

An Investigation on Corporate Social Responsibility Project Partnerships of Companies

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Article Info

Abstract

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Corporate social responsibility campaigns are among the public relations practices that have come to the fore in recent years. Corporate social responsibility activities are emphasized in line with many purposes such as the efforts of institutions to differentiate from each other in the increasing competitive conditions, the desire to contribute to the corporate reputation and image, the concern to expand the market share, the development of loyalty in existing customers and attracting potential new customers. One of the striking points in these projects is the execution of projects within the framework of corporate partnerships. Partnerships are important in terms of developing a sense of responsibility that can create trust in the target audience on various issues. Reaching the target audience of these activities is important for the organization to achieve its purpose. The effective way for this is to develop advertising studies. Institutions, they reach the masses with their effective advertising activities and improve their corporate image and reputation. The aim of this study is to reveal how the advertisements that appeal to the concept of corporate social responsibility with a project partner are strategically constructed. In this framework, the primary goal is to determine to what extent corporate partnerships are displayed in advertisements and by which elements the visibility of corporations in advertisements is achieved. Within the scope of the study, advertisements published with the slogan "With the Love of the Country" in partnership with Garanti BBVA and TURNEPA and with the slogan "Beautiful when Clean" in partnership with the brand Cif, Kızılay and Istanbul Metropolitan Municipality were analyzed by semiotic analysis method. As a result, the partnerships are clearly displayed in the advertisements, the logos of the partners are presented in many indicators such as vehicle, place, clothing, It has been determined that the commercials broadcasted are designed in accordance with this strategy.

Introduction

Changes and transformations on a global scale have brought competition. This competitive environment is quite challenging for institutions to continue their existence. In this direction, it is important to create awareness in its products and services, to respond to the demand very quickly and effectively in order to stand out from the competitors, to be permanent in the target audience, to maintain its existence. The fact that the target audience/customer is a group that researches, learns, and exhibits active behavior in accessing information and services within the framework of technological possibilities makes it difficult for companies to compete on a local, national, international and global scale. In this framework, companies focus on social responsibility activities in reaching and persuading the target audience (Karatepe and Ozan, 2017 as cited in Bakan et al., 2018: 2).

Corporate social responsibility projects provide many benefits to companies. In particular, it plays a role in enhancing the corporate image and reputation. In this direction, it increases customer loyalty, reduces costs, increases the ability to motivate and retain employees, establishes better relations with

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local people and authorities, develops relations with stakeholders, contributes to strategic planning, directs them to innovations, increases brand awareness, attracts the attention of investors, it can be stated that it makes many contributions such as helping management and increasing its market share (Güteryüz, 2019: 39-43).

The benefit of corporate social responsibility activities is directly related to its announcement to large masses. Firms apply to traditional mass media and new media environments in order to announce the activities they carry out with a sense of social responsibility. The social responsibility advertisement published with the slogan "With the Love of the Country" in partnership with Garanti BBVA and the maritime association TURNEPA, which is the subject of the study, and the advertisements prepared in partnership with the Cif brand, Kızılay and Istanbul Metropolitan Municipality and published with the slogan "Beautiful When Clean" are examples of the studies prepared in this context. An analysis made in the example of these advertisements gains importance in terms of analyzing the social responsibility advertising strategy. Many elements such as slogan, place, music, color and characters used in the message strategy are meaningful and valuable in terms of analyzing the message setup. An important aspect of the inclusion of the aforementioned ads in the review is that they represent corporate partnerships. Applying to corporate partnerships in activities is an extension of the effort of two reliable brands to come together and reveal much more impact on the target audience. The rapid spread of information among the masses, the fact that the target audience, who is an active audience, is almost an adprosumer by making various evaluations and sharing(s) regarding information, increases the importance of the message produced and carries the target audience to an important position.

Corporate Social Responsibility and Advertising

The rapidly changing and developing world from past to present has also witnessed many technological innovations. While these changes and developments provide many benefits to humanity, they also cause new problems to come to the fore. Institutions and organizations need to keep up with these technological innovations in order to develop and survive. "In order for institutions and organizations to survive, they must not only be innovative, but also fulfill their responsibilities towards the society, which is becoming increasingly conscious, and carry out works that will benefit society" (from Boatright and Smith, 2017 cited by Koç Kaplan, 2022: 3). In this direction, they are increasingly focusing on corporate social responsibility activities that will benefit the society.

