

Holland & Barrett Health and Wellbeing Retailers Social Marketing Campaign Case of Saudi Arabia Implementation

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Abstract: Objectives: This essay investigates and analyzes UK green marketing, particularly Holland & Barrett social campaign, and its marketing communications campaign in 2019. Also, this study considers the campaign's impact on businesses and society while paying attention to the challenges of limited marketing scope and ethical issues. Ultimately, it suggested conducting a proper implementation of this campaign in Saudi Arabia.

Methods: A case study of a green marketing campaign that analyzes Holland & Barrett social campaign including the application of IMC, objectives, and targeted audiences of the communication mix and adaptation strategies for running the campaign in Saudi Arabia.

Results: This campaign resulted in financial returns that adequately measure IMC's high Integration and it was aligned with ethical issues in avoiding materialism and stereotyping besides promoting diversity authentically. In addition, it represents a sense of responsibility to consumers and society in its marketing communication by tackling the health condition 'menopause' in an appropriate way that agrees with ethics ASA and CAP regulations.

Conclusions: The social marketing campaign that Holland & Barrett conducted has succeeded in forming a consistent and coherent message in their strategy and marketing communication, which was reflected in their financial records and eventually achieved positive integration of IMC. Thus, it is recommended to continue the integration of IMC through a long-term commitment to its strategy and practices with a focus on the customer-centric approach in future campaigns.

Keywords: social marketing; sustainable marketing; green marketing, marketing communication.

حملة التسويق الاجتماعي لتجار التجزئة في مجال الصحة والرفاهية من شركة هولاند اند باريت دراسة حالة التطبيق بالمملكة العربية السعودية

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المستخلص: الأهداف: يبحث هذا المقال ويحلل التسويق الأخضر في المملكة المتحدة، وخاصة حملة هولاند اند باريت الاجتماعية، وحملة الاتصالات التسويقية الخاصة بها في عام 2019. كما تتناول هذه الدراسة تأثير الحملة على الشركات والمجتمع مع الاهتمام بتحديات النطاق التسويقي المحدود والقضايا الأخلاقية. وفي نهاية المطاف، اقترحت إجراء التنفيذ السليم لهذه الحملة في المملكة العربية السعودية المنهجية: دراسة حالة لحملة التسويق الأخضر التي تحلل الحملة الاجتماعية لشركة هولاند اند باريت بما في ذلك تطبيق IMC والأهداف والجمهور المستهدف لمزيج الاتصال واستراتيجيات التكيف لإدارة الحملة في المملكة العربية السعودية. النتائج: قد أسفرت هذه الحملة عن عوائد مالية تقيس بشكل مناسب مستوى التكامل العالي الذي تتمتع به IMC وتماشيا مع القضايا الأخلاقية في تجنب المادية والقوالب النمطية إلى جانب تعزيز التنوع بشكل أصيل. بالإضافة إلى ذلك، فهي تمثل إحساسًا بالمسؤولية تجاه المستهلكين والمجتمع في اتصالاتها التسويقية من خلال معالجة الحالة الصحية "انقطاع الطمث" بطريقة مناسبة تتفق مع لوائح ASA وCAP الأخلاقية.

الخلاصة: نجحت حملة التسويق الاجتماعي الذي أجرته شركة هولاند اند باريت في تشكيل رسالة متسقة ومتناسكة في استراتيجيتها واتصالاتها التسويقية، وهو ما انعكس في سجلاتها المالية وحقق في النهاية التكامل الإيجابي مع IMC. وبالتالي، يوصى بمواصلة تكامل IMC من خلال التزام طويل الأمد باستراتيجيتها وممارساتها مع التركيز على النهج الذي يركز على العملاء في الحملات المستقبلية. الكلمات المفتاحية: التسويق الاجتماعي، التسويق الأخضر، الاتصالات التسويقية.

