaltman 1971, Donovan & Henley 2003).

Commercial marketing		Social marketing
Primary end goal: to meet shareholder ends - increased profit of the marketer	The exchange process <i>Objectives</i>	Primary end goal: to meet society's desire to improve its citizens' quality of life - behavior change
Traditional, tangible products/services	The marketing mix <i>Contents (product, price, place, promotion)</i>	Products complex/intangible (e.g. attitude, behavior)
Demand more simple	Marketing management and communication <i>Environments</i>	Demand more varied
Target groups more easily reachable	Persuasion <i>Contents</i>	Target groups more challenging to reach
Both high and low consumer involvement	Consumer orientation and involvement <i>Contents</i>	Consumer involvement more intense (high)
Competitors mainly of similar products/services	Strategic planning framework <i>Objectives, Contents, Environments</i>	Competition more varied and subtle

The following research questions were formulated in the beginning of this study:

- What is social marketing and how does it differ from commercial marketing?
- What are the different dimensions of marketing applied to social issues?
- In which dimensions of the marketing field do the case campaigns fit?

Reflecting the research questions is a crucial point of reference for assessing the appropriateness of the decisions taken at several steps of the research, because it becomes relevant in deciding about the method of collecting data, but also when conceptualizing the interpretation and which method to use and which material to select (Flick 2006, 105).

3.4.1 Hypothesis

The reviewed literature and theories in this research have shown similarities and differences between commercial marketing activities and social marketing, so it has become clear that the field of marketing is multidimensional. Thus, it is suggested that it is not possible to draw a strict line between these two disciplines. Instead, this thesis suggests that continuums on the marketing field will be explored from the basis of the Figure 1 by (Donovan & Henley 2003, 11). In this figure the variants of the large field of marketing were applied to socially desirable causes by showing the overlappings and relationships. Figure 6 presents the continuums on two axes on the marketing field adapted from the original Figure 1. By modifying the original model to the one shown in Figure 6, it will be considered to which categories or dimensions on this field the case campaigns of this study fit into.

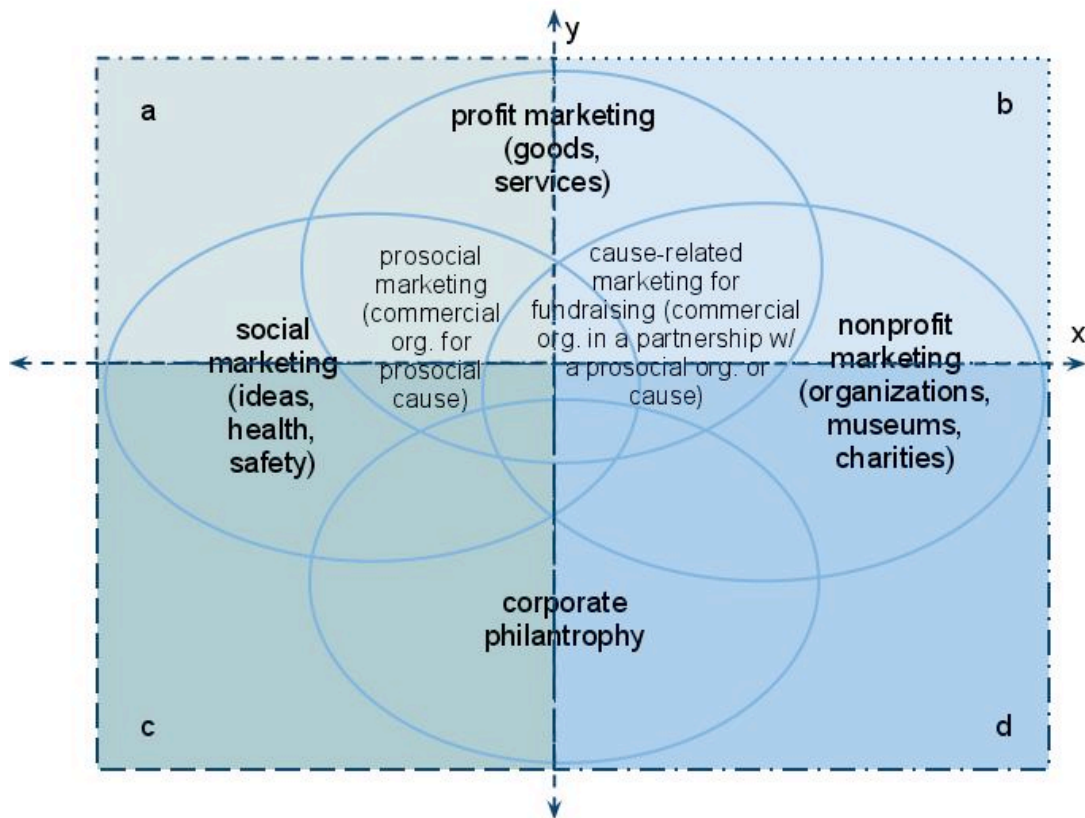


Figure 6. Dimensions of the variants of marketing applied to socially desirable causes (adapted from Donovan & Henley 2003, 11).

The vertical continuum (y) is seen to represent the corporate/business environment, for-profit marketing and commercial marketing activities. However, it cuts through the horizontal continuum (x), which represents the social/nonprofit environment, all the way to corporate philanthropy, because companies have shown to engage in altruistic social causes as well. According to Kotler et al. (2002, 12-13) for-profit organizations may engage in social marketing campaigns to benefit their customers and also contribute to organizational goals (brand identity, increased sales) in terms of corporate philanthropy, marketing or community relations. On the contrary, also non-profit organizations may gain profit directly (donated funds) or indirectly (by promoting common, social “good”) and thus gain success. Rice and Atkin (2001, 246) support this claim also by stating that after all, also public communication campaigns serve to enhance (or hinder) the career related

goals of the people who manage them, thus the outcomes of the campaigns enhance the reputations of these organizations and thus they should not be mistaken for pure altruism. This is also how the concepts of direct and indirect profit are seen in this study.

The continuums divide the field to four arenas (*a, b, c, d*), two of which above the horizontal continuum (*a, b*) and two below it (*c, d*). (*A*) and (*b*) are arenas of marketing where profit is involved in some form, i.e. there are either commercial/for-profit organizations involved, and/or gaining profit is often an indirect or direct objective of marketing. Marketing done on the arena (*a*) is anyhow more often aiming at social benefits, whereas on the arena (*b*) marketing is done most often for the organizational goal. As described earlier in this study, CRM aims at increased sales (or some other marketing objective) for the commercial organization involved, simply using the social goal as a means to this end.

Arenas (*c*) and (*d*) represent marketing activities where monetary profit is not the main objective, though some added value or intangible assets may be indirect consequences of altruistic social responsibility. Kotler and Lee (2005, 22-24) consider this corporate philanthropy, i.e. donating funds directly to charity. Then again on the arenas (*a*) and (*c*) the ultimate goal of marketing is the social benefit, and gaining profit directly or indirectly may be involved. On the other hand, profit is involved in some form (direct/indirect) also on the arenas (*b*) and (*d*), but the aims are usually organizational and not social in the first place. Thus, it is shown that some kind of profit (monetary or intangible) is always involved in some form in all marketing, indirectly or directly, whether it is done for a social cause or an organizational goal, depends on the objectives.

4 RESEARCH STRATEGY AND CASES

In this chapter it will be explained how the research was conducted, which cases and subjects were studied, how they were examined, observed, measured and analyzed (Frey, Botan & Kreps 2000, 68-69). This study has a qualitative approach exploring the practical field of Finnish marketing (and) communications related to social causes. In qualitative research the methods usually emphasize the view points related to the environment, background and context of the object to be studied, its meaning and importance, expression and language (Lähdesmäki, Hurme, Koskimaa, Mikkola & Himberg 2009).

The research is conducted by investigating three case campaigns on social issues of organizations from different sectors of the society (public, business, civic) and their campaigns on different social issues. Thus, the research strategy used is a case study, which typically aims at finding out information about a single case or a small amount of cases related to each other. Also typical of a case study is that objects are individuals, groups or organizations, where processes are in focus, in relation to their environment and the aim are usually to describe phenomena. (Robson 1995, 40 cited in Hirsjärvi, Remes & Sajavaara 2009, 134.)

Also transforming abstract concepts into operational, or measurable, terms is described in this chapter. Operationalization means determining the observable characteristics associated with a concept or variable. Validity (both internal and external) and reliability are discussed as well. (Frey et al. 2000, 14-15.)

An empirical approach is used to get a view of the Finnish marketing and communications scenery on social issues, which are societal of nature. Therefore, a naturalistic paradigm of social sciences that typically focuses on the socially constructed nature of reality (Frey et al. 2000, 18) is suggested to

fit the research strategy of this particular study as well. According to Frey et al. (2000, 18) it is also concerned with methods that capture the socially constructed and situated nature of human behavior, which again is the object of the marketing campaigning on social issues. The content analysis method is considered to fit conducting this study in particular, because it focuses on identifying patterns in the communication content of mass mediated and public texts (Frey et al. 2000, 14).

Materials

The material studied in this research covers selected sections of the websites of the case organizations' campaigns, i.e. their marketing communications material. Social media applications (Facebook, YouTube) linked or mentioned on the website were also looked at as a background material where relevant. The organizations and case campaigns analyzed are: *Lose Weight for Literacy* - The National Institute for Health and Welfare, *Drunk, You're a Fool* - The Federation of the Brewing and Soft Drinks Industry and *Make an environmental act, give up your prejudices* - The Finnish Red Cross (official translations). Later, they are given numbers (case 1-3) to act as abbreviations, which facilitates handling them in the analyzing section, and these numbers do not serve any other significance.

The researcher collected the material in a relatively short period of time and decided that several kinds of "ready-made" or unsolicited (Flick 2006, 245-246) documents were to be used as materials for the study. These chosen documents included press releases on selected sections of the websites of the campaigns and organizations. As a background material, the Facebook sites and YouTube videos were noticed as well as reports of the campaigns to the extent that they were public or available from the organization. Standardized artefacts in particular formats such as notes, case reports, contracts, drafts, certificates, remarks, diaries, statistics etc. are generally understood as documents (Wolff 2004b, 284 cited in Flick 2006, 246).

As for case 1 - *Lose Weight for Literacy* - altogether 8 documents were analyzed. These included all press releases on the THL website (The National Institute for Health and Welfare 2010, The National Institute for Health and Welfare, 2010a) and additional information on the websites (The National Institute for Health and Welfare 2010, THL About us 2010).

For the case 2 - *Drunk, You're a Fool* - 10 documents were analyzed, of which most were press releases (The Federation of the Brewing and Soft Drinks Industry 2010a, 2010b). In addition, selected pages of the websites (The Federation of the Brewing and Soft Drinks Industry 2010, 2010c, 2010d) were looked at.

Analyzing the material of the case 3 - *Make an environmental act, give up your prejudices* - altogether 2 document sources, i.e. websites were analyzed (FRC Luovu ennakkoluuloistasi 2010a, FRC Ohjeet Punaisen Ristin osastoille 2010c). Each website of the campaign contained a lot of sources.

According to Eskola and Suoranta (1996, 39 cited in Tuomi & Sarajärvi 2009, 85), the size of the material studied is not of the essence, but the persistence and depth of the interpretations counts. Objectives are not to make generalizations, but to describe the phenomena, to understand the actions and to give a theoretically meaningful interpretation for it. Flick (2006, 245-246) also emphasizes seeing the documents as a means of communication; someone produces them for some practical purpose and for some form of use, and they also include a definition of who is meant to have access to them.

Validity and reliability of selected materials

Selecting the documents and assessing the quality is important for validity and reliability of the study, and therefore the authenticity, credibility, representativeness and meaning should be scrutinized (Scott 1990, 6 cited in Flick 2006, 248). The authenticity counts as how genuine the evidence is and

whether it is of unquestionable origin, either primary or secondary. Credibility tells if the materials are free from error and distortion and representativeness describe the typicality or untypicality of its kind. The meaning can also be scrutinized according to whether it is clear and comprehensive or for its meaning to the author and reader – social meaning.

