

Branding for a better tomorrow: A case study of Indian social awareness campaigns

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Abstract—In an age where advertising is exceeding commercial objectives and profit gains to embrace cultural relevance and social responsibility, this paper tries to explore how Indian brands have been incorporating social awareness into their advertising strategies. There has been a growing trend of cause-related marketing, which is deeply rooted in corporate social responsibility; it tries to explore how advertising has the power to act as both a persuasive and a social transformation tool. The paper has analysed four high-impact campaigns, including Ariel's Share the Load, Lifebuoy's Help a Child Reach 5, P&G's Padhega India Badhega India and Britannia's Har Pocket Ab Dustbin. They have been examined to see their alignment with the UN Sustainable Development Goals, ethical frameworks and communication effectiveness. The study uses a qualitative content analysis method to dissect how narrative structures, visual cues, emotional appeal and symbolic representations have been employed in each campaign. The findings revealed that the campaigns were deeply rooted in authentic advocacy, with relatability and inclusivity as the central pillars of the campaigns contributing to their success. The study sheds light on both the promise and ethical complexity of social advertising, demonstrating thoughtful representation, genuine intent, and strategic alignment with public policy. It concludes with recommendations for future researchers who aim at harnessing the power of advertising for social change in India's diverse and dynamic media landscape.

Index Terms—Corporate social responsibility, social awareness campaigns, advertising, cause related marketing

I. INTRODUCTION

Social awareness campaigns or cause-related marketing is an emerging trend in the advertising industry. The concept is rooted in CSR, or corporate social responsibility, which talks about how business organisations are responsible for society. The term CSR was coined by American economist Howard

Bowen in his publication *Social Responsibilities of the Businessman*, hence making him the father of CSR. It was not until the 1970s that CSR as a concept took flight, highlighting the social contract between society and business organisations. This contract brought forward the idea that

businesses thrive because of the public, and hence there should be an obligation of the companies to work towards the betterment of the society. Carol B Archie later provided a pyramid of CSR which had 4 categories environmental, philanthropic, ethical, and economic responsibility. These social

awareness campaigns have several benefits for the company, for one, bolstering their reputation in the eyes of the consumers and leading to positive publicity as this shows their commitment towards society, which in turn increases trust and boost the company's brand value. These initiatives are also known for fostering customer loyalty as well as boosting employee morale as when the employee understands the commitment made by the company towards a cause they develop a sense of

respect which reflects in their work performance.

It is important to study the Indian brands approach to social awareness because for starter India is a large diverse country when it comes to social cultural and economic context and brands operating in this landscape are somewhat positioned to influence public opinion and behaviours. Another thing that needs to be highlighted that consumer especially the millennials and gen-z, are becoming more and more socially conscious making them hyperaware about a brand's social efforts. According to

Nielsen Global Corporate Sustainability Report (2020) 73% of consumers are willing to pay more for a sustainable and socially responsible brand. India has always been central in implementing the SDG's and these social awareness campaigns also contribute in achieving these goals brands like TATA, HUL have also been in the forefront of actively working towards

implementing these goals. Brands have actively combined ethical responsibility with marketing by intertwining CSR with innovative storytelling and digital engagement. For example, TATA TEA'S Jaago re campaign started as a voter awareness initiative but later evolved into a campaign addressing issues from gender inequality to corruption. Now, a thing to be noticed is that when you have great influence, you are burdened with great responsibility. There have been campaigns that have faced backlash for greenwashing and performative action, or simply using social issues to gain more attention or clout. Studying Indian brands helps us understand the ethical boundaries and responsibilities in this space.

Objectives of the research:

- To examine how Indian brands incorporate social causes into their advertising strategies
- To examine the alignment of socially responsible ads with UN given SDG Sustainable Development Goals
- To examine the ethical considerations and regulatory concerns in executing such campaigns
- To identify the key factors behind the success of socially responsible advertising in India

This research paper tries to understand how ads intertwine social awareness with a focus on ethical considerations and regulations around it. It also highlights how these campaigns align with the UN SDG and the key reasons behind the success of these campaigns. The timeline selected is a period between 2015-2024 which was marked by relevant digital and social transformation in India. The timeline is justified because UN SDG'S came post 2015 urging brand to do their part in contributing towards achieving them. Moreover, Indian advertising saw a digital boom during this period making social messaging through advertising to make them more relevant and visible. Analysing these campaigns has allowed us to understand how brands use narrative emotion socio cultural context to connect with their audiences. The study is limited to India and uses purposive sampling; hence it may not represent the entire advertising landscape.

