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Analysis of the brand building process based on CSR by Philip Morris in the World

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Abstract

This article based on a story of biggest tobacco company in the World will show how the brand of an enterprise dealing in a controversial product line regarding community and

social benefits such as cigarettes compared with traditional product lines in this market.

Keywords: Brand Management, Philip Morris, Tobacco Industry

1. Theoretical basis

1.1 Concept

CSR stands for the phrase "Corporate social responsibility", which is translated as "Corporate social responsibility", which is the commitment of businesses to business ethics and contributes to sustainable economic development, improving the quality of life for employees, activities and their families, the local community and society at large.

CSR is considered as an important factor as other traditional factors such as cost, quality and delivery in business. CSR is integrated into the enterprise's strategy and becomes a mandatory condition for the business to survive and develop.

1.2 Benefits of CSR

Benefit

-Contributing to regulating the behavior of business subjects:

Corporate social responsibility is also the ethical commitment of business to contribute to socio-economic development by improving the lives of the workforce and their families, while providing benefits for the community and society. Besides, if employees have favorable working environment conditions, it will motivate them to work better, creating conditions for businesses to access the world market, open widen the market for their products

-Contributing to improving the quality, brand value and reputation of the business

Good corporate social responsibility will help improve the reputation of businesses and entrepreneurs, from which businesses will enjoy a lot of economic profits. CSR can help businesses increase brand value and reputation significantly. Prestige helps businesses increase revenue, attract partners, investors, and employees.

-Contributing to increase profits for businesses

CSR has a positive relationship with return on investment, assets and revenue growth. CSR will form the basis of success for all the important business activities of the organization. On the one hand, CSR helps businesses reduce production costs through safe and economical production methods. Therefore, the most successful businesses are those that realize the important role of CSR and apply it to production practices.

-Contributing to attracting good labor resources

Competent labor is a decisive factor for productivity and product quality. In developing countries, the number of workers is large, but the workforce of high quality is not much; Therefore, attracting and retaining highly qualified and committed employees is a challenge for businesses.

-Contributing to enhance the national image

Social responsibility is an inevitable and global trend, implementing social responsibility is to increase competitiveness and international integration. The role of the Government in promoting corporate social responsibility is to create a complete legal environment, a level playing field for businesses, to provide information, advice, guidance and promulgation. mechanisms and policies to encourage enterprises, create conditions for enterprises to better fulfill the requirements of the Labor Code, manage, raise labor standards and promote competition, create favorable conditions to improve and raise labor standards according to

international trends.

Corporate social responsibility activities are not just to make businesses feel satisfied, not just ordinary promotional, charitable or small sponsorship activities, but this activity requires continuity, long-term commitment to the interests of enterprises and the interests of society.

1.3 Limit

Firstly, they have not paid much attention to environmental protection and have not fulfilled their social responsibility for environmental protection.

Second, many businesses still lack responsibility to the state and employees. In fact, it is illegal to owe salaries and social insurance debts (lack of responsibility to the state) and has not done well to ensure the rights and interests of employees (lack of responsibility to employees).

In addition, in recent years, there are still many enterprises for immediate profit, which have produced imitation goods, counterfeit goods, and poor-quality goods, causing harm to consumers, especially to health and many schools. very serious case. It also shows that these enterprises have not shown their social responsibility towards consumers.

2. Philip Morris' CSR-based branding activities in the world

2.1 Compliance with the law and business ethics

In the 70s, in-depth studies were conducted that clearly showed the negative effects of smoking and eventually, people accepted the fact that smoking was deadly. Since then, governments and organizations have been implementing various regulations and bans to help reduce tobacco consumption in countries around the world. Having previously denied any link between lung cancer and smoking, after a period of silence, Philip Morris and other tobacco companies filed their own lawsuits against their products and are no longer health claims may be disregarded. They are now expected to provide more transparency in their business and practices.

The percentage of adults who smoke has been steadily declining since the '70s. But despite the health risks (for the most part) users are well aware of, and efforts have been made to help reduce drug consumption. leaves; Millions of smokers continue to carry out their habit and Philip Morris remains an extremely profitable company. Although the company claims that it is taking steps to change its business model, it continues to make millions of dollars from a product that harms people's health. Obviously, this makes us question the social values and responsibilities of such a company.