According to Wolff 2004b (cited in Flick 2006, 249) documents should be seen as a way of contextualizing information, rather than using them as "information containers". Flick (2006, 250-252) emphasize that it should be taken into account who produced the documents, for which purpose and who uses them in their natural context and how to select the appropriate sample. Also the methodology used in the study depend whether documents are analyzed as communicative devices rather than as containers of contents, like in this study using categorizing (the method explained later on).

The selected materials mainly consisted of content produced by each organization itself, i.e. websites, press releases and reports. Thus, they are considered authentic as they are of a primary source (the organization). However, it should be noted, that this material thus gives a very organization-centric basis, but it is not the objective of this study to criticize or compare the organizations' communication (or means) as such. Rather the material is seen in a larger societal perspective as it presents the organization and their campaigns.

4.1 Case campaigns and organizations

Next, the case campaigns are introduced to get an overall view of their nature, typical characteristics and objectives as well as the organizations behind them. Relevant information such as the total number, important

characteristics and how they were selected (Frey, Botan & Kreps 2000, 68-69) is reported.

The three cases were selected to present each sector of the society (business, public and civic) in Finland. Another ground for selecting these cases was their topicality, since they were all in action or carried out during 2010. Also the issues or causes promoted in the campaigns were thought to cover values and attitudes on a large scale: losing weight for literacy (development cooperation, health, education), responsible drinking habits (education, health) and giving up prejudices/anti-discrimination (tolerance, education).

4.1.1 Case 1: Lose Weight for Literacy - The National Institute for Health and Welfare

The *Lose Weight for Literacy* (in Finnish *Läskillä lukutaitoa*) campaign took place in Finland from January until May in 2010 as an anonymous philanthropic Finnish donor devised and initiated the charity of funding children's education and teacher training in Nepal. The donor pledged to donate 15 euros per kilogram of weight lost by participants and challenged the Evangelical Lutheran parishes to organize weigh-ins as part of the campaign. The maximum "purchase price" for the lost weight was set to 10 million euros. The weigh-ins were conducted first from January until February (1.1. -28.2.2010) and the final weigh-ins took place before the end of May. (The National Institute for Health and Welfare, 2010).

The National Institute for Health and Welfare (THL) coordinated and supported the campaign with communication, and the parishes (church) reported the information of the participants and their results in the weigh-ins to THL. According to them, altogether 23 000 people took part, of which 73

per cent were women and 23 per cent were men. People with overweight (BMI, body mass index $18,5 \text{ kg/m}^2$) were allowed to participate. About 280 parishes and Christian organizations were involved in the campaign in the area of 200 municipalities in Finland. (The National Institute for Health and Welfare, 2010).

The National Institute for Health and Welfare (THL) is a research and development institute under the Finnish Ministry of Social Affairs and Health. THL works to promote the well-being and health of the population, prevent diseases and social problems, and develop social and health services. (THL, About us 2010).

As the statutory statistical authority in health and welfare, THL maintains a strong knowledge base within its own field of operations. THL also has the responsibility for the application of this knowledge. THL's tools to carry out these responsibilities are many; research, follow-up and evaluation, development, expert influence, official tasks as well as international co-operation. Seeking to serve the broader society in addition to the scientific community, actors in the field and decision-makers in central government and municipalities is also one of THL's duties.

The campaign resulted in altogether 48 100 kilos lost of the participants and the donor doubling the price per kilogram, thus the total sum donated amounted 1 442 220 euros. The Ministry for Foreign Affairs oversees the use of the donated funds in Nepal. The associates of the campaign are planning to organize it again in the future. The donor hopes that the media would report how the funds gained in the campaign are used in the future for teachers' education in Nepal. (The National Institute for Health and Welfare, 2010).

The campaign gained visibility in the media through news and social media. Many famous people took part in the campaign giving their face to a weight loser, but also common people were seen publicly showing their performance, for example by loading up videos of them exercising on

YouTube or telling about their work-out with or without pictures in Facebook sites or sites that were otherwise linked to Facebook. Almost 4800 people (Sept. 2010) like the supportive Facebook site *Lahjoitan läskini Nepalin hyväksi 15€/kg / tukisivusto*. On YouTube, there are two videos (on the search word "Läskillä lukutaitoa") which have been viewed 224-180 times (Sept. 2010). The Facebook sites and Youtube videos related to the campaign are independently created and added by individual participants.

The National Institute for Health and Welfare published press releases and other relevant information on their website directing the participants to their parishes for weigh-ins. It is notable that only the institute's websites that included information about the campaign (The National Institute for Health and Welfare, 2010) were looked at in this study, including the press releases, as these were the official communication means of the organization.

4.1.2 Case 2: Drunk, You're a Fool - The Federation of the Brewing and Soft Drinks Industry

The *Drunk, You're a Fool* (also *When You're Drunk, You're A Jerk*; in Finnish *Kännissä olet ääliö*) campaign of the Federation of the Brewing and Soft Drinks Industry was first implemented in the fall 2007. The campaign targeted one of the deeply rooted cultural norms in Finland, drunkenness and its control. The aim was to "change Finnish attitudes" such that "alcohol should be used responsibly and in moderation", especially within the target group of 18-30-year-olds. (Impleo Oy 2008, 8, 71.) The campaign was launched by the Federation of the Brewing and Soft Drinks Industry, which promotes the interests of producers of beer, cider, long drinks, soft drinks and mineral waters in Finland. Members of the Federation consist of Oy Hartwall Ab, Nokian Panimo Oy, Olvi Oyj and Oy Sinebrychoff Ab.

The Federation of the Brewing and Soft Drinks Industry promotes the interests of producers of beer, cider, long drinks, soft drinks and mineral waters in Finland. Its members are Oy Hartwall Ab, Nokian Panimo Oy, Olvi Oyj and Oy Sinebrychoff Ab. The Federation of the Brewing and Soft Drinks Industry operates in connection with the Finnish Food and Drink Industries Federation and represents Finland's third largest industry in the food and drink branch in terms of the value of production. (The Federation of the Brewing and Soft Drinks Industry, 2010a).

The campaign was carried out in cooperation with large media corporations, SK-Restaurants and digimedia companies. The agencies responsible for the implementation were Bob Helsinki, Toinen and Taitomyllly (Impleo Oy 2008, 8).

The campaign assessment study and report was published in cooperation with the Federation, Impleo Oy and the Finnish Youth Research Network in 2008 (Impleo Oy 2008). According to the report, the ground for the Federation to launch the campaign was their involvement in the Alcohol & Health Forum founded on the basis of the EU Alcohol Strategy completed in 2006 (Impleo Oy 2008, 71). The campaign was reported to the forum via Brewers of Europe as a commitment (Impleo Oy 2008, 5). The Forum is a platform on which businesses, authorities, and NGOs (nongovernmental organizations) together present their own activities to prevent harm related to alcohol (Impleo Oy 2008, 71).

The 'Drunk, you're a fool' campaign seeks to spark off debate on Finland's drinking culture, which is still centered on getting drunk. The campaign is targeted primarily at 18-30-year-olds and is a pilot for a whole new style of alcohol education. It now revolves around the theme of social acceptance, a hot topic for youth. www.kannissaoletaatio.fi. (The Federation of the Brewing and Soft Drinks Industry, 2010b).

The campaign achieved wide visibility and became broadly discussed among citizens and media. According to the report (Impleo Oy 2008, 71-73) the ways of communication spoke to the target audience and the campaign material was praised as professional, modern and obtrusive. Thus, the campaign was seen steer way to conventionality instead of excessive caution. The website

(The Federation of the Brewing and Soft Drinks Industry, 2010) of the campaign offered a possibility of interaction and dialogue. (Impleo Oy 2008, 71-73.) Until the launch of the campaign, regulating drunkenness in Finland has not been focused on questioning its social acceptance, but on other methods, such as prohibitions and health education. Instead of employing these traditional methods, the *Drunk, You're a Fool* campaign seeks to influence attitudes and behavior through social debate (The Federation of the Brewing and Soft Drinks Industry, 2010b.)

In addition to the print media, outdoor ads and the website, the campaign was visible in Facebook and YouTube as well. 1335 people like the campaign Facebook site (Sept. 2010) and the official YouTube video (search word "Kännissä olet ääliö" - The Federation of the Brewing and Soft Drinks Industry, 2010f) has been viewed 956 times (Sept. 2010).

The website contains two fictional stories (male/female), in the form of "flashback" videos of a realistic night out. Also, binge drinking related links, "drunk vs. sober truths", a film clip replicating celebrity-drunken-behavior and a possibility for users to publicly comment are presented in addition to competitions. These elements helped to create a word-of-mouth effect and hence contributed to the desired outcome, which was to influence the attitudes and behavior of young people through social acceptance. To encourage them in forming their opinion on whether traditional binge drinking is socially acceptable or not and considering the social problems and health hazards associated with binge drinking is thus made appealing to young people. (Valve Branding Oy, 2008.)

The campaign was then revamped in the spring 2010 (launched on 26 April) to encourage party people to drink in moderation (timing appropriate before the Finnish Labor Day, known for binge drinking among the youth and students). As the previous one, the new campaign also aimed to "spark off debate" about the binge drinking culture in Finland, and was targeted at young adults, who were directed to the website via TV and outdoor ads.

(The Federation of the Brewing and Soft Drinks Industry, 2010.) The campaign was activated again during the late fall to remind responsible behavior at the many pre-Christmas parties people are participating in (The Federation of the Brewing and Soft Drinks Industry, 2010e).

4.1.3 Case 3: Make an environmental act, give up your prejudices - The Finnish Red Cross

The *Make an environmental act, give up your prejudices*. (In Finnish *Tee ympäristöteko. Luovu ennakkoluuloistasi.*) campaign encourages people to think about their prejudices and to give up on them by writing them on paper and throwing the paper into the red trash bin of Finnish Red Cross (FRC). FRC is one of the largest civic organisations in Finland with approximately 95 000 members, 12 districts and 550 local branches. In addition tens of thousands of actives volunteer, more than 200 000 donate blood, and 70 000 contribute regularly to FRC (FRC 2010).

Individual respect, antidiscrimination, mutual understanding and friendship are fundamental humanitarian values of the Red Cross. According to the guidelines given by the general assembly, the mission of the Red Cross is to nourish attitudes of tolerance, multiculturalism and approval of divergence as well as to “build bridges” between people with different world views and opinions, which due to increased immigration is one of the major challenges of our society. (FRC 2010, Ohjeet Punaisen Ristin osastoille 2010c).

The campaign has been carried out and organized by many Red Cross Finland district offices and branches during the European-wide Action Week Against Racism for several years in March. (United Against Racism 2010a.) This year the campaign took place 15.-21.3.2010 when the FRC members were carrying red rubbish containers and wandering through city centers

dressed up as bin men in their mission to collect prejudices. Red is the color of problem waste, so prejudices are not recycled. Throwing prejudices away represented trashing "mental dirt". (United Against Racism 2010b; FRC, Luovu ennakkoluuloistasi 2010a.)

The main message of the campaign is *By giving up at least one prejudice you are building a pluralistic and friendly environment in Finland* (in Finnish *Luopumalla edes yhdestä ennakkoluulosta rakennat moniarvoista ja ympäristöltään ystävällistä Suomea*). By recognizing one's own prejudices, one may get rid of them and prevent racism and antagonism towards foreigners, which is one of the objectives of the campaign. Another aim is to arouse discussion about racism and to provide information about it via the websites. (FRC, Luovu ennakkoluuloistasi 2010a).

The campaign has an own website (FRC, Luovu ennakkoluuloistasi 2010a.) which promotes antiracism throughout the year, although the highlights of the campaign take place during the antiracism week in March every year.

Tietoa Suomen Punaisen Ristin rasisminvastaisesta kampanjasta:

Punainen Risti herättelee ihmisiä pohtimaan omia ennakkoluulojaan ja luopumaan niistä. Yhteiskunnassamme vallitsevat ennakkoluulot vaikuttavat eri tavoin eri ryhmien väliseen kanssakäymiseen, pahimmillaan estäen sen. Uskomme, että meillä jokaisella ihmisellä on jonkinlaisia ennakkoluuloja. Niiden tunnistaminen on ensimmäinen askel kohti luopumista.

