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WE SUPPORT OUR WOMEN: HOW BUICK'S CAMPAIGNS AND COMMERCIAL
PROMOTE SOCIAL CORPORATE ADVOCACY, MARKETING AND
RESPONSIBILITY

by

Sparkle F. Burns

A Thesis

Submitted in Partial Fulfillment of the

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Abstract

This research seeks to determine if Buick's campaigns and commercials promote corporate social advocacy, marketing, and responsibility. Buick launched the #SeeHerGreatness and Dream with Us campaigns in 2022 and created The Quadruple Take – Buick Envision commercial in 2021. Within the literature review the three theoretical theories are discussed. There is also a section on women in advertising and the term femvertising is discussed. To evaluate if Buick uses all three theories a qualitative textual analysis was completed. For every chapter literary background is provided to establish a foundation for the reader. For the #SeeHerGreatness chapter literary information is provided about the treatment women's sports has received in the media, the Dream with Us chapter discusses electric vehicles, and the Quadruple Take -Buick Envision chapter continues literary discussion provided in the literature review about women in advertising, primarily discussing how women started being advertised in automobile commercials and the term automobile femvertising will be discussed. Each campaign and commercial were watched to evaluate what I saw and heard. After completing the research method, it was then determined whether Buick promoted the three theoretical theories within their campaigns and commercial.

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Chapter 1: Introduction

Throughout advertising history, women have been portrayed as sexual objects to be gazed upon by men (Gangadhyay, 2011). Women were often represented in advertising campaigns as oversexualized, unrealistic props for products and goods aimed at male consumers (Gangadhyay, 2011). These representations created several problems. One, the unrealistic images of women's bodies in advertisements created a culture where women and girls were inundated with unhealthy depictions of the female body—thin, perfect skin and hair, large breasts, long legs (Gangadhyay, 2011). Women and girls were often left feeling like they had to look like the women in the advertisements (Gangadhyay, 2011). Gangadhyay (2011) discussed the concept of globalization from researchers Lawrence Grossberg, D. Charles Whitney, and J. Macgregor Wise within his research. Gangadhyay (2011) discussed that due to positive feedback received from globalization women started to work which allowed them to spend more money in society. Companies wanted to appeal more to women to get their business. To appeal to women, companies wanted to present neutral images of them, however women were still portrayed as subordinate to men (Gangadhyay, 2011). Even though the company tried to present neutral images of women, men still ran the companies, and the male bosses would create these ideas not thinking its stereotypical (Gangadhyay, 2011). Another issue with the representation of women in advertisements was a lack of agency. The only advertisements aimed at women were for products and decisions that needed to be made for the household. For example, advertisements for things like cleaning products, clothing, personal hygiene were all aimed toward women (Gangadhyay, 2011). In the early years, specifically in the 1970s, researchers complained about the lack of research

conducted about women in advertising but since then research has been conducted, so much so that agencies and companies are now trying to change how women are portrayed and seen in advertisements using a new marketing method called femvertising (Brown, El-Ansary, & Darsey, 1976; Åkestam, Rosengran, & Dahlen, 2017). Agencies and companies are now trying to be a part of the solution to change how women are seen on screen by trying to not depict women in those common stereotypical roles and Buick through the years became one of those companies.

Buick has tried to change the portrayal of women in advertisements since the 1920s (Rabinovitch-Fox, 2016). The company has continued this effort because women have been the company's most frequent customer (Buick, 2022a). Buick launched the Quadruple Take – Buick Envision commercial which showcases the Buick Envision in 2021 (Lopez, 2021). Buick recently launched two campaigns, the #SeeHerGreatness campaign in March 2022 and the Dream with Us campaign in August 2022 (Buick, 2022a; Buick, 2022e). Buick and the NCAA have been partners with each other for a long time (Buick, 2022a; Eisenstein, 2011; Long, 2011; Buick, 2011). Due to this partnership, the NCAA allowed paid advertisements of the #SeeHerGreatness campaign which focuses on the lack of coverage women's sports receives while also highlighting their accomplishments to air on their networks (Buick, 2022a). The Dream with Us campaign discusses Buick's electric vehicle concept.

Before discussing the three theories within the literature review, information about each chapter will be discussed. Chapter four discusses the #SeeHerGreatness campaign. The #SeeHerGreatness campaign discusses how Buick is trying to bring awareness to the lack of coverage women's sports receives. Buick made known through

their commercials that the company is dedicated to helping women in sports get the coverage they deserve. Within the chapter background literature is provided to show how women's sports has been treated in the media. Following the background literature provided, chapter five provides the results and analysis of the three campaign commercials to evaluate if Buick uses the three theoretical theories, corporate social advocacy, corporate social marketing, and corporate social responsibility.

Chapter six discusses the Dream with Us campaign launched by Buick and Hello Sunshine. Hello Sunshine is Reese Witherspoon's company that highlights empowering stories of women (Buick, 2022e). Buick and Hello Sunshine are collaborating to showcase women and Buick's new launch of their electric vehicle concept. The chapter provides literary background on how the introduction of electric vehicles to the public is being received and how non-electric vehicle owners feel about electric vehicles. Chapter seven provides the results and analysis of the Dream with Us campaign, similarly to what was done for the #SeeHerGreatness campaign. After watching the commercial an evaluation process was done to see if the three theoretical theories applied.

Chapter eight is about Buick's Quadruple Take-Buick Envision commercial. The Quadruple Take-Buick Envision commercial focuses on the Buick Envision SUV. Within the commercial Buick uses one female actress to depict four different types of women. Literature of women and vehicles is introduced and the term automobile femvertising is discussed. Chapter nine provides the results and analysis from the commercial to see if Buick uses the three theoretical theories. Chapter nine also goes into detail about how Buick uses femvertising within the commercial.

To better understand how Buick targeted women in their recent campaigns and commercial, this study examines the two campaigns and commercial through the lens of corporate social advocacy, corporate social marketing, and corporate social responsibility. These three theories address how companies become involved in social issues and how a company's involvement in issues can affect the company's sales, how companies try to change the mindset of society while also trying to establish transparency with its stakeholders, and how companies try to build relationships with society (Parcha & Kingsley Westerman, 2020; Dodd & Supa, 2014; Dodd & Supa, 2015; Kotler & Lee, 2005; Inoue & Kent, 2011; Leitch, 2017; Nickerson, Lowe, Pattabhiramaih, & Sorescu, 2022).

For this research, the two Buick campaigns, #SeeHerGreatness and Dream with Us were examined along with the Quadruple Take-Buick Envision commercial. A textual analysis was conducted to evaluate if Buick uses the three theories with the campaigns and commercial. Within the research, Buick's use of changing how women are portrayed in their campaigns was also evaluated to see if the company tries change the stereotype of women in advertisements by using femvertising (Åkestam, Rosengran, & Dahlen, 2017). The purpose of this research is to establish if Buick uses the three theoretical theories in their campaigns and commercial to have an influence on how the public engages with the company.

Before delving into the analysis of the two campaigns and commercial, I first offer review of literature to discuss the main theoretical components of this study. Corporate social advocacy, marketing and responsibility will be discussed to establish the basis for the research. Following the discussion of the theoretical theories, literary

background about women in advertising will be discussed to show the transition of how women have been portrayed in the media and the emergence of femvertising. Then, I will explore each campaign and commercial through a textual analysis before finally offering conclusions and discussing the limitations of the research. To provide more context and literary background about the theoretical theories, the literature review will now be presented.

Chapter 2: Literature Review

Corporate Social Advocacy

Corporate social advocacy (CSA) effects a person's attitude as it relates to controversial social issues (Parcha & Kingsley Westerman, 2020). Outcome-relevant investment (ORI) focuses on how social issues are related to the corporation and value-relevant investment (VRI), which pulls on the ethical values of a person and leads them to support a social issue (Parcha & Kingsley Westerman, 2020). The three categories used to determine if people's attitudes changed toward social issues are advocacy fit, corporate credibility, and the bandwagon heuristic (Parcha & Kingsley Westerman, 2020). Advocacy fit is defined as when the social issue the company is advocating for aligns with the company, corporate credibility is when the company must be credible and trusted, and bandwagon heuristic is when the company gains support from other companies for the social issues that they are advocating for (Parcha & Kingsley Westerman, 2020). A corporation affects people's perceptions of social issues related to ORI when advocacy fit is low and especially when the corporation does not have the use of bandwagon heuristic with either ORI or VRI. The less support the corporation has the more people believe the corporation and become involved (Parcha & Kingsley Westerman, 2020).

While companies must prove advocacy fit, corporate credibility, and bandwagon heuristic, CSA can also affect the company's purchasing growth. When companies take a stance on a social issue there is a possibility their finances can be affected (Dodd & Supa, 2014). The same happens even when companies take stances on social political issues (Dodd & Supa, 2015). When companies oppose a social political issue or are "pro" a

social political issue the purchasers own personal beliefs become a deciding factor (Dodd & Supa, 2015). For example, if a company is for a social political issue and the purchaser is against that issue, the purchasers would more than likely not purchase from that company (Dodd & Supa, 2015). People however do think companies should become involved in social-political issues, but it is based on the demographics of those individuals (Austin, Gaither, & Gaither, 2019). While men believe that companies should only focus on issues that align with the company's values, women do not (Austin et. al., 2019). CSA focuses on the attitude the public develops when a social issue is addressed, but corporate social marketing tries to change the mindset of the public when a social issue is addressed and tries to establish transparency with stakeholders and consumers (Parcha & Kingsley Westerman; Kotler & Lee, 2005; Leitch, 2017).

