

**CAUSE RELATED MARKETING ADS:  
A CONTENT ANALYSIS OF PRINT ADVERTISEMENTS IN TURKEY<sup>1</sup>**

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**ABSTRACT**

Advertisements of social cause-related marketing (CRM) appear as the advertisements of brands promising a solution of a social problem or a donation (to a NPO). The number of this type of advertisements and campaigns gradually increase both around the World and in our country. It is important to analyze the features of the CRM advertisements organized in the campaigns of Turkey so as to determine how these advertisements are approached. This study contains the determination of the features of the CRM advertisements published in the national media in Turkey. For this purpose, the content analysis method is applied on 42 CRM advertisement published in print in the Turkey's national media. The content analysis method implemented in the scale of specified categories with regard to the fundamental component of CRM, it is important in the matter of being able to explain the features of the message content in CRM advertisements. Moreover, it allows a comparison in the aspect of the international literature. In accordance with the results of the analysis, some results are found such as CRM campaigns are mostly preferred in the sectors of hygiene and food, education is chosen to be the social problem, the amount of donation is not stated and the use of a public figure is very less.

**Key Words:** Cause Related Marketing, Advertisement, Cooperate Social Responsibility, Content Analysis.

**Sosyal Amaca Yönelik Pazarlama Reklamları: Türkiye’de Yayınlanmış Reklamlara  
Yönelik İçerik Analizi**

**ÖZET**

Sosyal amaca yönelik pazarlama (SAYP) reklamları; kampanya kapsamında satılan her ürün karşılığında, sosyal bir sorunun çözümüne (ya da bir STK’ya) bağışta bulunmayı vadeden markaların reklamları olarak karşımıza çıkmaktadır. Hem dünyada hem ülkemizde bu tür kampanyalar ve reklamlarının sayıları gittikçe artmaktadır. Türkiye’de düzenlenen kampanyalardaki SAYP reklamlarının özelliklerini analiz edilmesi bu reklamların nasıl ele alındığını saptamak açısından önem taşımaktadır. Bu çalışma, Türkiye’de ulusal basında yayınlanmış SAYP reklamlarının özelliklerini belirlenmesini içermektedir. Bu amaç doğrultusunda Türkiye’de yayınlanmış basılı 42 SAYP reklamına içerik analizi yöntemi uygulanmıştır. SAYP temel bileşenlerine göre belirlenen kategoriler ölçeğinde gerçekleştirilen içerik analizi, SAYP reklamlarındaki mesaj içeriklerinin özelliklerini açıklayabilmesi açısından önemlidir. Ayrıca uluslararası literatür açısından karşılaştırmaya olanak vermektedir. Analiz sonuçlarına göre, SAYP reklamlarının çoğunlukla; temizlik ve yiyecek sektörlerinde tercih edildiğini,

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<sup>1</sup>This article was presented in The Inaugural European Business and Management Conference (EBMC 2014) Brighton, United Kingdom (Oral Presentation)

sosyal sorun olarak eğitimin seçildiğini, bağış miktarının belirtilmediğini, ünlü kullanımının çok az sayıda olduğu gibi sonuçlar tespit edilmiştir.

**Anahtar Kelimeler:** Sosyal Amaca Yönelik Pazarlama, Reklam, Kurumsal Sosyal Sorumluluk, İçerik Analizi

### **Introduction**

Many people are worried about the cause and environmental problems experienced in their own countries as well as throughout the world. This situation has an influence on their consumption behaviors. If consumers use a certain brand, they then want to be aware of the world issues and to undertake a creative and problem-solving role. Briefly, today, one of the issues consumers are interested in is the Corporate Social Responsibility (CSR).

Cause Related Marketing (CRM) is one of the applications of Cooperate Social Responsibility. The amount of donation to a “Cause” is the only CSR attempt which depends on a consumer’s purchasing this “product”; in other words, the amount of social aid depends on the number of products sold to consumers (Kotler & Lee, 2005, p.3). Also, consumers raise their awareness of the corporation, the brand or the product, and support the solution for a cause and contribute to the campaign by purchasing the product (Varadarajan & Menon, 1988, p.59).

