

Creative Change the World: a Study of Big Idea in Cause-Related Marketing

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2019 The Asian Conference on Art & Humanities
Official Conference Proceedings

Abstract

Enterprise competitiveness is not only the ability of marketing strategy and innovative technology. It should reconsider the relationship between people, society and the natural environment. The Corporate Social Responsibility (CSR) is the key to success for sustainable business. More and more companies use the Cause-Related Marketing (CRM) to communicate, and the creative performance in the message is the key to winning the advertising campaign. A creative advertising can stand out in many artworks, and it is impressive and easy to obtain feedback, deepen memories and evaluate the brands and companies. Moreover, a creative and meaningful advertising can lead people to think deeply and even change people's mind and behaviors. Based on the award-winning advertising that have been confirmed by a number of professional experts, it is credible to believe that award-winning advertising can be a representative of creativity and worth learning. This study explores the winning advertising by content analysis, and understands the trends in the use of CRM, as well as the creative strategies and creative execution of works. The findings serve as a reference for social marketing of domestic companies, as well as academics and professors in advertising design and social design related courses.

Keywords: Creative Strategy, Corporate Social Responsibility (CSR), Cause-Related Marketing, Social Media (CRM), Viral Advertising

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Introduction

Research has revealed that highly Creative advertising are most effective in extremely competitive and relatively stable markets. Excellent creativity produces memories that are not easily forgotten and create profit for business and agencies. Tippins and Kunkel (2006) discovered that Creative advertising presentation in the food industry generated greater profit for businesses. West (1999) suggested that excellent creativity is expected to increase product sales by 500% and attract new customers for advertising agencies. Additionally, if an advertisement wins award in advertising competition, then this may increase morale within the company and lead to the formation of a stronger partnerships between the company and its employees.

Global businesses emphasizing future competitiveness should not focus solely on marketing strategies and the abilities of innovative technology. Rather, they should also consider and examine the relationships between humans, society, and the natural environment, and adequately fulfill their Corporate Social Responsibility (CSR), which is the key to success in sustainable business management (Lin & Kao, 2008). In the past, many businesses only contributed material or financial donations to rural areas or nongovernmental organizations while failing to consider innovation as an indicator when fulfilling their CSR (Lai, 2016). In other words, a business's promotion of CSR matters should not be limited to forms of charity for underprivileged members of society. Integrating the core values of businesses and expanding their positive influence on society through the intangible power of Creative advertising is one future developmental goal for businesses.

Cannes Lions International Festival of Creativity (CLIFC) is recognized as the most influential annual event in the domains of advertising and innovation (Socialbeta, 2016). This event is referred to in the advertising industry as the Academy Awards for advertising and is considered the utmost position of creative advertising (Brand Vista, 2016). The CLIFC is the most respected advertising competition worldwide and attracts more than 40,000 entries from 94 countries and more than 10,000 representatives from creative industries from all over the globe. The award-winning works at this festival have encouraged brands to cocreate high quality creative works to increase business profit and brand value. Additionally, the event organizer also proactively promotes creativity with the aim of contributing to sustainable development and human health and well-being. Awards based on the attainment of these goals include the Grand Prix for Good, Lions Health, Health & Wellness, Health Grand Prix for Good, Glass Lions, and Sustainable Development Goals (Official CLIFC Website of Taiwan, 2017).

This study conducted a literature review to investigate theories related to social marketing, Cause-Related Marketing (CRM), advertising content information and creative strategy, word-of-mouth, viral, and social media communication. Additionally, content analysis was adopted to assess award-winning CRM works and understand their creative strategies and CRM patterns. The results can serve as references for business development in CRM and academic teaching of creative advertising design.

Literature Review

Social marketing and cause-related marketing

CRM, also referred to as public welfare marketing (Lu, 2015; Gu, 2015), corporate social marketing, and social issues marketing (Berglinda & Nakata, 2005), is a type of social marketing. Lafferty et al. (2016) suggested that several hundreds of brands in the United States have participated in CRM activities over the past 30 years. CRM is the fastest growing category over the last decade in terms of sponsorship expenses and its budget among the US businesses increased by 2.2% in 2009 compared with that in 2008 despite the unfavorable conditions of the global economy. CRM has become valuable in marketing in the United States (Koschate-Fischer et al., 2012).

