

Topic/Context	Industry	Type of CSR	Country	Target Audiences	Message Content	Goals & Objectives	Media Mix/Content Strategies/Tactics/ Communication Channels	Influencers - Who/How many	Influencer Type	Collaboration Type	Influencer Characteristics	Source effects	Platforms & Hashtags
With tourism industry hurt by Covid19 lockdowns, Denmark aims to attract tourists again. Best brand engagement campaign	Tourism	education	Denmark	Danes & tourists globally	Go VisitDenmark Red heart logo Open to diversity/same-sex couples ("Everyone's welcome") "Have fun, go green!" "Land of everyday wonder" Nostalgia & love appeal, emotions focus on engagement	Attract visitors, increase tourism, change attitude about vacation in Denmark, encourage Danes to rediscover their country	Well-structured and easy to navigate official website Attractive vivid emotional photos SM posts creative content storytelling videos by influencers	Diverse mix of lots of influencers sharing experience in Denmark, mostly locals (Danes) Alo women Advisory board, ambassadors (Katie Piper) & influencers 6 Black British women talking about their own experiences of hair discrimination & microaggressions & their own personal journeys to accepting their natural Afro hair Dr. Wilkerson - scientist Furni Fetto	Nano-influencers Food influencers (on winery, agriculture, bakery, sports)	Cooperation of Danish government/ public sector of tourism with multiple influencers	authentic original in natural environment expertise informative value	change of attitude brand awareness engagement	Official website www.visitdenmark.com Facebook Instagram YouTube #govisitdenmark
Pantene fights discrimination & micro aggressions towards people with Afro hair. Best cause-led campaign	Fashion & Beauty	against racism & discrimination	UK	White people	Hair won't be silenced heart, love, strength appeal rich content Diversity & inclusion hair key to confidence & identity "knowledge is key" "Don't touch without consent" "Call it out"	End Afro hair discrimination, reduce micro aggressions, increase positive representation & understanding of Afro hair through advertising & education, give more great hair days, fight racism/negative effect to self-esteem & mental health	Microsite of Pantene Earned media, big coverage Emotive social posts Successful campaign film Power of Hair Fund Gold series of products Educational material	6 Black British women talking about their own experiences of hair discrimination & microaggressions & their own personal journeys to accepting their natural Afro hair Dr. Wilkerson - scientist Furni Fetto	Nano-influencers	Partnership with organizations Black Minds Matter, Project Embrace, World Afro Day, The Ideas Foundation and other partners	credibility trustworthiness informative value expertise perceived similarity diverse, different	change of attitude awareness engagement	www.pantene.co.uk/en-gb/end-hair-discrimination (microsite) Instagram YouTube #pantenegoldseries
The Finnish government, in response to the pandemic, spreads Covid info for education of public	Health	education	Finland/ Finnish government	Public & young people in Finland	#CoronaFacts tone of voice approachable, avoid official governmental language	Educate public on Covid Provide SM influencers with reliable and timely Covid19 information from the authorities to share with followers Disseminate good info SM Influencers to show good example	Guide on SM best practices Ready-made posts on Covid Thousands of SM posts/info/stories Education, info & instructions Webinars Weekly update with ready-made content	1,500 Social Media Influencers as critical actors	Nano-influencers Micro-influencers	Public-private partnership PING Helsinki with Finnish Government & Finnish media network Media Pool (part of the National Emergency Supply Agency)	credibility trustworthiness informative value perceived similarity reliability	engagement awareness trust change of behavior	Website Instagram TikTok Snapchat Facebook #CoronaFacts
