Examining the effects of green marketing on brand and corporate image

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ABSTRACT

Consumers highly value environmentally-conscious companies in today's world. These businesses announce their environmental awareness through various marketing tools such as advertising, public relations, sponsorship, social responsibility projects. These methods provide support to environmentalist images of brands since they are informative yet in some cases, they are perceived as unnatural by consumers. It is possible to say that being consistent and plain for actions taken for environmental activities have a direct impact on whether these activities are unnatural or sincere. In the article, the effects on brand and corporate image of green marketing practices of businesses were examined. While examining the image created by the green marketing practices of the brands in the consumer's mind, it is also important to examine the actions taken for social responsibility. Therefore, the green marketing application processes of the corporate social responsibility approach are examined. In this article, a fuel company's advertising film, which is known as environmentally friendly with green marketing practices, has been examined according to the semiotic analysis method.

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Introduction

Today, the management approaches of businesses, their fields of activity, marketing strategies as well as the demands and needs of consumers are changing rapidly. In this regard, companies that want to meet consumer demands and needs, gain competitive advantage, and adapt to other environmental factors such as culture, policy, technology have had to change in many areas from marketing strategies to ways of doing business. Every change in companies directly affects the concept of brand. At this point, the concept of brand can be explained as one of the most important points regarding the promotion and differentiation of the product produced by the seller or the manufacturer. Brand concept consists of many components such as name, symbol, logo, design, colour, slogan, term, sign. The brand image is grown based on the perception created by these components on the consumer. In this context, practices such as socially liable actions carried out by the brand, studies carried out within the scope of social responsibility, environmentally sensitive business processes directly affect the brand image. It is mentioned that individuals, groups or businesses show ethical and sensitive behaviour in economic, social, environmental or cultural issues when the concept of social responsibility which is created by the brands in the consumer mind is examined. Companies that carry out environmentalist practices within the scope of corporate social responsibility are positioned as environmentalist companies. In this context, they affect the brand image with the projects and works they implement. The emergence of environmentalist approaches by using marketing practices such as advertising and activity is called environmental marketing or green marketing. Green marketing is not limited to certain issues such as using only recyclable products, producing products that do not damage the ozone layer; But also a series of marketing activities, which are a much broader concept can be applied to all business processes and even human resources policies as well as all goods and services.

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Given that businesses are socioeconomic assets; it is unlikely that they will be unresponsive about "Environmental Awareness" that directly affects the behaviour of consumers. Traditional understanding that treats businesses as for-profit organizations only; has been replaced by a new understanding that evaluates as socially sensitive and quality-oriented institutions in current conditions. In this regard, businesses do not remain insensitive to the events and situations in their external environment and carry out projects and practices that contribute to the environment and society under the umbrella of corporate social responsibility. Since these applications are the factors that support the brand image, they are connected with the concept of brand.

In this study, the strengths of an advertisement film, which has been successful in different fields, have been determined within the framework of green marketing practice and the brand perception has been handled both as a marketing element and in a sensitivity independent from marketing. Starting from this point, the content of the concepts of brand image and the corporate image was clarified first, and then corporate social responsibility and green marketing processes were examined. In the continuation of the article, the advertising film of the campaign, which is carried out by a fuel brand in partnership with a private bank, was analyzed by semiotic analysis technique.

Literature Review

Conceptual Background

The brand will provide many benefits for businesses, and if it does not have correct positioning and a sustainable feed, it may also cause negative consequences. The brand can have companies make a difference. In competitive market conditions, there are situations where the only thing that makes a business different from another is brand perception. At this point, the importance of the brand concept is perceived. Today's market conditions are tough due to the globalizing world (Kavas, 2004). The consumer, whose access to information is much easier than previous years, can easily compare products in every aspect. In these conditions, it is not easy to differentiate products by pricing. Since the company wants to create a price advantage can be followed immediately by its competitors, and this advantage can be eliminated instantly. Differentiation of product features can only be of a certain size, and many products can be easily produced by competitors, except for personalized products. For this reason, the point that makes the main difference is often becoming a brand (Aaker, 1991). Even if all conditions are equal, the brand image of the product can change all the balances and provide a great competitive advantage. In this regard, businesses can stay ahead of their competitors thanks to their brand perception, even without the need of price differentiation. There are many important factors in creating a brand image. Some of these are related to the product, while others are independent of the product, related to consumers' lifestyles, cultures and needs. It has been observed in researches about consumers' purchasing habits and decision-making processes that consumers make decisions based on the benefit provided by the product, so the functional properties of brands are important parameter. Another result in the researches is that emotionality is also very effective in consumer evaluations. At this point, brand image and symbolic values come into play in brand selection (Odabaşı & Oyman, 2002). According to Aaker and Biel (1993), brand image consists of three basic components. These are; corporate image, in other words, the image of the business, product image and user image. The combination of corporate image, product image and user image constitute the brand image.

The corporate image is expressed as the sum of the impressions of the business or organization that exists in people's minds (Dowling, 1993). It also interacts with corporate image, corporate culture, corporate philosophy and corporate identity. Corporate image is the whole perception created in society as a result of the actions that businesses perform consciously or unconsciously (Özdemir, 2009). The corporate image, which can be referred to as the perception or outward-facing of companies and which has an important place in the relations of the business with all its stakeholders, affects the brand image closely. Corporate image is a whole of experience, belief, emotion, knowledge and impressions about the institution in the mind of the society (Abratt & Thabiso, 2001). The corporate image is as important as the financial performance of that institution. Factors that are not under the direct control of the organization, such as interpersonal communication, mouth-to-mouth rumours and gossip, are also effective in the formation of the corporate image. In this context, a positive image ensures that the relevant product, service, brand or business is recommended to others and increases the loyalty to the brand (Eren & Eker, 2012). Concepts that contribute to corporate image and show the value attached to the institution include trust and loyalty, attracting attention and maintaining talent, teamwork, efficiency, brand awareness, respect and business growth (Pelosi & Bunker, 2009). The image of the institutions is formed not only by what they do in their internal activities, but also by the fact that these activities take place in the media and the perception created by all stakeholders, from customers to employees. For this reason, the media also plays a significant role in the formation of corporate image. If an institution draws a reliable image in the media, its perception is high in society with this image. Even though the main purpose of the companies is to make profit, the companies that are aware that the quality of the goods and services they produce will not be sufficient, aware that public relations activities and marketing communication are vital. One of the most important principles and goals of public relations is the effort to create a positive corporate image in public (Sabuncuoğlu, 2001). Positive corporate image is a critical distinguishing factor in today's competitive world. Many factors affect creating a positive corporate image. The importance of factors such as producing quality goods and services, benefiting society and having a strong history are changing day by day. Businesses, which were previously evaluated only based on the products and services they produced, are now handled with the benefit they provide to the society.

