

CAUSE-RELATED MARKETING IN FIVE UNIQUE CULTURES

by

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ABSTRACT

Socially responsible business activities have been increasing greatly over the last few decades. While these practices historically existed only amongst nonprofit organizations or businesses founded specifically on ethical standards, there are now new expectations for organizations imposed by society. Individuals, and especially those within the millennial generation, are more socially aware than ever, and thus, the “ethical consumer” has come about. This has led to a renewed push for Corporate Social Responsibility (CSR), an idea that has now spread across the globe, which makes international marketing an even more important component with cause-related campaigns. Thus, when considering the future of business and marketing tactics with a socially responsible perspective, it is imperative to take into account how these ethical messages differ across cultures. Through a review of secondary data and a content analysis on cause-related print advertisements run in the United States, China, Germany, India, and Brazil, the similarities and differences between CSR ads in a variety of cultures will be uncovered. Similarities to be discussed deal with the setup of the advertisements pertaining to the target markets, layouts and designs, the appeals, and the issues emphasized. Differences stem directly from the level of industrialization present in each country and the social causes needing to be advocated for.

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Cause-Related Marketing in Five Unique Cultures

I. Introduction and Research Question

With a growing focus on individuals and companies strategically looking to benefit the greater community, there has also been a steady increase in the amount of corporate social responsibility initiatives and nonprofit campaigns. Organizations are not only expected to use their profits and advertisements for their own benefit but are also held to a standard of helping and promoting causes, values, and nonprofits ("Attitudes Toward Corporate Social Responsibility - US - September 2012"). Corporations and nonprofits are implementing their strategies in the United States as well as abroad, and as such, are rediscovering the issues associated with international marketing. Just as companies have always had to design campaigns and advertisements with a specific target and culture in mind, socially responsible entities and nonprofits today are having to do this same thing when shaping their cause-related messages (De Ruyk, Friedman, Schillewaert, & Verhaeghe).

Due to the rapid expansion of this category within the last few years, many studies have been conducted in relation to defining corporate social responsibility, how this can benefit a company, the nature of the strategy, and whether society supports companies invested in corporate social responsibility. And while there is much research done on how culture shapes advertising, there is little done in regard to comparing and contrasting these socially responsible campaigns and how their strategies differ depending on the culture in which they are displayed. It is important for companies dedicated to maintaining socially responsible practices to understand these differences and be aware of the nuanced phrasing, appeals, and target markets that can appear in each advertisement. Therefore, the question of whether or not social

campaigns and advertisements currently differ depending on the culture they are displayed in is an important one to consider now and into the future.

With a growing emphasis on social change by consumers, the era of “The Ethical Consumer” will become even more apparent in society through cause-related initiatives and movements, purchasing behavior and power, emotional and heartfelt campaigns, and by a general mindset emphasizing ethics by humanity. Due to this shift, companies and nonprofits will be expected to follow these same sentiments in their business procedures, leadership standards, product and service quality, and advertising campaigns. Without taking into account the social and cultural trends impacting our world, corporations will not be able to keep existing customers or gain future ones, which will negatively impact the chances of long-term success (Bonetto, 2015). Therefore, corporate social responsibility and nonprofit campaigns are going to continue gaining popularity and becoming necessary components within society, and as such, it is crucial that companies know how to handle this change here in the United States and abroad.

Due to the fact that companies and nonprofits do business at home, as well as overseas, international marketing strategies are incredibly important to the adaptation and success within the specified countries of operation. Thus, when considering the future of business and marketing tactics with a socially responsible perspective, it is imperative to take into account how these ethical messages differ across cultures. Through a review of secondary data and a content analysis on cause-related print ads run in the United States, China, Germany, India, and Brazil, the similarities and differences between corporate social responsibility advertisements in a variety of cultures will be uncovered. This will be useful in understanding whether or not social campaigns are impacted by the culture they are shown in, and further, content such as this can help with analyzing the small (or sometimes great) nuances that exist between societies.

II. Literature Review

Over the past 20 years, ethics have shifted from a courtesy, to a concern, and now to a certainty. According to a Mintel research report, “The Ethical Consumer,” this socially responsible, ethical perspective has stemmed from what is coined as the ‘feel good factor’ (Bonetto, 2015), in which consumers feel better about their purchase and themselves due to the ethical soundness of their decision. It is said that 63% of respondents believe ethical issues are becoming more important and that 58% of respondents said buying ethically produced products does in fact make them feel good (Bonetto, 2015). There is an obvious shift in the minds of consumers when it comes to making purchasing decisions about ethical and not-so-ethical products, and while some of this change is very nuanced and personal, there is an overarching theme and catalyst for this movement.

Seven in 10 consumers are at least somewhat influenced by ethics when making purchasing decisions (Bonetto, 2015), and as millennials (those born between 1982 and 2004), continue to get older and gain more power in society, there will be an even greater focus on acting ethically (Bump, 2014). Millennials as a whole are much more focused on social issues and are more aware than other generations of what is “right” and “wrong” when considering societal implications of decisions and actions. Not only are millennials involved with cause-related matters, but they are also “reliant on the opinions of others when making purchases” (O’Donnell, 2015). Therefore, this mindset and movement is pervasive among the generation and will only become stronger through the use of technology and social media. Consumers are able to quickly express their opinions about a product, service, or brand online in this ‘earned media’ category, and a huge component of this has to deal with the ethicality of companies. It is clear that these sentiments are not going away anytime soon, and while consumers are working

to search and find ethically-sound companies, corporations are changing their structure and practices every day to fit better with this new trend.

