

Demarketing Strategies and an Impact of Controversial Slogan

Eva Juřenová

Bachelor Thesis
2011



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně

Fakulta humanitních studií

Ústav anglistiky a amerikanistiky

akademický rok: 2010/2011

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Eva JUŘENOVÁ**

Osobní číslo: **H080181**

Studijní program: **B 7310 Filologie**

Studijní obor: **Anglický jazyk pro manažerskou praxi**

Téma práce: **Demarketingové strategie a dopad kontroverzního sloganu**

Zásady pro vypracování:

Úvod

Teoretická část

Vytyčení základních poznatků z hlediska vývoje a současných aktivit demarketingu.

Praktická část

Analýza demarketingových nástrojů za pomoci případových studií z oblasti sociálního marketingu.

Definice poznatků využitelných v praxi jako výsledek analýzy.

Závěr

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

KOTLER, P., LEVY, S. J. Demarketing, Yes, Demarketing. Harvard Business Review. 1971

MACKAY, ADRIAN R. The Practice of Advertising. 5th ed. [s.l.] : [s.n.], 2005. 367 s. ISBN 0-7506-6173-9.

KOTLER, P., NED R., NANCY LEE. Social Marketing, improving the quality of life, 2nd ed. Thousand Oaks, Calif., 2002, 438 s. ISBN: 0-7619-2434-5.

Vedoucí bakalářské práce:

Mgr. Hana Atcheson

Ústav anglistiky a amerikanistiky

Datum zadání bakalářské práce:

1. února 2011

Termín odevzdání bakalářské práce:

6. května 2011

Ve Zlíně dne 1. února 2011



prof. PhDr. Vlastimil Švec, CSc.
děkan



doc. Ing. Anežka Lengálová, Ph.D.
ředitelka ústavu

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby ¹⁾;
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 ²⁾;
- podle § 60 ³⁾ odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 ³⁾ odst. 2 a 3 mohu užít své dílo – bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že

- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako autor.

Ve Zlíně 6.5.2011


.....

1) zákon č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, § 47b Zveřejňování závěrečných prací:

(1) Vysoká škola nevdělečně zveřejňuje disertační, diplomové, bakalářské a rigorózní práce, u kterých proběhla obhajoba, včetně posudků oponentů a výsledku obhajoby prostřednictvím databáze kvalifikačních prací, kterou spravuje. Způsob zveřejnění stanoví vnitřní předpis vysoké školy.

(2) *Disertační, diplomové, bakalářské a rigorózní práce odevzdané uchazečem k obhajobě musí být též nejméně pět pracovních dnů před konáním obhajoby zveřejněny k nahlázení veřejnosti v místě určeném vnitřním předpisem vysoké školy nebo není-li tak určeno, v místě pracoviště vysoké školy, kde se má konat obhajoba práce. Každý si může ze zveřejněné práce pořizovat na své náklady výpisy, opisy nebo rozmnoženiny.*

(3) *Platí, že odevzdáním práce autor souhlasí se zveřejněním své práce podle tohoto zákona, bez ohledu na výsledek obhajoby.*

2) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:

(3) *Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije-li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacímu zařízení (školní dílo).*

3) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:

(1) *Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst.*

3). *Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.*

(2) *Není-li sjednáno jinak, může autor školního díla své dílo užit či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.*

(3) *Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jím dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédně k vyšší výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.*

ABSTRAKT

První část této bakalářské práce si klade za cíl zmapovat vývoj demarketingových strategií a aktivit. Poukázat na to, že ač je pojem “demarketing” pojmem relativně neznámým, jeho působení lze využít v mnoha oblastech obchodní i neziskové sféry. Právě neziskové sfěře a oblasti sociální reklamy se věnuji v analytické části. Analytická část se zabývá Australskou a Americkou kampaní proti kouření. Jednotlivé kampaně jsou popsány a analyzovány. V závěru práce jsou tyto projekty na základě zjištěných skutečností vyhodnoceny.

Klíčová slova: demarketing, poptávka, sociální reklama, kontroverzní slogan, zákazník

ABSTRACT

The aim of the first part of this bachelor thesis is to map a development of demarketing strategies and activities. Although the term “demarketing” is not well-known, its activities can be used in many areas of business and non-profit sphere. The non-profit sphere and areas of social advertising are analysed in the second part of this work. Australian and American anti-smoking campaigns are interpreted in the analysis part. In conclusion, these projects are evaluated on the base of proven statements.

Keywords: demarketing, demand, social advertising, controversial slogan, customer

ACKNOWLEDGEMENTS

My acknowledgements belong to the advisor Mgr. Hana Atcheson who offered me many valuable advices and remarks. I would also like to thank participants of the focus groups, who found the time to help me with the second part of my thesis.

Motto

"Weakness of attitude becomes weakness of character."

Albert Einstein

CONTENTS

INTRODUCTION.....	11
I THEORETICAL PART.....	12
1 MARKETING MIX AND COMMUNICATION.....	13
1.1 PRODUCT.....	13
1.2 PRICE.....	13
1.3 PLACE.....	13
1.4 MARKETING COMMUNICATION.....	14
1.4.1 Communication plan.....	14
1.4.2 SWOT analysis.....	14
1.4.3 Communication aim.....	15
1.5 RESULT MEASUREMENT.....	15
2 DEMARKETING AND SOCIAL MARKETING.....	16
2.1 SOCIAL MARKETING.....	16
2.1.1 Product in social marketing.....	17
2.1.2 Price in social marketing.....	17
2.1.3 Place in social marketing.....	17
2.1.4 Promotion in social marketing.....	17
2.2 DEMARKETING.....	17
2.2.1 General demarketing.....	18
2.2.2 Selective demarketing.....	20
2.2.3 Ostensible demarketing.....	20
3 NEW ERA DEMARKETING.....	21
3.1 GOVERNMENTAL DEMARKETING.....	21
3.1.1 Public information campaign.....	22
3.1.2 Price manipulation by indirect taxation.....	22
3.1.3 Legislation and other incentives.....	22
3.1.4 Restriction on advertising.....	24
4 CONTROVERSIAL SLOGAN IN SOCIAL ADVERTISING.....	26
4.1 CONTROVERSIAL SLOGAN.....	26
4.1.1 Anti-smoking slogans.....	26
4.2 SOCIAL ADVERTISING.....	27

4.2.1 Successful social advertising.....	27
4.2.2 Levels of social advertising.....	28
II ANALYSIS PART.....	30
5 ANALYSIS PROCESS.....	31
6 NATIONAL TOBACCO CAMPAIGN, AUSTRALIA.....	32
6.1 PRINT CAMPAIGN.....	33
6.2 RADIO CAMPAIGN.....	34
6.3 TELEVISION CAMPAIGN.....	34
6.4 FOCUS GROUP ANALYSIS OF NATIONAL TOBACCO CAMPAIGN.....	35
6.4.1 Focus group and social advertising in general.....	36
6.4.2 Focus group and National Tobacco Campaign.....	36
6.4.3 The impact on the focus group, National Tobacco Campaign.....	37
6.5 SWOT ANALYSIS OF NATIONAL TOBACCO CAMPAIGN.....	38
7 THE TRUTH, USA.....	39
7.1 THE TRUTH PROMOTION.....	40
7.1.1 The Truth on the road.....	40
7.1.2 The Truth TV advertising.....	40
7.1.3 The Truth website.....	41
7.1.4 The Truth apparel.....	42
7.1.5 The Truth and social media.....	42
7.2 FOCUS GROUP ANALYSIS OF THE TRUTH.....	42
7.3 SWOT ANALYSIS OF THE TRUTH.....	44
CONCLUSION.....	46
BIBLIOGRAPHY.....	48
LIST OF PICTURES.....	52
LIST OF CHARTS.....	52

INTRODUCTION

Demarketing is a part of our everyday lives, although many people would not believe it. However, they should think about a shopping, when a shop-assistant persuades them not to buy a cheaper option, growing prices of tickets for national monuments which are not able to satisfy the demand or restrictions in harmful goods. The reason, why they would not believe, is that research has tended to focus on marketing itself and rather less attention has been paid to demarketing strategies.

The topic of demarketing is processed inadequately in the rate of benefits which it can bring. There have been written a few articles about demarketing methods. Many of them stem from a short article from 1971 “Demarketing, Yes, Demarketing”, its authors are Kotler and Levy. These authors described demarketing as a strategy, which can be used in a business sphere sagaciously. Eventually, these strategies moved to the non-profit sphere and are widely used by government machinery. The development and strategies are described in the theoretical part of the work.