In recent years, it is seen that businesses sensitive to the environment and society have a more positive image. Therefore, the concept of corporate social responsibility, which is the main goal of benefiting society, plays an important role in the positive corporate image. According to Business for Social Responsibility (BSR), companies with corporate social responsibility provide many benefits from this situation. Corporate social responsibility behaviour strengthens the brand image by creating brand awareness (Ven Van & Graafland, 2006). For example, many studies have been conducted on the effects of the social responsibility project "Aygaz Warns Against Home Accidents" carried out by Aygaz in 1998 on the brand image. According to a study conducted with 2013 people, project awareness is 32%. The project has achieved remarkable results both in the sense of social awareness, and it is trying to create and in the sense of brand awareness. This project, which is considered as a social responsibility project that positively affects the corporate and brand image, was able to achieve its purpose in every dimension by creating a large amount of social awareness it aimed at (Ülger, 2003). For this reason, businesses aiming for a positive corporate image try to be a socially responsible business. The main reason for this is that the expectations of society from companies increase day by day. Social and environmental problems are coming to the agenda more with globalization, and larger masses are aware of these problems play a role in increasing expectations. Businesses that are insensitive to all these problems are perceived more negatively in the eyes of society, and this perception affects the purchasing decisions of consumers more than previous years. Actions of businesses that support projects related to social problems have a positive effect on corporate image. Therefore, many companies in the world and Turkey are working on these issues. The perception created by advertisements, sponsorship deals and public relations are highly important in creating corporate image since they are the sides of businesses that are facing outwards. There are many different opinions and research on the factors that are effective in the formation of a corporate image. Factors affecting the corporate image are discussed under four main headings. These are the advertising factor, sponsorship factor, public relations factor and social responsibility factor (Koçyiğit & Özüpek, 2014).

One of the concepts that is emphasized to create a positive image is sponsorship. The concept of sponsorship, whose name is frequently mentioned together with corporate social responsibility, but understood as a different concept than corporate social responsibility, affects the brand image positively because it supports an activity that affects all or a small part of the society. One of the most important factors that will positively affect the image of institutions or brands is the public relations factor. Public relations is a management function performed by a business to obtain the positive opinions and support of all its stakeholders and to maintain it. Another important factor in creating a positive corporate or brand image is an advertisement. Also, advertisements have an important role in strengthening the existing positive image or turning the existing negative image into positive. Although corporate advertising is an advertising practice, it is considered as a public relations practice that contributes to corporate image formation or as a public relations tool for improving corporate image (Tikveş, 2003). In this regard, the advertisement of a social responsibility project and announcement of the social responsibility project with advertising that has a significant effect on the positive image will have a positive impact with the use of two factors that positively affect the brand / corporate image. Of course, the content of the advertisement, how the social responsibility project is reflected, honesty, sincerity and presenting the social responsibility project without exaggeration are also important factors. Since various information from the properties of a product to the usage is transmitted to the consumer through advertisements today, it is important that this information is reliable and accurate, it does not contain inaccurate information, the consumer rights are not abused, and information is provided within the framework of ethical principles; because the consumer is now waiting for the right direction for product selection from the business (Aktuğlu, 2006). From an ethical point of view, the advertisement of social responsibility projects is a subject that requires much more attention. People tend to see advertisements as a manipulating tool, and in parallel with this, many businesses and brands use persuasion management with manipulation in addition to creating a positive perception on the consumer in their communications with advertisements.

Social responsibility is the ethical and sensitive behaviour of individuals, groups or businesses on economic, social, environmental or cultural issues. It is the social benefit that is essential in social responsibility. Social responsibilities of businesses are called "Corporate Social Responsibility" (Özalp et. al., 2008). The social responsibility of the business also brings a mutual relationship. Company employees are members of the society too, in this sense, social responsibility presents a mutual profit to the business, the employees and the society. Social responsibilities of businesses can be considered as two types. Firstly, the impact of the enterprise on the industry in that area, the communities in the environment, nature, political area and its customers is considered as a social responsibility. The concept of "effect" mentioned here does not have a negative meaning; on the contrary, the society of the enterprise is generally perceived as a positive-enhancing effect (Solomon and Hanson, 1983). The second type of social responsibility of the business is related to the ability of the business to realize activities that can provide real benefit to society. Businesses generally argue that these issues do not fall within the scope of social responsibility and do not want to take responsibility (Solomon & Hanson, 1983; Onay, 2003). Indeed, volunteering is the basis for corporate social responsibility. "Corporate Social Responsibility" projects are called for the projects that businesses undertake voluntarily to benefit society and improve the welfare level of society in a certain period. There are three important parameters here: projects are within a certain period, volunteering and aiming for the benefit of society. In this regard, integrating the concept of social responsibility with a brand or institution plays an important role in developing the value and personality of the brand. While it ensures a feature which distinguishes them from others in an intensely competitive environment for brand, it also reinforces the trust in the brand. World-renowned brands such as Mc Donalds, Avon, Unilever have improved their brand values and thus their brand image through social initiatives (Kotler and Lee, 2006). However, what should not be forgotten here is that social responsibility is a concept that aims at the benefit of society and voluntarily. Businesses that make

social responsibility only as a show for a brand image are perceived much more insincere. This situation affects the business negatively both in terms of brand and corporate image and ethically. While companies try to fulfil their social responsibilities by reducing the rate of saturated fat, using renewable energy and not experimenting with animals, they will be inconsistent if they discharge their wastes into the sea or put a substance harmful to health in their products. For this reason, their social responsibility behaviours and projects that they perform as a show will affect them negatively. Corporate social responsibility may be related to the main activity area of the enterprises, i.e. the goods or services it produces, or it may be completely independent of the main activity area of the company. There are corporate social responsibility projects, with or without a direct part of businesses' everyday work. It can also be a common project aimed at protecting the environment and supporting society. Also, businesses do not have to do corporate social responsibility projects in a single area (Gümüş & Öksüz, 2012). As in Yapı Kredi Bank or companies such as Turkcell, they can perform more than one different project in environmental practices, human rights, occupational health and safety, or participate in existing projects. While it is directly related to the recycling of waste by improving the processes related to the product directly produced by a factory and thus creating environmentally sensitive processes, supporting abandoned children's education from the profit of the company is not directly related. Still, businesses can engage in these multidimensional social responsibility behaviours.