Introduction

1. Introduction and Background

Recently, green sustainability is a mainstream perspective that every actor in the international economy must adopt, especially governments and companies (Aravamudhan et al., 2024). Hussain & Khan (2024) study shows that adopting sustainable practices influences the economic and could result in financial benefits and improved market competitiveness. Also, consumer demand primarily was driven by adopting sustainable products and packaging which emphasizes the value of economic, social, and environmental aspects in fostering sustainable practices. Beside, Ogiemwonyi & Jan (2023) study indicates that environmental ethics and moral obligation influence the willingness to use green products comparatively, which beneficially promotes green consumption by leveraging proper strategies that align with SDG*12, ensuring responsible consumption. Indeed, social marketing is considered an effective tool for influencing behaviors and promoting societal change through creative campaigns and strategic communication (Kaur 2024). Although many advantages could be generated by implementing sustainable marketing in businesses, many challenges need to be addressed critically, including ethical considerations, measurement of impact, and adaptation to developed digital platforms (Kaur 2024). In the same aspect, greenwashing, which claims to fool people into taking action no matter what the fact is, campaigns and concentrates on selling products for profit, they reap the seeds sown by social marketing campaigns creating a sizable alteration in both the individual and the society embracing more sustainable practices (DeepthiNivasini & AnbuSelvan 2024). These challenges need to take into account when adopting social marketing campaigns.

From a public health and welfare perspective, Holland & Barrett is a health and wellness retailer that is one of the leaders in the world and the largest in Europe in supplying customers with a varied range of vitamins, minerals, health supplements, specialist foods, and natural beauty products (H&B 2019; Mintel 2019). Holland & Barrett remains to keep their reputation as a leading health retailer in the UK (Foodchain magazine 2017). H & B has refined its strategy, and precise marketing approach to best organize to communicate online and offline their unique health, wellness, and beauty offerings to customers (campaign 2019a). Therefore, H & B has to consider social marketing campaigns as a powerful tool for raising awareness and promoting positive change in health and well-being. By understanding your target audience and crafting tailored messages, you can effectively encourage the adoption of healthier behaviors and improve community health outcomes. This case study aims to analyze green marketing in Holland & Barrett's campaign 'Me.No.Pause' and evaluate its application of IMC theory alongside communication, objectives, and targeted audiences of this campaign. Also, including the ethical and regulation aspects and suggested conducting a proper implementation of this campaign in Saudi Arabia.

2. Analysis of the marketing communications campaign

In recent years, Holland & Barrett has focused on social issues through their honest and open communication with consumers in order to educate and empower individuals to make their own decisions (Marketing Week 2019b). From this perspective, H & B launched the 'Me.No.Pause' campaign this year which was very successful and won the completion of Transport for London (TfL), which seeks to show the diversity of women in the city and the reward was £500,000 of ad space across London's transport network. Indeed, this campaign aims to address the last taboo of menopause and raise awareness and confidence by empowering women to continue life and deal with challenges when a loss of femininity, identity, and self in menopause (Campaign 2018; Canvas8 2019; The Drum 2019; Pablo London 2019; Marketing Week 2019b). Also, H & B provides advice and natural treatments for some of the physical and emotional symptoms that women may be going through in this stage of life since their staff in all stores are trained to advise consumers (Campaign 2018; The Drum 2019; Pablo London 2019). Recently, across 800 H & B stores, staff have been given extra training so they can provide valuable advice when women come into the stores (Campaign 2019b). H & B featured expert employees who provide advice for consumers since they provide extensive specialist training programs recognized by the government body Ofqual (H & B 2019; Euromonitor 2019a).

Targeted audiences are women aged over 40 years who are going through natural part of every woman's life that known by "menopause" with a diversity attribute that is obvious in encompassing a range of multicultural and disable women. Additionally, all society members are targeted in raising awareness of this topic and breaking the stereotyping of women's roles or abilities.

Although this campaign may tackle gender stereotype, which is become challenging when it led to expectations or limit opportunities about one social category over another, However, it may be criticized for exploiting such topics and moving with a femvertising trend to boost sales (Grau & Yorgos 2016).