Punainen Risti työskentelee Suomessa esiintyvää rasismia ja syrjintää vastaan, jotta maahanmuuttajilla ja etnisillä vähemmistöillä olisi tasavertaiset mahdollisuudet elää Suomessa ja olla mukana rakentamassa yhteistä hyvinvointiamme.

Punaisen Risti kerää rasisminvastaisella viikolla 15.-21.3.2010 eri puolilla Suomea ihmisten paperille kirjoittamia etnisiä vähemmistöjä kohtaan tuntemiaan ennakkoluuloja. Punainen Risti haastaa nyt myös sinut pohtimaan ennakkoluulojasi ja luopumaan niistä! www.luovuennakkoluuloistasi.fi. (FRC, Ennakkoluuloaamunavaus 2010b).

The website (FRC, Luovu ennakkoluuloistasi 2010a) consists of versatile information on racism and antidiscrimination. It has subsections for children and the youth, for work communities and information about racism in the media. Teachers or youth leaders, for example, may use the material in their

work with children and the young in schools etc. There are instructions for different parties about how to participate, volunteer and be involved in the campaign. The website is also interactive in a way that it includes a section where you may literally give up your prejudices by writing them down and throwing them into a red waste basket, just like it was done on the streets during the active antiracism week. The website also has some videos of unprejudiced stories (*Ennakkoluulottomia tositarinoita* in Finnish) made for the campaign that can also be found on YouTube (FRC, 2010d).

The goals of the campaign in 2010 were to speak for those who have experienced discrimination and racism as well as for a more diverse society. The objectives were also to encourage people to think about their own prejudices and to make them become interested in volunteering against racism and discrimination. In addition, regularizing the Day Against Racism was one aim. (Nurmi 2010.)

The new elements of the campaign of the year 2010 included the Facebook site and the YouTube videos (Nurmi 2010). The group in Facebook has over 2500 members (Sept. 2010) and the four first videos (on search word "Tee ympäristöteko") posted in YouTube (FRC, 2010d) have been viewed 570-260 times (Sept. 2010.) In the campaign assessment lack of resources was also pointed out, and adding fund-raising, productization and recruiting new members were suggested to be included in future campaigns. In 2010 the FRC itself and the Ministry of Education funded the campaign, because the focus was on children and the youth. (Nurmi 2010.)

4.2 Research process

According to Frey et al. (2000, 68-69) a straight-forward account of what is done with the research participants/texts - i.e. subjects, how the

operationalization is done (variants put into observable terms) and measured, is necessary to provide accurate enough information and thus to enable reproducing the study if necessary by another researcher. This enhances the reliability of the study as well.

The concepts used in this study have been explained in the theoretical framework based on the literature. Conceptualization and specifying what is meant by a term is important so that all readers will share the same definition. (Schutt 2004; Wimmer & Dominick 2003, cited in Lee Sargent Weaver 2008.)

In order to analyze the materials, the concepts and issues of interest in this study should be modified so that they can be measured. This process is called operationalization, which means translating abstract things into concrete, measurable variables (Lee Sargent Weaver 2008).

In this study operationalization is done on the basis of Table 3 in the chapter 3.5 Conclusions of the literature. In the table, the different characteristics (environments, objectives and contents) of marketing campaigns are shown to include certain basic principles of marketing. Based on these characteristics, the framework for analyzing the cases is formed in chapter 4.2.2. Top-categories in the analysis framework represent each of the characteristics. Practical questions are considered for each top-category to make finding the relevant matters easier from the material and to facilitate the analyzing. A competition/competitor analysis is not included in this case study, because the competition characteristics are so varied and subtle, that another study would be necessary to clarify them.

As for environments, the following questions are to be explored: How are the demands of the environments taken into account in marketing management and communications of the campaign? What are the environmental determinants (Donovan & Henley 2003, 36) of health (or lifestyle?), i.e. the

ways the environment impacts on people's health (or lifestyle) - legal, technological, political, sociocultural aspects?

Concerning objectives of each campaign, the questions are to find out: "What's in it" for both parties (profit/advantage)? Is it more favorable to the marketer or the target?

Regarding the contents of the campaigns the questions are multifold: What are the factors in the marketing mix (product, place, price, promotion) in each campaign? What's the persuasive message? How consumer oriented is the campaign? Is the consumer involvement high/low?

The reliability and validity of this study are considered stronger due to the analysis framework created and used in this study as well as the practical questions formed. Tuomi and Sarajärvi (2009, 138-139) present various criteria for the reliability of a qualitative study, which are credibility, transferability, dependability and confirmability. The research strategy in this study was formed in a way that enables reproducing a similar study, for example of different cases, thus providing possibilities for further research. The research process and methods as well as the paradigm in the background of the research are next described in detail to increase the reliability and the validity.

4.2.1 Methods

The methods of analyzing the materials are described in more detail in this chapter. According to Kotler et al. (2002, 79-83) the qualitative method often used in social marketing research is exploratory in its nature and aims at identifying and clarifying phenomena and issues, thus it was considered to

suit this study as well. Exploratory research is usually qualitative, a field study or a case study, considered to seek new view points, to find new phenomena, to explore “what happens in this case”, what are the essential themes and what is their relation (Hirsjärvi et al. 2009, 137-138). Hence, the qualitative strategy exploring the dimensions of the wide marketing field and where the particular campaigns fit into in this field is considered to suit this research in particular.

As stated earlier in this chapter, Frey et al. (2000, 18) define a naturalistic paradigm of social sciences as focusing on the socially constructed nature of reality.

To clarify the naturalistic paradigm, assumptions and questions presented by Cresswell (1994, cited in Frey et al. 2000, 18-19), who compares the positivist and naturalistic paradigms, are described next. Firstly, the nature of reality (the ontological assumption) is multiple and intersubjective in naturalistic paradigm, whereas positivists feel it is singular and objective. Secondly, the relationship of the researcher to that being researched (the epistemological assumption) is described to be interdependent, “what can be known depends on who’s doing the knowing”, in contrast to positivists’ independency. The third characteristic of the naturalistic paradigm is the nature of values in the research process (the axiological assumption). The naturalistic paradigm suggests that research is inherently value-laden and biased, the positivist one being the opposite. The process of research (the methodological assumption) is usually inductive, aiming at holistic understanding of patterns of behavior, has emergent design and a natural setting, uses qualitative methods, ends up with context-bound findings and has goals of understanding and social change.

4.2.2 Qualitative content analysis

Content analysis is one of the classical procedures for analyzing textual material from media products to interview data (Bauer 2000, cited in Flick 2006, 312). The use of categories, often derived from theoretical models and brought to the empirical material, is one of its essential features.

This study utilizes a theory-based, deductive analysis by categorizing the material according to a framework found in the theoretical part of the research. The framework leads the way for the analysis. (Miles & Huberman 1994, Sandelowski 1995, Polit & Hungler 1997, cited in Tuomi & Sarajärvi 2009, 113.) A structured analysis framework, where only issues that fit into it are collected, is formed on the basis of the theoretical framework (Sarajärvi 2002, cited in Tuomi & Sarajärvi 2009, 113). Hence, theory is tested in a new context (Patton 1990, Marshall & Rosman 1995, Latvala & Vanhanen-Nuutinen 2001, cited in Tuomi & Sarajärvi 2009, 113). In the Tables 4-6, a structured analysis framework used in this study, is presented. The material for each case is presented in three tables, one for each top-category (environments, objectives and contents). Other remarks of each case are presented in an additional table (Tables 10, 14, 18).

Also a procedure for a qualitative content analysis developed by Mayring (2000, 2004; cited in Flick, 2006, 312-313) will be exploited in this research. It includes a procedural model of text analysis and different techniques of qualitative analysis, of which summarizing content analysis is used here. The process is as follows: the material is paraphrased, i.e. less relevant messages and paraphrases with the same meanings are left out (first reduction) and similar paraphrases are pulled together and condensed (second reduction). The reducing is done in order to generalize and summarize the material on an abstract level. The source text may thus be reduced by leaving out the statements that are overlapping at the level of the generalization. (Flick, 2006, 312-313.) The summarizing (content analysis) in this study is done within the

structured analysis framework (Tables 4-6), where basically the first reduction happens in the reduced expression/statement phase, and the sub-category is the result of the second reduction phase.

Table 4. Environment-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Environments -marketing management & communication -strategic planning <i>Q: How are the demands of the environments taken into account?</i> <i>Q: What are the environmental determinants of health (or lifestyle?)- the ways the environment impacts on people's health (or lifestyle)?</i> (Donovan&Henley 2003, 36) - legal, technological, political, sociocultural aspects	* -xxx	* -xxx	* -xxx

* -xxx = statements/examples, that describe the phenomena (characteristics)

Table 5. Objectives-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Objectives -the exchange process -strategic planning <i>Q: "What's in it" for both parties (profit/advantage)?</i> <i>Q: Is it more favorable to the marketer or the target?</i>	* -xxx	* -xxx	* -xxx

* -xxx = statements/examples, that describe the phenomena (characteristics)

Table 6. Contents-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Contents -the marketing mix -persuasion -consumer orientation & involvement -strategic planning <i>Q: What are the factors in the marketing mix (product, place, price, promotion) in each campaign?</i> <i>Q: What's the persuasive</i>	* -xxx	* -xxx	* -xxx

<i>message?</i> <i>Q: How consumer oriented is the campaign? Is the consumer involvement high/low?</i>			
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* -xxx = statements/ examples, that describe the phenomena (characteristics)

5 RESULTS

The aim of the study was to find out and describe different dimensions of marketing related to social issues by examining three Finnish marketing campaigns to offer examples of the social marketing scenery in Finland. The research aimed at clarifying the multidimensional field of marketing applied to social issues, discovering what the different dimensions of marketing applied to social issues are, and in which dimensions of the marketing field the case campaigns fit into. The study material consisted of three different types of organizations' (public, business and civic) websites and press releases of campaigns on social issues. In this chapter the findings of studying the material of the campaigns' websites are reported as Frey et al. (2000, 69) describe it, as a straightforward account of what was found.

The structured analysis frameworks used for the analysis are presented here as tables on each of the case campaign and each top-category. In the tables the collected material have been reduced physically, according to which material is most useful and conceptually, using a conceptual scheme (the structured analysis framework formed earlier) to help sort and categorize the material as suggested by Lindlof (1989a, cited in Frey et al. 2000, 280).

Analyzing qualitative material often is an ongoing process that occurs throughout the course of the study. After reducing the collected material, the meaning of it must be explained, which will be done in the next chapter 6 Conclusions by expounding the findings and results as interpreted by the researcher. Also theory development will be considered, to test the cases in how and where a theory can be applied. (Lindlof 1989a, cited in Frey et al. 2000, 280.) This can be done after the results are first reported here.

5.1 Case 1

The main findings of analyzing the case 1, *Lose Weight for Literacy* – campaign’s websites (The National Institute for Health and Welfare 2010, The National Institute for Health and Welfare, 2010a) are presented in the Tables 7-10. The structure of the table was explained earlier in this study as the structural analysis framework in the chapter 4. The practical questions under each top-category facilitated exploring the material and analyzing.

Expressions and statements concerning the top-category (Table 7) of environments (marketing management and communications, strategic planning) were explored and reported in the original expression/statement column, of which they were reduced as follows:

An individual donor challenged the Finns, the National Institute for Health and Welfare (THL) and the Finnish Church to a weight loss –campaign and promised to donate money for each lost kilo for teachers’ education in Nepal. The Ministry for Foreign Affairs in Finland oversees the funding. THL coordinates the campaign by communication and collecting weight loss data from the church. All of age [18-year-olds and older], overweight individuals may participate. The campaign raised interest in the public. THL wishes the church to communicate their participation extensively also via their own communication channels. Finland has long history in supporting Nepal’s education sector.

These statements were considered to describe the characteristics of the environments and were further reduced to the sub-category of co-operation of public organizations (THL, the church and the Ministry of Foreign Affairs in Finland), the individual donor and participants (weight losers). Thus, co-operation was seen as a dominating characteristic of the campaign’s environment in marketing management and communications as well as strategic planning.

