

Chapter 2 The use of alternative media as means of social insertion to generate corporate social responsibility *Ambient Media and Marketing de Guerrilla*

Capítulo 2 El uso de medios alternativos como medios de inserción social para generar responsabilidad social corporativa *Ambient Media y Marketing de Guerrilla*

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Abstract

Social responsibility has been a term that day by day is taking more seriously at the moment of how and what to do of actions as individuals or members of a social group. Taking companies to the design and implementation of actions with commitment inside and outside, for the contribution in favor of society. This article proposes the use of alternative means of communication to generate actions of social responsibility, where their high degree of creative impact generate a change of attitude and motivation in the participants, leading them to a participatory autonomy. Allowing organizations new forms of interactivity with their audiences. So, this article presents two examples where from the use of ambient media strategies and guerrilla marketing, social insertion is achieved in a natural way in social responsibility issues, sensitizing participants with alternative practices. These types of strategies are new ways to interact and transmit messages to audiences in a natural way

Social responsibility, Social insertion, Alternative media, Ambient media, Guerrilla advertising

Resumen

La responsabilidad social ha sido un término que día a día va tomando más seriedad al momento del cómo y el qué hacer de las acciones como individuos o miembros de un grupo social. Llevando a las empresas al diseño e implementación de acciones con compromiso dentro y fuera, para la contribución a favor de la sociedad. En este artículo se propone el uso de medios alternativos de comunicación para generar acciones de responsabilidad social, en donde por su alto grado de impacto creativo generan un cambio de actitud y motivación en los participantes, llevándolos a una autonomía participativa. Permitiéndoles a las organizaciones nuevas formas de interactividad con sus públicos. Por lo que en este artículo se presentan dos ejemplos en donde a partir del uso de las estrategias del *ambient media* y del *marketing de guerrilla*, se logra la inserción social de manera natural en temas de responsabilidad social, sensibilizando a los participantes con prácticas alternativas. Este tipo de estrategias son nuevas formas de interactuar y transmitir mensajes a los públicos de forma natural.

Responsabilidad social, Inserción social, Medios alternativos, Ambient media, Publicidad de guerrilla

1. Introduction

Society today and throughout its history has been highly affected by multinational companies, through their products and services. In the same way, social groups have caused different problems in the environment, promoting high levels of poverty, inequality, and even pollution. However, there are different proposals to improve the quality of life of these groups, promoting a sustainable development that has not borne fruit in its entirety. Therefore, the objective of this article is focused on proposing an alternative which consists in the use of innovative supports as means of the message for the social insertion of the companies to generate social responsibility.

The methodology used is descriptive, which consisted of exploring some concepts of responsibility and social insertion, and two alternative media as strategies for generating social responsibility experiences are also presented. In this project, new alternatives of socially responsible companies will be known, where their main objective is not only focused on economic gains but also on improving the quality of life. "It is necessary to create economic value that generates social benefits beyond the natural ones of the company" (Diaz, 2015, p.210).

2. Description of the topic

Corporate Social Responsibility

The term social responsibility has evolved over time within organizations. According to Friedman (1970), social responsibility refers to the interest of businesses to increase their profits; a concept that arose in a period in which important changes were experienced within the social sphere that involved great concerns and consequently had an impact on companies and their management.

The relationship between companies and consumers goes beyond just a union of production and consumption, as it involves not only economic values but also human values, thus defining social responsibility as an ethical concept that involves modifying ideas about human welfare, improving the economic and productive relationship, promoting a better quality of life. It is from this conceptualization that organizations in the 21st century are recognized as organizations that must not only look after their own interests but also the interests of society.

