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Differentiation of Social Marketing and Cause-Related Marketing in US Professional Sport

Jennifer R. Pharr and Nancy L. Lough

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Abstract

Several studies have focused on cause-related sport marketing (CRM), yet few have examined social marketing in sport. The purpose of this study was to show how both are unique strategies employed in sport to achieve corporate social responsibility. A qualitative content analysis was utilized to analyze the outreach programs of the NBA, NFL, NHL, and MLB as described on each website. A directed content analysis was used to categorize outreach programs as CRM, social marketing, or other community outreach based on five variables that differentiate each strategy. Forty three programs were evaluated. Twenty two (51.2%) were categorized as social marketing, eight (18.6%) as CRM, and 13 (30.2%) as other community outreach. Social marketing programs were identified significantly more than CRM. The findings demonstrate how the major leagues have embraced the use of social marketing strategies to demonstrate corporate social responsibility.

Introduction

Since the early 2000s, a growing body of literature has examined corporate social responsibility in sport (CSR) (Babiak & Wolfe, 2006; Babiak & Wolfe, 2009; Bradish & Cronin, 2009; Breitbarth & Harris, 2008; Sheth & Babiak, 2010; Smith & Westerbeek, 2007; Walker & Kent, 2009; Walker & Kent, 2010). Similarly, several studies have focused on the benefit of cause-related marketing (CRM) for sport organizations (Irwin, Clark, & Lachowetz, 2010; Irwin, Lachowetz, Cornwall, & Clark, 2003; Kim, Kim, & Kwak, 2010; Lachowetz & Gladden, 2003; Lachowetz & Irwin, 2002; McGlone & Martin, 2006; Roy & Graeff, 2003). Yet fewer studies have examined social marketing in sport (Bell & Blakey, 2010; Lough & Pharr, 2010). Surprisingly, the link between CSR and CRM in sport has not been clearly articulated. Some authors have inferred that CRM is a tactic or strategy to achieve CSR (Roy & Graeff, 2003). Meanwhile, social marketing has emerged as a more direct strategy to demonstrate social responsibility. Yet most scholars have overlooked the use of social marketing in sport or inaccurately labeled social marketing campaigns as cause-related marketing.

The lack of sport marketing research focused on social marketing presents an opportunity for investigation. In 2003, Roy and Graeff briefly mentioned social advertising in the context of identifying the benefits of CRM. More recently, Irwin, Irwin, Miller, Somes, and Richey (2010) inaccurately used CRM to describe the NFL Play 60 campaign. In this paper, we will demonstrate that a more appropriate depiction of the NFL Play 60 would have defined it as a social marketing campaign. As Lough and Pharr (2010) recently illustrated, CRM and social marketing are two distinct marketing strategies. The need to clearly identify each approach as unique has become more apparent with the recent increase in social marketing campaigns used in the sport industry. The primary purpose of this study is to show how both CRM and social marketing are unique strategies employed in sport to achieve corporate social responsibility.

Storey, Saffitz, and Rimon (2008) used five variables to differentiate social marketing from commercial marketing. Lough and Pharr (2010) expanded this model to include CRM, thus creating a multi-tiered marketing model. In their model, commercial market-
Table 1.  
Comparison of Social and Cause Marketing