Demarketing strategies in non-profit sphere are often called “the core” of social marketing. The combination of demarketing and social marketing blends together in this bachelor thesis, especially the topic of anti-smoking campaigns is analysed. The decision about the choice was influenced with the fact that I used to smoke. The aim of this bachelor thesis is to state what should be done in anti-smoking campaigns to convince people not to smoke. The analysis part also evaluates which campaign has a deeper impact on people. The question of controversial slogan is not omitted as the Australian campaign uses many controversial slogans and on the other hand the American campaign does not use any one. This bachelor thesis should prove or disprove, if it is necessary to use a controversial slogan and if use of controversial slogan can influence a success of the campaign.

The conclusion of this work should help non-profit organizations which think about creating a new anti-smoking campaign.

I THEORITICAL PART

1 MARKETING MIX AND COMMUNICATION

Marketing mix is understood to be an initial point of marketing. Marketing mix consists of product, price, place and marketing communication. Any of these areas should not be preferred. Every part is necessary for success. The most important factor is synergy of all files of marketing mix. All parts of marketing mix must follow the same direction and cannot collide. Marketing communication never works separately. An inaccurate product, inadequate price or insufficient distribution cannot be substituted by an effective communication campaign. (Karlíček, 2011, str. 11)

1.1 Product

Product is understood as every substance which can be offered in the market to satisfy a need, longing or wish. It does not include only physical needs. Products also involve services – activities or uses offered for a sale. Definition of products also involves experiences, people, places, organizations and information. Everything what can be a subject of business. (Kotler, Armstrong, 2004)

1.2 Price

Price is a stimulative instrument connected to a customer segmentation. It also regulates the demand. Most of the customers are sensitive about the price. (Zelenka, J., 2007) While creating a price it is important to think about expectation and requirements of the selected product. Customers do not pay just an amount of money, they are also influenced by a consumed work and time, which had to be expended on the product obtaining. (Kirářová, A., 2003)

1.3 Place

Place is also known as a channel of distribution. Distribution is an important marketing instrument, because it realizes the process how the product is delivered to the final consumer. (Kirářová, 2003) These criteria are the most important for a selection of optimal ways of distribution:

- Level of costs
- Comfort for clients
- Credibility
- Availability

- Quality (Janečková, L., Vašítková, M., 1999)

1.4 Marketing communication

Marketing communication is the most visible instrument of communication mix. Marketing communication unites all instruments which are used for communication with target groups. Marketing communication has to support products and influence customer behavior. (Pelsmacker De, 2003, p. 24-25) Marketing communication marks instruments by which companies try to inform and persuade consumers and remind them – in a direct or indirect way – products and brands which they sell. (Kotler, 2007, p. 574)

Marketing communication is one of four parts of marketing mix.

1.4.1 Communication plan

Starting line of the conception of marketing communication is a communication plan. This plan derives from a marketing plan. Process of marketing planning and communication planning must be coordinated perfectly. The first step is a situational analysis. This stage is important and cannot be underestimated. It is necessary to find how target groups apprehend a brand and a propagated product. It is important to define key problems and market opportunities. The next step is to map communication activity and concurration standing. Chart 1 describes effectual communication plan step-by-step.

Chart 1 Process of a communication plan (Pelsmacker De, 2003)

1. Situation analysis (e. g. SWOT analysis) and target setting: Why?
2. Identification of target customers: Who?
3. Communication aim, communication proposal: What?
4. Selection of communication channels, instruments, activities and media: How? Where?
5. Budgeting: How much?
6. Evaluation and measurement of results: How effective?

1.4.2 SWOT analysis

SWOT analysis characterizes communication targets and suitable instrument combination of communication mix. The first step is an environment analysis of present marketing

situation. With the aid of this analysis target groups, aims and researches of marketing communication can be defined. It has to be considered carefully which instruments and activities are the most suitable. On the basis of selected instruments a budget of the plan can be prepared. During and also after realization effectivity of the campaign has to be measured. (Pelsmackter De, 2003)

Swot analysis helps to evaluate company functioning, defines weak and strenght areas of whole organization or chosen parts. SWOT analysis presents an assessment of internal and external environment.

The letters S, W symbolize sthrengths and weaknesses of an organization (equipment, staff, financing, management, propagation). O, T symbolize opportunities and threats (policy, legislation, environment, economy and competititon).

Accoding to this analysis weaknesses and new opportunities of products in the new or existing markets can be defined, therefore new or existing customer groups, which have different needs and wishes, can be identified. The main aim of communication planning is an identification of mentioned customer groups.

1.4.3 Communication aim

These aims determine selection of a suitable communication and media mix. They influence message and budget strategy and also the efficiency of researches. Communication aims must be in accordance with marketing aims, e. g. with market share or expectant economic return. (Pelcsmacker De, 2003, p. 157)

1.5 Result measurement

During and also after realization of communication plan a research should find how communication influenced target groups and determine its effectivity. The best solution is to ask target customers, if they realized the campaign, what they remember, what feeling they have, what their previous and present opionions about the product, organization are. If a questionnaire was used during the campaign, its returnability should be found. Numbers of new clients, orders and implemented purchases should be controlled after the campaing and also during realization of each instrument of communication. (Boček, 2009)

2 DEMARKETING AND SOCIAL MARKETING

Until 1970, all kinds of marketing techniques were oriented on for-profit firms. All marketing strategies were interested in price, promotion and distribution. William L. Wilkie and Elizabeth S. Moore (2003, online) made an expressive benefit for the better understanding of the history of marketing thoughts in their article “Scholarly Research in Marketing: Exploring the ‘4 Eras’ of Thought Development.” The broadening movement of marketing included thoughts and ambition to free “*marketing paradigm from the narrow confines of commercial marketing and to show its application to a far larger number of context in which exchange and relationship activities take places.*” In that time of late 1960’s were termed new branches of marketing. Among them also were Health and Societal marketing – nowadays, inseparable part of demarketing. (Kotler, 2005, online)

2.1 Social marketing

The idea of social marketing was pronounced by G. D. Wiebe in 1951 when he asked why it is not possible to sell brotherhood as a soap, but the term was introduced twenty years later. (Horňák, 2010, p. 83) In 1970’s the term social marketing was introduced by P. Kotler and G. Zaltman. They came with the concept of “selling” ideas, attitudes and behavior on the same base as products are sold. Erickson says “*Societal marketing appeared during the 1970s in an attempt to provide marketing concepts that were more in tune with social needs and established more ethical practices. As more emphasis was placed on social responsibility, more companies moved toward business practices that supported these values. The idea of social responsibility surfaced decades before societal marketing became an option. However, during the 1960s and 1970s, the unethical business practices of many companies became public information. Suddenly, large corporations were under the scrutiny of the consumer. To better this image, action was taken to increase social responsibly, which led to societal marketing.*”(Erickson, 2011)

The aim of social marketing is the same like commercial marketing – the consumer. It is focused on people needs and wishes, not on pushing them into a buy. Features which are also similar to commercial marketing are “Four Ps” – product, price, place and promotion. In social marketing “Four Ps” are used, however, they are modified. (Weinreich, [2010], online)

2.1.1 Product in social marketing

The social marketing does not necessarily offer a physical product, although it may prompt to its use (e. g., condom). Services (e. g., medical exams), practices (e. g., eating a heart-friendly food) and ideas (e.g., environmental protection) are parts of social marketing. Social marketing is effective, if people understand that they have an urgent problem and that the product, service or practice can help them.

2.1.2 Price in social marketing

“Price” in the social marketing must not mean money. Social advertisements usually do not persuade to buy something, but they request time, effort or risk uneasiness. On the other hand, if a tangible product is sold, the price cannot be bigger than benefits of the products. However, if the price is too high, people cannot afford it. If the price is too low, people will be suspicious about a bad quality.

2.1.3 Place in social marketing

“Place” for tangible products in social marketing meet the same requirements as “place” in commercial marketing – the warehouse, markets, outlets etc. For intangible products the way of placement is not clearly-cut. The best places for intangible products are places where customers reach information – doctors’ offices, shopping malls, in-home demonstrations.