Hellmann (Unilever) donated Christmas meals to people in need. Social cause. Most creative IM. Best food & drink campaign.	Food & Beverages	social good humanitarian	UK	Public & young people in UK	Creative concept, linking popular game to food waste initiative, fun, entertainment (Hellmann's island)	Create sensitivity & reduce food waste in UK, create awareness, change attitude & raise donations for meals (50,000 meals for people in need) Grow awareness of joy bundles initiative & spread joy to homes far and wide by gifting joy bundles products during COVID lockdown. Deliver fun & joyful quality content, capturing gifting journey at Covid hard times, inspire kindness & sharing within communities.	Nintendo's Animal Crossing popular game, easy & innovative in-game donation activation/mechanism led by influencers, interactive Briefing guidelines to influencers Press Releases, digital & print media	Stephen Fry, game enthusiast who provided a voice that would cut through the holiday noise on social and provide narration to a wonderfully Christmasy film. Lots of SM influencers spreading the message. Jason Hacks - actor in Harry Potter	Gaming Influencers Nano-influencers Micro-influencers Macro - influencers	Hellmann's partnership with FareShare charity	genuine, connected to brand values, innovative, original, interactive, creativity unique, interesting	awareness sensitivity donation great engagement & impressions	YouTube Twitter Twitch
Method cleaning products spreading joy during Covid through gifting. Best use of Instagram	Home & deco	social good humanitarian	UK	Public in UK	Creative, genuine content, authentic tone of voice, human, sensitive, positive sentiment. Bright & uplifting content, memorable	Support small businesses with free helpful advice how to digitize shops during Covid lockdown. Help neighbourhoods stay alive, protect district diversity.	599 pieces of Instagram positive joyful content Gifting/giveaways (about 1,000 products) to elderly & vulnerable people through influencers by their personal notes, messages, flowers on gifted products Briefing guidelines to influencers	78 influencers, various & diverse in age/gender/ethnicity Over 300 experts acting as mentors, sponsors from politics, business & science who support the teams as experts, offer feedback, networking and brainstorming Start-upers themselves Actors of civil society	Nano-influencers Micro-influencers Macro - influencers	Partnership with influencers	joyful, happy, positive trustworthiness credibility originality uniqueness kindness authenticity	increase brand awareness & engagement on Instagram	Instagram #methoodforchange
Vodafone supported small business sector with free helpful advice on digitizing shops during lockdown. Best multi-platform campaign	Teleco	development support of small businesses	UK & Germany, UK & Germany	small businesses in UK & Germany	Relevant, credible tone of voice	Support small businesses with free helpful advice how to digitize shops during Covid lockdown. Help neighbourhoods stay alive, protect district diversity.	Multi-platform campaign Platform with digital shopping promenade Smart use of platforms Online & offline channels Influencers podcast, digital webinar, lecture, mentoring session	Start-upers themselves Actors of civil society	Micro-influencers	Partnership with ambassadors & mentors, experts	Uniqueness, originality Authenticity Expertise	Positive sentiment towards ambassadors	YouTube Facebook #smallbusinessheroesuk
Axis Bank providing boost to startups, i.e. funding, guidance, infrastructure, exposure.	Banking	development support of startups	India	Technology savvy, innovative, talented startups in India	Innovation, new technology, advancement, digital banking	Awareness about Axis Thought Factory lab in the market, to attract more and more startups to join them.	Axis Thought Factory innovation lab providing banking solutions through new technologies Launch event Workshops Suede Music creative music platform for new talents Suede Music Studio based in West London for recording new artists & new music movements Radio station, podcasts Launch event with artist Ghettos & 2 emerging talents New track streaming on Spotify Coverage in music, fashion, news media Puma & retailers various channels Influencers playlist	SM influencers & 18 technology bloggers (ex. Amit, Sreejesh, Shashank, Sanketh, and Amarendra)	Nano-influencers Micro-influencers Bloggers	Innovation Expertise Credibility Trustworthiness Progressive	Awareness Engagement Trust Purchase of banking services Futuristic vision	SM platforms Twitter Technology Blogs #AxisThoughtFactory	