<table>
<thead>
<tr>
<th></th>
<th>Social Marketing</th>
<th>Social Marketing Example: Euro 2005</th>
<th>Cause-Related Marketing</th>
<th>CRM Example: Livestrong</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locus of Benefit</strong></td>
<td>Individuals in target market</td>
<td>Girls and women living in the communities where the tournament was hosted</td>
<td>Cause group or association</td>
<td>Lance Armstrong Foundation (charity / cause)</td>
</tr>
<tr>
<td></td>
<td>Society at large</td>
<td></td>
<td>Supporting corporate partner</td>
<td>Nike (the supporting business partner)</td>
</tr>
<tr>
<td><strong>Objective/Outcomes</strong></td>
<td>Behaviors that increase personal and/or social welfare</td>
<td>An increased awareness of women’s football</td>
<td>Purchase or donation behavior</td>
<td>Donations to the LAF</td>
</tr>
<tr>
<td></td>
<td>Norms, values, knowledge and attitudes addressed to the extent that they inform behavior decision</td>
<td>An increase in the number of girls and women participating in football or sport in general</td>
<td>Attitudes towards the image of the brand, corporation, or product</td>
<td>Purchase of Nike branded Livestrong apparel, shoes, and equipment with 100% of proceeds going to LAF</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A raised awareness of health issues associated with physical inactivity</td>
<td>Consumer loyalty / Brand switching</td>
<td>A positive image, enhanced brand, and possible brand switching to Nike</td>
</tr>
<tr>
<td><strong>Target Market</strong></td>
<td>Tends to be less affluent, more diverse, more in need of social services, harder to reach</td>
<td>Girls and women living in the communities where the tournament was hosted</td>
<td>Tends to be more affluent and concerned with cause-related issues</td>
<td>Active, sports fans who are connected to cancer as a cause</td>
</tr>
<tr>
<td><strong>Voluntary Exchange</strong></td>
<td>Includes weighing of economic and non-economic social costs and benefits</td>
<td>Cost = time Benefit = improved health</td>
<td>Includes weighing of economic and non-economic costs and benefits</td>
<td>Money (tangible) is donated to LAF to support the cause (intangible) or money (tangible) is used to purchase Livestrong apparel (tangible)</td>
</tr>
<tr>
<td></td>
<td>Tends to be intangible</td>
<td>Cost: time to participate in festivals, workshops, attend a game or play football</td>
<td>Tends to be a mix of tangible and intangible cost/benefit</td>
<td>Livestrong must consider the mixture of tangibility and intangibility of the voluntary exchange</td>
</tr>
<tr>
<td></td>
<td>Benefit included an increased understanding of women’s football and the associated health benefits</td>
<td>Benefit included an increased understanding of women’s football and the associated health benefits</td>
<td></td>
<td>The competition that exists from other causes (i.e., Susan G. Komen)</td>
</tr>
<tr>
<td><strong>Market Perspective</strong></td>
<td>Products and services tend to be less tangible</td>
<td>Marketing included the use of posters, festivals, campaigns at schools, road shows, participation opportunities, and ticket give-aways</td>
<td>Products tend to be a mix of tangible and intangible</td>
<td>Livestrong must consider the mixture of tangibility and intangibility of the voluntary exchange</td>
</tr>
<tr>
<td></td>
<td>Competition tends to be less tangible and more varied</td>
<td>Competition tends to be more tangible and categorical</td>
<td>Competition tends to be more tangible and categorical</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Economic factors like purchase power tend to be less important</td>
<td>Competition exist with other events in the community that compete for the participants time</td>
<td>Economic factors like purchase power tend to be more important</td>
<td>The competition that exists from other causes (i.e., Susan G. Komen)</td>
</tr>
</tbody>
</table>

Adapted from Storey et al. (2008) and Lough & Pharr (2011).

...
Social marketing and CRM each have a unique (different) locus of benefit, objectives/outcomes sought, target market, voluntary exchange, and marketing perspective. Because of this, it is important for sport marketers to understand these distinct difference between the two marketing strategies and how each can be utilized to achieve corporate social responsibility objectives.

Social Marketing

Social marketing dates back to the early 1960s and was first defined by Kotler and Zaltman in 1971 as the design and implementation of programs used to increase the acceptability of social ideas which involves the four Ps (price, product, placement, and promotion) of marketing. Social marketing was further defined as the application of “commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of a target audience in order to improve their personal welfare and that of their society” (Andreasen, 1995, p. 7). Social marketing has been used extensively in the health promotion branch of public health as a means to improve health and prevent disease in the target market. Examples of social marketing in public health include programs focused on increasing physical activity, increasing fruit and vegetable consumption, anti-smoking/smoking cessation, and sexually transmitted disease prevention (Grier & Bryant, 2005). Thus, social marketing employs unique strategies for purposes such as addressing social and health related issues.

Several commercial marketing strategies must be applied for social marketing to succeed. These include exchange theory, audience segmentation or target market, competition, the four Ps (price, place, product, promotion), consumer orientation, and evaluation of the marketing campaign (Grier & Bryan, 2005).

Compared to commercial marketing, social marketing tends to be more relational rather than transactional and the cost/benefits tend to be less tangible (i.e., improved health). In commercial marketing, money (price) is exchanged for a product or service. In social marketing the cost (price) is more likely to be the intangible cost of time and/or the psychological discomfort that comes from making a behavior change (i.e., the discomfort of nicotine withdrawal). The benefit (product) of social marketing is more likely to be intangible, such as improved health or reduction of disease. The loci of benefit of a social marketing campaign are individuals who need to change their behavior and society at large. The primary outcomes/objectives sought are behaviors that increase personal and/or social welfare and/or health (Storey et al., 2008).

Secondary outcomes/objectives of social marketing include improved brand equity, brand awareness, and brand loyalty because consumers of the brand supporting social marketing initiatives often benefit from the feeling that their support of the brand made these initiatives possible (Lough & Pharr, 2010). The target market for social marketing campaigns encompasses individuals and groups in society in need of making a behavior change. Just as in commercial marketing, the target market should be segmented by psychographics and demographics to create an effective marketing campaign. The voluntary exchange, as mentioned previously, tends to be less tangible (time, discomfort, improved health) in social marketing. Similarly, both economic and non-economic costs and benefits must be weighed by the target market. The marketing perspective of social marketing includes an acknowledgement of 1) the intangibility of the costs/benefits; 2) the intangibility of the competition (i.e., competing with the desire to be physically inactive); and 3) economic factors like purchase power tend to be less important.