2.1.4 Promotion in social marketing

“Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles.” (Weinreich, [2010], online) Social marketing should not only use paid advertisements in media. Promotion should also consist of leaflets, coupons, in-store displays. (<http://www.social-marketing.com/Whatis.html>) Organizations are recommended to perform a systematic literature, publish educative articles, include teaching people how to stop smoking or how to drive more safely (Weinreich, [2010], online)

2.2 Demarketing

Though demarketing is not very famous and not a very well described part of marketing, it is necessary to pay attention on this branch as it is the core part of societal marketing. (Shilpa, 2007, online) The term “demarketing” was defined by Kotler and Levy (1971) as:

“Attempts to discourage customers in general or certain class of customers in particular for consumption of a specific product on either a temporary or a permanent basis.”

In the controversial article “Demarketing, Yes, Demarketing” Kotler and Levy (1971) explain what kinds of circumstances lead companies to cut on expanding demand and characterize three types of demarketing situations: general, selective and ostensible demarketing.

2.2.1 General demarketing

Although many firms may find this stream of demarketing useless because of missing customers, there have always been companies which are face to face excess demand. These companies have to discourage customers, however, they should act with the respect and not to forget about the long-run aim of developing satisfied clients. Kotler and Levy defined three different possibilities where general demarketing is required.

Temporary Shortages

Companies whose products entered the market with a great success may fall into the same situation as Eastman Kodak in the early 1960's, a firm which brought its Instamatic camera into the market. Increasing demand caused that Kodak was not able to cover enquiry and it took a few years than Kodak managed enough capacity to handle demand. The company's management had to deal with different tasks – demand containment and product allocation.

Demand containment is the action to stabilize or reduce demand. It is a widely practised method which uses the classic marketing instruments in reverse. Recommended options are to cut advertising expenses, not to visit trade exhibits, save catalog-space, increase the price of the product or reduce the quality of goods.

Alternatives in allocation are the next step after demand containment. Management has to decide who will be given the product, in what quantity. Also the question “How?” is solved. Kotler and Levy describe four possibilities:

- Standard method on the basis of *first-come, first-served*.
- *Proportional demand* basis is given with x% of total demand which can company satisfy. Then company supplies each customer with x% of original order level.

- *Favored customer* satisfaction is a method which give priority to its most valuable customers and discriminates ordinary clients. This solution is unfair, even it is a logical process.
- Allocation on the basis of *highest bid* is seen as the most purposeful as the product goes to those who need it most.

Kotler and Levy add: *“Policies for allocating supply should be made by top management with marketing executives playing a central role in advising what impact the alternatives would have on long-run customer relations. If it assumes that the shortage is temporary, management should estimate customer feeling toward the company in the post-shortage period when the demand-supply is balance is reestablished. Each general solution involves some amount and distribution of customer dissatisfaction. If the company seeks to maximize its long-run, rather than short-run profits, it should choose solutions that minimize the total dissatisfaction of customers during the period in question.”*(Kotler,P.,Levy,S.J., 1971, p. 74-77)

Chronic overpopularity

This problem is often connected to the tourist industry. Many places in the World are overcrowded. According to J. Zelenka (2007, p.193) demarketing of tourist industry is defined as marketing focused on reduction in demand, where tolerable capacity of territory was overpassed. Reduction or omitting information about the given destination from promotion or map materials, excessive stressing of problems in a destination – e.g. high number of visitors, bad terrain marking - availability of attractions). For example Lyke Wake Walk in the Great Britain is deleted from topographic maps or in official guidebooks the place called Lacock, which used to be visited by 500,000 people yearly, is not mentioned.

Also the authorities in Bali had to cut the flow of tourists. As they did not want to share a vision of overcrowded Hawaii, they reduced middle-income tourists while maintaining or increasing its appeal to high-income tourists. The Bali authorities prefer fewer higher-spending tourist instead of a larger number of lower-spending tourists. Thanks to this access many luxury hotels and restaurants are built.

This type of demarketing is suitable for companies, which would like to eliminate their products, although some loyal customers are still interested in this particular goods.

Excessive demand can be considered as a temporary and ineligible long-term planning. For these reasons company should on one hand reduce production, on the other hand should reduce demand. The recommended demarketing strategies are: giving explanation why the product is immobilized, offering a compensation. It is also advised to keep a minimal stock for important clients who persist in the product. (Kotler, P., Levy, S.J., 1971, p.77-78)

2.2.2 Selective demarketing

In 1970's, Kotler, who first defined this marketing stream, gave an example of a manufacturer of luxury cars. These cars were mainly bought by wealthy white people, however, statistics showed that a certain part of sales was going to new rich community of whites. As result, wealthy white people gave priority to another automobile manufacturer. Manufacturer had to decide what is more prospective – sell to black and white or use selective demarketing and discourage black people from buying ?

Kotler introduced several ways how to cut demand at unwanted customers. He recommends not to give any hope for product availability, give a poor and slower service for insistent customers. Also businesses should be located near to a location where desired customers are. Businessmen should be aware of discriminatory prices. Kotler also admitted that this type of demarketing may be understand as discriminatory demarketing

2.2.3 Ostensible demarketing

This type of demarketing is not the type of marketing which wants to discourage customers. Vice versa, the aim of ostensible demarketing is to allure customers by pretending lack of interested, showing that a businessman does not need new customers. This is often used by people who arrange social events, concerts or are owners of restaurants, as they publicly say that a concert is almost sold out. Many customers do not like the feeling that they would miss such a interesting event and they are able to try hard to get the goods. (Kotler, P., Levy, S.J., 1971, p.78-79)

3 NEW ERA OF DEMARKETING

Shifts in demarketing were aroused by government encroachment and changing society. In the point of view of societal marketing demarketing is seen as “...*having the objective to decrease demand by discouraging consumption or use of product such as alcohol and cigarettes that pose health risks.*” (Shiu, Hassan and Walsh, 2009, online)

At the beginning of the new millennium, marketing brought a new approach which always thinks about the future. The aim of this type of marketing is that needs of customers have to be satisfied in the way, which satisfies a company and also whole public. This approach is even more important after terroristic attacks in the USA in 2001. After that many people came to think of their personal values and felt a need to reinforce their obligations to society.

Firms started with propagation of eco-friendly products, recycled packing, voluntary adjust industrial processes to restrict pollution. Companies advertise these facts which lead to demarketing of products, which they produced before. (Stuart, Solomon, Marshall, 2006)

Authors Kumar and Mittal explain what the goal of societal marketing in the new millennium is. The societal marketing puts companies into the position when they should satisfy “*the needs, wants and interests of target markets.*“ In other words, companies should deliver goods and services which improve customers’ and society’s life quality. Kumar and Mittal ask a question, if “*...the pure marketing concept is adequate in an age of environmental problems, resource shortages, rapid population growth, worldwide economic problems and neglected social services.*“ They subscribe that pure marketing concept often overlooks short-run wants and consumer long-run welfare. (Kumar, Mittal, 2001, online)

3.1 Governmental demarketing

Any government which has decided on restriction of harmful product or service, has several options how to demarket it. Before demarketing process starts it is necessary to inform everybody in organization about the upcoming project, so every secretary can answer questions when a reporter or public calls.

A very important part of each campaign is indentifying of target audience. Organization should take aim in the most endangered social groups and also should find a way how to pass information to these groups of people. For these reasons public information campaigns should have partnership organizations which can cooperate and closer to the target group.

The next point of successful demarketing campaign is choice of message, which has to attack people. They have to realize that the message is for them and they have to understand warning which the message sends. The message should be short and simple to everybody could understand.