Puma Suede shoe attracting new young audience through music collaboration. PK Week UK Awards 2021. Best IM campaign	Fashion & Beauty	development support of new talents & artists	UK	New young people, especially men aged 16-24. Emerging music talents in UK	Dream, change, power to inspire people, change, male music opportunities, energy	Promoting new music movements, new artists & talents. Providing new recording space and mentor for upcoming artists to make music during Covid. Support music scene.	Event highlights: 4 day immersion in commitment to sustainability at Swedish production facility & photoshoot recreating the historic march at Stonehall with renowned artist and advocate, David LaChapelle Experiential events for unique brand experiences 612 Instagram posts	104 influencers Ghettos artist 2 emerging talents	Macro-influencer Music Spotify influencers	Collaboration with Spotify Partnership with Vice brand Brand-music collaboration	New talents Originality Uniqueness Creativity	Engagement Spotify Impressions Huge commercial, cultural impact Brand awareness & reputation	Spotify Instagram YouTube
Absolut Vodka employed an activists army to create awareness through planet-centered campaign.	Food & Beverages	environment sustainability	Global	Public globally	People-centered & planet-centered collaboration, cohesion diversity in ideals, life experiences, personalities Sustainability Recycling Waste pollution	Create awareness & social engagement, excitement about Absolut's planet/people-centered practices	95 Eco-conscious sustainability advocates/activists/influencers with passion for protecting planet and people, 1GB/TQ community influencers	Nano-influencers Micro-influencers Celebrities Lifestyle & travel influencers	Long-term influencer partnerships	Diverse, different Perceived similarity Credibility Uniqueness	Buzz, awareness, social engagement, excitement, impressions, views, comments Amazing media coverage, massive impressions, publicity on national news, radio, local TV, online & offline, engagement & change of attitude/behavior (replacement of old problematic jingle with new one permanently) Buzz, vibrant tune	Instagram Twitter Facebook Social Media	
Good Humor ice-cream replaced the traditional, with racist origins, jingle for ice-cream trucks by a new tune that went vibrant.	Food & Beverages	against racism & discrimination	USA	Public in USA White people in USA	A new jingle, for a new era racial justice against racism solidarity to Black community	Create multicultural community engagement, fight racial injustice, spread joy, create a new timeless jingle for all ice-cream trucks in USA	Make track available for free to any ice cream truck driver indefinitely. Great media coverage (Reddit, Apple News)	RZA rapper	Celebrity Influencer Music Influencer	Collaboration with RZA	Credibility Originality Trustworthiness	Instagram, Twitter, Spotify, Reddit, YouTube, Multi-platform #goodhumor icecream	
Stella Artois supporting clean water through fashion influencers	Food & Beverages	environment sustainability	Global	Public globally	Sensitivity about clean water in developing world Social good Good cause	Raise support for water org and inform audiences of its mission to provide clean water to developing countries	Cause marketing Sponsored Instagram posts about Oscar Dress of Olivia Culpo Press coverage using Oscars event Cause/experiential marketing Cash donations to Red Nose Day Fund Offer the iconic red noses to customers of Walgreens for purchase in-store & online during annual 6-week campaign, with all proceeds going to foundation Customers encouraged to wear them and take photos on Red Nose Day Fundraising events/activities/celebrations/engagement re activations (donation for every new sold) Launch videos, posts, stories, social shares, boomrangs, livestreaming Print & digital media	Olivia Culpo actress 6 influencers/fashion Instagrammers (Kat Amta, Erica Noelle, Brittany Xavier, Michelle Maduen, Gina Ybarra and Katie Rodgers)	Celebrity Influencer Macro-Influencers Fashion Influencers	Partnership with Celebrity & Fashion Instagrammers & Marchesa Fashion & Water Org	Attractiveness Visibility Expertise on fashion	9m impressions on Instagram Brand awareness Huge engagement Buzz	Instagram #1Chalice4Years