In 2001, the Green Book of the Commission of the European Communities quoted by de Castro (2005) defines social responsibility as: "the voluntary integration, by companies, of social and environmental concerns in their business operations and their relations with their stakeholders" (p.40), which ultimately promotes a voluntary union for the common good, which will also benefit the credibility of the company in the eyes of its stakeholders and will provide excellent business results in the long term. But what are the issues that Corporate Social Responsibility must address? In 2004 Bestratén and Pujol promoted a series of motivations for the generation of actions by companies, which are: 1) concern for the damage caused to the environment, 2) the quality and safety of the services they provide to society, 3) the care of aspects related to their workers; safety, discrimination, remuneration, working hours, training; 4) collaboration with scientific research, 5) collaboration with art and sports projects.

However, we are talking about not only taking into account those areas in which the company will benefit, but also those that will promote an improvement in the state of society, even if their activities are not closely related to the company. Since such problems or failures continue to exist due to a lack of attention from the state, a fact that promotes an insertion of the company into society and vice versa.

Social Insertion

Society is immersed in a series of problems that affect their growth and development in daily life, causing a serious disorientation and little participation with their environment.

When we talk about social insertion, we refer to the capacity of a subject to integrate and develop in life. This process is integrated from the construction of personal, socio-cultural and professional identity, including all aspects of the subject and his environment. This means that insertion requires the integration of the person, his/her surroundings, the community and his/her environment, a process that must be carried out in a bidirectional and complementary manner.

However, in order to understand inclusion, it is necessary to understand that in the first instance there has been an action of exclusion by any group within society, and even by all the groups that make it up, exclusion that causes not only economic problems, but also social, ethnic and cultural problems. Dejour (1998) quoted by García Roca (1999) mentioned that "the suffering endured by the excluded is a misfortune that does not necessarily provoke a political reaction; at most it may arouse compassion, pity, charity, nor does it necessarily call for indignation, anger or collective protest..." (p.48). (p.48). In such a way that exclusion, being so recurrent, "has installed itself in the very heart of society to the point of inverting its inclusive orientation" (Focauld and Piveteau, 1995 cited by Garcia, 1999 p.50).

The social work of the organizations as a major urgency in the face of exclusion is to turn it into an issue of general interest, thus achieving an inclusion of the corporation in society and of society to it. "Recognizing the right of insertion as a social debt, which occupies an intermediate position between the right (it is accessible to all) and the contract (linked to a counterpart through their personal behavior)" (Garcia, 1999, p.55).

It is necessary the participation of companies capable of promoting alternatives and solutions through their image and for the benefit of society "placing social utility at the center of the economic" (Garcia, 1999, p.57) and achieving better living conditions from such integration and promoting exchange and social economy. Joaquín García Roca (1999) proposes the creation of social links through the use of organizations that facilitate the means of insertion, overcoming social isolation and the violence of the excluded.

However, in order to achieve these objectives, it is necessary to use different strategies and, in turn, communication and message dissemination tools to promote participation and social inclusion. An example of this is the use of new alternative means of communication.

3. Development

Alternative Means of Communication

To achieve change and inclusion in the social sphere, corporations have been responsible only for becoming socially responsible companies in the environmental field, however, it has been seen that it is necessary to cover other areas. But to achieve these purposes it is necessary to generate not only messages but an experience of social responsibility that impacts, and consequently generates a change. But how can this be achieved; the evolution and innovation of the media has served to begin this task.

Grazziano quoted by Sager (2011) defined alternative media as those dialogic relations of transmission of images and signs that are inserted in a transforming praxis of the social structure as a whole; being thus indispensable that they are carried out in a horizontal and bidirectional way and consequently participatory. Later Albert (1997) quoted by Fleischman, Ginesta and López (2009) referred to alternative media institutions as agents that.

They do not try to maximize their profits, they do not sell their audience to advertisers to obtain their main source of income (and thus seek a broad, non-elitist audience), they are structured to subvert the hierarchical social relations that define society, and in their structures they are profoundly different from other social institutions, particularly corporations, and as independent of them as can be. (p. 261)

It therefore seeks collaborative relationships and linkages that strengthen the corporation and society with each other.