II. LITERATURE REVIEW

In the current times, advertisement has evolved beyond the traditional objective of selling products

and gaining profit; brands have become proponents of social causes, where they are aligning with societal values and expectations. This new evolution has given rise to socially responsible advertising and caused related marketing where brand messaging is intertwined with advocacy of the larger public good. This review examines global and Indian scholarship on CRM, SDG alignment, ethical concerns and communication strategies to ponder upon the emerging scenario of social awareness advertising in India, while also identifying critical gaps in the current research.

Rekha and Raman (2021) have provided a conceptual framework for understanding cause-related marketing. It has traced its origin to the broader concept of corporate social responsibility. Their study has described CRM as a marketing approach that interconnects a company's products or services to a social cause, thereby creating a two-way benefit for both the brand and society.

According to the work of Bowen and Drucker, the societal problems, when reframed as business opportunities they not only lead to bolstering the reputation of the company but also lead to financial returns.

Weber, Kashyap and Zagheni (2018) have tried to present a unique angle by studying how the audience analytics from advertising platforms like Facebook and LinkedIn can help in monitoring global development statistics. Through Case studies on Gender gaps, Internet access and international migration trends, the author shows how advertising audience estimates can serve as real-time, large-scale data sources, especially in countries with less access to Data. The paper provides an insight into the power of advertising as a tool for public policy and development. The relevance lies in the innovative use of marketing data for social insights, where it suggests valuable opportunities for Indian brands to leverage advertising analytics for socially driven campaigns and policy alignment with the SDGS.

Dr. Manish Arora's paper titled Impact of Advertising on Indian Society to Improve Awareness with Special Reference to Social Advertisement (2019) explores the duality of advertising in Indian society, emphasising its commercial utility as well as a potential for social changes. The paper focuses specifically on the positive aspects of social advertising campaigns such "Do boond Zindagi ki

(pulse polio)”, “Jaago grahak jaago” and “Athithi Devo Bhava” as successful examples of how media has profound effect on improving public health, consumers rights and national behaviour. The paper highlighted how advertising when used responsibly can bring about significant changes in our society. The IGI Global paper on the effectiveness of social advertisement campaigns (2022) talks about how public awareness initiatives have contributed to societal improvement. The study tried to evaluate the reach and reception of socially driven content and discuss how campaigns can be designed, “with the aim of maximising impact. The researchers have highlighted that transparent objectives, emotion-laced storytelling, trust and credibility of the advertising source are some of the major factors that lead to the effectiveness of the campaign. Moreover, they championed continuous feedback mechanisms and multiple platform delivery.

In Social Advertising: Awareness & Preference Among Teenagers, Dr. Khushboo Sharma and Alka Gupta talk about the crucial role of social awareness advertising in influencing awareness, behaviour and preferences among teenagers, a highly exposed and media-influenced demographic group.

Social advertisements that particularly address substance abuse, gender equality, health and hygiene, climate protection, and education are used as tools for incorporating ethical values and promoting altruistic behaviour. The paper highlights that, traditionally, social advertising was limited only to governmental and non-governmental organisations. However, with the rise of social consciousness and the shift towards CSR, commercial brands have started adopting social messaging in their advertising to build trust, emotional connection and credibility.

The reviewed literature offered several intertwining themes, including the growing trend of incorporating CSR into advertising strategy, the rise of data-driven insights, highlighting the

alignment of social advertisements with UN SDGS, and the factors that contribute to the success of such campaigns. However, there are several gaps, such as a lack of papers tracking long-term behavioural changes from exposure to social advertisements. There is also a limitation in group

diversification, most studies talk about the general public rather than specifying a particular demographic. There is a need for proper segmentation

of the audience to understand how different groups respond to social ads.

III. RESEARCH METHODOLOGY

This study employs a qualitative method of research. A qualitative study of research includes collecting and analysing data that is non-numerical (such as textual data, video, images or audio) to understand concepts or opinions. To be specific, the study focuses on qualitative content analysis and secondary data analysis of 4 campaigns to explore and understand the communication strategies of Indian social advertising campaigns. The 4 campaigns chosen for the study are Ariel’s “Share the Load,” Lifebuoy’s “Help a Child Reach 5,” Britannia Har Pocket Ab Dustbin,” and P&G’s “Padhega India, Badhega India.”