Walgreens' campaign to raise money for children in need with NGO Red Nose Day USA (Comic Relief Charity)	Pharmacy, Health & Wellness	social good humanitarian	USA & global	Children in need internationally	Social activism Active philanthropic policy Fundraising, charity Commitment to reduce child poverty, racism Build resilience Racial & gender equity Education, health, safety, empowerment Come together Relevant & interesting content	Through Comic Relief Charity, to drive customers purchase a nose & educate on brand's partnership with Red Nose, raise money & awareness to support programs that help keep children in need safe, healthy, educated & empowered, most affected by Covid Workers Community Foundation, organization that advocates for hospitable and fair treatment within the restaurant industry and supported restaurant workers during the pandemic, make food accessible Raise awareness & engagement Make donations	Cash donations to Red Nose Day Fund Offer the iconic red noses to customers of Walgreens for purchase in-store & online during annual 6-week campaign, with all proceeds going to foundation Customers encouraged to wear them and take photos on Red Nose Day Fundraising events/activities/celebrations/engagement re activations (donation for every new sold) Launch videos, posts, stories, social shares, boomrangs, livestreaming Print & digital media	34 influencers, children, CEOs, employees of partners	Celebrity/ VIP influencers Walgreen ambassadors Secondary influencers Micro & Nano influencers	Partnership with Red Nose Day Fund & NGO's like Action Against Hunger, Amref Health Africa, Boys & Girls Clubs of America, The Chicago Community Trust, Children's Health Fund	Entertainment Credibility Trustworthiness Creativity Originality	Large-scale public awareness & engagement Raise more than \$270m & helped 25m children in 7 years Drive positive change, make donations, change behavior Trust Education Advocacy	Blogs, Facebook, Instagram, Twitter, Pinterest, Snapchat #rednoseedayusa
Josh Scherer, Food Tuber who hosts the Mythical Kitchen channel, teamed up with multiple food channel hosts to introduce the #LeftoversChallenge	Food & Beverages	environmental sustainability	Global	Mythical Kitchen channel fans Food lovers	Cause marketing Humor, creativity, authenticity, entertainment, spontaneous Support the food industry/workers hurt by pandemic Charity	Ask hosts' audiences to create unique/creative meals from leftovers & share them on SM with hashtag #LeftoversChallenge. The YouTube feeds provided donation links in their videos, encouraging subscribers to donate to organization	Josh Scherer Food YouTuber Multiple food YouTubers/influencers (Andrew Rea of Binging with Babish & Alvin Callan of First We Feast)	Food Influencers Macro-influencers Micro-influencers	Collaboration of Mythical Kitchen YouTube channel with various YouTube food hosts, other channels & charity org	Original Creative Authentic Spontaneous Funny Expertise	Awareness for food accessibility & engagement Donations to nonprofits, restaurants	YouTube Social Media #LeftoversChallenge	
Mark Jacobs' launch of new fragrance "Perfect" with "Perfect as I am" & "Perfect As We Are" campaign	Fashion & Beauty	against discriminations	Global	Women globally	Perfect as I am/We are Self-love, self-esteem Individuality, self-appreciation Self-acceptance, self-expression Embrace ourselves & world around us with optimism & hope Joy, fun, playful, optimism Accepting personal imperfections appreciating and feeling good with who you are, as you are, and your choices.	Make women feel perfect with themselves Promote the new fragrance Raise awareness Increase perfume sales	TikTok duets Launch viral party event, celebration through myriad of online experiences KIM PETRAS' mini-concert Exclusive talks with campaign members	3 massive TikTok influencers: Ricky Thompson, Jojo Siwa & Bretnan Rock Kim Petras Precious Lee rall artists MEI KAWAJIRI & Madelyn Whitley Modi Lila Moss 42 more influencers	Celebrity Influencers Macro-influencers Micro-influencers Nano-influencers Fashion & beauty influencers	Long-term Influencer partnerships	Attractiveness Creativity Originality	Huge awareness	TikTok Instagram #perfectasiam