

CORPORATE AND COMMUNITY MARKETING COMMUNICATION: SOLUTIONS OF PERSONAL SUSTAINABILITY AND EFFICIENCY

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ABSTRACT

Nowadays it is becoming more and more evident and accepted that the key to solving many problems at the social level is to ensure personal sustainability. Personal sustainability implies a healthy physical, mental, and psychological state and the ability to maintain that state without over-dependence on others. Psychology, sociology, and marketing research are the areas we focused on, although with different approaches and different techniques. Our research examined the terms of personal effectiveness term and the life coaching system. The areas in this system are time management, communication, career, money, nutrition, exercise and energy upload, thoughts and emotions, self-improvement and self-healing, self-knowledge and self-image, family and love, relationships, hobbies and recreation. In this article we also present a selection of the phenomena in corporate and community marketing campaigns.

Keywords: sustainability, personal effectiveness, life coaching, community marketing

INTRODUCTION

In the following examine where sustainability and personal efficiency overlap. The common elements of these two areas are not well researched, and if examine them in the context of marketing communication, we will find ourselves in truly unexplored territory.

MATERIALS AND METHODS

Our research is based on publications from the three professional and scientific fields of research in question. Our primary method is *documentary analysis*, the analytic observation of national marketing communication Precedent Annals from 1975 to 2011, and the analysis of scientific articles on personal efficiency. In the near future we are planning an overall survey. The aim of this article is to present the correlation of these three themes.

RESULTS AND DISCUSSION

Connection between Efficiency and Sustainability

The personal efficiency belongs to the *life and business coaching*, which has grown from sport psychology in the beginning of the '80's. Today it is an inseparable part

of business life and interpersonal relations in the developed countries (Kárpáti, 2009; Ellis, 2006).

Coaching is basically advice that helps people to achieve their aims and expand their abilities through self-knowledge. A coach makes remarks and motivates with questions. Substantial questions help the client to identify the burdens of his/her own life, to find solutions, and to take responsibility for his own decision (Fekete, 2006).

Advisers use many different models (Komócsin, 2009). There are innumerable factors that influence personal efficiency in many different ways. The most well known is the *Wheel of Life* (WoL), which is a venerable system-model (Figure 1).

Figure 1

The Elements of the „Wheel of Life” model



The aspects of the WoL: personal growth, physical environment, career, health, family and friends, money, fun and recreation, romance and your partner, each have a flexible rating from 1 to 10. This rating reflects the quality of that aspect: in case of a person with poor physical health, that person might give himself a “health” rating in the lower third (from 1 to 4 or so). As the WoL is a self-evaluation, honesty to oneself is very important. The model can be referred as *a three dimension semantic differential*.

In some variations of the WoL, other aspects are included, such as affection, interpersonal relations, or charity (Tracy, 1995; Hay, 2004; Canfield-Hansen, 2000)

The classic WoL is an effective method for a person to evaluate his or her life and a valuable first step in opening up that person to advice and assistance.

A complementary model, called the Wheel of Health (WoH), exists, based on the classic WoL and the opinions of internationally renowned advisers (Maxwell,

1997; Robbins, 1992; Carnegie, 1998) (Figure 2). This model brings together the 12 aspects of a 'healthy personality.' A healthy personality is motivated by his or her *daily routine*. If someone is trying to foster good habits, these priorities will lead toward a balanced, *sustainable*, and meaningful life.

Figure 2

The Elements of the „Wheel of Health” model



Source: Berke, 2009

According to Wikipedia, “the sustainability of Earth is compromised by modern societies’ lifestyles and priorities. The root of this is the individual” (Varga, 2004; Lányi, 2007). We couldn’t agree more with this logical connection. Accordingly, we argue that the most important task for an individual is to keep the balance represented by the WoH. If one is successful in this endeavor, not only is that individual's personal sustainability assured, but human society as a whole becomes more sustainable. In other words, our own personal improvement can secure our collective sustainability, and the root of this improvement is self-examination (Quain, 2008). The first step is to form a commitment to improve the quality of our lifestyle and our environment. We must also take personal responsibility for our decisions and our success.

Marketing Communication Campaigns: Sustainable Life in Focus

It is interesting to examine the degree to which WoH elements are present in current marketing communication campaigns. Of course it is not possible to examine every advertisement, and that is not our goal. Our examples are arbitrarily selected from the last 35 years of Hungarian advertisements (cca. 7000 ad) from such sources as: *Nagy Kreatív Könyvek, Sas*, 2005 and 2007, *Vándor and Simon*, 2000. We are investigating which, if any, elements of personal sustainability are emphasized. Our aim is to provoke consideration of whether or not today's marketing communication campaigns are effectively presenting the correlation between sustainability and personal effectiveness.

Direction of Commercial Message

Sas (2005) says that social campaigns (including the campaign for sustainability) are rooted in three basic psychological situations (*Table 1*). In most cases it appeals to basic-drives, less frequently to the ego, and only occasionally to super-ego. Marketing practice doesn't seem to differentiate between these three categories, but, psychologically, each requires a different approach.

