

Lecture 8: Communications

Episode 1: Communications Media

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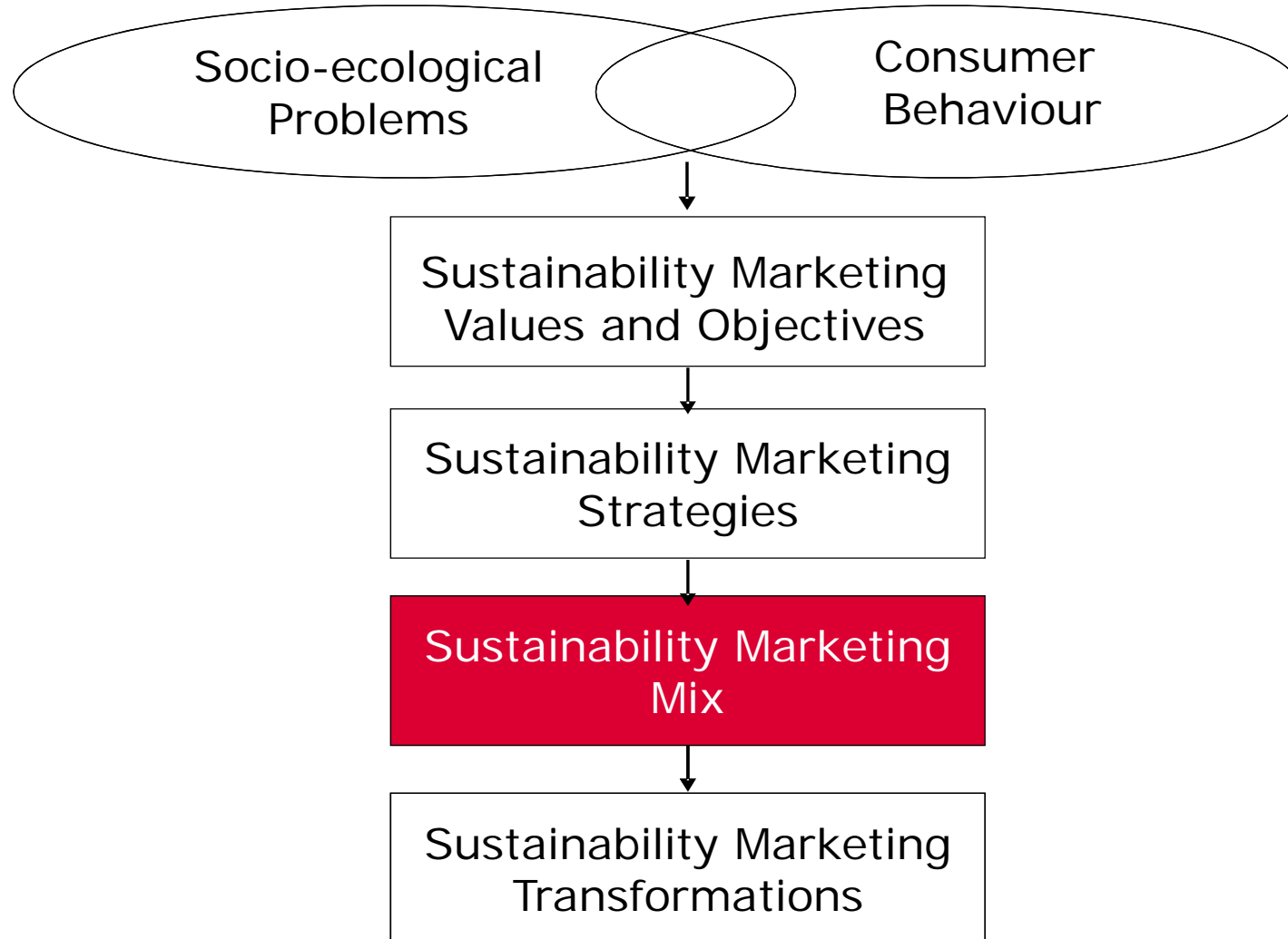
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Deutsche Bundesstiftung Umwelt





Lecture 8: Overview





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Episode 1: Communications Media

Episode 2: Sustainability Marketing Messages

Episode 3: Case Study – ONE Water



Learning Outcomes

Learning Outcome 1:

Explore why marketing communications is frequently a focus for criticism in marketing in relation to sustainability issues.

