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Heineken CSR based brand building strategy in Vietnam

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Abstract

The success of the business is standing firmly in the market. Contributing to that success is indispensable for CSR (Corporate social responsibility) which is corporate social responsibility. Therefore, to gain a foothold in the market, CSR is a very important strategy, it is the commitment of enterprises (enterprises) to business ethics and contributes to sustainable economic development, improving improve the quality of life for workers and their families, local communities and society at large. In the context of

globalization trend, businesses compete fiercely. On November 20, 2020, Heineken was honored by Saigon Times as "Enterprise for the Community - Saigon Times CSR 2020" - a title that recognizes businesses with many activities to support the community in their development and creation strategies. sustainable values for Vietnam. Realizing the importance of corporate social responsibility, this article will study "The process of forming and building Heineken brand based on CSR in Vietnam".

Keywords: Corporate Social Responsibility, Heineken

1. Introduction

Business is essentially about exploiting human needs: the needs are, will and can be created. You can't sell computers on Mars. Simply because up there there is no need. Thus, the wealth of businesses is ultimately created by customers. These customers - old, young, girls, boys gathered together into society. And the issue of corporate social responsibility is posed on the basis of such a relationship. Society does not exist outside of the constituent individuals. Those individuals are all of us, including entrepreneurs. We can transform society, but at the same time be deeply affected by it. In a society "respecting farmers, loving" entrepreneurs are underdogs. In a subsidized society, entrepreneurs are tied up and cannot access the market. A society that exists according to the rule of law that we are building will guarantee freedom and democracy for all sources, including the right to freedom of business of entrepreneurs. Building and strengthening such a society is the responsibility of everyone and of entrepreneurs. It is also an aspect of corporate social responsibility. Corporate social responsibility can manifest in many different forms and contents.

Building a socially responsible business model (SCR) is extremely important for any business. CSR helps businesses protect their reputation and increase their competitive advantage over competitors. One of the certain benefits is that businesses can use mass communication channels to inform the community about their social responsibility activities. This is a very effective tool for PR people to develop their business brand and increase consumers' affection for that product's brand. Before the power of the Internet and social networks today. All information is spread at a rapid rate. Any negative behavior, causing bad influence of the business will inevitably be recognized and evaluated by the public. Therefore, building a socially responsible brand model is more important than ever. In addition, the fact that the business is evaluated as a socially responsible business to the community, they also earn a larger revenue profit than other competitors. According to statistics from the prestigious research organization Reputation Insitute in 2017, more than 91% of consumers decide to choose to buy products from brands with a reputation for being socially responsible. About 84% of consumers trust businesses that are socially responsible when they are in a crisis of trust.

HEINEKEN Vietnam beer business has been active in its community responsibility to develop in a sustainable way. In action programs towards the sustainable development of enterprises, including creating positive economic values, supporting the community and protecting the environment. align business development goals with the prosperity of Vietnam, through action programs in the sustainable development strategy. HEINEKEN Vietnam creates sustainable value together with all its partners, from distributors to restaurant owners, and makes a positive impact on the economy, society and the environment as a whole. HEINEKEN Vietnam also spreads the culture of sustainable development to the whole society by launching a campaign called #ChooseLiveGreen - #WeChooseGreen on the social network Facebook. Through this campaign, HEINEKEN Vietnam wants

to encourage the community to join hands in carrying out simple and practical actions every day, thereby contributing to building a greener, better Vietnam.

2. Theoretical basis

2.1 The concept of CSR

CSR is an acronym for Corporate Social Responsibility, which means corporate social responsibility in Vietnamese. It is understood as an enterprise's commitment to business ethics and contributions to sustainable economic development, thereby improving the quality of life for employees and their families as well as the local community and society in general. CSR is considered as one of the important factors such as cost, quality and delivery in business activities. CSR is often integrated into business strategies and has since become a mandatory condition for businesses to survive and develop.