CRM is a marketing process in which businesses initiate and form partnerships with NGOs. When consumers participate by making a purchase, businesses donate proportions of their revenue to specific charity organizations to meet individual and organizational goals (Varadarajan & Menon, 1988). Kelly (1991) proposed that CRM is a type of corporate strategic philanthropy and that donation is a crucial component of customer relationship management. The initial goal of this strategy was to increase the usage and awareness of brands and increase sales. NGOs also consider CRM to be a new type of fundraising approach that involves aspects such as hosting activities to advocate the philosophy of NGOs and issuing products jointly with businesses. Varadarajan and Menon (1988) suggested that businesses promote three types of philanthropies. These are (1) spontaneously engaging in philanthropies spontaneously without considering the possibility that it may reduce the resources and profit of the company itself; (2) regarding themselves as members of society and making an effort to share responsibility; and (3) regarding philanthropies as a means of marketing and using this approach to improve management ability and increase competitiveness. The third approach is most commonly practiced by businesses today. Overall, businesses' manipulation of CRM can be categorized into four types. These are (1) Promotions based on transactions; (2) Promotion of common issues; (3) Licensing (Andreasen, 1996); and (4) corporate theme promotion (Kotler, 1996). These aforementioned studies revealed that current research on CRM has primarily focused on decision variables encountered during activity planning and the effect of consumers on cause-related impressions. Extremely few studies have investigated the creativity manipulation and strategy performance of CRM.

Advertising message content and creative strategies

Scholars on advertising strategy have observed that creative thinking related to advertising strategies can be separated into two parts. The first part is message strategy, also referred to as creative strategy, which mainly determines what should be said in an advertising. The second part is executive strategy, also referred to as creative execution or creative tactic, which mainly determines how to convey what is being said in an advertising. The difference between the two is that creative strategy involves the content of a marketing communication message. Creative strategy is defined as an advertising policy or guiding principle that influences consumer perceptions of objects and determines whether consumers are convinced (Frazer, 1983; Taylor, 1999). Taylor (1999) constructed a six-segment message strategy wheel to explain the decision-making types of purchase motivation of different consumers.

Taylor's six-segment message strategy wheel is based on several theories of social science and consumer behavior; for example, the FCB grid model proposed by Foote, Cone, and Belding and informational and transformational creative strategies proposed by scholars on typology. The informational strategy focuses on product attributes and profit performance. Some scholars have referred to this type of creative strategy as rational, cognitive, utilitarian, and functional. The transformational strategy is primarily based on the creation of brand image and is considered emotional, feeling, and value-expressive. The three strategies specified in Taylor's six-segment message strategy wheel, namely ration, acute need, and routine, belong to the transmission view, which is a component of the informational creative strategy. The remaining three strategies of the wheel, namely ego, social, and sensory, belong to the ritual view, which is a component of the transformational strategy.

This study focused on the creative strategy of messages and used Taylor's model to conduct a content analysis. In addition to developing creative content dimensions, creative strategies can also reflect the creativity of advertising. Effective creative strategies can convey the concept of advertising, a technical solution, elements of advertising reflecting the brand message, a creative copy, usage of a new product, new product usage, and new style. In the digital era, the development of new technologies facilitates creative development in various forms. Thus understanding social media and ambient media, online and offline activities, and characteristics of media used for exhibitions is indispensable to foster creativity. This study focused on the application of a media vehicle and investigated creative strategies and the forms of manipulation of media vehicle in communications.

Word-of-mouth (WOM), viral, and social media

Although viral advertising has become increasingly prevalent, such new forms of advertising nevertheless prompt a variety of research opinions. Some researchers consider viral marketing and viral advertising to be the same and interchangeable (Kaikati & Kaikati, 2004; MindComet, 2006). However, Eckler and Rodgers (2014) maintain that certain distinctions exist between the two terms.

Golan and Zaidner (2008) proposed that the range of viral marketing is broader than viral advertising and includes word-of-mouth (WOM) strategy. That is, a brand's point-to-point communications on the Internet all belong to viral marketing. Viral advertising is a form of free point-to-point communications, and advertisers create online advertising that influence audience through clear message and stimulating content; consumers can then spontaneously share the content with their friends. In other words, viral advertising refers to the act of users sending advertising to one another through e-mails or online social media. In contrast to earlier forms of internet advertising, viral advertising is not controlled by advertisers; rather, it is disseminated through the sharing and sending of messages among members of the public. Viral advertising is more smoothly disseminated when streaming, and consumers more proactively share advertising when they can agree with their content. Doh and Hwuang (2009) suggested that WOM is an indispensable interaction factor in consumer and brand communication in today's marketing environment. WOM prompts consumers to share their own experiences and opinions regarding a specific topic. Members of the public can collect product information and topics for discussion provided by other consumers by browsing webpages, thereby forming internet