Content analysis is a type of Qualitative research that can be defined as “Any technique for making inferences by systematically and objectively identifying special characteristics of messages.” (from Holsti, 1968).

Uses of content analysis:

- To identify the intentions or communication trends of an individual, group or organisation.
- To describe attitudinal and behavioural responses to communications
- Determining the psychological or emotional state of individuals or groups
- Revealing the international differences in media content
- Revealing patterns in communication content
- It helps to pre-test and improve a survey pre-launch
- Analyses focus group interviews and open-ended questions to support quantitative data

The two types of content analysis are Conceptual and Relational. Conceptual analysis helps in examining the existence and frequency of concepts in a text. On the other hand, Relational analysis helps in developing the conceptual analysis further by examining the relationships among concepts in a text. It is to be noted that each type of analysis may lead to varied results, conclusions, interpretations and meanings.

This study uses content analysis as a primary method of research due to its capability in systematically evaluating message patterns, visual narratives,

symbolic representations, and underlying themes in advertisements.

Research Design

A descriptive qualitative research design has been employed in the study to understand how these ad campaigns address social issues and aim to influence public opinion and behaviour. Each

campaign has been studied for its thematic content, appeal, use of visual cues and language, target audience and the intended behavioural change it aimed to bring about.

Sampling method

The sampling technique used for this particular study is purposive sampling. Purposive sampling is a type of non-probability sampling technique where units are selected because their characteristics

align with what you need in your sample. These units are selected “on purpose” in purposive

sampling. It is also called judgmental sampling, as this method relies on the researcher’s judgment when they identify and select individuals, cases, or events to provide the best information to achieve the objectives of the study.

The 4 campaigns were selected on the basis of their popularity, societal value attached to them, and for having a significant impact on the designated audience leading to change in the society. The

campaigns selected span over a variety of pressing issues in our country, such as Ariel share the load

(gender inequality), Lifebuoy Help a child reach 5 (public health), P&G padega India badhega India (education), and Britannia’s Har Pocket ab dustbin.

These campaigns also align with UN’S Sustainable Development Goals where through their ads they have contributed in making an effort to achieve the designated goals, such as Goal no 3(good health and well-being), Goal no 4(quality education), Goal no

5(gender equality) Goal no 13 (climate action).

Data collection methods

The primary data consists of the video advertisements of the designated campaigns available on the brand's official websites, digital platforms such as YouTube channels and other verified media resources. The study also uses analysis of secondary data available from legit and verified websites

Ethical considerations

The study has maintained high standard of academic integrity and research ethics throughout its execution. The research is solely based on available video ad campaigns and secondary data analysis and does not involve any direct engagement with human subjects the ethical concerns regarding

privacy, consent, and harm are minimal.

The following ethical standards have been maintained

- Advertisements analysed are all credited to their brands and creators and there has been no misinterpretation of any content
- All sources have been cited appropriately
- The campaign studies reflect varied social aspects; the study makes sure that messages have been interpreted with cultural sensitivity and no stereotypes have been reinforced
- All research procedures are clearly defined and documented to ensure total transparency

IV. DATA ANALYSIS

These brands, which are Ariel, P&G, LIFEBOUY, had many ads under their respective campaigns; the ones with the highest audience reception and impact have been chosen for content analysis for the study.

Content analysis of ad campaigns

Ariel shares the load

AD TITLE	CENTRAL THEME	TARGET MESSAGE
Is laundry only a woman’s job?	Questioning gender roles and stereotypes	Household chores are not only women's job.
DAD’S share the load	Generational patriarchal norms and male accountability	
SONS share the load	Parenting and breaking established stereotypical norms	
Equal Sleep	Compromise in Women's health leading to health inequality	
See Equal	Unconscious bias in relationship	
See the signs	Unequal distribution of household chores negatively impacts relationship	

Home team	A successful household is built upon equal partnership and shared responsibilities	
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Code sheet for dads shares the load

The ad film revolves around how a father feels guilty for not setting a better example for his daughter, catering to the same patriarchal norms of the society, letting women be the only ones in- charge of domestic work.