In Turkey, studies on CRM are mostly based on a case analysis and on attitudes towards CRM. As the result of the researches on the international literature, a study analyzing CRM campaigns and CRM advertisements (ads) is not found.

In this study, content analysis will be conducted on CRM ads. Thus, the research data to be collected are thought to act as an indicator for CRM ads and to provide a background for future related studies.

### **Corporate Social Responsibility**

Societies, corporations and consumers are getting more and more interested in causes, and the related social sensitivity is increasing accordingly. Due to this sensitivity, corporation are now more willing to support the solution for causes. Research shows that consumers are likely to prefer one product to another to support campaigns based on social responsibility (Basil & Herr, 2006; Barone & Miyazaki, 2000; Bigne, 2010).

In general, CSR is the responsibility of individuals and administrations to be conscious of supporting the economic, environmental, cultural and social changes and development and to turn this consciousness into action so that they can solve the problems within the society and in their physical environment, regulate the conditions and improve the quality of life (Werther & Chandler, 2006, s. 3-4 & Ersöz, 2007, p. 19-20).

Corporate social initiatives are major activities undertaken by a corporation to support social causes and to fulfill commitments to corporate social responsibility. Cause related marketing is a corporate social initiative (Kotler & Lee 2005, p.3).

### **Cause Related Marketing**

Definitions of CRM are basically similar to one another and are based on the promise that corporations will donate to the solution of a cause determined in response to each product sold.

CRM is the process of formulating and implementing marketing activities that are characterized by an offer from a firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives (Varadarajan & Menon, 1988, p. 60). A corporation commits to making a contribution or donating a percentage of revenues to a specific cause based on product sales. Most commonly this offer is for an announced period of time, for a specific product, and for a specified charity. In this scenario, a corporation is most often partnered with a nonprofit organization (NPO) , creating a mutually beneficial relationship designed to increase sales of a particular product and to generate financial support for the charity (Kotler & Lee, 2005, p. 3). “For example, during 1980s, American Express Company launched a CRM program in support of the renovation of the Statue of Liberty. American Express promised to donate a penny to the renovation for each use of its charge card and a dollar for each new card issued in the U.S. during the fourth quarter of 1983. American Express had a 28% increase in card usage over the same period in 1982 and a sizable increase in the number of new cards issued. This \$6 million national promotion campaign resulted in a \$1.7 million contribution by American Express to the Statue of Liberty-Ellis Island Foundation” (Varadarajan and Menon, 1988, p.59). Since this important campaign in USA, CRM has developed more than ever before. This growth refers not only to the increasing amount of donations in accordance with the number of products sold but also to the increasing cooperation between “corporation and NPOs.” Corporations supporting NPOs have gained reputation according to the target audience and increased their sales (Polonsky & Wood, 2001, p.12).

In Turkey, a well-known and pioneer CRM campaign was the “Project of Cleaning the Exterior Surface of Topkapı Palace with CIF”. (<http://greenactive.com/projeler/casestudy/avrupa-basarisi/>) This project, which coincided with the 700<sup>th</sup> anniversary of foundation of the Ottoman Empire and which renewed the appearance of the Palace, gathered the creative approach and the corporation, government and non-profit organizations to achieve a common purpose. Therefore, the project was awarded with the IPRA

Golden World Reward and Certificate of Excellence by the International Public Relations Association in 1999 (<http://arsiv.ntvmsnbc.com/news/33039.asp>).

The value created by CRM campaigns is made up of the synergy and cooperation formed by corporation. (Kotler and Lee, 2005, p.23). Therefore, CRM campaigns draw the whole world's attention and provide a high level of potential. NPOs win thanks to CRM campaigns and generate income from the products sold. NPOs and the problems they support are put on the agenda with these campaigns, and thus they have different sources of income; for example, donations could increase. The *corporation* also wins not only because, as a business firm, they give importance to a goal for the benefit of the society and spend money for that purpose but also they contribute to social development and make the target population aware of this. Success of CRM campaigns lead to positive image associations and an increase in sales of the brand. As for the *consumer*, they win as well since they both own the product and feel themselves good due to their support for a social campaign without any cost (Varadarajan,1988, p.62). Consequently, as a result of solving a cause, all related individuals and social and ecological environments will make use of this.