Corporate Social Responsibility

With the adoption of “The Ethical Consumer,” corporate social responsibility and an awareness for nonprofit work has transitioned from just being a component of business to being the foundation and core of many organizations. In its origin, with the term first coined in the 1950s (Carroll), companies used to support philanthropic initiatives and activities. However, now “along with increasing financial status, many companies now address social and environmental issues in mission statements, and include CSR commitments and milestones achieved in annual stakeholder reports” (“Attitudes Toward Corporate Social Responsibility - US - September 2012”). There is a renewed push for a non-profit related purpose and the triple bottom line, which encourages businesses to consider the ‘three p’s’ of people, planet, and profit (Thorpe, 2013). Companies are recognizing the change in consumer needs, and with a new “normal” standard for businesses imposed by society, nonprofit groups and sustainability issues are gaining more support and individuals are increasingly adopting this same attitude. Figure 1 illustrates this idea.

Not only does corporate social responsibility positively impact the greater community, but there are also a few key ways that these practices are able to make an organization even more successful. According to a Forbes article, “Why CSR? The Benefits of Corporate Social Responsibility Will Move You to Act,” acting ethically produces three main outcomes that set a socially responsible organization apart from other regular businesses. First, clients will be more apt to do business with a company that has set regulations in place, a good corporate culture, and ethical procedures. With this focus, clients are more trusting of that firm and feel better about

their business practices, a direct connection to the ‘feel good factor.’ Second, businesses save money and create higher profits through their more effective operations, which is a benefit to any profit or nonprofit organization. Third, the greatest value received by corporate social responsibility efforts “is that of social good will – we believe that setting a good example is the greatest benefit in that we inspire other organizations, companies, and individuals...leading to a more enlightened perspective on how to run one’s business or lead one’s life” (Thorpe, 2013). Just as individuals are adopting “The Ethical Consumer” mindset, organizations are transitioning to be “The Ethical Company,” and it is clear that there is a huge movement occurring in regard to what individuals and corporations expect from each other. It is like a cycle where individuals demand social responsibility, businesses are forced to deliver, and when businesses push ethical standards, individuals in turn support the trend.

With so many companies now operating internationally, it is no surprise that corporate social responsibility is spreading across the globe. While much of this mindset is occurring in the United States, the pervasive nature that large businesses have on their customers and in their countries of operation will increasingly inspire other cultures to support a revival of ethics. According to a Warc report in which perceptions of corporate social responsibility were tracked around the globe on a Corporate Social Responsibility Monitor, the shift to a pronounced ethical focus is more than just a trend and will continue to increase around the world as consumers hope to see their values reflected in the products they buy or organizations they support (Coulter). “The growth in demand for corporate social responsibility since 2001 has been a worldwide phenomenon. While the majority of rising expectations have taken place in North America and Europe, demands have also grown in the developing world” (Coulter). With companies always looking to be economically sustainable and nonprofits wanting to spread their causes, developing

countries will become hotspots for social responsibility because organizations are able to capture a growing market and new consumers in these locations. As these changes take place, it is said that, “the lead on CSR could even shift from the rich world to the big emerging markets, each with its own traditions and priorities” (“Going Global,” 2008). Therefore, developing countries will not just be considered hotspots but will be seen as the future of growth for socially responsible entities.

Now with the implementation of these practices around the world and with CSR becoming a “‘glocal’ phenomenon” (De Ruyk, Friedman, Schillewaert, & Verhaeghe), businesses must not only take into account what message they want to diffuse, but also how they are going to spread that message among different countries. These organizations must be aware that “expression of social responsibility will be in a constant state of change, and to be effective, should vary in tone and substance from one culture to the next” (Coulter). Further, “the causes to support and the stakeholders to address first” depend on local differences (De Ruyk, Friedman, Schillewaert, & Verhaeghe). There is no one strategy that can be used around the globe when it comes to social responsibility because every country has different beliefs, issues, and standards, which in turn, causes corporate social responsibility and nonprofit initiatives to resonate differently depending on the culture. While the spread of corporate social responsibility and nonprofit messages around the globe is somewhat new, international marketing and global business has been well established for years, and organizations can use these same strategies to help them now with this new movement.

International Marketing with CSR

In its simplest form, international marketing is the act of speaking to consumers in more than one country or culture at a time, and as such “it is important to check how the cultural

differences, which have to be taken into consideration, can then be transferred in form and content to the advertisements” (Diehl, Terlutter, & Weinberg). There are strategies utilized in each of these countries, which potentially focus on different messages, causes, and target markets, and cultural values need to be taken into account because they “determine the perception, the predispositions and the behavior of the members of a society” (Diehl, Terlutter, & Weinberg). “Initiatives taken need to be relevant in the local context of the consumer/company, although, ‘protection of kids rights and ‘keeping care of the environment’ are global themes” (De Ruyk, Friedman, Schillewaert, & Verhaeghe). Specifically, for this thesis, the United States, China, Germany, India, and Brazil will be compared and contrasted in terms of their cultures, general perceptions using the Corporate Social Responsibility Monitor, main causes that are supported, and advertisements being shown. A comprehensive and organized cultural analysis of these countries can be found in Table 1.

United States. The culture in the United States is one described as being a “microcosm” because of the wide diversity that exists. As a first world country, there is a focus on achieving success and on ‘climbing the corporate ladder,’ which is due in part to the strongly individualistic attitudes that are present (“United States – Culture”). According to the Corporate Social Responsibility Monitor, consumers in the United States are the most likely of all consumers to “act on their demands for corporate social responsibility as consumers and investors” (Coulter) and want businesses to engage in “cultural and political life” (Vrioni & Simcic). Further, there is a greater focus placed on “product social value than on product quality” (Coulter). Therefore, we can see this focus is definitely shifted more towards that of being an ethical consumer. The United States as a whole is the most concerned over issues ranging from

healthcare benefits and the environment, to job losses from outsourcing and retirement benefits (“Going Global,” 2008).