However, the concept of CSR is still new to many organizations in Vietnam, and management capacity and professional knowledge in CSR implementation in enterprises are still limited. So according to CSR, corporate social responsibility is understood as:

- Anti-corruption
- Preserving and developing the company's cultural identity
- Protecting the rights of employees
- Create favorable working conditions for employees
- Bridging the gap between employees and leaders
- Environmental Protection
- For the benefit of the community

Examples of CSR activities: With the goal of building value for society, for localities still facing difficulties in life. With a sense of responsibility for the community, bringing hope that Vinamilk has always wanted to build "Every child can drink milk every day". Therefore, in the campaign to celebrate 40 years, Vinamilk has implemented the Reach Tall Vietnam Milk Fund to 40,000 poor children in 40 disadvantaged provinces across Vietnam. Vinamilk's CSR activities during this time mainly focused on the "Strengthening Vietnam" milk fund with a campaign to donate 40,000 glasses of milk to poor children in 40 provinces.

The role of CSR for businesses: For enterprises, CSR holds extremely important positions, namely:

- Responding to growing pressure from social expectations
- Seen as a form of investment
- As a driving force to increase business performance
- Supporting businesses to attract investors
- Improve labor relations
- Improve customer loyalty
- Business brand development
- Crisis management tools
- Contributing to the sustainable development of society

Basically, social responsibility includes the following obligations:

1. Firstly, in terms of economy: including satisfying social needs, increasing social welfare, ensuring the existence and development of enterprises.
2. Secondly, in terms of legality: enterprises must fully comply with legal provisions for related parties,

including: shareholders, consumers, and families of employees.

3. Third, in terms of ethics: are behaviors and activities that are expected by society in enterprises, but are not regulated in the legal system.
4. Fourth, about humanity: businesses need to perform behaviors that show their desire to contribute to the community and society.

Therefore, businesses need to be responsible to the community, contributing to enhancing, improving and developing the life of the community, which is closest to the locality where the business operates. From there, in order to contribute to the sustainable development of the economic and social environment of the country. This responsibility is demonstrated through practical social - charity programs. On the other hand, the enterprise is responsible to shareholders through the constraints and commitments related to the rights and scope of using the entrusted assets, ensuring the honesty, transparent information, in the profits that shareholders receive. benefits and responsibilities to customers and employees.

2.2 Barriers to CSR

- Awareness of the concept of CSR is still limited.
- The awareness of social responsibility only stops at sponsorship activities.
- Confusion due to the difference between the provisions of CSR and the Labor Code.
- There is a big difference in the perception of social responsibility within and between enterprises.
- Lack of financial and technical resources to implement corporate social responsibility standards. Especially for small and medium businesses.
- The lack of transparency in the application of corporate social responsibility in practice is hindering the potential market benefits for businesses.
- The impact of the economic recession makes many businesses reduce or even completely eliminate their social responsibility.
- Lack of policies to encourage and support from the Government.
- From enterprises themselves, social responsibility activities do not bring benefits to enterprises.

2.3 Benefits of CSR

CSR (Corporate Social Responsibility) is one of the important business strategies typical of enterprises, often the factor placed on top. Any business that implements social responsibility well will help that business develop continuously. Therefore, the benefits that CSR will bring to businesses, including:

- *CSR contributes to regulating the behavior of business entities*
- It is the ethical commitment of businessmen to contribute to socio-economic development, helping to enhance and improve the lives of the workforce, bringing benefits to the social community.
- *CSR contributes to improving brand value for businesses*
- Good implementation of social responsibilities will help businesses create their trust and reputation, thereby enjoying a lot of profits.
- Through CSR, businesses can build their own image,

increase brand value to attract partners, investors and workforce.

- *Increase profits for businesses*
 - CSR is the foundation that creates a successful basis for all activities in the business scale of enterprises. Will reduce costs to a minimum through safe, hygienic and economical production methods or activities.
 - *Attract talents and good labor resources*
 - The weight of each individual in the enterprise is a decisive factor for the productivity and success of the enterprise. When you have a good, outstanding workforce, you have successfully built your business. Therefore, building a good CSR will attract people with good expertise and good qualifications.
 - *CSR contributes to building the image of the country*
 - An enterprise implementing social responsibilities will contribute to building the image of its country in the world. Opening up economic integration, increasing competitiveness, raising labor standards according to international trends.
- CSR is an important criterion to evaluate the business, it is also a business strategy of the enterprise. Not only benefits businesses in particular but also the workforce and the country in general. Businesses can through communication channels to inform the community about the CSRs that they make to PR for the brand development of their products.

