

# Brand Responsibility: Resources for Teaching

Journal of Advertising Education  
2018, Vol. 22(2) 160–163  
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DOI: 10.1177/1098048218807142  
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## Introduction

For advertising professors interested in teaching about the practice of brand responsibility or brand activism in the industry, a list of initial resources is provided below.

These references serve as a collection of social responsibility in advertising case study examples, each of which highlights recent initiatives created by an agency.

For each campaign, several resources are included such as links to the work itself, as well as insights from the agency and the client.

These are referenced in our Journal of Advertising Education article, *Agencies as Agents of Change: Considering Social Responsibility in the Advertising Curriculum*.

## State Street Global Advisors—Fearless Girl

*The Work:* This 2-min video from McCann Worldgroup provides an overview of the campaign and social media response metrics:

<https://www.mccannworldgroup.com/work/fearless-girl>

*Agency Team:* Fearless Girl was celebrated at many advertising showcases and took home a number of awards, including multiple Clio Awards. The team who worked on this project is outlined here:

<https://clios.com/awards/winner/26336>

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*Client Perspective:* This article outlines State Street Global Advisor's CMO, Stephen Tisdalle, perspectives on Fearless Girl:

<https://www.forbes.com/sites/jenniferrooney/2017/04/21/fearless-girl-state-street-global-advisors-cmo-on-the-rationale-the-controversy-and-whats-next/#3a7dc04d382a>

*Client Outcomes:* More research is needed on how brand responsibility campaigns contribute to client needs and outcomes. *Adweek* describes what Fearless Girl did for State Street Global Advisors:

<https://www.adweek.com/brand-marketing/fearless-girl-stole-the-worlds-heart-but-what-did-it-do-for-the-clients-business/>

## **State Farm—Cada Paso del Camino (Every Step of the Way)**

*The Work:* Cada Paso del Camino is a 22-min documentary, conceptualized by d expósito & Partners, about caregiving in Hispanic and Latinx communities. The film, in its entirety is included here:

<http://videos.aarp.org/detail/video/5593467547001/cada-paso-del-camino-every-step-of-the-way-%E2%80%94aarp?autoStart=true>

*Agency Team:* HispanicAd.com, a news source that covers Hispanic advertising in the US, awarded d expósito & Partners with the first Grand Prix in Account Planning Excellence in June, 2018:

<http://hispanicad.com/agency/organizations/first-grand-prix-account-planning-excellence-us-hispanic-market-aarp-d-expósito>

*Client Perspective:* The National Hispanic Council on Aging (NHCOA) worked in conjunction with d expósito & Partners and AARP to create Cada Paso del Camino. NHCOA provides (in Spanish) an overview of the need for the film and lessons learned in the making of this important documentary:

<http://www.nhcoa.org/humanizando-el-amor/>

*Client Outcomes:* Cada Paso del Camino represents a step away from traditional media and provides an example of an advertising agency making content that is more engaging and designed to be presented at the right time and place:

<http://hispanicad.com/agency/digital/d-exp%C3%B3sito-partners-breaks-conventional-ad-agency-mold-film-aarp>

## **Wrigley's 5 Gum—A Truth Not Told. No Regrets**

*The Work:* Energy BBDO (shown at Facebook NYC) and Flare Studio\* created a campaign for Wrigley's 5 Gum that encourages young people to live without regrets. There are a series of moving narratives created for this campaign (top link); however, the one featuring Martin, a man who waited 85 years to be open

about his sexuality received the most press (short version: second link, extended version, third link). Experience the campaign below:

<https://www.youtube.com/playlist?list=PLbfJQa5sleLjlTbi8S-Ot91r16mq3b6F>

<https://www.youtube.com/watch?v=UHaiwUiK3Ls>

<https://www.youtube.com/watch?v=8N74wdktYfk>

Facebook shared with us their best practices for digital video design:

<https://blog.bufferapp.com/facebook-video>

<https://www.facebook.com/facebookmedia/blog/video-best-practices>

*Agency Team:* Ad Week spoke with Ashley Findlay, brand manager at Energy BBDO, as well as the agency's chief creative officer, Andrés Ordóñez, about what sparked the idea for this campaign:

<https://www.adweek.com/brand-marketing/campaign-for-5-gum-encourages-kids-to-head-off-life-regrets/>

\*Flare Studio does provide additional brief information but a log-in and paid upgrade is required to access the content.

## **MasterCard—#AcceptanceMatters**

*The Work:* Amidst states restricting the use of public restrooms, MasterCard and McCann New York created a restroom that accepts all humans with a heartbeat. The restroom was unveiled during NYC Pride to increase attention to the brand's support of the LGBTQ community:

<https://vimeo.com/208658688>

*Agency Team:* The team who worked on this project is outlined here:

<https://www.campaignlive.com/article/mastercards-pride-parade-bathroom-heart/1400479>

*Client Perspective:* MasterCard has been in business for over 50 years. To celebrate their 40th birthday, Ad Age created an extensive case history for the brand. Interestingly, the focus of MasterCard's first ever advertising initiatives was "acceptance:"

[http://brandedcontent.adage.com/pdf/Mastercard\\_40.pdf](http://brandedcontent.adage.com/pdf/Mastercard_40.pdf)

*Client Outcomes:* This campaign was a finalist in Social Justice Division of the 1st Annual Shorty Social Good Awards. The Short Awards evaluated and discussed outcomes of the campaign here:

<http://shortyawards.com/1st-socialgood/mastercard-entry-for-all>

## **Ogilvy's “the big ideaL”**

*The Work:* Access to the full “big ideaL” PDF, including expanded descriptions and content about the teaching framework mentioned in the current article can be found here:

[https://assets.ogilvy.com/truffles\\_email/redpaper\\_june2010/The\\_Red\\_Papers-What%27s\\_The\\_big\\_ideaL\\_Page.pdf](https://assets.ogilvy.com/truffles_email/redpaper_june2010/The_Red_Papers-What%27s_The_big_ideaL_Page.pdf)