Table 7. Environment-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajarvi 2009, 116). Case 1: Lose Weight for Literacy (The National Institute for Health and Welfare 2010, The National Institute for Health and Welfare, 2010a).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Environments -marketing management & communication -strategic planning <i>Q: How are the demands of the environments taken into account?</i> <i>Q: What are the environmental determinants of health (or lifestyle?) - the ways the environment impacts on people's health (or lifestyle)?</i> <i>(Donovan&Henley 2003, 36) - legal, technological, political, sociocultural aspects</i>	* "Suomalainen yksityishenkilö on haastanut suomalaiset, Suomen evankelisluterilaiset seurakunnat ja Terveiden ja hyvinvoinnin laitoksen (THL) mukaan laihdutuskampanjaan. Yksityishenkilön maksama kampanjan laihdutustulosten mukaan määräytyvä tukisumma käytetään Nepalin opettajankoulutuksen hyväksi. Ulkoasiainministeriö seuraa varojen käyttöä Nepalissa. THL tukee kampanjaa tiedotuksella ja kokoamalla punnitustiedot." * "Kampanjaan voivat osallistua kaikki Suomessa asuvat täysikäiset henkilöt, joilla on ylipainoa." * "Kampanja on herättänyt väestössä suurta kiinnostusta. THL toivoo, että seurakunnat kertoisivat osallistumisestaan kampanjaan mahdollisimman laajasti omissa viestintäkanavissaan." * "Suomi on tukenut pitkään Nepalin opetussektoria."	* An individual donor challenged Finns, the National Institute for Health and Welfare (THL) and the Finnish Church to a weight loss -campaign and promised to donate money for each lost kilo for teachers' education in Nepal. The Ministry for Foreign Affairs in Finland oversees the funding. THL coordinates the campaign by communication and collecting weight loss data from the church. * All of age, overweight individuals may participate. * The campaign raised interest in the public. THL wishes the church to communicate their participation extensively also via their own communication channels. * Finland has long history in supporting Nepal's education sector.	* Co-operation of public organizations (THL, the church and the Ministry of Foreign Affairs in Finland), the individual donor and participants (weight losers)

* -xxx = statements/examples, that describe the phenomena (characteristics)

As for objectives (Table 8), the exchange process and strategic planning were looked at. The reduction was made here as follows:

THL hopes that many overweight Finns took the opportunity to lose weight, gain health and to support education in Nepal. On a wider scale, the aim is to improve weight-watching and national health of the Finns. THL wishes also that a significant single national campaign promoting weight watching would be continued yearly. The donor hopes that the media would report about how the funds of development co-operation are to be used in Nepal.

The campaign is significant also from the point of view of national health. THL wishes the campaign to increase healthy life style, nutrition and exercise among the Finns in general.

These expressions were understood to describe the objectives of the campaign and were further reduced to the sub-category of mutual benefit (of the weight losers, the teachers' education and children in Nepal). Thus, mutual benefit (weight loss and better education) was recognized as the dominant characteristic of the campaign's objectives concerning the exchange process and strategic planning.

Table 8. Objectives-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 1: Lose Weight for Literacy (The National Institute for Health and Welfare 2010, The National Institute for Health and Welfare, 2010a).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Objectives -the exchange process -strategic planning <i>Q: "What's in it" for both parties (profit/advantage)?</i> <i>Q: Is it more favorable to the marketer or the target?</i>	* "THL toivoo, että mahdollisimman moni ylipainoinen suomalainen hyödyntäisi tilaisuutta laihtuakseen, voittaakseen itselleen terveyttä ja tukeakseen Nepalil lasten koulutusta. - - Kampanjan toivotaan laajemminkin tukevan suomalaisten painonhallintaa ja kansanterveyttä." * "Kampanjan tulos on erinomainen ottaen huomioon sen nopean käynnistämisen vuoden vaihteessa sekä sen, että hanke perustui vain muutamaa tiedotteeseen, verkkosivustoon ja seurakuntien aktiivisuuteen. Kysymyksessä on ollut merkittävä yksittäinen kansallinen kampanja, joka toivottavasti osaltaan vie painonhallinnan sanomaa eteenpäin. THL toivoo, että vastaavantyyppinen operaatio voitaisiin uusia ensi vuonna." * "Läskin ostaja toivoo, että suomalainen media voisi tulevina vuosina raportoida suomalaisille, miten kehitysyhteistyövaroja ja suomalaisten laihduttajien varoja käytetään	* THL hopes that many overweight Finns took the opportunity to lose weight, gain health and to support education in Nepal. On a wider scale, the aim is to improve weight-watching and national health of Finns. * A significant single national campaign promoting weight-watching, hope to be continued yearly. * The donor hopes that the media would report about how the funds of development co-operation are to be used in Nepal. * Significance also from the point of view of national health. THL hopes the campaign increases healthy life style, nutrition and exercise among Finns in general.	* Mutual benefit (weight loss and better education)

	<p>opettajankoulutuksen kehittämiseen Nepalissa.” * "Myös kansanterveyden näkökulmasta kampanja on merkittävä, sillä lihavuus altistaa monille kansansairauksille. - - THL toivoo, että kampanja edistää yleisemminkin suomalaisten kiinnostusta terveelliseen ruokavalioon ja liikuntaan.”</p>		
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* -xxx = statements/examples, that describe the phenomena (characteristics)

Concerning the contents (Table 9), many issues (the marketing mix, persuasion, consumer orientation and involvement and strategic planning) were involved. The campaign name or slogan *Lose Weight for Literacy – Finns to lose weight for Nepal* was considered the main persuasive message. Otherwise, the characteristics of contents were reduced into:

All participants are important for the scope of the campaign, thus they are encouraged to inform about the campaign via their own communication channels. Information about the weigh-ins and times can be found both on the websites of THL and the participants (churches etc.). The result of the campaign is excellent considering that it was quickly launched and the official communications were based on the websites, press releases and the activeness of participants only. The more Finns donate kilos for education in Nepal, the more significant the campaign is from the viewpoint of national health. THL hopes that many overweight Finns would participate to gain health by losing weight.

These issues were considered to represent the contents of the campaign and were further reduced to the sub-category of encouraging communication and losing weight equals better education in Nepal. The dominating characteristic of the contents could be summarized in the sentence "the more weight was lost, the more education in Nepal could be improved."

Table 9. Contents-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 1: Lose Weight for Literacy (The National Institute for Health and Welfare 2010, The National Institute for Health and Welfare, 2010a).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
<p>Contents -the marketing mix -persuasion -consumer orientation & involvement -strategic planning <i>Q: What are the factors in the marketing mix (product, place, price, promotion) in each campaign?</i> <i>Q: What's the persuasive message?</i> <i>Q: How consumer oriented is the campaign? Is the consumer involvement high/low?</i></p>	<p>* "Läskillä lukutaitoa - suomalaiset laihduttamaan Nepalin hyväksi" * "Kampanja on herättänyt väestössä suurta kiinnostusta. THL toivoo, että seurakunnat kertoisivat osallistumisestaan kampanjaan mahdollisimman laajasti omilla viestintäkanavissaan." * "Kampanjan tulos on erinomainen ottaen huomioon sen nopean käynnistämisen vuoden vaihteessa sekä sen, että hanke perustui vain muutamaan tiedotteeseen, verkkosivustoon ja seurakuntien aktiivisuuteen. - - " * "Jo pienikin osallistujajoukko tuo tärkeän lisän kampanjan kattavuuteen, joten toivottavasti mahdollisimman moni seurakunta lähtee kampanjaan mukaan." * "Jos Läskillä lukutaitoa - laihdutuskampanja kiinnostaa, kannattaa seurata seurakuntien verkkosivuja ja ilmoittelua lähimmistä punnituspaikoista ja ajoista." * "Mitä enemmän suomalaiset lahjoittavat kilojaan Nepalin opettajankoulutuksen hyväksi, sitä suurempi kansanterveydellinen merkitys kampanjalla on. THL toivoo, että mahdollisimman moni ylipainoinen suomalainen lähtisi kampanjaan mukaan voittaakseen itselleen terveyttä laihtumalla."</p>	<p>* "Lose Weight for Literacy" - Finns to lose weight for Nepal. * Participants are encouraged to inform about the campaign via their own communication channels * Information about the weigh-ins and times is found in the websites mainly * Result of the campaign is excellent considering that it was quickly launched and the official communications were based on the websites, press releases and the activeness of participants * The more Finns donate kilos for education in Nepal, the more significant the campaign is from the viewpoint of national health. THL hopes that many overweight Finns would participate to gain health by losing weight.</p>	<p>* encouraging communications and losing weight = better education in Nepal</p>

* -xxx = statements/examples, that describe the phenomena (characteristics)

Other remarks (Table 10) were made that the campaign was unique in the sense that it could result one of the biggest donations made by an individual for development co-operation in the history of Finland. The donor ended up

doubling the price paid for each kilo to 30 euros, thus the campaign raised 1 442 220 euros for projects improving education and literacy in Nepal. Also it was notable that the campaign exploited many communication tools in addition to the THL website and the press releases there. The Foreign Ministry's Department for Communication (and Culture) had gathered pictures related to Nepal's education to be used free of charge in non-commercial purposes in Flickr. Individual participants promoted the campaign on the supportive sites on Facebook and videos on YouTube.

Table 10. Other remarks of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 1: Lose Weight for Literacy (The National Institute for Health and Welfare 2010, The National Institute for Health and Welfare, 2010a).

Other remarks	<p>* "Kyse olisi yhdestä Suomen kaikkien aikojen suurimmasta yksityishenkilön kehitysyhteistyöhön tekemästä lahjoituksesta."</p> <p>* "- - päätti maksaa kiloista kaksinkertaisen hinnan - - Kampanja tuotti Nepalilukutaitohankkeisiin 1 442 220 euroa."</p> <p>* "Ulkoministeriön kehitysviestintä on koontanut Nepalilukutaitohankkeisiin liittyviä kuvia käytettäväksi ei-kaupallisissa tarkoituksissa Flickr-kuvayhteisöön - - Kuvat ovat käytettävissä korvauksetta Nepalilukutaitohankkeisiin liittyvissä artikkeleissa, ohjelmissa ja Läskillä lukutaitoa -aineistoissa. Kuvaajan nimi on syytä mainita kuvan ohessa."</p>	<p>* The campaign could result one of the biggest donations made by an individual for development co-operation.</p> <p>* The donor doubled the price per kilo, thus the campaign raised 1 442 220 euros for projects improving education and literacy in Nepal</p> <p>* The Foreign Ministry's Department for Communication (and Culture) has gathered pictures related to Nepal's education to be used free of charge in non-commercial purposes in Flickr for articles, programmes and materials of Lose Weight for Literacy -campaign (name of the photographer should be mentioned).</p>	<p>* uniqueness of the campaign</p>
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* "xxx" = statements/examples, that describe the phenomena (characteristics)

5.2 Case 2

The main findings of analyzing the case 2, *Drunk, You're a Fool* -campaign's websites and related press releases etc. (The Federation of the Brewing and

Soft Drinks Industry 2010, 2010a, 2010b, 2010c, 2010d) are presented in the Tables 11-14.

In the environments (Table 11) top-category, the original expressions and statements were reduced to the fact that the issue of binge-drinking is recognized as a challenge for different parties - individuals, society and companies and that there is a recognized need for co-operation and a new style of alcohol education and culture in our society. This was further reduced to the subcategory of binge drinking and alcohol abuse as major social problems to be solved in co-operation by different parties of the society, which was thus seen as the dominating characteristic environmentally.