2.4 Heineken's CSR-based branding activities

Heineken Vietnam Brewery Company Limited was established on December 9, 1991. Covering an area of 12.7 hectares, it is one of the most modern breweries in Southeast Asia. There are more than 1,600 employees bringing thousands of jobs to Vietnamese suppliers and partners. Heineken's factories are located in major provinces of Vietnam such as Ho Chi Minh City, Da Nang, Tien Giang, and Quang Nam. Besides, the company is also a producer and distributor of beer brands such as: Heineken, Tiger, Crystal in Viet Nam.

Heineken's CSR-based branding activities

- Heineken Company is a famous brand, one of the top 3 manufacturing factories in the world. To achieve such successes, Heineken has had a process of building its brand positioning thanks to its brand management business strategies. One of the most typical strategies to create a great resonance of the Heineken company cannot fail to mention the social responsibility of this business to contribute to society.
- In Vietnam market, Heineken is a sustainable development company with many contributions to society and community such as:
 - Create jobs for people through the entire value chain and contribute nearly 1% of the total GDP of Vietnam.
 - During the recent Covid epidemic in many areas across the country, from the beginning of the year until now, HEINEKEN Vietnam has contributed VND 12 billion and 22,000 masks and ventilators through the company's Bia Viet and Larue brands. Right after the time of social distancing due to the epidemic that closed many bars and restaurants across the country, HEINEKEN Vietnam launched the program "Join hands to recover", mobilizing 440 employees to visit and support more than 100 bars and restaurants across

Vietnam, contributing to share the difficulties caused by COVID-19 to the company's customers.

- HEINEKEN Vietnam strives to promote responsible drinking and contribute to changing driving behavior after drinking in Vietnam. HEINEKEN Vietnam raised the bar with its "Drink, Don't Drive" Campaign in 2019. The company has invested a total of VND14 billion in innovative programs that help convey the message of responsible drinking to the world. more than 56 million people through online platforms as well as in person at events.
- Activities of donating clean water works to people in Dak Choong and some other activities.

With brand-building business strategies, Heineken has grown continuously. Heineken's social responsibilities through the media have brought sustainable trust to consumers in the same way that Heineken builds its own sustainable brand development. Thereby bringing profits to businesses and also promoting the economic development of society.

3. Research methods

Research Methods in Science are all tools that support the scientific research process. Research methods are used in gathering data or evidence for analysis in order to discover new information or create a better understanding of a topic. Depending on the specific topic and research area, there will be different research methods. The thesis often uses qualitative research methods and tools. Studying documents, analyzing, synthesizing, systematizing and generalizing collected information to clarify the theoretical basis. At the same time, combined with practical research through investigation, survey, direct contact and observation to collect information and data to serve the topic of the thesis. To carry out the topic " Analyzing the CSR-based branding process of Heineken in Vietnam" group 2 uses the following research methods:

- **Methodology:** The group has used the system of arguments and theories as the basis, which functions as the basis for the points in the article through the system of existing theories.
- **Method of data collection:** The group searches for information in relevant books, searches the internet, consults the results of other scientific studies and synthesizes information, knowledge, and theories from established sources. available from which to build arguments, prove and synthesize to form arguments. At the same time, the group also cited sources as well as references in the appendix according to specific regulations.
- **Qualitative research methods:** used to format and summarize research results that are not measured by specific indicators or units. This method helps the team gain a deeper understanding of human behavior and other social issues commonly used in the analysis of a culture, the behavior of a person or a group of people. These analyzes often bring individual views of the group based on experience and knowledge to classify and evaluate.
- **Methods of analysis and synthesis:** The group divides the research object into parts, aspects, and elements that are simpler to analyze, discover the nature, properties, and rules of each receiving part of the research object in order to that better understand the research object, step by step dissect each piece of data to see more clearly the nature of the research object and phenomenon. Finally, synthesize the general from which to find out the nature and rules of the

research object.

4. Research results and discussion

After applying research methods, it shows that HEINEKEN Vietnam has reasonable and timely solutions and CRS strategies. The HEINEKEN team comes together for the common purpose of demonstrating to customers the commitment of the enterprise (business) to business ethics and contributing to sustainable economic development, improving the quality of life. living for workers and their families, the local community and society at large through a series of achievements that leave a good mark on Vietnamese consumers.

