**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 4: ACTIVITY 5**

**GROUP ACTIVITY**

**The Body Shop and animal testing**

Most companies recognise that socially responsible activities improve their image among customers, stockholders, the financial community, and other relevant publics. Ethical and socially responsible practices are simply good business, resulting not only in favourable image, but ultimately in increased sales. Read this case study information and answer the three questions that follow:

The Body Shop International plc is the original, natural and ethical beauty brand. The company uses only plant based materials for its products. It is against [animal testing](https://en.wikipedia.org/wiki/Animal_testing" \o "Animal testing), supports community trade, Activate Self Esteem, Defend Human Rights, and overall protection of the planet. They have also their own charity, The Body Shop Foundation, to assist those working to achieve progress in the areas of human and civil rights, environmental and animal protection.

Visit their website and consider their mission statement, noting this statement:

‘We were the first global beauty brand to fight against animal testing in cosmetics. Over the last three decades, we’ve worked with our campaign partner Cruelty Free International and our collective efforts helped lead to a European Union ban in 2013. But that isn’t enough. 80% of countries still allow animal testing. Animals continue to be used in testing, and we want to end this practice everywhere and forever.’

Questions to consider in small groups, and then fed back to the class:

1. What is the evidence that Body Shop is really following the concept of societal marketing?
2. What are the benefits to the company and the shareholders?
3. How can a campaign be judged a success? What are the critical success factors?