### **Cause Related Marketing Ads**

CRM ads are necessary for the target audience to be aware of the campaign and to support this campaign by buying the product. The most prominent feature of CRM campaigns is that the ad addresses the campaign itself (Pringle and Thompson 1999;101). Cause-related marketing ad communicates any such charitable effort to the marketplace (Berger vd., 1999, p.491). In a CRM ad, a message of donation's being more prominent than other messages is emphasized with the brand and a cause (Samu and Wymer 2009:433). It is what introduces the CRM campaign. In this type of ads, the consumer is informed about the cause they will donate when they buy the product campaigned (Desphande and Hichon, 2002, p. 905-906).

In the light of all above, CRM ads can be defined as follows: 'They are those ads which promise donation to the solution of a cause (or to a NPO) in response to each product sold. For awareness-raising, the target audience gets informed about the cause (or NPO), the donation and the campaign rather than the features of the product (quality, endurance and so on). In CRM ads, the purpose is to encourage the consumer to support the campaign by buying the product.

### **Basic Components Related to CRM**

In order for a CRM campaign to achieve its purposes, it is important to plan and evaluate the basic factors systematically from a broad perspective. While determining the basic factors, appropriate selections can lead to the success of the campaign. These basic components are corporation, determining the cause to be associated with the corporation, establishing

partnership with non-profit organizations, cause-brand fit, promise of donation in a CRM campaign, duration of the campaign, as follows.

### **The Body Organizing the CRM Campaign**

The corporation is undoubtedly the cause of the existence of CRM. The reason is that a corporation seeking profit will make the decision on CRM campaign development and do the necessary organization and donation; in other words, it is the corporation that will be the sponsor.

Success of a CRM campaign will be influenced by the corporation's successful management of the corporation reputation, of the campaign process and confidence in the corporation (García, 2003, p.112).

### **Determining the Cause to be Associated with the Corporation**

Selection of the cause is the first and most important step. It is important to decide which cause is more appropriate because this decision has great influence on the execution and results of that campaign. In CRM campaigns, selection of a cause constitutes the basis of the campaign. It is important that the cause to be selected should interest large masses of people and the results of this selection should interest the majority.

### **Establishing Partnership with Nonprofit Organizations**

There is no single clear answer to the question of "Is it better whether to execute the campaign alone or in cooperation with a Nonprofit Organizations (NPO)?" However, what is important is the strength of corporations and their brands. If corporations, or brands, are strong with a high level of authority and respect, then they will have the necessary statue, prestige and sources to cope with the most difficult situation even on their own. Also, although a brand weak in general has certain strength in its own market or business, it may gain a more respected and desired brand value by cooperating with a NPO that has a stronger image in public (Pringle and Thompson, 1999, p.137).

### **Cause-Brand Fit**

Cause-brand fit is the harmony between "cause and brand" or between "cause and NPO". Cause-brand fit can be achieved when the objective is set in line with such features of corporation as its business area, identity, products and mission. (Welsh, 1999, Gray, 2000; Murphy, 1996; Hamlin & Wilson, 2004)

### **Promise of Donation in CRM Campaign**

Selling more products means more donations. It could be promised that the whole sale of a product, a certain amount of the sale or the product itself can be donated to solve a cause (Kotler

& Lee 2005:83). Deciding on how much of the profit for donation constitutes one of the issues that influence customer's decision on whether to buy a product or not.

### **Duration of the Campaign**

Corporation could have two preferences regarding the duration of the CRM campaign. One of them is to organize a short-term campaign. The duration could be one-day-long or seasonal or could continue till the completion of the project supported.