Two published articles have evaluated social marketing in sport. One examined Nike’s Gamechangers social marketing campaign (Lough & Pharr, 2010) and the other examined European Football Associations Championship for Women in 2005 (EURO 2005) (Bell & Blakey, 2010). Lough and Pharr (2010) evaluated Nike’s commercial, social, and cause marketing campaigns and showed how each could be incorporated into a multi-tiered marketing framework. The authors suggested social marketing could be a means for sport marketers to connect more directly with their target market. Bell and Blakey (2010) analyzed the use of social marketing in the EURO 2005. They found that the social marketing campaign created awareness of women’s football, persuaded and motivated girls and women to participate, and facilitated opportunities to continue the behavior change of increased physical activity. Table 1 illustrates how the five variables of social marketing can be evaluated with EURO 2005 as an example. Despite the paucity of published work examining the use of social marketing in sport, there have been several studies focusing on cause-related marketing in sport.

Cause-Related Marketing

In 1999, Adkins defined cause-related marketing as “activity by which businesses and charities or causes form a partnership with each other to market an
image, product or service for mutual benefit” (p. 11). In one of the earlier studies examining motivations to engage in CRM, Ross, Stutts, and Patterson (1991) found nearly 50% of consumers reported they had made a purchase because of their desire to support a cause, most were willing to try a new brand because of a cause-related promotion, and the majority demonstrated the ability to recall a cause-related advertisement. Documented benefits of CRM programs include an enhanced company image (Rigney & Steenhuyson, 1991), positive publicity (Nichols, 1990), a differentiated image (Shell, 1989), and favorable attitudes by consumers about sponsoring companies (Ross et al., 1991). Cause-related marketing has also been shown to have a positive influence on consumers’ perceptions of corporate reputation after a company has engaged in unethical behavior (Cone & Roper, 1999).

Pringle and Thompson’s (1999) conceptualization of CRM was “as a strategic positioning and marketing tool which links a company or brand to a relevant social cause or issue, for mutual benefit” (p. 3). They also suggested CRM is a more integrated marketing strategy as it is supported by marketing budgets, not more limited philanthropic budgets. To be successful in cause-related sport marketing (CRSM), a number of conditions are necessary such as identifying a cause that resonates with consumers and sponsoring organizations; complete and genuine organizational commitment to the cause; evidence of a tangible (e.g., monetary, personnel) transfer to the not-for-profit; and promotion of the CRSM program (Lachowetz & Gladden, 2003). Accordingly, the degree to which the conditions are met will establish the outcomes. Yet, if the consumer perceives a superficial commitment to a CRM program, the benefits most likely will not be realized. Without authenticity and commitment, negative image associations could develop, and therefore diminish the brand image or loyalty. According to Hoeffler and Keller (2002), CRM programs affect brand image in two ways: 1) enhancement of the consumer’s self image and 2) enhancement of aspects of the organization’s brand personality (i.e., human characteristics associated with the brand). For these reasons, a sport organization must ensure the cause selected resonates with their target market (Quenqua, 2002), is consistent with the image or belief system of the partnering organization, and is congruent with the values of the sponsoring organization and the values of the cause (Lachowetz & Gladden, 2003).

Consumers need to be educated about what causes actually do (Welsh, 1999). Therefore, the sport organization needs to publicize its involvement with the cause, and include educational messages about what the cause accomplishes. In essence, limited involvement by the organization will not result in the desired benefits. A successful CRSM program can create or further an emotional connection between the consumer and the sport league/event/team/athlete (Lachowetz & Gladden, 2003), but only if consumers perceive an authentic connection.

Using the five variables that differentiate CRM from social marketing (Storey et al., 2008) the locus of benefit in CRM is the charity/cause and the business that partners with the charity/cause. The outcomes/objectives sought from this partnership are: 1) increased donations or purchase of products with part of the proceeds going to the charity/cause; 2) improved brand image for the business partner or its product; and 3) increased brand loyalty or brand switching for the business partner or product. The primary focus of CRM is the benefit to the charity/cause and the business partner with a secondary focus being the benefit to society (i.e., earlier detection of breast cancer through the support of the Susan G. Komen Foundation). The target market of CRM tends to be more affluent and concerned with cause-related issues. As mentioned previously, the target market must be segmented by demographics and psychographics to determine which cause-related relationship will be seen as genuine by the target market. Voluntary exchange in CRM is more tangible as money is donated or exchanged for products with proceeds (or portions of proceeds) supporting the cause. In the marketing perspective of CRM, the product tends to be a mixture of tangibility (a physical product) and intangibility (a good feeling from making a donation), competition is more tangible, and economic factors such as purchase power tend to be more important than with social marketing. An example of CRM in sport is the Lance Armstrong Foundation’s LIVESTRONG campaign (Lough & Pharr, 2010). Table 1 illustrates how the five variables can be used to identify LIVESTRONG as a CRM campaign. Irwin et al. (2003) mentioned CRM as a subset of corporate social responsibility. Yet, most scholars have only inferred a relationship between CRM and CSR, without clear articulation of how the relationship is manifest. The following section will further examine the relationships between CSR and sport.