Since the 1980s, events such as global climate change symptoms and extinction of some living species have started to appear frequently. With the effect of the rapid development of technology in the following years, it has become easier for many people to be informed about the information that the balance of nature is disturbed. The sensitivity of individuals to the environment has increased with the impact of the spread of information that many living species, including humans, are likely to disappear in the short, medium and long term, or to face unknown diseases or natural phenomena due to deterioration of environmental conditions and climate changes (Ülger, 2003). In the following years, it has been seen that environmental events and natural disasters have increased, and they have also become effective in the decision-making processes of consumers. Consumers, who have become more sensitive to environmental events, have begun to react to businesses that are not sensitive in this sense (Şahin, 1984). Although the increase of the reaction in certain audiences did not draw much attention first, after a while, the businesses started to display environmentally sensitive behaviors considering this situation.

Green business, in other words, environmentally sensitive business, takes the ecological environment as an important factor in decision-making processes and aims to minimize or eliminate the environmental damage in its activities and in this context, it is an understanding adopted by businesses that change the design and packaging of their products, production processes, strive to place the philosophy of protecting the ecological environment in the business culture, and fulfill their duties towards the society within the scope of social responsibility (Nemli, 2000). The responsibilities of the companies to the society and the environment have increased due to the ascending interpersonal interaction resulting from developing technology and ongoing awareness of the growing number of companies that they exist thanks to using social resources (Uydacı, 2002). Accordingly, businesses have had to carry out their economic activities within some limitations. The basis of the social responsibility approach is the reliable product for the welfare and happiness of the society, the advertisement reflecting the truth, the activities that will protect the environment, the safety of the employees and the efforts to provide employment (Ottman, 1999). With the development of marketing activities and technology over the years, modern marketing understanding has been born. Contrary to classical marketing methods, modern marketing has started to deal with the feeling left on the consumer, the experience offered to the consumer, and the emotional dimension of marketing (Kotler & Lee, 2005; Kotler & Gary, 2012).

Within the scope of modern marketing approach, social marketing understanding, which is a marketing method involving social responsibility, has also developed (Ar, 2004). Within the scope of social marketing, brands working for solutions of problems affecting certain segments of society, solutions of social problems or solutions of environmental problems that concern the whole world have come to the fore. With the increase of brands that exhibit practices and behaviors sensitive to environmental pollution and adopt environmental strategies and targets, an environmentalist marketing approach has emerged. Green marketing, in other words, environmentalist marketing approach is the marketing activities that businesses carry out by taking more consideration of the natural environment (Tarhan, 1966: 17). Green marketing is all of the activities of realizing many changes to meet the demands and needs of society and to damage the natural environment to the minimum level (Erbaşlar, 2012).

In other words, green marketing is concerned with the production, distribution and development of environmentally friendly business processes under the principles of environmental protection. According to Warner, the green marketing approach can be examined in four stages (Warner, 1996). At the first stage, environmentally sensitive, namely green products are designed for environmentalist consumers. For example, white goods that use less energy, alternative fuels that cause minimum environmental pollution, and recyclable products. It is possible to name this stage as green targeting. The next stage is the development of green strategies (Peattie, 1999; Prakash, 2002). For example, to carry out waste policies suitable for recycling within the enterprise, to develop business processes that will spend less paper, to take electricity consumption reducing measures with efficiency increasing working hours. The third stage involves stopping the production of non-green, i.e., non-environmentally friendly products. In other words, no green goods are produced except for any goods or services. This requires the complete transformation of the company (Peattie & Crane, 2005).

In the fourth and final stage, it is not enough to be environmentally friendly. The business must have reached full social responsibility awareness. It should progress to support this environmentalist approach even in business partnerships.

Although the concept of green marketing is handled based on green products, it is not enough that the products are only environmentally friendly. In the implementation of the green marketing strategy, it is necessary to have compatible promotion activities and environmentalist pricing and distribution policies. The ability of businesses to achieve green marketing awareness is developing depending on the corporate culture and environmental factors. It will be a definite and radical transformation in this sense, with the adoption of this awareness from the top manager to the lowest level employee. If everyone is sensitive but there are problems in implementation, the budget will never be allocated for environmental awareness and will never be truly environmentally friendly. Environmental awareness is important not only in discourses but also in actions, in terms of consistency and plays an important role in consumers' minds. While some businesses are environmentally sensitive in only some of the products and services they produce, they describe much more than all marketing communications, which often has a negative impact on the consumer's mind (Ay & Ecevit, 2005).

Brands, which wanted to draw an environmentally sensitive image for the environmentally sensitive target group, initially thought that they could build this image only with promotional activities, but the proportion of individuals who could easily access information in the changing world required the businesses to be more realistic. This image could be built and become permanent, not only with promotional activities but with an end-to-end change. From a brand perspective, companies whose brand identity is sensitive to the environment will be more realistic (Onay, 2003). With the increasing sensitivity to environmental issues in consumers, various regulations regarding environmental conditions and consumer protection have started to be made worldwide. Environmentally conscious consumers are also more emotionally-attached and feel close to environmentally sensitive brands (Luo and Bhattacharya, 2006). In this context, trust in brands is increasing by environmentally conscious consumers, and the desire to support these brands arises. The fact that the consciousness of protecting the environment and every ecological element, which is named as "Green Movement", has been adopted by a large segment of the society, has enabled businesses to develop flows that will protect to the environment in the least, which will even contribute to the environment in their applications, processes and strategies. (Odabaşı, 1992: 4). Accordingly, the reasons why businesses choose green marketing can be summarized with the following five items (Ay & Ecevit, 2005):

- Businesses see green marketing as an opportunity to achieve their goals,
- Businesses think that they gain a positive perspective by showing social sensitivity in the environmental sense,
- There are various regulatory restrictions and incentives,
- Differentiating businesses from their competitors with environmental activities and using it to draw a negative image for their competitors,
- During the discharge of waste; cost advantages such as applied pricing, reduction of raw material, and other material use force businesses to change their behavior on the subject.