HEINEKEN's Code of Business Conduct ("Code") explains what HEINEKEN stands for and what to expect from all teams from the HEINEKEN family - individually and as a team - in every market and at every level. The underlying policies provide more practical guidance on each topic.

With people as the center, HEINEKEN builds a rule called "Our Code" which includes the following rules:

- + We support responsible drinking.
- + We respect people and the earth.
 - Health and safety
 - Human right
 - Discrimination and harassment
 - Environment
- + We conduct business with integrity and fairness.
 - Compete
 - Bribery
 - Gifts, entertainment, receptions and donations
 - Money Laundering and Punishment
 - Conflicting interests
 - Business Partners
- + We protect our corporate assets.
 - Use company resources
 - Cheat
 - Privacy and data protection
 - Intellectual property and confidential information
 - Interior exchange
 - Responsible Communication

Although the concept of CSR (Corporate social responsibility) is still new to many businesses, companies or organizations in Vietnam. In parallel, management capacity and professional knowledge in CSR implementation in enterprises, companies or organizations are still limited. But HEINEKEN has been showing that ginger gets hotter as it gets older when it dares to try, dare to experience and challenge itself through a series of campaigns to prove the position of a giant in the Vietnamese market such as:

HEINEKEN Vietnam was honored as an enterprise with many contributions in the community towards sustainable development and common prosperity for Vietnam. Specifically, on November 20, 2020. Today, HEINEKEN Vietnam was honored by Saigon Times (Saigon Economic Times) as "Enterprise for the Community - Saigon Times CSR 2020" - a title that recognizes businesses The industry has many activities to support the community in its development strategy and create sustainable values for Vietnam. The event was organized by Saigon Economic Times at Caravelle Hotel, Ho Chi Minh City.

The Saigon Times CSR Award 2020 honors businesses based on their action programs towards sustainable

development - including creating positive economic values, supporting the community and protecting the environment. school. In the journey of sustainable development over the years, HEINEKEN Vietnam has had outstanding initiatives and achievements:

+ *Maintain prosperity for a better Vietnam:*

HEINEKEN Vietnam through its value chain has supported the creation of 212,000 jobs (directly and indirectly) and contributed 0.95% to Vietnam's GDP; in which almost all packaging materials are supplied domestically, creating an economic value of nearly 5.7 trillion VND/year. With the desire to accompany and bring even better value to customers and consumers, the Company accelerated digital transformation and diversified its product portfolio with the launch of Heineken Silver in 2019. followed by Heineken 0.0 and new brand Bia Viet in early 2020.

To support the community in the Covid-19 prevention campaign in many localities across the country, from the beginning of the year until now, HEINEKEN Vietnam has contributed 12 billion VND and 22,000 masks through the company's Beer Viet and Larue brands. company.

+ *Enhancing human capacity for a better Vietnam:*

In addition to investing in human resource development, HEINEKEN Vietnam continues to make efforts to promote responsible drinking and contribute to changing driving behavior after drinking in Vietnam. Within the framework of a long-term strategic cooperation with the National Traffic Safety Committee, HEINEKEN Vietnam has elevated the Campaign "Drink, Don't Drive" in 2019. The company has invested a total of 14 billion partners into innovative programs that help spread the message of responsible drinking to more than 56 million people through online platforms as well as in person at events. Earlier this year, the Company (through the brands Bia Viet and Larue) donated a total of 12 billion VND and 22,000 masks for the prevention and control of the Covid-19 epidemic as well as people in areas affected by the pandemic. Translate.

+ *Protecting the Planet for a Better Vietnam:*

HEINEKEN Vietnam continues to apply the circular economy model called RESOLVE (abbreviation: **R**enerate – Renew; **S**hare – Share; **O**ptimize – Optimize; **L**oop – Reuse/Recycle; **V**irtualize – Digitize and **E**xchange – Convert). By 2019, 5 out of 6 factories have used 100% renewable heat, 100% of beer bottles and cases after being put on the market are recovered back to the factory, 100% of beer cans can be recycled, more than 2,000 tons of CO2 emissions are also reduced from optimizing logistics and distribution. HEINEKEN Vietnam generates almost no landfill waste, as 99% of waste or by-products are recycled or reused.