With the emergence of corporate social responsibility, companies are now expected to do more than just produce and sell their products. Today, public opinion expects companies to operate their businesses in a socially responsible manner. And while it would be difficult for many to associate beneficial CSR behavior with the tobacco industry, drug companies are already embracing this trend while fighting to win back society's respect.

Therefore, Philip Morris has also decided to publicly share his initiatives to make a positive impact on social life and the environment.

The brand has published similar policies on both its PMI and Altria websites; however, I think the most interesting and controversial issues in which the brand claims to be involved are listed on the Altria site. An entire section of the

site is dedicated to corporate responsibility at Philip Morris, where the brand explains its many commitments and promises to customers as a socially responsible company. In a published corporate responsibility progress report, several issues were addressed starting with the brand's own admission of the fact that cigarettes are unsafe. The brand clearly states that tobacco is addictive, causes serious illness and the best thing to do for anyone concerned about the health risks associated with smoking, quitting.

The company also recognizes that as the largest tobacco manufacturer in the United States, it has an important role to play in helping to reduce adolescent tobacco use; that's why Philip Morris's first commitment was to help reduce teen tobacco use.

To do so, the brand explains that it supports a variety of programs that help reduce access to tobacco by minors. The company specifically supports youth development organizations that provide middle school programs that promote the healthy development of children. But it also funds research-based organizations that aim to prevent teen tobacco use. What some of these organizations can do is provide children or their parents with the support they need to avoid behaviors and risks and raise non-smokers.

Emphasizing their commitment, Philip Morris also shares his efforts to avoid underage smoking by supporting the "We Card" program, which includes training store employees to check IDs and spotted kids trying to buy cigarettes. As stated in their report, the brand's products are intended for adults and society as Philip Morris "markets them responsibly".

Through these self-proclaimed policies and commitments, Philip Morris appears to have adopted a more socially beneficial behavior, although many see this as nothing more than a strategy for the company to improve its image. in its image, Philip Morris is still providing customers with even more transparency.

The most important thing to consider is that the policies stated on the Philip Morris websites are up to date as of 2016. Therefore, it would not be fair to directly argue that PMI did not respect the policies and its current stated value. However, based on the many past instances where PMI has acted unethically and against the well-being of society, it would be difficult for many to identify Philip Morris as a socially responsible company. However, Philip Morris cannot be expected to act entirely ethically as to do so they would need to shut down their business altogether.

The company has demonstrated its efforts to prevent tobacco use through its commitments, but it has shown to prioritize its brand image, which it has cultivated over the years rather than a more socially beneficial outcome.

2.2 Information transparency

Philip Morris International is one of the world's leading multinational tobacco companies, with a diverse workforce from all over the globe.

Philip Morris International is a leading international tobacco company, with a diverse workforce of more than 69,600 employees from all over the world. C is committed to always building an ideal working environment and becoming the first choice of employees. Operate in an environmentally and socially responsible manner. Emphasis is placed on fighting against the illegal tobacco trade. Proudly supporting the growth of communities where tobacco is purchased, as well as where employees live and

work.

Owens six of the world's top 15 international brands and is present in more than 180 countries. Among them include *Marlboro*, the number one product in the world. Operate 39 production facilities.

The company's products are the choice of more than 150 million consumers worldwide. For those who choose to continue to smoke cigarettes, the company will continue to provide them with the best quality products. However, the company's vision does not stop here.

PMI was one of the first American companies to enter Vietnam in the 90s. Currently, *Marlboro* - the world's best-selling international cigarette brand - is produced and commercialized by a joint venture called Liability Company. Vinataba Limited - Philip Morris. About 350 employees are working at the company, of which about 100 employees are working at the branch of Vinataba - Philip Morris Company Limited in Ho Chi Minh City.

In 2016, PMI announced its decision to build its future on smoke-free products – which are much better options than cigarettes. As of March 31, 2019, our non-combustible heating tobacco products are available in 47 countries. Each market contributes to making the smoke-free vision a reality globally, and Vietnam is one of our preferred markets for the introduction of smoke-free products in Asia. We believe that the company can best contribute to public health by developing a wide variety of risk reduction products. From there, smokers can switch from cigarettes to better options.

2.3 Quality and safety

PMI's entire R&D apparatus is focused on developing products that are less harmful than cigarettes, but still provide a satisfying experience for adult smokers around the world. PMI has set high scientific standards for itself and welcomes parties to visit the scientific facilities and evaluate their processes.

