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Professor Ciccarelli

BU143-V1 - Advertising

Internet Activity

1. Check the Websites of three big-name companies such as:

- **Coke** (www.coca-cola.com)
- **Dell** (www.dell.com)
- **Levi's** (www.levi.com)

2. After viewing the websites, state how each of the companies you chose is being socially responsible.

At the Coke site, I discovered the company runs the Coca-Cola foundation. This foundation has many goals, but to me, the most important are their efforts to provide clean water to and sanitation in water-stressed areas. At the Dell site, I learned this company is helping close the learning gap around the world by providing technology, funding, and maintenance services to communities and non-profit organizations around the world. They also address basic needs that might hamper a child's ability to learn, such as hunger or security. Finally, on the official Levi's site, the company states that they have designed a whole new system of production that allows them to use much less water in the finishing process of product creation.

3. How is the company's social responsibility position reflected in its advertising?

I have seen a few advertisements from Coke that support being eco-friendly and recycling the waste from their products. I can't find any advertisements that reflect their foundation's other goals.

Dell is supporting TGen, a non-profit biomedical research institute by giving them high performance

computing to help quickly identify and prevent pediatric cancer. Dell also is taking a life-cycle approach that integrates sustainability into every part of what they do. They have specially created advertisement campaigns for each of these that show their dedication to the cause. Levi's has an entire advertising campaign dedicated to its Water<Less products, which they have created advertising for in mediums such as online, television, and in-store posters.

4. How prominent was the information within a website? Was it easy to find the information?

On all of the websites I had to do some digging. It took roughly four to five clicks to get to the areas with the proper material. On the Coke and Dell websites, more clicks were required to find the proper advertising information as there are multiple pages with a variety of multimedia content dedicated to sharing their social responsibility efforts. Levi's only has a single page dedicated to the topic, and it has relatively little content. None of these campaigns are especially prominent; I think they have pages on the website for a specific type of person who is looking for that exact information, not for someone who is just browsing the site.

5. Do the company's efforts seem realistic and results-oriented, or is more effort focused toward public relations?

I do think that the efforts of each company seem realistic. Coke and Dell really seem to have their social responsibility down; they've both got excellent programs that will definitely help their respective communities. Levi's, on the other hand, does have realistic and results-oriented goals, but it feels to me like it is a half-baked effort to take up social responsibility. I imagine that, with some effort, Levi's could, in a realistic and results-oriented way, do more, and give back to the communities, industries, and people that helped them grow to the size that they are.