Table 11. Environment-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 2: Drunk, You're a Fool (The Federation of the Brewing and Soft Drinks Industry 2010, 2010a, 2010b, 2010c, 2010d).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Environments -marketing management & communication -strategic planning <i>Q: How are the demands of the environments taken into account?</i> <i>Q: What are the environmental determinants of health (or lifestyle?)- the ways the environment impacts on people's health (or lifestyle)?</i> <i>(Donovan&Henley 2003, 36)</i> <i>- legal, technological, political, sociocultural aspects</i>	<p>* "the binge-drinking culture is a problem for both individuals and society, posing a challenge to responsible companies. - "</p> <p>* "The results of the campaign were encouraging. Education that addresses the target group in the right way can influence culture and attitudes. The last campaign sparked off many kinds of discussion. We hope that this time, our campaign will once again spur different parties in Finland to make outlays on alcohol education. For the sake of alcohol and drug education, it would be desirable that these parties would co-operate in spite of their differing views on alcohol policy - - "</p> <p>* "The number of visitors to the campaign website, as well as the lively debates in Internet and other discussion forums, indicate that there is indeed room for both a</p>	<p>* the issue of binge-drinking is recognized as a challenge for different parties - individuals, society and companies -> need for co-operation and a new style of alcohol education and culture</p>	<p>* binge drinking and alcohol abuse as major social problems to be solved in co-operation by different parties of the society</p>

	new style of alcohol education and a new alcohol culture - -"		
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* -xxx = statements/examples, that describe the phenomena (characteristics)

In respect to the objectives (Table 12) of the campaign, they were reduced according to the original statements as follows: to promote moderate use of alcohol, to discourage foolish drunkenness and to question the dominant Finnish drinking habits and cultural glorification of drunkenness (social acceptance) as well as to inspire public discussion on alcohol abuse and the social impacts of binge drinking and to arouse discussion on celebrities and their drinking habits (as examples).

This was reduced to the sub-category of promoting moderate use of alcohol by questioning the dominant Finnish drinking culture and glorification of drunkenness (social acceptance) as well as by arousing media attention and public discussion. This sub-category thus has two-fold main characteristics; including the main aim of moderate use of alcohol and the means to pursue that aim by public discussion.

Table 12. Objectives-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 2: Drunk, You're a Fool (The Federation of the Brewing and Soft Drinks Industry 2010, 2010a, 2010b, 2010c, 2010d).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Objectives -the exchange process -strategic planning <i>Q: "What's in it" for both parties (profit/advantage)?</i> <i>Q: Is it more favorable to the marketer or the target?</i>	* " - - campaign sought to question the binge drinking culture of adults - -" * "to strive for moderate use in its battle against foolish drunkenness" * "to spark off debate about Finnish binge-drinking culture - - to provide young people with tools for questioning the dominant Finnish drinking habits and cultural glorification of drunkenness. Our campaign encourages people to enjoy alcohol responsibly. We also seek to inspire people to intervene in obnoxious behavior and think about	* to promote moderate use of alcohol, to discourage foolish drunkenness and to question the dominant Finnish drinking habits and cultural glorification of drunkenness. * inspire public discussion on alcohol abuse and the social impacts of binge drinking * arouse discussion on celebrities and their drinking habits (as examples)	* to promote moderate use of alcohol by questioning the dominant Finnish drinking culture and glorification of drunkenness (social acceptance) and by arousing media attention and public discussion

	<p>their own behavior and attitudes - - to inspire public discussion on alcohol abuse and the social impacts of binge drinking. - - "</p> <p>* - - the campaign has aroused the hoped for amount of attention and discussion required to further alcohol education. If we're to change Finland's alcohol culture and drinking behavior, we need a continuous flow of lively and varied social discussion on the topic - - "</p> <p>* " - - provoke debate on the social effects of drunkenness in particular"</p> <p>* " - - discussion on celebrity culture and drinking habits. TV commercials, an updated website and celebrities' comments are now challenging people to think about how the media's conspicuous reports on celebrities' foolish drunken exploits influence drinking culture - and where the responsibility for such role models lies - - The site's discussion forum challenges everyone to take a stance on Finland's celebrity culture and its culture of drunkenness. - - Celebrities play a vital role with the examples they set - - "</p>		
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* -xxx = statements/examples, that describe the phenomena (characteristics)

Regarding the contents (Table 13) of the campaign, the slogan *"Cool or uncool?"* was considered as the main persuasive message, as it focuses on the social acceptance of drunkenness. Also *"For moderate and responsible drinking habits, against drunken foolishness"* was seen to summarize the message of the whole campaign.

Otherwise, contents were seen to consist of the following: Target group consisted of over 18-year-old young adults. Questioning binge drinking culture, aiming to promote health, to solve shared problems and alcohol abuse. Alcohol culture and attitudes change slowly, but the campaign aims

to educate and influence the alcohol use of youth and future generations by addressing alcohol abuse, and helping young people to figure out on their own what's cool and what's uncool (social acceptance).

These were further reduced to the sub-category of obtrusively promoting that drinking moderately equals cool, responsible, healthy and part of (socially acceptable) normal life. This subcategory was seen to combine the main characteristics of the contents in the campaign.

Table 13. Contents-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 2: Drunk, You're a Fool (The Federation of the Brewing and Soft Drinks Industry 2010, 2010a, 2010b, 2010c, 2010d).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Contents -the marketing mix -persuasion -consumer orientation/involvement -strategic planning <i>Q: What are the factors in the marketing mix (product, place, price, promotion)?</i> <i>Q: What's the persuasive message?</i> <i>Q: How consumer oriented is the campaign? Is the consumer involvement high/low?</i>	* "Siistiä vai noloa?" * "Vastuullisen alkoholinkäytön puolesta ääliökäyttäytymistä vastaan" * "Kännissä olet ääliö -sivut sisältävät materiaalia, joka on tarkoitettu vain täysi-ikäisille. Olethan vähintään 18-vuotias? - Kyllä/En." * " - - kohdistettu täysi-ikäisten humalahakuisen kannäyskulttuurin kyseenalaistamiseen." * - - tähtää terveyttä edistävään toimintaan ja yhteisten ongelmien, nuorten alkoholin väärinkäytön, ratkaisemiseen." * "Panimo- ja virvoitusjuomateollisuusliitto haastaa täysi-ikäiset ajattelemaan omia juomatapojaan "Kohtuullisen alkoholinkäytön puolesta - ääliökäyttäytymistä vastaan." * " - - a new kind of alcohol education for young people and focuses on the social acceptance of drunkenness." * "We can't change Finland's drinking culture overnight. However, education can influence the alcohol use of youth and future generations. Attitudes change slowly, but this is the only way of addressing alcohol abuse - - The campaign helps young people to figure out on their own what's cool and what's uncool. We also encourage the parents of young people	* "Cool or uncool?" --> focus on social acceptance of drunkenness * "For moderate and responsible drinking habits, against drunken foolishness" * obtrusive/provocative material * Target group: over 18-year-old young adults * to question binge drinking culture * aim to promote health, to solve shared problems and alcohol abuse * alcohol culture and attitudes change slowly, but the campaign aims to educate and influence the alcohol use of youth and future generations by addressing alcohol abuse, and helping young people to figure out on their own what's cool and what's uncool (social acceptance)	* obtrusively promoting that drinking moderately = cool, responsible, healthy and part of (socially acceptable) normal life

	to visit the Internet site and discuss their thoughts on these issues with their children - - "		
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* -xxx = statements/examples, that describe the phenomena (characteristics)

Other remarks (Table 14) were made about the tools of influencing in the campaign, which were fresh, visually effective and carefully targeted. The interactive contents of the website (The Federation of the Brewing and Soft Drinks Industry 2010) such as videos and stories functioned as effective tools. It was also pointed out that fairly strong social and societal linkages existed, since participation in the campaign was explained as a "duty" by a bar keeper, and since co-operation between a variety of parties and committing to genuine alcohol education was called for by the Chairman of the Federation of the Brewing and Soft Drinks Industry.

Table 14. Other remarks of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 2: Drunk, You're a Fool (The Federation of the Brewing and Soft Drinks Industry 2010, 2010a, 2010b, 2010c, 2010d).

Other remarks	<ul style="list-style-type: none"> * "Kännitötuksia ja totuusia" * "Tarinat: Mies/nainen" * "Katso filmi: [celebrity culture and drinking habits]" * "We're participating in this campaign because it's our duty to ensure that our customers spend a safe and enjoyable evening in our bars." - SK Restaurants' CEO Seppo Koskinen * "The Finnish brewing industry is waiting for a long-term alcohol policy that focuses on preventing the damage caused by problem use. 'Excessive alcohol use and underage drinking are major social problems, and the industry wants to play its own proactive role in finding solutions to them,' says - - Chairman of the Federation of the Brewing and Soft Drinks Industry. 'Rather than simply looking at alcohol consumption, Parliament's Committee for Constitutional Law recently urged those discussing alcohol 	<ul style="list-style-type: none"> * "Drunken truths and sober truths" * Stories: Man/woman" * See the film: [celebrity culture and drinking habits]" * Bar keeper: " - - our duty to ensure that our customers spend a safe and enjoyable evening - - ." * The Finnish brewing industry calling for a long-term alcohol policy focusing on preventing the damage caused by problem use - - Chairman of the Federation of the Brewing and Soft Drinks Industry: "Excessive alcohol use and underage drinking are major social problems, and the industry wants to play its own proactive role in finding solutions to them" - - "Instead of blaming responsible consumers and commerce, the brewing industry hopes that a variety of parties will co-operate on and commit to effective alcohol education. Genuine education is required, not warning labels. Young people's 	<ul style="list-style-type: none"> * the tools of influencing are new and effective * Strong social and societal linkages exist
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	<p>legislation to pay attention to the damage caused by excessive use instead. This policy is the correct one. Discussion about Finnish alcohol policy needs to reinstate respect for moderate use. 'Instead of blaming responsible consumers and commerce, the brewing industry hopes that a variety of parties will co-operate on and commit to effective alcohol education. Genuine education is required, not warning labels. Young people's drinking needs to be addressed in young people's media and with targeted, visually effective messages,' - - "</p>	<p>drinking needs to be addressed in young people's media and with targeted, visually effective messages" - - .</p>	
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* -xxx = statements/examples, that describe the phenomena (characteristics)

5.3 Case 3

Tables 15-18 present the findings of analyzing the case 3, *Make an Environmental Act, Give Up Your Prejudices* -campaign's websites (FRC Luovu ennakkoluuloistasi 2010a, FRC Ohjeet Punaisen Ristin osastoille 2010c).

As for environments (Table 15) the original expressions and statements were reduced to include the following: Information about racism and materials for children and the youth to be exploited by school teachers, youth leaders etc., guidelines for FRC local branches. Volunteers across Finland collect prejudices written on paper to be thrown away, which may also be done on the campaign website. Advice on how schools, youth clubs, work- and other communities may participate. According to the guidelines given by the general assembly, the mission of the Red Cross is to nourish attitudes of tolerance, multiculturalism and approval of divergence as well as to "build bridges" between people with different world views and opinions, which due to increased immigration is one of the major challenges of our society. Stating that FRC wants to contribute to working against racism and

discrimination in our society, so that ethnic groups would have equal chances to live and build our common wellbeing in Finland.

These were further reduced to the sub-category of co-operation in both information and knowledge spreading as well as in volunteering activities, concerning Red Cross volunteers and other participants, the public.