Learning Outcome 2:

Consider the different types of media that sustainability marketers can use.



Structure of the Episode

1. Contrasting Views on Marketing Communications
2. The Marketing Communications Process
3. Marketing Communications Aims
4. Marketing Media and Sustainability Marketing



Two Views of Marketing Communications

Firstly as a 'Mirror' of Society, which reflects back what we want and how we live, and connects us to the solutions and products that companies offer us.





Two Views of Marketing Communications



Photo: Nicola Whittaker

Secondly, as a
'Distorted Mirror' that
encourages
overconsumption,
selfishness and which
promotes stereotyping,
superficiality and a
homogenized global
consumer culture.



Is Advertising Bad for Us?

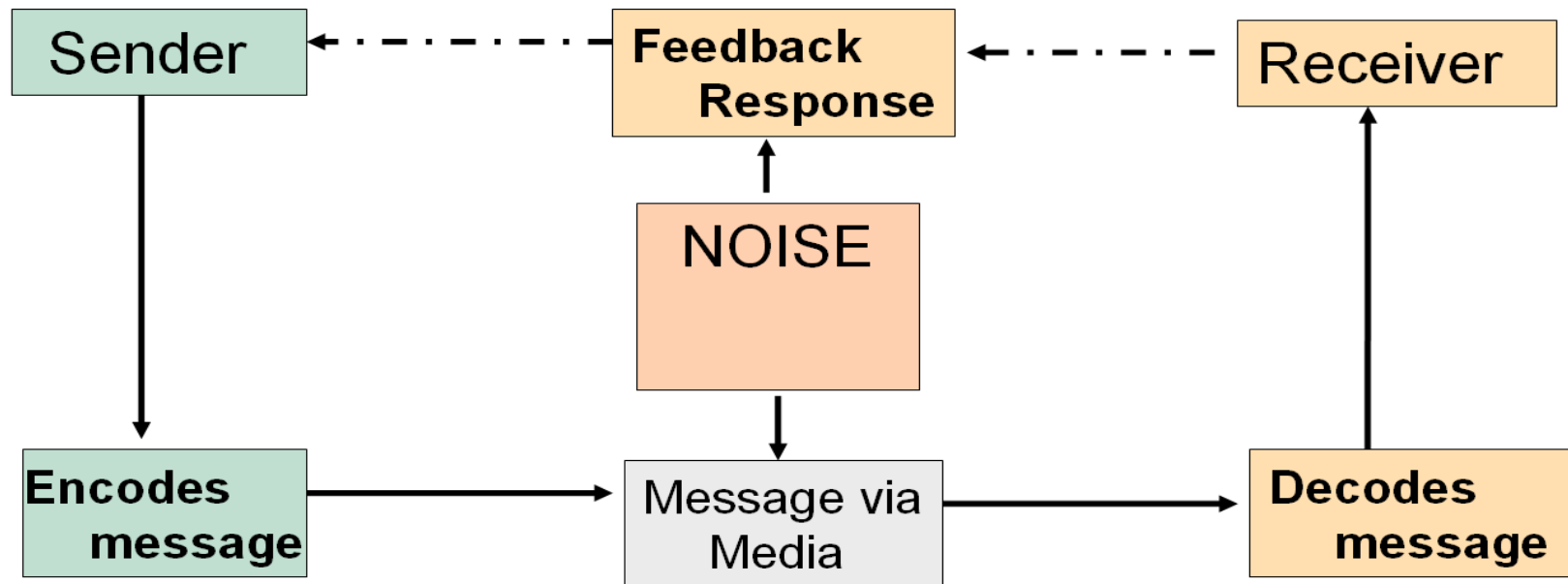
Evidence suggests that advertising in particular is creating a society in which people save less, borrow more, work harder and consume ever greater quantities of material goods.



Source:
http://www.wwf.org.uk/wwf_articles.cfm?unewsid=5374



A Classic Marketing Communications Model



... but marketing communications is a social process.



