

Appendix 13: Glossary of key concepts

GLOSSARY FOR SOME KEY CONCEPTS

Brand value = a set of assets and liabilities linked to the brand, its name and symbol, which incorporate or diminish the value supplied by a product or service exchanged with the company's clients (Aaker, 1991). Page 64, 137, 152 and 198.

Corporate brands = *“A corporate brand involves, in most instances, the conscious decision by senior management to distil, and make known, the attributes of the organisation's identity in the form of a clearly defined branding proposition. This proposition underpins organisational efforts to communicate, differentiate, and enhance the brand vis-à-vis stakeholder groups and networks. The proposition may be viewed as the organisation's covenant with its customers, stakeholder groups and networks.”* (Balmer and Greyser 2003, pg 312). Page 18, 97 and 251.

Corporate communications = all communications from an organisation to its stakeholders, including also management/employee actions, word of mouth and media commentary (Balmer and Greyser 2006). It is one component of the corporate marketing mix with the objective of maintaining favourable relationships with stakeholders, evaluate social trends, and to integrate all communications to support marketing activities (Illia and Balmer 2012). Illia and Balmer further suggest that PR is one component of corporate communications. Chapter 4.

Corporate image = is the perception in the eyes/minds of the observer (stakeholders). Image could be seen as a photo for each individual, and when collecting these images over time leads to reputation. Corporate image and reputation is closely linked to the corporate brand (see above), as all three of these concepts are founded on perceptions by stakeholders (Balmer and Greyser 2003). Page 62, 64, 231 and 250.

Corporate identity = *“a summation of those tangible and intangible elements which make any corporate entity distinct. It is shaped not only by the actions of corporate*

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founders and leaders, by tradition and the environment, but also be the mix of employee values and affinities to corporate, professional, national and other identities. It is multidisciplinary in scope and is melding of strategy, structure, communication channels and encapsulates product and organisational performance, controlled communication and stakeholder and network discourse.” (Balmer and Greyser 2003, pg 308). See section 4.3.2.

Corporate Social Responsibility = *“Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”* (WBCSD 2000, p. 9). See section 2.3 and 2.5. CS is a corporate approach as opposed to CSR that is a management approach. As such CSR is an antecedent to CS. Chapter 2.

Corporate sustainability (CS) = a business’s guiding model for its short and long term economic, social and environmental performance (see section 2.4 and 2.5). CS is a corporate approach as opposed to CSR that is a management approach. As such CSR is an antecedent to CS. Chapter 2.

Corporate sustainability communications = a subcategory to corporate communications dealing with all communications from and organisation to its stakeholders regarding its social and environmental performance. Defined as: CS communications are planned, formal communications, initiated by the firm, about its philosophy, initiatives, issues and performance with regards to its social and environmental responsibilities, targeted towards the firm’s stakeholders, with the aim to seek those stakeholders’ approval and support. (pg 14)

Integrated marketing communications = communications from an organisation delivered with ‘one sight’ and ‘one sound’, across various channels (Kitchen and Schultz 2009).

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Life Cycle Management = The management of a product/service's environmental and social impact over its entire life cycle (UNEP 2007). Page 11, 19, 46, 100, 177, 180, 187, 267.

Marketing communications = Marketing communications target primarily consumers as opposed to corporate communications which target broad stakeholders (Balmer and Greyser 2003). It consists of the promotional communications mix and is primarily applied to support sales (van Riel 1995). Marketing communications, according to van Riel 1995) is one of three communications strategies that make up corporate communications. The other strategies are management communications (internal communications) and organisational communication (targeting external stakeholders). Section 4.3.2.

Product brands = It has its roots in marketing, and is part of the marketing mix and is primarily focussed on one stakeholder – the consumer – as opposed to a corporate brand that addresses multiple stakeholders (Balmer 2012).

Public Relations (PR) = is a management function covering a broad range of two-way activities aiming at building long term relationships with stakeholders (Kitchen 1997), and to create a favourable perception of the business (Illia and Balmer 2012). It is one of four approaches to corporate communications, the others being integrated marketing communications, total corporate communications and corporate communications gaps (Illia and Balmer 2012). Kitchen (1997) suggests that the definitions for PR and corporate communications are very similar. Section 4.3.3.

Stakeholder = “.... any group or individual who can effect, or is affected by, the achievement of the organization's objectives” (Freeman 1984, p. 25). See section 3.2.

Stakeholder management = a business's management of its stakeholders. Section 4.1- 4.2

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Stakeholder theory = The philosophy of businesses' responsibilities to its stakeholders. Section 3.1 – 3.2.

Strategic ambiguity = “*those instances where individuals use ambiguity purposefully to accomplish their goals*” (Eisenberg 1984, p. 230). Or as defined by Davenport and Leitch: “*...the deliberate use of ambiguity in strategic communication in order to create a ‘space’ in which multiple interpretations by stakeholders are enabled and to which multiple stakeholder responses are possible.*” (2005, p. 1604). Sections 4.4.2-4.4.7.

Sustainability = long term maintenance of systems according to environmental, economic and social considerations (Crane and Matten 2010). See section 2.4.

Triple Bottom Line (TBL) = a company's reporting of its economic, social and environmental performance. Page 27.

Visual identity = the perceived identity of an organisation, conceived through the visual presentation by the organisation in the form of its name, logo, tagline, colours, and architecture (Alessandri 2008). Page 64.