Corporate Social Marketing

Corporate social marketing (CSM) is defined as when a company tries to change the behavior of the community using campaigns to address social issues (Kotler & Lee, 2005). Inoue and Kent (2011) researched how consumers of the Philadelphia Eagles and Philadelphia Phillies felt about the teams' efforts to promote environmental change. Inoue and Kent (2011) found that consumers were more than likely to be involved in their campaigns due to previous interactions with the teams and how they were treated at their facilities. CSM gives consumers an opportunity to use free will to change their mind about social issues (Kotler & Lee, 2005). Consumers may change their opinion on a particular social issue when a trusted company or organization gets involved they can change the perception of those issues within the community (Kotler & Lee, 2005; Inoue & Kent, 2011).

To change the mindset of the consumers certain marketing strategies, have to be used to pull on the emotion of the consumer. Mizerski and White (1986) researched the use of emotional marketing. Emotional marketing is defined as information or announcements companies utilize to pull on the emotions of consumers or persuade them for support (Indeed, 2021). Emotional marketing also targets either happiness, sadness, or fear (Decker, 2018; updated 2021). Mizerski and White (1986) discussed how cues are used when utilizing emotional advertising. Cues are used to get the consumer to react in a certain way (Mizerski & White, 1986). The use of emotional advertising is a strategy however when using emotional advertising the company has to make sure they get the reaction they want to receive from consumers (Mizerski & White, 1986). Mizerski and White (1986) provided an example of when a company advertises a product and then consumer goes and purchases the item. It is important for a company or business to know its audience (Mizerski & White, 1986). When utilizing cues for its audience the company has to ensure the cues align with the brand or product the company is trying to sale (Mizerski & White, 1986). Communicating through emotion often relays a message that purchasing a product will in some way benefit the consumer (Mizerski & White, 1986). Mizerski and White (1986) provide the example about Kool cigarettes. When advertising, the company can promote that the Kool cigarettes can help calm nerves and anxiety rather than using the standard happiness emotional strategy (Mizerski & White, 1986). How a company uses emotional advertising can determine if a consumer will support them financially or the cause (Mizerski & White, 1986).

While CSM tries to change the mindset of its consumers, businesses also want to create a sense of transparency with its stakeholders (Leitch, 2017). Leitch (2017)

discussed the definition of “deliberate attempt” from Rawlins. Leitch (2017) expanded on the definition to explain how businesses were attempting to be more transparent with their stakeholders no matter if the information the company has to provide is good or bad, and ensuring the stakeholders receive the information first which is what Rawlins was conveying through his definition (Rawlins, 2009). Companies have taken an approach to make information readily available to its stakeholders rather than waiting on the stakeholders to ask for the information (Leitch, 2017). Leitch (2017) continued to expand on the definition stating that businesses try to adopt a neutral approach when they share information with their stakeholders even during the bad times. This is because when the stakeholders receive the information from the organization the stakeholders are more willing to trust the information they received because of the company’s transparency previously (Leitch, 2017).

Leitch (2017) discussed how transparency of corporate marketing removes marketing being used as a persuasive tool with its stakeholders. By utilizing transparency the relationship becomes more an engagement relationship between the company and their stakeholders and consumers (Leitch, 2017). Since the move to social media information is now posted faster so the company has to stay ahead of what information is presented to its consumers (Leitch, 2017). Leitch (2017) provides an explanation of the definition “pseudo-panopticon” provided by Combs and Holladay which deals with transparency and the power the internet has when conveying information (Coombs & Holladay, 2013). Leitch (2017) used an example of a “guard and prisoner” scenario to explain communication and surveillance of the internet. The message Leitch (2017) was trying to convey with the “guard and prisoner” example was, what is put on the internet is

not always under surveillance, sometimes there is information people miss (Leitch, 2017). While companies try to stay ahead of the information put out, there is high chance that when information is released prior to the company releasing it that it has not been seen yet, so transparency is still available to have with its stakeholders and consumers (Leitch, 2017). CSM's goal is to change the mindset of people related to a social issue and create a sense of transparency with its stakeholders however, corporate social responsibility focuses on the relationship between the business and society (Snider, Hill, & Martin, 2003; Kotler & Lee, 2005).

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is defined as the relationship businesses and companies develop with society (Snider, Hill, & Martin, 2003). CSR is also defined as a company's use of their resources to dedicate changing conditions in the community (Kotler & Lee, 2005). Through CSR a company's brand and consumer purchasing can be affected (Nickerson et. al., 2022).

Nickerson et. al. (2022) discussed the three different types of CSR engagement which are corrective CSR, compensating CSR, and cultivating goodwill. All three deal with companies acknowledging how their products influence the community (Nickerson et.al., 2022). To examine how these three types of CSR engagement affect brand sales the researchers conducted three studies utilizing consumer packages goods press releases from 2002 through 2011 (Nickerson et. al., 2022). Nickerson et. al. (2022) defines corrective CSR as when a brand changes its products and business practices due to the negative impact their product or practices may have had on society. The example provided by the researchers is when a bottled water company sees the use of plastic is

affecting the community so the company may reduce the amount of plastic they use (Nickerson et. al., 2022). The primary function of this CSR engagement is to decrease the amount of harm the company inflicts on society and correcting the impact it may have caused (Nickerson et. al, 2022).

Compensating CSR is defined as when a company or brand acknowledges the negative impact it has had on society however the company does nothing to change its product or business operations (Nickerson et. al., 2022). The brand acknowledges its wrongdoing but instead of changing its operations the company gives back in another capacity (Nickerson et. al., 2022). The example provided by the researchers is when a water bottle company donates to a recycling company that recycles plastic (Nickerson et. al., 2022). The company does not stop utilizing plastic bottles but donates to help the recycling of the bottles affecting society. Companies that utilize cultivating goodwill take a different approach when addressing negative issues their company had on society.

Cultivating goodwill is defined as when brands or companies do not acknowledge the negative impact their products may have had but instead the company becomes a supporter of another cause not related to the brand itself (Nickerson et. al., 2022). The researchers provided the example of a water bottle company becoming invested in helping children read and decide to donate to a literacy program (Nickerson et. al., 2022). Even though the company is trying to donate to a good cause the consumers would not think the gesture makes sense because the company is donating to a cause unrelated to the issue and is a waste of money (Nickerson et. al., 2022). Nickerson et. al. (2022) presented four hypothesis questions. The questions focused on the three CSR engagements, reputation, and environmental. The results showed that when a company

utilizes corrective CSR and compensating CSR consumers show positivity to that brand while companies utilizing cultivating goodwill consumers have a negative thought about the company (Nickerson et. al, 2022). As it relates to reputation, consumers purchasing from brand depends on how high the brands reputation is in society (Nickerson et. al., 2022). Environmental CSR focus gives strength to corrective CSR while weakening cultivating goodwill (Nickerson et. al., 2022). In summary, consumers were more likely to purchase from brands that utilize corrective and compensating CSR than brands the utilize cultivating goodwill because consumers find that brands that utilize corrective and compensating CSR are genuine (Nickerson et. al., 2022). Due to how women were being advertised in the media companies started to become involved in how women were advertised, especially in sports.

When companies take stances on equality for women by featuring women empowerment advertisements it effects those customers that are closer to the issue (Heo, Choi, Overton, Kim, & Zhang, 2022). While CSR is popular among companies and organizations it has made its way into the sports world (Smith & Westerbeek, 2007). CSR and sport social responsibility allow companies to be strategic with the issues they get involved with to ensure the social issue aligns with the company's mission (Smith & Westerbeek, 2007). When companies become involved in issues related to sports, those companies must identify if the issues they are trying to address align with its own responsibilities (Smith & Westerbeek, 2007). For example, if a company has been supporting college athletes through philanthropy and one day decides to start a campaign advocating education for Name, Image, and Likeness for college athletes, this would align with the company because they have been supporter of college athletes in the past.

When organizations like the NBA get involved in social issues effecting the community, their involvement is questioned more by society from a responsibility, responsiveness, and citizenship perspective (Walker & Parent, 2010). For example, NBA teams often participate in CSR through charities. The teams contribute to corporate responsiveness through engaging the community, and corporate citizenship by becoming involved in a larger issue outside of what is occurring locally (Walker & Parent, 2010). Charities are a low stake commitment because the issues are often larger societal ills or problems, and the community is not likely to be offended or turned off by the commitment (Walker & Parent, 2010). CSR gives an opportunity for the company to benefit from the initiative without backlash from the community (Lindgreen & Swaen, 2010). When companies engage in CSR, they should be thinking how the activity would be beneficial for everyone (Lindgreen & Swaen, 2010).