### **Methodology**

The number of CRM activities is gradually increasing in Turkey just as it is all around the world. There is not enough study conducted to evaluate and inform about the features of CRM ads in Turkey. This study will allow providing detailed information about CRM activities in Turkey. The present study aims to provide answers to the question of "What are the basic features; *type of the corporation, sector, type of the corporation cooperated, cause, message, product*, of CRM ads in Turkey?". In this respect, the following research questions have been directed:

1. What are the features of the corporation organizing the campaign in CRM ads?
  - In which sector does the corporation organizing the CRM campaign serve?
2. What are the features of the corporation organizing the campaign in the CRM ad and cooperates with it?
  - What is the type of the corporation cooperated (the one benefiting from the campaign) in the CRM campaign?
  - Does the corporation cooperated in the CRM ad have a logo?
3. What are the features of the cause in the CRM ad?
  - What is the type of the cause in the CRM campaign? (What kind of a cause will the income obtained via the campaign be donated?)
  - Is there cause-brand fit in the CRM ad?
  - Is there a picture of the cause to be donated via the campaign in the CRM ad?
4. What are the features of the CRM message in the CRM ad?
  - What is the type of the donation in the CRM campaign?
  - Are the start and end dates of the CRM campaign given in the ad?
  - Does the CRM campaign have a name?
  - Does the CRM ad have a photo of a celebrity?
5. What are the features of the product in the CRM ad?
  - Does the CRM ad have a script related to the product?
  - Does the CRM ad have a slogan related to the product?

-Does the CRM ad have a photo of a product?

CRM applications are not limited to use. They are carried out in fairly different countries. CRM has become a global phenomenon (Daw, 2006, p.15). Application of content analysis on ads in Turkey is thought to be important since it will provide data not only for the ad literature but also for the CRM literature. These data to be obtained can be compared with content analyses to be conducted on CRM ads in different countries. In addition, this study is also important since it will provide more information about CRM activities in Turkey.

In line with the purpose of the study, “content analysis”, the most appropriate method, was applied. In this respect, booklets of “CSR Projects” (2011, 2012, 2013) was taken as basis to access CRM ads in Turkey. These booklets given at the end of a year with the MediaCat Journal present the annual inventory of CSR campaigns organized by domestic and global corporations in Turkey (MediaCat is a journal for marketing communication published since 1993: <http://www.mediacaonline.com>). From these books of the last three years, CRM campaigns appropriate to the definition of CRM were selected: “Campaigns promising to support the solution to a cause for any product sold.” The ads of the CRM campaigns selected were accessed via the Internet. In the campaign analyses, it is intended to find the campaigns having the feature of a CRM and the printed ads belonged to these campaigns. This study was limited to the printed CRM ads of domestic and global corporations in Turkey. However, snowball sampling was resorted since a very low number of advertisement samplings could be reached. For this, CSR Projects booklets became a beginning in order to reach the very low number of CRM ads that could be accessed. In order to increase the number of advertisements, it was researched whether the companies performed the campaigns had similar CRM campaigns or not. Besides, it was examined if the cooperated NPOs had CRM campaigns again with other companies. On the pages of the accessed CRM ad samples, another scanning was done and a highest possible number of advertisement samples were intended to be found. In consequence of this study, 42 units of CRM ads which were convenient to be analyzed were found.. For each campaign, one ad was taken. The ads which did not give any CRM message, or those which did not promise to donate, were not included in the study although they were known to be a CRM campaign and CRM ad.

Operational descriptions were determined in order to do a content analysis to CRM ads.