PMI's vision is to give cigarette smokers a better choice, the business is developing and evaluating nicotine delivery products that do not produce harmful smoke while providing a satisfying experience for smokers. consumption. Since 2008, PMI has invested more than \$9 billion, employing more than 400 world-class scientists, engineers and technicians.

Millions of consumers have switched to the first product in the enterprise smoke-free category. PMI's priority is clear – converting hundreds of millions of adult smokers to less harmful options than continuing to smoke, as quickly as possible.

These new products are intended for adult smokers only and are not intended for those who have never smoked or have quit.

The inevitable approach to public health

According to the World Health Organization, despite campaigns to encourage quitting, by 2025 more than one billion people will still smoke cigarettes. With so many people choosing to use cigarettes, it makes sense that they should have alternatives that are less harmful than cigarettes. PMI is investing people, resources, time and money to develop better alternatives for cigarette smokers. The company's innovative product portfolio consists of four product platforms that can satisfy the different preferences of adult smokers and, in turn, help them convert.

The basic habits of cigarette smoking are simple: the smoker

lights the cigarette, and smokes until the tobacco leaf and wrapper are completely burned. This combustion creates a complex mixture that we call smoke. Tobacco smoke contains flavors from the tobacco mixture, as well as nicotine, which is a substance found naturally in tobacco leaves. These are the things that consumers enjoy while smoking. However, the same combustion process also produces more than 6,000 chemicals, of which about 1% have been identified as the cause or potential cause of smoking-related diseases such as lung cancer, cardiovascular disease, and pulmonary emphysema.

Through years of research and development, PMI has created a new generation of breakthrough products that are independent of combustion and, therefore, produce no smoke. Instead, we've found a number of ways to create flavored nicotine vapours that consumers can inhale. Due to the absence of combustion, toxic chemical levels are present in the vapor.

Our heated tobacco products are based on the principle of heating but not burning. Accordingly, the tobacco is heated just enough to release nicotine and flavor in a stream of vapor. PMI's tobacco-free products use liquid nicotine, which is extracted from tobacco leaves, each producing a different flavored nicotine vapor. While not without risk, all of these breakthrough products are better choices than smoking cigarettes – but the best option is to quit or not start smoking.

Results from PMI's efforts to date

The enterprise's research on the most advanced smoke-free alternative, the Tobacco Heating System (THS), is progressing rapidly. These studies indicate that THS has the potential to be less harmful than continued cigarette smoking for adult smokers who have fully converted.

When used as intended, THS does not produce combustion or smoke. According to laboratory assessments, the vapors THS produces also have significantly lower levels of hazardous and potentially hazardous substances (HPHCs), and are much less toxic than cigarette smoke. Furthermore, research on THS has significant potential for smokers to switch to the product entirely, just as the product does not appeal to people who have never smoked or have quit.

In addition, PMI is committed to independently verifying its results. They publish in peer-reviewed journals, analyze independent scientific research reports, and have launched a crowd-sourcing platform to facilitate verification of results.

2.4 Human rights

According to the World Health Organization, despite campaigns to encourage quitting, by 2025 more than one billion people will still smoke cigarettes. With so many people choosing to use cigarettes, it makes sense that they should have alternatives that are less harmful than cigarettes. PMI is investing people, resources, time and money to develop better alternatives for cigarette smokers.

PMI respects the authority and leadership of the government in protecting public health. At some point, PMI has strongly opposed regulations, such as those that remove trademarks from their cigarette packages and force consumers to choose between products that look almost alike. like completely. They believe plain packaging is inappropriate, and adult smokers will be treated as if they cannot make their own decisions when this measure is applied. PMI disagrees that banning cigarettes is appropriate for most smokers or for

society at large.

Treating everyone with respect and dignity is a core value of PMI's business. PMI expects their suppliers to do the same. To achieve that, PMI suppliers must have policies and procedures in place appropriate to their size and circumstances, including:

- Policy committed to respecting human rights;
 - A human rights due diligence process to identify, prevent, mitigate and consider human rights impacts; and
 - Processes, including where applicable complaints systems, to remedy the serious human rights impacts they have caused or contributed to.
- PMI identifies, prevents and addresses negative impacts on internationally recognized human rights:

Forced Labor and Human Trafficking

No participation or tolerance for the use of forced or trafficked labor. Be careful in identifying and dealing with modern forms of enslavement in business operations and supply chains.