3.1.1 Public information campaigns

Public information campaign is a coordinated effort to create or raise awareness of products and services. The best way how to spread all information is to use different communication channels. Distribution of leaflets, taking road shows or talking in radio is often used. (WAPTAC, 2011,online)

First of all public information campaigns should help people and society. Organizations who sponsor or create public information campaigns are not focused on promoting themselves. The main goal is to make public acquainted with menace. The main advantages of public information campaigns is its “free” sense and it is based on value-laden. (Antonio, Fugaban, Qiuntana and Uanan, 2007, online)

3.1.2 Price manipulation by indirect taxation

Excise taxes are indirect taxes imposed by state on products like tobacco, alcohol, fuel etc. Taxation on harmful product is frequently used strategy in health advertising. Increasing prices reduce sales and decrease demand. According to Cook and Moore (2002, online) just a small increase of price reduce consumer demand visibly. Also International Center for Alcohol Policies (ICAP) acknowledges: *“An increase in the price of alcoholic beverages causes a decrease in per capita consumption and that results in fewer incidences of alcohol-related problems.”* However, studies also show that increasing price of alcohol leads to production of illicit alcohol. Homemade alcohol can cause serious diseases. (Shajma, 2009, online)

3.1.3 Legislation and other incentives

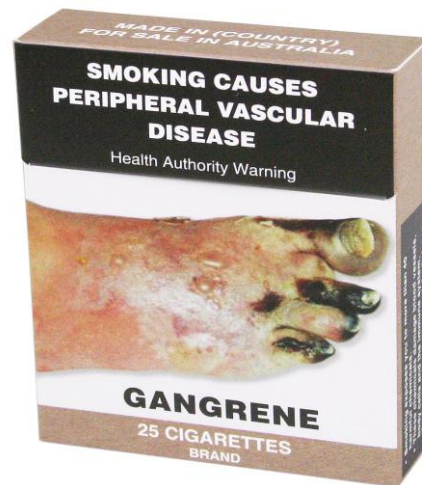
Into this category falls “labeling” of harmful products. The most famous tags are visible on tobacco products. Labels can include short statements pressed. *“Package warning labels can include either brief statement printed directly on tobacco packages or more detailed information placed on package inserts similar to requirements for pharmaceutical products.”* (Elders, 1997, online)

The first message which tobacco packages delivered in 1964 was general: CAUTION – CIGARETTE SMOKING IS A HEALTHHAZARD. Food and Drug Administration (FDA) in USA nowadays insists on bigger and more colourful advertisements on tobacco packages. By June 22, 2011 There should be 9 different colourful adverts chosen to the warnings, which touch more concrete areas of health and also involve words “you” or “your”, so the warnings are more personal and compel smokers to think more about their health condition. E.g. Warning: Tobacco smoke can harm your children; Warning: Smoking can kill you.



Pic. 1 Proposed images as it would appear on a cigarette package (Source: U. S. Department of Health and Human Service, 2011, online)

What is more, FDA wants to equip every cigarette package by black texts on white background – as it is used already. (U. S. Department of Health and Human Services, 2011,online) On the other hand, legislation in Australia passed the law about plain cigarette packaging in 2012. This step was recommended by the Preventative Health Taskforce report. Plain packing should reduce attracting smokers and should partly interrupt the important communication with smokers or potential consumers. (Australian Council on Smoking and Health, 2011, online)



Pic. 2 Plain cigarette package, Australia
(Source: Cancer Council Australia, 2011
online)

After the ban of advertising and sponsorship, the cigarette packages are the only elements which carry promotion of the brand. Cigarette warnings are carried almost in every country, however, the percentage covering is the biggest in Australia and New Zealand – warning on the front covers 30% and on the back 90% of the package. It is obvious that these packages nobody wants to see and smokers will not leave them e.g. on a table while having a conversation. (Australian Council on Smoking and Health, 2011, online)

3.1.4 Restriction on advertising

In the Great Britain gambling, children, cigarettes or alcohol are sectors which carry certain restrictions in the area of advertising as they are sensitive on public policy grounds. Many people may adopt things and lifestyles which are watched on TV. For these reasons *“advertisements must be socially responsible and should neither encourage excessive drinking nor suggest that drinking can overcome boredom, loneliness or other problems.”* (Adrian R. Mackay, 2005, p. 339)

Alcohol advertising cannot be directed by people under 18 and if more than 25 per cent of its audience is under 18 years old every medium is forbidden. What is also forbidden are all suggestion of *“enhance mental, physical or sexual capabilities, popularity, attractiveness, masculinity, femininity or sporting achievements, “*

The ELSA (Enforcement of National Law and Self-regulation in Advertising and Marketing of Alcohol) was introduced in 2005 as a two-years project. This project was held by 23 states of European Union and Norway. The base of this project appears from National Foundation for Alcohol Prevention in the Netherlands. Financing was supported by European Commission. Scientists agreed on the fact that alcohol advertisements influence young people to drink alcohol beverages as they connect drinking with positive values. These advertisements persuade by using elements which appear in youth culture. (Institute of Alcohol Studies, 2010, online). On the other hand, the connection between alcohol advertising and adult people was not proved. It means that advertisement can influence people to brand share but overall demand does not raise. (Portman Group, 2010, online)

4 CONTROVERSIAL SLOGAN IN SOCIAL ADVERTISING

4.1 Controversial slogan

The word “slogan” is defined as “*catch phrase or small group of words that are combined in a special way to identify a product or company.*”¹ Slogans should persuade to buy or not to buy products and services.

Nowadays, in the consumption world, advertisers must be creative to catch the public attention. Similar to the psychology, also the advertising applies a shock therapy.² Advertising of products which have a harmful impact on consumers or members of the society is always controversial. These products are called “socially sensitive” or “unmentionable”. (Waller, Fam, 2000, online)

Chart 2 Aim of controversial slogan in social advertising (Source: Direct Marketing, 2009, online)

- leave emotions from an untypical advertisement,
- increase awareness,
- arouse a discussion
- influence social habits.

4.1.1 Anti-smoking slogans

Anti-smoking slogans involve every disadvantage of smoking. Anti-smoking slogans are very often supported with a picture to increase their impression. Anti-smoking slogans

¹ *Entrepreneur*, s.v. “Slogan,” <http://www.entrepreneur.com/encyclopedia/term/82638.html> (accessed April 11, 2011).

² I. ŠILER, “Pro kontroverzní reklamu mají Američané TopTen,” *Event and promotion*, August 23, 2010. <http://www.event-promotion.cz/aktualita/485-pro-kontroverzni-reklamu-maji-americane-topten/> (accessed April 13, 2011).

should be easily memoried and catchy to people could have these slogans in mind all the time. Here are some examples of famous anti-smoking slogans:

- Smoke away your worries, not your lungs
- Trash the Ash.
- Cancer cures smoking.

Smoking is like paying someone to kill you. They're rich; you're dead. (Bose, 2009)

4.2 Social advertising

Social advertising is a part of social marketing. This type of advertising is understood as pay propagation of information in media which units extraeconomic area.

Social advertising is the least developed category of the advertising and marketing area. However, forms and instruments of commercial advertising are used in this area of course. Contracting authorities of social advertisement are companies from the third sector, state agencies or organizations. The aim of social advertising is enlightenment in various areas – propagation of environment preservation, health, rational nutrition etc.

4.2.1 Successful social advertising

As it is mentioned above, the advertisement must afflict the whole society. On the other hand, any certain concept for successful healthcare does not exist. This is given by the fact that there are many different problems in the social sphere. However, Phil Baumann offers advices on a success in the area of benefical advertising. These advices are visible in the following chart.

Chart 3 Needs of successful advertisement (Source: Baumann, 2011, online)

- | |
|--|
| <ul style="list-style-type: none"> • The healthcare need in question • The goal of the advertising • The time needed for behavior change • Where people are during the advertising • Why people are where they are during the advertising • What people are doing during the advertising • The degree to which the need is felt as a want • The expertise marketers have in behavioral economics • The design of every interface before and after the advertising |
|--|

He also admits that the last point is the most critical as there is a large number of approaches and technologies and keeping an attention is very difficult. He also describes what can be understood as the interface:”

Chart 4 The interface of advertising (Source: Baumann, 2011, online)

- | | |
|--|--|
| <ul style="list-style-type: none"> • The printed page • The television screen • The radio sound • The desktop • The laptop • The mobile device • The pharmacy counter | <ul style="list-style-type: none"> • The physician’s office • The grocery aisle • The electronic billboard • The QR code or MS tag • The online community • The unexpected place |
|--|--|

4.2.2 Levels of social advertising

Sociale advertising can be seen in various levels. Activities of economic and social factors are perfectly united in societal adverting, where a social benefit is included – e. g. cosmetic production saving environment. Basically, we can speak about commercial advertising with an element of edification.

On the other hand, there are advertisements which have primarily social characters – e. g. advertisement against smoking. These advertisements are generally organized by non-profit organizations and are often sponsored by wealthy economic subjects.

Interconnection of societal and social advertising can cause difficulties with a prime goal identification – e. g. advertisement slogan “United colours of Benetton” fights against racism, military service, AIDS etc. Although the enormous positive impact on society, the company profit increased and their products are sold worldwide.

