



VNFPP LTD.:

USING HOLISTIC MARKETING IN A SMALL ENTERPRISE CONTEXT

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Introduction

Holistic marketers must:

- *Interconnected marketing activities*
- *Satisfy an increasingly broader set of constituents and objectives*
- *Make CSR a priority*



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Timberland.



- Label that measure "greenness"
- New line of shoes called "Earthkeepers"
- Online community with eco-friendly information & events
- Sales topped \$1.2 billion
- Many other brands such as Ben & Jerry's, Odwalla, Patagonia...

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Trends in marketing practices

- *"Buy now, pay later" philosophy*
- *Emerging markets offer new sources of demand*
- *Transparency of social media forces brand to be honest and authentic*
- *Ethical dilemmas*
 - *Louis Vuitton*
 - *Toyota Prius Hybrid*



Toyota Prius Hybrid



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