In addition to not being able to ignore an issue that all consumers attach great importance to, businesses can see this situation as an opportunity, which pushed them towards green marketing. Companies aim to meet the demands of consumer groups sensitive to the subject by producing green goods and services that are environmentally sensitive and marketing communications in this direction. In this way, they were able to gain significant advantages in the market compared to their competitors who sell non-environmentally friendly products (Ay & Ecevit, 2005). Businesses that have adopted environmental awareness position themselves as members of an environmentally friendly society. They believe that they have real social responsibility. Such companies have set environmental goals as well as their financial goals and started to strive to achieve them. This is an indication that the environmental issue penetrates the corporate culture in every sense, from the business processes and methods of businesses to the product contents they produce. This situation causes two different policies in companies: The first is to use their environmentalist approaches as a marketing tool, and the other is to place them in business processes, although they cannot use them as a marketing element.

On the other hand, although some companies have never adopted this environmentalist approach, they use this situation as a marketing element by keeping their environmentalist discourses more than their actions. These businesses show this behavior in connection with another important reason why green marketing is preferred. The main factor in these behaviors is that companies do not want to lose their competitive position in the current market. In this context, businesses try to draw an image that does not harm the environment and natural environment by removing some of the products that harm the nature or by making only a few business processes sensitive to the environment. Accordingly, they emphasize their environmentalism in their advertisements. Environmentalist approaches, which are emphasized in marketing communications, have led consumer demands to products that do not harm the environment, and in fact, increased expectations. Businesses that have truly adopted or reflected their adoption of the environmentalist approach have both increased their market shares and gained superiority over their competitors in this area, but those who could not do this or did it inconsistently suffer serious losses in their brand image.

Empirical Review

In the literature research section on the article; studies on the concepts of green marketing, corporate social responsibility, brand image, advertising, and marketing have been researched. Research findings on the effects of practices made within the framework of corporate social responsibility on brand image; that corporate social responsibility has an impact on both brand image and perceived value; reveals that brand image is effective on perceived value, customer satisfaction, and brand loyalty, and perceived value is effective on customer satisfaction (Eren & Eker, 2012). There are many studies with parallel results. In the researches, it has reached the study results that products or services offered to consumers through social responsibility campaigns will lead to higher customer satisfaction and brand loyalty (Pringle & Thompson, 1999; Mohr et al., 2005; Daub & Ergenzinger, 2005; Luo & Bhattacharya, 2006).

Businesses also use corporate social responsibility practices as a pioneer for customer satisfaction (Eren & Eker, 2012). Studies show that they see corporate social responsibility as a way to satisfy consumers as well as increase their existing consumer mass (Luo and Bhattacharya, 2006). Businesses that have reached the required level of awareness about the importance of corporate social responsibility gain a great advantage in ensuring customer loyalty. Many investors around the world have begun to evaluate their performance in social responsibility before investing in a company (Mohr et.al., 2001). In the literature studies conducted on the effects of environmentalist marketing on consumer behavior within the framework of corporate social responsibility; It has been observed that there is a relationship between environmental sensitivities of consumers and purchasing behaviors and that consumers with high environmental sensitivity have high environmentalist purchasing behaviors (Çabuk & Nakiboğlu, 2003). Research shows that people who have a high tendency to be green consumers have increased their positive attitudes towards green advertisements, and in this direction, trust and positive attitudes towards brands have also increased (Çam, 2017). The more environmental concerns consumers realize, the more green purchasing behavior they are doing, and their loyalty to environmentally sensitive brands are developing (Biner, 2014). According to another study, businesses should carefully analyze the basis of the environmental attitudes of consumers and establish their marketing strategies accordingly (Kalburan, 2014). Thus, it is seen that environmentalist marketing activities are more effective on the consumer population, which is already an environmental consciousness basis.

It has been seen in many studies in the literature that individuals with environmental concerns make green purchases. On the other hand, in some of these studies, a consistent relationship between income level or age and the importance given to environmentalist practices could be found, while others did not. Accordingly, within the scope of semiotic analysis, which is the method used in this article, different age or income level elements are ignored, and since the past consciousness and sensitivity levels of individuals cannot be known exactly, it is aimed to examine only the sub-messages that are desired to be given with symbols and other semiotics elements. Some research in the literature reveals that environmentalism is not sufficiently important for customers in the banking sector. The fact that there is no difference between green and other bank customers in terms of corporate reputation perception shows that other bank customers are not aware of the lack of environmental practices, and indicates that banks do not have environmentalist practices are evaluated similarly to banks with environmentalist practices in terms of environmental responsibility (Koksall, 2014).

Studies have been carried out within the scope of the credibility effects of environmentally friendly marketing activities to be placed in all business cultures, all business processes, and all projects sustainably and positioned consistently in the consumer mind. In these studies; as long as the philosophy, mission, vision, managers, employees, values and activities reflected in the corporate culture of the enterprises are not environmentally friendly, the promotion activities such as public relations and advertising in those businesses will not be ethical and will be subject to criticism of green brainwashing and there were implications that consumers should be convinced of environmental actions (Erbaşlar, 2012).

Research and Methodology

In this study, the effects of green marketing on brand and corporate image were examined. The aim of the research is to reveal whether green marketing practices have an impact on the brand and corporate image. No previous studies analyzing the impact of green marketing practices with semiotic analysis methods on brand image have been found in the literature review. The article is original in this aspect, and it is possible to say that it has an important place among the researches in the field of green marketing.

Semiotic Analysis of Advertising Films

Algirdas Julien Greimas is one of the most important representatives of the Parisian Semiotics School. A.J. The members of the research community, who have been working around Greimas since the 1960s, are called the Paris Semiotics School. Semiotics is a discipline that includes all processes from the production of signs or indicators to their interpretation. It also systematically examines all the factors involved in the processes. The word semiotics comes from the word "semeion," which means "sign" in ancient Greek. It includes analysis ranging from cultural codes, signs, word meanings to symbols. It is an interdisciplinary field formed by combining many different disciplines such as linguistics, semantics, communication, archeology, architecture, sociology, anthropology, psychology, psychoanalysis, phonetics (Çevik, 2017). World-renowned semiotics Lithuanian origin French A.J. Greimas After graduating from his secondary education in Lithuania, he went to France and studied at the Grenoble Faculty of Literature and returned to Lithuania after completing this education. However, he returned to France soon and focused on deepening and developing

his research in linguistics. In 1949, he defended his doctoral thesis, which was considered an important study in lexicography in Sorbonne. He came to Turkey in 1958. As of this year, he has taught courses on the basic concepts and principles of the structural department for 4 years at Ankara University and then at Istanbul Faculty of Literature. Greimas, he has given lessons while he was in Turkey, was theorizing after returning to Paris. Together with his friends, Greimas laid the foundations of this theory at the Paris Semiotics School. Representatives of this School include Jean Claude Coquet, Michel Arrivé, Joseph Courtés, Éric Landowski; Çevik, 2017).