It cannot be said that there is a universally accepted definition for corporate social responsibility. It is possible to say that corporate social responsibility expresses the corporate culture, strategies, services and identities of corporations, and all kinds of activities that benefit the society in areas such as social, economic, mostly environmental (Fidan and Şentürk, 2017: 43). "Corporate social responsibility is an obligation undertaken to improve the welfare of society through discretionary business practices and contributions of corporate resources" (Patan, 2019: 3). The highlight of this definition is that it is "optional". Considering this definition, it is concluded that it is mostly made for the benefit of the society and does not require an obligation. Considering this definition, it is concluded that it is mostly made for the benefit of the society and does not require an obligation. In particular, the word optional underlines that such studies are done voluntarily. Of course, corporate social responsibility is expressed with different denominations. "These; corporate responsibility, corporate accountability, corporate citizenship, responsible business, etc." (Fidan and Şentürk, 2017: 43).

Indispensable points come to the fore when businesses attach importance to corporate social responsibility activities and focus on when they implement them. Businesses should be aware that these studies are the responsibility of the management. While doing these activities, they should be aware that all their partners and stakeholders will be affected by this situation, and they should carry out their activities in cooperation. When businesses attach importance to and implement corporate social responsibility activities, they should also work meticulously while carrying out these activities and avoid situations that harm the environment and society (Cesur, 2021: 12-13). There are many reasons

why institutions want to do corporate social responsibility work. "The desire to create the perception of being a conscious institution, to increase the customer potential and to increase the income in this direction, to contribute to the image and reputation of the society as an ethical business that adapts to common values are among these goals" (Açıkgöz, 2022: 46).

Social responsibility is included in many strategic plans made by businesses today. The social responsibility activities of the institutions are generally carried out on the issues that the public is interested in and mostly environmental problems are discussed. It is seen that these studies put the institutions one step ahead in the competitive environment, and most importantly, they contribute to the image and reputation. Corporate social responsibility enables institutions to be innovative, more reliable and memorable before their target audiences and stakeholders (Öcal and Özarslan, 2022: 271). These studies also bring the opportunity of potential customers to become permanent customers.

It is very important for institutions to reach the target audience for their corporate social responsibility activities. Institutions can reach large masses only with a good advertisement work. In this respect, it is known that advertisements, one of the best communication tools, play a leading role in the execution of corporate social responsibility activities. Advertising, which is a dynamic process that is delivered to a certain audience through various communication channels by institutions, leads them to spend, and provides benefits to the corporation as a result, is to present messages covering the product/service to consumers, customers or corporations by using mass media (Öcal and Özarslan, 2022: 272).

Advertising is a tool used to deliver a product, a service or a demand to the target audience by purchasing space and time from the media. Advertisements have many purposes such as informing the target audience about the product or service, increasing the demand for the product, and directing them to purchase. It is also possible to say that they have aims such as attracting new customers and increasing memorability (Kaya, 2018: 2). Technological developments have caused change and transformation in many areas. Of course, this change and transformation also has an effect in the field of advertising. Institutions that follow and keep up with technology reach the target audience much faster and the effect of reaching the masses is much greater. "Therefore, advertising; It is an activity that not only offers products and services to its target audience, but also conveys how and through which stages these contents can be obtained" (Yüksel, 2021: 35-36). The point to be considered during the preparation and publication of advertisements is that the advertisement is permanent in the minds of the target audience, has an impact, and while doing this, it is important that it provides access to the content of the advertisement. With this aspect, it is possible to call the advertisement as an effective marketing and sales process, which is used to deliver the desired message to many people at the same time, prepared with images such as creative ideas, colors, sounds, and visuals (Pektaş, 2014: 2). "In that case, advertisements contain many attractive elements thanks to their appeal to both the eye and the ear, activate the emotions in the audience with the use of celebrities or children, create empathy, and are among the attractive communication tools preferred by businesses because they contain visual elements that support the brand identity" (Taran Kılıç and Akbayır, 2022: 151). Based on this explanation, it is seen that advertisements contain many elements, are a planned activity, and enable the target audience to raise awareness on behalf of the institution.