CSR has an influence on how women's sports are covered in the news. Painter, Sahm, and Schattschneider (2021) found that the National Women's Soccer League was often framed negatively in news coverage. The researchers argued the articles discussed the issues women face in sports (Painter, Sahm, & Schattschneider, 2021). Instead of focusing on the athletes, the articles would focus on the unfair treatment women received, although women were facing these issues the articles framed the women as complainers (Painter, Sahm, & Schattschneider, 2021). Men's Major League Soccer would be shown in a positive light because those articles would highlight the charities and community involvement (Painter, Sahm, & Schattschneider, 2021). CSR is also used to communicate messages and promote interaction through social media (Yang, Basile, & Letourneau, 2020). While CSR is used to have a relationship with society, as mentioned women's

portrayal through media while utilizing CSR has been negative but this is due to how women have been portrayed in advertising.

Women in Advertising

Women in advertising were often portrayed in domestic stereotypical roles and although society has changed, and women now are in the workforce advertisements still subject them to these images (Gangadhyay, 2011). The 1920s is when women began the movement to change how they were seen in advertisements and the car business is where they got their start to change their portrayal (Rabinovitch-Fox, 2016). During the 1920s, some women began calling themselves flappers and started to be featured in car advertisements but not in the typical domestic roles (Rabinovitch-Fox, 2016). Women identifying themselves as flappers felt a sense of independence in them and cars added to their independence because women saw the freedom cars gave them (Rabinovitch-Fox, 2016). Rabinovitch-Fox's (2016) research focused on the car advertisements featured in Vogue Magazine from 1920 through 1929. Car companies such as Ford and General Motors (GM) and other companies started to use empowering photos of women in their car advertisements (Rabinovitch-Fox, 2016). For example, in 1926 Chrysler created a car advertisement based on fashion and purchasing a car (Rabinovitch-Fox, 2016). This is important because how a flapper dressed identified them, so Chrysler thought it was important to use in their advertisements (Rabinovitch-Fox, 2016). Even if the woman was a mother the car companies still tried to show them as independent and still associated them with being a flapper (Rabinovitch-Fox, 2016). For example, in a 1924 advertisement, Cadillac showed women that even after having a child and becoming a wife they could still be a flapper (Rabinovitch-Fox, 2016). Buick which is a part of

General Motors has been advertising women in an independent light since the 1920s (Rabinovitch-Fox, 2016; Eisenstein, 2011). For example, Buick in 1924 created an advertisement centered around spotlighting women's knowledge of the technical aspects of a car (Rabinovitch-Fox, 2016). The advertisement Buick created revolved around the brakes, engine, tires, and windshield of the vehicle (Rabinovitch-Fox, 2016). Although in the 1920s flappers wanted to change how women were being portrayed, there was little change in how women were portrayed in advertising and researchers Brown, El-Ansary, & Darsey (1976) exposed this issue. Researchers Brown, El-Ansary, & Darsey (1976) discussed how research on the portrayals of women had not been done consistently and offered a framework for researchers to conduct such research. Brown, El-Ansary, & Darsey (1976) created a framework model based around research that had been conducted in the 1970s from other researchers examining how women were portrayed in major publications and a after reviewing series of feminist complaints (Brown, El-Ansary, & Darsey, 1976). Brown, El-Ansary, & Darsey (1976) felt that the lack of research conducted around how women were being portrayed in the media was a disservice and held the marketers responsible for not doing more to shine light on these issues. Since the 1970s, more research about women in advertising have been conducted, so much so that the term femvertising has been adopted by agencies and companies.

To reject the stereotypes associated with women, a new term emerged in advertising for women and this term was called femvertising (Åkestam, Rosengran, & Dahlen, 2017). Femvertising rejects the traditional advertising stereotypes associated with women such as domestic roles and questions how women are portrayed in advertisements through stereotypes (Åkestam, Rosengran, & Dahlen, 2017). To examine

people how people reacted to the advertisements and if femvertising produced a higher level of attitude versus traditional media the researcher completed three studies (Åkestam, Rosengran, & Dahlen, 2017). All three studies supported both hypotheses, that femvertising led to a higher reactance and produced a higher level of ad attitude than traditional media.

As femvertising became new to the advertising scene, researchers have questioned whether this new form of advertising is irony or a new positive move toward portraying women in a better light (Varghese & Kumar, 2020). Varghese and Kumar (2020) identified four waves of feminism through their research. Wave one discussed the suffragette movement, wave two is known as the feminist movement which is when the change of depicting women in non-stereotypical roles began, and wave three discussed how feminism affected other races, genders, etc. (Varghese & Kumar, 2020; Maclaran, 2015). The fourth wave is where advertisement and the use of activism arose (Varghese & Kumar, 2020; Maclaran, 2015). The fourth wave of feminism heavily focuses the use of the internet (Maclaran, 2015).

The fourth wave of feminism is the wave that has a direct influence on women and advertising (Varghese & Kumar, 2020). The creation of social media assisted organizations such as “The Female Quotient and “The Girls’ Lounge” to make society aware of the unequal treatment given to women and continue to empower women through those platforms (Varghese & Kumar, 2020). The fourth wave of feminism also included activism for the LGBTQ community (Varghese & Kumar, 2020). Due to each age group having its own distinct era name, millennials are associated with the fourth wave of feminism, and this is because female millennials are more likely to choose a

brand that aligns with their personal values (Varghese & Kumar, 2020). It is predicted that femvertising would be a success because people are more selective in the brands they choose to support and because of cultural marketing tactics (Varghese & Kumar, 2020). Cultural marketing started to use empowering images of women (Varghese & Kumar, 2020). An example mentioned that was deemed to have portrayed cultural marketing well was P & G's #LikeAGirl campaign (Varghese & Kumar, 2020). However, even though brands were changing the way women were depicted in advertisements there was no impact being made by the business or companies (Varghese & Kumar, 2020). The brands were being accused of using "commodity feminism" which makes the consumer feel empowered when they watched the commercials and as an effect consumers would go and buy the product (Varghese & Kumar, 2020). An example of this provided by the researchers was the Dove "Real Beauty" campaign (Varghese & Kumar, 2020).

Now, with the rise of femvertising the portrayal of women changed. Kordrostami and Laczniak (2021) completed a study to identify the characteristics and power dimensions women in advertising were starting to have. Within Study 1 four clusters were identified: family power, expert power, sexual power, and empowerment and athletic power (Kordrostami & Laczniak, 2021). All four clusters were identified as different portrayals of women in the stimuli provided to the participants. As the study progressed participants identified characteristics that made the portrayals of women a better depiction of how they were portrayed in the past. The characteristics that were identified were family power which portrayed reliability women demonstrated (Kordrostami & Laczniak, 2021). Expert power depicted the education women had and the way they looked professionally (Kordrostami & Laczniak, 2021). Sexual power dealt

with a woman's attractiveness and use of sexuality (Kordrostami & Laczniak, 2021). Athletic power showed the physical power women had and their athleticism, and empowerment was the confidence women showed (Kordrostami & Laczniak, 2021).

Now that femvertising has become an outlet for businesses, whether consumers are accepting of this new form of advertising needed to be measured (Sternadori, 2019). Sternadori (2019) conducted research on how consumers reacted to femvertising advertisements and created six hypothesis questions to answer if consumers accepted femvertising as a new form of advertising. A Qualtrics survey was administered to 508 men and women and the data was collected from February 7 - 15, 2018 (Sternadori, 2019). Femvertising advertisements were collected from athletic companies Nike and Under Armour and software companies Google and Microsoft (Sternadori, 2019). Out of the six hypotheses five were supported. The hypotheses provided that consumers were more likely to support femvertising ads and support brands with that displayed femvertising ads (Sternadori, 2019). Women were more accepting of femvertising ads than men and self-identification regarding gender and attitude toward femvertising were supported (Sternadori, 2019). Support for women's rights regarding gender and attitude was partially supported and the relationship between political orientation and femvertising were supported due to the relationship with women's rights (Sternadori, 2019). Hypothesis six was not supported. Hypothesis six could not prove age influenced consumers supporting femvertising ads (Sternadori, 2019). In summary consumers are supporting the femvertising advertisements companies are displaying.

Advertising using women changed over time from being homemakers to now having a sense of empowerment doing away with the stereotypes associated with them in

the past. Buick is a brand that has used women in the advertisements and continued using women in their advertisements and the company now is trying to target a younger audience (Buss, 2016). Buick has become involved in campaigns that promote equality for women and empower women. To examine how Buick's campaigns and commercial promote the three theories, the #SeeHerGreatness campaign, the Dream with Us campaign, and the Quadruple Take-Buick Envision commercial was examined using a qualitative textual analysis method.

Chapter 3: Methodology

To examine how Buick's campaigns and commercial promote CSA, CSM, and CSR a textual analysis was conducted to evaluate two of Buick's campaigns and one commercial, the #SeeHerGreatness campaign, the Dream with Us campaign, and the Quadruple Take-Buick Envision commercial. By evaluating the campaigns and commercial I was able to evaluate if certain tactics Buick used promoted to all three theories and did not promote all three theories. A textual analysis was chosen because it allowed for the research to be open and not confined to a particular framework (Fürsich, 2009). For the two campaigns and the commercial each video was watched and evaluated. A textual analysis was conducted based on what I saw and heard.