Corporate Social Responsibility in Sport
Corporate social responsibility (CSR) can be described as the obligation or intent of a corporation to be ethical and accountable to not only the stakeholders but to society as well. Ullman (1985) further described CSR as “the extent to which an organization meets the needs, expectations and demands of certain external constituents beyond those directly linked to the company’s products/markets” (p. 543). CSR is not exclu-
sively about philanthropic giving. As Bradish and Cronin (2009) pointed out, it should be a holistic business approach that incorporates both social and economic factors into the practice of social responsibility.

Although CSR has been the focus of academic research in business for over 30 years, CSR in sport has only recently received the attention of academic researchers (Babiak & Wolfe, 2006, 2009; Bradish & Cronin, 2009; Breitbarth & Harris, 2008; Sheth & Babiak, 2010; Smith & Westerbeek, 2007; Walker & Kent, 2009, 2010). While some of the sport specific research has focused on providing an overview of CSR in sport (Bradish & Cronin, 2009; Godfrey, 2009) others have examined the use of CSR during specific events or with specific sport leagues (Babiak & Wolfe, 2006; Breitbarth & Harris, 2008; Walker & Kent, 2010). Babiak and Wolfe (2006) suggested that CSR activities associated with an event such as the Super Bowl may help to lessen some of the criticism surrounding such a large event and may enhance the image of the NFL as a league that cares. Breitbarth and Harris (2008) examined the role of CSR in European football and suggested "increased awareness and integration of CSR into football business fosters the competitiveness of the game and creates additional value for its stakeholders" (p. 180). Additionally, they created a conceptual model that demonstrated how CSR can help to foster financial, cultural, humanitarian, and reassurance value.

Smith and Westerbeek (2007) studied sport as a vehicle to achieve CSR. They found the unique aspects of sport that make it well suited for corporate social responsibility include: mass media and communication power, youth appeal, positive health impacts, social interaction, sustainability awareness, cultural understanding and integration, and immediate gratification benefit. Other studies of CSR in sport have identified categories currently employed by organizations such as the NBA, NFL, NHL, and MLB (Sheith & Babiak, 2010; Walker & Kent, 2010). Categories included: 1) philanthropic, legal, economic, and ethical (Sheith & Babiak, 2010) or 2) monetary charitable event, non-monetary charitable event, volunteerism/community outreach, event to honor meritable work, community appreciation, and social awareness programs (Walker & Kent, 2010). More specific to marketing, these categories could be described as either CRM, social marketing, or other community outreach.

In a review of the sport marketing literature, there was little reference made to CRM as a strategy for achieving CSR and no mention of social marketing as a means to demonstrate CSR. Yet, CRM and social marketing can and should be strategies through which social responsibility is demonstrated and/or communicated. Increasingly, sport organizations have utilized social marketing campaigns to realize CSR goals, although little research about social marketing in sport has appeared in the literature. Meanwhile, the label cause-related marketing has consistently been used to define the marketing-related activities attributed to corporate social responsibility in sport. Thus, the goals of this paper are to analyze and categorize CRM and social marketing campaigns being used by the top professional sport organizations in the US, highlight the differences between these two unique marketing strategies, and to present a conceptual model explaining the relationships between corporate social responsibility, cause-related marketing, and social marketing.

For the purpose of this inquiry, the five variables previously discussed were used to analyze and categorize CRM and social marketing campaigns being used by the NBA, NFL, NHL, and MLB. A directed content analysis was employed in this study and the following section describes the methodology. Our discussion then highlights the differences between the two unique marketing strategies and utilizes the analysis to present a conceptual model explaining the relationships between corporate social responsibility, cause-related marketing, and social marketing.

Methods

A qualitative content analysis was employed to analyze the outreach programs of the NBA, NFL, NHL, and MLB as described on each website. Content analysis is an approach that has been used to empirically and methodologically analyze text within the context of communications (Mayring, 2000). This methodology can be used to put text into categories for analysis, which helps in the understanding of the phenomenon being studied. The approach to a content analysis can be conventional, directed, or summative. For the current study, a directed content analysis was used. As Hsieh and Shannon (2005) illustrated, a directed content analysis should be used when "theory and prior research exists about a phenomenon that is incomplete or would benefit from further description" (p. 1281). The purpose of a directed content analysis is to validate or extend a conceptual theoretical framework. Previous research or an existing theory (theoretical framework) can be used to pre-determine the variables of interest and the initial coding scheme and categories (Hsieh & Shannon, 2005). Categories are given an operating definition based on the previous research/existing theory.

For the purpose of this study, the theoretical framework presented by Lough and Pharr (2010) that defined and differentiated social and cause-related marketing was utilized. The categories: locus of benefit, objectives/outcomes, target market, voluntary...
exchange, and marketing perspective, with their respective operating definitions were used to identify programs engaged in by the NFL, NBA, NHL, and MLB as CRM, social marketing, or other community outreach. For this study, only programs engaged in at the league level were analyzed. Programs that individual professional teams engaged in were not analyzed. This decision was made to insure consistency (i.e., comparing league to league versus league to individual team) and trustworthiness of the data.