Corporate social responsibility and advertising relationality serve a common purpose in terms of sustainability of organizations/firms. "There is a need for communication studies in order to increase the effectiveness of the concept of corporate social responsibility and to ensure that the ethical and responsible mindset, which is at the core of the concept, penetrates into all layers of the society. At this point, corporate social responsibility communication is the communication efforts carried out to gain the support of the stakeholders by explaining the corporate social responsibility efforts and results of the enterprises and plays a key role in the formation of corporate reputation" (Taran and Akbayır, 2022: 149). In this respect, it is clearly seen that the most important way of positioning corporate social responsibility activities of corporations in the eyes of society is through a good advertisement work and contributes to the reputation of the corporation.

One of the public relations activities, corporate social responsibility activities are brought together with the audience through advertisements. "Today, more and more businesses benefit from corporate social responsibility efforts. In other words; In an environment of widespread and increasing distrust towards large companies, businesses are increasingly giving importance to corporate image advertising campaigns based on corporate social responsibility initiatives in order to meet the consumer's demand for information about their concerns and effects on society" (Akbayır and Taran, 2022: 150). Thanks to its impressive sound, visual effects and narrative language, the advertisement helps large segments of the society to pay attention to the corporate social responsibility message, thus expanding the scope of the corporate social responsibility message. In this direction, corporate social responsibility activities aim to benefit the society, contribute to the corporate image and reputation, and be widely publicized only through well-executed advertising campaigns.

Methods

The increase in technological innovations and the transformation of business practices in both production and management processes brought about intense competition conditions among companies. In this context, it has become very difficult for companies to maintain their existence and keep up with the fierce competition environment. In this context, it is very important that the products and / or services they offer respond to customer demand and appeal to the target audience in order for companies to survive in a competitive environment. Being one step ahead of other companies in the market in a competitive environment, being visible, and maintaining its existence requires undertaking different works. Chief among these is corporate social responsibility studies. The support given by a company to social responsibility activities or carrying out a corporate social responsibility work as an institution increases the recall of the institution with positive emotions in terms of the target audience, increases the demand for products or services and makes the institution one step ahead in the competitive environment. Advertisements made within this framework make it easier to reach a large number of individuals.

It is known that in today's world, where competition conditions are increasing, institutions give importance to social responsibility studies. Corporate social responsibility studies are prepared with the aim of both contributing to the corporate reputation and gaining a place in the minds of the public, taking into account the benefit of the society. Partnerships made in this direction are also noteworthy. Institutional partnerships are found in recent studies. The visibility of the advertisement works produced in this framework in the advertisement works of the project partner institutions, the extent to which they are included in the context of the objects and people used, color and slogan, and how effective the broadcasting of these advertisements in series are as a reminder is meaningful in terms of analyzing the strategies used in corporate social responsibility studies. The aim of this study; The aim is to reveal the strategic construction of advertisements that address the concept of corporate social responsibility with project partners. In this framework, the aim of the research is to determine to what extent corporate partnerships are displayed in advertisements and with which images the visibility of corporations in advertisements is achieved.

The advertisements, which were prepared as a corporate social responsibility project with the partnership of Garanti BBVA Bank and the maritime association TURNEPA, attracting attention with the slogan "With the Love of the Country", the second one published with the same slogan, and the corporate social responsibility project of the Cif brand with the partnership of Kızılay and Istanbul Metropolitan Municipality. The advertisements, which were prepared with the slogan "Beautiful When Clean" and the second one published with the same slogan, were analyzed by semiotic analysis method. This study is limited within the framework of the features of the semiotic analysis method.

Semiotic analysis is completed with three elements. These; The sign is defined as the signifier and the signified. In the semiotic analysis method, it is possible to say that the indicator expresses a whole. The sign consists of the signifier and the signified. The signifier consists of tangible objects such as all kinds

of photographs, images, texts and sounds. What is shown are images used instead of concepts. It can be called the invisible face of the objects expressed by the concrete images shown (Aydınlıođlu and Susar, 2021: 11). In another definition, the sign is about what the perceiver sees, and the signified is about what they reveal by analyzing what they perceive.

Within the scope of this study, corporate social responsibility advertisements prepared with the partnership of Garanti BBVA and TURNEPA and the partnerships of Cif Brand, Kızılay, Istanbul Metropolitan Municipality, on which the second advertisements were published and analyzed, were examined. In these advertisements published within the scope of corporate social responsibility, the extent to which the partnerships of the corporations are reflected, the importance of the partnerships in these studies, the elements that will remind the corporations' corporate reputation, corporate identity and brand were analyzed using the semiological analysis method.