interactions. Keng and Ting (2009) defined internet interactivity as the interpersonal interactivity and machine interactivity of consumers. Interpersonal interactivity occurs when consumers interact and communicate with others and exchange messages on the Internet. Machine interactivity refers to consumer feedback in the form of browsing, searching, liking, and commenting to participate in brand activities or discuss specific topics. The CRM award-winning works at the CLIFC exhibited creative performance that was recognized by experts. Specifically, the creative performance of these works demonstrated strengths in factors such as divergence, strategy, utility, interaction, and overall performance that distinguished them from the numerous other entries (Fang, Wei, & Teng, 2016). This study investigated whether advertising on social media were results of viral advertising that the public could participate in and disseminate through sharing by conducting a content analysis.

Research method

Wang (1991) reported that the phenomena observed in the domain of communication occasionally lack direct evidence and content analysis can be used to categorize communication according to the characteristics of its content and generalize the meaning of its message. This study conducted a content analysis to investigate the CRM strategies and message transmission of CRM award-winning works in the 2014–2015 CLIFC. Specifically, product categories, CRM types, creative strategies, types of cause-related social problems, media vehicles, and types of viral dissemination of those award-winning works were discussed.

Sample

The awards established by the CLIFC have greatly expanded with an increase in the number of creative domains. Two awards initially existed, namely Grand Prix for Good and Lions Health, and the Health & Wellness award was added in 2014. In 2016, the Health Grand Prix for Good award was granted jointly by the Cannes International Advertising Festival and the United Nations Foundation. Additionally, the Glass Lions Award: The Lion for Change for topics on gender was established in 2016. In 2018, the Sustainable Development Goals Award was established (UACG ED., 2017). Based on the aforementioned CRM awards, we used purposive sampling to randomly select award-winning works at the 2014–2015 Cannes International Advertising Festival from the AdForum website (<https://www.adforum.com>); in total, 22 samples were used in this study(see appendix).

Coding categories and operational definition

We consulted and modified the product categories proposed by Golan and Zaidner (2008) as follows. (1)NGOs, (2)Automobiles, (3)Food and beverages, (4)Travel, (5)Communication and electronics, (6)Banking and insurance, (7)Fashion, (8)Entertainment and media, (9)Household products, (10)Pharmaceuticals, (11)Alcohol, (12)Other. We consulted and modified the following categories of CRM types proposed by Andreasen (1996) and Kotler (1996). (1)Promotions based on transactions, (2)Promotion of common issues, (3)Licensing, (4)Corporate theme promotion. We consulted and modified the following categories of creative strategies proposed by Taylor (1999). (1)Transmission-oriented, (2)Somewhat related to the transmission view, (3)Combination of the transmission and ritual views,

(4)Ritual-oriented, (5)Somewhat related to the ritual view. We consulted and modified the following list of social concerns proposed by Yu (2008). (1)Improve health, (2)Injury prevention, (3)Community involvement, (4)Protect environment, (5)Human rights, (6)Other. Media vehicle: we consulted and modified the list of the following media vehicle categories proposed by Yang (2015). (1)Print, (2)Electronics, (3)Internet, (4)Out of Home(OOH), (5)Social media, (6)Ambient media, (7)Exhibition, (8)Other.

Coders and reliability test

Professional practitioners have rich practical experience and are able to precisely judge the appropriateness of problems using their own professional knowledge (White & Smith, 2001). We selected two experts with a background in advertising design and more than 20 years of working experience as the coders of this study. To ensure consistency of the coders' interpretation, we adopted the coding steps recommended by Kolbe and Burnett (1991). First, coder training was conducted and we explained coding principles and operational definitions of categories to ensure that the two coders understood each procedure of this study to reduce the error of interpretation. The mutual agreement and reliability consistency of Coder A and Coder B were .91 and .94, respectively. This was higher than the standard reliability coefficient of .85, indicating that the two coders had reached a consensus and that the reliability requirement had been met.

Results and Discussion

Product categories of CRM

In total, products by profit-seeking organizations accounted for 54.5%, and those by nonprofit organizations accounted for 45.5%, as indicated in Table 1. The data presented in Table 1 reveal that in each category, the sum of the percentage of investment in CRM of profit-seeking businesses was higher than that of nonprofit-seeking businesses and that the difference between the two was not substantial. This revealed that profit-seeking organizations that used creative measures to invest in CRM still had potential for growth. Using creative measures not only attracts the attention of more groups but also contributes to effective feedback. To produce a positive and proactive influence, more participation of profit-seeking businesses in the promotion of CRM topics and fulfillment of social responsibility is necessary.