In a qualitative study trustworthiness is established through credibility, dependability, and transferability (Graneheim & Lundman, 2003). Credibility of a study is enhanced by selecting the most appropriate method for data collection, an appropriate sample for the analysis and suitable measuring units (categories or themes) that cover the data. Credibility is also enhanced by including representative examples from the analysis and reporting agreement between coders (Graneheim & Lundman, 2003). Inter-coder reliability is “assessed by having two or more coders categorize units … and then using these categorizations to calculate a numeric index of the extent of the agreement between or among the coders” (Lombard, Snyder, & Duch, 2002, p. 590). There are several ways to calculate inter-coder reliability (Lombard et al., 2002). In this study, percent agreement and Cohen’s kappa were used.

Programs were identified on the websites for each professional league. For the NBA, programs were found under the “NBACares” area of the NBA.com website. The programs of the NFL were located on the “In the Community” section of NFL.com. NHL programs were found in the “Community” portion of the NHL.com website. The programs analyzed for MLB were located in the “MLB Community” page of the MLB.com website. For each program that one of the professional leagues was involved in, the information about the program presented on the website was evaluated to determine the five variables previously discussed: locus of benefit, objectives/outcomes, target market, voluntary exchange, and marketing perspective. Based on this evaluation, each program was then classified as CRM, social marketing, or other community outreach. Previously presented operating definitions of the five variables as they relate to CRM, social marketing, or other community outreach were used in the evaluation.

Data Analysis
To reduce research bias, two researchers independently coded the data. The coders had been trained in the same manner and understood the operating definitions of each of the five variables and of CRM, social marketing, and community outreach. Reliability of the coding was checked during the process. Percent agreement and Cohen’s kappa were used to measure inter-coder reliability. To be confident in the results reported in a study, agreement between coders should be at least 80%, and kappa should be at least .75 in each category (Riffe, Lacy, & Fico, 2005; Wimmer & Dominick, 2006). In this study, there was agreement between coders 97% of the time with program classification. All categorical calculations had Cohen’s kappa greater than .75. After the directed content analysis was complete then a quantitative data analysis was performed to compare frequencies and proportions of the program classifications. The proportions of CRM, social marketing, and other community outreach were quantified to reflect the usage of the three types of programs. This information was calculated for each league and for all leagues in general. To determine if there was a significant difference between the three program classifications, a 95% confidence interval for the proportions of CRM, social marketing, and other community outreach was employed. The confidence interval was not calculated for each league because the sample size was not large enough to make the confidence interval meaningful. Although the complete matrix was too lengthy to present in this article, an abbreviated matrix is found in Table 2 and examples from the matrix will be used throughout the discussion.

Several strategies were employed to ensure trustworthiness as recommended by Graneheim and Lundman (2003). A directed content analysis was deemed to be the most appropriate methodology to achieve the research objectives. Predetermined codes and operational definitions developed by Lough and Pharr (2010) were used to analyze the data because they provided suitable categories to cover the data. Major leagues were compared to each other rather than individual teams to attain an appropriate and consistent sample. The abbreviated matrix provides representative examples from the analysis. Lastly, the inter-coder reliability was considered good with a high percent agreement (97%) and a Cohen’s Kappa value of greater than .75 for each category.

Results

Categorization of CRM and Social Marketing Campaigns
The categorical evaluation of the various CRM and social marketing initiatives that the NBA, NHL, MLB, and NFL are engaged in is illustrated in Table 3.