The advertisements of Benetton prove that social advertising must be addressed to whole society – not only targets group. (Hornák, 2010, p. 81-84)



Pic. 3 Campaign of United Colors of Benetton – Racism (Source: United Colors Of Benetton, online)



Pic.4 Campaign of United Colors of Benetton – Food (Source:United Colors Of Benetton, online)

II ANALYSIS PART

5 ANALYSIS PROCESS

The second part of this bachelor thesis inquires into analyses of anti-tobacco campaigns which are funded by governments. This approach is called Governmental demarketing. However, these campaigns are different almost in every aspect. Each campaign will be analysed with SWOT analysis and focus group analysis which is a term for a quantitative research method. Focus groups are used for a detection of behavior motives, reasons of product depreciation. Each campaign has its own focus group. Groups are comprised of eight participants as a recommended number is. Respondents will be asked questions about the product. The discussion will be led by me. The risk of focus group results is conditioned by the fact that some of the participants may be more dominant than others and may influence opinions of the rest of the group. (MediaGuru, 2011, online) These analyses should prove or disprove, if a success of an anti-tobacco campaign depends on a use of controversial slogans.

The first campaign is Australian National Tobacco Campaign which is designed for adult smokers. The success of this campaign is supported with three controversial slogans. This thesis researches a level of controversy of each slogan and its impact on individuals. Will it be proved that only a controversial slogan can have the impact on the society? The second campaign The Truth was chosen as a contrast to the National Tobacco Campaign. The American The Truth is designed for teenagers and children. This campaign does not use any slogan. The focus group, determined for this campaign, will comment on this approach, will be asked questions and eventually, an impact of The Truth will be evaluated. A conclusion will comprehend a deliberation and an assessment of an impact of controversial slogans. It will also include an inquiry of an impact of demarketing strategies. This inquiry will frame an impact of the social advertising in general.

6 NATIONAL TOBACCO CAMPAIGN, AUSTRALIA

National Tobacco Campaign was introduced in Australia in 2011 and concurs previous successful campaigns of Australian Government. The aim of the campaign is to reduce number on adult smokers from 16.6 per cent, to 10 per cent or less by 2018. (Australian Government Department of Health and Ageing). Nicola Roxton, the Minister for Health and Ageing in Australia, explained another goal of this project: *“This campaign will emphasise the link between a smoker’s cough—an everyday occurrence that is familiar to most smokers—and lung cancer. The campaign reminds smokers that a cough is the most common symptom of lung cancer.”*³ The campaign also support quitters and shows them the way how not to start again. National Tobacco Campaign involves wide range of media – television, radio, print, indoor and outdoor advertisement. In addition, radio and print advertisements are translated into Arabic, Chinese, Italian, Greek, Korean, Pacific Islanders, Spanish and Vietnamese language. This step is important as more than one million immigrants living in Australia can understand the campaign in their own language. A further point, which I appreciate, is that the advertisements are designed for women and men separately, so the message of the advertisement is addressed directly to target groups. Whole campaign is also supplied by Quitline – a telephone service for people who want to quit. Quitline is open from 8am to 8pm, Monday to Friday. The cost for calling are standard of a local call. The staff working at Quitline are professionals who have helped thousands of smokers. People can call there anonymously. (Australian Government Department of Health and Ageing). The project was given the largest budget in the sphere of non-profit campaigns in Australian history - \$ 61 million.³

³ Nicola Roxton, “Cigarettes bring cancer closer: largest ever national tobacco campaign kicks off,” *Australian Labor (Sydney)*, February 01, 2011. <http://www.alp.org.au/federal-government/news/cigarettes-bring-cancer-closer--largest-ever-natio/> (accessed April 23, 2011).

6.1 Print Campaign

The Australian posters “STOP SMOKING, START REPAIRING” are placed on public buses, underground, stations, it appears at waiting-rooms or specialized clinics and many other public places. As it is mentioned above, the campaign is divided according to genders. When the posters are scanned more into the detail, it is clear why. Smoking influence bodies of men in a different way than woman bodies. The slogan, which is unified for the whole campaign, “Every cigarette you DON’T smoke is doing you good.” does not sound as a warning, but it also offers an option of better quality of life.



Pic. 5 National Tobacco Campaign, Australia, 2011 (Source: Australian Government Department of Health and Aging, online)

6.2 Radio Campaign

The National Tobacco Campaign interrupts broadcasting on radios by 30 second spots. The advertisement, which is the most frequently used, is a script of the discussed posters. The radio advertisement is also adapted to the fact that woman and man bodies are different.

Chart 5 Script for radio advertisement – man (Source: Australian Government Department of Health and Aging, online)

The day you stop smoking, your body starts to repair itself
 In eight hours, excess carbon monoxide is out of your bloodstream
 In five days, most nicotine has left your body
 In three months, your lung function begins to improve
 In a year, your risk of a heart attack has halved and your risk of lung cancer is falling too.
Every cigarette you don't smoke is doing you good. Stop smoking today.
 Authorised by the Australian Government Canberra, spoken by B. Vriends

It is important to point out that this advertisement offers a vision of better life. Personally, I do not feel any serious warning from this message.

6.3 Televison Campaign

National Tobacco Campaign also financed a 30 second TV advertising, which transcription is visible in the Chart 6. (Australian Government Department of Health and Ageing).

Chart 6 Script of “Cough” TV advertisement (Source: Australian Government Department of Health and Aging, online)

We open on a man going outside for his first cigarette with his morning coffee. Before he lights up he coughs.
 Man coughing.
 Cut to man at barbeque with friends. Over sharing a joke, his laughter turns into coughing.
 Man coughing.
 Climbing the stairs at work and begins coughing.
 Man coughing
 Man goes out for his after dinner cigarette and begins coughing again, however this time he is coughing up blood onto his handkerchief.
 At any time your smoker's cough...can become smoker-with-lung-cancer's-cough.
 He looks back inside at his family.
 Cut to shot of hand holding cigarette pack ‘every cigarette brings cancer closer’.
Every cigarette brings cancer closer.
 Authorised by the Australian Government, Canberra



Pic.6 “Cough” TV advertisement (Source: Australian Government Department of Health and Ageing, online)

The first thing to be considered is the fact that this TV advertisement expresses real warning and fulmination, in contrast with print and radio advertisements. Secondly, the slogan for TV advertisement is more controversial: “Every cigarette brings cancer closer.” However, the “Cough” advertisement was watched less than five hundred times during one month when it was placed on the server www.youtube.com in March 2011. It evokes doubts about public interests.

6.4 Focus group analysis of National Tobacco Campaign

Nicole Roxon, the Minister of Health and Ageing, suggested that this campaign is produced for adult smokers. According to this information, a group of eight adult smokers was created. The group consisted of:

- 2 women, age 23, university education, smokers, childless
- 1 man, age 26, university education, childless, non-smoker, living in Australia
- 1 man, age 30, secondary education, smoker, 2 children
- 1 woman, age 48, smoker, university education, 2 children
- 1 woman, aged 46, non-smoker, secondary education, 1 child
- 1 man, age 35, non-addict smoker, secondary education, 2 children
- 1 man, age 58, smoker, secondary education, childless

Although most of the people speak English, the texts of advertisement were translated into the Czech language, also the background of the campaign was explained. Focus group analysis was divided into two parts:

- Focus group and social advertising in general.
- Focus group and National Tobacco Campaign.

6.4.1 Focus group and social advertising in general

Firstly, the group was questioned in general, if they like advertisements and what kind of advertisements interest them. They answered with one voice that they do not like advertisements and if it is possible, they try to avoid them by switching channels (so-called zapping). There were just a few advertisements which they were willing to accept. Among them were advertisements of Kofola and Želetava. It is possible to claim that people like advertisements with music and catchy slogans like “Já nemusím, já už ho vidím!”.

Participants were asked if they know what the social advertisement is. Surprisingly, 5 of them were able to explain the term. They suggested that social advertising should help people. They were also asked if they can give any examples of social advertising. The most frequent answer was “Nemyslíš, zaplatíš!” campaign and DMS KURE. They did not know any foreign social campaign. The last question referred to the level of controversy. They found the campaign “Nemyslíš, zaplatíš!” controversial, however, it did not mind to watch it. They like the campaign, because it showed the reality.

Based on these facts, the claim is that people are satiated of commercial advertising. They were able to give correct answers, they have an overview about advertising. The group also agreed that social advertising should be controversial, real and objectionable.

6.4.2 Focus group and National Tobacco Campaign

The topic of National Tobacco Campaign was opened with the part of TV advertising. When they see the man coughing blood, the most common reaction were: “Disgusting.”, “I cannot watch it.” The advertisement was evaluated as intransigent warning. In contrast to these emotional reactions, women with children pointed out that there should be shown smoking itself because children might not understand the link between lung cancer and smoking. They appreciated the shot with small children because it makes adult smokers think about their children's future and about the time they have together.