Table 15. Environment-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 3: Make an Environmental Act, Give Up Your Prejudices (FRC Luovu ennakkoluuloistasi 2010a, FRC Ohjeet Punaisen Ristin osastoille 2010c).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Environments -marketing management & communication -strategic planning <i>Q: How are the demands of the environments taken into account?</i> <i>Q: What are the environmental determinants of health (or lifestyle?)- the ways the environment impacts on people's health (or lifestyle)?</i> <i>(Donovan&Henley 2003, 36) - legal, technological, political, sociocultural aspects</i>	* "tietoa rasismista sekä lapsille ja nuorille suunnattuja koulumateriaaleja, jotka ovat vapaasti esimerkiksi opettajien käytettävissä." * "Ohjeet Punaisen Ristin osastoille: - - " * " - - vapaaehtoiset eri puolilla Suomea vastaanottavat ihmisten paperille kirjoittamia ennakkoluuloja - - Ennakkoluuloista voi luopua myös nettisivuillamme. - - kouluille, nuorisotaloille sekä työ- ja muille yhteisöille on laadittu nettisivuiltamme löytyvät ohjeet kampanjaan osallistumista varten." * " - - vahvistaa suvaitsevuuutta, monikulttuurisuutta ja erilaisuutta hyväksyviä asenteita sekä toimia erilaisia maailmankuvia ja näkemyksiä edustavien ihmisten yhdistävänä sillanrakentajana, mikä maahanmuuton lisääntyttä onkin yksi yhteiskuntamme suurista haasteista." * "Suomen Punainen Risti haluaa omalta osaltaan olla mukana työskentelemässä yhteiskunnassamme esiintyvää rasismia ja syrjintää vastaan, jotta kaikilla etnisillä ryhmillä olisi tasavertaiset mahdollisuudet elää Suomessa ja olla mukana rakentamassa yhteistä	* information about racism, materials for children, youth, school teachers * guidelines for FRC local branches * volunteers across Finland collect prejudices written on paper to be thrown away - - also on the website - - also advice on how schools, youth clubs, work- and other communities may participate * The mission of the Red Cross is to nourish attitudes of tolerance, multiculturalism and approval of divergence as well as to "build bridges" between people with different world views and opinions, which due to increased immigration is one of the major challenges of our society. * FRC to contribute to working against racism and discrimination in our society, so ethnic groups would have equal chances to live and build our common wellbeing in Finland.	* co-operation in knowledge spreading and volunteering activities of Red Cross volunteers and participants, the public

	hyvinvointiamme.”		
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* -xxx = statements/examples, that describe the phenomena (characteristics)

The objectives' (Table 16) analysis resulted in reducing the original expressions as follows: Participating in the campaign and multicultural activities may be done by contacting the local district office – everyone can participate in building a more environmental friendly Finland. The campaign name *Make an Environmental Act, Give Up Your Prejudices* in itself was seen to express the objectives, as well as the main message *By giving up at least one prejudice you are building a pluralistic and a more friendly environment in Finland*. Prejudices are not recycled, because they are problem waste, and giving up on them is an environmental act. Recognizing one's own prejudices is a step towards giving up on them, which is important, because in the extreme, prejudices that ethnic groups are facing can lead to racism or antagonism towards foreigners. The prejudices influence the mutual interaction of different people and at their worst prevents it. As for exchange process, different parties may participate also by downloading the campaign banner to their own website and in return get their logo or name on the campaign website.

These expressions were further reduced to the sub-category of exchanging prejudices for tolerance, where the end goal is mutual benefit, i.e. a more tolerant society. Mutual benefit can be seen as a dominating characteristic, although the Red Cross achieves its organizational goals, but no monetary value.

Table 16. Objectives-related characteristics of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 3: Make an Environmental Act, Give Up Your Prejudices (FRC Luovu ennakkoluuloistasi 2010a, FRC Ohjeet Punaisen Ristin osastoille 2010c).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Objectives -the exchange process -strategic planning <i>Q: "What's in it" for both parties (profit/advantage)?</i> <i>Q: Is it more favorable to the marketer or the target?</i>	* "Jos haluat mukaan kampanjoimaan tai olet kiinnostunut monikulttuurisesta toiminnasta, ota yhteyttä oman alueesi piiritoimistoon. Jokainen meistä voi olla omalta	* Participating in the campaign and multicultural activities by contacting the local district office – everyone can participate in building a more friendly environment in Finland	* exchanging prejudices for tolerance -> the end goal of mutual benefit (a more tolerant society, also organizational goals for Red Cross, but no monetary value)

	<p>osaltaan rakentamassa ympäristöltään ystävällisempää Suomea!” * ”Tee ympäristöteko. Luovu ennakkoluuloistasi.” * ”Luopumalla edes yhdestä ennakkoluulosta rakennat moniarvoista ja ympäristöltään ystävällistä Suomea.” * ”Ennakkoluuloja ei kierrätetä. Ennakkoluulot ovat siis ongelmajätettä ja niistä luopuminen on teko ystävällisemmän ympäristön puolesta.” * ”Omien ennakkoluulojensa tunnistaminen on ensimmäinen askel kohti niistä luopumista.” * ”Etnisiä ryhmiä koskevat ennakkoluulot voivat ääritapauksessa johtaa rasismiin tai muukalaisvihaan. Vallitsevat ennakkoluulot vaikuttavat etnisten ryhmien keskinäiseen kanssakäymiseen yhteiskunnassamme ja pahimmillaan estävät kanssakäymisen kokonaan.” * ”Voitte osallistua - - kampanjaan myös lataamalla nettisivuiltamme bannerin omille nettisivuillenne ja haastaa näin muutkin mukaan luopumaan ennakkoluuloistaan. Ladattuanne bannerimme - - voitte halutessanne ilmoittautua kampanjan tukijoiksi - - saatte yhteisönne logon tai nimen rasisminvastaisen kampanjan nettisivuille.”</p>	<p>* ”Make an Environmental Act, Give Up Your Prejudices” * ”By giving up at least one prejudice you are building a pluralistic and a more friendly environment in Finland” * Prejudices are not recycled, they are problem waste, giving up on them is an environmental act * Recognizing one’s own prejudices is a step towards giving up on them * Prejudices that ethnic groups are facing can lead to racism or antagonism towards foreigners in the extreme. The prejudices influence the mutual interaction of different people and at their worst prevents it. * different parties may participate by downloading the campaign banner to their own website and in return get their logo or name on the campaign website</p>	
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* -xxx = statements/examples, that describe the phenomena (characteristics)

Analyzing the contents (Table 17) of the campaign resulted in repeating the theme *Make an Environmental Act, Give Up Your Prejudices* and the main message *By giving up at least one prejudice you are building a pluralistic and a more friendly environment in Finland* as the persuasive messages.

Otherwise, the expressions were reduced to: Stating that individual respect, antidiscrimination, mutual understanding and friendship are fundamental

humanitarian values of the Red Cross. The step-by-step guidelines to implement an event of the antiracism campaign (build a trash bin for prejudices, ask people to write down a prejudice and trash it, finish the event by getting rid of prejudices for good, use the campaign material to arouse discussion, inform, give up your prejudices at the website and challenge others to do so too, create other antiracism activities, see guidelines for local branches). It was considered essential that a person feels and understands giving up his prejudices. Advice for local branches (to think where and how to participate, available resources, contacting the district office, inviting influential people/key persons along, informing widely, inviting other communities, using campaign flyers etc. to start a discussion ‘would you like to give up your prejudices due to the antiracism week?’). It was emphasized that prejudices are not read, but destroyed. Feedback was asked to inform the district office about the campaign experiences, to gain valuable information for the future campaigns.

These expressions were then again reduced to the sub-category, which was two-fold: practical information on how to give up prejudices for a more tolerant society (the end goal), i.e. achieving the campaign objective and organizational values. This was considered the main characteristic, because the contents were very practical on advising how to give up prejudices.

Table 17. Contents-related characteristics of a campaigns’ websites (model adopted by Tuomi & Sarajärvi 2009, 116). Case 3: Make an Environmental Act, Give Up Your Prejudices (FRC Luovu ennakkoluuloistasi 2010a, FRC Ohjeet Punaisen Ristin osastoille 2010c).

Top-category	Original expression/statement	Reduced expression/statement	Sub-category
Contents -the marketing mix -persuasion -consumer orientation/involvement -strategic planning <i>Q: What are the factors in the marketing mix (product, place, price, promotion)?</i> <i>Q: What’s the persuasive message?</i> <i>Q: How consumer oriented is the campaign? Is the consumer involvement high/low?</i>	* "Tee ympäristöteko. Luovu ennakkoluuloistasi." * "Luopumalla edes yhdestä ennakkoluulosta rakennat moniarvoista ja ympäristöltään ystävällistä Suomea." "- - keskeisiä humanitaarisia arvoja ovat yksilöiden kunnioittaminen, syrjinnän vastustaminen sekä keskinäinen ymmärrys ja ystävyys." * "Näin toteutat rasisminvastaisen kampanjan tapahtuman - -	* "Make an Environmental Act, Give Up Your Prejudices" * "By giving up at least one prejudice you are building a pluralistic and a more friendly environment in Finland" * Individual respect, antidiscrimination, mutual understanding, friendship as fundamental humanitarian values of the Red Cross. * Guidelines to implement an event of the campaign: 1. trash bin for prejudices,	* practical information on how to give up prejudices for a more tolerant society, i.e. achieving the campaign objective (and organizational values)

	<p>1. Rakentakaa ennakkoluuloroskis! - - Pyytäkää - - kirjoittamaan lapulle - - ennakkoluulonsa - - roskikseen. Päättäkää tapahtuma hankkiutumalla lopullisesti eroon ennakkoluuloista. - - Keskustelun virittämiseksi voitte hyödyntää kaikkea kampanjan nettisivuilla olevaa materiaalia. Muistakaa tiedottaa - -!</p> <p>2. Luopukaa ennakkoluuloistanne ja haastakaa muutkin luopumaan ennakkoluuloistaan rasisminvastaisen kampanjan nettisivuilla! - -</p> <p>3. Ideoikaa - - rasisminvastaista toimintaa! - - 4. Ohjeet paikallisosastoille - -"</p> <p>* "- - ennakkoluuloistaan luopunut henkilö kokee ja ymmärtää todella luopuneensa - - "</p> <p>* "Ideoikaa osastonne vapaaehtoisten kanssa missä ja miten lähдете - - mukaan. - - miten paljon resursseja - - Olkaa yhteydessä alueenne piiritoimistoon - - vaikuttajia/avainhenkilöitä mukaan - - Tiedottakaa laajasti - - [tiedotepohja paikallismediaa varten] - - muita yhteisöjä voi myös kutsua mukaan - -"</p> <p>* "- - flyereita ja muita esitteitä keskustelun avaamiseksi - - 'haluaisitko luopua ennakkoluuloistasi näin rasisminvastaisella viikolla?'</p> <p>* "kenenkään ennakkoluuloja ei lueta - - ne tuhotaan. - - Kertokaa kokemuksistanne myös piiritoimistolle. - - arvokasta tietoa tulevan kampanjan suunnittelua varten."</p>	<p>people to write down a prejudice and trash it, finish the event by getting rid of prejudices for good, use the campaign material to arouse discussion, inform</p> <p>2. Give up your prejudices at the website and challenge others too</p> <p>3. Create other antiracism activities</p> <p>4. Guidelines for subdivisions</p> <p>* feeling and understanding giving up prejudices</p> <p>* In the division, where and how to participate, available resources, contact your district office, invite influential people/key persons, inform widely [use communication template for local media], other communities may be invited</p> <p>* campaign flyers etc. to start a discussion 'would you like to give up your prejudices due to the antiracism week?'</p> <p>* Prejudices are not read, but destroyed</p> <p>* inform the district office about the campaign experiences, gaining valuable information for the future campaigns</p>	
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* -xxx = statements/examples, that describe the phenomena (characteristics)

Other remarks (Table 18) consisted of the different subsections of the websites, which were versatile and material highly exploitable for different target groups in many ways. For example, the campaign videos were distributed on the websites, but on Facebook and YouTube as well (FRC,

2010d). The websites also have other dynamic elements, such as interviews of famous people commenting on diversity and antiracism.

Table 18. Other remarks of a campaigns' websites (model adopted by Tuomi & Sarajärvi 2009, 116).
Case 3: Make an Environmental Act, Give Up Your Prejudices (FRC Luovu ennakkoluuloistasi 2010a, FRC Ohjeet Punaisen Ristin osastoille 2010c).

Other remarks	<ul style="list-style-type: none"> * "Mistä kampanjassa on kyse?" * "Näin toteutat rasisminvastaisen kampanjan tapahtuman" * "Ohjeet Punaisen Ristin osastoille" * "Katso kampanjavideot: Ennakkoluulottomia tositarinoita (Ystävät, Isoäiti ja lapsenlapsi, Lähihoitajat)" 	<ul style="list-style-type: none"> * "What's the campaign about?" * "How to implement an event of the antiracism campaign" * "Guidelines for Red Cross subdivisions" * "Watch the campaign videos: Unprejudiced stories (Friends, Grandma and grandchild, practical nurses)" 	<ul style="list-style-type: none"> * Subsections of the website versatile and materials exploitable for different target groups in many ways
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* -xxx = statements/examples, that describe the phenomena (characteristics)

This chapter has been a straightforward account of what was found in the analysis of the study material of the campaigns. The results are interpreted in relation to the literature in the next chapter Conclusion. The meanings and significance of the findings are discussed as well. The last chapter Discussion evaluates the research as a whole, considering validity and reliability, limitations and suggestions for future research.