In total, 43 programs were evaluated. Of those programs, 22 (51.2%) were categorized as social marketing, eight (18.6%) as CRM, and 13 (30.2%) as other/community outreach. Social marketing programs were identified significantly more than CRM based on
<table>
<thead>
<tr>
<th>Professional Organization/CSR Initiative</th>
<th>Locus of Benefit</th>
<th>Objectives/Outcomes</th>
<th>Target Market</th>
<th>Voluntary Exchange</th>
<th>Marketing Perspectives/Strategies</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL United Way</td>
<td>Communities</td>
<td>To make a difference through community volunteer work, outreach, and involvement</td>
<td>NFL fan</td>
<td>The intangible cost of time to participate in community services and volunteer work</td>
<td>NFL Live United initiative:</td>
<td>Social</td>
</tr>
<tr>
<td></td>
<td>Families</td>
<td></td>
<td></td>
<td></td>
<td>• National advertising campaign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Children</td>
<td>Communicate the importance of volunteerism and community service</td>
<td></td>
<td></td>
<td>• Features one player from each club</td>
<td></td>
</tr>
<tr>
<td></td>
<td>United Way</td>
<td>Inspire others to serve their communities</td>
<td></td>
<td></td>
<td>• Billboards, signs on buses, phone depots, on-line and in print ads, national television PSA</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Hometown Huddle</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• NFL player, coaches, wives, and staff participate in a variety of community services activities</td>
<td></td>
</tr>
<tr>
<td>A Crucial Catch</td>
<td>Women</td>
<td>Support the fight against breast cancer</td>
<td>NFL Fans</td>
<td>Money to purchase NFL auction items with proceeds going to the American Cancer Society</td>
<td>NFL Sponsored Crucial Catch campaign:</td>
<td>Cause</td>
</tr>
<tr>
<td></td>
<td>American Cancer Society</td>
<td>Creating awareness about the importance of annual screening</td>
<td>Women</td>
<td></td>
<td>• Pink water bottles</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Auctions with proceeds to benefit the American Cancer Society</td>
<td></td>
<td></td>
<td>• Pink game apparel</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Special K-balls</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Pink coins</td>
<td></td>
</tr>
<tr>
<td>NFL Play 60</td>
<td>Youth</td>
<td>Inspire kids to get the recommended 60 minutes of physical activity per day</td>
<td>Youth</td>
<td>Intangible cost of time and discomfort to be physically active</td>
<td>NFL sponsored:</td>
<td>Social</td>
</tr>
<tr>
<td></td>
<td>Adults</td>
<td>Encourage an active and health lifestyle</td>
<td>Parents</td>
<td></td>
<td>• TV, print and internet ads</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Schools</td>
<td></td>
<td>• NFL Play 60 Challenge - exciting and engaging curriculum for schools and classrooms to use to inspire exercise</td>
<td></td>
</tr>
</tbody>
</table>
### Table 3. Categorical Classification of Professional League Programs

<table>
<thead>
<tr>
<th>Professional Organization/CSR Initiative</th>
<th>MLB</th>
<th>NFL</th>
<th>NHL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBA/WNBA FIT Social</td>
<td>Baseball Tomorrow Fund Outreach</td>
<td>United Way Social</td>
<td>Hockey is for Everyone Social</td>
</tr>
<tr>
<td>Basketball without Borders Social</td>
<td>BAT Baseball Assistance Team Cause</td>
<td>Teacher of the Year Outreach</td>
<td>Hockey Fights Cancer Cause</td>
</tr>
<tr>
<td>NBA Green Week Cause</td>
<td>Boys and Girls Club Outreach</td>
<td>NFL Youth Education Towns Outreach</td>
<td>NHL Green Social</td>
</tr>
<tr>
<td>Read to Achieve Social</td>
<td>Breaking Barriers in Sports and Life Social</td>
<td>Play It Smart Social</td>
<td></td>
</tr>
<tr>
<td>HP Digital Assistance Outreach</td>
<td>Pitch, Hit and Run Social</td>
<td>A Crucial Catch Cause</td>
<td></td>
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<tr>
<td>Coaches for Kids Social</td>
<td>RBI - Reviving Baseball in Inner Cities Social</td>
<td>Pro Bowl Outreach Outreach</td>
<td></td>
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<tr>
<td>Nothing but Nets Cause</td>
<td>Roberto Clemente Award Outreach</td>
<td>Super Bowl Outreach Outreach</td>
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<tr>
<td>Vaccines for Teens Social</td>
<td>Rookie League Social</td>
<td>Know Your Stats about Prostate Cancer Social</td>
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<tr>
<td>Ninemillion.org Cause</td>
<td>Help Take a Stand Against Cancer Cause</td>
<td>Play Safe! Health and Safety Series Social</td>
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<tr>
<td>Get Tested Social</td>
<td>Team Greening Outreach</td>
<td>NFL Play 60 Social</td>
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<tr>
<td>Get Caught Reading Social</td>
<td>Urban Youth Academy Social</td>
<td>Recharge! Social</td>
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<tr>
<td>Breast Health Awareness Cause</td>
<td>Drug Free Campaign Social</td>
<td>One World Social</td>
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<tr>
<td>Inspiring Women Outreach</td>
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a 95% confidence interval. Each league was then analyzed separately. The results from this analysis can be found in Table 4.

For the NBA, 13 programs were evaluated and the categorical analysis showed that seven (53.8%) were social marketing, four (30.8%) were CRM, and two (15.4%) were other community outreach. The NHL had three programs that were analyzed and the results indicated two (66.7%) programs were categorized as social marketing while one (33.3%) program was categorized as CRM and no programs were categorized as other/community outreach. Twelve programs of the MLB were evaluated with six (50%) as social marketing programs, two (16.7%) as CRM, and four (33.3%) as other/community outreach. The NFL had the greatest number of programs with 15. Of the 15, seven (46.7%) were determined to be social, one (6.6%) was cause, and seven (46.7%) were other/community outreach.

Of the 43 programs analyzed for all four leagues, the majority (51.2%) were categorized as social marketing, while only 18.6% were categorized as CRM. Based on this study, the major leagues were more involved in activities designated as community outreach (30.2%) than CRM initiatives. Yet, social marketing programs were identified significantly more than either CRM or community outreach.