China. Chinese culture is based in a hierarchical, collectivist system where age and experience are highly valued. Individuals in China typically show little emotion and women are now equal in society both in terms of a legal standpoint and a cultural viewpoint. While China is an emerging economy and second world country, there are still many impoverished communities around the major cities. (“China – Culture”). As shown through the use of the Corporate Social Responsibility Monitor, Chinese consumers tend to be somewhat disinterested when it comes to partaking in ethical consumerism. They can at times “express some support for regulating corporate social responsibility” (Coulter), however, they also are considered to be fairly disengaged. With a heavy focus on growth, improving profits, government regulations, and nationalism, it is difficult for Chinese companies to attempt to focus on corporate social responsibility. Despite this current oversight, the country as a whole is beginning to implement more ethical standards surrounding environmental issues and healthcare regulations (“Going Global,” 2008).

Germany. Culturally, Germans are considered to be precise, unemotional, individualistic, and somewhat old-fashioned when it comes to the service sector. The country as a whole is very developed and considered to be first world. Women are equals in society to men and there is a push for equality overall (“Germany – Culture”). Similar to the United States when analyzing the Warc report, Germans in general are more likely to be concerned with corporate social responsibility and the regulations in place to ensure that companies are acting ethically. Their society as a whole takes it one step further by acting as stewards for social change and respecting companies that “partner with governments or organizations, such as the UN or NGOs

and charities, to solve problems” (Coulter). However, it is also said that many individuals are only “concerned with how social and environmental risk factors will impede business growth” (Soulas, 2011) and that many are simply interested in following regulations because that makes them good corporate citizens (Vrioni & Simcic). According to an Economist report, Germany focuses much effort on retirement benefits, the environment, affordable products, and workplace conditions (“Going Global,” 2008).

India. In terms of India’s culture, it is “a strongly patriarchal and male-dominated society” (“India – Culture”). With Hinduism being the main religion in India, a vast majority of the population practices vegetarianism. In terms of their beliefs towards business, individuals in India are mostly supportive of the corporate social responsibility movement. As shown in the report by Warc, they are in favor of more government regulation when it comes to ensuring companies act ethically and want to raise awareness for the social issues being faced. However, generally speaking, individuals feel somewhat “deprived, are likely unempowered...and these negative feelings do not trigger any social activity” (Coulter). The country is considered to be third world and society is based on traditional values and communities “are concerned with social and ethical challenges such as crime and corruption” (Coulter). On top of these issues, energy efficiency is a growing trend that is being pushed by the Bureau of Energy Efficiency in India, and as such, there are advertising campaigns promoting the use of less energy (“Advertising and Marketing Industry in India,” 2016). It is said that India “has a long tradition of paternalistic philanthropy” (“Going Global,” 2008), and as such, providing basic needs such as education and healthcare are a main focus.

Brazil. Brazil’s culture is known for being very fun-loving and focused on connections with others so society takes on a collectivist attitude. There is little emphasis put on time, as

everyone is always late, and individuals are thought to be very sexual in nature. The society is very patriarchal, and as such, women, especially in rural areas, “have limited access to education and employment opportunities, credit facilities, social security benefits, and technical training” (“Brazil – Culture”). Further, within Brazil, there is a stark difference between the rich and poor as the country is considered to be a second world nation, however, citizens do not readily recognize these disparities, especially because a large contributing factor deals with race (“Brazil – Culture”). According to the same Warc study, Brazilians are not very interested in socially responsible initiatives and do not actively seek out products that are helping a good cause, which is in line with what the Chinese feel (Coulter). However, when they do take part in this movement, they are most apt to focus on the environment and safer, more affordable products (“Going Global,” 2008). Further, “Brazilians have a world view on corporate responsibility and are most likely to believe companies should focus on supporting issues that affect the quality of life globally” (Soulas, 2011).

III. Methods and Results Section

Through collecting, evaluating, and organizing socially responsible advertisements from the United States, China, Germany, India, and Brazil, a content analysis has been created in order to compare and contrast differences between countries. See the appendix for the completed analysis. These advertisements were collected using convenience sampling and selected based on their representation of the socially responsible advertisements found in each country as a whole. The categories being assessed include the primary character and their demographic, the background character(s) and their demographic(s), the potential relationship, the cultural appeal, the length of message, the headline, the target market, the appeal, the social cause, the organization, and the setting. In terms of the cultural appeal, categories to be considered include status and structure (low-class versus high-class), industrialization (first world versus third world country), gender (matriarchal versus patriarchal societies), mindset (collectivism versus individualism), social causes present, and overall norms, traditions, and mentalities. The length of the message will be reported based on a word count for each advertisement. The appeals include profit, health, love or romance, fear, admiration, convenience, fun and pleasure, vanity and egotism, environmental consciousness, and emotional content (Lamb, Hair, & McDaniel, 1992). Social causes can be split into categories of issues ranging from education, poverty, violence, equality, women's rights, to child protection, environmental issues, and community-betterment. In order to ensure an unbiased analysis of these advertisements, an inter-judge-reliability test was utilized in which another individual analyzed the source material. The results of this test found that out of 70 total entries, 65 entries were the same, and as such the content analysis has an inter-reliability of 93%. Tables 2 through 5 display the advertisements from each country.

IV. Discussion

Upon completion and review of the content analysis, there are a few conclusions that can be drawn in regard to general findings, similarities, and differences between countries and across the globe. Similarities to be discussed deal with the setup of the advertisements pertaining to the target markets, layouts and designs, the appeals, and the issues emphasized. Differences stem directly from the level of industrialization present in each country and the social causes needing to be advocated for.

