**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 4: ACTIVITY 4**

**PAIRS ACTIVITY**

**Societal marketing at Avon**

Read the following case study about how Avon, a worldwide cosmetics firm has used Societal Marketing in the campaign to defeat breast cancer. The two questions that follow are for completion in pairs, followed by class discussion.

### Case study information

### Since 1992, the Avon Breast Cancer Crusade has been working in the UK to help to prevent, treat, and ultimately eradicate breast cancer. The Crusade supports awareness and education, screening and diagnosis, access to care, support services and scientific research.

In 1993, the campaign was launched in the USA and Canada, raising $7 million. Since then, Avon Foundation has raised over $1 billion for Avon Foundation for Women Breast Cancer Crusade & Speak Out Against Domestic Violence. In 2015, Avon Foundation for Women Breast Cancer Crusade had donated over $800 million to programmes for Breast Cancer all over the world. These programmes strive to improve the lives of women and their families who have been affected by Breast Cancer.

*Avon Foundation for Women say,*

*“We take a woman-centric approach on all projects to break traditional barriers and build a better future for women, because we know that the greater the support, the more empowered women feel to take control of their health and safety.”*

Questions to consider.

1. What are the benefits directly or indirectly to Avon?
2. What the benefits to society as a result?