Cork Institute of Technology

January 2009

Masters in Business Studies

Contemporary Issues in Marketing

(Time: 3 Hours)

Internal Examiner: Dr Angela Wright
External Examiner: Dr Claire Gubbins

Over 3 years, Dove in the UK through BodyTalk aims to:

1. Address the National Curriculum framework in Personal, Social and Health Education for 12-14 year olds
2. Reach over 8,000 pupils through workshop sessions
3. Give more than 200 teachers the skills and educational materials to continue the BodyTalk workshops in their schools

Instructions:
From your study and reading of Contemporary Issues in Marketing and, after reading the initiative undertaken by Dove in their ‘Dove Self-Esteem Campaign’, please answer the following:

(A) Discuss the role of Corporate Social Responsibility Strategy (CSR) in today’s competitive marketing environment. Relate your answer to the attached case and your classwork. (50 Marks)

(B) Discuss CSR strategy from an Internal and External marketing perspective. (50 Marks)

Total: (100 marks)
Contemporary Issues in Marketing
The Dove Self-Esteem Campaign

The Dove Self-Esteem Fund

Whether it is models that wear a size 2 or movie stars with exceptional curves, beauty pressures are everywhere. When young girls find it hard to keep up, low-self-esteem can take over (http://www.campaignforrealbeauty.ie).

Why did Dove create the Dove Self-Esteem Fund?

- Over 50% of women say their body disgusts them (Dove Internal Study, 2002)
- The body fat of models and actresses portrayed in the media is at least 10% less than that of healthy women (British Medical Association, 2000)
- 6 out of 10 girls think they’d “be happier if they were thinner” (UK Teen Body Image Survey, Jan 2004)
- While only 19% of teenage girls are “overweight,” 67% think they “need to lose weight” (UK Teen Body Image Survey, Jan 2004)

Low self-esteem leads to introversion, a withdrawal from normal life and a waste of potential. The Dove Self-Esteem Fund was created to support different initiatives that help educate and inspire girls on a wider definition of beauty.

How it works

The Dove Self-Esteem Fund has already been put to work in many parts of the world. Here are a few success stories.

In the United Kingdom:

BodyTalk
There are 1.1 million people with an eating disorder in the U.K. and young women aged 14-25 are most likely to be affected. The Eating Disorders Association (EDA) knows that building self-esteem and a positive body image can help reduce those risks.

With the aid of the Dove Self-Esteem Fund, EDA has developed BodyTalk, a workshop designed to help young girls (and boys) understand and deal with feelings about their physical appearance, and learn how “ideal” images of beauty are created.

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In Canada:

*Beyond Compare Photo Tour*

Photographers from around the world were recently asked to participate in *Beyond Compare* - a photographic show that would raise money for the National Eating Disorder Information Centre (NEDIC). The result? Sixty-seven photographs were donated, raising a grand total of $21,000 Canadian. The Dove Self-Esteem Fund has helped make the tour possible and, in total, is responsible for already raising over 50,000 Canadian for NEDIC in 2004. NEDIC plans to use some of these funds to build an e-module with self-esteem information and guidance for 12-14 year old girls.

In the Netherlands:

*Beyond Compare Photo Tour*

The *Beyond Compare Photo Tour* has made its way to Netherlands and, since June 2004, has already raised thousands of Euros, via donations, for Kenniscentrum Eetstoornissen Nederland - a leading charity in the fight against eating disorders in the Netherlands.

**Why the Campaign for Real Beauty?**

For too long, beauty has been defined by narrow, stifling stereotypes. Women have told us it's time to change all that. Dove agrees. We believe real beauty comes in many shapes, sizes and ages. That is why Dove is launching the Campaign for Real Beauty.

Dove's global Campaign for Real Beauty aims to change the status quo and offer in its place a broader, healthier, more democratic view of beauty. A view of beauty that all women can own and enjoy everyday.

In order to achieve this important goal, the Campaign for Real Beauty includes the following initiatives:

- Creation of a forum for women to participate in a dialogue and debate about the definition and standards of beauty in society
- Release of a global, academic research study that explores the relationship that women from around the world have with beauty and its links to their happiness and well-being
- Advertising that inspires women and society to think differently about what is defined as beautiful
- Fundraising initiatives (sponsored by the Dove Self-Esteem Fund) to help young girls with low body-related self esteem
- Self-esteem workshops with young girls in schools to help them foster a healthy relationship with and confidence in their bodies and their looks
- Establishment of the Program for Aesthetics and Well-Being at Harvard University, through a grant from Dove, which will continue to examine the way we think and talk about beauty in popular culture and the effect that this has on women's well-being
- Creation of a global touring photography exhibit, *Beyond Compare, Women Photographers on Beauty*, showcasing diverse images of female beauty from 67 female photographers, and demonstrating that beauty is about much more than stereotypes
An Agent for Change
Fostering self-esteem around the world

The Fund Advisory Board
Meet the men and
in the lives of girls and young women.

Self-Esteem Is Worth Sharing...
Show your support for Real Beauty today.

Check it out

Time to Talk
New! Fun activity for mums and daughters.