Individual Countries

United States. The advertisements from the United States feature both men and women who are young adults and teenagers, as well as a product, which fits with the gender equality seen within the United States. One of the advertisements includes background characters, however, there is still a main character and focal point. Not only does this impact the audience more, but it also illustrates the cultural mindset of individualism. The lengths of the messages vary from 15 words to 66 words. All these advertisements are being used as educational tools and to gain awareness, and therefore, the targeted market includes those looking to give back, those who are socially conscious, and those looking to make a difference or change in their country. As previously discussed in the cultural analysis of the United States, most citizens are receptive to socially responsible advertisements, and as such, the target market and messages are crafted around this idea. Most represent American ideals through their cultural appeals of individualism, freedom, and environmental issues, and the appeals used to influence audiences deal with feeling a sense of admiration, fear, or environmental concern. Overall, the social causes most prevalent within this content are environmental issues, education, and community-betterment. These findings directly line up with the judgements made about the culture within

the United States in regard to the social causes thought to be most supported (healthcare, the environment, and retirement benefits), as well as the cultural traits of being diverse and success-driven. It is clear that the United States has a focus on achievement and making a positive difference, which is able to occur due to the high level of industrialization present, and this is reflected through the advertisements.

China. The advertisements from China feature both men and women, including a young girl and a male adult, which ties in with the cultural findings of gender equality. Half of the advertisements include background characters, however, their faces remain unseen. This is an interesting point to note because the Chinese mindset is collectivist in nature, and as such, it makes sense that more individuals would be utilized. The lengths of the messages vary from 13 to 200 words, and the content targets a broad market of overall Chinese citizens. The major appeals present include fear, environmental consciousness, and also are very emotional in nature. Most of the settings take place on the streets, a common and relatable location, which ties in well with the fact that citizens value personal experiences. The main cultural appeals have to deal with norms and traditions that exist in China, as well as general mindsets. As a whole, the social causes included in the advertisements are environmental issues, violence, equality, and child protection, while healthcare and the environment are cited as being the most important from a cultural standpoint. These issues reflect the level of industrialization present in China with the second world status.

Germany. The selected German advertisements all feature a primary character ranging from a young boy and a young, male adult to two women who appear to be adults. The gender equality seen in these advertisements agrees with the gender equality culturally observed in Germany. One advertisement includes background characters, while the others appear to be

headshots of single individuals on a solid background. This is in line with the individualistic mindset present, which places a greater emphasis on a single person. The lengths of the messages vary from six to 175 words. These messages are targeted towards German citizens, and overall, individuals respect organizations who promote social causes, and as such, will be receptive to this somewhat untargeted marketing approach. Fear, admiration, and emotional tactics are used to influence viewers of the ads, despite the notion that Germans are very precise and unemotional in nature. A wide range of social causes are highlighted, including equality, education, and environmental issues. Equality is a cultural theme that is emphasized, as well as overall norms and traditions that are typically present in Germany. The social causes cited as being the most important are affordable products, the environment, and retirement benefits. These are similar to those of the United States, another first world country.

India. The characters present in the advertisements from India include two young, female adults and a young boy, as well as a product. The fact that a few advertisements highlight a woman is interesting when compared to the gender inequality present in India due to the male-dominant culture. One advertisement includes a background character, and as a collectivist country, this is to be expected. The lengths of the messages vary from five to 22 words, and the content is intended for either Indian citizens in general or the customers of the organizations promoting the advertisements. It was noted that individuals want more government regulation when it comes to social responsibility, but with such a hierarchical society, very little will be done unless there is a top-down shift in the way business is conducted. Overall, fear and emotional content dominate these displays as social causes, such as child protection, women's rights, and environmental concerns are discussed. The cultural issues deal with basic needs,

industrialization, and gender equality, which makes sense due to the fact that India is considered to be a third world country, and thus, not as many resources are present.

Brazil. Three of the Brazilian advertisements highlight a woman or girl main character, while one features a male adult. Brazil is a male-dominated country, and as such, there is a gender inequality present when it comes to women's rights. Two of the advertisements include background characters, who play a prominent role in the message as a whole. This fits well with the collectivist mindset of Brazilians, as well as the relationship-driven component to their culture. The lengths of the messages vary from seven to 22 words, and target market is the general public, as well as customers of the organizations. The advertisements appeal to individuals through fear and emotional tactics, and there is a common theme of education and equality throughout. The cultural appeals range from freedom and equal access to basic needs and safer products. These themes align well with the supported social causes that are cited, which include safer products and the environment. In addition, there appears to be a wide range of issues needing to be addressed due to the varying degrees of industrialization across the country. Basic needs are still trying to be met in some locations, while others are focused on more advanced issues, and this reflects the characteristics of a second world country.

Global Similarities

There are four main connections that can be made between the advertisements selected from the United States, China, Germany, India, and Brazil. First, most of the ads target women or have some association with femininity. This is due to the fact that women are able to create a more emotional appeal. Furthermore, advertisements shown in countries with gender equality are more likely to utilize both male and female characters, while countries with a male-dominant society are apt to focus on females. Second, there is heavy use of a single, primary character

within the ads. Personal connections and stories are much more impactful than that of a group, and this compels individuals to want to help the one in need. In addition, the individualistic countries were more likely to focus on one person, while the collectivist countries included background characters more often. Third, fear is a major appeal used in the advertisements. This reaction is very powerful as it evokes strong emotion and helps to facilitate individuals to act in order to avoid experiencing the fear. Fourth, countries with similar levels of industrialization focus on comparable social issues, such as the United States and Germany.

Global Differences

While there are a few similarities that can be seen between the selected advertisements, global differences are also revealed, and these, arguably, are the most interesting findings. Of the countries explored, there is a wide range of industrialization and unmet needs, which are accepted as being directly correlated aspects of a society. This same well-known concept can be observed through the advertisements and their content presented within each country. For example, the United States and Germany are considered to be first world nations, and as such, basic needs are met on a far wider scale than in other countries. Consequently, the advertisements shown are more so about equality, individualism, education, community-betterment, and environmental issues. While in India, Brazil, and China, all second or third world nations, the advertisements are much more focused on providing basic human rights to all. These issues deal heavily with human rights, specifically for women and children, equality, and breaking norms and traditions, which can sometimes be detrimental to the growth and progress of these countries. The connection between causes advertised and level of industrialization not only makes logical sense, but it also helps to highlight huge differences between the United States, China, Germany, India, and Brazil.