In 2002 Downing names alternative media as radical media, defining them as those that offer "an alternative vision to hegemonic policies, priorities and perspectives" (p.21) with the objective of going against the guidelines that exclude and/or discriminate against different sectors of society. However, the use of these tools is not limited to meeting exclusively social or non-profit objectives, but also to achieve economic growth and positioning of the brand or company.

Nowadays, when we talk about alternative means of communication, we are referring to an endless number of non-conventional tools that arise from other existing ones, but with a variation or have evolved. Nowadays, there is an endless number of alternatives, some of them are: *ambient marketing, viral communication, buzz marketing, mobile communication, advertainment, engagement marketing, advergaming, street marketing, experiential communication*, to mention a few.

Although many of these tools are not yet fully recognized, or there is not a deep knowledge about them, it is necessary to understand their impact and function within the communication field in order to choose the most appropriate, when generating a communication strategy and achieve a correct experience of social responsibility. In this article we will only talk about ambient marketing and guerrilla marketing because these strategies are based on two case studies presented below.

Ambient Media or Ambient Marketing. It is an alternative tool that uses objects of the everyday environment to spread their messages and impact with them from innovation and creativity. In a study conducted in 2006 by Turk, Newton and Ewing on the effects of ambient media, it was shown that this type of tool can affect the behavior of individuals, naming it also as Conscient Ambient or Ambient Social. Barfoot, Burtenshaw and Mahon (2006) define *ambient media* as "a relatively recent phenomenon, so called because it is advertising that is part of the environment in which the target audience finds itself" (p.28). They also add that one of the fundamental elements in such advertising is the so-called surprise factor, an aspect that adds value and makes it remembered.

The resources to which the *ambient* media resort are of a non-conventional type, such as any object found in the space to convey a message. Barfoot, Burtenshaw and Mahon (2006) mention that the best *ambient* media campaigns are those that place the medium at the center of the communication. These blend with the environment and according to Olamendi (2010) are part of the place and its own idiosyncrasy, going unnoticed as advertising, and even demanding more creativity than investment money. Furthermore, despite the fact that the placement of advertising messages of this type usually has little scope in its application, due to its high impact it generates the use of other media such as social networks for its dissemination, so, depending on the creativity and impact, that will be its scope.

Guerrilla marketing. Communication tools whose main objective is to provoke a great impact on its users, they are identified by creative actions in urban spaces and sometimes provide experiences as they interact with consumers. This tool creates immediate responses and can be divided into four fields, which are: streets or public places, events, everyday products, and internet.

The use of any strategy must be clear about the message to be conveyed, which is related to the desired objectives that are intended to make known, and the scope you want to achieve; it is also essential to take into account what already exists on the subject and what has been done, and you can not move forward if you do not know the real situation of the message and the proposal.

The social responsibility strategies that are promoted must converge in different areas of society and must also be consistent with the ideals of the organization. Nowadays, companies are constantly monitored by their publics, so, when resorting to pro-social strategies, the organization must take care not only of its external public but also of its internal organization, an act that goes hand in hand with the ideal of a common good and social change. Likewise, alternative means of communication will not only be used to disseminate messages but also to interact with each of its *stakeholders*. The main objective of such adoption is the growth of society and the company.

The Importance of the Medium

McLuhan (1996) defines the medium as the message itself, so the medium is everything, not only for the content of the message but for the connotation that exists in it. In order to achieve social inclusion of corporations and make an impact on society, it is necessary to choose the most ideal medium for the dissemination of the message.

The alternative media, by modifying the environment, allow to arouse in the receivers sensory perceptions of unique proportions. The media in which a message is disseminated not only modifies the environment in which one lives, but also modifies the individual in it. For McLuhan (1996) the media are nothing more than an extension of the human being. In such a way that any sense is capable of altering one's own way of thinking and acting, and what better than this prolongation to generate dialogues in a social communication environment.

Ambient Media

What's Behind a 2 Euro T-Shirt?