Discussion

CRM and Social Marketing Differentiation
One of the most interesting findings from this study was that campaigns that have traditionally been thought of as CRM were categorized as social marketing based on the five variables. The NFL’s United Way campaign serves as a good example. The objective/outcome sought and the voluntary exchange of the NFL’s Live United campaign exemplifies the difference between CRM and social marketing. The objectives/outcomes sought by the partnership were a) to make a difference through community volunteer work, outreach, and involvement; b) to communicate the importance of volunteerism and community service; and c) to inspire others to serve their communities. The voluntary exchange identified involved the intangible cost of time to participate in community service and volunteer work. In this example, the NFL’s Live United campaign would have been categorized as cause-related marketing if the stated goal was to raise money for the United Way, yet their objectives clearly demonstrate an effort toward changing behavior of fans. The stated outcomes: “to make a difference” through involvement, to “communicate the importance of volunteerism” and to “inspire others to get involved,” led to the categorization of the current NFL program as a social marketing campaign (Liveunited.org). Similarly, the investment required was more one of time than money. In essence, the NFL players were actively serving as role models for community involvement and service, with the stated goal of encouraging similar behavior among fans. Thus, a long-standing program believed to be cause-related marketing was in fact recognized as social marketing.

The findings from this study highlight the differences between CRM and social marketing campaigns used by professional sport organizations. To illustrate the distinction the NFL’s Crucial Catch (breast cancer awareness) campaign can be compared to its Play 60 campaign. As a true cause-related marketing campaign, the NFL supports the fight against breast cancer by creating awareness about the importance of annual breast cancer screening for women and holds auctions with proceeds to benefit the America Cancer Society (ACS). The beneficiaries are both the cause (ACS) and women who heed the message. The Crucial Catch campaign raises money through the purchase of NFL auction items with proceeds going to the American Cancer Society. Strategic marketing aspects of the campaign include pink water bottles, pink game apparel, and pink coins, all seen throughout the NFL season during games.

In contrast, one of the most high-profile social marketing campaigns is NFL’s Play 60. With the stated objective/outcome sought as “inspire kids to get the recommended 60 minutes of physical activity per day,” the emphasis on changing behavior is clear (NFLrush.com). The voluntary exchange is the intangible cost of time and discomfort for kids/parents (target market) to become and stay physically active. The marketing strategy includes TV, print, and internet ads for the NFL Play 60 Challenge, along with “exciting and engaging curriculum for schools and classrooms to use to inspire exercise” (NFLrush.com). In this example, the NFL is not working to raise money to combat childhood obesity, which would classify it as cause-related marketing. Similarly, the exchange sought is not one of money for products or services. Instead the exchange required is more personal on the part of effort made by those in the targeted group, who need to engage in the behavior the NFL is promoting through the Play 60 campaign. The target goal of encouraging an active and healthy lifestyle links well with the NFL’s image as the premier professional sport in the US. One can easily see how authors such as Irwin et al. (2009) would refer to the NFL’s social marketing campaign to get kids physically active, as a “cause” related marketing effort. However, sport marketers need to understand and dis-
Table 4.
Proportions of Social Marketing, Cause Marketing, and Community Outreach

<table>
<thead>
<tr>
<th></th>
<th>Total Programs</th>
<th>Social Marketing</th>
<th>Cause Marketing</th>
<th>Community Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N, %</td>
<td>N, %, (95% CI)</td>
<td>N, %, (95% CI)</td>
<td>N, %, (95% CI)</td>
</tr>
<tr>
<td>All Leagues</td>
<td>43, 100%</td>
<td>22, 51.2%, (36.2-66.1)</td>
<td>8, 18.6%, (7.0-30.2)</td>
<td>13, 30.2%</td>
</tr>
<tr>
<td>NBA</td>
<td>13, 30.2%</td>
<td>7, 53.8%</td>
<td>4, 30.8%</td>
<td>2, 15.4%</td>
</tr>
<tr>
<td>NHL</td>
<td>3, 7.0%</td>
<td>2, 66.7%</td>
<td>1, 33.3%</td>
<td>0</td>
</tr>
<tr>
<td>MLB</td>
<td>12, 27.9%</td>
<td>6, 50%</td>
<td>2, 16.7%</td>
<td>4, 33.3%</td>
</tr>
<tr>
<td>NFL</td>
<td>15, 34.9%</td>
<td>7, 46.7%</td>
<td>1, 6.6%</td>
<td>7, 46.7%</td>
</tr>
</tbody>
</table>

Distinguish between the two strategic approaches, to ensure effectiveness when utilized.

The two campaigns could easily be labeled incorrectly, if not categorized to demonstrate the unique benefits, objectives, voluntary exchange, and marketing strategies. Yet, the significance of this analysis is not limited to mere categorization or labeling. Clarification and understanding of these two strategic marketing approaches can assist in our understanding of the corporate social responsibility efforts major professional sport organizations have employed.