6 CONCLUSIONS

This research aimed at finding out and describing different dimensions of marketing related to social issues by examining three Finnish marketing campaigns to offer examples of the social marketing scenery in Finland. The study material consisted of three different types of organizations' (public, business and civic) websites and press releases of campaigns on social issues. The following research questions were formed in the beginning of the study:

- What is social marketing and how does it differ from commercial marketing?
- What are the different dimensions of marketing applied to social issues?
- In which dimensions of the marketing field the case campaigns fit?

The findings reported in the chapter 5 are interpreted in this chapter and the meaning and significance of the results is described (Frey et al. 2000, 69). Interpreting means that the researcher considers the results of the analysis and makes conclusions of them (Hirsjärvi et al. 2006, 213). First, the results are recapitulated in Table 19. Then, the research process and findings in relation to the literature are discussed. At the end, final conclusions of the dimensions are made by placing the cases into Figure 7 which presents the multidimensional marketing field modified as a result of this research.

6.1. Subcategories of the campaigns' characteristics

In the Table 19 the subcategories of all the case campaigns are summarized to point out the dominating characteristics. As for environments, co-operation between different actors in all three cases is emphasized. The co-operation of different parties of the society to achieve the common goal promoted by the campaign is seen as a significant factor. This also reinforces the societal approach emphasized in this study.

Considering the objectives of each campaign the characteristics of case 1 *Lose Weight for Literacy* and 3 *Make an Environmental Act, Give Up Your Prejudices* differ slightly compared to case 2 *Drunk, You're a Fool*, since in cases 1 and 3 mutual benefit is clearly the primary objective, but in case 2 it is underlying. Moderate use of alcohol, public discussion and media attention may have indirect positive effects on the organization (The Federation of the Brewing and Soft Drinks Industry), although at first glance they might seem as negative factors for the companies' success and profit.

As for contents, the characteristics varied a lot both in messages and means of communication. In case 1 *Lose Weight for Literacy*, the contents were very encouraging, but informative especially because the official communication was implemented mostly by THL's and churches websites and press releases. The content was basically the main message/slogan of the campaign, losing weight for better education and literacy in Nepal. The case 2 *Drunk, You're a Fool* used very obtrusive communications, which were shown effective and addressed the social acceptance aspect well. Thus the content of the campaign resulted that drinking moderately is part of normal, healthy life. The contents of the campaign case 3 *Make an Environmental Act, Give Up Your Prejudices* were very informative and practical "guidelines" for a more tolerant society. Again, underlying the contents, the ultimate goals of the organizations' and their marketing communications may be identified. These are scrutinized in more detail in chapter 6.2 when placing the

campaigns into appropriate dimensions of the marketing field. However, the characteristics that mainly together and integrated determined the categorization were considered environments, objectives and contents of the campaigns.

Table 19. Conclusions of subcategories (all cases).

	Case 1: Lose Weight for Literacy	Case 2: Drunk, You're a Fool	Case 3: Make an Environmental Act, Give Up Your Prejudices
Environments -marketing management & communication -strategic planning	- co-operation of public organizations (THL, the church and the Ministry of Foreign Affairs in Finland), the individual donor and participants (weight losers)	- binge drinking and alcohol abuse as major social problems to be solved in co-operation by different parties of the society	- co-operation in knowledge spreading and volunteering activities of Red Cross volunteers and participants, the public
Objectives -the exchange process -strategic planning	- mutual benefit (weight loss and better education)	- to promote moderate use of alcohol by questioning the dominant Finnish drinking culture and glorification of drunkenness (social acceptance) and by arousing media attention and public discussion	- exchanging prejudices for tolerance -> the end goal of mutual benefit (a more tolerant society, also organizational goals for Red Cross, but no monetary value)
Contents -the marketing mix -persuasion -consumer orientation/involvement -strategic planning	- encouraging communications and losing weight = better education in Nepal	- obtrusively promoting that drinking moderately = cool, responsible, healthy and part of (socially acceptable) normal life	- practical information on how to give up prejudices for a more tolerant society, i.e. achieving the campaign objective (and organizational values)
Other remarks	- uniqueness of the campaign	- the tools of influencing are new and effective - strong social and societal linkages exist	- subsections of the website versatile and materials exploitable for different target groups in many ways

Research process

The research effort is a collective, collaborative, building process connected to research in the past and in the future – related studies collectively build on each other to reach major conclusions, test and refine theories and expand the current knowledge about communication phenomena (Frey et al. 2000, 15). The results are discussed in relation to the literature review, the purpose of the study, research questions and hypothesis formed (Hirsjärvi et al. 2006, 245).

Reconceptualization is a relevant phase of research process and concluding research, in which a study is connected with preceding knowledge and future research is considered. It involves interpreting research findings and explaining their meaning and significance. This is done by explaining how the results answer the research questions, confirming or disconfirming the predictions made and supporting or refuting previous theory and research. Placing the findings in a larger context also means expounding their theoretical and practical significance and how they may be applied in relevant contexts. (Frey et al. 2000, 381-382.) Proceeding from the detailed results to general conclusions closes up the cycle of the research process (Hirsjärvi et al. 2006, 245).

Findings in relation to the literature

The meaning and importance of the findings is discussed next in relation to how the findings support or refute theory and previous research. In theory-based studies, the aim is to relate the determined findings to the theory being tested – a hypothesis suggested earlier in the conclusions of literature of this study in chapter 3.5. (Frey et al. 2000, 381-383.) This study suggested on the basis of the literature, that the marketing field on social issues is multidimensional and that strict lines cannot be drawn between the different disciplines. Rather the field should be seen as consisting of various dimensions of marketing disciplines applied to social issues, which should be identified in order to manage better marketing communications campaigns for instance.

Finally the findings should be applied to practical applications, for other researchers, media, educators and public policies, for example. (Frey et al. 2000, 385-386.) This will be done in the last chapter Discussion.

6.2 Campaigns placed in the dimensions of the marketing field

Next, the results are interpreted in more detail and conclusions are made of each case campaign of which dimension they fit into. Then, the cases are placed in the Figure 7.

All of the organizations campaigned for a social cause or issue. In case 1, the objective of the campaign was considered more social than organizational because it benefited a cause "outside" the organization by funds donated by an "outsider", i.e. the anonymous Finnish donor. Thus, THL did not have as significant organizational aim as FRC in case 3, for example, because the initiatives were different - THL coordinating an initiative taken by the anonymous donor, but FRC having the yearly campaign planned.

Case 2 *Drunk, You're a Fool* was seen to promote a prosocial cause (moderate use of alcohol) because The Federation of the Brewing and Soft Drinks Industry, as an organization representing the alcohol producers and companies, joined its "opponents" in a sense, with obtrusive communications to minimize the harm of its products, as described earlier by Donovan & Henley (2003, 9-10). The organization was thus seen to hope for more positive attitudes to itself through an association with the prosocial cause. However, this case was one of the most complicated ones in terms of gaining profit and whether the organizational or social objectives were dominating. Thus, the case is seen in the crossroads of the different dimensions.

The ultimate aim in case 3 was the mutual benefit, i.e. a more tolerant society achieved by mainly spreading knowledge of antiracism and tolerance, which belong to the fundamental organizational values of FRC. Yet, FRC did not include any fundraising in the campaign, but mainly funded the campaign by itself. Thus, the campaign was primarily seen to aim for organizational objectives. The conclusions are demonstrated in the Figure 7.

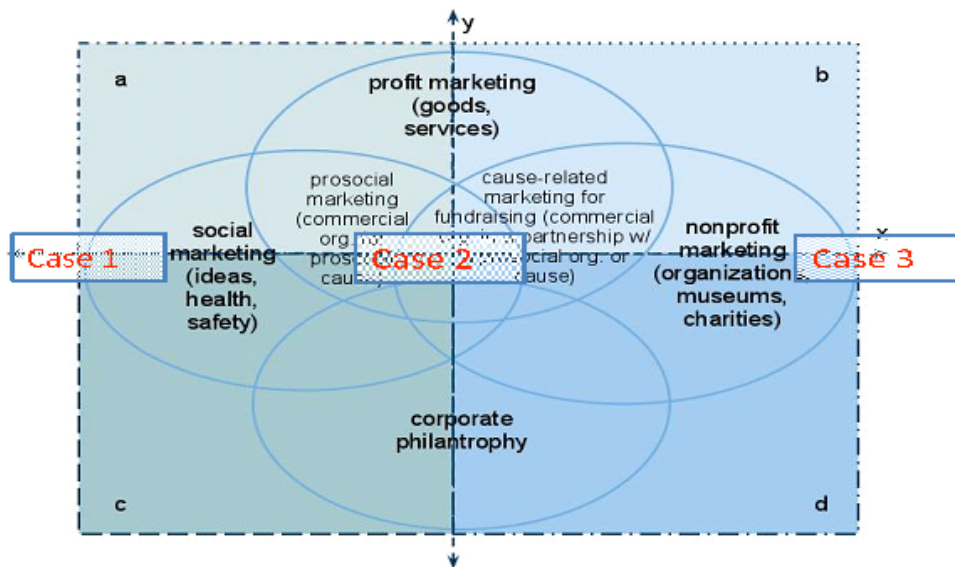


Figure 7. Cases placed in the dimensions of the variants of marketing applied to socially desirable causes (adapted from Donovan & Henley 2003, 11).

Based on these results and the literature review in this study, the conclusion is made that case 1 *Lose Weight for Literacy* is closest to social marketing. Case 2 *Drunk, You're a Fool* would in these terms be closest to prosocial marketing, but overlapping with the others at the crossroads. Case 3 *Make an Environmental Act, Give Up Your Prejudices* falls into the dimension of nonprofit marketing. The Figure 7 shows the cases placed in the appropriate dimensions of the field and thus demonstrates how the hypothesis of this study is supported by the examined case campaigns. In addition, it is noteworthy that most campaigns have characteristics typical for several dimensions. Thus, they appear at the crossroads and overlapping the other variants.

7 DISCUSSION

The aim of this research was to clarify the dimensions of marketing related to social issues by examining three organizations' (public, business and civic) cases of marketing campaigns as examples of the social marketing scenery in Finland. The research had three main objectives. First, to clarify the multidimensional field of marketing applied to social issues. Second, to find out different dimensions of the field. Third, to examine in which dimensions of the field the case campaigns fit into.

The thesis suggested that no strict lines between the dimensions of marketing applied to social issues can be drawn and that in practice many campaigns have characteristics in common and overlapping with the others. However, the environments, objectives and contents of the campaigns were seen as characteristics that mainly integrated determined the categorization.

This final chapter of the study concentrates on evaluating the whole research, including the limitations of methods, validity and reliability and future suggestions for improvements and research. Also it is discussed, what the added value of this study is for organizations' marketing communication and how the results may be exploited in practice and in theory. (Hirsjärvi et al. 2006, 246.) This discussion completes the full cycle of the research process (Frey et al. 2000, 16).

Evaluation

The researcher evaluates the study by identifying the difficulties encountered and assessing how these may have limited the accountability, reliability, validity and application of the findings. Reliability of the study means how repeatable the results are, i.e. ability to produce results that are not random.

Evaluating validity of a research or a method means basically considering whether it measures what it is supposed to. However, in qualitative research these concepts have been interpreted in various ways. The emphasis should be in accurately describing the research process and implementation of the study, which is considered to improve the accountability of this study as well. (Hirsjärvi et al. 2006, 214, 216.)

In this research the accountability was improved by describing precisely all the phases of the process, taking into consideration multiple viewpoints in the literature and theories, explaining the categorization of the study material in detail and examining three different cases as well as identifying the limitations of a case study (describing the particular cases examined).