CATEGORY	CODE	OBSERVATION
CHARACTERS	Father Daughter Child (daughter's son) Son in law	Has come to visit her daughter independent women balancing work and household chores Playing with her grandfather Sitting and watching tv not involved in household chores
Settings	Home (living room and kitchen)	Traditional household setting to demonstrate the responsibilities of the women
Visual cues	V1 woman multitasking after coming from office V2 Father observing V3 husband sitting and doing his own work V4 child playing	The woman is seen cooking, cleaning, attending a work call all at once The father observes her tired daughter doing everything and regrets The husband is busy doing his office work and demands food from the wife The child is playing and observing his surroundings
Dialogues	Father's voiceover letter	The fathers regretful letter talks about how he is proud and apologetic at the same time for not setting a good example and allowing her to fall into the existing gender roles, he also promises to make a conscious effort from now onwards by helping her mother out
Themes	T1 Gender inequality T2 Guilt T3 Awareness about gender roles	The daughter is doing everything all alone from handling office calls to tending her son, husband and father without any help The father feels guilty for not setting a good example in front of her daughter as he himself never helped his wife neither did he teach his daughter that household responsibilities are to be shared and not done only by the women The father realises his mistakes and apologises for the same as well as assures his daughter for change starting from his household where now he will help his wife
CTA (call to action)	Why is laundry only a mother's job?	Asks the viewers to reflect and introspect

Lifebuoy help a child reach 5

NAME	THEME	MESSAGE
GONDOPPA	FATHER'S GRATITUDE	FOCUSING ON WASHING HANDS AND MAINTAINING HYGIENE TO PREVENT DISEASES LIKE DIARRHOEA AND PNEUMONIA IN CHILDREN
CHAMKI	HOPE AND PROTECTION	
TREE OF LIFE	REMEMBRANCE AND FUTURE IMPACT	

Content analysis of Gondappa

The ad talks about how a father is grateful that this is his first child who made it to age 5, highlighting the cases of child

mortality due to unhygienic practices and encouraging washing hands with Lifebuoy to avoid diseases from such practices

CODE SHEET FOR GONDAPPA

CATEGORY	CODE	OBSERVATION
CHARACTERS	Father (Gondappa) Child (survivor) Villagers	Walking on his hands, showing gratitude Accompanying his father Supporting Gondappa
Settings	Rural India	Thesgora village in Madhya Pradesh depicting the harsh and terrain surroundings in which he shows his gratitude
Visual cues	V1 child following handprints of father V2 father walking on hand in scorching heat V3 villagers gather to show their support V4 outsider stops her bus to see the scenario V5 temple bell rings and priest blessing child and father	The child notices hand prints and follows them to his father The father walking on his hand in harsh conditions to how his thankfulness The villagers join in his gratitude journey supporting him with dhols and sprinkling water An outsider stops her journey midway to notice the journey of the father being curious and recording The father reaches temple and shows gratitude
Dialogues	Outsider being curious of the process and being answered by the villagers	the big revelation of Gondappa's gratitude journey to the outsider
Themes	T1 gratitude T2 awareness about hygiene	Gondappa showing his gratitude for this is his first child who reached the age of 5 Child mortality due to unhygienic practices
CTA (call to action)	Every year, 2 million children under 5 die of infections like diarrhoea and pneumonia. Handwashing with soap can reduce these deaths by 44%."	Asks the viewers to reflect and introspect

P&G (proctor and gamble)

Padhega India badhega India

AD	THEMES	CORE MESSAGE
Munni	Two sisters yearn education	HIGHLIGHTS LEARNING GAP EDUCATION INEQUALITY AND THE IMPORTANCE OF EDUCATION ESPECIALLY IN RURAL AREAS
NOT A KACHA NIMBU	Kid struggles to keep up with the class	
INVISIBLE LEARNING GAP	Little girl hides to avoid being questioned in the class	
THE STORY OF SUSHILA	Gratefulness towards people for providing education to kids	

Munni 2021

The ad revolves around two sisters Munni and Vidya who peek at family where the child is struggling to attend her online class but when she resumes it Munni becomes sad as she is yet to resume her education because of lack of schools in the rural areas and ends with a school being built by P&G.

Code sheet for Munni

CATEGORY	CODE	OBSERVATION
CHARACTERS	Munni and Vidya Family	The two sisters watching through window A family of 3 came for staycation
Settings	Rural India	The family has come to rural area for staycation
Visual cues	V1 Vidya and Munni peeking through the window V2 mother worried about her child missing the class V3 the child resumes her online class V4 Munni becomes sad V5, they get a school	The sister are enjoying the bickering in the family The mother fusses over inaccessibility to her child's class because of poor network in the area The child is able to rejoin her class Munni becomes sad because her education has not resumed Munni becomes happy seeing a school
Dialogues	Munni and Vidya talking to each other	Munni expresses her sadness because she does not have access to education
Themes	T1 Education Inequality T2 Invisible gap	There is still unequal access of education especially in rural areas What some children take for granted is a dream for others
CTA (call to action)	Let's not take education for granted	Asks the viewers to reflect and introspect and contribute.