- **"Know the signs"** – Heineken's social responsibility strategy. With the message in the campaign, the message conveyed to customers is "Enjoy Heineken responsibly". The campaign aims to provide comprehensive information on all aspects of excessive beer drinking. In fact, Heineken's website encourages users to keep an eye out for surveillance cameras in crowded bars. They will see the typical embarrassing expressions of beer drinkers such as dozing, touching, showing off, fighting or crying.
- **Share the Sofa** – a campaign created from the mind of the customer. They built the campaign "Share the Sofa – Share the Sofa" to give the opportunity to chat with famous stars like Ruud Gullit, Nistelrooy, Owen

Hargreaves, Hernan Crespo and Fernando Morientes while the match is happening.

- **“Open Your World”** – Controversial Marketing Campaign. The video campaign began with an experiment that took place with two real people with opposing social views. These people were asked to complete a few activities together, and eventually they realized there were conflicting perspectives. They then have the option to sit down and have a beer together to discuss the controversial issue or walk away. All the couples chose to sit down and discuss their differences of opinion with a bottle of Heineken beer. The video brought 14.5 million views on Youtube and received a lot of attention from journalists.

5. Conclusions and recommendations

5.1 Conclusion

Over the years, HEINEKEN Vietnam has also been regularly honored for its contributions in applying the circular economy model in business. HEINEKEN Vietnam has been recognized by the Vietnam Chamber of Commerce and Industry (VCCI) as one of the most sustainable manufacturing companies in Vietnam for four consecutive years. Earlier this year, the company announced its 2025 goal of zero waste going to landfill, using 100% renewable energy and 100% water balance throughout the production process. In 2018, with continuous efforts in creating sustainable values for People, Planet and Prosperity, HEINEKEN Vietnam was honored to be honored as "Vietnam's No. 1 manufacturing for the second year in a row, and was voted by HR Asia Magazine as one of the best companies in Asia to work in.

5.2 Recommendations

Corporate responsibility for human rights is not a liability. Its content is the voluntary respect, attention, protection and development of human rights beyond the requirements of the law. Corporate responsibility for human rights requires businesses to take care of their material and spiritual well-being, treat employees fairly, and encourage and create opportunities for them to participate in activities, society and social groups. An enterprise with responsibility for human rights is also an enterprise that ensures human rights and basic labor regulations of the International Labor Organization (ILO), pays attention to consumer rights and interests, contributes to actively participate in social and community movements, pay attention to human resource training. Encourage businesses to be responsible for human rights in line with the orientation and strategy that our Party and State are implementing, which is to put people at the center of development, considering serving people as the goal. goal of development. In carrying out the mission of protecting and ensuring human rights, the State needs to attract at a higher level the broad participation of businesses. This task requires first of all to have a complete legal system, which clearly defines rights and obligations along with sanctions that are sufficient deterrent for businesses when violating human rights. The State has policies to encourage businesses to participate in social assistance activities such as honoring businesses that have made great contributions to the cause of implementing corporate social responsibilities, reducing taxes on financial used by enterprises to perform social responsibility; encourage businesses to develop codes of conduct with customers;

launch a social movement to protect consumers and consider consumer protection the cause of the whole society, including the active participation of businesses. In addition, the State attracts businesses to participate in human rights education activities.

For businesses, the first requirement before performing human rights responsibilities is to comply with the law. Responsibility for human rights only exists in enterprises in which enterprises and business owners have a sense of law, obey the law, and fully fulfill the obligations prescribed by law. For businesses that do illegal business and disregard the law, it is difficult to ask those businesses to fulfill their responsibilities for human rights, and if they do carry out their responsibilities for human rights, that's only the case is a cover for breaking the law? In carrying out responsibility for human rights, businesses should pay attention to the sustainability of the impact from the behavior of implementing social responsibility of enterprises. For example, even if permitted by law or as agreed upon, an enterprise can compensate a person whose land is recovered by the State and assigned to the enterprise for use. But with a sense of social responsibility, the enterprise has trained people whose land has been recovered a profession so that along with that profession, people whose land has been recovered can get a job to ensure their livelihood. This work of the enterprise will bring more sustainable effect than the monetary compensation for the person whose land is recovered. Thus, in carrying out responsibility for human rights, enterprises should apply the method of equipping beneficiaries of corporate social responsibility with "fishing rods" rather than giving them "fish". The support of businesses and with it the beneficiaries' conditions to exercise and develop their basic rights will be more effective and sustainable than providing them with a valuable material means.

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