For Buick's #SeeHerGreatness campaign, the three commercials "Buzzer Beater," "Golden Goal," and "Record-Breaker" were watched and examined to see if each video promoted CSA, CSM, and CSR (Buick, 2022b; Buick, 2022c; Buick, 2022d). To evaluate CSM a coding process was conducting to establish the recurring themes within each commercial. From watching the three commercials I was able to establish recurring themes I saw and heard each commercial presented. The results and analysis chapter for the #SeeHerGreatness campaign will be provided. The themes were identified based on Buick's marketing strategies. For the Dream with Us campaign and the Quadruple Take-Buick Envision commercial the same process was done (Buick, 2022f; Buick, 2022g). I watched the commercial for the Dream with Us campaign and the Quadruple Take-Buick Envision commercial to see what recurring themes contributed to CSM. When evaluating the two campaigns and commercial research about the campaign and commercial itself was conducted. Press releases and other news articles were examined along with literary

background provided for context. For the #SeeHerGreatness chapter literary research is provided about the treatment of women's sports in the media. The Dream with Us chapter provides literary background about the introduction and acceptance of electric vehicles and the Quadruple Take-Buick Envision commercial continues discussion of women in advertising, primarily focusing on literature that discusses when women became involved in automobile advertising and discusses literature on automobile femvertising.

Research Questions

RQ1: How do Buick's campaigns/commercial promote corporate social advocacy?

RQ2: How do Buick's campaigns/commercial promote corporate social marketing?

RQ3: How do Buick's campaigns/commercial promote corporate social responsibility?

Chapter 4: The #SeeHerGreatness Campaign

To bring the awareness to the lack of coverage women's sports receives, Buick started the #SeeHerGreatness campaign, which showcases some of the most epic moments in women's professional and collegiate sports while also bringing awareness to the lack of coverage women's sports receives (Buick, 2022a; Buick, 2022b; Buick, 2022c; Buick, 2022d). The campaign began during March Madness 2022 and consisted of television commercials and videos posted on Buick's YouTube channel (Buick, 2022a). Due to the long-standing partnership between Buick and the NCAA, the NCAA allowed the paid campaign commercials to air on their networks during March Madness (Buick, 2022a). Buick and the NCAA's partnership began when the companies signed a 3-year deal (Eisenstein, 2011; Long, 2011). Upon signing the deal, Buick and the NCAA along with Turner Sports and CBS Sports launched the "Buick Human Highlight Reel" (Buick, 2011; Long, 2011). The reel was scheduled to air before the 2011 men's semifinal games and featured student athletes trying to change things in their communities (Buick, 2011; Long, 2011). The #SeeHerGreatness campaign, like the "Buick Human Highlight Reel" aired during March Madness however the commercials aired throughout the entire women's and men's 2022 NCAA tournament (Buick, 2022a).

The Buick #SeeHerGreatness campaign shows a blank screen with audio from various women's sports moments accompanied with text describing the historic moments followed by the tag "Over 40% of athletes are women but they get less than 10% of media coverage" (Buick, 2022a, para 1). The #SeeHerGreatness campaign commercials officially aired on March 12, 2022, on CBS (Buick, 2022a). Within the commercials are QR codes that takes the viewer to the official #SeeHerGreatness website where the

moments can be seen (Buick, 2022a.) Buick stated the commercials would continue airing the remainder of the year on different outlets and at in-person at events, however the company did not specify the type of events (Buick, 2022a). The 2022 men's tournament aired on TNT, CBS, TBS, truTV, and streamed on March Madness Live (Wilco, 2022; Men's, n.d.). The 2022 women's tournament aired on ESPN, ESPN 2, ESPNU, ABC, and streamed on fuboTV (Bengel, 2022). Buick was strategic ensuring the commercials were aired during the women's and men's NCAA Tournament, so it is highly likely the commercials aired on all these networks (Buick, 2022a). All three campaign commercials received less than one hundred national airings, but this can be attested to the commercials only airing during March Madness from March 2022 to April 2022 (ISPOT.tv, n.d.,a; ISPOT.tv, n.d.,b; ISPOT.tv, n.d.,c).

The campaign also goes beyond the three commercials. Buick and TOGETHXR, a media company started by female athletes, also spotlight different athletes from divisions of women's sports by conducting "mentor huddles" (Mceachern, 2022; See, n.d.; Buick, 2022h; Buick, 2022i; Buick, 2022j; Buick, 2022k). Within these huddles female athletes are interviewed and asked about their experience playing sports. (Mceachern, 2022; See, n.d.; Buick, 2022h; Buick, 2022i; Buick, 2022j; Buick, 2022k) The audience gets to ask the athletes questions as well (Mceachern, 2022; See, n.d.; Buick, 2022h; Buick, 2022i; Buick, 2022j; Buick, 2022k). However for the purposes of this research only the three commercials will be discussed. In April 2022, Buick also received the #SeeHer award from SeeHer, which is known as a global movement (Buick, 2022a). SeeHer focuses on removing gender inequality shown in media and advertisements and since Buick took on this issue the first #SeeHer award was presented

to a company (Buick, 2022a). The award was presented at the Cynopsis Sports Media Awards (Buick, 2022a).

Buick decided to tackle a social issue that has been an issue for a while. Research has been done to understand the reasoning why women's sports receive less coverage than men. Before the evaluation of the commercials, brief literature will be provided about the coverage of women's sports.

Coverage of Women's Sports

To provide some literary background, the discrepancy in coverage between women's and men's sports has often been met with the same retort: the public is not interested in watching women's sports (Laucella, Hardin, Bien-Aimé, & Antunavic, 2017). Though the debate is often that the public is not interested in women's sports, Tamir and Galily (2010) found men and women want to see more coverage of women in newspapers; however, journalists still argue that the public is not interested, which contributes to the ongoing minimal coverage in both traditional media and on television. Popular sports networks such as ESPN, CBS, NBC, and FOX are known for sports coverage. From televising games to discussing the most relevant issues facing the sports world, these networks air and stream round the clock coverage of sports. However, women's sports are rarely covered or discussed on these major sports networks (Tuggle, 1997). Tuggle found that most of the coverage on ESPN's SportsCenter and CNN's Sports Tonight focused on men's sports—93% of coverage to be exact (Tuggle, 1997). In a follow up study, Adams and Tuggle (2004) found that little had changed in the amount of coverage women's sports received on the two networks. There was also a disparity in the coverage of women's and men's sports via

online news outlets as well when company has financial interest (Kain, Mondello, & Vincent, 2009). Women's collegiate basketball found a home with ESPN Internet to air their March Madness tournament and the men's collegiate basketball March Madness tournament was aired on CBS SportsLine (Kain, Mondello & Vincent, 2009). ESPN Internet devoted more of their articles to the women's basketball tournament and CBS SportsLine devoted more of their articles to the men's basketball tournament due to each company having a financial commitment with each division on airing their games. Even though women's collegiate basketball had a place where their games were aired, women still received less coverage than men during the tournament (Kain, Mondello, & Vincent, 2009).

Whiteside and Hardin (2011) argued that another reason for the discrepancy in coverage is that women's sports are often covered alongside male sports, which causes the coverage for women to be overshadowed. In the 30-year span of 1984 to 2013, women's sports coverage in *The New York Times* did not increase (Schmidt, 2016). While women still fight for coverage the location of women's sports teams can have an influence on the amount of coverage women receive (Everbach, 2008; Schmidt, 2018).

Everbach (2008) examined the difference in women's sports coverage in two different cities, Dallas-Fort Worth and Seattle. Everbach's (2008) argued that the amount of coverage women received was still influenced by men even if the editor was a woman (Everbach, 2008). However, Everbach found that Seattle produced more media content of women's sports than Dallas-Fort Worth only because Seattle was home to a WNBA team (Everbach, 2008).

When women were mentioned it was not in their capacity as an athlete (Schmidt, 2018). The coverage of women in the Olympic Games was minimal in the 2000 Olympics. Although more women competed in those Olympic games, the number of articles dedicated to men still outnumbered women (Caprancia, Minganti, Billat, Hanghoj, Piacentini, Cumps, & Meeusen, 2005). Jones (2010) examined how women were depicted in photographs during the 2008 Olympic Games. Jones (2010) found that women were photographed it was not in their capacity as an athlete. It was almost as if the women did not exist. Fast forward to the 2012 Olympic Games in London. Prior to the Olympics, women only received 2 percent of media coverage, and when the Olympics occurred the coverage increased to 5 percent (O'Neill & Mulready, 2015). Women would often only be featured if they won their sport or event (O'Neil & Mulready, 2015). Coche (2015) examined sports coverage in traditional media in the United States, Canada, France, and Great Britain and found that women still received less coverage than men in those countries in traditional media; however, when it pertained to the Olympics women saw an increase in article coverage but for the Paralympics the researcher could not find gender differences due to the minimal coverage the paralympic received which was less than 1 percent.