The next step was about the print and radio advertisement. Younger participants commented on the fact that the people in the posters are not stigmatized by smoking, they look healthy and positive. The arguments given by the older part of the focus group were that they are given an image how they can look when they quit smoking. Eventually, the group found a solution in the idea that a contrast of a healthy person and smoker appearance should be given for a deeper impact.

The radio advertisement was evaluated as a good solution. The group agreed on a clear connection with the print form. The older part also commented about the level of warning. The most passionate discussion was about the slogans. Except one participant, the group did not like the slogan “ Every cigarette you don’t smoke is doing you good.” People felt umbrage and asked questions like: “ Am I not good, if I smoke?” The slogan “Stop smoking, start repairing” did not leave any deeper emotions. When they were asked why it does not hold their interest, one of the younger women answered that she does not feel that there is something wrong with her body.

During this session, a special attention was given to Petr Rozsival, Czech living in Australia, who joined the group on the Skype. He described the intensity of campaign in Australia. According to him, the print advertising is visible mainly at bus stops. Radio and TV spots are broadcast every hour. There is no doubt that this is the most intensive campaign in Australia history. He also admits that the spots are on the TV so often that he switches the channels or go away. He admits that the campaign is followed with a wild discussion which is, in his opinion, caused with the size of whole campaign. On the other hand, he supposed, if the money were given into a more controversial campaign which had been used in Australia before, the effect could be higher

6.4.3 The Impact on the focus group, National Tobacco Campaign

After the discussion and brainstorming, participants were given a short list of questions. The results were influenced with an age of participants and also by the fact if a participant has or has not children as the oldest man basically shared opinions with the younger part of our group.

Chart 7 Impact of National Tobacco Campaign (Source: Author)

No.	Question	YES	NO
1	Do you feel any serious warning from the print/radio advertisement?	3	5
2	Do you feel any serious warning from the TV advertisement ?	8	0
3	Do you think that slogan “Every cigarette brings cancer closer” is more effective than “Stop smoking, start repairing?”	7	1
4	Would you stop smoking because of the influence from this advertisement?	1	7

It is necessary to point out that people mentioned that they do not like watching any advertisement. On the other hand, the only person who answered that would not mind to watch this advertisement often is a non-smoker woman. Another interesting feature is the only answer “NO” in the third column. This answer was given by a woman, age 48, smoker. She explained that she is influenced more by the slogan “Stop smoking, start repairing” as she feels the impact of smoking on her body. She added that the slogan “Stop smoking, start repairing” reflects her present thinking and needs. On this basis it is possible to submit that National Tobacco Campaign influences smokers and leaves negative emotions in their minds, however, participants hesitate, if they would quit smoking because of the advertisement. The campaign is also welcomed by non-smokers who appreciate its existence because of their children.

6.5 SWOT analysis of National Tobacco Campaign

SWOT analysis might be applied on a chosen activity, a time period or for a complex company – project analysis. In this case, the last possibility will be the most optimal, because of wide spectrum of media and ways of communication.

Chart. 8 SWOT analysis for National Tobacco Campaign (Source: Author)

Strengths	Weaknesses
Campaign covers whole Australia. It is translated into other languages. It uses of many media, which are linked.	Campaign gives the idea of better life, it does not warn so much. People on print advertisements look too healthy. Public is not actively involved. No page of facebook or other social media
Opportunities	Threats
Introduce more than just one TV advertisement. Involve other social groups.	People will not react on this campaign, because there were more controversial campaigns in the past.

7 THE TRUTH, USA

The Truth is an American project which was established in 1997 in Florida. The state of Florida funded The Truth by two million dollars as an initial budget. The money was spent on the newest technologies to design a modern animation. (Kotler, Ned, Nancy, 2002) Nowadays, The Truth is also funded by The American Legacy Foundation – an independent, public organization. The Truth covers 46 states, the District of Columbia and 5 U.S. territories. These areas fight against big tobacco companies, which had to settle out of a court where was decided that big tobacco companies have to pay billions of dollars to the states, which care about the sick smokers. This act is called Master Settlement Agreement. Nowadays, it can be pronounced that the Truth, fighting against tobacco, is donated by the money from tobacco companies. (The Truth, 2011, online)

The Truth entered to TV programs for young people, the most remarkable step was its connection to MTV. The project also joined youth brands. “The truth” magazine is distributed in record, surf and skate shops. The truth supported its philosophy by a communication method. Interviews, which use a bad language, take place at shopping malls, skate parks and other places where young people go. (Kotler, Ned, Nancy, 2002)

The Truth does not present itself as an anti-smoker campaign. Their aim is to fight against tobacco industry and show how manipulative the industry can be. They say: *“Our only objective is to make sure every single person gets to know the facts about tobacco. In fact, some of the people who work with Truth are smokers. They are trying to quit. But it is hard. They are addicted- And so they know better than anybody just how manipulative the tobacco industry can be.”*(The Truth, 2011, online) Their goal is to alert to real published facts and information. They admit that if they lose this quality, they would become manipulative as the tobacco industry is. What is very interesting about this campaign does not use any slogan, which is explained by the fact that they do not want to be persuasive. However, the truth admits that the published facts about Big Tobacco can be persuasive and shocking in their own right. (The Truth, 2011, online)

Chart 9 Facts which The Truth published (Source: The Truth, 2011, online)

- Younger adult smokers are the only source of replacement smokers.
- In the U.S. about 50.000 people die each year from secondhand smoke-related diseases.
- In the U.S., 1.200 people die everyday from tobacco disease.
- Methanol is found in cigarettes. Methanol is also found in antifreeze.

7.1 The Truth promotion

7.1.1 The Truth on the road

The Truth owns several orange tour buses which ride about whole USA. Their stops are always followed by concerts, extreme sport contests or young designers exhibition. The Truth is focused on places with a high concentration of young people, so they also visit summer camps. The aim of these tours is to show that young people icons are against smoking. Young musicians or sportsmen personally speak to their audience, they talk about their life experience with tobacco. The Truth buses are usually located at entrances of areas where the actions are held.

For this summer The Truth and Vans, a company producing shoes and apparel for young people, joined together at Vans Wrapped Tour and they have planned to visit almost 50 stages during July and August 2011.

7.1.2 The Truth TV advertising

The Truth in 2011 has subordinate title Unsweetened Truth as it fights against sweetened tobacco products. The Truth warns that the sweetened tobacco is an ideal way how to attract new young smokers. The TV advertising campaign used “singers” taking a ride on a candy vehicle, which can be seen on following picture.



Pic. 7 Unsweetened Truth vehicle (Source: The Truth, 2011, online)

The singers are people suffering from cancer which is a result of their smoking. These people also gave short interviews on the website www.thetruth.com where they show and explain how hard the life with cancer is. The shocking facts is also their appearance.



Pic. 8 Unsweetened Truth singer (Source: The Truth, 2011, online)

The advertising song gives details about the types of candy tobacco, which is now forbidden in the U. S., however, another forty-five flavours are sold. It also refers to the website, where much more information can be found.

7.1.3 The Truth website

The Truth website might be called “entertainment” website as it produces games, which you can play online or it prepares a movie about zombies which represents smokers in nowadays society. The website also maps the Truth on the road and offers jobs for young people, who are willing to participate. Useful references to social media are not omitted.

It is a fact that finding information about the campaign was difficult. This deficiency should be improved. On the other hand, it must be understood that the campaign is not here to give exact numbers but to extend a prevention.

7.1.4 The Truth apparel

Although The Truth is a non-profit organization, its subsidiary activity is its shop, which sells The Truth apparel. This apparel is also sold at the tour The Truth on the road. The logo of the project is not almost visible, but the facts like “353 per day” which are supported by explanation in added leaflets: “Everyday in the U.S., 353 people die of lung cancer caused by smoke from Big Tobacco’s awesome products.” This way of producing follows the public information campaign expectation not to promote themselves.

It is doubtful that this strategy is the best one in this case. The printing “353 per day” does say nothing, if you are not involved in this project. It is not shocking. If the campaign name “The Truth” would be written under this “slogan”, the t-shirt would influence many more people as they could deduce what “353 per day” means. However, it is necessary to point out that design of The Truth apparel is youthful and trendy as the whole campaign is. Young people buy this stuff because they like it, not only because of the reason that it helps.