Limitations

Throughout the process of unveiling the history of socially responsible advertisements and their comparisons across countries around the world, a few research limitations occurred, and therefore, these should be noted and taken into account. First, while the four advertisements from each country chosen to analyze are representative of the overall selection, the results may have been different if more content was utilized. Further, the advertisements were identified by a single individual, and therefore, a slight bias might be present in regard to which ones were used. Second, bias or an incorrect assessment could be present within the content analysis. Third, there were a few generalizations, assumptions, categorizations, and stereotypes made during the literature review, content analysis, and findings, in order to be able to compare and contrast ads, countries, and social issues against each other across the board.

V. Implications

According to Dan Soulas in the article “A Local Approach to Global CSR,” there are six main things that companies and marketing professionals must do in order to successfully implement cause-related marketing in a specific location. Organizations need to be aware of consumers’ wants and needs, current market trends, competitors, and operations, stakeholders’ expectations, and employees’ concerns, desires, and requirements. Additionally, there must be a clear vision for the existing and future socially responsible initiatives, as well as a distinctive position taken on the issues being promoted. By having a greater understanding of relevant issues in specific locations around the world, current advertisements being run by other organizations, and general appeals utilized, those working in marketing will outmatch their competition in global knowledge and the use of effective strategies.

These findings are not only relevant for marketing professionals, but are also impactful for those viewing socially responsible advertisements or considering giving to a cause. Much of the general public interacts with, observes, and is subconsciously impacted by the content they view. Therefore, it is important for individuals to recognize these influences and the appeals being used so as to be educated, participating, and engaged viewers. With this greater level of awareness, better, non-impulsive decisions will be made in regards to donating money, giving time, or supporting a cause.

Specifically, for this thesis, the implications and key takeaways stem directly from the similarities and differences found between the advertisements and the impact that culture plays on socially responsible advertising. It should be noted that culture plays the greatest role in this regard when it comes to societal status, either pertaining to gender (in)equality or minorities, general mindsets about individualism versus collectivism, cultural traits and norms, receptivity to

these types of advertisements and organizations, and the social causes most present. While culture does influence which key issues are addressed first in each country, industrialization also plays a role, and the level of resources provided is directly related to the advertisements shown. This is due to the fact that socially responsible organizations want to help those with the least, and in a third world country, those with the least will have far less than those with the least in a first world country. Therefore, the content will be geared towards providing basic needs, as opposed to providing more advanced needs, such as environmental protection, education, and community-betterment. This information helps marketers and the general public to be more educated and aware of socially responsible advertisements, and in return, there is a greater possibility of these individuals knowing how to create and engage with relevant content that will make profit and nonprofit organizations alike be more successful. Therefore, this renewed social change movement will positively impact many, and individuals, societies, and countries will be helped on a larger scale than ever before.

VI. Conclusion

Corporate social responsibility and nonprofit campaigns are going to continue becoming necessary components within society. The shift to a pronounced ethical focus is more than just a trend and will continue to increase around the world as consumers hope to see their values reflected in the products they buy or organizations they support. Therefore, it is crucial that companies know how to handle this change around the globe and act accordingly in order to not only benefit their own businesses, but also to contribute to the betterment of society as a whole.

When operating and advertising in countries with an unfamiliar culture, there must be an understanding of these differences and an awareness of the nuanced phrasing, appeals, and target markets that can appear in each advertisement. There are strategies utilized in each of these countries, which potentially focus on different messages, causes, and individuals, and further, cultural values need to be taken into account because they impact how societies function. Factors, such as status and structure (low-class versus high-class), industrialization (first world versus third world country), gender (matriarchal versus patriarchal societies), mindset (collectivism versus individualism), social causes present, and overall norms, traditions, and mentalities, must be analyzed and reported so as to gain a more in-depth insight of the relationship between culture and advertisements.

It is clear that the advertisements analyzed from the United States, China, Germany, India, and Brazil have similarities in the emphasis on women, utilization of a primary character, and use of a fear appeal, while differences are directly correlated to the level of industrialization and social causes present, which impact the advertisements shown. This information benefits marketing professionals and the consumers of the advertisements by providing them with an analysis of socially responsible ads and how their strategies differ depending on the culture.

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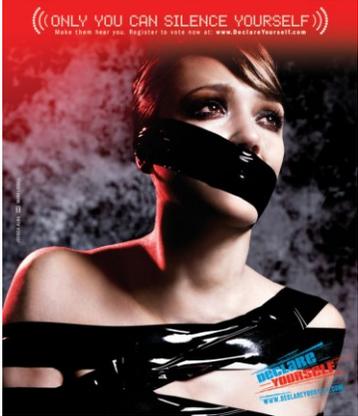
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Table 1
Cultural Analysis of the Selected Countries

Country	Industrialization	Mindset	Cultural Trait	Receptivity to CSR	Social Causes Supported	Gender roles
United States	First world	Individualism	Diverse, success-driven	Require organizations to do this	Healthcare, the environment, and retirement benefits	Equal
China	Second world	Collectivism	Hierarchical, value experience	Supportive but disengaged	Healthcare and the environment	Equal
Germany	First world	Individualism	Precise, unemotional	Respect organizations that do this	Affordable products, the environment, and retirement benefits	Equal
India	Third world	Collectivism	Religious, hierarchical	Want more government regulation	Energy efficiency, education, and healthcare	Unequal, patriarchal
Brazil	Second world	Collectivism	Relationship-driven, rich and poor disparity	Supportive but not interested	The environment and safer products	Unequal, patriarchal