Sustainability Product Communications

Key Aims:

- Generate awareness;
- Inform and remind;
- Persuade and reassure;
- Motivate and reward;
- Develop connections & build relationships;

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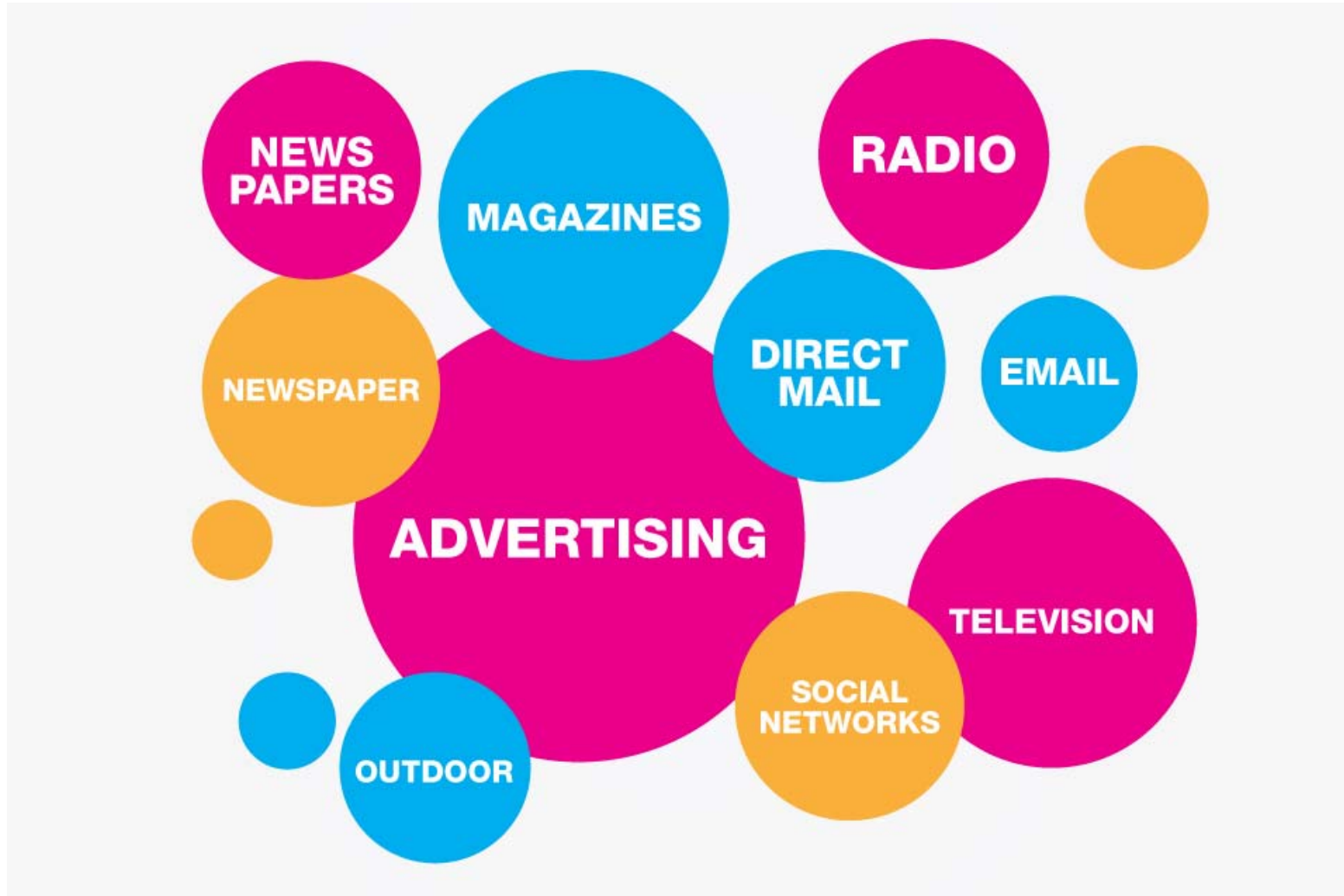


Types of Marketing Media

- Marketing communications is heavily associated with advertising, sales promotion, direct mail and PR.
- People are also an important medium, both via sales forces and other forms of consumer contact.
- Point-of-sale and labelling are important media for sustainability solutions, and online channels are increasingly important for all forms of marketing.



