Pinkwashing: When is enough enough?

Beverly Canin
Patient Advocate
Breast Cancer Action
Breast Cancer Options, Inc

Alcohol and Cancer Forum
Northwell – Staten Island University Hospital
April 25, 2017
Pinkwasher | pink’-wah-sher | noun

— A company or organization that claims to care about breast cancer by promoting a pink ribbon product, but at the same time produces, manufactures and/or sells products that are linked to the disease.

— Term coined by Breast Cancer Action Action in 2002 as part of the Think Before You Pink® campaign.

— Now a common term used freely by many advocacy organizations and the media to describe the hypocrisy and lack of transparency that surrounds breast cancer fundraising, especially during October, Breast Cancer Awareness Month.
Breast Cancer Action

- Breast cancer remains a public health crisis and social justice issue
- The focus on “awareness”, pink ribbons and mammography screening fails to address systemic issues
- BCAction’s independent watchdog role is more urgently than ever needed ‘among the endless sea of lucrative breast cancer charities, corporate donors and pharmaceutical-funded research agendas’.
9 Marketing Lessons & A Caution …
From The Fight Against Breast Cancer
October 2009
By Rohit Bhargava (www.influentialmarketingblog.com)
3. Focus on *influencers* of your target.

The NFL (mostly male) goes pink to support breast cancer (mostly women)!

Rohit Bhargava (www.influentialmarketingblog.com)
7. Find committed partners.

Cost of painting 1 Delta Airplane > $20,000

Zune purchase price = $250
Amount donated = 100%*

*Ford and Microsoft teamed up on this promotion in 2007

Rohit Bhargava (www.influentialmarketingblog.com)
Caution: Beware of “Pinkwashing.”

As with any cause marketing campaign, there are going to be skeptical voices. For the pink ribbon, these voices come from Breast Cancer Action, an organization on the lookout for participating companies who make products some argue may cause cancer.

It is a strong reminder that when it comes to cause related marketing, authenticity is still of paramount importance.

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Rohit Bhargava (www.influentialmarketingblog.com)
This presentation highlights key marketing lessons, but also shares a very real caution to marketers that there is no substitute for authenticity.


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CHAMBORD®
PINK YOUR DRINK®
AND MAKE A DIFFERENCE

HOST A COCKTAILS & CUPCAKES PARTY
RECOGNIZE A BREAST CANCER SURVIVOR
YOU COULD WIN A GIRLS NIGHT OUT
GET PARTY TIPS WITH THE ENTERTAINING GUIDE

A Party With A Cause

COCKTAILS & CUPCAKES PARTY

CHAMBORD® WILL DONATE $5.00 to FFBC® for every guest you invite to your party.

Bring everyone together for your very own Cocktails & Cupcakes soirée to honor a loved one affected by breast cancer and raise support for breast cancer awareness. It’s easy and fun. Pick the day and time and set up your invitations through Evite.

Be sure to check out our Entertaining Guide tab to find great hosting ideas and recipes!

GET STARTED HERE = Evite

* For every invitation you send, Chambord will donate $5 to Fashion Targets Breast Cancer® to reach our maximum donation goal of $10,000

SOPHISTICATION IS MODERATION. PLEASE DRINK RESPONSIBLY.

LIKE OR SHARE THIS POST AND WE’LL DONATE $1 TO A NATIONAL BREAST CANCER CHARITY.
SCREW CANCER.
RELAX WINES HELPS SAVE THE TA-TAS.
Pinkwashed drinks

Flavored malt beverages
- Mike's Hard Pink Lemonade (Mark Anthony Group)

Beer
- PYNK Ale (Yards Brewing)
- Althea (Weyerbacher Brewing)
- Saison de Rose (Free Will Brewing)

Spirits
- Chambord vodka (Brown-Forman)
- Support Her vodka (Cottage Grove/Side Pocket Distillery)

Wine
- RELAX Pink (Schmitt Sohne)
- Happy Bitch
- ONEHOPE
- Global Journey (Mount Vernon)
- Cleavage Creek
- Chateau St. Jean (Treasury Wine Estates)
- Beringer (Treasury), Barefoot (Gallo), Sutter Home & Ménage a Trois (Trinchero), Korbel (Brown-Forman)

Celebrity victim sponsorship
Common features

• Few:
  – specific breast cancer charities named to receive funding
  – total dollar amounts listed to be donated
  – specific breast cancer-related activities to be funded
  – designated caps or limits for a total donation

• A certain donation amount promised per item purchased or user activity completed

• Stories dedicated products to BC survivors who family or friends of the company

• Celebrity BC survivors promoted engagement w/sweepstakes or contests

• Sponsorship of charity fundraisers

• User engagement on social media as primary campaign

• Sexually-oriented images and phrases

Drink with a purpose.