Find out more

Film Gallery
These short films from Dove raise some questions about body image and self-esteem.

Just watch

Girls Only Interactive Self-Esteem Zone

Hey Girls... Welcome!

Find out more about the experts who helped us make these activities just for you.

Is your Workout Helping or Hurting You?
Is your exercise routine doing more harm than good? Take the quiz and find out.

How do You REALLY Feel About Yourself?
Does your self-esteem need a tune-up? Take these interactive quizzes and find out.

True You Decoder
Sometimes it’s hard to hear what Mum has to say. Before getting hurt or angry, consult this helpful tool to decode what she really means.
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Playing with Beauty
Find out what an average woman would look like with the body of a toy figurine. Yikes!

Mood Manager
Learn how to manage your ever-changing moods and discover your best coping strategies.

How do YOU Impact Others’ Self-Esteem
Are you helping, or hindering the self-esteem of others?

My Body: Facts & Fiction
Every day we hear conflicting ideas about bodies, food, activity and beauty. See if you can separate fact from fiction with this quiz.

Image Manipulation
It's hard to know what's real anymore. Photo imaging software makes everything - and everyone - look perfect. See if you can identify which of the following photos are real and which have been manipulated.

Owning Your OWN Smile
Spending too much time trying to look good and fit in? This interactive article can help you find the right balance.

My TOP SECRET Profile
Put your top-secret thoughts in a time capsule to explore in the future!

Self-Esteem Bubble
Learn how to build a strong self-esteem bubble and stay protected even when someone tries to hurt your feelings.

YOU’re the Editor
If you've got a passion, a point of view and a witty writing style, we've got the cool tools to help you create YOUR OWN online magazine!
Are YOU Media Smart?
Every day the media bombards us with all sorts of messages, good and bad. Media smart kids realise they have to think their way through the culture. Test your media savvy with these mixed messages.

Friendship Doctor
How healthy are your friendships? Take this Friendship Doctor quiz to find out.

Fashion CONFIDENTIAL
Have you ever spent an hour in the changing room at a clothing store only to find nothing you tried on fits? Read on to put this seriously frustrating experience into perspective.

Ask the Expert
Master the answers to these questions so next time you are faced with a certain situation you can say ‘HEY... I know this!’

Find out more about the experts who helped us make these activities just for you.

Amy Film
This film is about Amy. But it could be about someone else you know too.

Because Self-Esteem Is Worth Sharing...
Show your support for Real Beauty today.

The Fund Advisory Board
The Dove Self-Esteem Fund Advisory Board is a

- Dr. Nancy Etcoff
- Dr. Susie Orbach
- Dr. Ann Kearney-Cooke
- Jess Weiner
- Rankin
- Dr. Carla Rice
The objective is to guide Fund resources in the most efficient/effective way to reach millions of girls.

Roughly half of the Board come from psychology backgrounds and half come from arts & fashion.

Current members for the Advisory Board include:

- **Zara Hyde-Peters**
- **Danielle Porteous**

**Dr. Nancy Etcoff**

Dr. Etcoff is a faculty member of the Harvard Medical School and the Harvard University Mind/Brain/Behaviour Initiative and she directs the Program in Aesthetics and Well Being at the Massachusetts General Hospital Department of Psychiatry. After receiving her B.A. from Brown University, her M.Ed. from Harvard University, and her Ph.D. from Boston University, she did a postdoctoral fellowship in Cognitive Neuroscience at MIT. She has conducted research on the perception of beauty, emotion and the brain for over fifteen years, culminating in numerous awards and research papers in professional journals including Nature, Cognition, Neuron, and the book 'Survival of the Prettiest: The Science of Beauty'.

**Dr. Susie Orbach**

Dr. Orbach is a psychotherapist and writer. With Luise Eichenbaum, she co-founded The Women's Therapy Centre in London in 1976, and in 1981 The Women's Therapy Centre Institute in New York. She lectures extensively in Europe and North America, is a visiting Professor at the London School of Economics, and has a practice seeing individuals and couples and consulting to organisations. She is a frequent contributor to newspapers and magazines, as well as to radio and television programmes. Her books include Fat is a Feminist Issue (1978), Fat is a Feminist Issue II (1982), What's Really Going on Here (1993), Towards Emotional Literacy (1999), The Impossibility of Sex (1999) and Susie Orbach on Eating (2001).

**Dr. Ann Kearney-Cooke**

Ann is a leading authority on the treatment of adolescents and adults with eating disorders, body image disturbances and self-esteem issues. She was named a Distinguished Scholar for the Partnership For Gender Specific Medicine at Columbia University where she developed the Helping Girls Become Strong Women curriculum. A well-known psychologist and popular speaker, she has presented her work at over 300 conferences and has published numerous scientific articles. She is the author of "Change Your Mind Change Your Body: Feeling Good About Your Body" and "Self After Forty".

Her work has been featured on a number of shows including the Oprah Winfrey
Show, The Today Show, Good Morning America and CNN.

Jess Weiner

For over 13 years, Jess has been on the frontlines of women's issues with visits to the boardrooms, bedrooms, classrooms and homes of women and teens around the world. As a best-selling author, advice columnist and on-air personality, she has inspired millions of women and teens to take action in their everyday lives.