Table 2

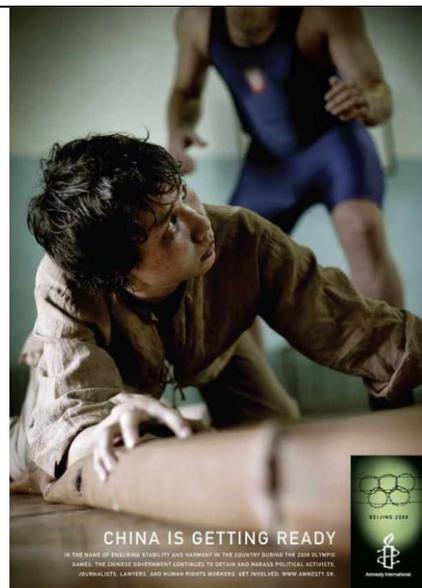
Four Advertisements from The United States

1	2
 <p>WHAT DO YOU CARE ABOUT?</p> <p>I CARE ABOUT KEEPING GREEN THINGS GREEN!</p> <p>every pepsi refreshes the world</p>	 <p>THE BODY SHOP ENSURES SUSTAINED PLANTATION OF CROPS AND TREES FOR TRADE COMMUNITIES</p>
3	4
 <p>INSTEAD OF JUST HANGING OUT ON SATURDAYS I HELP KIDS HANG IN THERE AT SCHOOL</p> <p>BECAUSE I DON'T JUST WEAR THE SHIRT, I LIVE IT. GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED</p> <p>Ad Council United Way</p>	 <p>((ONLY YOU CAN SILENCE YOURSELF))</p> <p>Make them hear you. Register to vote now at: www.DeclareYourself.com</p> <p>DECLARE YOURSELF</p> <p>WWW.DECLAREYOURSELF.COM</p>

These ads from the United States come from Pepsi, The Body Shop, United Way, and Declare Yourself. Their content analysis can be found in the appendix.

Table 3

Four Advertisements from China

<p style="text-align: center;">1</p>  <p>不要忽略我 DON'T IGNORE ME</p> <p>Headline: Don't ignore me. China has over 1.5 billion underprivileged children. To help, call 020 82266673.</p>	<p style="text-align: center;">2</p>  <p>臭氧消失一刻 皮肤灼烧之时 臭氧及臭氧的不平衡 CEPF</p> <p>CHINA ENVIRONMENTAL PROTECTION FOUNDATION The moment when ozone disappears, the moment the skin gets charred! It is a pressing task to protect the ozone layer. It is difficult to imagine what a growing rate of destruction the earth's ozone layer is now undergoing. The hole in the ozone layer has expanded the total land area in Europe! We need to get everybody who is concerned for all the various consequences of damage to the ozone layer. Let everyone be well aware of the magnitude of the ozone hole in the next few distant years. Warning: The hole in the ozone layer will result in strong ultraviolet radiation which causes skin cancer and other diseases. So we must protect it. Protect the ozone layer!</p> <p>CEPF</p>
<p style="text-align: center;">3</p>  <p>爱护动物 拒吃猫狗 Stop cruelty, do not eat cats and dogs. www.animalsasia.org.cn</p>	<p style="text-align: center;">4</p>  <p>CHINA IS GETTING READY IN THE NAME OF ENSURING STABILITY AND HARMONY IN THE COUNTRY DURING THE 2008 OLYMPIC GAMES, THE CHINESE GOVERNMENT CONTINUES TO DETAIN AND HARASS POLITICAL ACTIVISTS, JOURNALISTS, LAWYERS, AND HUMAN RIGHTS WORKERS. GET INVOLVED: WWW.AMNESTY.ORG</p>

These ads from China come from Unicef, China Environmental Protection Foundation, Animals Asia, and Amnesty International. Their content analysis can be found in the appendix.

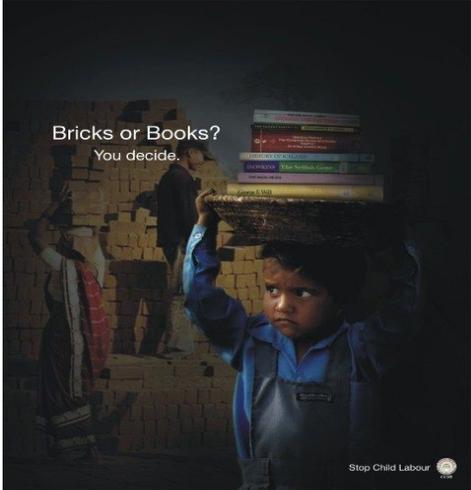
Table 4

Four Advertisements from Germany

1	2
	
3	4
	

These ads from Germany come from Unicef, People Against Oppression and Poverty, German Red Cross, and German Animal Protection Society. Their content analysis can be found in the appendix.

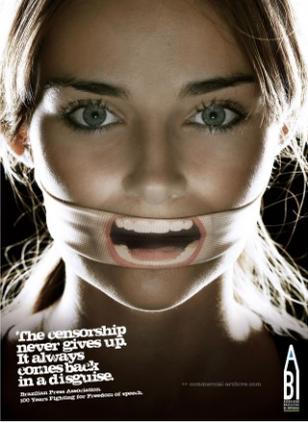
Table 5
Four Advertisements from India

1	2
	
3	4
	

These ads from India come from Islamic Society for Human Rights, Stop Child Labor, The Indian Association for Promotion of Adoption and Child Welfare, and Brihat Energy. Their content analysis can be found in the appendix.