#RELAX4TaTas

Whenever you share #RELAX4TaTas, we’ll donate $1 to The Save the Ta-Tas Foundation.
For complete information visit RELAXwines.com
Crawl for Cancer™ is an organization driven to plan and host fundraising events that support lifesaving research and those affected by cancer.
Contradictions & Dangers

• Of the specific donation amounts listed, most were less than $25,000
  – To compare: the U.S. National Cancer Institute funded $559.2 million in breast cancer research in FY2013

• Extends the potential to increase sales of a carcinogen and enhances marketing opportunities by linking alcohol brand to charity networks, volunteers, and adherents

• Extends marketing reach of pinkwashed alcohol to young women, many of whom may already drink at risky levels

• Devalues prevention messages about drinking and cancer risk by linking the volume purchased (likely consumed) with donation amount

• Undermines efforts by charities that do not engage in corporate relationships with the alcohol industry.

Cocktails & Holiday Cheer
New York City
December 6, 2012

Think Pink and Drink
Washington, DC
June 7, 2011

Think Pink. Drink Pink.
Boston
October 28, 2010

Ruit for the Cure
Boston
January 20, 2011
THE HOT PINK PARTY
THE PINK STANDARD

ELIZABETH HURLEY, Emcee
The Roslyn and Leslie Goldstein Sang Hero Award
Presented by SIR ELTON JOHN
to LEONARD A. LAUDER
Special Performance by TONY BENNETT

Thursday, April 30, 2015

GOLD STANDARD BENEFACTORS

ANN INC. ANN TAYLOR LOFT
Rob and Cindy Citrone
Kinga Lampert

ROSE GOLD SPONSORS

Brighton Collectibles
Firmenich
CONDÉ NAST
HEARST corporation
Caroline and Sidney Kimmel
Nancy and Howard Marks

NELLi
Time Inc.

R.S.V.P. by enclosed card
Please join the Chicks for Life on Sunday, April 10, 2016 from 6pm to 9pm for a fun night out at the Olney Winery to support the American Cancer Society "ACS" Relay for Life of Olney! A night of wine, live music, food, games, friends and giving. A night you're most certainly not going to want to miss!! Each $25 ticket ($30 at the door) gets you five wine tastings of your choice, food, live acoustic entertainment and a team donation. We will also be selling bottles of wine with our custom Chicks for Life/Uncork the Cure label to stock up on! Each bottle purchase also enters you in a fantastic wine giveaway!!! With every bottle purchased the Olney Winery gives $10.00 towards the event.
40th Annual Wine & Spirits Gala

Monday, October 2nd, 6:00PM

On Monday, October 2nd, we hope you can join us and other Industry business leaders at the 40th Annual Wine + Spirits Industry’s Gala. The Gala is one of the area’s premier events and is an exciting evening filled with an elegant dinner, a spectacular auction, entertainment and much more! And as we come together to celebrate for a cause, the American Cancer Society will continue funding groundbreaking research, delivering vital patient services and advocating for lifesaving change.

The American Cancer Society is an organization of advocates, researchers, volunteers, caregivers, survivors, patients and donors. Together we are a united force against all cancers. Studies show 1 in 3 women and 1 in 2 men will get cancer in their lifetime, so we are all affected in some way. Fortunately, cancer will never have what we have – humanity. Humanity – made up of courage, determination, innovation, passion, empathy, and caring. These are the values that give us the advantage over cancer. They empower us to encourage prevention, raise awareness, foster innovation, inspire generosity, deepen understanding, and provide care. They fuel everything we do – whether it's advocating for lifesaving change, honoring a loved one, funding groundbreaking research, motivating communities to donate, delivering vital patient services, or empathizing with someone’s journey. Every action moves us one step closer to achieving a world free from the pain and suffering of cancer.
Where’s the Blind Spot???

Is it a total disconnect?

Hearing only what we want to hear?
SHAME
EDUCATE
think before you pink... TOOLKIT

OCTOBER 2017
Welcome & Introduction

LEARN
The Politics of Breast Cancer and the Pink Ribbon
The History of Think Before You Pink®
Facts That Demand Action

SHARE
Think Before You Buy Pink: Critical Questions for Conscious Consumers
Breast Cancer Runs and Walks
“Isn’t ANY Money for Breast Cancer Good?” and Other Frequently Asked Questions
Think Before You Pink® Quiz
Using Social Media to Change the Conversation

ACT
Launch Your Own Think Before You Pink® Campaign Challenging Pinkwashers
Sample Letter to Pinkwashing Companies
Sample Letter to Non-Pinkwashing Companies
Pledge to Prevent Pinkwashing
Write a Letter to the Editor or an Op-Ed
Support Legislation
Thank You for Joining Us in Taking Action!
Flyer
Wallet cards
Support Breast Cancer Action
Future research directions

- Alcohol cause marketing with other types of cancer
- Confirm if BC charities receive donations promised in campaigns
- Alcohol sponsorship of BC/other cancer fundraising events
- BC fundraising activities that are drinking events
- Breast cancer charity policies re: acceptance of, agreements with alcohol industry
- Total amounts spent by alcohol industry on pinkwashing and net profit from those campaigns
- Comparison of costs of alcohol-related breast cancer to profits gained from pinkwashed alcohol
- Other alcohol industry cause marketing using types of alcohol-related harm: HIV/AIDS, LGBT equality, returning military veterans, disaster response…


https://alcoholjustice.org/

“Pink Binging” - Executive Director/CEO Bruce Lee Livingston
THANK YOU