	Current Study n = 22	percentage
NGO	10	45.5%
Automotive	0	0%
Food & Beverage	1	4.5%
Travel	0	0%
Electronic & Communication	0	0%
Banking & Insurance	0	0%
Fashion	2	9.1%
Entertainment & Media	3	13.6%
Household products	4	18.2%
Pharmaceuticals	2	9.1%
Alcohol & Tobacco	0	0%
Other	0	0%

Table 1 types of product category

In Table 2 result revealed that improve health topics constituted the majority of public needs and concerns. This was particularly true for topics related to cancer and those requiring action of members of the general public. For example the Cancer Council of New South Wales used the song “I Touch Myself” by female rock singer Chrissy Amphlett died of breast cancer in campaigns encouraging women to assess themselves for breast cancer and thus urge them to address the necessity of undergoing early-stage cancer tests. The League Against Cancer in Columbia used social media platforms commonly used by consumers (i.e., Twitter) to create accounts for seven types of cancer to virtually disseminate information on cancer. Specifically, through viral advertising, people are prompted to participate, discuss, repost, or share information on various cancer-related topics.

Second, human rights topics primarily discuss the rights to personal liberty, property, as well as the freedom and gender equity of women, children, and underprivileged people. The National Women’s Law Center in the United States initiated the Equal Payback Project through Facebook to promote the concept of equal pay for equal work. Ariel, the brand of laundry detergent by Procter & Gamble (P&G), had an advertising titled Share the Load in Mumbai, India. The advertising posed the question “Is laundry only a woman’s job?” as its message to consumers to address the topic of gender inequality and increase public awareness. Additionally, the company began selling a His and Her Pack of Ariel detergent and cooperated with clothing brands to add the comment “can be washed by both men and women” on clothing wash care labels. Such creativity helped the company to acquire additional free exposure and resulted in the company’s sales increasing by 106%.

	Current Study n = 22	percentage
Improve health	13	59.1%
Injury prevention	0	0%
Community Involvement	2	9.1%
Protect environment	0	0%
Human rights	7	31.8%
other	0	0%

Table 2 types of Social issue

Types of CRM strategy

Kotler (1996) proposed that one strategy of CRM is for a business to regard itself as a member of society and promote a specific concept or topic of public concern. This helps to improve corporate image as well as increase managerial ability and competitiveness (Varadarajan & Menon, 1988). Among caused-related winning works of the 2014–2015 Cannes International Advertising Festival, 95.5% of advertisers used the strategy of corporate theme promotion to promote CRM (see Table 3). For example, Terre des Hommes used the name Sweetie and created a virtual 3D little girl as bait to interact with 1000 adults on online forums. The purpose was to collect online browsing and participation records as well as information on child sex predators associated with webcam child sex tourism. The records were provided to the International Criminal Police Organization to prevent sexual crimes against children. Furthermore, because of a cultural taboo surrounding the female reproductive system, for a long time no appropriate word existed for indigenous women outside of Oaxaca, Mexico to express pain in their reproductive system. The brand Always under P&G initiated the intimate words campaign and invited sociologists, doctors, and linguists to cocreate a book of terms for the female reproductive system. This addressed the inappropriateness of the cultural taboo and enabled women to express relevant pain or problems to doctors. The aforementioned cases revealed that when corporate theme promotion was adopted as the CRM strategy, the creativity of the main topic should convey corporate attributes, philosophies, and images. That is, the creative performance of the theme and compatibility of businesses must be able to evoke audience associations. Moreover, high compatibility was demonstrated to contribute to the transmission of message content and increased impressions in members of the general public (Berens, et al., 2005).

	Current Study n = 22	percentage
promotions based on transactions	0	0
promotion of common issues	1	4.5%
licensing	0	0
Corporate theme promotion	21	95.5%

Table 3 types of initiatives of cause-related marketing campaigns

Creative strategy of CRM

In Table 4 revealed that more brands adopted the creative strategy of the ritual-oriented. The Noemi Association in France initiated The eyes of a Child, an educational game for parents and children, to discourage discriminatory perceptions of people with disabilities. Adults should hold perceptions of the world that are as pure and innocent as those of children and show respect for people with disabilities. Additionally, the dog food brand Pedigree used First Days Out as a theme to tell a story of two rehabilitated people; one was in prison for 2 years and the other was in prison for 12 years. They realized that the world had changed when they came out of prison to resume their lives and experienced feelings of unfamiliarity and loss with respect to their futures. Subsequently, they gradually began new lives by adopting and caring for dogs and learned that when “You save a dog. A dog saves you.” In the

award-winning works, numerous brands adopted the ritual view of a creative strategy. We inferred that great volatility in the amount of information has broadened consumer channels of obtaining information. Attracting consumer attention with abundant information is not easy, and presentations based on human experience more easily evoke human emotional resonance (Raport, 2013).