**CRM, Social Marketing, and Corporate Social Responsibility**

For decades, the community outreach arms of professional sport organizations were viewed as strictly philanthropic oriented aspects. Yet, as the marketing of sport has grown increasingly more sophisticated, the need to strategically integrate community outreach with marketing objectives has become more aligned. As Walker and Kent (2009) illustrated in their conceptual model, philanthropy serves as one arm, along with community involvement, youth education, and youth health. All four arms converge to achieve corporate social responsibility. Through the analysis and categorization exemplified in this study, social marketing would be attributed to both youth education and youth health. CRM would be placed in line with philanthropy, while community outreach would link directly with the community involvement icon. The connection of CRM, social marketing, and community outreach with CSR is illustrated in our conceptual model presented in Figure 1.

Andreasen's (1995) definition of social marketing connects it most directly with corporate social responsibility as social marketing campaigns are specifically designed to improve the welfare of society and its citizens by influencing voluntary behavior. As Bradish and Cronin (2009) suggested, "sport will continue to play an important role in social change" (p. 696). The critical direction of the role sport plays in social change can be strategically directed through both social marketing and CRM campaigns. Although the use of social marketing and CRM as vehicles to achieve CSR have been well recognized in business marketing literature (Kotler & Lee, 2005), prior to this study the connection had not been clearly delineated in sport marketing literature. In Kotler and Lee's work, six aspects of citizenship behavior were identified as means by which businesses could demonstrate CSR. Of these six aspects, social marketing and CRM stand out as the two marketing specific strategies. In the current study, social marketing was identified in more than half (51.2%) of the campaigns evaluated while CRM was identified in 18.6% of the campaigns. The similarity between Kotler and Lee's model and these findings suggest a good fit of CRM and social marketing with CSR as depicted in Figure 1.

**Marketing Implications**

With documented benefits of CRM programs including enhanced company image (Rigney & Steenhuyson, 1991), positive publicity (Nichols, 1990), and favorable attitudes by consumers about sponsoring companies (Ross et al., 1991), cause-related marketing is designed to create a positive influence on consumer's perceptions of the sport organization. In times of scandal and negative publicity, the sport organization's reputation can be improved through CRM. With major professional sport organizations represented by players, coaches, and officials who may unfortunately engage in unethical behavior, there remains a clear need for targeted communication to offset negative image connotations. These targeted efforts have also served to enhance corporate image, often times portraying the organization as a "global citizen." The NBA's *Nothing but Nets* (Table 3) CRM campaign demonstrates the organiz-
Consumers have increasingly high expectations for organizations to demonstrate corporate social responsibility and to address public issues. Social marketing can be utilized to increase CSR goals by increasing consumers’ trust in companies that work to address public issues. For example, Chang et al. (2009) found that consumer’s perceptions of service quality increased while their perceptions of risk decreased, thereby establishing greater trust in companies engaged in social marketing. Additionally, social marketing resulted in favorable attitudes toward the firm and its products (Chang et al., 2009). Thus social marketing is a way to communicate organizational CSR initiatives that could be perceived positively by consumers. In business marketing literature, social marketing initiatives have been associated with marketing differentiation strategies (McWilliams & Siegel, 2001), building brand equity (Hoefler & Keller, 2002), and enhanced consumer loyalty (Bhattacharya & Sen, 2003).

The true benefit of both marketing approaches stems from the link between the company or brand to a relevant social cause or issue. Pringle and Thompson (1999) conceptualized such strategic positioning and marketing tools as the means to achieve a mutual benefit. In this case, the mutual benefit extends toward a demonstration of social responsibility by the sport organization. Fortunately, social marketing and CRM are more likely to utilize marketing budgets, not be held to the more limited philanthropic budgets. Thus the growing need to demonstrate social responsibility appears to have resulted in access to more resources, through corporate partnerships/sponsorships and initiatives to create social change. Simultaneously, sport organizations have increasingly engaged in activities to
build their image as “good citizens.” All four of the sport organizations studied invested in both cause-related and social marketing initiatives aimed toward demonstration of corporate social responsibility.

Conclusion
As demonstrated through this study, the major leagues have embraced the use of social marketing strategies. Ironically, the attention paid to cause-related marketing may have overshadowed the growing use of social marketing in sport. More research is needed to determine best practices relative to CSR among sport organizations and in particular, the use of social marketing and cause-related marketing to effectively achieve corporate social responsibility. Additionally, more research is needed to understand the impact of social marketing, cause-related marketing, and corporate social responsibility on sport consumer behavior. Lastly, because each of the strategies studied provide unique opportunities to reach various markets, it is important for sport marketers to understand the difference between the two marketing strategies, as well as how each can be utilized to achieve corporate social responsibility objectives.

References
Quenqua, D. (2002, January/February). Cause and effect: Choosing the right charity: Charitable support has the power to boost a corporate brand to new heights. But tying the company to the right nonprofit is essential. PR Week, p. 16.