**Corporation benefiting from the campaign:** The name of NPO benefiting from the CRM campaign.

**In which sector:** The corporation organizing the campaign services (food, clothing, cleaning, non-profit organization, cosmetics, retail, shopping website, technology, white

goods, banking, household goods, automotive, stationary, service)

**Cooperative logo:** Logo of the corporation cooperated in the CRM campaign

**Type of cause:** Type of the cause mentioned in the CRM campaign/what kind of a cause the income to be obtained via the campaign will be donated to (education, health, environment, sports, homeless children, helping animals, helping the disabled)

**Cause-brand fit:** Compliance between the cause and the corporation in the CRM campaign in terms of such features as area of activity, corporation identity, products marketed and mission (a corporation marketing food products organizes a campaign for public health; a bleach brand aims at giving training on hygiene)

**Type of donation:** Type of donation in response to any product sold within the scope of the CRM campaign (a certain amount of money, the whole income, product donation, without declaring the amount, selling a byproduct, commission)

**Duration of campaign:** Stating the start and end dates of the campaign

**Name of the campaign:** Whether the campaign has a name or not

**Ad script:** Whether the ad has a script related to the product

**Ad slogan:** Whether the ad has a slogan related to the product

**Product photo:** Whether the product has a photo in the ad or not

**Picture of the cause:** Whether there is a picture of the cause to be donated to via the CRM campaign in the ad.

**Photo of a celebrity:** Whether there is a photo of a celebrity in the ad.

In order to conduct content analysis, the operational definitions of the categories were made, and the table of coding was formed. The coding categories were determined considering the features of the CRM ads. The coding was done by a total of three research assistants, two of whom were M.A. students and one of whom was a doctorate student in the Department of Public Relations and Advertising at Anadolu University. The research assistants were knowledgeable about advertising and experienced in content analysis. In order to achieve consistency among them, related trainings were given to the research assistants. The results of the analysis revealed that the intercoder reliability was 94%. Consequently, 42 CRM ads were included in the study. All the CRM ads were printed ones. The data were analyzed with SPSS, a statistics software program for social sciences.

## Findings and Discussion

In the study, content analysis was applied to the total of 42 ads. The categories were determined as appropriate to CRM features. The categories determined in the study included the CRM campaign, the name of the corporation organizing the campaign, the name of the corporation benefiting from the campaign, the type of the corporation organizing the campaign, the sector in which the corporation organizing the campaign serves, collaborator benefiting from the campaign, the logo of the collaborator, the type of the cause that the campaign promises to support, cause-brand fit, type of donation, duration of the campaign, name of the campaign, ad text, ad slogan, the picture of the product, the picture of the cause and the picture of the celebrity. The tables of analysis regarding these categories and the related explanations are provided in detail below.

*Corporates Organizing CRM Campaign and Cooperating Non-Profit Organizations:* In the study, 42 CRM ads were examined and the results obtained regarding these advertisements demonstrated that 38 corporates organized 42 different campaigns (Table 1).

**Table 1.** Corporates Organizing CRM Campaign

Corporates	
Marks&Spencer	Aptamil
Trendyol	Carrefour
P&G (2)	Eti
Domestos	Ikea (2)
Unilever – Kipa	Starbucks
Colgate - Migros	Yataş
Migros (4)	Çiçek Sepeti
Maylo	Gerçekten.com
Cocopops	Prima
Kaspersky	Desa
HP	Ford
Damat	Goody
Profilo	Kipa
Eyüp Sabri Tuncer	İzmir Kartvizit
İşbankası Maksimum (2)	Colgate
Kiehl's	Gratis
Rest - Migros	MSI
Filiz – Migros	Sephora

*The Sector in Which Corporations Organizing CRM Campaigns Serve :* As can be seen in Table 3, the corporation which organized the highest number of CRM campaigns was in the sector of cleaning with nine campaigns (21.4%). This was followed by the corporations in the

food sector with six campaigns. The sectorial distributions of the corporations organizing CRM campaigns are varied. However, it was seen that the sector of cleaning was the one that organized CRM campaigns the most. It was concluded that corporations in such sectors as food, retailing, cosmetics, ready-wear, online shopping, technology and household goods also organized CRM campaigns.