Findings

a) Garanti BBVA and TURNEPA Corporate Social Responsibility Advertisement

Through the commercial film prepared with the partnership of Garanti BBVA and the maritime association TURNEPA, it was tried to create the perception that Garanti Bank is an institution that works hard for its country, is an environmentalist and supports social responsibility activities. The advertisement film, which was broadcast with the slogan "With the love of the country", emphasized the love of Garanti Bank for its homeland. Here, the message is given that they have taken it as their duty to clean the Sea of Marmara in cooperation with the Marine Clean Association TURNEPA, and that they are working for a cleaner future.



Image 1. Garanti BBVA and TURNEPA corporate social responsibility advertisement

Source: https://m.youtube.com/watch?v=u1lqrX_ZKzI

Table 1. *Semiotic analysis of Garanti BBVA and TURNEPA advertisement*

INDICATOR	SHOWING	DISPLAYED
Human	Famous actor	Famous male actor in a fisherman's outfit, with the face of a Garanti Bank advertisement
Venue	Sea, boat	A boat that moves and collects garbage on the Marmara Sea
Action	Cleaning the sea	Cleaning the Marmara Sea full of garbage
Title	"With the love of the country"	As an environmentally friendly bank, Garanti Bank cleans the Sea of Marmara and protects its homeland

Four indicators were discussed in the social responsibility advertisement of Garanti BBVA and the Marine Association TURNEPA. (a) Human indicator; The famous actor who is the face of Garanti Bank is Fatih ARTMAN. Here the character is seen as the person who cleans the sea by boat. (b) Venue indicator; It is the Sea of Marmara and the boat on the sea. In the commercial, the Sea of Marmara full of garbage and the boat that collects the garbage in the sea, called a sea broom, are featured. (c) Action indicator; Cleaning the Sea of Marmara. Here is an individual working to clean up the garbage of the Marmara Sea. It is exhibited that this job is undertaken by the guarantee bank due to the value it gives to the country. (d) Title indicator; It appears as the expression "Love for the Country". At the end of the advertisement, it is emphasized that the guarantee bank gives trainings for sea cleaning, and we will take good care of Marmara. It ends with the sentence "For the love of the country" (see Image 1 and Table 1).



Image 2. *Garanti BBVA and TURNEPA corporate social responsibility second advertisement*

Source: <https://m.youtube.com/watch?v=twyHLe0c34g>

Table 2. *Semiotic analysis of Garanti BBVA and TURNEPA advertisement 2*

INDICATOR	SHOWING	DISPLAYED
Human	Officers working on the boat	The officers leaving the Marina to clean the sea and the captain using the boat
Venue	Marina, sea, boat	Marina where the boat is located, Marmara Sea and the boat that continues to collect garbage
Action	Cleaning the sea	Teams that continue to clean up garbage from the sea
Title	"With the love of the country"	Being a bank that values its country

It was published as the second of Garanti Bank's regular advertisement, "With the Love of the Country". Here again, four indicators appear. (a) Human indicator; While Fatih ARTMAN, who was the advertising face of the bank in the first advertisement, was the actor here, "the employee appears as individuals in charge. (b) Venue indicator; Marina, sea and boat. There is a marina where the boat is located, the Sea of Marmara and the boat that continues to collect garbage on the sea. (c) Action indicator; Sea cleaning. Here, the teams and boats that continue to clean the garbage accumulated in the sea are shown. d) Title indicator; It is "Love for the Country". In this advertisement, which is a continuation of Garanti Bank's first advertisement, we will take a good look at Marmara, with the title "With the Love of the Country". It is emphasized that they continue to clean the sea, they want to leave a clean sea, and they will achieve this with their loyalty to their homeland (see Image 2 and Table 2).

b) Cif, İstanbul Metropolitan Municipality and Turkish KIZILAY Corporate Social Responsibility Advertising Film

In this commercial, prepared by the Cif brand in partnership with the Istanbul Metropolitan Municipality and Turkish Red Crescent, the cleanliness of the city is emphasized. It was noted that the Cif brand made in accordance with the social distance rule in the Covid-19 pandemic, cleaning and renewing the park, underpasses, and then placing the cif garbage grabber product, specially produced for Cif, into the seas and collecting the wastes in the seas. Within the scope of the work started as the "Beautiful When Clean" project, five more advertisements were published as a follow-up to this advertisement. In this advertisement, it is underlined that the Cif brand, as a cleaning brand, attaches importance to the cleanliness of the cities, makes new initiatives, and most importantly, by producing Cif garbage grabber products that work non-stop, the seas will always remain clean and they recycle the waste they obtain from there. It has been pointed out that the Cif brand is an environmentally friendly brand.