Child labor

Do not use child labor. Children may be employed under certain circumstances as long as the child is 15 years of age or older, has reached the minimum age for employment, or is at the age of completion of compulsory education, whichever is higher. Workers under the age of 18 may not do work that may be harmful to health, safety, emotional development, or work related to the marketing and sale of tobacco products.

Working time

Workers must have time to rest. Regular working hours must comply with local laws. An employee must have one day off a week. Employees must have public holidays and annual leave. Overtime work must be based on the employee's voluntariness.

Salary and benefits

Pay adequate wages to employees. The salary and remuneration regime must be sufficient to satisfy the basic needs of employees and their families and generate after-tax income. Wages must meet the minimum level prescribed by law or meet relevant industry standards when the law does not provide for wages. Pay periodical and full wages, and ensure the remuneration and leave regimes of employees in accordance with the law. Do not apply disciplinary form of salary deduction.

Fair treatment

Maintain work practices and a diverse and professional working environment. Zero tolerance for offensive, humiliating, abusive or discriminatory practices of any kind. Provide equal employment and employment opportunities for employees and do not discriminate on the basis of individual characteristics. Make all employment-related decisions objectively based on merit.

Workplace safety

Create a safe and healthy working environment for workers to prevent accidents or injuries. Verify, evaluate and control sources of occupational hazards to health and safety. When sources of hazard cannot be effectively controlled at the

source, ensure that workers are equipped and use appropriate personal protective equipment. Regularly train workers on safety and health and keep appropriate records.

Freedom to join organizations

Be open-minded about the activities of unions and other workers' organizations. Respect and not interfere with workers' right to form or join a trade union or representative organization of their own choosing. Respect workers' right to collective bargaining. Respect the right to perform the representative function of workers' representatives in the workplace and the right to openly discuss working conditions without fear of discrimination, retaliation, intimidation or harassment.

Land ownership

Respect the rights and tenure of land and natural resources of individuals and local communities, including indigenous communities. Negotiate fairly with local landowners on land use and transfer. Do not engage in controversial large-scale land use rights disputes, or any land acquisition that results in the involuntary displacement of people.

2.5 Environment

Philip Morris International is a leading international tobacco company, with a diverse workforce of more than 69,600 employees from all over the world. Surname is committed to always building an ideal working environment and becoming the first choice of employees and workers. Philip Morris acts responsibly with the environment and with society. Surname attaches great importance to fighting against illegal tobacco trade activities. And take pride in supporting the growth of the communities where they buy tobacco, as well as where Philip Morris employees live and work.

Philip Morris owns six of the world's top 15 international brands and is present in more than 180 countries. Among them include *Marlboro*, the number one product in the world. And operates 39 production facilities.

Philip Morris products are the choice of more than 150 million consumers worldwide. For those who choose to continue to smoke cigarettes, the business side will continue to provide them with the best quality products. However, Philip Morris 's vision does not end here.

Philip Morris has committed to doing something very bold : to replace cigarettes with smoke-free products that we are developing and commercializing. "That's why we have a total of more than 400 scientists, engineers and technicians. Many of them are in the pharmaceutical and biochemical industries, and are looking for technologies that are less toxic to the brains of nicotine-receiving smokers. And they are dedicated to developing less harmful alternatives to cigarettes at our two R&D headquarters in Switzerland and Singapore".

Environmental compliance

Have the necessary licenses, certifications and registrations related to the environment and store these documents in a manner appropriate to your business activities. Train relevant personnel to ensure proper understanding and compliance with environmental permits and requirements.

Environmental Management

Set up a system network suitable to the size and

circumstances of your company to manage the environmental aspects of your production and business activities including measures such as: control, assessment prices and minimize the impact on the environment. Issue appropriate policies to apply environmental practices in your company's production and business activities and assign responsibility to departments in the company for environmental aspects. Quickly prevent or correct problems and continuously improve your environmental performance.

Reduce resource consumption and waste

Minimizing the consumption of natural resources, preventing pollution and minimizing waste, wastewater, carbon emissions and other environmental impacts related to your business and products. according to the principles of prevention. Set improvement goals, measure the results, and report on those goals.