Table 6

Four Advertisements from Brazil

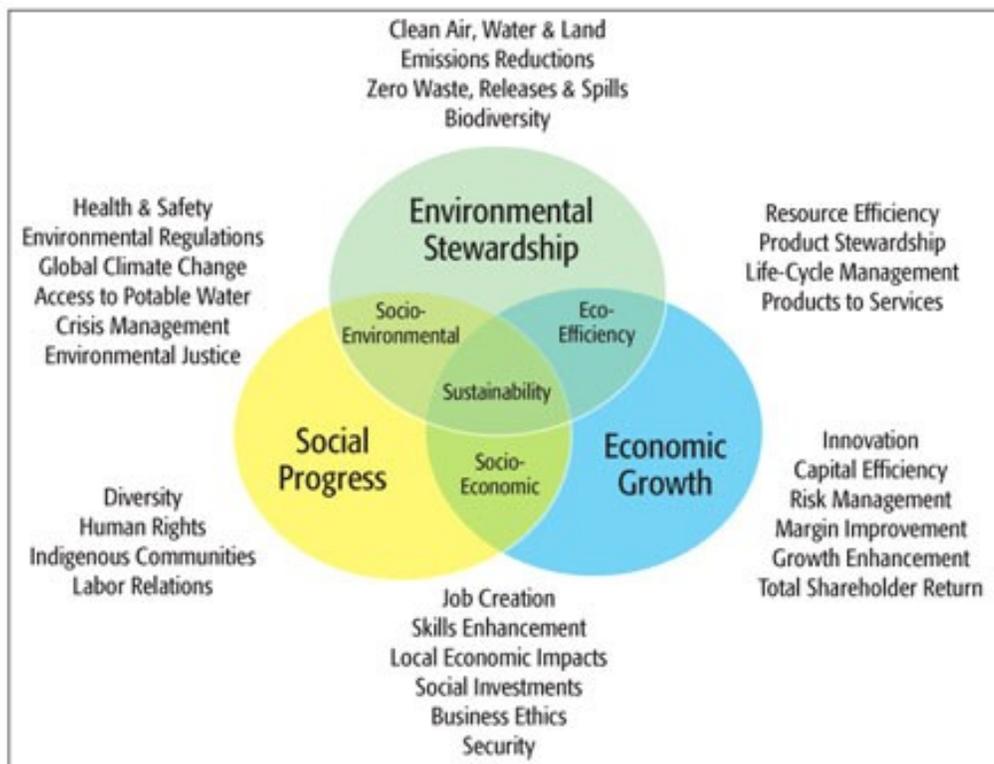
1	2
 <p>The censorship never gives up. It always comes back in a disguise.</p> <p>Associação Brasileira de Imprensa 100 Years Fought for Freedom of speech.</p>	 <p>WE HAVE ALL THE INFORMATION YOU NEED.</p> <p>Cruzeiro do Sul ART HISTORY COURSE</p>
3	4
 <p>Brazilian Red Cross THIS IS HOW BANANA SQUEEZ CONGRATULATED US.</p> <p>THE BANANA SQUEEZ</p>	 <p>IT'S NOT FUNNY WHEN IT'S FOREVER.</p> <p>IPTRAN</p>

These ads from Brazil come from the Brazilian Press Association, University Cruzeiro do Sul, Brazilian Red Cross, and IPTRAN. Their content analysis can be found in the appendix.

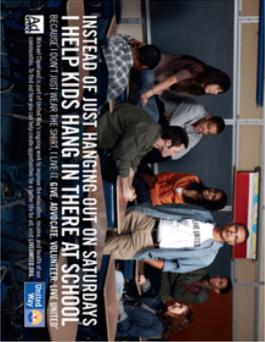
Figure 1

People, Planet, Profit

("Planet versus Profit," 2012)



Appendix

UNITED STATES		Primary character?	Primary character demographic?	Background character?	Background character demographics?	Relationship?	Cultural appeal?	Length of message?	Headline? (# of words)
		yes	female, young adult	no	no	n/a	environment mindset, individualism	90 words	What do you care about? (5 words)
		no	no	no	no	n/a	third world country, environment mindset	30 words	The Body Shop ensures sustained plantation of crops and trees for trade communities. (13 words)
		yes	man, young adult	yes	3 females, teenagers, 3 males, teenagers	mentor/students	individualism, freedom	66 words	Instead of just hanging out on Saturdays, I help kids hang in there at school. (15 words)
		yes	woman, young adult	no	no	n/a	individualism, freedom	15 words	Only you can silence yourself. (5 words)

Target market?	Appeal?	Social cause?	Product, service, or company?	Setting	Link
socially conscious individuals, innovators	environmental consciousness	environmental issues, education, community-betterment	Pepsi	the jungle	http://www.bhannaturally.com/pepsi-refresh-failure-of-marketing-or-social-media/
those looking to give back in the U.S.	environmental consciousness, admiration	environmental issues, education, community-betterment	The Body Shop	n/a	http://www.campaignlive.co.uk/article/history-advertising-no-11-1st-csr-ads/19296
those looking to give back in the U.S.	admiration	education, community-betterment	United Way	classroom	http://www.today.mccoombstexas.edu/2011/09/unit-ed-way-ceo-offers-inside-look-at-non-profit-management
voting millennials in the U.S.	fear, emotional	education, community-betterment	Declare Yourself	n/a	http://www.telegraph.co.uk/news/worldnews/northamerica/usa/2827377/Jessica-Alba-strips-off-to-encourage-young-to-vote-in-US-election.html

CHINA							
Primary character?	Primary character demographic?	Background character?	Background character demographics?	Relationship?	Cultural appeal?	Length of message?	Headline? (# of words)
yes	girl, child	no	no	n/a	status (low class), overall norms and traditions	13 words	Don't ignore me. (3 words)
no	no	yes	n/a	n/a	environment mindset	200 words	The moment when ozone disappears, the moment the skin gets charred! (11 words)
no	no	no	no	n/a	overall norms and traditions	13 words	Stop cruelty, do not eat dogs and cats. (8 words)
yes	male, adult	yes	male, adult	attacker and attackee	nationalistic mindset, overall norms and traditions	40 words	China is getting ready. (4 words)