In marketing communication activities, H & B has been investing PR, digital, and in-store promotions for supporting and running their campaigns (Campaign 2018; The Drum 2019; Drum 2019; Pablo London 2019). Besides, 'Me.No.Pause' campaign supported by TfL media partners, Exterior Media and JCDecaux in order to convey messages on more than 31m journeys across London as billboards (The Drum 2019). The film of this campaign voiced by English actress Sally Phillips to describe women living in this stage of life (Campaign 2018; Pablo London; 2019).

Accordingly, H & B's financial income has been affected positively by its green and sustainable marketing. Notably, the campaign "Me.No. Pause" resulted in increased sales alongside 100% positive emotion on social media (Marketing Week 2019b). Additionally, (TfL) afford £500,000 worth of ads cost as it mentioned before as a financial reward for this campaign

In sustainable marketing social dimension affects present-time consumers' perspectives causing consumers to perceive that firms established excellent relationships with stakeholders, communities, and society (Sun et al., 2019, p.772-773). Sarkar (2012) found that it is important for green marketing implementation to involve CSR application. Also, businesses use green marketing strategies as a useful tool of corporate social responsibility that can offer a competitive advantage in order to increase their triple-bottom-line performance (Cronin et al. 2011; Bashir et al. 2016). Interestingly, green marketing will improve consumers' perception of brand image and revenue as well through presenting sustainable practices of the company as a value in communicating with stakeholders (Kumar and Christodouloupoulou 2014; Huang et al. 2014). Thus, H & B can take advantage of CSR to build a positive image of their brand that eventually influences consumers' decisions and loyalty.

Furthermore, Kliatchko & Schultz (2014) found that the higher level of IMC integration is strategic and financial integration, Therefore, marketing communications must focus on financial returns by limiting their objectives to just buzz and good feelings

By highlighting the previous green marketing campaign for the IMC application, there is no doubt that the impact made by this prominent campaign has reached the highest levels of IMC Integration by achieving financial and strategic integration. As found by Porcu et al (2017) IMC can generate a competitive advantage and IMC level is positively linked with a higher level of financial performance, which can be derived from IMC's four constructs, such as message consistency, interactivity, stakeholder-centered strategic focus, and organizational alignment.

To illustrate that in the 'Me.No.Pause' campaign, the company communicates with customers and society via several channels interactively by allowing them to share their stories and experiences in menopause and raising awareness besides using technology for consistency in conveying this message as well as qualifying employees in health advising in this campaign as well as a partnership with other agencies to achieve organizational alignment and stakeholder-centric strategic focus. Consequently, this campaign resulted in financial returns that adequately measures of IMC's high Integration.

3. External factors

3.1 Ethical issues.

H & B mentioned on their website that " Advice is for information only and should not replace medical care. Please check with your GP before trying any remedies.", Because of that, this campaign could not be considered greenwashing since it does not aim to persuade and attract customers by showing green company activities or even to promote specific medication. Noteworthy, this campaign adopts an authentic approach in confronting the realities of menopause (Canvas8 2019). Kliatchko (2009), recommended that 'personalist versus the individualist perspective' in developing IMC programs' to avoid any ethical aspects. Intestinally, the key to the effectiveness of gender stereotype advertisement, which is authenticity, as it stated by Grau & Yorgos (2016). This way, this campaign aligned with ethical issues in avoiding materialism and stereotyping beside promoting diversity authentically.

3.2 Legislations & regulations.

For the "Me.No.Pause" campaign as a Non-broadcast communication, outdoor printed and digital campaign, it is governed by the Advertising Standards Association (ASA) and Committee of Advertising Practice (CAP). According to ASA, treatment claims for

menopausal symptoms, which is not a medical condition, should only relate to therapies that are carried out under the supervision of a suitably qualified health professional. In addition, ASA states that for marketing purposes, food supplements, such as vitamins or minerals, which are offered as nutritional support for women during menopause, are subject to the Food rules. When generally investigating Food rules, it can be confirmed that this campaign is aligned with all regulations, such as 'benefits of a nutrient or food for overall good health or health-related well-being are acceptable only if accompanied by a specifically authorized health claim - health claims that refer to the recommendation of an individual health professional.'