Philip Morris International is a leading international tobacco company, with a diverse workforce of more than 69,600 employees from all over the world. They are committed to always building an ideal working environment and becoming the first choice of employees. Philip Morris operates in an environmentally and socially responsible manner. They attach great importance to fighting against the illegal tobacco trade. And take pride in supporting the growth of the communities where they buy tobacco, as well as where Philip Morris employees live and work.

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2.6 Join and develop the community

In the past, Philip Morris's name was associated with "cigarettes" - an unfriendly image when mentioned. Today, Philip Morris has increasingly shown a more active movement when conducting community development and participation activities.

One of the proofs of this group's efforts towards a better value for the community is its full focus on finance, human resources, and investment in technology and science to launch products. reducing the harmful effects of tobacco, in the goal of a smoke-free future. PMI's heated tobacco products are now officially available in 66 markets, including those with strict public health standards such as the US, UK, Japan, New Zealand and approved by health organizations. public view as a "clean" nicotine delivery solution for adult smokers switching to better solutions.

With the desire to create a sustainable future, bringing benefits to the corporation, shareholders, consumers and the whole society. PMI implements projects to solve the existing challenges of PMI in particular and the Community in general, proposes and implements plans to reduce the harmful effects of tobacco, the impact of the environment or the impact of tobacco. society.

Addressing global challenges with a sustainable development strategy

In addition to the vision of a smokeless future, PMI has been

activating activities that contribute to solving global problems. For example, progress towards carbon neutrality, with zero carbon dioxide (CO₂) emissions.

A commendable result is that In 2020, PMI achieves its absolute CO₂ reduction targets, including a 26% reduction in CO₂ emissions in direct operations and an 18% reduction in CO₂ emissions. CO₂ emissions across the entire value chain of the group.

PMI is one of the pioneering companies to create favorable conditions for gender equality between men and women, reflected in its fair policy of salary, benefits and career development opportunities. In terms of contributing to solving the burden of inequality in society.

For example, as of December 2020, 37.2% of management positions at PMI are held by women, up from 36.1% in 2019, and PMI is also aiming for 40% of management positions due to women holdings in 2022.

PMI acquired shares from pharmaceutical company Medicago in 2013 and now owns about 30% of shares in Medicago, a biopharmaceutical company based in Quebec City, Canada, which has previously had many projects. innovative research on vaccines. This unit also announced that it has made important strides in developing a vaccine against COVID-19 made on tobacco plants, instead of eggs as other studies.

Global transformations will continue, so there will not be a perfect solution, only an improved solution. The "test" called COVID-19 will also push society to re-evaluate the role of business in the community.

⇒ Any transformation of businesses in a more positive direction for society needs to be recognized fairly for what they have accomplished, instead of just looking at their past history to be anti-social or even extreme. "death" from infancy.

PMI is one of the units that actively support the community through the Vietnam Red Cross Society with many humanitarian projects sponsored throughout the country.

PMI Group continuously contributes to disaster relief, education, life improvement, livelihood creation, clean water supply and community development in many localities across the country.

As a concrete example, PMI contributed 1.7 million USD (equivalent to 33.2 billion VND), built 350 charity houses, 2 schools; provide clean water systems for 1,100 families; livelihood support and emergency relief for thousands of households in disaster areas, storms and floods

In 2007, PMI Group started to engage in humanitarian work in Can Tho city through the city's Red Cross with the following activities: Emergency support for victims and families of the collapse of the span leading to Can Tho bridge; financed the construction of Red Cross houses for 20 poor and disadvantaged households in Phong Dien district and provided funds to create household livelihoods, teach first aid skills for community development with a total budget of over 700 million VND.

In the following years, PMI Group spent over 11 billion VND to continue to support teaching and learning tools for a high school in O Mon district; finance the construction of 100 Red Cross houses; build a new primary school in Co Do district; support to connect clean water network and provide water storage equipment for poor households, build rural bridges; financial support for training in household sewing for poor women.

Sponsored by PMI Group, in 2013, the Red Cross Society

built 2 rural traffic bridges in Thoi Lai and Phong Dien districts with a total cost of 600 million VND.