**Table 2.** The Sector in Which Corporations Organizing CRM Campaigns Serve

	Frequency	Percent
food	6	14,3
ready-made clothing sector	3	7,1
cleaning products	9	21,4
cosmetics	4	9,5
retail	5	11,9
online shopping	3	7,1
technology	3	7,1
white sale	1	2,4
bank	2	4,8
household goods	3	7,1
automotive	1	2,4
stationery	1	2,4
animal food	1	2,4
Total	42	100

*The cooperative type in CRM campaign (the type of the cooperation benefiting from the campaign):* It was seen that NPOs benefited from 36 of the CRM campaigns (85.7%) and that public institutions benefitted from six of them (14.3%) (Table 3)

**Table 3.** Cooperating Non-Profit Organizations

<b>Nonprofit Organizations</b>	
AÇEV (2)	Böğürtlen İlköğretim Okulu
TEGV ( 10 )	Social Welfare Institution
MEB ( 3 )	Umut Çocukları Derneği
Darüşşafaka Cemiyeti (4)	School for the Disabled
TEMA (3)	Demirtaş Shelters
KORUNCUK VAKFI (5)	Spor ve Technology in Schools
UNICEF ( 3 )	Özürülüler Vakfı
WWF	Ege Orman Vakfı
Okullarda Spor Fonu	TOÇEV
Tohum Otizm Vakfı	

*Logo of the collaborator (the corporation benefiting from the campaign) in the CRM ad:* According to the findings, 35 (83.33%) of the 42 CRM ads included the logo of the corporation benefitting from the cooperation. In such campaigns, the use of the logo of the cooperated corporation is considered important to raise the consumer's awareness

*Type of Cause in CRM Ads:* It was a striking result that among the 42 CRM campaigns, 23 (54.8%) of them supported education. It is a well-known fact that the most important cause in the studies on corporate social responsibility campaigns in Turkey is education. The cause in five campaigns was environment, and it was homeless children in other five campaigns. It was seen that the other causes were related to health, sports and help for animal (Table 4).

**Table 4.** Type of Cause in CRM Ads

	Frequency	Percent
education	23	54,8
health	3	7,1
environment	5	11,9
sport	2	4,8
homeless children	5	11,9
street animals	1	2,4
aid to handicapped	2	4,8
other	1	2,4
Total	42	100

*Cause-brand fit:* When the findings regarding the cause-brand fit were examined, it was found out that of all the CRM ads, 11 of them (23.80%) involved cause-brand fit while there was no cause-brand fit in 32 CRM ads (76.19%).

*Picture of the cause to be donated via campaign in the CRM ad:* It was seen that there were photos of cause in 16 (38.09%) of all the CRM ads

*Type of donation promised in the CRM ad:* The amount of donation was not mentioned in 29 (69%) of all the ads examined. In five ads, the amount of donation was clearly mentioned. In three of the ads, the whole income to be obtained was promised to be donated, and in three ads, donation of products was promised (Table 5).

*Duration of campaign:* In 33 (78.57%) of all the 42 ads examined, the duration of campaign was not mentioned.

*Name of the campaign:* The findings revealed that the name of the campaign was mentioned in 23 (54,7%) of all the 42 CRM ads .

**Table 5.** Type of donation promised in the CRM ad

	Frequency	Percent
pledge	5	11,9
all of the fee	3	7,1
product donation	1	2,4
not quantify	29	69
per cent	2	4,8
the price of the gift	2	4,8
Total	42	100

*Celebrity photo:* It was seen that there were photos of celebrities in only two (4,7%) of all the CRM ads .

*Ad text related to the product:* 36 (85.7%) of all the CRM ads did not include any ad text related to the product advertised. Only seven of the ads (14.28%) included an ad text mentioning the features of the product advertised.

*Slogan for the product:* In 39 (92.85%) of all the CRM ads, there was no slogan for the product advertised.

*Picture of the product:* It was seen that in 29 (69.4%) of all the CRM ads, there was a picture of the product advertised.