While preparing the article, the researches on the semiotic analysis method was also examined. Researches on the importance of perception of the main message to be presented in the advertisement analyzing the ads in terms of semiotics show that, in advertisements, which is one of the most important communication channels in establishing a bond with the consumer, indicators, icons, myths, metonymy, and metaphors are used very much to convey the most effective message as soon as possible (Tosyalı, 2014). Communicating with the indicators has accelerated the development of civilization. Communication with the meaningful schematic strings transmitted from the mind to the mind in the prepared plans and projects has become easier and faster (Çevik, 2017). In this context, a semiotic examination of the indicators that are frequently used in advertisements is important to question the level of realization behind the advertisement, to explain and interpret persuasive or memorable indicators (Gür, 2013).

The study of "Utopia in Advertising: A semiotic analysis in residential advertisements," conducted by semiotic analysis method, was published by Çakır (2019). In this study, ten advertisements have been examined, what are the important indicators/demonstrators in the advertising film, and what do they mean (what do they point out)? What kind of / what realities are produced in advertising films? Does the commercial film imply the reality or the imagination? What kind of shots, camera angles, and editing techniques were used? These questions were answered (Çakır, 2019). In the study titled "The relationship between guerrilla advertising which is one of the basic elements of guerrilla marketing and semiotics advertising: Investigation of the semiotic guerilla advertising practices in Turkey" by Röşber Z., guerrilla marketing, and guerrilla advertising were examined in detail. Also, semiotics and the relationship between advertisement-semiotics is included. Guerrilla advertising studies have been analyzed semiotically. In this direction, guerilla advertising studies, which are made between 2007-2012 in Turkey, examined in terms of semiotics, and Besides the plain meanings of advertisements, side meanings were tried to be revealed (Röşber, 2013). Another study by Koç M. is "Modern and postmodern ads: A semiotic analysis." In this study, modernity, that makes capitalism seem invisible or at least naturalizing it, and although inheriting the same problems, reflections on political, economic, and cultural changes that occur through the process of postmodernity that is covering these problems are mentioned. In the process of both modernity and postmodernity, the uninterrupted domination of the capitalist economic system at the level of functionality, status, and symbol has been mentioned by showing these reflections through dynamic advertisements. It is aimed to make it visible how the indicators used as a means of hiding this sovereignty are controlled and functioning. Considering the characteristic features of modernity and postmodernity, the Youtube channel was scanned and resolved by semiotic method by selecting ten advertising films covering 1970 and 2016, which are compatible with the theoretical section (Koç, 2018).

As a supporting methodology, Algirdas Julien Greimas's indicator scientific analysis method was used. The purpose of choosing this method in the article is the need to analyze how the concept of communication, which is the main element of marketing, is presented to the consumer through messages. The reason for this need is that the issue has a scope where volunteering and trade are combined. The concept of social responsibility based on volunteering takes a commercial dimension when used to support positive images of brands, and brands that want to gain a sincere image in this kind of projects or campaigns establish this communication with sub-messages rather than open messages generally. In order to analyze the sub-messages more clearly, advertisement films are examined frame by frame by semiologically in the scope of the research. In semiotic analysis proposed by Greimas, there are three levels as Semantic Level, Logical Level, and Narrative Level. In the project, these three levels were combined and resolved as one level. A 25-second joint advertisement film of a fuel company and a private bank was separated into eight frames by me, and each frame was taken into the analysis area. In order to analyze the image and consistency of the brand, the frames resolved based on Greimas's method were analyzed using the Nvivo program, and the subjects emphasized by the company throughout the advertisement were examined.

"Green Way" Project and Rewards Belonging to the Fuel Brand

The "Green Road Project" launched in 2004 and still ongoing by a fuel company with its slogan "Losing green, losing life!" is aimed at an environmental consciousness that is established not only at the level of the relevant brand but also in the whole society. With the "Green Road Project," which is an environmentally friendly project of the relevant brand, 716.977 plants were planted in 805 stations and tree-free areas determined by the municipalities so far; The stations and its surroundings, parks, and boulevards in the city centers have been greened, and forests bearing the brand name have been established in the provinces. Greening works continue within the scope of the project (www.opet.com.tr).

Within the scope of the campaign, the brand called for "Turning into Green Chain" in 2008. The project, which is planned to develop with the participation of all settlements such as fuel stations, hotels, and markets on the highways, is aimed to grow further in this way. The brand has demonstrated that it aims for a sustainable environmentalist movement by carrying out activities to raise the awareness of the society through planting activities, environmentalist storybook distributions, and pieces of training. These works of

the brand have also been announced in various media, but the scope of the announcements has never been focused on direct marketing. Documents, instructive brochures, and community awareness website contents prepared due to the need for training and awareness-raising have become a natural output of the project.

The brand has implemented these efforts in cooperation with the TEMA Foundation and the General Directorate of Highways and has been awarded various environmental and Corporate Social Responsibility awards. The project also took 3rd place in the Corporate Social Responsibility (CSR) branch at the ISO 2010 Sustainable Environment-Friendly Product and Application Awards (www.opet.com.tr). In order to examine the brand's awards and the development of the brand image, the award history for the concepts within the scope of the study was examined based on the year in which environmentally sensitive studies were started.

Table 1: List of awards belonging to the brand, 2003 -2004- 2008

Year	Award
2003	Golden Barrel Award, Energy Oil & Gas Newspaper, Social Responsibility
	Social Responsibility Projects Award, Public Relations Association, Social Responsibility and Environmentalism
2004	Purple Cow Differentiation Award, Innovative and Difference, Innovation
	Social Responsibility Grand Prize, IPRA (International Public Relations Association), Social Responsibility and Environmentalism
	Industry's Best Solution of The Year, Microsoft, Innovation and Solution Orientation
2008	Outstanding Service Award, The Grand National Assembly of Turkey, Turkey's Promotion, Public Relations
	Special Jury Prize, Turkey Public Relations, Public Relations
	The Company with the Highest Customer Satisfaction, KalDer and TMME Joint Venture, Customer Loyalty, Customer Satisfaction, Customer Relations, Brand Image
	Customer Engagement Marketing Practices Award, The Global Marketer, Customer Loyalty, Customer Satisfaction, Innovative
	Outstanding Service Award, Çanakkale Onsekiz Mart University (ÇOMU), Contribution to the Environment, Social Responsibility, Respect for History
	Most Successful Koçlular (MSK), Koç Group, Respect for History

Source: www.opet.com.tr

In 2003, 2004 and 2008, the brand received a total of 11 awards in categories including concepts of social responsibility, environmentalism, innovation, public relations, and customer. Awards received by the brand in similar categories in 2014 and 2018 are given in table 2 and table 3 below.