Table 1

Three Different Psychological Orientations of Ad-messages

Id (Basic drives) „Self interest”	EGO „Indirect self interest”	Super-ego „Serving others”
<i>Topics in Ads: Topics of WoH, the individual's self interest, such as:</i>	<i>Topics in Ads: Environmental sustainability, such as:</i>	<i>Topics in Ads: Charity, such as:</i>
Personal medical conditions and syndromes	Environmental protection, animal protection	Blood donation
Alcoholism and drugs	The fight against poverty	Humanitarianism
Safety	Preservation of human rights	Support for the poor
Traffic safety	Domestic violence	Disaster relief
Sport, recreation	Saving Democracy	Care for the sick and handicapped
Proper lifestyle	Ethical admonitions	1% tax donation

In the first case the aim is create the feeling of *threat*. In the second case *involvement*, mostly with shocking elements. The theory behind these methods is that, if an audience does not feel involved, awareness and motivation decrease.

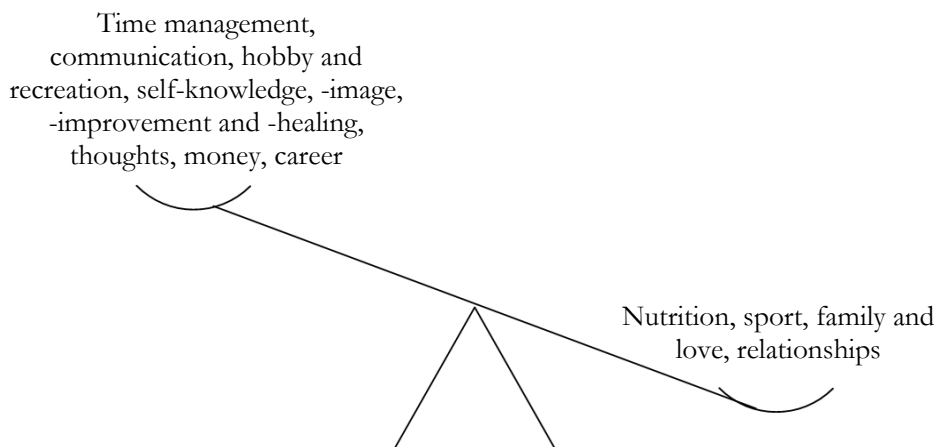
In light of the information in *Table 1*, we may state the following. First, the individual is highly involved with his or her own lifestyle quality and sustainability. Second, this interest decreases as the scope expands to a wider environment.

While some aspects of the WoH are frequently emphasized, others are generally neglected in public communications. But which are which? We present our *primary*

hypothesis on the following scale (Figure 3). We assume nowadays that TCR media messages concentrate on nutrition (physical condition), recreation, familial, interpersonal, and romantic (mostly sexual) relationships. All the others are falling generally neglected.

Figure 3

Presence of elements of Wheel of Health in TCR campaigns



Presence of elements of Wheel of Health in TCR campaigns

We found 31 brand-neutral Hungarian campaigns involving sustainability that appeared at a high rate of frequency among the sampled advertisements (*Illustration 1*).

Main conclusions:

- After Hungary's political system changed in 1989, successful TCR campaigns become rare. Brand companies built classic sustainability messages into their own marketing communication, using it as a PR message.
- 19 of the 31 campaigns appealed to basic drives, 8 to the ego, and 4 to the super-ego.
- From the 19 basic-drive campaigns, 8 concerned healthy nutrition and/or personal conditions, 4 concerned AIDS, 2 dealt with traffic safety (safety belt-use and speeding), 2 were about the effects of smoking, 1 was about breast cancer, 1 was about drugs, and 1 included many elements ("No But!" campaign).
- 2 of the ego campaigns were about "drunk driving," 3 exhorted viewers to keep their environment clean, 2 were about the unhealthy effects of second-hand smoke on others, 1 wanted to modify the bad behavior of football hooligans.
- In the last category there is a unique giant poster competition called ARC (Face). It is more than 10 years old, and now includes a children's category as well. Designing a poster is free, and anyone can apply. In the competition's archive we can find colorful posters appealing to the ego and superego.
- The campaigns based on "1% of your tax to charity" are a reliable part of the market that focuses on the superego.

- Unfortunately, TCR campaigns are designed for a short duration, so they are not effective, or just barely effective. The exception to this is the smoking theme, which has been a constant since 1985 (with a short 1-3 year pause). There are some experimental attempts to make dairy products popular (Berke, 2006; 2008; 2010), but they produce negligible results. The campaigns seem generally to suffer a lack of creativity, which results in little salient information being retained in the memory of the target group.
- Personal health issues (including healthy nutrition) are often the focus of media, and their presence is strengthened by food companies' own commercials. Their advantage is that they can be easily communicated, unlike financial responsibility or self-knowledge and self-improvement.

CONCLUSIONS

Our primary research confirmed our hypothesis, but further primary research is necessary to illuminate deeper connections. Right now we see that sustainability is only intermittently addressed and then at a low intensity in the media. Healthy nutrition receives a disproportionate share of media exposure, but "health preservation" programs are few and far between, tending to focus on just a few select products or activities. The single exemplary exception is the "No But" campaign (www.nincsde.hu), which includes several elements, and focuses on an individual's assumption of responsibility.

Our next research (based on internet databases) will focus on international marketing communication practice. Our survey will examine Hungarian children's opinions regarding the elements of the Wheel of Health.

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Illustration 1

Corporate- and community marketingcommunication solutions of personal sustainability and -efficiency