The limitations are the aspects of the study that are identified to limit the validity, i.e. either internal or external validity threats. Assessing internal validity includes reporting limitations or flaws in the design of the study, methodological procedures, measurement techniques and unobserved or intervening variables (e.g. predispositions). In this study internal validity was perhaps limited to some amount because only qualitative methods were used and could have been improved with using some quantitative measures as well. Limitations due to external validity threats and identifying context-bound limitations of the results include sampling procedures, ecological validity (in which extent the procedures mirror real-life situations) and replication. (Frey et al. 2000, 389.) The findings of this case study are seen applicable in the examined cases, but perhaps to some extent in similar kinds of cases as well, if the research was replicated with similar procedures (or with the addition of quantitative methods).

Future research

Frey et al. (2000, 69, 389) discuss the options of future research suggestions in the research process. If the topic of this study was to be examined further, it

could be done by further follow-up of the hypothesis of this study, testing it with different cases or with new or refined methodological procedures (for example quantitative media follow-up). The explanatory range of the findings could also be extended to cover not only the press releases and the websites, but also the social media communities. These were given just a scratch on the surface within this research and would be a current topic in addition. Rice and Atkins (2001, 385) support this suggestion as well, that there is a need for more research on interactive media and campaigns and that “old questions” should be retested in these new interactive campaign environments. Human-computer interaction and mediated interpersonal communication should further be investigated, as well as the limitations of interactive campaigns.

Considering the wider societal perspective that this study emphasized as well, Rice and Atkins (2001, 389-390) continue on discussing the role of media advocacy (strategic use of mass media in combination with community organizing to advance healthy public policies) as putting policy into health communication. This means basically that a more policy-oriented approach is needed because there is a continuing concern on the field as to whether campaigns really change behaviors or improve the health status of the population. This is mainly due to the history of media campaigns focusing primarily on increased personal knowledge and not policy change or collective actions. The same notion was made by Donovan and Henley (2003, 36) as they suggested emphasizing the upstream approach (creating changes in the environment itself) along with the downstream (individual’s responsibility) approach.

In the literature review of this research, Donovan and Henley (2003, 209) also stated that social marketers should continuously identify and monitor their competition to understand why the target audiences engage in undesirable behaviors (at least from the social marketers’ and the society’s point of view). However, competitor analysis was considered too wide for the scope of this

research and thus it is suggested that future studies on similar topics would cover the competition in marketing applied to social issues.

Value of the research

Finally it all sums up to discussing, what the added value of this study is for organizations' marketing communication and how the results may be exploited in practice and in theory. Why should organizations know more of the different dimensions of the marketing field and social marketing campaigns' characteristics? What does it mean for an organization to identify these various dimensions? What are the use and the benefits?

In the beginning of this study, it was already predicted that this research might benefit the organizational communications and marketing practices by clarifying the multidimensional field of marketing and helping to give insight in dimensions of social marketing and related campaigns. The use of this study was justified, as already Kotler and Zaltman (1971, 12) saw social marketing representing a bridge between the knowledge of behavioral science of human behavior and implementing the knowledge in a socially useful way. Thus the theoretical value added of this research is for organizations engaged in marketing applied to social issues to gain more knowledge and identify and realize the differences and various dimensions of the marketing field.

This research has pointed out that socially responsible activities are on the rise. The new era of social responsibility predicts success for marketers in all kind of organizations engaging in promoting social issues and looking for resources and partnerships. (Donovan & Henley 2003, 10.) Communities are claimed to need corporate support and partnerships to make the social change happen, which is one of the fundamental objectives of marketing for social issues (Kotler & Lee 2005, x; Donovan & Henley 2003, 10).

These kind of marketing activities are about designing, implementing and controlling programs reckoned to affect the acceptability of social ideas (Kotler & Zaltman 1971, 3-12). Thus, this study provides knowledge about the ways organizations on different sectors of the society manage their marketing communications and campaigns. In practice, this knowledge could be exploited in organizations' marketing management to develop frameworks for effective and successful campaigning. This would then add value to the organizations "doing well by doing good", which nowadays is no longer claimed just as acceptable, but expected of organizations (Kotler & Lee 2005, x).

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APPENDIX 2

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APPENDIX 3

Nurmi, Camilla. 2010. "Rasisminvastainen kampanja 2010 arviointi ja tuleva 2011 kampanja" Suomen Punainen Risti

"The Assessment report of the Antiracism Campaign 2010 and the Future 2011 Campaign. Finnish Red Cross.

RASISMINVASTAINEN KAMPANJA 2010 ARVIOINTI JA TULEVA 2011 KAMPANJA

2010 Kampanjan arvioinnin toimeksiantona teki Camilla Nurmi

Tee ympäristöteko. Luovu ennakkoluuloistasi –kampanjan tavoitteena oli:

- Puhua syrjintää ja rasismia kokeneiden puolesta
- Puhua moniarvoisemman yhteiskunnan puolesta
- Kannustaa ihmisiä tutkimaan omia ennakkoluulojaan
- Kannustaa vapaaehtoisia mukaan toimimaan rasismia ja syrjintää vastaan
- Rasisminvastaisen päivän vakiinnuttaminen

Vuoden 2010 erityisenä painopisteenä ovat nuoret. Kampanjan tavoitteena on herättää nuoria pohtimaan rasismiin ja syrjintään liittyviä kysymyksiä sekä tarjota heille tematiikan käsittelemiseksi. Haastamme suuren joukon nuoria ja nuoria aikuisia pohtimaan omia ennakkoluulojaan ja asenteitaan sekä havainnoimaan rasismin ilmenemismuotoja omassa elinympäristössään. (OPM rahoitus)

Edellisten vuosien lailla myös työyhteisöillä on mahdollisuus osallistua kampanjaan. Sähköinen ennakkoluuloista luopuminen verkossa oli edelleen mahdollista, uutena elementtinä FACEBOOK ja Youtube -videot.

PÄÄTAPAHTUMA

- Lasipalatsin aukio, 20.3.2010. Tapahtumalla tavoiteltiin niin medianäkyvyyttä kuin rasisminvastaisen päivän tunnetuksi tekemistä ja vakiinnuttamista. Tapahtuman aikana vapaaehtoiset pysäyttivät ohikulkijoita ja vastaanottavat heidän ennakkoluulojaan. Tarjosimme lisäksi nuorille mahdollisuuden vastustaa rasismia ja osallistua tapahtumaan heidän ideoimallaan tavalla. Teimme myös tunnetuksi rasisminvastaista työtä tekevien järjestöjen toimintaa ja jaoimme rasisminvastaista materiaalia.

Palautetta pyydettiin suunnitteluryhmän jäseniltä:

Laukkanen, Åberg, Laurinsilta, Räsänen, Colliander, Nurmi ja Soto Godoy sekä piireiltä

- Ohuet resurssit vaikuttivat kampanjan tuottamiseen: Haitin katastrofi vei useiden

ihmisten resursseja, viestintätiimissä harjoittelija tuli suunnittelijaryhmän jäseneksi.

- Jatkuvat ongelmat verkkosivujen kanssa -> kampanjasivut viivästyivät
- Järjestö- ja nuorisotiimi koki omat resurssina ja kiireen vaikuttavan myös, mutta olivat täysipainoisesti mukana, myös päätapahtuman, konsertin suunnittelussa.
- vetovastuu keskittyi sisällöntuottajatiimiin pakolaistiimiin suunnittelija + harjoittelija
- vetäjät kokivat asetetun paljon odotuksia kampanjaan, mutta tukea ei ollut saatavilla
aikaisempina vuosina: Irakin sodan alku, Konginkangas etc. toiminut vastaavilla tavoilla resursseja äkillisesti vieden

Piirien palaute

- Kaikki paitsi Ahvenanmaa vastasi digiumilla nuorisotyönsuunnittelijat kohderyhmä
- pääosin tyytyväisiä, toteutunut samoin tai paremmin, osastot hieman aktiivisempia, haasteellista saada myös muun kuin nuorisopuolen kampanjaksi, jossain paikoin piirit joutuneet ottamaan enemmän vetovastuuta, asenneilmaston kiristyminen pelotti myös joitain vapaaehtoisia ja kireä asenneilmapiiri kaduilla mainittiin myös.
+ osastojen laajempi mukaantulo
+ mielenkiintoiset keskustelut ihmisten kanssa
+ kampanjan uudistetut nettisivut ja tapahtumakalenteri
+ kampanjan toimintamallin vakiintuminen ja tunnettuus
+ yhteistyö koulujen kanssa
+ maahanmuuttajamyönteinen diplomi yhdistettynä kampanjaan
+ materiaaliin ollaan melko tyytyväisiä – edelleen nousee esiin, voiko SPR olla jotain vastaan
+ nettisivujen tiedollinen anti hyvä
- materiaalit ja nettisivut myöhässä
- liian vähän perehdytystä ruohonjuuritasolla
- tapahtumajärjestelyt ja vastuut epäselvät
- liian vähän tiedotuksellista tukea piireille

Suosituksia jatkolle 2011

- Kampanjasta koko talon kampanja
- miten taataan resurssit esim. katastrofien yms. sattuessa?
- työnjaot selväksi ja aikataulutetut ja suunnitelmat pitäviksi
- missä tiimissä kuuluu olla kampanjan koordinaatio, pakolaistiimissä sisällön osaamista ei kampanjoinnin yksityiskohtien osaamista
- tuotteistaminen tai varainkeruu osaksi kampanjaa?
- kuka vastaa päätapahtumasta, missä kaupungissa se toteutetaan, voiko se olla jotain muuta kuin työläs konsertti maaliskuisessa säässä, esim. korkean tason seminaari aiheesta paikka vaikka Joensuu esimerkiksi?

Pakolaistiimin omaa arviointia toukokuussa 2010 jatkoa ajatellen

- Talon sisäinen työnjako sovittava, aikataulutettava, tehtävä kampanja- ja viestintäsuunnitelma, jonka mukaan eletään.
Kesä 2010

- Tiimin mielestä seuraava kampanja voisi keskittyä perusasioihin, mitään isoa tapahtumaa ei pakolaistiimi itse järjestä. Jos tuetaan tapahtumia, niin mielellään muualla kuin Helsingissä, jolloin ehkä näkyvyys ja vaikuttavuus ovat parempia
- Tiedote suunnitellaan ajoissa ajankohtaisesta asiasta.

Muuta huomioitavaa:

- piireille/osastoille hyvät perehdytys-/valmennusmateriaalit ja tukea tarvittaessa ajoissa.
- Roskis-kampanja on yksi SPR:n vuosikampanjoista ja se tarvitsee sen mukaiset resurssit ja osaamisen (kampanjatiimin merkitys on iso!).
- keskustellaan kampanjaan liitettävistä muista elementeistä esim. JÄSENHANKINTA
- maahanmuuttajamyönteisen diplomin mallintaminen ja liittäminen kampanjaan.

TOTEUTUNEET TAPAHTUMAT

Piiri	Yhteyshenkilö / aluetoimisto	Tapahtumia yhteensä	Osaston järjestämät	Piirin järjestämät	Osasto ja piiri yhteistyössä	Muun tahon järjestämät tapahtumat
SPR Helsingin ja Uudenmaan piiri	Vesa Kukkamaa	11	4		1	3 nuorisotalot, kirkko, yksityinen henkilö
SPR Hämeen piiri	Aitti Näsi	11	4			7 Koulut, Tyttöjen tupa, seurakunnat
SPR Kaakkois-Suomen piiri	Piritta Keränen	9	7	1	1	
SPR Lapin piiri	Susanna Lammassaari	8	6			2 Rovaniemen vastaanottokeskus
SPR Länsi-Suomen piiri	Ahmad el Massri	10	4	2	2	2 FC Blackbird juniorit B, Monikulttuurikeskus Gloria
SPR Oulun piiri	Heli Halttunen	17	13	2		2 Ylioppilaskunta, kunnan nuorisotiimi
SPR Satakunnan	Mia	12	2	4	2	4

SPR Satakunnan piiri	Mia Vettenranta	12	2	4	2	4	
SPR Savo- Karjalan piiri	Ismo Nuutinen/ Suvi Hirvonen	17	15	2			
SPR Varsinais- Suomen piiri	Jooel Niittynen	8	3	1	3	1	Turun kaupunki
FRK Åbolands distrikt	Mikaela Sundman	7	5	1	1		
FRK Ålands distrikt	Olof Collin	5	5				
FRK Österbotten svenska distrikt	Michaela Södergård	7	1	4	2		