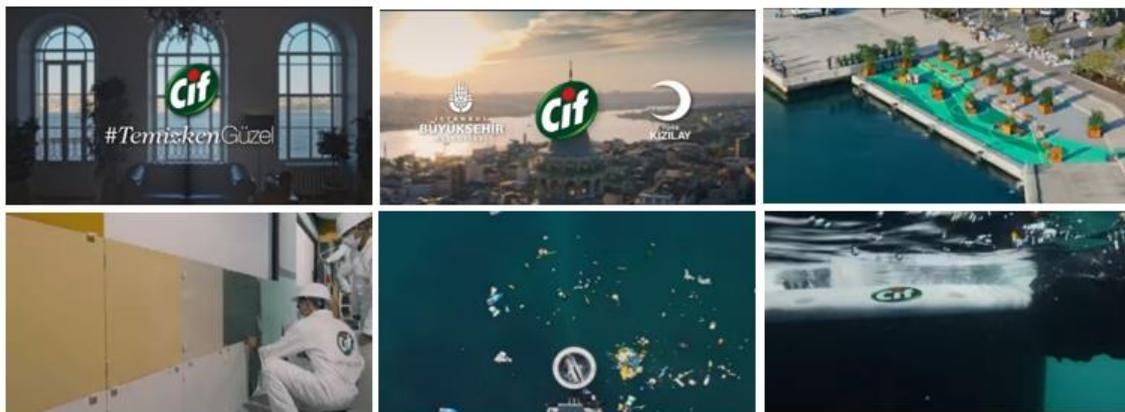


Image 3. *Cif, İstanbul Metropolitan Municipality and Turkish Red Crescent commercial film*

Source: <https://m.youtube.com/watch?v=hblmJE94ba0>

Table 3. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent advertisement semiotic analysis*

INDICATOR	SHOWING	DISPLAYED
Human	Cleaners, park workers	The officials who clean the underpasses in Karaköy and Eminönü, the employees who make the park
Venue	A room overlooking the Bosphorus, the sea, the underpass, the park, different streets	A room where the Bosphorus is shown from the windows, various streets of Istanbul, the underpass that is cleaned and where people pass, a park built by the sea and the sea where garbage cans are placed on the surface of which garbage is placed
Action	Environmental cleaning and creating new areas	Employees representing the brand to clean various parts of the city of Istanbul
Vehicle	Machine developed by Cif	Garbage grabber vehicle manufactured by Cif that collects surface wastes in the seas
Title	"Beautiful when Clean"	Emphasis on the brand that is a cleaning product, the logo of the partners, the emphasis that cities are beautiful when they are clean

Five indicators stand out in the Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's beautiful while clean project, corporate social responsibility advertisement. (a) Human indicator; They are "cleaners and park workers". Here, there are the teams sent by the Cif brand, which parks in accordance with the social distance, and the employees assigned to clean the Karaköy and Eminönü underpasses of the Cif brand. (b) Venue indicator; It is "a room facing the Bosphorus, the sea, the underpass, the park, different streets". A room where the Bosphorus is shown from its windows, various streets from different districts of Istanbul, underpasses that are cleaned and where people pass, a park built by the sea and the sea where garbage cans are placed on the surface with garbage. (c) Action indicator; It is "cleaning the environment and creating new spaces". Here they are seen as employees representing the brand to clean various parts of the city of Istanbul. (d) Vehicle display; It is the "machine developed by Cif". Here, it appears as a garbage grabber vehicle produced by Cif, which collects the surface wastes in the seas. (e) Title indicator; It is "Beautiful When Clean". Here, attention is drawn to the brand, which is a cleaning product, and it is emphasized that cities will be beautiful when they are clean. In addition, the logo of the partners is included (see Image 3 and Table 3).

