Abstract
With the growth of consumer interest in social topics, the attention to it from the side of marketers increases as well. For brands, working in the area of philanthropy and social responsibility is not only one way to build customer loyalty, but also a way to increase sales. However, contrary to popular belief, the development of a corporate social assistance program within the company can solve a much wider range of tasks, in addition to image challenges. The article examines the image effect and the increase in sales from the placement of the emblem of NPO charitable organizations on food packaging.

Keywords: charity, NPO, marketing, PR, reputation advantage

1 Introduction
At present, 7 out of 10 consumers in Russia actively support the idea of charity and social responsibility and make donations personally: with money, things or bonuses - these are the conclusions of the Pro Bono study by Nielsen for the Life Line fund to help seriously ill children. Of these people, 44% donate money to charitable foundations, while every fifth (21%) prefers to participate in charity only in a non-monetary way [2].

Often, the audience of charitable foundations is promising in terms of age and ability to pay consumers, who are of interest to manufacturers of mass goods. Marketing mechanics of interaction between funds and brands can lead to a win-win effect, when the brand, the fund, and the consumer receive benefits. And for the brand, the advantage lies in both the image effect and sales growth. A particular example is the launch of products with special “charitable” designations on the packaging.

Charitable foundations are an important and promising audience for marketers, especially considering that 84% of family purchases are made by women. And women, in comparison with men, when buying, pay more attention not only to the benefits and quality of products, but also to the opportunity to contribute to charitable or socially significant programs. Supporting such areas can become an additional advantage over competitors and one of the ways to increase sales for brands.

The customer awareness with charity brands and emblems is shown in Figure 1 [3].

Half (50%) of the respondents admitted that for them the social responsibility of the company and deductions from purchases to charity are an important criterion when deciding whether to buy a particular product. And one of the simplest and most affordable ways of marketing interaction between brands and foundations is joint projects to place their logo on the manufacturer's products, which transfers a certain amount from each purchase in his favor. This way of participating in charitable activities is relevant for every third respondent (30%). Moreover, 70% of respondents said that they have seen products on sale, and 75% of them bought such products.

There is great potential for this approach, but it can be difficult for foundations to convince a brand's marketing team that a joint initiative will have a positive impact on sales, which is why few use this solution [1]. One of the organizations that approached this on a large scale was the Life Line fund for children, which launched a campaign with the manufacturer Belaya Dacha. As a result, this initiative not only attracted consumers' attention to charity, but also had a positive effect on sales: every third participant in the Nielsen survey admitted that they had seen products...
This paper discusses the advantages, disadvantages and conclusions on the following issues:

- The need to use marketing in the work of non-profit organizations and foundations;
- Additional benefits for corporations: increased profits and increased customer loyalty;
- Benefits of mutually beneficial cooperation;
- Ready-made solutions for placing the logo of a charitable organization on certain groups of goods.

3 Decision

The fund audience is a promising consumer segment in terms of key characteristics. For the successful integration of the brand and the fund, it is important to find the right category, the greatest potential is seen in the categories of essential goods (in particular, everyday food products) and “emotional” categories (due to their relatively high cost and logic, “I not only pampered myself, but also made Good deed”).

4 Conclusion

Charity participation in Russia is high, and in the context of limited opportunities to donate money, consumers may find meaning in alternative charitable processes, such as buying goods that contain information about the transfer of part of the funds to charitable foundations. Collaboration between corporations (in particular, those producing food) and charitable foundations can provide an additional competitive advantage. Collaboration between corporations (in particular, those producing food) and charitable foundations can provide an additional competitive advantage.

References