Britania

Har pocket ab dustbin 2024

The ad film focuses on a little girl gathering all the plastic littered around at different places and keeping them in her pocket. The ad focuses on promoting a clean environment by resorting to responsible snacking and avoiding littering the environment, also highlighting how Britania has been 100% plastic neutral

Code sheet for har pocket ab dustbin

CATEGORY	CODE	OBSERVATION
CHARACTERS	Little girl People littering Mother	Child is the main protagonist Society shown littering Mother confronts her daughter
Settings	Urban and semi urban	There are parks society public transport schools to show relatable environment for littering
Visual cues	V1 wrappers being thrown away casually V2 school girl picking them up and keeping them in her pocket V3 the mother confronts the child	There is littering all over the city The little girl picks up every wrapper thrown away and keeps them in her pocket On being confronted for large number of wrappers from her bag she says she was following her mother's rule to keep the wrapper in the pocket till you find a dustbin
Dialogues	Daughter and mother confrontation	She confronts her and comes to know her daughter's kind intention
Themes	T1 environment protection T2 moral policing	Littering of plastic wrappers leads to environmental degradation Urging people to change their behaviour and stop littering the environment
CTA (call to action)	Until you find a dustbin make every pocket your dustbin	Asks the viewers to reflect and introspect and bring behavioural change

Key Findings for content analysis of social awareness campaigns

- Persuasion through emotional storytelling:

The above analysed campaigns have employed emotionally charged storytelling to garner empathy, provoke introspection, and make people socially conscious. Themes such as guilt (Ariel's share the load), gratitude (Lifebuoy's Gondappa), aspiration (P&G's Padhega India, Badhega India) and moral policing (Brittania's Har pocket ab dustbin) have been used to bring attention to complex societal issues.

- Rooted in Everyday Socio-Cultural Realities:

The campaigns are deeply rooted in the lived experiences of people. They present scenarios that reflect the daily struggles and societal dynamics of the Indian population. Issues such as Gender inequality, child mortality, educational inequality and environmental degradation have been the basis of these ads. This makes the campaigns authentic and relevant.

- Symbolism and Poignant Visual Storytelling:

Campaigns have employed visual metaphors such as hand prints in Gondappa, the overstuffed pockets in Britannia and the stark contrast in school experiences in P&G's Munni, which have amplified the narrative impact that leads to more emotional engagement with the audience.

- Children as symbols of hope and future change:

Children have been a recurring motif across all the campaigns, representing innocence, change and aspiration. They have at the heart of the narration and have effectively appealed to both protective instincts and future transformation thinking.

- Urban-Rural duality:

The juxtaposition of urban and rural settings has led to enhancing relatability and inclusivity, ensuring that the message resonates across varied audience segments.

- Dissecting of normalized injustices:

By highlighting the invisible burdens carried by women, the silent deaths of children, ignored educational gaps, these ads have repositioned the ordinary as sights of resistance and reform

V. DISCUSSION

- Alignment with the UN SDGS:

Ariel's share the load aligns with Goal 5, which talks about gender equality. Before the campaign (2014), 79% of men in India thought household chores were

only supposed to be done by women. However, after the campaign, the number dropped 63% in 2016 and then to 52% in 2018. The advertisement led to over 1.5 million Indian men pledging to Share the Load, paving the way for many millions more toward a world where laundry duty isn't dependent on your gender.

Lifebuoy's Help a Child Reach 5 aligns with Goal 3, which talks about good health and well-being. It led to a change in hand washing behaviour in Thesgora, a village in Madhya Pradesh that has had one of the highest rates of child diarrhoea in India. The impact of the campaign was huge, with mothers reporting a reduction in the incidence of diarrhoea from 36% to 5%, and 26% more children started washing their hands before meals.

P&G's Padhega India, badhega India aligns with Goal 4, which stands for quality education for all.

Through this initiative, they have made a cumulative donation of rupees 22 crores towards helping 400000 children across 220 schools. The program has also provided menstrual education to over 2 million girls annually across 15000 schools in India. They have also built schools to break the divide between the rural and urban by providing access to basic education infrastructure like classrooms, libraries, etc.