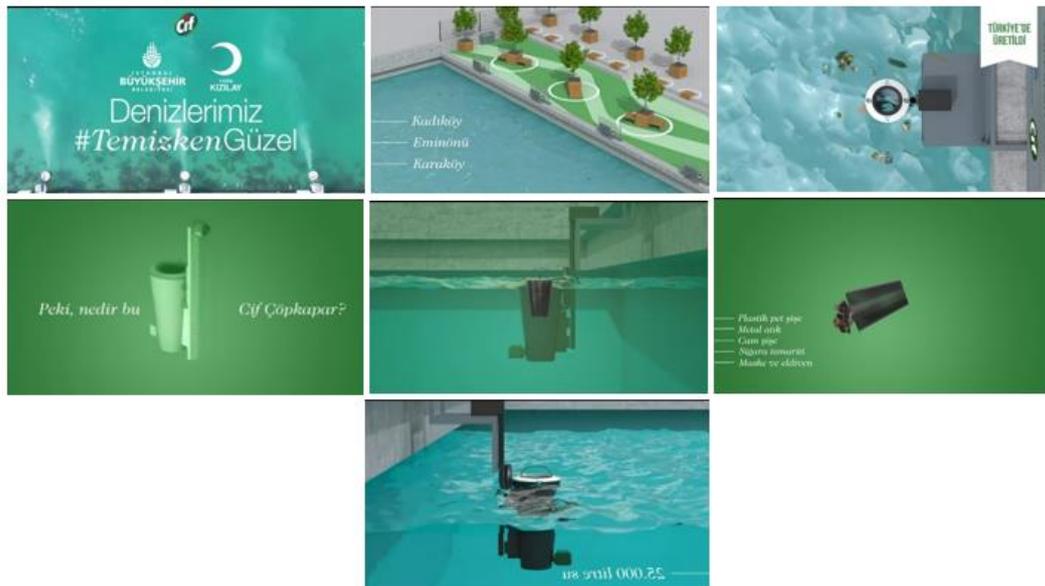


Image 4. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent second commercial film*

Source: <https://m.youtube.com/watch?v=Uw50deiPfxk>

Table 4. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent second commercial film semiotic analysis*

INDICATOR	SHOWING	DISPLAYED
Vehicle	Machine developed by Cif	Presentation of the garbage grabber vehicle produced by Cif
Title	“Beautiful when Clean”	Emphasis on marine cleanliness. The slogan of the brand.

Two indicators stand out in this advertisement, which is the second of the consecutive advertisements of the “Beautiful when Clean” project of Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent. (a) Vehicle display; It is the “machine developed by Cif”. Here, the garbage grabber vehicle produced by Cif is introduced. (b) Title indicator; It is “Beautiful When Clean”. It is the slogan of the advertisement. It also emphasizes the cleanliness of the sea (see Image 4 and Table 4).



Image 5. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent third commercial film*

Source: <https://m.youtube.com/watch?v=QKz1Y9ptDzM>

Table 5. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent advertisement semiotic analysis*

INDICATOR	SHOWING	DISPLAYED
Human	Cleaner	Cleaning officer wiping the Cif trash can
Venue	Bosphorus	Bosphorus with bird's eye view
Vehicle	Garbage grabber vehicle manufactured by Cif	Garbage grabber vehicle manufactured by Cif that collects surface wastes in the seas
Title	“Beautiful when Clean”	Emphasis on marine cleanliness. The slogan of the brand.

There are four indicators in the third sequential commercial film of Cif, Istanbul Metropolitan Municipality and Turkish KIZILAY. (a) Human indicator; is a cleaner. Cif is the cleaning officer who deletes the place where the garbage trap is written. (b) Venue indicator; It is the Bosphorus of Istanbul. With a bird's eye view, the Bosphorus becomes the Marmara Sea. (c) Vehicle display; The garbage grabber vehicle produced by Cif, which collects the surface wastes in the seas, can be seen. (d) Title indicator; It is Beautiful when Clean. Emphasizing the cleanliness of the sea is the motto of the brand (see Image 5 and Table 5).



Image 6. Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's fourth commercial film
Source: <https://m.youtube.com/watch?v=IdBKyh9FA0k>

Table 6. Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's fourth sequenced commercial film semiotic analysis

INDICATOR	SHOWING	DISPLAYED
Human	Cleaning staff, garbage pickers and staff who place their vehicles	The officers who launch the garbage cans and the cleaner who deletes the garbage trap
Venue	Bosphorus and its districts	The sea shores of Istanbul from the Bosphorus
Product	Cif bottle	Cif bottle produced with collected waste
Vehicle	Cif grabs trash	New Cif garbage grabbers placed at sea
Title	"Beautiful when Clean"	Emphasis on marine cleanliness. The slogan of the brand.