	Current Study n =	percentage
	22	
Transmission-oriented	5	22.7%
Somewhat related to the transmission view	1	4.5%
Combination of the transmission and ritual views	1	4.5%
Ritual-oriented	14	63.6%
Somewhat related to the ritual view	1	4.5%

Table 4 Taylor's creative strategies in the Ritual vs. Transmission views

Communication strategy of CRM

The results of this study suggest that the use of vehicles in 2014–2015 award-winning works were 100% for online social media (Table 5). The Internet has already been highly developed, but some underdeveloped or remote locations still lack Internet access. Businesses must therefore consider appropriate vehicles when promoting CRM strategies. Additionally, Viral advertising such as remaking offline media as videos and uploading them to social media enable the rapid transmission of messages.

	Frequency	percentage
Print	3	13.6%
Electronics	2	9.1%
Internet	0	0%
Out of Home(OOH)	0	0%
Social media	22	100%
Ambient media	1	4.5%
Exhibition	5	22.7%
Other	1	4.5%

Table 5 Creative performance in the use of vehicles (n = 22)

Conclusions

Social problems have become increasingly complex, and some people ignore them while others have become accustomed to them. Nevertheless, the use of powerful creativity may draw public attention to social concerns. Creativity is the key to advancement, and excellent creativity enhances brand value and increases business profit. This study conducted a content analysis of CRM winning works in the Cannes International Advertising Festival to understand product categories, types of CRM, creative strategies, cause-related social concerns, media vehicles, and viral dissemination in these works. The results of this study can be summarized by the following four points.

The percentage of profit-seeking organizations devoted to CRM was higher than that of NGOs, and profit-seeking organizations: Between 2014 and 2015, profit-seeking organizations were primarily dedicated to the creative development of CRM products such as household products, entertainment and media, fashion, and pharmaceuticals, and food and beverages. These four categories accounted for 54.5%, which is higher than the 45.5% of nonprofit organizations.

Corporate theme promotion was used as the main CRM strategy: four types of CRM strategies can be used, namely promotions based on transactions, promotion of common concerns through the cooperation between profit-seeking organizations and NGOs, licensing of NGOs, and corporate theme promotion. This study discovered that the promotion of corporate themes was the main method of both profit-seeking organizations and NGOs and they designed standard words according to the name of the theme. Additionally, these organizations increased mutual compatibility between creative performance of message content and managerial business philosophies to attract audience attention.

The frequency of using creative strategy of the ritual view exceeded the creative strategy based on transmission view: in terms of the performance of creative strategy, this study discovered that expressing the content of an advertisement dramatically in the form of stories could more easily capture audience attention and prompt emotional resonance. Numerous businesses have thus used the ritual view of creating a brand image, emotions, and sensory experiences as their CRM strategy.

Integration of online and offline communication: advancements in Internet technology have changed the method of communication through messages. Creative advertising are less irritating to the audience and tend to prompt the spontaneous forwarding of messages. This study discovered that in addition to considering audience habits of using media vehicles, brands also incorporated message content into videos. They subsequently used social media to produce a viral effect and achieve all communication goals through the mutual integration of online and offline media.




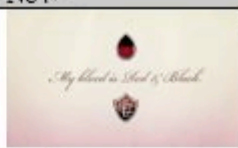


















Businesses occasionally ignore their CSR when adopting changes to improve their market competitiveness. However, attaching importance to CSR is the key to sustainable management. The results of this study can serve as a reference for relevant industries and researchers when practicing in CRM, and future studies should continue to observe the performance of contemporary works.

Acknowledgements

This study was sponsored by Taiwan's Ministry of Science and Technology (MOST) under the research project no. MOST 107-2635-H-130-001. We hereby express our gratitude.

Appendix

Samples

No1 	No2 	No3 	No4 
No5 	No6 	No7 	No8 
No9 	No10 	No11 	No12 
No13 	No14 	No15 	No16 
No17 	No18 	No19 	No20 
No21 	No22 		

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