Table 2: List of awards belonging to the brand, 2014

Year	Award
	The Company with the Highest Customer Satisfaction, KalDer and TMME Joint Venture, Customer Loyalty, Customer Satisfaction, Customer Relations
	Woman of the Year', Turkish University Women Association, Social Responsibility, Environmentalism
	Fleet Manager of the Year Award, LeasePlan and Economist, Innovative Solutions and Sustainability
	Most Successful Koç, Koç Group, Innovation and Cooperation
	Inspire Award, Gamechangers, Inspiration, Social Responsibility, Innovation
	Gold Medal, League of American Communications Professionals (LACP), Environmentalism
	Best First Hundred Communication Material, League of American Communications (LACP), Sustainability
	Most Developmental Report, League of American Communications (LACP), Innovation
	H.R. Award, Stevie Awards, Public Relations and Staff Loyalty
	Effectiveness Award, the Confederation of Employers' Unions of Turkey, Environmental and Social Responsibility
17.	Akdeniz University Environmental Service Award, Akdeniz University Environmental Problems Research and Application Center and Faculty of Engineering, Social Responsibility and Environmentalism
	Turkey's Most Admired Companies, Capital Magazine, Brand Image

Table 2 cont'd 2014	The Company with the Highest Customer Satisfaction, KalDer and TMME Joint Venture, Customer Loyalty, Customer Satisfaction, Customer Relations, Brand Image
	Commercials Contributing to the Formation of Traffic Culture, Traffic Safety Media Awards, Corporate Social Responsibility, Reputation, Brand Image
	Platin, The Loyalty Marketer's Association, Customer Loyalty, Customer Satisfaction, Customer Relations
	Best Customer Service and Customer Service Innovation, Stevie Awards, Customer Loyalty, Customer Satisfaction, Customer Relations, Innovation
	Turkey's Most Reputable Company, the Center for RepMan Reputation Research and GFK Turkey, Reputation and Brand Image
	Brands that created Buzz in 2013 (the most talked about), Mediacat magazine and Era, Innovation and Making a Difference
	The Brand Most Valuable for Social Responsibility Projects, Bilkent University Brand Creation and Management Club, Social Responsibility and Environmentalism
	Environmental Organization, Nature Warriors, Environmentalism

Table 3: List of awards belonging to the brand, 2018

Year	Award
2018	Lovemark- Brand Connected with Love, Customer Loyalty, Customer Satisfaction, Customer Relations, Brand Image
	Cool Best Brand Award, Roamlar Turkey, Brand Image, Customer Relations
	Crystal Apple Award, Crystal Apple, Innovation, Making a Difference, Public Relations
	Golden Award, Packaging Manufacturers Association, Innovation, Making a Difference, Public Relations
	Silver Effie, Effie, Innovation, Creativity, Making a Difference
	Turkey Reputation Index Award, Yildiz Technical University, Department of Statistics, Reputation and Brand Image
	Most Respected Brand Award, Marketing Turkey & BoomSonar, Reputation and Brand Image
	Best Brand Using Social Media, Marketing Turkey, Innovation, Public Relations, and Social Media
	Turkey Voice of the Customer Survey, KalDer, and Ipsos, Customer Loyalty, Customer Satisfaction, Customer Relations, Brand Image, Reputation
	2017 Turkey Fuel Sector Practice Excellence - Customer Service Leadership Award, Frost & Sullivan Market Research and Consultancy Company, Customer Loyalty, Customer Satisfaction, Customer Relations, Brand Image, Reputation
	Innovation Award, Customer Experience Arena, Customer Satisfaction, Customer Relations, and Innovation
	Gold Mixx IAB Turkey MIXX Awards Turkey Awards, Innovation and Public Relations
	Brand of the Year, Campaign Agency & Brand of The Year, Brand Image and Reputation

The awards the brand received in 2003, 2004, 2008, 2014, and 2018 were analyzed in the Nvivo program. To make the analysis meaningful, the category to which each award relates has been identified, thereby areas where the brand stands out by the years are observed.

Analysis of Brand Rewards

It is seen that qualitative researches started to be analyzed by using computer technologies since the mid-1980s. Computer programs used in qualitative research do not work on numerical data such as SPSS, which are mostly used in quantitative research. The software used in qualitative research are mostly programs that facilitate the process under the direction of a researcher (Flick, 2004). However, certain features of each program used in qualitative analysis come to the fore, and it is chosen to be more appropriate to use according to the analysis conducted, the research approach adopted and the data. It is known that a single program that contains all the features and which can be considered the best has not been developed yet (Zengin, 2012). It is mentioned that nearly 25 programs are used in qualitative data analysis (Flick, 2010). Nvivo program used in the analysis of qualitative data is software such as Atlas/ti, Maxqda, Nudist. Although the basic features and functions of these programs are similar, according to the methodological approach adopted, the conveniences provided by such programs vary. Nvivo program can be analyzed on non-numerical data, ie texts (Kuş, 2009). Nvivo more widely used in social science research in Turkey (Çayır and Sarıtaş, 2017). Used widely in Turkey and because it is

appropriate to the study, were analyzed by Nvivo12 work program. The brand, which was awarded only under the social responsibility title in 2003, received four awards in total in the fields of social responsibility and innovation in 2004. In the years following the implementation of the Green Road Project carried out by the brand within the scope of environmentally social responsibility, its communications were also environmentally oriented, consistent with the project. When the awards of the brand are examined from this date, it is seen that it has started to receive awards in new categories in addition to the awards in the fields of social responsibility and innovation.

Table 4: Analysis of award categories received by the brand in 2008

Word	Frequency of Use	Frequency of Use Percentage Distribution
Loyalty	2	17%
Public Relations	2	17%
Satisfaction	2	17%
Respect	2	17%
Image	1	8%
Social Responsibility	1	8%
Innovation	1	8%
Environment	1	8%

When the topics of the awards received by the brand in 2008 are analyzed; It is seen that there are contents that aim to measure the perception of the brand on the customer, such as loyalty, public relations, satisfaction, image.