There are five indicators in the fourth sequential commercial film of Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent. (a) Human indicator; They are the cleaning staff and the officials who take the garbage and launch their vehicles into the sea. Here, there are the officials who land the new garbage collectors on the shores of Ortaköy and Aşiyân, and the cleaning worker who cleans the garbage container. (b) Venue indicator; Bosphorus and its districts. Here, from the Bosphorus, the shores of Istanbul's districts where new garbage collectors are placed are shown. (c) Product indication; It's a Cif bottle. It is informed that cif cream bottles are produced by recycling the wastes collected from the sea thanks to the garbage collectors. (d) Vehicle display; Cif is trash. It shows that the works continue by placing the new 5 double garbage grabber vehicles into the sea. (e) Title indicator; It's Beautiful When Clean (see Image 6 and Table 6).



Image 7. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's Fifth commercial film*
Source: <https://m.youtube.com/watch?v=yRgSnJzJFdQ>

Table 7. *Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's Fifth Sequenced commercial film semiotic analysis*

INDICATOR	SHOWING	DISPLAYED
Human	People	Individuals wandering by the sea
Venue	Seaside	Seaside areas where Cif garbage catchers are found and people roam
Product	Cif bottle	Cif bottle produced with collected waste
Vehicle	Cif grabs trash	New Cif garbage grabbers placed at sea
Title	Our seas are alarming project The slogan of "Beautiful when Clean"	With the "Our seas are alarming" project, the messages are that the pollution rate in the seas has increased, the living spaces of living things have been threatened, and that this can be reduced to zero with the support of everyone, with the alarming of cif garbage pickers on the environment day. The slogan of the brand.

There are four indicators in the fifth sequential commercial film of Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent. (a) Human indicator; is the people. It consists of individuals wandering by the sea. (b) Venue indicator; are seaside. There are seaside where Cif garbage catchers are found and people roam. (c) Product indication; It's a Cif bottle. The cif bottle produced from waste collected from the sea is the one shown. (d) Title indicator; Our seas are alarming project and its motto is beautiful when clean. With the "Our seas are alarming" project, messages are given in order that the pollution rate in the seas has increased, the living spaces of living things have been threatened, and that this can be reduced to zero with the support of everyone, when Cif garbage pickers sound an alarm on the environment day. At the same time, the slogan of the brand is "Beautiful When Clean", which emphasizes the cleanliness of the seas (see Image 7 and Table 7).

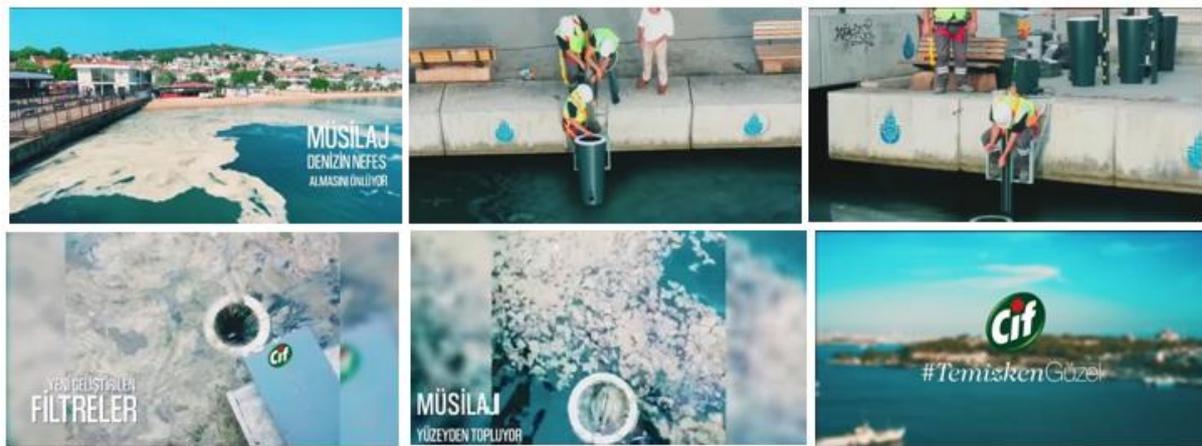


Image 8. Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's Sixth Commercial Film
Source: <https://m.youtube.com/watch?v=a--yMwzZJYg>

Table 8. Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent's Sixth Sequenced Commercial Film semiotic analysis

INDICATOR	SHOWING	DISPLAYED
Human	Working staff and individuals wandering by the sea	Teams deploying new cif trash cans and individuals wandering by the sea
Venue	Sea of Marmara	Showing the shores of the Sea of Marmara from different angles
Action	Cleaning mucilage at sea	Actions to remove mucilage from the sea surface
Vehicle	Newly developed Garbage grabber vehicle by Cif	Cif scavenger vehicles that collect mucilage
Title	"Beautiful when Clean"	Emphasis on marine cleanliness. The slogan of the brand.

