

CREAM INSIGHT REPORTS

PLANET VERSUS PROFIT: THE CSR DILEMMA

HOW BRANDS CAN RECONCILE THEIR ECONOMIC AND SOCIAL IMPERATIVES



PLANET VERSUS PROFIT: THE CSR DILEMMA
 How brands can reconcile economic and social imperatives..... 03

10 GOLDEN RULES
 Of communicating corporate social responsibility..... 07

CSR IN NUMBERS
 Consumer attitudes towards green brands; the top 20 sustainable companies..... 08

CASE STUDIES

Pepsi: Refresh Project..... 10

Dulux: Let's colour..... 11

Nokia: The Power of We..... 12

Stella Artois: Recyclage de Luxe..... 13

Fosters: Cascade Green..... 14

Kraft: Kenco Eco Refill..... 15

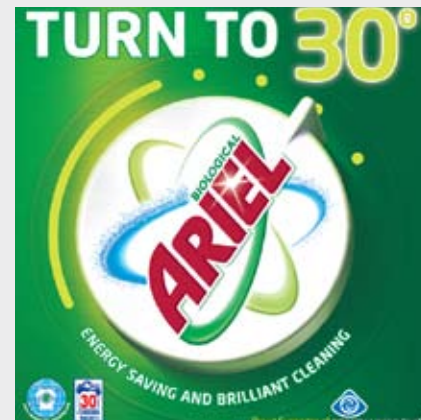
COI: Bedtime story..... 16

EDF Energy: Save today, save tomorrow..... 17

WWF / EWS: Eco footprints in the Middle East..... 18

Puma: Clever little bag..... 19

Ariel: Turn to 30..... 20



▶ PLANET VERSUS PROFIT: THE CSR DILEMMA

If someone said ten years ago that Pepsi was going to pull its multi-million dollar Super Bowl opening ad position and trade it in for a \$20 million socially responsible community project, they would have been laughed off Madison Avenue. But this is exactly what happened. Brands are finally taking stories of corporate responsibility off the company website and telling them to the consumer. Some are well-received gifts of inspiration, while others fail to make an impact. It's a steep learning curve and everyone's dying to know the secret of how to say it right, *by Gemma Taylor.*

The Pepsi Refresh Project is just one of hundreds of corporate social responsibility (CSR) campaigns targeting an increasingly environmentally conscientious consumer. Last century saw the birth of the digital natives, now the research is in, and we can see the era of aspirational sustainability

is upon us. According to global market research by Synovate, almost half the people surveyed said they would be willing to pay more for environmentally friendly products. Research from the Second Annual Corporate Social Responsibility Perceptions Survey revealed that while 75

“Last century saw the birth of the digital natives, now the research is in, and we can see the era of aspirational sustainability is upon us.”

percent of those who read a CSR agenda were more likely to purchase products or services from that company, only 13 percent were aware of the company's social responsibility agenda.

Pepsi is adapting to this new consumer, whose role as citizen, environmentalist, community member and finally, purchaser is changing the way brands communicate with their markets. Like Pepsi, brands must now be brave enough to engage in these conversations and wise enough to invest in the groundwork that can avoid lies, embarrassment and confusion: The downfall of many CSR campaigns.



www.creamglobal.com



Managing director of Ogilvy Earth Freya Williams observes that ‘Pepsi is doing less in CSR than Coke, but getting more credit’. So what is the key to Pepsi's success?

PREPARATION, PREPARATION, PREPARATION

Any public speaker will tell you that the key to a good speech is preparation. A half-baked improvisation to the wrong crowd is not only insulting to an audience but can be painfully dull and will be remembered for all the wrong reasons. The same applies to communicating sustainability credentials.

Diana Verde Nieto, Founder of CSR communications agency Clownfish has a wealth of experience in this area. “Over the years, we have found that a company should only speak out when it is has invested in sorting through its internal processes, such

“Pepsi is doing less in CSR than Coke, but getting more credit.”

as supply chain efficiencies, whether this is carbon, water or packaging, to the point where it is past the stage of compliance and has something uniquely relevant to say.”

A beautiful example of a company that has invested time and thought in a project before launch, is Dulux. Instead of telling the same old story of how colour can change lives, it considered ‘broken window theory’, and launched a campaign that would show and not just tell, how improving surroundings can inspire communities.

Local teams of painters were set up around the world to paint areas in Paris destroyed by the riots, a favela in Brazil, a slum in India and schools in Tower Hamlets, London. Only after these ongoing projects had been set in motion, was a creative campaign launched, giving it integrity and transparency.

Euro RSCG CEO Russ Lidstone explains the thinking behind this strategy, “Dulux understood that consumers in mature

► **Dulux paints the world a better place with a global socially responsible campaign.**

Dulux is part of a global cluster of brands, referred to as Carel in Brazil, Valentine in France, Dulux in China, and Marshall in Turkey. Dulux needed a campaign that could work in all these markets and that could penetrate and inspire communities on a local scale.

Dulux campaign director and CEO of advertising agency Euro RSCG Russ Lidstone spearheaded the new direction, "Research showed us that 71% of consumers believe businesses are as responsible for change

as the government. With paint, Dulux has a powerful fundamental human truth that colour can regenerate communities and as a modern brand, we wanted to walk the talk rather than talk the walk."

For a year before the campaign launched, Dulux paint teams were set up around the world and their progress was recorded.

Favelas, slums in India, a school in Tower Hamlets - all were painted using the full palette of Dulux paint with the mantra, 'let's change people's lives through colour'.

The website <http://www.letscolourproject.com/> allows users to submit suggestions for areas where they think regeneration could take place and would benefit the community. It also has a regularly updated documentary-style

editor's
comment

"The key thing here is the groundwork Dulux did in the year before it launched the campaign, proving the brand's commitment to 'changing people's lives through colour'"

BRAND
Dulux

BRAND OWNER
Brand Owner

CATEGORY
AkzoNobel

REGION
Global

DATE
April 2010 - ongoing

AGENCY:
Euro RSCG

more on
www.creamglobal.com



HOW TO PURCHASE THE FULL REPORT

Cream subscribers get 10 free Insight Reports every year as part of their annual membership.

To subscribe to Cream go to:
WWW.CREAMGLOBAL.COM/SUBSCRIBE/SUBSCRIBE

If you don't subscribe to Cream, you can now purchase this individual report. Purchased reports will be sent to you in digital format.

SPECIAL INTRODUCTORY RATE*

£99 per report (usually £199)
or £250 for any three

*Ends 31st August 2010

PURCHASE NOW

To purchase this or any other Cream Insight report please [click here](#) to download an order form or contact us on info@creamglobal.com | +44 (0) 207 367 6979

OTHER AVAILABLE CREAM INSIGHT REPORTS:

CORPORATE SOCIAL RESPONSIBILITY

Planet versus profit: The CSR dilemma
How brands can reconcile their economic and social imperatives



CRISIS MANAGEMENT

Calming the Storm
Marketing your way out of crisis 101



USER-GENERATED CONTENT

'C' is for Context
Why user-generated content is no longer king



ADVERTISING AS A SERVICE

Brands to the rescue
Why advertisers are well placed to make up the shortfall in public spending