### Conclusions

In the study, 42 CRM ads were examined. The results regarding these ads demonstrated that 38 corporations organized 42 different campaigns. It was seen that the retailer supported 8 of these campaigns. According to the data, the corporation organizing CRM campaigns most was Migros. Migros, a retail store chain, organized three CRM campaigns and supported four CRM campaigns. Thus, it was found out that CRM campaigns were organized only for the products in the retail store chain involved in the campaign. The NPO involving most cooperation in CRM campaigns was TEGV with 10 campaigns. TEGV is a NPO that aims to provide elementary school students with ‘out-of-school educational support.’ TEGV was followed by Koruncuk Vakfi with five campaigns, which protects homeless children, and by Darüşşafaka with four campaigns, which is an educational institution. It could be stated that the corporations which corporated the most in CRM campaigns were the NPOs which provided educational support.

The results revealed that a high level of cooperation was established with NPOs in the ads examined within the scope of this study. One of the important concepts in CRM campaigns is the cause-brand fit. The results of a number of related studies demonstrated that this fit had

positive influence on consumers' attitudes. Of all the 42 CRM campaigns examined, only 11 of them included cause-brand fit. It could be stated that most corporates organizing CRM campaigns do not give enough importance to cause-brand fit and that they support the cause (i.e. education) that interests consumers most. Another important point is that it is quite difficult to understand whether there is cause-brand fit for fairly different products. In future studies, academicians can investigate whether it would be appropriate to look for "cause-product fit" instead of "cause-brand fit" in terms of contribution to the CRM literature.

In the study, the amount of money to be donated to for the solution of a cause was not mentioned in 29 of all the CRM ads examined. In five ads, the amount of the donation was clearly mentioned. In three ads, the whole income to be obtained was promised to be donated, while in three ads, donation of the product was promised. A future research can also examine the influence of the type of donation in CRM ads on consumers' attitudes. It is thought that stating the amount or percentage of a donation will have more positive influence on consumers and that consumers' trust in CRM campaign can thus increase.

In the study, it was seen that the duration of the campaign was mentioned only in 10 of all the CRM ads examined. If the campaign has a due date, it might be useful to state the duration of the campaign in the ad. Stating the duration can have a motivating influence on consumers. They may want to support the campaign by purchasing the product before the due date.

While organizing a CRM campaign, it will be beneficial if a striking name is given to the campaign to make it memorable and to raise awareness. In the study, it was seen that there was a name for the CRM campaign in 20 of all the CRM ads examined. The other 23 CRM ads did not include any name for the campaign.

The interesting message of a CRM ad is the CRM message; in other words, it is the donation promised. Giving messages in relation to the features of the product could confuse consumers and distract their attention. During a CRM campaign, it will be better to do ad separately for the product and for the CRM campaign. In relation to this, there was no information about the product in 36 of all the CRM ads examined in the study.

Among all the CRM ads, 39 of them did not include a slogan for the product advertised. It could be stated that lack of a slogan for the product could help draw the attention to the CRM message. It was also seen that 29 of all the CRM ads included a picture regarding the product advertised. It is believed that including product pictures in ads is beneficial. In the study, it was seen in 27 of all the CRM ads there was a photo regarding the cause to be supported. Lacking

of a visual material regarding the cause will draw consumers' attention and put emphasis on social responsibility.

In the study, it was seen that there was a celebrity only in two of the ads. In use of a celebrity in a CRM ad could draw consumers' attention to the campaign yet undoubtedly increasing the cost. On other hand, celebrities could be encouraged to get involved in the campaign on voluntary basis within the scope of a social responsibility activity.

CRM ads are different from product ads and social responsibility ads. The reason is that they aim to sell more products while acting as a social responsibility campaign. Therefore, content analysis categorizes determine the features of the CRM concept.

This study covers only printed CRM ads; thus, in future studies, content analysis can be conducted on other kinds of ads like television commercials. It is thought that carrying out more studies to determine features of CRM ads as well as those of CRM campaigns is important for the literature on advertising and marketing and it will contribute to further development of CRM in Turkey. The data collected in this study are also thought to guide future studies to be conducted to examine consumers' attitudes within the scope of the features mentioned.

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