

How advertising can change our minds

Editorial by Sandra Pedro



MARKETING WORLD REVIEW

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Advertising doesn't have to be just about brands. It can also be about raising awareness. During 2016 there were many examples of brands and institutions trying to open our eyes about problematic situations.

Humans are selfish beings and we are so focused on our daily lives that, most of the time, the majority of us forget about what is around us. We tend to ignore the cruel reality that sometimes, it is right next to us, in our own neighbourhoods.

It can exist as deforestation, violence and protection of animals, refugees' crises, violence against women, child soldiers, protec-

tion of the environment and the elderly. These are only a few examples. Can you identify which one touched you deeply? How do they make you think about these issues? We are all at the end of the year and it is a time for reflection about what we want to leave for future generations.

Advertising may not have the power to change your behaviours, but it can certainly make us think and reflect about issues that we normally tend to ignore (or rather prefer to ignore).

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How advertising can change our minds

Comment la publicité peut changer notre état d'esprit

Editorial by Sandra Pedro, CMMP—Editor-in-Chief



La publicité ne doit pas être seulement sur les marques. Elle peut également porter sur la sensibilisation. En 2016, beaucoup d'exemples de marques et d'institutions ont essayé d'ouvrir nos yeux sur des situations problématiques.

Les êtres humains sont des êtres égoïstes et nous sommes tellement concentrés sur notre vie quotidienne que, la plupart du temps, la majorité d'entre nous oublie ce qui nous entoure. Nous avons tellement tendance à ignorer la réalité cruelle que parfois, elle est juste à côté de nous, dans nos propres quartiers.

Elle peut exister sous forme de déforestation, violence et protection des animaux, crises des réfugiés, violence à l'égard des femmes, enfants soldats, protection de l'environnement et des personnes âgées. Ceux-ci ne sont que quelques exemples. Pouvez-vous identifier ceux qui vous ont profondément touché ? Que pensez-vous de ces problématiques ? Nous sommes à la fin de l'année et c'est un moment de réflexion sur ce que nous voulons laisser aux générations futures.

La publicité peut ne pas avoir le pouvoir de changer nos comportements, mais elle peut certainement nous faire penser et réfléchir sur des questions dont nous avons d'habitude tendance à ignorer (ou plutôt préférons ignorer).



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Get Started

Christmas marketing campaigns

Caroline Berryman, CMMP



The holiday season is a special time for marketers. During this time, there is an emphasis on capitalizing on sales and influencing shoppers' buying decisions and brands need to stand out. Here are some ways to create a strong marketing campaign during the Christmas season.

The festive season is a happy time of year. People on social media say that they feel happier and excited leading up to Christmas and retailers know that when customers are happy, they are more likely to purchase more. Festive marketing campaigns such as Starbuck's treat a friend then treat yourself campaign rewards customers for making a purchase for someone else.

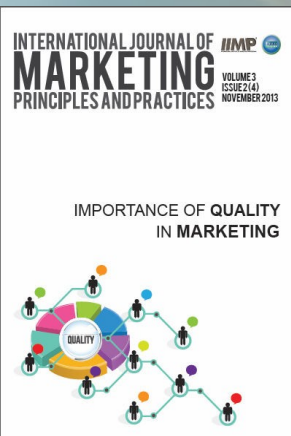


This season is all about anticipating the arrival of family and friends. For children it is arrival of Santa on Christmas Eve. Marketers can make brands a source of anticipation by building up to the holidays. Examples of this include new product launches for toys and electronics with slogans like 'just in time for Christmas.'

The holiday season does eventually end and holiday marketing campaigns should be positioned with an end date as well. Research shows that we are more likely to engage with a campaign that has a definite end date and

for retailers, it encourages a call to action. Customers don't want to miss the opportunity for a holiday only deal and neither did customers of Natural Skin Shop with their 12 Days of Christmas campaign.

Consumers place a greater sense of value on things that are personalized. Targeting a specific audience is also another way to personalize a message and an example of this is the Hudson Bay' #ElfMyLife campaign which appeals to Millennials with a new product assortment for this audience who may not typically shop at this store.



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MARKETING WORLD

REVIEW

Call for Papers for Second Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its second issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The second issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission to the second issue is January 15, 2017**. The review process will feature a maximum of two rounds and final decisions will be made before January 30, 2017. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscu
Editor-in-Chief
MarketingWorld Review



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MARKETING WORLD

REVIEW

Volunteers Needed for Editorial/Support Team

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

Team roles include Section editors for Market analysis and General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).

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