7.1.5 The Truth and social media

The Truth is conscious of the target group and the spaces where young people appear. The connection with social media was necessary. The Truth appears at Facebook, Twitter, Youtube and Myspace. Their profiles on the websites are widely joined and supported by people’s subsidies, which shows evidence of public interest. It should be pointed out that a feedback from The Truth is above standard. It was easy to connect with them and their responses were always quick and accurate. They also care about public opinion and often asked, if people see any better option how to attract people. (The Truth, online)

7.2 Focus group analysis of The Truth

Eight people, age 15 – 17, four of them are smokers, were explained the term social advertisement and they were given an example of the campaign “Nemyslíš, zaplatíš”. Then they were asked what a good social campaign should involve. Their answers were that the advertisement should be real, it should reflect the danger. The slogan “Nemyslíš, zaplatíš” was evaluated as an important part of the campaign because everybody remembered it, although the campaign is not broadcasted anymore. The participants were asked after that, if they believe that a campaign against alcohol, irresponsible drivers or smoking could be fun and also that it could have an impact on people. They were sceptic.

The Truth was introduced to the participants as a campaign against tobacco which is designed for young people. First of all they watched the TV advertisement, the lyrics of the song were translated and also the song was ranged into a context. The participants were astonished as they saw the ill singers. They were inquired, if they missed any slogan. The answer was explicit, they did not miss any slogan to be effected by the advertisement. The impact was even deeper after watching singers' interviews. They found the advertisement controversial and very real, however, they compared it to "Nemyslíš, zaplatíš" campaign, which was seen as very different, although the aim of the advertisement was basically the same – warn against serious danger. Participants also admitted that this advertising would not influence them to quit smoking, on the other hand, non-smokers admitted that they are lucky that they do not smoke.

As a next step The Truth on the road was introduced. Videos from concerts and extreme contests were watched. The Truth on the road show and interviews with sportsmen, the atmosphere of the campaign were also involved in the videos. The emotions were positive and appreciate the way of communication with the young audience.

After the campaign identification they were given a short list of questions.

Chart 10 Impact of The Truth (Source: Author)

No.	Question	YES	NO
1	Do you like the campaign approach to the public?	8	0
2	Do you think that The Truth should be more persuasive?	3	5
3	Do you believe that people in the TV advertising are not actors but real, ill people?	4	4
4	Do you think that young people might be influenced by this campaign?	5	3
5	Question for smokers: Would you start smoking, if you joined the truth (or similar) society?	2	2
6	Do you think that the campaign would be more succesful, if it has a controversial slogan, which would follow the campaign?	3	5

According to these answers, it is obvious that the campaign selected the right way how to catch the public. However, participants showed certain hesitation about the campaign, which they explained by the fact that they are used to see even more controversial advertisements. On the other hand, when they were asked, if they believe that the singers' deformation is real impact of smoking that it is not a mask for an advertisement, the answers were followed by comments that they have never met anybody, who is stigmatized by smoking in such an extensity. The participants are relatively convinced about the campaign influence, but they are not sure, if the campaign help them not to smoke as the biggest impression has their friends. People who believe that the campaign should be more persuasive also believe that the campaign should use a slogan, which would signalized the danger of smoking. The second part of the group supported their answers with an explanation that they do not like when they are persuaded.

According to the success of the project, the way of its enlightenment is the most relevant to the target group. Czech teenagers have not met such a massive campaign against smoking, on this base, they cannot judge the impact of the campaign properly. When they were asked, they often hesitated and were not sure about the pronounced words.

7.3 SWOT analysis of The Truth

The SWOT analysis again includes whole campaign with every aspect of its communication with young people

Chart 11 SWOT analysis of The Truth (Source: Author)

Strenghts	Weaknesses
<p>Campaign covers 46 states of USA, the District of Columbia and 5 U.S territories.</p> <p>It emphasises social media and they communicate trough them. They answer to individuals quickly.</p> <p>Public is actively involved.</p>	<p>Campaign should also use print advertisement.</p> <p>The apperal should be supported by a bigger logo of The Truth.</p>
Opportunities	Threats
<p>Translate the truth campaing into other language as USA are multicultural country.</p> <p>Take more bus stops - 46 stages is not that much for whole USA.</p>	<p>Young people won't pay attention to The Truth as they came to watch a concert or a show.</p>

CONCLUSION

Both of the focus groups were also given a question which of the following ways is the most radical way against tobacco products and smoking.

Chart 12 Impact of demarketing instruments (Source: Custom processing)

	Product policy	Price policy	Distribution policy	Propagation	Other instruments
No. of answers	0	6	2	3	5

According to the answers of 16 participants, as the most useful demarketing instrument was evaluated the price policy. Participants would quit or reduce buying tobacco products, if the price is too high. Other instruments, among them restrictions or ban of smoking in public places are also qualified as an important instrument for the fight against smoking. Propagation, the most discussed instrument in this bachelor thesis, was given three votes. People admit that the propagation against smoking has not a tradition in the Czech republic and it is difficult to judge it. However, they believe that similar campaigns as National Tobacco Campaign or the Truth would be welcome and helpful. They also supported the Australian government and its idea of packaging. Participants assume that the distribution and product policy is not very important.

The aim of this paper was to claim, if controversial slogan is necessary in advertising against tobacco products. Participants of the National Tobacco Campaign focus group admit that slogans “Stop smoking, start repairing” and “Every cigarette you don’t smoke is doing you good.” are not so controversial as the slogan “Every cigarette brings cancer closer.” The last slogan leaves a deeper impact on them. The American campaign The Truth selected a different way as it does not use any slogan. Participants think that the campaign should be more persuasive. This requirement could be solved by a controversial slogan, which is omitted in the campaign. According to these findings, it could be seen that every campaign, which wants to leave a deep impact, needs a controversial slogan. However, in balance, respondents appreciate the approach of The Truth to the young people, they like the attitude that the campaign does not only edify but it also entertains and leads young people to a personal development.

Personally speaking, it well known situation, if young people are told not to do something, they do it. Because of this fact, I appreciate The Truth philosophy not to persuade but publish the facts and show to young people how to live and enjoy the time without cigarettes. On the base of these analyses, the claim is that a good anti-tobacco advertising do not necessary need a controversial slogan but the visual part of an advertisement has to embody certain level of controversy.

BIBLIOGRAPHY

Monograph

- 1) BOČEK, M. et al. *POP in-store komunikace v praxi*. 1st ed. Prague: Grada Publishing, 2009. 212 p. ISBN 978-80-247-2840-7.
- 2) CVÍK, P., FISHER K., KAMENEC T., KŘEPELKA J., KŮTA P., ROUBAL Z., RŮŽIČKA J., ŠTAJER L., VAŇKOVÁ E., and WINTER F. *Zakázané formy reklamy*. Prague: Forum, 2006.
- 3) HORŇÁK, P., *Reklama: teoreticko-historické aspekty reklamy a marketingové komunikácie*. Zlin: VeRBuM, 2010.
- 4) JANEČKOVÁ, L., VAŠTIKOVÁ, M. *Marketing měst a obcí*. 1st ed. Prague: Grada Publishing, 1999, p. 184 ISBN 80-7169-750-8.
- 5) KARLÍČEK, M., ZAMAZALOVÁ, M., *Marketingová komunikace*. 1st ed. Prague: Oeconomica, 2009. s.176 ISBN 978-80-245-1601-1.
- 6) KIRALOVÁ, A. , *Marketing: Destinace cestovního ruchu*. 1st ed. Prague: Express, 2003, p. 172 ISBN 80-247-1104-4.
- 7) KOTLER, P., ARMSTRONG, G. *Marketing*, 6th ed. Prague: Grada Publishing, 2004, ISBN 80-247-0513-3.
- 8) KOTLER, P., KELLER, K. L. *Marketing Management*. 12th ed. Prague: Grada Publishing, 2007 ISBN 978-80-247-1359-5.
- 9) KOTLER, P., LEVY, S. J. *Demarketing, Yes, Demarketing*. Harvard Business Review. 1971. 74-80 s.
- 10) KOTLER, P., NED, R. and NANCY, L. *Social Marketing: Improving the Quality of Life*. 2nd ed. Thousand Oaks: Sage Publications, Inc, 2002.
- 11) MACKAY, A. R. *The Practice of Advertising*. 5th ed. Burlington: Elsevier Ltd., 2005, ISBN 0 7506 6173 9.
- 12) MUELLER, B. , *Dynamics of International Advertising*. 1st ed. New York: Peter Lang Publishing, 2006, ISBN 0-8204-6360-4
- 13) PELMACKER DE, P. GEUENS, M. AND VAN DER BERGH, J. *Marketingové komunikace*. Prague: Grada Publishing, 2003 ISBN 80-247-0254-1
- 14) STUART, E., M. R. SOLOMON, and G. W. MARSHALL. *Marketing Study Guide: Real People, Real Choices*. 5th ed. N.p.: Prentice Hall, 2006.
- 15) SVĚTLÍK, J. *Reklama a marketing*. 1st ed. Zlin: Tomas Bata University in Zlín, Faculty of Multimedia Communications, 2005 ISBN 80-7318-140-1.