Therefore, this campaign represents a sense of responsibility to consumers and society in its marketing communication by tackling the health condition 'menopause' in an appropriate way that agrees with ethics ASA and CAP regulations.

4. Implementing the campaign in Saudi Arabia

H & B's "Me.No, Pause" campaign can be launched in Saudi Arabia by using an adaptation strategy. Kliatchko (2009), suggested using appropriate content in marketing communications and upholding who consumers are as humans with dignity worthy of respect. Saudi Arabia is a deeply religious Islamic country, which plays a significant role in shaping the culture and the people's way of life as well as Arab traditions (Countries and their culture 2016; Saudi Embassy 2019). Hofstede Insight (2019), Saudi Arabia is considered a collectivistic society and has a normative nature by showing great respect for traditions. According to the Euromonitor report (2019b), Saudi society is experiencing growing health awareness shown in the rising percentage of people who are visiting health-related or medical websites and reading nutrition labels. Also, women are reported to be taking a growing interest in fitness as cultural attitudes alter. Indeed, smartphones rank on the highest personal use as regular and convenient devices and raising usage of mobile apps.

Moreover, In Saudi Arabia, international brands need to be very careful in choosing marketing communication methods in order to ensure successful implementation through strict advertising regulations. For example, in the female empowerment campaign, female physical fitness is considered un-Islamic, with women's gyms being deemed illegal (Marketing Society 2019).

Moreover, Luqmani and Quraeshi (1989), indicated that content and regulation of advertising in the Saudi Arabian market must be compatible with religious standards besides delicate to other cultural norms. Similarly, when developing advertising messages and content for Saudi Arabia as a conservative Islamic country, it must avoid "Islamic creedal taboos " women should be appropriately dressed as well as gender roles must be Islam accepted. (Abdul Cader 2015).

Therefore, This campaign has to be adapted to religious and cultural standards in viewing women in a decent way and wearing appropriate clothes and may avoid the athletic view of women as it is represented in the "Me.No, Pause" campaign. This campaign is recommended to be launched in shopping malls rather than transportation area to offer more engagement of targeted women since they prefer to go shopping regularly as it mentioned into Euromonitor report (2019). Precisely, rolling out this campaign in a more suitable way may be proper in the Saudi context through developing a digital billboard that has a barcode titled by the campaign name with expressive and implicit meaning design. This barcode will allow just targeted women to explore and interact by using their smartphone to scan the campaign's barcode and view the related content and video in the Saudi dialect and voiced by Saudis famous characters.

5. Recommendations

Green marketing is crucial aspect in marketing communication that demanded by many stakeholders and it is valuable to apply in company's strategy and practices, especially green campaigns. In order to strive for sustainable marketing, a customer-centric approach may be employed since consumers' concern about environmental and ethical issues is a significant factor in influencing consumers' behavior (Shamma & Hassan 2013; Huang et al. 2014). Additionally, Kong & Zhang (2014) agreed that sustainability would become a significant driver of consumer purchasing behavior. Ultimately, considering all stakeholders in sustainable marketing is vital as influencers of a firm's marketing strategies since their decision to deal with firms has a significant effect on economic foundation and profit (Høgevoid & Svensson 2012; Kumar & Christodouloupoulou 2014). Indeed, sustainability must be a company's commitment to yield growth, reduce costs, and risk in the supply chain, and loyalty among consumers (Marketing Week 2017).

In this report, it found that H & B has succeeded in creating a consistent and coherent message in their strategy and marketing communication, which reflected on their financial records and eventually achieved positive integration of IMC. Thus, it is recommended to continue the integration of IMC through long-term commitment to its strategy and practices with a focus on the customer-centric approach in future campaigns.

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