

Marketing to the Marginalized

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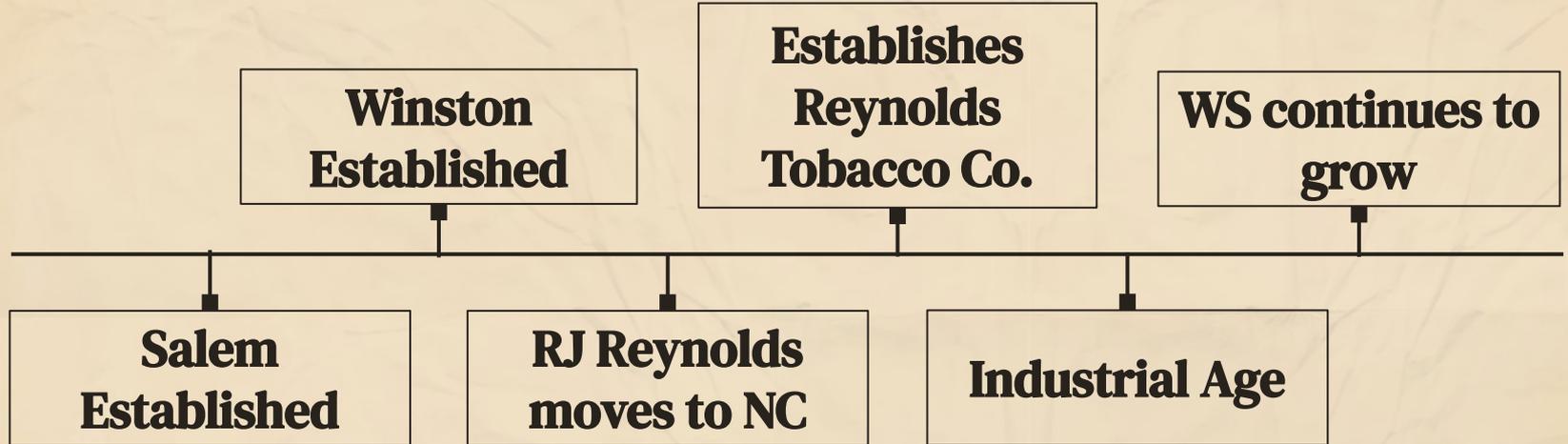
RJ Reynolds Co.

- Grew the area of Winston Salem
 - Improved local economy
 - Lasting impact
-
- Marketing
 - Targeting marginalized communities
 - Positive publicity maintains their financial power
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**The area that
would
become
Winston
Salem**



The Impact of Richard J. Reynolds



CSR (Community Social Responsibility) Activities

- Call companies to responsibility
 - Are not regulated
 - Become an opportunity for positive publicity
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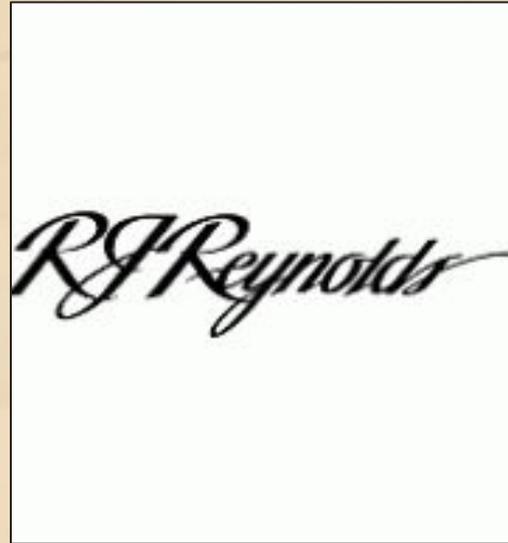


Philanthropy

Acts of goodwill can have negative consequences for a community long term.

RJ Reynolds Tobacco Co. has marketed to groups on the basis of:

1	race	
2	gender	
3	age	
4	Socio-economic status	
5	Sexual orientation	
6	community	



RJ Reynolds Tobacco Co. has used their power and positive public image to maintain a grasp on a market of marginalized communities.

Thank you

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