

# Research on Mutual Promotion and Win-win Mode of Public Welfare Activities and Brand Marketing of Automobile Enterprises

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**Abstract:** At this stage, China's market economy has entered an era of marketing success, with various marketing methods and models emerging in endlessly. No matter what kind of marketing means or model is adopted, the ultimate goal is the same - to obtain the maximum profit at the minimum cost. In today's market operation environment with unprecedented fierce competition, enterprises can not only coordinate the relationship with the government and society but also effectively enhance the competitiveness of enterprises by implementing public welfare marketing and combining public welfare with enterprise strategy.

**Keywords:** Automobile industry public welfare activities, Brand marketing, Mutual benefit, And win-win.

## 1. Introduction

There is a saying in the art of war: "The best way to use troops is to attack the city and the best way to attack the city; the best way to fight is to fight the war, and the best way to fight is to fight the war." Public welfare marketing realizes the marketing purpose through the brand intervention of public welfare behavior, which can help the automobile industry enterprises to create a public welfare commercial brand. Sometimes called "marketing not marketing", it is a typical "heart attack" strategy.

What is public service marketing? Public service marketing is a relatively fashionable concept rising in China in recent years. Public welfare marketing is a kind of marketing behavior that takes care of people's survival and development and social progress as the starting point, communicates with consumers through public welfare activities, and at the same time produces public welfare benefits, making consumers have a preference for the enterprise's products or services, thereby improving brand awareness and reputation.

Public welfare marketing combines the business purpose of the enterprise with the charitable goal. Its main purpose is to pursue long-term brand benefits, rather than immediate short-term benefits.

When "public welfare" encounters "marketing", it is like sodium contacting with water, which will have a violent reaction. While it has brought great social effects, there are also many disputes. Some have become "famous martyrs" and some have become "unknown heroes". In the process of public welfare marketing, the enterprises in the automobile industry should not "do good things for the sake of good looks", but consciously "do more good things, not just do some good things".

Public welfare marketing is a kind of marketing behavior that adheres to people-oriented, takes social progress as the starting point, cares about public welfare undertakings, and uses public welfare activities to communicate with consumers. While producing public welfare effects, it establishes the social image of the enterprise and allows society and consumers to identify with the enterprise, so as to promote its

long-term development of the enterprise. Enterprises should attach importance to the value of public welfare marketing. Public welfare marketing can make the automobile industry enterprises deeply popular. Public welfare marketing is a marketing behavior that focuses on the survival and development of people and social progress. With the help of public welfare activities, it can communicate with consumers, and at the same time produce public welfare effects, making consumers have a preference for the enterprise's products or services, to improve brand awareness and reputation. Public welfare marketing is a marketing activity that enterprises actively undertake social responsibility and carry out in combination with public interests. The essence of public welfare marketing is that enterprises communicate with consumers through public welfare activities, establish a good corporate image, improve brand reputation, and thus promote sales.

For enterprises with a sense of social responsibility, public welfare marketing is both a marketing method and a way of giving back to society. In today's harmonious society, enterprises are entrusted with more responsibilities, good public welfare, and doing well, which has become a wise choice for some enterprises. Many enterprises have deeply felt the great value of public welfare marketing through a lot of practice. Therefore, public service marketing is by no means something that can be done but must be done.

However, influenced by the traditional concept of Chinese society, profit, and public welfare are extremely easy to be questioned. Therefore, it is easy to be pushed to the "cusp of the storm". How to control the "double-edged sword" of public welfare marketing and achieve the situation of "public welfare" and "profit" at the same time, is very meaningful to explore.

At the same time, we might as well look at the problem from a different perspective. What are the signs of enterprise success? Getting huge capital gains is believed to be the criterion in many people's minds. But don't forget, when an enterprise is recognized by society, its social benefits are incomparable with the economic benefits. Isn't it a greater success? So how should public welfare marketing be operated

for automobile industry enterprises?

## **2. Correctly Understand Public Service Marketing**

Enterprises can neither "do public good for the sake of public welfare" nor "do public good for business". Public welfare and business must echo and support each other. Public welfare action is not only the best way to show corporate social responsibility but also an effective way to win government recognition and build corporate brand influence. The excellent commercial operation makes public welfare sponsorship become a win-win behavior that benefits society and the enterprise and enables the enterprise to have the power and ability to continuously make a circular investment. In traditional Chinese thinking, it is the noblest moral sentiment to do a good job without leaving a name. Influenced by this thinking, some entrepreneurs only consider fulfilling their corporate social responsibility when conducting public welfare sponsorship, without thinking about how to make public welfare sponsorship a win-win result. However, some entrepreneurs go to the other extreme. They are eager for quick success and instant profits, practice fraud, look only at the money and weigh everything with commercial interests. Finally, they turn a public welfare activity into a farce. In fact, public welfare marketing must enter a complete chain to achieve considerable development, that is, through public welfare activities, enterprises create benefits for the public, so that the public can recognize enterprises more; The public's recognition of the enterprise enables the enterprise to obtain more sales opportunities so that the enterprise can grow; While gaining growth, enterprises have more energy and financial resources to undertake more social responsibilities.

## **3. Incorporate Public Welfare Marketing into The Overall Strategy of The Enterprise Brand**

Enterprise management should deeply understand the importance of public welfare marketing, and incorporate public welfare marketing into the overall development strategy of the enterprise. It not only has a perfect strategic planning system for public welfare marketing, but also can closely link public welfare marketing projects with the products and services provided by the company, and think about the significance of public welfare marketing for enterprise brand building from a strategic perspective. At the level of public service marketing communication, it should be operated around the brand strategic planning idea. It should be able to select some parts that conform to the core concept of the enterprise and the brand in combination with the characteristics of the enterprise's products or business projects. It should be done well to ensure the unity, continuity, and systematicness of the enterprise's public service theme, and it is enough for consumers to identify the brand and remember its unique appeal points of the brand.