Traditional media was the go-to outlet for the public. Bishop (2003) researched the amount of coverage women received in Sports Illustrated, which was a follow up on the research conducted by Reid and Soley in 1979. Bishop (2003) found in 20-year span of 1980 to 1996, the number of women featured in Sports Illustrated did not increase and when women were featured they were photographed as the significant other of a male athlete (Bishop, 2003). As the world moves toward social media reporters are starting to

filter news through those popular platforms. Hull (2017) researched if local sports broadcasters tweeted about women's sports outside of their normal reporting. The bulk of the local sports broadcasters tweeted about women's sports, however even though the reporters did tweet about women and out of the 19,649 tweets only 837 were about women (Hull, 2017). The other 15,181 were about men (Hull, 2017). Hull (2017) also found that male broadcasters tweeted more about women than the female broadcasters.

Women have been trying to get recognized more and receive equal treatment and they started to make progress right before the COVID-19 pandemic occurred and prior to the pandemic women were gaining momentum and when the COVID-19 pandemic occurred it slowed the momentum women were receiving (Straurowsky, Koch, Dury, & Hayes, 2020). Prior to the pandemic, women's hockey, soccer, and basketball were seeing changes within their organizations but when the pandemic occurred the progress ceased (Straurowsky et. al., 2020). Even though the pandemic slowed women's progression, women were fighting their way back into the spotlight and trying to revive the progress they were making for themselves (Straurowsky et. al, 2020).

Gender roles and how people respond emotionally influence the amount of coverage women receive also. The excitement during the game and from the crowd gives people another type of thrill but those emotions are also influenced by people's environment and who they associate with when they watch sports (Whiteside & Hardin, 2011; Angelini, 2008).

Emotional Response and Gender Roles

Male sports editors or "gatekeepers" did not study the demographic of their readers, so they did not have a stance on not reporting more on women's sports

(Hardin, 2005). This finding alludes to how the public chooses men's sports over women's sports. Angelini (2008) studied if watching male or female sports sparked an arousal or psychological effect in men and women. Angelini (2008) found more of an emotional arousal when both men and women watched male sports but there was no difference in the psychological response. This study concluded that sports networks only relied on the emotional response people felt when watching male sports and therefore supported their reasoning for featuring predominantly male sports content (Angelini, 2008).

While the emotional response to male sports is often used, gender roles also effect why women sports are not watched as often. Whiteside and Hardin (2011) examined if women who played sports in the past watched women's sports when they became older. Tamir and Galily (2010) researched the coverage of women's sports in Israel, and they found that women connect to watching women's sports due to the mutual struggles they face with equality. Tamir and Galily (2010) also found that women are interested in reading about women's sports especially when they have a connection to the sport or have played sports previously, however, Whiteside and Hardin researched even women who played sports previously often did not watch women's sports (Whiteside & Hardin, 2011). Whiteside and Hardin (2011) found that women did not have time to watch sports because they were busy. Even if women did have time to watch sports, the sport they chose was still influenced by their spouses (Whiteside & Hardin, 2011). Women often watched sports to spend time with their spouse and that normally influences the sports team they chose to support (Whiteside & Hardin, 2011).

Whiteside and Hardin (2011) discovered although women did not watch women's sports, women still felt that women's sports deserved the same coverage as men's sports, and this was mostly because their daughters that participated in sports. The participation of women in sports started with the Title IX Act of 1972, but some were still slow to accept the new law.

The Emergence of Title IX and Women's Sports

Title IX is an important part of women's sports but educating people about Title IX is just as important. According to Gibson (2020) 83 percent of college coaches reported not being educated on Title IX and 31 percent of female coaches reported that they remained silent on Title IX and gender equity issue because they did not want to lose their jobs (Gibson, 2020).

The creation of Title IX ensured that all genders participating in sports receive equal treatment (Pruitt, 2021; McCarriston, 2022). Before the creation of Title IX, female athletes were not given scholarships to help fund their education and the lack of equipment added to their challenges for competing (McCarriston, 2022). Title IX corrected these challenges for women to allow them to compete on a higher level (McCarriston, 2022). Now, that Title IX requires women to be included in sports, the amount of coverage women received versus men has its challenges. Huffman, Tuggle, & Rosengard (2004) found that college newspapers gave equal coverage to men and women's sports and argued that the discrepancy among the lack of coverage was more toward the mainstream media however Schmidt (2015) found that college newspapers did not give equal coverage to women because the sport was not as popular as the men

and the newspaper felt it should only focus its content on the men, and those colleges justified this as fair.

There was a divide between male editors of smaller and larger newspapers, and how they felt about the creation of Title IX and its effect on sports (Laucella et. al, 2017). Laucella et. al. (2017) surveyed 200 popular newspapers in the United States to explore how male reporters' felt about Title IX, the interest in women's sports, and the hiring of female sports journalists. There was a split opinion between the male editors on whether they felt Title IX ruined sports, while smaller newspapers editors felt Title IX ruin sports the larger newspaper editors did not (Laucella et. al, 2017). As it related to coverage of women's sports, some editors did not agree that women did not receive enough coverage, but the editors did agree that they were obligated to provide coverage of women's sports (Laucella et. al., 2017).

Hardin, Simpson, Whiteside, and Garris (2007) researched how newspapers framed Title IX in their articles and what they found was that newspapers often avoided making Title IX articles a battle among the sexes. Hardin et. al (2007) also found that female journalist reported Title IX as an opportunity for women and contributing to inclusion of women while men reported Title IX as an obligation. Pre-Title IX, women's sports coverage was not mentioned in large and medium newspapers, in fact the coverage of women was so low data could not be calculated (Kasier, 2018). Post-Title IX the smaller newspapers had a slight increase in women's coverage, but the larger and medium newspapers still devoted their coverage to men (Kasier, 2018). Sage and Furst (1994) also saw the same trend, the smaller newspapers covered women more than the larger and medium newspapers.

All these factors influence why women's sports are not equally televised like men's sports. The three commercials that Buick launched try to help provide understanding on the minimal coverage women receive. Now, discussion will be conducted on if the three Buick #SeeHerGreatness commercials promote the three theories, CSA, CSM, and CSR.

Chapter 5: Results and Analysis of #SeeHerGreatness

The Buzzer Beater commercial is about the game winning shot during the NCAA women's basketball championship (Buick, 2022b; See, n.d.). The commercial begins first with the with date, April 1, 2018. Then, gives the player's name, "Arike Ogunbowale." You can hear the crowd cheering and the commentator talking about the anticipation of who would be the hero to win the game. Arike hits the winning shot which Buick called "one of the greatest buzzer beaters." You can hear the crowd cheering and the excitement in the commentator's voice. The Golden Goal commercial is about the women's championship hockey game (Buick, 2022c; See, n.d.). On March 18, 2018, Elizabeth Giguere scored the game winning goal which led the Golden Knights to win the NCAA women's hockey championship. Like Buzzer Beater, the commentator has anticipation in his voice when the goal is made the crowd erupts with cheering and the commentator also has excitement in his voice and the female commentator acknowledges the season Elizabeth Giguere. The Record-Breaker commercial is about the "greatest" swim races by Misty Franklin on March 20, 2015 (Buick, 2022d; See, n.d.). You can hear the excitement in the commentator's voice and the excitement of the crowd.

From viewing the commercials Buick was strategic in its use of wording and naming of each commercial. Buick's word choice is even strategic. Often, Buick is seen using the word "greatest." This aligns with the campaign title which is "See Her Greatness." Buick makes an intentional effort to describe every moment as "great." Buick makes it a priority to provide the dates and the names of the athletes highlighted in the "great" moment. Buick placed a QR code at the bottom of the commercial which directs

the viewers to the official #SeeHerGreatness website. QR codes have become quite popular in the new age of technology, so Buick is keeping up with what is current.

Corporate Social Advocacy

From a corporate social advocacy perspective as it relates to the advocacy fit, credibility, bandwagon heuristic, the three Buick commercials promotes CSA. Buick has decided to tackle a social issue that is often a topic of conversation. Buick even makes a statement at the end of each commercial stating the company is working to the change the 10 percent of media coverage women receives in sports. This shows Buicks involvement and investment with this issue. This is a campaign Buick has vowed to see through to make sure change occurs for female athletes. Empowering and highlighting women aligns with Buick's values so the company exhibits advocacy fit with the campaign. Buick is no stranger to supporting women because their target audience is women so questioning their credibility possibly would not come into question.

The commercials were launched during March Madness and at the end of each commercial states the company is a "proud partner with the NCAA." Buick debuting the commercials during March Madness was not by chance. Buick knew during March the NCAA Tournament is the largest stage for Division 1 college basketball and knew almost everyone would be watching the games. As mentioned, Buick's target audience and frequent buyers are women so Buick targeting "women's" sports coverage is not unreasonable to believe. As mentioned in the background research provided, women often watch sports with the spouses, and it is often "male" sports. Buick was strategic and made sure the commercials aired during the men's and women's tournament. The company made sure the commercials were not missed. Buick's partnership with the

NCAA shows they are not new to the sports world, but these commercials were different from their usual “car” advertisements. After the commercials aired, Buick like any other company, hoped to gain support.