Target market?	Appeal?	Social cause?	Product, service, or company?	Setting	Link
Chinese adults with discretionary income, those with time they can donate	health, fear, emotional	child protection, equality	Unicef	the street	http://adland.tv/ook/unicef-dont-ignore-me-print-china
Chinese citizens	fear, environmental consciousness	environmental issues	China Environmental Protection Foundation	the street	https://adsoftheworld.com/media/ambient/china_env_ironmental_protection_foundation_tshirt
Chinese citizens	fear, environmental consciousness, emotional	environmental issues	Animals Asia	the street	http://www.independent.co.uk/news/uk/crime/animal-welfare-activists-criticise-yulin-dog-meat-festival-in-china-8668879.html
citizens in the world	fear, emotional	violence	Amnesty International	boxing ring	http://theinspirationroom.com/daily/2008/china-is-getting-ready-for-amnesty-international/

GERMANY		Primary character?	Primary character demographic?	Background character?	Background character demographics?	Relationship?	Cultural appeal?	Length of message?	Headline? (# of words)
	yes	boy, child	no	no	n/a	third world country, equality	17 words	I'm waiting for my last day in school; the children in Africa still for their first one. (17 words)	
	yes	woman, adult	no	no	n/a	equality mindset, overall norms and traditions	6 words	I am Muslim. I am German. (6 words)	
	yes	male, young adult	yes	male, young adult	soccer teammates	equality, individualism	175 words	Give blood. Give power. (4 words)	
	yes	woman, adult	no	no	n/a	high-class, overall norms and traditions	6 words	Fur kills. (2 words)	

Target market?	Appeal?	Social cause?	Product, service, or company?	Setting	Link
Germans with discretionary income	fear, emotional	education	Unicef	n/a	http://iissanonline.com/blog/?p=130
German citizens	admiration	poverty, women's rights, equality	People Against Oppression and Poverty	n/a	https://adooftheworld.com/media/print/passop_1_1_german
German citizens	health, admiration	equality	German Red Cross	soccer field	http://www.advernolog.com/german-red-cross/casestudy/give-blood-give-power-champions-for-children-19496505/
German citizens	fear, environmental consciousness, emotional	environmental issues	German Animal Protection Society	n/a	https://www.colortbus.com/adarchive/outdoor/get-man-animal-protection-society-fur-cap-7698655/

INDIA		Primary character?	Primary character demographic?	Background character?	Background character demographics?	Relationship?	Cultural appeal?	Length of message?	Headline? (# of words)
	yes	woman, young adult	no	no	n/a	gender, overall norms and traditions, equality, provide basic needs	9 words	Stop the oppression of women in the Islamic world. (9 words)	
	yes	boy, child	yes	children	workers	low class, industrialization, provide basic needs	5 words	Bricks or books? You decide. (5 words)	
	yes	woman, young adult	no	no	n/a	provide basic needs	13 words	No child is unwanted while there is someone waiting to be his parent. (13 words)	
	no	no	no	no	n/a	low class, industrialization	22 words	Could this be the way forward - GOI looks at ashrams to harness solar power. (14 words)	

Target market?	Appeal?	Social cause?	Product, service, or company?	Setting	Link
Indian citizens	fear, emotional	women's rights	Islamic Society for Human Rights	n/a	http://www.dzineguide.com/inspiration/20-powerful-advertisements-to-stop-child-labour/
Indian citizens	fear, emotional	education, child protection	Stop Child Labour	working on building a wall outside	http://adsoftheworld.com/media/print/burka
Indian mothers, pregnant women and their partners	fear, love, emotional	child protection	The Indian Association for Promotion of Adoption and Child Welfare	n/a	http://www.adeevee.com/2007/12/the-indian-association-for-promotion-of-adoption-and-child-welfare-non-profit-child-welfare-organisation-two-mothers-print/
those investing in solar power	environmental consciousness	poverty, environmental issues	Briha Energy	solar energy field	http://clickooz.com/services/other-services/integrated-solar-energy-solutions-company-india-briha-energy-118987

BRAZIL		Primary character?	Primary character demographic?	Background character?	Background character demographics?	Relationship?	Cultural appeal?	Length of message?	Headline? (# of words)
		yes	woman, young adult	no	no	n/a	individualism, freedom, gender	22 words	The censorship never gives up. It always comes back in a disguise. (12 words)
		yes	woman, adult	yes	male, adult and two young children	family	gender, equal access, freedom	7 words	We have all the information you need. (7 words)
		yes	girl, child	yes	male, young adult	caregiver	second world nation, provide basic needs	7 words	This is how "hane" congratulated us. (6 words)
		yes	male, adult	no	no	n/a	safer product mindset	12 words	It's not funny when it's forever. (6 words)

Target market?	Appeal?	Social cause?	Product, service, or company?	Setting	Link
the general public and those shown in the media	fear, emotional	education, equality	Brazilian Press Association	n/a	http://www.foxcl.com/inspiration/2008/06/17/24-clever-advertisements/
women/moms looking to go back to school	convenience	education	University Cruzeiro do Sul	an old fashioned work room	https://adsofftheworld.com/taxonomy/brand/university-cruzeiro-do-sul
the general public	admiration, emotional	child protection	Brazilian Red Cross	outside a natural disaster	https://www.coloribus.com/adsarchive/prints/brazilian-red-cross-hug-17132505/
the general public, people of drinking/driving age	fear, emotional	education	IPTRAN	n/a	https://www.coloribus.com/adsarchive/prints-outdoor/iptran-selliotape-sellife-119460455/