There are five indicators in the sixth commercial film of Cif, Istanbul Metropolitan Municipality and Turkish Red Crescent. (a) Human indicator; working teams and individuals walking on the beach. There are teams that place Cif garbage cans with the new mucilage collection feature and individuals wandering around the seaside. (b) Vehicle display; are newly developed Cif garbage grabbers. The new Cif garbage grabbers with mucilage collection feature are shown. (c) Action indicator; It is to remove mucilage from the sea. There are studies carried out to clean the mucilage accumulated on the sea surface. d) Venue indicator; It is the sea of Marmara. Showing the shores of the Marmara Sea from different angles is the display of the space indicator. (e) Title indicator; It is beautiful when clean. The slogan of the brand is given by emphasizing the cleanliness of the sea (see Image 8 and Table 8).

Discussion and Conclusion

Corporate social responsibility has emerged as a very important public relations practice for businesses in recent years. "Corporate Social Responsibility" means any organization –a profit-oriented company, public institutions or non-governmental organizations– by acting "ethically" and "responsibly" towards all stakeholders both in its internal and external environment. It is a concept that expresses the

making and implementation of decisions” (Yağın, 2012: 3). In this context, institutions focus on corporate social responsibility activities for many reasons such as contributing to their image and reputation, standing out from their competitors, and obtaining a positive impression from the society. One of the important points taken into consideration in these corporate social responsibility studies is project partnerships. The work carried out by trustworthy institutions builds trust in the target audience and increases retention. The most effective method used to announce these works to large masses is commercial films. In this context, the advertisements published sequentially within the framework of the corporate social responsibility project carried out in partnership with Garanti BBVA and Deniz Temiz Association TURNEPA, in partnership with the Cif brand, Istanbul Metropolitan Municipality and KIZILAY, were analyzed with the semiotic analysis method. In this framework, a total of 8 advertisements, two consecutive advertisements of Garanti BBVA and Deniz Temiz Association TURNEPA, and 6 consecutive advertisements of the Cif brand, Istanbul Metropolitan Municipality and KIZILAY, were analyzed within the framework of the characteristics of the semiotic analysis method. As a result of the analyzes made, giving the logos of the partners at the beginning of the advertisement of the corporate social responsibility project partnerships ensures the recognition of the project partners. In the advertisements of Garanti BBVA and the Marine Clean Association TURNEPA, the presence of the corporate logos on the "sea sweeper boat" that cleans the sea increases the memorability. The presence of Fatih ARTMAN, a popular actor, who is the brand face in the advertisement, is used famously in the advertisement, and the actor's dressing in accordance with the character he plays in the advertisement creates a positive image in the target audience. A positive perception is created on behalf of the institution by frequently emphasizing a bank that values its country and works for its country. In the advertisements published in partnership with Cif, Istanbul Metropolitan Municipality and KIZILAY, corporate logos and names are given at the beginning. The slogan of being clean while being beautiful, which emphasizes the cleanliness of the city, also highlights Cif, the cleaning brand, in the target audience. The presence of the Cif logo on the clothes worn by the officers in the advertisement shows that the brand is constantly drawing attention. The most striking element in the advertisements is the Cif garbage grabber vehicle, produced by the Cif brand in Turkey, which collects the surface wastes in the sea. The fact that the brand is produced in Turkey and by Cif ensures that the target audience creates a perception of a brand that works for its country and brings innovations. In addition, a brand perception that supports recycling has been created by drawing attention to the separation and recycling of the collected wastes and the production of cif bottles from these wastes. It is emphasized that the publication of six advertisements with the same slogan and work sequentially also gains a place in the minds of the target audience, and it is emphasized that the project continues and more efficiency will be obtained with the support.

In these advertisements, which are generally published in partnership with the project, it is seen that the partners of the corporations are openly displayed, the logos of the corporations are on many indicators such as clothes, vehicles and places, and it is frequently stated that they act as environmentalist institutions. It has been revealed that they act with the aim of providing benefit to the society without any profit, and that the commercials published are designed in accordance with this strategy.

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