In the U.S., Jess is the official self-esteem expert for The Tyra Banks Show, as well as a regular on-air contributor for women's general lifestyle topics on The Today Show and CNN Showbiz Tonight. She is a regular contributor on body image for CosmoGirl! magazine and writes her popular column "Real Girls/Real Advice" on Mary-KateandAshley.com. In addition, Jess is a board member for the Eating Disorders Coalition and a media ambassador for the National Eating Disorders Association.

Rankin

A photographer, publisher and most recently a film director, Rankin brings a mischievous wit to whatever he does. His intimate portraits, distinctive fashion and commercial work and groundbreaking art projects have marked him out as one of the world's leading image-makers. Recent work has varied from shooting Tony Blair for the Financial Times to a series of nudes featuring ordinary people who answered an advert in Time Out. He made headlines again last year with his campaign for Dove cosmetics showing women who differed from the usual stick-thin advertising stereotype. Rankin was selected as one of ten photographers to photograph the Queen for her Golden Jubilee. His image was exhibited at Windsor Castle (opened February 2002) and has been transferred to the National Portrait Gallery in London.

Dr. Carla Rice

Dr. Rice is a Clinical Program Specialist at the Regional Women's Health Centre, Sunnybrook and Women's College Health Sciences Centre in Toronto, where she runs the Body Image Project. It is a programme that provides counselling, training opportunities and research on body image and identity. Dr. Rice has a Masters degree in psychology from OISE, University of Toronto, and a Ph.D. in Women's Studies from York University, Toronto. She is co-author of Building Bridges across Difference and Disability: A Resource Guide for Health Care Providers and Talking about Body Image, Identity, Disability, and Difference: A Facilitator's Manual. She is also author, along with Vanessa Russell, of Embodying Equity: Body Image as an Equity Issue, a manual for teachers and service providers.
Karishma Chugani

Born and raised in Casablanca, Morocco of Indian origin, Karishma Chugani received a liberal arts high school education before she moved to London to pursue a design degree at Central Saint Martins College of Art and Design. There, she completed a BA in Fashion with Printing. Throughout her college experience, Karishma became progressively fascinated and distressed by the complex relationships between size issues, body image, fashion, trends, marketing and the media. She then went on to do an MA in Design Futures at Goldsmiths, whereupon she formalised her research and became involved with Dr. Susie Orbach and the AnyBody group. Most recently, she is working on a concept for her own label of garments that encompasses a philosophy of beauty and size diversity.

Lucrecia Ramirez

As a leading psychiatrist in Colombia, Dr. Ramirez has been widely published. Her studies have included time at the universities of Antioquia (Colombia), Texas (Houston) and Cambridge (England). Now she is an Associate Professor in the Psychiatry Department of the University of Antioquia and the Coordinator of the Women's Mental Health Academic Group. Away from her medical work, she is the First Lady of the Municipality of Medellin.

Mirjam Bekker-Stoop

Born in Amsterdam, the Netherlands, Mirjam's career in the fashion world has included times as a retail clothing buyer, a hairstylist, a make-up artist and a commercial photographer. Now she focuses on photography and film as a cause-related exhibition producer. Her recent international original shows have covered aspects of challenging beauty stereotypes and those seeking asylum.

Catherine Barry

Born in Dublin, Ireland, Catherine is a short story writer and novelist. Writing about inner scars is her trademark. One of her books, Skin Deep, looks at the issues around breast enlargement. Her next book, Madly in Love, blends Catherine's wit and acute observation of flawed people as she examines one woman's journey through a stay in a psychiatric hospital. She also writes for newspapers and is an established and published poet.
Sarah Lang

From 1994-2002, Sarah was a member of the U.S. National Short Track Speed Skating Team. She has won many medals at the international level, including the World Championships. After injury, Sarah explored the world of snowboarding and went on to win another clutch of medals. She is an Athlete Ambassador for Right To Play, an organisation that uses sport and play to enhance child development for those living in disadvantaged situations.

Wiam Al-Ashgar

Wiam works as a Clinical Dietician in a large oil compound in Saudi Arabia. As well as being concerned with education on healthy diets, she is also keen to promote women's position within society.

Chiho Kusaka

Chiho graduated in Law and Political Science at Seikei University, Japan. Since then she has worked as a TV presenter with the Asahi National Broadcasting Company, and now runs her own self-esteem and career counselling business. In particular, her work covers helping to build the self-belief and self-image of young girls as they prepare for the world of work.

Zara Hyde-Peters

A keen long-distance runner who has represented Britain on the track around the world, Zara is now Director of Athlete Development for UK Athletics. She was the performance manager for Kelly Holmes and Paula Radcliffe as they prepared for the Athens Olympics in 2004.

Danielle Porteous

Born in Canada, Danielle now works as the Development Manager, Events and Initiatives, for Girlguiding UK. This organisation, with 600,000 UK members, aims to provide opportunities for girls and young women to be challenged by new experiences and achieve a sense of pride in accomplishment, as well as to develop self-awareness, self-respect and self-confidence.
Just watch