It can be assumed that Buick has the support of the NCAA because of their partnership. The NCAA allowed these paid commercials to debut on their biggest platform and the biggest television networks. Buick also partnered with TOGETHXR to create huddles to further highlight female athletes. The campaign goes beyond just the commercial, Buick is trying to create an entire movement.

The commercials Buick debut can either have a positive or negative effect on their financials. It can be assumed that Buick’s audience would continue to support the company and purchase Buicks. It can also be determined that Buick’s #SeeHerGreatness commercials promotes CSA.

Corporate Social Marketing

As mentioned in the literature review, CSM tries to change the mindset of society. Buick uses marketing tactics to get the viewers’ attention to gain their involvement. To change the mindset of the community Buick must use marketing tactics. From analyzing the three campaign videos, Buick uses emotional marketing. Buick’s #SeeHerGreatness campaign pulls on the emotions of its viewers. Buick wants the community to either feel sadden that women’s sports does not receive the same amount of coverage as men and they missed the moment or angry that women’s sports does not receive the same amount of coverage as men. The campaign is intentional with using the black screen because that represents darkness or no visibility, which is what Buick wants to display to the

community women's sports receives. Now, the three recurring themes throughout the commercials will be discussed.

Darkness

Buick strategically uses "darkness" to convey its message about women's sports not receiving equal coverage as men. "Darkness" represents nothing and no visibility. It can be assumed that when viewers watched the commercials and saw nothing that Buick's message was conveyed. Buick wanted to correlate darkness and women's sports. Women's sports are often left in the shadow of men's sports and "great" moments like those portrayed in the commercials are not seen.

Excitement

When watching the commercials, the audio is filled with excitement. You can hear the anticipation in the commentators' voices and the cheering from the crowd. You can almost feel the energy from watching the commercials. Research has said that women's sports is not exciting which is why the public is not interested. Buick is trying to put an end to that opinion. Although you cannot see moment you can hear the moment which could make you want to see the moment. When you hear the moment, you hear the excitement.

Recognition

Buick makes it a priority to recognize the athletes in the commercials who are being highlighted within the moment. Recognition is something Buick feels female athletes are not receiving because these moments are often missed due to minimal coverage. Buick purposely recognizes the athlete at the beginning of the commercials, so the viewer knows moment is about.

Buick using these marketing tactics of darkness, excitement, and recognition are all in hopes that the mindset of the viewer is changed about the amount of coverage women's sports receives. Buick hopes that by tackling this issue and creating these commercials that this will change the mindset of society.

CSM also deals with establishing transparency with its stakeholders. Buick is transparent with its consumers about its dedication to increase the amount of coverage women receive. It can be assumed that Buick was transparent with the NCAA due to their partnership. Buick does use tactics of persuasion, but it can also be assumed that they use engagement as well, especially with the use of the QR code. It can be determined that Buick's #SeeHerGreatness campaign promotes CSM.

Corporate Social Responsibility

Buick has established and maintained its relationship with its target audience, women. Buick knows that women support them because of the relationship they have with them. CSR discussed that a brand that has established a reputation with its consumers are more willing to trust that brand. Buick has established its reputation with women and will likely gain the support of their female consumers. Buick chose a social issue that also aligns with its values and that is important with CSR. It can be determined that Buick's #SeeHerGreatness commercial promotes CSR.

Chapter 6: The Dream with Us Campaign

Buick started a partnership with Hello Sunshine, which is Reese Witherspoon's company. The partnership was created to place Reese's Book Club as a built-in application their vehicles (Buick, 2020L). Owners who drive Buicks can now listen to different podcasts and audiobooks that are mainly about women (Buick, 2020L). This aligns with Buick's mission for its target audience. Buick decided to partner with Hello Sunshine because the company shares the same mission and vision as Buick because Hello Sunshine's focus is also to highlight women (Buick, 2020L). Along with the collaboration with Hello Sunshine to include their podcasts and audiobooks in Buick vehicles, Buick will also be featured in some of Hello Sunshine's television and film projects (Buick, 2020L). Following the partnership with including Reese's Book Club in Buick vehicles, Buick decided to partner with Hello Sunshine again on another project.

Buick expanded its partnership with Hello Sunshine and began on a project with the company called the Dream with Us campaign (Lopez, 2022a). The Dream with Us campaign was launched on August 17, 2022, with Hello Sunshine, which was created by Reese Witherspoon (Buick, 2022e). Reese Witherspoon's company Hello Sunshine is all about centering their stories around women which is like Buick's values and what the company has been doing with its marketing for women with their vehicles (Buick, 2022e). Buick's partnership with Hello Sunshine for the Dream with Us campaign not only includes Reese Witherspoon being the voice of the campaign, but Reese Witherspoon will also be involved in creative work (Buick, 2022e; Lopez, 2022a). Buick and Hello Sunshine will also work together on brand opportunities and continue their deal with providing the Reese's Book Club application in some Buick vehicles (Buick,

2022e; Lopez, 2022a). Throughout the campaign commercial Reese Witherspoon narrates the commercial. The campaign also introduced Buick's electric vehicle concept, the 2022 Buick Wildcat (Lopez, 2022a). The Buick Dream with Us campaign highlights a new world of technology, the Buick Wildcat concept, and the features the electric vehicle concept will offer such as changing the car color and adjusting to the weather especially when it rains (Buick, 2022e; Lopez, 2022a).

Buick unveiled the Buick Wildcat concept on June 1, 2022 (General Motors Authority, n.d.). The unveiling of the electric vehicle was a concept (General Motors Authority, n.d.). The Vice President of Buick and GMC Marketing, Molly Peck stated that Buick has not launched the new technology yet, but the campaign shows the direction the company is going (Buick, 2022e). From the concept, the Buick Wildcat's exterior has a sleek design, and the interior was designed using emotional tactics (General Motors Authority, n.d.). The electric vehicle concept seats four people using a 2 x 2 setup and the seats are made in a cockpit style to give the driver and passengers the illusion that they are floating within the vehicle (General Motors Authority, n.d.). The name for Buick's electric vehicle concept has been a part of the company for years. The name Wildcat was used by Buick in the 1950s and 1985 when Buick was trying to conduct a redesign and promote their idea of a mid-engine super car (General Motors Authority, n.d.). Each time the name Wildcat has been used it was in an effort show its consumer base that Buick was introducing something new. Now, the Wildcat name is being used to show Buick's move toward the future with introduction of their electric vehicle concept (General Motors Authority, n.d.).

In addition to the unveiling of the electric vehicle concept, Buick also unveiled its new logo. The new logo will be featured on all Buick vehicles beginning in 2023 (Lopez, 2022b). The last time Buick conducted a logo redesign was in 1990 (Lopez, 2022b). Buick's current logo consist of the tri-fold shield with a circle surrounding. Now, the new logo will still have the trifold but now instead on the trifold being position in a diagonal pattern the trifold will be horizontal without the circle (Lopez, 2022b). Buick also showed the line of electric vehicles the company plans to present in 2030 (Lopez, 2022b). The company plans to produce and bring to market its first electric vehicle in 2024 and have an entire production of light-duty vehicles without using fossil fuels in 2035 (Lopez, 2022b).

The unveiling of the new logo and the introduction of the 2022 Buick Wildcat concept are all connected to the Dream with Us campaign. Currently, there is no ISPOT.tv national airing data for the Dream with Us campaign (ISPOT.tv, n.d.,d; ISPOT.tv, n.d.,e).The campaign will now be evaluated to see if it promotes all three theories but first to give perspective of the commercial and its push for the use of electric vehicles literary background will be provided.

Electric Vehicles

Wang, Huang, Fu, and Chen (2022) discussed the emergence of electric vehicles and how the world is trying to make a shift toward no longer using gas cars. Wang et. al. (2022) focused on how lead users were affected using electric vehicles and their role in the electric vehicle movement. Wang et. al. (2022) reported that the purchase history of electric vehicles is low, and people are waiting to see how effective these vehicles will be. Wang et. al. (2022) uses the lead user definition provided by von Hippel. Von Hippel

(1986) define lead users as those people who are the testers of products being brought to market, which is beneficial because the lead users offer feedback that could essentially help improve the product. Wang et. al. (2022) focused on the lead users and the use of electric vehicles in China for their study. Lead users are still waiting to see how electric vehicles will do in the market (Wang et. al., 2022). The study showed that when the lead users feel the use of electric vehicles proves to be effective, then the lead users will be the first to purchase electric vehicles and will benefit from their purchase (Wang et.al., 2022). People often associate electric vehicles with the environment and have perceived thoughts about electric vehicles. Bennett and Vijaygopal (2018) tested this theory using an Implicit Association Test (IAT).

