**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 4: ACTIVITY 7**

**PAIRS ACTIVITY**

**Societal marketing adverts**

Societal marketing could be very important to society, the environment and to businesses. This concept was evolved to challenge consumerism and profit only motive of business. The societal marketing concept helps to maximise profits for the organization and creates a long-term relationship with customers. It encourages developing products that benefit society in long run and satisfies consumers.

Some recent examples of societal marketing adverts were found at the US Super Bowl 2017. Most adverts took on issues like environment and immigration. It is likely to be no coincidence that these came after President Donald Trump implemented executive orders that raised controversies.

Watch the adverts on You Tube: [2017 Kia Niro | “Hero’s Journey” Starring Melissa McCarthy](https://youtu.be/1dQ9a5EFZeI) at <https://www.youtube.com/watch?v=1dQ9a5EFZeI&feature=youtu.be> and We Accept | Airbnb at https://www.youtube.com/watch?v=yetFk7QoSck&feature=youtu.be.

Questions to consider:

1. What are pros and cons of companies like Kia and Airbnb running such societal marketing campaigns?
2. The societal marketing concept is about “a marketing strategy should deliver value to customers in a way that maintains or improves both the consumer’s and society’s well-being” – do you believe this to be possible? Give your reasons.
3. Societal marketing policies could make companies actively  change social policy, taking part in social activities, investing time and money in corporate social responsibility. Why would this happen in today’s economic uncertain climate?