

each other and add some thoughts.

There is one more effective method in brainstorming practice called “individual brainstorming”. Personal brainstorming is very useful for the start of any new project. It includes such techniques as free writing, free speaking, and word association. Sometimes it can be more useful than team work.

To sum up, for quality working some rules should be applied. For example, you have to disregard the fact that the idea can be absurd or curious; reject seriousness and define your problem or issue as a creative challenge. Your work must be a prompt and concentrated activity. It is important to write down your random ideas and everything coming to your mind.

Myroniuk L.
Kanishchenko O., research supervisor
Taras Shevchenko National University of Kiev

SOCIALLY RESPONSIBLE MARKETING

World practice for a long time has many diverse instruments of socially responsible marketing, that allows to attract consumers and effectively influence their loyalty. For example, firm can organize a charity event, or invest money in social projects. David D'Alesandro in his book "Brand Warfare" indicates that investing money in important event for customer can cause an effect that customer transfer his or her impression from the event on the brand-sponsor of this event thus positioning this brand in consciousness as famous, featured and brand that deserves to be chosen. As an example of using and developing this effect may serve the company «Nike», which linked its name with the names of famous athletes such as Tiger Woods and Michael Jordan through sponsorship.

It is believed that this kind of methods could be afforded only by big companies with satisfactory financial position. The majority of firms for being socially responsible use charity event to involve consumers. These instruments are an effective alternative for those enterprises that can not afford to risk their money. Yearly sport charity event “Run under the Chestnuts” is an example. This event aims to help Ukrainian children with heart diseases. It has regular sponsors, from the Ukrainian and foreign companies, that in addition to their own funds, withdraw money from consumers. This is justified on both sides of view: for companies there is a good opportunity to increase demand on their products and to improve their own image and their brand loyalty. For society it is a real opportunity that people who need help will get it.

Implementing socially responsible policy, the company first of all receives a competitive advantage over competitors in the eyes of customers. Research conducted in 2008 by the Environics International CSR Monitor revealed that the

strongest influence on public opinion about the company has following factors: the social responsibility of the company (49%), quality and brand reputation (40%), business performance of the company (32%). The strengthening of the brand positions and image of the company as an effect gives increasing in sales and in market share. According to customers' preferences research that has been held in the US in 2007, 83% of respondents prefer to trust to companies that are socially responsible.

Social responsibility as one of the priorities of the company can motivate employees to keep them on the work place, because it causes a sense of involvement in the business that is important for society. In addition, the introduction of energy efficiency programs, increasing of the ecological protection of environment requires large investments, but they will pay off in the future, because of saving resources, receiving exemptions from the government and through informing the customers and receiving effect from them. Participating in large-scale projects also gives an opportunity for a new partnership relationships with other like-minded companies and getting from them financial support for new projects.

The most popular instrument of socially responsible marketing in Ukraine is sponsorship and charity. Instruments of charity are most used by powerful foreign companies such as Procter and Gamble. Minority of domestic companies also use such instruments (). Meanwhile it is a mistake to believe that socially responsible marketing can use only big financial and industrial giants, that have to justify their excessive profits in the eyes of society or smooth the environmental and social imbalance which is caused by their activities. Small and middle business recently more and more are beginning worried by issues of social responsibility.

The advantages of using socially responsible marketing for company are:

- improving reputation and image of the company
- strengthening customer relationships
- increasing of customer loyalty and staff loyalty
- receiving competitive advantages over competitors
- additional opportunities for products promotion, PR and advertising
- increasing of investment attractiveness
- company will make the world around a little bit better!

The social responsibility of the company unlike legal liability is not a must for it. But if Ukrainian company will meet the long term needs of society in social responsibility, reputation of this company on the domestic and foreign markets will improve. It is believed that socially responsible marketing, more cost-effective than traditional advertising in media for several times. Social marketing projects can be an effective branding tool and at the same time it can be an instrument of solving social problems.