- 16) VYSEKALOVÁ, J. et al., *Psychologie reklamy*. 3rd ed. Prague: Grada Publishing, 2009. ISBN 978-80-247-2196-5
- 17) ZELENKA, J., *Marketing cestovního ruchu*. Hradec Králové: Gaudeamus, 2007. 212 p. ISBN 978-80-7041-070-7.

Electronic Monograph

- 18) ANTONIO, J. A., L. FUGABAN, I. QUINTANA, and M. UANAN. "Government Information Campaign, Public Information Campaign." Professor Margele Andres. Entry posted October 10, 2007.
<http://profmargeleandres.multiply.com/journal/item/55> (accessed April 12, 2011).
- 19) Australian Government Department of Health and Ageing. "Every cigarette you don't smoke is doing you good." Quitnow.
<http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/home> (accessed April 23, 2011).
- 20) BAUMANN, P. "Successful Health Advertising." Health is Social. Entry posted February 07, 2011. <http://healthissocial.com/advertising/successful-healthcare-advertising/> (accessed April 12, 2011).
- 21) Bose, Debopriya. "Anti Smoking Slogans." Buzzle.com.
<http://www.buzzle.com/articles/anti-smoking-slogans.html> (accessed April 26, 2011).
- 22) Cancer Council Australia. "Australia ♦re-Established as World Leader♦ in Reducing Tobacco Death - Plain Packaging Set to Slash Cancer Death Rates." Cancer Council Australia.
<http://cancer.org.au//Newsmedia/mediareleases/mediareleases2010/29April2010.htm> (accessed May 3, 2011).
- 23) Direct Marketing. "Controversial Ads." *Direct Marketing Magazine*, July 15, 2009.
<http://directmarketingmag.com/tag/controversial-advertisements/> (accessed April 11, 2011).

- 24) ELDERS, M.J. *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*. Pennsylvania: Diane Publishing, 1997.
http://books.google.cz/books?id=4wsPXwYvR24C&printsec=frontcover&source=gs_bse_summary_r&cad=0#v=onepage&q&f=false (accessed April 12, 2011).
- 25) ERICKSON, J. "About Societal Marketing." *Ehow: Money* (2011): page nr.
http://www.ehow.com/about_4571318_societal-marketing.html (accessed April 14, 2011).
- 26) GORDON, I. "Relationship Demarketing: Managing Wasteful or Worthless Customer Relationships." *Ivey Business Journal Online* (Mar/Apr 2006): page nr.
<http://search.proquest.com/docview/216193466/fulltext?accountid=15518> (accessed March 23, 2011).
- 27) Institute of Alcohol Studies "Alcohol and Advertising." Institute of Alcohol Studies. March 2010 <http://www.ias.org.uk/resources/factsheets/advertising.pdf> (accessed April 12, 2011).
- 28) Kotler, P. "The Role Played by the Broadening of Marketing Movement in the History of Marketing Thought." *Journal of Public Policy and Marketing* 24 (Spring 2005): page nr. http://www.farhansherazi.com/ppt/Kotler_JPPM_2005.pdf (accessed May 1, 2011).
- 29) KUMAR, N., and MITTAL, R.. *Marketing Management*. New Dehli: Anmol Publications Pvt. Ltd., 2001.
- 30) MediaGuru. "Focus Group(s)." Media Guru! <http://www.mediaguru.cz/medialni-slovník/18/focus-group-s-.html> (accessed May 1, 2011).
- 31) MOORE, M. J., and P. J. COOK. "The Economics of Alcohol Abuse and Alcohol Control Policies." *Health Affairs* 21 (2002): page nr.
<http://content.healthaffairs.org/content/21/2/120.full> (accessed April 12, 2011).
- 32) TOSCANI, O., "About Benetton - Our Campaigning," United Colors of Benetton, http://press.benettongroup.com/ben_en/about/campaigns/history/ (accessed April 11, 2011).
- 33) Portman Group. "Alcohol Marketing, Its Impact and Its Regulation in the Uk: A Briefing Note." Portman Group.
http://www.portmangroup.org.uk/assets/documents/Briefing%20note%20on%20the%20impact%20and%20regulation%20of%20alcohol%20marketing%20_Oct%202010_.pdf (accessed April 12, 2011).

- 34) SHAJMA, M. "Taxation On Alcohol, Implications For Health Promotion." *Journal of Alcohol andamp; Drug Education* (August 2009): page nr. http://findarticles.com/p/articles/mi_go2545/is_2_53/ai_n35652384/?tag=content;col1 (accessed March 11, 2011).
- 35) SHILPA, D., A. PISE, D. SREEDHAR, J. MANTHAN, V. LIGADE, and N. UDUPA. "Demarketing in Healthcare: Concept and Approaches." *The Pharma Review* (August 2007): page nr. <http://www.kppub.com/articles/road-map-clinical-research-india-012/demarketing-in-healthcare.html> (accessed April 12, 2011).
- 36) SHIU E., HASSAN, LM and Walsh, G. "Demarketing Tobacco through Governmental Policies the 4ps Revisited." *Journal of Business Research*. Entry posted 2009. http://socialmarketing.blogs.com/r_craig_lefebvres_social/2009/09/the-4ps-of-demarketing-tobacco-use.html (accessed April 12, 2011)
- 37) The Truth. "The Real Fact Behind Big Tobacco's Documents." The Truth. <http://www.thetruth.com/facts/> (accessed May 5, 2011).
- 38) U. S. Department of Health and Human Services. "Warning: Cigarettes Are Addictive." U. S. Food and Drug Administration. <http://www.fda.gov/TobaccoProducts/Labeling/CigaretteProductWarningLabels/ucm231346.htm> (accessed April 12, 2011).
- 39) The VicHealth Centre for Tobacco Control. "Au Tobacco Laws." Australian Council on Smoking and Health. <http://www.acosh.org/au-tobacco-laws/#plainpackaging> (accessed April 25, 2011).
- 40) WALLER, D. S., and K. S. FAM. "Advertising of Controversial Products: The Malayisan Experience." *ANZMAC* (2000): 1348-51. <http://smib.vuw.ac.nz:8081/www/ANZMAC2000/CDsite/papers/w/Waller2.PDF> (accessed April 11, 2011).
- 41) WAPTAC. "Public Information." WAPTAC. <http://www.waptac.org/Public-Information.aspx> (accessed April 12, 2011).
- 42) WILKIE, W. L., and E. S. MOORE. "Scholarly Research in Marketing: Exploring the '4 Eras' of Thought Development." *Journal od Public Policy and Marketing* (2003): page nr. <http://business.nd.edu/Faculty/pdf/11237412.pdf> (accessed May 1, 2011)

List of Pictures

Pic. 1 Proposed images as it would appear on a cigarette package.....	23
Pic. 2 Plain cigarette package, Australia.....	24
Pic. 3 Campaign of United Colors of Benetton – Racism.....	29
Pic.4 Campaign of United Colors of Benetton – Food.....	29
Pic. 5 National Tobacco Campaign, Australia, 2011.....	33
Pic. 6 “Cough” TV advertisement.....	35
Pic. 7 Unsweetened Truth vehicle.....	41
Pic. 8 Unsweetened Truth singer.....	41

List of Charts

Chart 1 Process of a communication plan.....	14
Chart 2 Aim of controversial slogan in social advertising.....	26
Chart 3 Needs of successful advertisement.....	28
Chart 4 The interface of advertising.....	28
Chart 5 Script for a radio advertisement – man.....	34
Chart 6 Script of “Cough” TV advertisement.....	34
Chart 7 Impact of the focus group National Tobacco Campaign.....	38
Chart 8 SWOT analysis for National Tobacco Campaign.....	38
Chart 9 Facts which The Truth published.....	40
Chart 10 Impact of The Truth.....	43
Chart 11 SWOT analysis of The Truth.....	45
Chart 12 Impact of demarketing instruments.....	46