In April 2015 in Berlin, a vending machine of basic T-shirts was placed at 2 euros, a price that, being very cheap, attracted the attention of people who approached to buy them, however, when entering the coins they were met with a surprise; instead of the T-shirt falling, a screen would light up showing a video and the following message: "Meet Manisha, one of the millions of people who make our cheap clothes for less than 13 cents an hour, for 16 hours a day. Do you still want to buy this T-shirt for 2 euros?". After that, shoppers could choose whether to buy the T-shirt or donate the money.

The video showing such purchases along with consumers' reactions went viral with more than 2.5 million views, and also managed to capture the attention and participation of celebrities and famous brands.

This campaign with the support of an alternative communication and advertising resource was made with the aim of raising awareness about the conditions of workers in the textile field, as well as their rights and ways of life. (*Fashion Revolution*, 2015).

Guerrilla Marketing Lack Of Sensitivity In Motorists.

A daily problem around the world is faced by people with different abilities in reserved spaces in parking lots, which are rarely respected. It was for this reason that the brand Tree Life in collaboration with the advertising agency J. Walter Thompson Metro (2015) decided to create a strategy to raise awareness of this problem.

In the city of Georgia, 70 wheelchairs were parked in places reserved for motorists, leaving no space for them and causing great impact on its inhabitants, however, the message did not stop there. The event was shared through social networks, such as Facebook and Instagram. It even reached local television stations and became a viral message.

Both cases of social responsibility presented above promote the insertion of organizations into society, and not only that, but also the insertion of society into a reality that they ignored or wanted to let pass. This type of campaign promotes the participation of different sectors which together promote an alternative to improve the quality of life.

4. Conclusion

Actions to generate social responsibility have become increasingly complex, so it is suggested that companies give themselves the opportunity to experiment with the implementation of creative alternative means of communication that promote social change. The alternative media, due to their characteristics of high creative doses, play an important role in the intervention of the change of attitudes and the implementation of values of the public, using creative strategies that have an impact and remain in the consumer's mind. The company has to make use of several strategies, it cannot work alone, it is necessary the active participation of its public, to establish relationships that are not only of buying and selling, but of a social commitment, that allow them to walk on the same path of social responsibility. Therefore, these tools promote active interaction with the consumer. The benefits of these alternative media are economic for companies, in addition to other characteristics such as versatility, great impact, possible viral or word-of-mouth phenomenon and greater demand and positioning of the company.

However, this article not only seeks to increase the economic value of the organization, but also the moral value of the same through social responsibility experiences, where alternative media with the support of communication strategies play a fundamental role in the fulfillment of this objective; promoting social value to generate corporate reputation.

The evolution of alternative media and of the companies that adopt such media to improve their quality and presence in the market, has been one of the foundations for which it is proposed to make a change in society, ensuring a set of interests beyond the economic, referring to a contribution by corporations to improve the quality of life of people.

If these ideals are adopted, a communication of economic and social value will be achieved, where people can feel identified not only with a product or service but with a reality that belongs to everyone, and that, for the same reason, it is the task of society to contribute to its growth and improvement. Addressing social problems from these alternative means proposes a call for attention to social agents, and their different nuclei to take care of them; firstly to know them, and secondly to implement them strategically. In addition, mention is made of the benefits of the inclusion of the media in the organization to influence society, which go beyond economic benefits, since it is proposed to create an environment of social communication.

It is no longer enough to attend to social responsibility actions in a utopian way, it is necessary to act from an integral social responsibility that makes a difference, and what better with creative actions that generate high impact within the implementation of the different alternative means of communication. This proposal is not only for large corporations but also for small and medium-sized companies and even more so for society as a whole. It is time to promote not only a brand experience, but also a social responsibility experience. "We went from philanthropy to Corporate Social Responsibility and sustainability and now we must move on to the creation of shared value" (Kramer and Porter, 2006).

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