Advertising Media



Source: One Marketing Communications (www.onemcr.co.uk)



Media - Advertising





Media – Displays & Merchandising



Image: Shared Interest (www.shared-interest.com)



Image: Spicy Bear



Media - Labelling



Image: Spicy Bear



Image: Rachel Blue

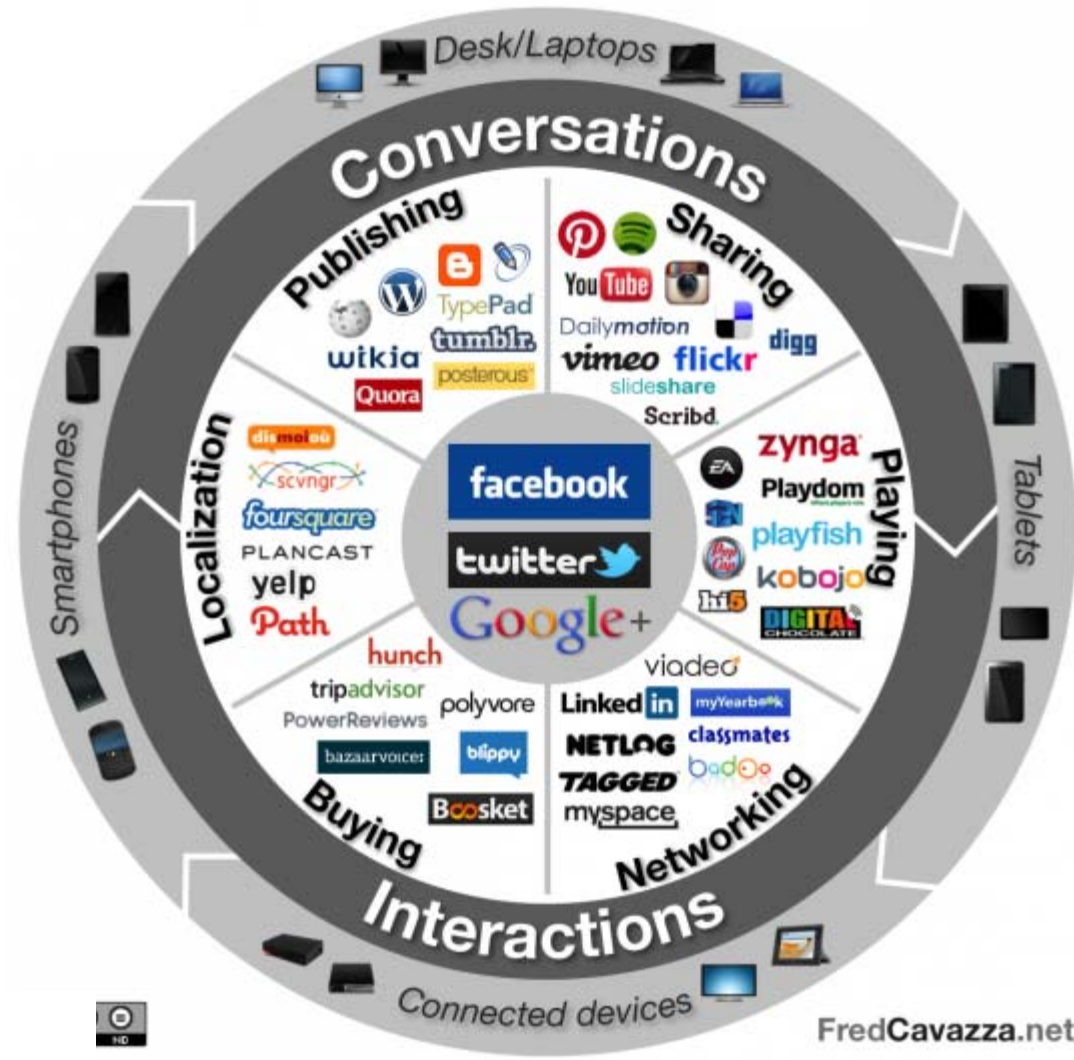


Media – Events & Trade Shows





The New Frontier - Social Media Landscape 2012





Review and Discussion Questions

1. Why is marketing communications so often the focus of critical attacks on marketing as a field?
2. What different marketing aims can marketing communications activities address?
3. How might emerging social media technologies help new innovative sustainability orientated companies to compete with well-established firms?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.197-229.
- Lantos, G.P. (1987): Advertising: Looking glass or mold of the masses?, *Journal of Public Policy and Marketing*, 6(1): 104–28.
- UNEP et al. (2005): Talk the Walk. Advancing Sustainable Lifestyles through Marketing and Communications, Paris (www.talkthewalk.net).



In Cooperation



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