Mr. Nguyen Thanh Ky, External Affairs Director of Vinataba-Philip Morris Branch, said: "Determining the motto of business development associated with community support, every year, PMI Group has a specific plan on supporting humanitarian projects in many localities,

⇒ Most of the projects are funded through the Redemption Association, ensuring the city's social security support as well as fostering the spirit of community for many officials and employees, demonstrated through many meaningful activities such as: expenses for buying household goods for poor households are supported by PMI to build houses in Ninh Thuan province, Can Tho city; buy gifts for 200 talented poor women who learn the craft of household sewing in Can Tho city; donate money, books, gifts and cakes to poor local children on Mid-Autumn Festival"

Before 2007, PMI Group cooperated with the Association to sponsor charity houses for 1-2 households per year. From the enthusiasm and thoughtfulness of the group, the Association boldly proposed the project to support the resettlement house for the poor and many other projects. Over 9 years with the Association, PMI Group sponsored 14 projects targeting the poor with an increasing number of beneficiaries.

Through continuous sponsorship cooperation and increasingly replicated through many newly implemented projects, it proves that the connection between Can Tho Redemption Association and PMI Group has achieved certain trust. The process of implementing activities at all levels of the City Redemption Association shows the thoughtfulness and transparency in project management for donors. Hopefully, with the continuous efforts of the Association at all levels, in the coming time, humanitarian projects of the Group will continue to be implemented, helping many poor families to rise up, stabilize their lives, and look forward to the future. bright.

Accordingly, the group's strategy is to contribute to the efforts of the World Health Organization (WHO) to reduce smoking rates and is moving towards the PMI target three times faster than the target set by WHO. The company's aspiration is that at least 40 million smokers will switch to smoke-free products by 2025.

According to the PMI report, an estimated 6.6 million adult smokers have stopped smoking and switched to tobacco harm reduction products. In order to reinforce its "smoke-free world" strategy, PMI continues to focus resources on smoke-free product lines when spending 92% of research and development investment costs and 60% of commercial costs. Global.

PMI continues to focus significant resources on preventing child labor and improving working conditions; scaling up efforts to improve gender and ethnic inclusion and diversity in the workforce; and reducing its impact on the environment through greening in energy, water and waste management, as well as conserving biodiversity, soil and forests.

PMI initiated the Agricultural Labor Practices program, with the ambition of zeroing child labor in the tobacco supply chain by 2025, strengthening human rights due diligence, and strengthening efforts in the management of tobacco products. social activities and labor in the electronic supply chain.

⇒ This is also the 5th year in a row PMI has been included in CDP's A Climate list (Global Climate Change Report) for comprehensive action to reduce greenhouse gas emissions and mitigate climate change, as well as transparency in reporting practices. The Group is also aiming for all of its plants to be certified to the Water Management Alliance's AWS standards. PMI's Brazil plant is the first of any industry in Latin America to receive this certification.

3. Conclusion

Established over nearly two centuries, Phillip Morris is proud to be the world's leading tobacco brand with the bold idea of developing smoke-free, environmentally friendly and less harmful products. health while satisfying the needs of customers. In the process of building its brand, Phillip Morris has always made constant efforts to comply with the social responsibilities of a business.

Since the day it started operating, a long time has passed, but Phillip Morris has always strictly complied with the provisions of the law and business ethics. The Company conducts its business activities transparently and openly, and fully fulfills its tax obligations. Besides, the company's research team has always been constantly researching and developing the best quality product lines, although in the tobacco product line, Phillip Morris always aims to be able to research into alternative products for tobacco, smoke-free, safe and harmless to the health of users while still meeting the needs of customers. The company also offers policies on salary and benefits for its employees, always caring, accompanying and dedicated to its employees. Environmental issues are also one of the important things that Phillip Morris cares about, the company always adheres to environmental protection conditions, invests in a treatment system suitable to the production nature of the business, Not only that, the company also makes constant efforts to find solutions to minimize the consumption of resources and limit the amount of waste discharged into the environment. Not only complying well with regulations, but Phillip Morris is also very interested in participating in and developing the community with projects to help those in difficult circumstances, building schools,... Activities humanitarian with the aim of contributing to making the world a better place, improving the quality of social life.

Through Phillip Morris's CSR-based branding activities, we can learn that in addition to aiming for profits, businesses must also focus on complying with social responsibilities. Society, constantly making efforts to protect the environment, strictly complying with the provisions of the law and fully and transparently implementing the tax obligations of the company, focusing on the welfare and life of the company. employees, ensuring the rights of employees, aiming to produce products of good quality and safety for users, besides, businesses should also actively participate in construction activities and community development.

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