## **4. Choose Carefully and Improve the Value**

In fact, there are many public service marketing projects in China, but it is necessary to determine which undertakings can achieve some changes through public service marketing. For the public welfare undertakings of enterprises in the automobile industry, we can focus on "students" and

"environmental protection". At that time, there were many projects to choose from, but we believe that "teenagers" represent the future and have unlimited potential. A little help to them may change the direction of their development in life, and the products of automobile enterprises need to be targeted at students. The environment is more related to the quality of life of each of us.

(1) Fit between public service marketing project and enterprise brand

Fit is the degree of similarity and consistency between public welfare events and brands perceived by consumers, and is an important marketing factor of public welfare marketing. The brand building must be carried out around a core, and all communication and promotion must be operated around a core. Because a brand, a single advertising, promotion, public relations, sponsorship, and other activities, if not a unified theme string, even if well done, is at best a pearl. Only when all communication behaviors are connected with the main line, can a sparkling necklace be formed. Research shows that consumers tend to choose products with a high degree of fit.

The correlation between enterprises, public welfare undertakings, and customers will affect consumers' attitudes toward enterprise brands, and the "matching between enterprises and public welfare undertakings" will positively affect consumers' purchase intentions.

(2) Adhere to the long-term and consistency of public service marketing projects

Many experiences tell us that if the theme of public welfare projects is often changed, the brand image will be blurred and the brand will be diluted. Public welfare marketing is a long-term cause, and enterprises should adhere to the long-term principle when implementing public welfare marketing. Foreign studies believe that public welfare marketing should tend to "Cause Branding", that is, to establish the connection between the corporate brand and public welfare projects in the minds of consumers through long-term and consistent public welfare activities, which represents a long-term commitment. A survey in China shows that if an enterprise has been supporting public welfare undertakings, 87.5% of consumers said they would have a better evaluation of the enterprise's behavior.

(3) Public service marketing should forcefully convey specific emotions to consumers

Emotional communication has a unique significance in brand management. Not all customers can accurately and objectively judge the product value. They act according to the value they understand. "Marketing is a war of perception, not a war of products." The value of a brand ultimately depends on the feelings of consumers. Some consumer feelings, such as "maternal love, love, kinship, friendship, sense of responsibility and patriotism", are emotional core values attached to the product by the brand. Public service marketing should spread the emotion to be expressed through effective interaction and communication with consumers and appropriate channels.

## **5. Determine the Public Welfare Theme in Line with The Enterprise Brand Strategy**

The "necklace theory" of brand communication tells us that all communication and promotion must operate around a core. Once the core concept and strategy of the brand are

determined, they should be continuously disseminated. All communication actions, including public welfare activities, should take this as the main line to ensure the unity and continuity of the corporate theme.

## **6. We Should Follow the Trend and Seize the Opportunity**

When a major event or accident occurs in society, the government, the media, and the public pay the highest attention to the event. If the enterprise can take the initiative for the first time, it will inevitably attract more public attention and media reports, so as to achieve the effect of "four or two".

## **7. Identify NGOs with A Good Reputation as Strategic Partners**

What project to sponsor, how much to sponsor, when to sponsor, and which public welfare organization to form a strategic partner must be considered fully and properly. An effective NGO, with its good reputation and excellent efficiency, will make you get twice the result with half the effort. It will not only make the public welfare come true but also make the enterprise win the image.

## **8. The Urgent Needs of The Government Win the Approval of The Government**

Coca-Cola has sponsored the largest public welfare activity in China, the Hope Project. Since 1993, it has donated to 52 Hope primary schools and more than 100 Hope bookstores in China, bringing more than 60000 school children back to school. Motorola has also continued to invest for more than 10 years in this regard. First, it established Motorola Hope Primary School, and then let more employees join in as volunteers to promote teacher training.

## **9. Persistence is the Key**

Public welfare marketing is a part of enterprise strategy, rather than doing "good things" once or twice. Public welfare marketing is not a simple superposition of public welfare activities, but a result of  $1+1>2$  through the continuation of public welfare activities. In Motorola, corporate commonweal has a long-term goal and a specific strategic plan, and a perfect evaluation system for project selection.

## **10. Communication and Strategy First**

Public welfare marketing is a whole system project, which runs through the whole marketing link. The successful implementation of public service marketing must integrate the resources of the enterprise itself, and make it a topic of public concern, a topic of discussion, and an event with news value through attractive and creative activities. Therefore, it will attract media coverage and consumer participation, so that this event can be spread, so as to improve the corporate image, promote sales, and achieve the purpose of marketing. We have every reason to believe that as public welfare marketing becomes more and more important in the enterprise's competitive strategy, it will enter a more and more benign cycle: the better the public welfare is done, the stronger the enterprise is; The stronger the enterprise is, the better the public welfare will be.

## **11. Make Public Welfare Transparent and Win the Trust of The People**

At present, Chinese people are more or less cautious and suspicious of China's public welfare and philanthropy. Since the exposure of the Red Cross, it has intensified people's speculation about the motivation of public welfare organizations, enterprises, and even individuals to participate in public welfare activities. How to dispel people's doubts? Transparency and sunshine of public welfare are believed to be the best choice. We can consider setting effective avoidance measures from the two aspects of the functional model design of the commonweal platform and the construction of the real-time feedback mechanism.

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