

# IIMP<sup>®</sup> appoints University of West Indies as Accredited Educational Institution in Barbados



The International Institute of Marketing Professionals (IIMP<sup>®</sup>) has recognised the Cave Hill Campus of the University of West Indies (UWI), domiciled in Barbados, as an IIMP Accredited Educational Institution. This accreditation entitles top students in both the BSc. Management with Marketing and the MSc. Marketing programs at the University of the West Indies Cave Hill Campus to be granted CMMP<sup>®</sup> scholarships.

The IIMP<sup>®</sup> Accredited Educational Institution (AEI) designation entitles top students in the BSc. Management with Marketing program and the MSc. Marketing program at the Cave Hill Campus of the University of the West Indies to be granted CMMP<sup>®</sup> scholarships for the pursuit of the various CMMP<sup>®</sup> designations.

The BSc. Management with Marketing program and the MSc. Marketing program were reviewed by

our team of experts and both were approved in entirety by the IIMP<sup>®</sup> Academic Accreditation Committee. Graduates of the MSc. Marketing program meet all of the requirements for entrance into the second level of professional designation - Manager CMMP<sup>®</sup>. The graduates of the BSc. Management with Marketing program are qualified for entrance into the first level of CMMP<sup>®</sup> - Associate CMMP<sup>®</sup>.

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## Sustainability is no longer a trend, but a reality

*Editorial by Sandra Pedro, CMMP*



Business and organizations are increasingly seeing the value of being both responsible and sustainable in the way they conduct business. Corporate Social Responsibility (CSR) and Sustainability strategies are becoming increasingly rooted in mainstream businesses around the world. However, there is evidence that there is a long way to go, particularly concerning the Paris Agreement. These are some of the findings in the Responsible Business Trends 2018 Report, from the non-profit organization Ethical Corporation (EC).

An increasing knowledge and understanding of the sustainability and social responsibility values in business is encouraging corporate leaders to place sustainability as core part of their business strategy. According to EC report, 75 per cent of respondents stated their CEOs are convinced of the value of

sustainability. This is an indication that businesses have improved both their actions and communications around sustainability.

Figures are crucial for private sector businesses, especially when considering sustainability as a central part of their business strategy. Providing the return of sustainability initiatives with metrics is still a challenging aspect stated in this and other reports, like the one of ING that I mentioned in my last article. Businesses still feel the need for improved metrics and tracking of sustainability activities. Enhanced skills are essential for accurate tracking of the return on investment in sustainability.

As other studies illustrate, EC report also found that sustainability is delivering revenues. This was confirmed by 56 per cent of respondents and 66 per cent were more likely to identify savings from sustainability activities. Even so, over 15 per cent of respondents don't know if sustainability initiatives are driving revenue or savings for the business, less than 45 per cent feel confident that they are accurately measuring the impact of their sustainability activity and 12 per cent do not know if they are measuring the ROI of initiatives.

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# The marketing brand of Prince Harry and Meghan Markle

## Caroline Berryman, CMMP



A moment in history, with a royal prince marrying an American actress has spanned not only media frenzy, but also a marketing blitz. The branding power of this couple has led many companies to take advantage of this unique marketing opportunity.

The Mini car designed a special version of its distinctive car, including a roof motif combining the British and US flags with "Meghan loves Harry" and "love is all you need" inscribed on the glove box. This special one of a kind car called the "MINI Hatch" was donated to one of the couple's chosen charities for an auction.

A Sushi restaurant chain called Itsu created a special lunchbox called "When Harry met Meghan" that included salmon, tuna, avocado, shredded carrot, green beans and fresh mint. And a London bakery created special cupcakes topped with icing in the colours of the American and British flags. Velveeta cheese created a crown-



### And there were more companies that saw the marketing potential of this brand

shaped macaroni and cheese, KFC produced special buckets for their chicken take-out and Dunkin' Donuts recruited a Real Housewife to promote the new "Royal Love" doughnuts.

Well-known British retailer, Marks and Spencer actually rebranded their store name to 'Markle & Sparkle' days before the wedding. And SodaStream used the royal wedding to auction off a number limited edition bottles for charity. Each bottle was created with a hat or fascinator and the money raised for each bottle was donated to a plastic-free charity.

American brands rose to the occasion too. Hidden Valley Ranch Dressing revealed a salad dressing "fit for a princess" with \$35,000 worth of jewels decorated along the side of the bottle. Following the wedding, the bottle was given away to a social media user.

The royal wedding may have been marketing and media frenzy, demonstrating that a royal couple can indeed be a powerful brand, but it also showed the ability of retail brands to rise to this occasion, step away from their traditional messaging, be creative and most of all, have fun with their customers.

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## Mohammad Aman Ullah Aman appointed as a Country Manager for Bangladesh to represent IIMP



Mohammad Aman Ullah Aman, a Business Graduate and a Certified Marketing Management Professional, having eight year experience in the field of Brand and Marketing Management who is currently carrying out the role of Brand Manager at ACI, the leading business conglomerate of Bangladesh and looking after AkzoNobel paint brands here.

Though he is a marketer by heart but he also has some other identities such as writer, speaker, team builder, motivator as well as philanthropist.

Aman is connected with International Institute of Marketing Professional since June 2012 and playing the role of Brand Manager of IIMP under marketing and communication committee since beginning of his joining. Consider his education, experience, previous contribution to IIMP and interest, he has been appointed as the Country Manager for Bangladesh who will work in an organized way so that the IIMP objectives can be met up. IIMP strongly believes

that Aman is capable enough to take IIMP to the next level in Bangladesh.