Bennett and Vijaygopal (2018) wanted to see if people who did not own electric vehicles or drive electric vehicles changed their minds about the use of electric vehicles in society and if their minds were changed regarding the stereotypes associated with those who drive electric vehicles. The IAT consisted of a pre-questionnaire, then the respondents were placed in a simulator that inserted them into an electric vehicle, and after the respondents were given another questionnaire (Bennett and Vijaygopal, 2018). Ten hypotheses were tested by the researchers. Before the questionnaire was provided the researchers assumed that people who did not own or drive electric vehicles would stereotype electric vehicle owners as unconventional and eccentric (Bennett and Vijaygopal, 2018). Bennett and Vijaygopal (2018) provided literary background about the United Kingdom's use of electric vehicles. The United Kingdom has been encouraging the purchase of electric vehicles by their citizen so much so that the country offers monetary benefits to those who purchase electric vehicles (Bennett and Vijaygopal,

2018). Due to the United Kingdom taking a stance on using electric vehicles more the researchers chose to use the United Kingdom to solicit their respondents (Bennett and Vijaygopal, 2018). The results of the study showed that people who did not drive electric vehicles had a different perspective about electric vehicles after participating in the study. The respondents also had an increase in self-image congruence regarding electric vehicles and they had more positive stereotypes of those who drive electric vehicles while the negative stereotypes decreased (Bennett and Vijaygopal, 2018). The respondents also felt their knowledge about electric vehicles increased due to them being placed in the simulator however environmental concern about the use of electric vehicle did not have an influence on the respondents to seek more information about electric vehicles (Bennett and Vijaygopal, 2018). Buick is now becoming involved in the electric vehicle movement with its Dream with US Campaign.

The study conducted by Bennett and Vijaygopal (2018) showed that non-electric vehicle owners and drivers' perception of the use of electric vehicles changed from engaging in the study. This is Buick's first time introducing an electric vehicle to the market and the company too is trying to change the minds of its consumers to embark and this new journey of innovation with them. Staying true to its audience Buick is making women their lead users. Now, the results and analysis of the Dream with Us campaign will be discussed.

Chapter 7: Results and Analysis of the Dream with Us Campaign

When the Dream with Us commercial begins you can hear Reese Witherspoon's voice (Buick, 2022f). She narrates the entire commercial. Since Reese Witherspoon offers podcasts and audio books for Buick in their vehicles it seemed that Buick wanted to give the viewers an audiobook feeling with the commercial. Reese Witherspoon asks does certain features related to Buick vehicles get better. Buick builds anticipation and sets the viewer up for its electric vehicle concept. In the beginning, the setting of the commercial is a regular world then once the electric vehicle concept is introduced the scene changes to a world of technology and innovation. Buick is placing the viewer in the future and placed technology and their electric vehicle concept at the center. The commercial showcases all the features the electric vehicle concept brings. At the end of the campaign Buick debuts its new logo. Due to the vehicle not being brought to market yet and the electric vehicle being a concept, the Dream with Us campaign name is befitting. Buick wants to introduce their electric vehicle concept and the company wants their audience to be a part of their vision with them.

Corporate Social Advocacy

The Buick Dream with Us campaigns does not tackle a specific social issue. Instead, Buick is promoting its electric vehicle concept which is what the world perceives now is a better car for the environment, so this campaign is tackling an environmental issue. Whether the campaign aligns with Buick's values can be questioned because Buick has made it known that the company supports women, but the company has not expressed interest in helping the environment until now. From a credibility viewpoint, Buick is continuing their efforts to empower women, so the company is staying aligned with the

company's values which is to highlight women, but the company's creation of its electric vehicle concept can still be questioned. Buick has not proven that their electric vehicle will work because right now it is still a concept. The Dream with Us Campaign does not promote CSA.

Corporate Social Marketing

The Dream with Us campaign is centered around the innovation of technology. The Dream with Us campaign is trying to change the minds of those regarding the use of electric vehicles. The transition from gas cars to electric vehicles has been a topic throughout society for the last few years. Throughout news outlets and discussion, electric vehicles are supposed to be better for the environment and society. Buick could also be trying to change society's mindset about Buick as a brand and as a vehicle. Buick's frequent buyers are women and according to the commercial Buick is changing its branding and logo so this could attract more buyers from a different audience.

Buick uses the same method of marketing, making "women" the focus of their commercial. The partnership with Hello Sunshine would not come as a surprise to the stakeholders because Buick prides itself with staying true to its female audience because their profits come from them. It does seem from the commercial that Buick is persuading its audience, however by the company asking the viewers to "dream with them" it creates a sense of engagement. Buick uses marketing tactics to engage the buyer. Through observing the commercial two reoccurring themes were identified: technology, woman in control.

Technology

Throughout the entire commercial Buick promotes a technological driven world. When observing the commercial in the beginning the commercial starts in a normal world with trees, regular buildings, and most of all a regular Buick SUV. When Buick transitions to the new electronic vehicle concept then the buildings became steel and innovative. The electric vehicle concept is sleek and almost sporty. The electric vehicle concept does not look like the typical Buick you would see. The world is moving toward the use of more technology. There are smart homes now; people can control their lights from their phone etc. It makes sense now that cars should be able to do the same. There is a feature during the commercial where the woman tells Alexa to conduct a task at her home while she was in the car. Buick also showcases all the technological features the electric vehicle concept will have such, self-valet and adjusting to the weather (Buick, 2022f;Lopez, 2022a). Buick is also appealing to the environmentalist because like mentioned before the use of electric vehicles has become popular and considered safe for the environment. Buick is now appealing to a new audience however, the company is not neglecting its current audience, women.

Woman in Control

Throughout the entire commercial Buick stayed true to its female audience. The collaboration with Hello Sunshine makes sense because that is their focus as well. The entire commercial shows the woman in control. The woman is either driving the car or controlling the features within the car when the man is driving which signals no matter if the man is driving the woman is still in control of the vehicle. When Buick transitions to the new world of technology the woman is still in control. The female actress gets up and

takes a meeting from home on her way out the door (Buick, 2022f). It can be assumed that she is the “boss.” Buick would not have it any other way. The woman then changed the color electric vehicle to match her outfit and makes the car go into “Zen mode” signaling peace (Buick, 2022f). This can be interpreted that Buick is telling its female audience that you can make the world what you want to make it and adapt things to fit your life.

It can be determined that the “Dream with Us” campaign fully promotes CSM.

Corporate Social Responsibility

CSR is meant to create a relationship between business and society. With the Dream with Us campaign Buick is trying to get society on board with the use of electric vehicles. Buick could be trying to reach a broader audience but remaining true to its core audience. The company is rebranding itself and discussing a new world of technology that fits a person’s life. People wish things could adapt to their life. Buick is trying to build trust with society because as discussed in CSR the consumers must feel the actions of the company are genuine. Buick’s intentions and partnership with Hello Sunshine can be seen as genuine because the company remained true to its core audience while also trying to appeal to broader audience. As mentioned in chapter six, the companies also share similar values. The company is trying to make the environment safe with the use of electric vehicles. It can also be assumed that Buick is uses corrective CSR because gas vehicles have been labeled as bad for the environment, so Buick is changing its product operation to include the creating electric vehicles. It can be determined that CSR is promoted.

Chapter 8: The Quadruple Take – Buick Envision Commercial

The Buick Envision was introduced to the public in 2021 (Lopez, 2021). Buick chose to portray different types of women while using the same actress (Lopez, 2021). All four women showcases different features within the commercials that the Envision can offer the driver, for example, Wi-Fi, Apple CarPlay the self- parallel parking feature, etc. (Lopez, 2021). The Buick Envision is the mid-size SUV between the Buick Enclave and Buick Encore/Encore GX (Lopez, 2021). The Quadruple Take commercial received 5,100 national airings between May 17, 2021 through February 20, 2023 (ISPOT.tv, n.d.,f). Buick continued to premiere this commercial for almost an entire year.

With Buick’s continued support for woman the company also partnered with SXM Media which was also able to showcase the Buick Envision (SXM, 2021). Buick partnered with SXM Media and sponsored a podcast episode on the show Office Ladies called “Motivation Monday” (SXM, 2021). The episode featured hosts Jenna Fisher and Angela Kinsey discussing the process of making a podcast and managing their busy lives while incorporating the new Buick Envision SUV (SXM, 2021). Buick recognizes its main buyers are women and thought the partnership with Office Ladies was perfect (SXM, 2021).

Women and Vehicles

Women began being featured in automobile advertisements after World War II, due to women proving to society they could keep the economy alive by working while the men were away fighting the war (Ramsey, 2005). Due to women proving themselves in society, car companies chose to target women and place them in the advertisements (Ramsey, 2005). To evaluate how women were advertised during this time Ramsey

(2005) evaluated automobile advertisements from 1910 to 1920 in the Ladies Home Journal that featured women. Women proving themselves in society was during the women's suffrage movement and during this time the movement only applied to White women, so the advertisements only targeted and applied to White women during that time (Ramsey, 2005). Ramsey (2005) found that the automobile advertisements often associated women driving to social status, the attractiveness of the car and how she looked in it. These types of advertisements re-introduced women being portrayed in advertisements as objects to be look at by men (Ramsey, 2005).

Even with the push for women to purchase automobiles, them driving were not taken seriously. Driving was seen as a hobby for women or something they did on their free time to go do certain stereotypical activities (Ramsey, 2005). The researcher provided the example of an advertisement completed by Cadillac that showcased a woman driving but only to return home shopping (Ramsey, 2005). Buick also had an advertisement that subjected women to these associated to activities deemed as ideal for women (Ramsey, 2005). Ramsey (2005) recognized that even though automobiles were supposed to give women freedom the advertisements displayed them spending most of their time driving to get items for the household and associated automobiles with being a "good mother."