The brand, which has received awards in line with its environmentalist approach in previous years, has encountered the positive effects of this image after it started to communicate in content that supports the green brand image. Since brand communications and the product and / or service offered by the brand will directly affect the brand image, there will be no judgment as to the effect of all the awards received. It is a fact that different parameters are also effective, but it should not be forgotten that brand communications directly affect the consumer who is or not the brand's customer. In this context, it can be said that advertisement films that reflect the environmentalist approaches of the brand positively affect the brand image. Another information to support this idea is that the brand continues to receive similar awards in the following years when it continues to emphasize green in its communications. In the awards it received in 2014 and 2018, which are considered as reference, the brand also shows that it continues to display a continuous positive stance with its consistency in environmentalism and social responsibility, as well as its prominence in brand image and customer perception.

Table 5: Analysis of award categories received by the brand in 2014

Word	Frequency of Use	Frequency of Use Percentage Distribution
Social Responsibility	6	15%
Environmentalism	6	15%
Loyalty	5	12%
Innovation	6	15%
Image	4	10%
Brand	4	10%
Satisfaction	4	10%
Reputation	2	5%
Sustainability	2	5%
Public Relations	1	2%
Inspiration	1	2%

Table 5 contains the words determined by taking into consideration the categories of rewards the brand received in 2014. The 11 words in the table reflect the content of the awards the brand received in the relevant year. For example, if the award in question is a reward for customer loyalty, it is briefly categorized under the title of "loyalty" or if the award is given to companies that display a positive brand image, it is categorized under the "image" title. These words are uploaded to the Nvivo12 program for analysis. The

columns in the table reflect the repetition frequency of these expressions in numerical and percentage. A ranking was made from the word with high frequency to the word with low frequency.

Table 6: Analysis of award categories received by the brand in 2018

Word	Frequency of Use	Frequency of Use Percentage Distribution
Customer Happiness	5	13%
Image	7	18%
Brand	7	18%
Innovation	6	15%
Reputation	5	13%
Public Relations	4	10%
Loyalty	3	8%
Making a Difference	3	8%

In Table 6, as in Table 5, the awards of the relevant year are summarized with certain words within the context of their content. In Table 6, there are eight words revealed in 2018 based on the content of the awards received by the brand. When the frequency of use of these words is examined, it is seen that the awards the brand received in 2018 are mostly in the image and brand areas. This shows that the brand placed its brand image and recognition in a very positive framework and was perceived positively by consumers in 2018.

Implications

The semiotic analysis of the brand's advertising film is explained in detail.

Advertising Film Analysis of The Brand

The Sign: Advertising Film of Fuel Brand

Category of Advertising Film: Fuel Oil

Signifier: Fuel brand animation character riding a motorcycle on a green road, the road to the brand's fuel station, driving in a friendly and safe environment

Signified: To be friendly with nature even in city life with technology.

Information Type Used in the Ad Message: Campaign oriented

Promised Benefit of Advertising: Performance, ease of payment, environmentally friendly, safe, sincere.

Semiotic Analysis:

Figure 1: The First frame of the advertising film; *Source:* https://www.youtube.com/watch?v=4X8Mnst_dLw

In this frame of advertising film, there is a greenfield, a blue sky symbolizing a fresh air and white clouds. In the first frame, which took this natural environment as a background, there is a figure of a man in blue clothes using a white motorcycle. This figure is an animated character, and it is considered to be the mascot of the brand because it contains an outfit with the colors and symbols of the relevant brand. The brand character's skin color is yellowish tones and that by not choosing a color in human skin colors, it is emphasized that there is no discrimination, and the perception that this character is animation is maintained. In this way, the natural and sincere image continues to be supported. No matter how much greening work is done in real life, many roadsides are not so green, but it is intended to be conveyed with a humorous impression that this is the target. For this reason, an animation character compatible with the background is used, not a real human character. The rounded lines and blue lights of the motorcycle used to give

a technological message. The fact that the helmet and clothing of the fuel brand character are protected emphasizes that security factors are considered. In this first frame of the advertising film, the brand figure turns his face to the audience and greets him with a slight smile. The happy brand character who travels in a clean and green environment with a technological and possibly environmentally friendly vehicle, taking all the safety precautions, shows that both environmental awareness and safety are given importance, and the brand is happy.

Figure 2: Second frame of advertising film; *Source:* https://www.youtube.com/watch?v=4X8Mnst_dLw

In the second frame of the advertisement, green fields, trees, and clean sky continue to be seen. The brand character aims to establish a sincere bond with the audience by blinking the right eye. When persuasion theories are examined, it is seen that a familiar face or a sincere approach is effective in persuasion. One of the purposes of blinking the character of the fuel brand is to establish an intimate relationship with the audience, and the other is to keep the attention of the audience on the screen. A character who reaches his destination by going through the green roads creates the feeling that the character goes to a place with a very nice environment in the audience. For this reason, it is considered that the place visited is an environmentally friendly place. The two most striking colors in the frame are blue and green, both symbolizing nature and naturalness. The intensive use of green color supports the brand's road greening project.

Figure 3: Third frame of advertising film; *Source:* https://www.youtube.com/watch?v=4X8Mnst_dLw

This frame of advertising film with the closing of the eye protection of his helmet after the brand character winks and salutes. The closing of the eye protection of the helmet indicates that safety factors are considered and the vehicle used accelerates, and the wind hits the driver's eye. In this frame, the turquoise rays coming from the back of the motorcycle reflect that the motorcycle is going very fast. Emphasis on speed indicates that the fuel used is referred to as the performance. The fact that the rays are not in gray tones like exhaust smoke or red that symbolizes the fire, instead of being chosen in turquoise color, reflects naturalness, trust, and cleanness, and gives the feeling of using an environmentally friendly fuel. As can be seen in the frame, the motorcycle used reminds a brand name and symbolizes the relevant brand. This symbol is thought to have two goals: The first is to make a unique motorcycle design, which is to confuse the consumer's mind by evoking a different motorcycle brand, and the second is to symbolize the brand technologically and originally. If a different brand of motorcycle brand was evoked in this frame of the advertisement film, the perception of the consumer could be impaired. In this frame, the fact that the green color is dominant in the background supports the environmental image of the brand.