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## The fine line that exists in marketing

*Stephanie McCredie*



In the information overloaded society that we live in, the rise in misleading information is prevalent causing an erosion of trust and loyalty. Therefore, consumers are wise to question the information they read about companies, brand promises, or product reviews, and spend time researching before committing. According to studies, more than 90% of customers review a product online before purchasing. Less than 10% trust the marketing alone.

Ogilvy once said, *"tell the truth, but make it fascinating"*. Credible marketing is based on brand truth and company integrity. It can still be fascinating but it is based on the truth. False marketing aims to disguise the truth in a deceptive way. This is not only an ethical issue but an issue of the law. Consumer protection and fair trade commissions exist throughout the world to protect consumers from false, damaging and misleading advertising, however, there seems to be an increasing push to stretch the boundaries of the truth.

Puffery exaggerates the truth; it serves to puff-up its subject, but in doing so, it can border on deception. [Businessdictionary.com](http://Businessdictionary.com) defines puffery as, *"Advertising or sales presentation relying on exaggerations, opinions, and superlatives, with little or no credible evidence to support its vague claims. Puffery may be tolerated to an extent*

*so long as it does not amount to misrepresentation (false claim of possessing certain positive attributes or of not possessing certain negative attributes)."*

Puffery is a form of falsity that the law says produces no deception because its claims are subjective and a matter of opinion. For an advertisement to be considered puffery and not false advertising the average consumer must be able to see that the claim is an overstatement and not an offer or statement to rely upon.

A well-known company thought they were employing the use of puffery as a marketing strategy for the energy drink Redbull. They used the slogan "Redbull Gives You Wings". However, in 2014, the company was sued by a consumer for false advertising. He argued that

after ten years of consuming the drink he neither had wings nor any of his athletic and intellectual performance enhanced! This lawsuit was backed by research that found the energy drink had no performance enhancing properties. The suit stated that Redbull's marketing was not only puffery but also deceptive and fraudulent. Redbull settled the lawsuit by paying \$13m to its estimated 1.4 million consumers. An expensive lesson.

There is obviously an extremely risky, fine line that exists between puffery and misleading advertising. Is that risk worth taking or should brands stand strong in the truth they possess?



## IIMP® Accredited Educational Institution in Barbados

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The various CMMP® designations (Associate, Manager and Professional) are granted to UWI marketing graduates who successfully complete the IIMP certification requirements.

**Mr. Nisar Butt, President and CEO of IIMP®, stresses:** "With the IIMP Certification®, the Cave Hill Campus of the University of the West Indies will be able to provide enhanced satisfaction and value to its marketing students, and enhance their local, regional and global competitiveness and marketability. This is a big step for the Cave Hill Campus as it moves to position its graduates to become part of an international community of marketing professionals, with the competence to excel in fast paced marketing world."

**Prof. Dimitrios P. Kamsaris, Senior Vice President of Academic Accreditation of IIMP®, points:** "A new accreditation agreement has been activated with the Cave Hill Campus of the University of West Indies in Barbados. Acquiring the various IIMP® designations, alongside of their accredited UWI degrees will certify the marketing graduates of the Cave Hill Campus of the University of the West Indies as professionals who are able to function effectively in the global marketing arena."

Each calendar year, the IIMP® will grant the [IIMP® Collegiate scholarship](#) to one graduating student in the BSc. Management with Marketing program, and one graduating student in the MSc. Marketing pro-

gram at the Cave Hill Campus of the University of the West Indies to cover the full cost of the entrance fee into the appropriate level of the CMMP® (Certified Marketing Management Professional) designation program. On completion, the student will gain the globally recognized CMMP® designation.

The CMMP® designation certifies the graduate as a marketing professional with the demonstrated competence to function effectively in the dynamic global business arena. Graduates of Management with Marketing program and the MSc. Marketing program at the Cave Hill Campus are now invited to [apply](#) for entrance into the appropriate level of the CMMP® designation program out of Toronto,

## Editorial

*Continues from page 2*

Companies, SDGs and the Paris Agreement

The call of the United Nations for increasing the involvement of the corporate world in Sustainable Development has been heard. The Sustainable Development Goals (SDGs), launched in December 2015, are being used as the roadmap for businesses around the globe. More and more companies are aligning their goals and business strategies with these Goals.

Around 69 per cent of global corporations that responded to the survey stated that their firms are integrating the SDGs into their business strategy, an increase of 9 per cent over last year's study. Goal 13 related to climate actions has come out on top in meeting SDGs (65 per cent), followed by Goal 8 – decent work and eco-

nomics growth (60 per cent) and Goal 3 – good health and well-being (57 per cent).

Despite this increasing integration there are many challenges for companies to integrate SDGs across businesses. Setting goals, measuring impacts, staff engagement, convincing management or inadequate levels of management support are just some of those challenges. On the opposite side, of the 31 per cent that are not integrating the SDGs into their business strategy, 51 per cent hope to do so in the future and 49 per cent admit to not knowing.

It's been over two years since the Paris Agreement and EC reports reveal a concerning finding. 71 per cent of respondents stated there hasn't been the right level of action, especially when this shows an increase of 13 per cent when comparing to last year's report. Nearly half of all respondents (44 per cent) stated that Governments will be

most influential in ensuring the Paris Agreement is met. Enterprises will be most influential for 34 per cent of respondents.

### Opportunities for leading businesses and individuals

Companies that stay at the forefront understand the opportunities available with responsible and sustainable business. Driving innovation across the business (24 per cent) and creating long-term, transformational cross-industry collaborations (22 per cent) are the two most cited opportunities.

Unilever is the most mentioned company driving the change for a more sustainable future. Patagonia, outdoor apparel designer, is the second most cited company, followed by Tesla. Paul Polman, Unilever's CEO, emerges as the individual that's driving the required change, who is followed by Elon Musk (Tesla).