Brittania's Har pocket ab dustbin aligns with Goal 13, which stands for climate action. The campaign talks about pollution from plastic and urges people to use their pockets as temporary dustbins instead of littering the surroundings and leading to environmental degradation. They have become a 100% plastic-neutral company by removing and recycling equal amounts of plastic from the environment.

- Ethical considerations and regulations while executing such campaigns: Genuity and Intention: The most ethical concern while implementing a social awareness campaign is to ensure that it is genuine and not opportunistic. Brands have to genuinely commit with the right intention to highlight the societal cause, avoiding the risk of accusations of "woke-washing" that is using societal issues as a way of marketing gimmick without actually having any genuine intent behind the action.

Portrayal and thoughtfulness:

Advertisers have to be mindful of how gender, social classes and communities are portrayed in the ads. Stereotyping or oversimplifying can lead to the reinforcement of harmful biases. For example, the portrayal of rural communities as helpless and

backwards might reinforce stigma rather than promoting change.

Avoiding emotional manipulation:

While Most of these ads have an emotive storytelling, manipulating grief, guilt, or fear around issues like child mortality or hunger can, at times, lead to exploitation. So, social awareness campaigns must have a balance between awareness and dignity.

Diversification and inclusivity:

Campaigns have to be careful to avoid language, visual or messages that might exclude or offend any community, especially in a diverse country like India. What might work in one region might be controversial in another.

Strengths and limitations of the study

• Multiple-case analysis:

The study focuses on a variety of campaigns from well-known brands such as Ariel, Lifebuoy P&G and Britannia, which have led to a comprehensive comparative insight across varied social issues and communication styles.

• In-depth analysis:

The study provides detailed code sheets and thematic analysis to provide contextual depth of each campaign's narrative, visual strategies and emotional appeal.

• Contemporary media practices:

The research addresses contemporary trends in cause related marketing making it timely and applicable to ongoing academic and industry conversation.

Limitation:

• Restricted sample size:

The research is based on a small number of well-received campaigns. they might be rich in detail but they have limited generalizability of findings across the wider advertising landscape.

• Absence of audience reception data:

The paper studies campaign content but does not include any audience feedback, perception or effectiveness matrix, which would have added a valuable layer of understanding the actual impact

• Researcher- Bias:

The interpretation of the content of the campaign, such as themes and visual setting, might carry subjective bias as content analysis is inherently dependent on interpretive judgement

VI. CONCLUSION

The study tried to understand how social awareness can be incorporated in advertising strategies, leading to significant changes in the attitude and opinion of people. One of the significant insights of the study points to the strategic shift in brands from purely product-based to cause-related

marketing. These campaigns are brilliant examples of how the ad world has embedded social issues like education gap, gender equality, good health and well-being and climate protection with fruitful results. The study showcased how emotive storytelling, cultural diversification, adopting duality and innovative call to action were consistent with these campaigns. It explored how these campaigns

align with the designated UN Sustainable Goals and have significantly contributed in maximising the efforts in achieving them whether it be through Lifebuoy's Help a child reach 5 campaigns leading to reduction in child mortality by promoting hygienic practices or Ariel's share the load campaign which brought about a remarkable change among the Indian men's mentality regarding domestic household duties and promoting gender equality. It also focused on how these campaigns forced people to introspect and adopt change. Britannia's Har pocket ab dustbin with the help of a little school girl did moral policing regarding environmental degradation and targeted people's consciousness. Similarly, P&G's Padhega India Badhega India highlighted the educational gaps and the significance of education in our country, urging people to do their part. Through the successful humanisation of complex social problems, these campaigns became relatable and inclusive. It also talked about the ethical considerations and regulations that need to be taken care of during these campaigns including being vigilant against green washing or woke washing. Brands must be cautious while using emotive storytelling and not end up exploiting the emotions of consumers; they also must maintain cultural sensitivity and ensure no stereotypes are reinforced.

Brands should take CSR not just as a means of compliance activity but should make it central to their communication strategy. When a brand intertwines a social issue to a product or brand ethos, they seamlessly ensure both relevance and impact. Brands should focus on integrating monitoring mechanisms of audience reception by collaborating with NGO'S

research bodies and social platforms to track their effectiveness and correct future messaging. Policy frameworks could come up with reward s or public recognition who consistently make contribution towards national goals like SDG'S with help of thoughtful and impactful campaigns.

This research highlights that when backed by sincerity, strategy, and cultural insight, advertising can serve as more than just a tool of persuasion but can be a catalyst for progressive social transformation. The future lies in creating narratives that do not just speak to the audience but speak for them.

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