While Ramsey found that Buick portrayed women in their advertisements doing stereotypical activities, as mentioned during the literature review, Buick changed their portrayals during the 1920s. Within the advertisement completed by Buick in 1924 the company focused on the woman's intellect (Rabinovitch-Fox, 2016). Buick started to make a transition in how the company portrayed women due to the flapper era. Since

then, the idea of a woman having a car was associated with freedom, however some countries, specifically Saudi Arabi still denied women the right to drive (Chatti, 2020). However, in 2017, Saudi Arabi finally granted women the right to drive and the term automobile femvertising was introduced (Chatti, 2020). Chatti (2020) defines automobile femvertising as “a new trend in advertising culture that employs feminist language and agenda to empower women and fight gender inequality, used a combination of figurative language and visual imagery to develop creative, female-oriented marketing strategies that foster women’s independence without challenging male authorship” (Chatti, 2020, p. 422). This is the approach car advertisers had to take in Saudi Arabi because modesty still had to be portrayed unlike the advertisements that occur in the United States which subjectify women as sexual objects (Chatti, 2020).

Chatti (2020) discussed the concepts of creative advertising, visual metaphonymy, and visual metaphonymy using automobile femvertising. The researcher explained visual metaphonymy as advertisements used to intrigue the viewer and generate positive response and explained visual metaphonymy using automobile femvertising as advertisements used to appeal to the women in Saudi Arabi to show them the feeling they would have driving for the first time (Chatti, 2020).

To evaluate how car companies used these concepts in their advertisements in Saudi Arabi the researcher used a VisMip method to identify aspects of visual metonymy used in Ford, Kia, Jaguar, and Volkswagen advertisements (Chatti, 2020). All four advertisements used cultural aspects associated with the women of Saudi Arabi and other feminine products associated with women to showcase their newfound freedom while not challenging the male dominance of the country (Chatti, 2020). The researcher

acknowledges that the use of certain feminine products in its advertisements is stereotypical however the researcher thought the use of such was effective for visual metaphonymy (Chatti, 2020).

The freedom of driving is displayed differently in depending on what country you live in. While the Buick Quadruple Take- Buick Envision commercial does not use automobile femvertising it does use femvertising. Buick does use different stereotypes women associated with women in the commercial, however the company still managed to empower them. The analysis of the Quadruple Take-Buick Envision commercial will now be evaluated to see if the commercial promotes all three theriacal theories.

Chapter 9: Results and Analysis of the Quadruple Take- Buick Envision Commercial

The Buick Quadruple Take-Buick Envision commercial showcases the Buick Envision SUV (Buick, 2022g). In the commercial Buick uses the same woman but portrays her as four different version of women. There is a fitness woman, everyday woman, date night woman, and professional/mother. The slogan used in the commercials is “SUV Built Around You.” The commercial portrays exactly this within the commercial. Buick showed no matter what type of woman you are the Buick Envision can fit your life, whether if it’s through music, the built-in Wi-Fi, or the self-parallel parking feature. In Buick’s fashion, the company centered the commercial around the woman. The man did not appear until the end. This was not a campaign, so the commercial was evaluated to identify any promotion of CSA, CSM, and CSR.

Corporate Social Advocacy

The Buick Quadruple Take – Buick Envision commercial does not tackle a social issue so there is nothing the company is advocating for to bring awareness to. The company’s creditability from a “business” and vehicle standpoint, can be trusted. Their consumers can trust the vehicles they introduce to the market because they are already consumers. There is nothing that the company needs support towards because this just a typical car commercial. As it relates to Buick’s financials, the features within the Buick Envision can appeal to Buick’s target audience. Since the company is not involved in a social issue for this commercial then the company’s financials would not be affected. The purchase of the vehicle is strictly based upon the how the consumer feels about Buick as a company and if they are repeat customer. CSA is not promoted.

Corporate Social Marketing

Buick through the Quadruple Take-Buick Envision commercial is not trying to change the mindset of society. From viewing the commercial it can be assumed there was no need for Buick to be transparent because it is a general commercial. The company remains to engage the audience by appeal them with certain features. Throughout the commercial Buick uses the “woman in control” theme again. Buick has made it a mission to make women the focal point of their commercials and this theme continues with the Buick Envision commercial.

Woman in Control

Throughout the commercial Buick showcased the woman in control. Although the fitness woman was the woman driving the vehicle the company showcased four different women and how the Buick Envision could fit their life. In some capacity there was a feature that appealed to that woman’s life. The commercial also uses the “independent woman” car companies have used since the 1920s when flappers emerged. As mentioned in the literature review chapter, General Motors started to make women their target during the 1920s and Buick’s commercials have been centered around women since that time too. Buick tries to continue to strengthen their relationship with their audience. CSM is not supported because Buick is not trying to change society’s mindset about an issue.

Corporate Social Responsibility

Within the Buick Quadruple Take-Buick Envision commercial the company is strengthening their relationship with their female audience. Buick continues to make women their target audience. Buick’s slogan for the Envision is “the SUV built around you, all of you.” Buick knows its audience. The company knows that type of women that

buy their vehicles. Buick has established a reputation with its consumers so it is highly likely that when a new vehicle is brought to the market their consumers will consider purchasing. The Quadruple Take-Buick Envision commercial promotes CSR.

The Quadruple Take-Buick Envision commercial mostly uses femvertising rather than the three theories. Buick not promoting women in the typical stereotype roles shows that Buick has decided to use femvertising. The Quadruple Take-Buick Envision commercial did use one stereotype role when the company featured the mother/professional woman, but the company still managed to empower. She highlighted the need for a stronger WI-FI password in the commercial (Buick, 2022g). This shows she is knowledgeable about technology and the importance of strong passwords for devices.

Chapter 10: Conclusion and Limitations

In conclusion, The #SeeHerGreatness campaign promotes all three theories. Buick became involved in a social issue that has been a topic of conversation for some time. Women's sports not receiving enough media coverage is a constant discussion in the media and Buick decided to take this issue on. Due to Buick being a supporter of women their credibility for the campaign can be trusted from a CSA standpoint. For CSM, Buick intentionally used certain marketing strategies to pull on the emotions of the viewers when watching the campaign commercials. All these tactics were used to change the mindset of society regarding the coverage of women's sports. CSR is promoted because Buick already established a relationship with its audience, women. Creating and collaborating with TOGETHXR only strengthens that relationship and makes Buick more trustworthy with its customer base.

The Dream with Us campaign does not promote CSA. Within the campaign, Buick is not tackling a social issue. The campaign tackles more of an environmental issue. This is Buick's first time launching an electric vehicle concept, so their credibility is still in question. CSM is fully promoted because Buick is trying to change the mindset of its audience regarding the use of electric vehicles. This will be new to its audience so to get them engaged and intrigued Buick used certain marketing tactics to get their audience to support and possibly purchase an electric vehicle from the company once the vehicles are brought to market. CSR is fully promoted because Buick is trying to reach another audience however the company remains true to its core audience. The company is rebranding itself to present a vehicle that is innovative and environmentally friendly. This

opens Buick up to a whole new audience of environmentalist and consumers heavily interested in technology and innovation.

The Quadruple Take- Buick Envision commercial does not promote CSA or CSM but it does promote CSR. The commercial does not tackle a social issue, so CSA is not promoted. CSM is not promoted because Buick is not trying to change the mindset of society. The Quadruple take commercial is a standard commercial still centered around the woman. CSR fully promoted because Buick remains true to its target audience and continues to build on the trust women have with the company and their vehicles.

Although the Quadruple Take-Buick Envision commercial only promotes one out of the three theories, Buick heavily uses femvertising. Buick used one woman to portray four different women. Although the mother portrayal can be seen as stereotypical, Buick still managed to empower her. Femvertising is all about rejecting the stereotypical roles women have been subjected to for years and Buick used femvertising within this commercial.

The use of all three theories varied among the campaigns and there was no use in the commercial, however the campaigns and commercials all have one thing in common. All three consistently use CSR. Buick continues to build a relationship with their audience through their campaigns and commercial. Although the focus of the research is not on femvertising, Buick does use femvertising in their advertisements to showcase women in a positive way. Using femvertising further builds on the CSR relationship Buick has with their female audience.

Limitations

The research was limited in identifying the company's stakeholders and financials to evaluate if the company was transparent and if their sales increased or decreased. Whether Buick was transparent with its stakeholders about their efforts with the #SeeHerGreatness campaign and the Dream with Us campaign could not be determined but if their stakeholders did see the commercials without the transparency, the commercial would not be out of the ordinary because Buick is staying true to its values. At this time, it cannot yet be determined if Buick gained support for the #SeeHerGreatness campaign through CSA using bandwagon heuristic. A suggestion in the future, I would be to speak with someone in the company to ask questions about the transparency with its stakeholders and if the company gain support from other companies for their efforts. For future research, it would be a good idea to evaluate other Buick commercials to see how the company further uses femvertising and how the use of femvertising correlates with the three theories.

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