Figure 4: Fourth frame of advertising film; *Source:* https://www.youtube.com/watch?v=4X8Mnst_dLw

In this frame of the advertisement film, it is seen that the motorcycle is exited from a close-up and shown with a wider angle. The aim is to get the consumer into the holistic of the advertisement after the interest in the advertisement is drawn. In this frame, it is seen that the motorcycle accelerates gradually. At the same time, it is shown that the turquoise color of the rays coming from behind turns white after a while. It is understood that the turquoise & clean perception created in the previous frame is reinforced because the color change here is white, symbolizing the purity, cleanness, and naturalness of the white color. It is turning the turquoise outputs

of the fuel completely white after a while indicates that the use of this fuel will ultimately contribute to nature and naturalness. The fact that the motorcycle used is in the form of a letter with the brand name and three rows of rays behind it reflect the logo with this brand's three-line letter. Although the character and motorcycle seem to be in the foreground in this frame of the advertisement, the display of the green area in every space of the visuals emphasizes that environmental sensitivity exists in every case and is important for the brand.

Figure 5: Fifth frame of advertising film; Source: https://www.youtube.com/watch?v=4X8Mnst_dLw

In this frame of advertising film, the character has disappeared and is shown as a silhouette where it is about to reach the fuel station at the end of the road. With a motorcycle ride where the speed emphasis is at the forefront of the motorcycle that disappeared and the brand character with a driver on it shows that it is no longer the main element of the advertising film.

The asphalt road on which the character advances draws a well-maintained and safe image and the fact that its left and right sides continue to be green oriented continues to convey the message that it has a beautiful environment and that environmental awareness is important. It was made to show the character at the beginning, to use the sympathetic character and the communication element, to give the audience an intimate feeling and to interact with the advertising film.

The fuel station belonging to the brand at the end of the road is located in the middle of greenery, drawing a peaceful and environmentally friendly image. On the left side of the station is the rays of a rising sun. The fact that the rays are not in orange, close to white and bright shows that it is the birth, not the sunset. The sunrise includes the emergence of new hopes, formation, innovation, and excitement. On the other hand, the sun figure is a significant symbol in mythology as well as in many imaginative types of research and symbolizes many things. The sun is the source of success, luck, and nature, and this feature coincides with the emphasis on sensitivity to natural life and the environment. The sun also symbolizes the light fighting the dark. This feature is compatible with the message of the brand.

In the Green Road Project, the brand has mobilized not only its own company but also all the companies on the roads and started a fundamental green movement. In other words, it aimed to save the roads from darkness - woodlessness, to brightness - to green. In this frame, the brand of fuel, which is now the main subject of the advertisement, and the joint campaign of the bank brand has started to be emphasized. It is believed that the audience has come to the point of observing the advertising film as it is already given the messages of safety, speed, and sincerity with the interesting character used until it attracts the audience to the main subject.

On the yellow signboard on the left in this frame of the advertisement, there is the warning, "There is a discount of 30 T.L.," and at the same time, it is said that the customers who have the relevant debit card can receive a discount at any time. This sign and audio description is for direct campaign information and is for information purposes rather than giving a sub-message. Even during the campaign notification, which is the main element of the advertising film, the main aspect is always the road filled with green areas. This is an indication that the brand prioritizes a consistently environmentalist approach. Regardless of the subject, they convey the message that they will keep their environmentally conscious green brand image and their environmental awareness in the foreground.

Figure 6: Sixth frame of advertising film; Source: https://www.youtube.com/watch?v=4X8Mnst_dLw

Two bank brand figures are at the forefront of this advertising film frame. This figure, which belongs to the bank brand, is a gender-free animation character and is featured in various promotions, advertisements, and brochures of the brand with costumes of certain gender such as princess, guitarist, bride, and groom. Since the color, shape and other features of these figures will be the subject of separate research, they will not be covered in this study.

The only reason these characters are included in an advertising film frame is that the fuel brand and the bank's credit card brand are in collaboration, and they have designed a joint campaign. In this frame, it is seen that the brand's fuel station at the end of the asphalt

road surrounded by green areas is reached. It is seen that there is a white vehicle stopped to buy fuel at the station, but its model is not clear due to the bank characters in the foreground.

The reason for the vehicle's brand and model to appear in the background in such an uncertain way is not to confuse the audience's mind and to distract the focus on the main subject. One of the characters belonging to the bank brand holds the banners that say, "Come four times," and the other says, "buy fuel for 75 T.L.".

Since the character of the bank brand did not speak any language in any media other than making a unique voice, they expressed the details of the campaign in writing. On the other hand, since the campaign details are explained aloud by the narrator in the background, it is also given in writing to prevent the consumer from missing the campaign details in case of unheard of.

The fact that the green area is still shown in the background, even if a close-up of the fuel station was shot, is an indication that environmental awareness and the importance given to green are particularly emphasized. Although "Green Road Project" was not mentioned in any way throughout the advertising film, there are sub-messages in every frame of the advertisement that will remind that project.

Figure 7: Seventh frame of advertising film; Source: https://www.youtube.com/watch?v=4X8Mnst_dLw

In this frame of the advertisement, the characters of the bank brand were also taken to the background, and a huge 30 T.L. symbol was placed in relation to the main benefit of the campaign, 30 T.L. discount. Writing the number in yellow is both to give dynamism and to be the same color as the fuel brand's font.

Writing the T.L. text in white is for catching color contrast. The reason for not using any color other than white for T.L. is that the interesting element is not T.L. Because the brand is already the Turkish brand, advertising film is Turkish and target audiences living in Turkey.

Figure 8: Eighth frame of advertising film; Source: https://www.youtube.com/watch?v=4X8Mnst_dLw

In this last frame of the advertising film, the logos of the bank brand and the fuel brand are located. This screen, which shows the brands that prepare the advertising film and offer the main benefit, is blue because it symbolizes naturalness and trust and is compatible with the colors of the brands.

Analysis of Brand's Advertising Film Analysis

Within the scope of this study, the awards received by the brand in the years when advertising films and environmentally sensitive projects came to the fore, were examined and their effects on the brand image were evaluated through these awards. All the frames of the advertising films were analyzed by semiotic analysis method. Depending on the review outcomes, the elements highlighted in the images were analyzed using the Nvivo Program. The analysis results of the elements highlighted in the visuals are given in table 7 below.

Table 7: Analysis of Advertising Film Analysis Results

Word	Frequency of Use
Green	15
Brand	13
Environment	11
Fuel	8
Bank	8
Motorcycle	15
White	7
Campaign	5
Sincere	5
Turquoise	5
Security	4
Blue	4

It can be seen in Table 7.1 that the most used colors in the frames; green, turquoise, white, and blue. These colors have been chosen to be both environmentally friendly and compatible with the brand color, but it should also be taken into consideration that blue, green, and white colors reflect trust and peace. As mentioned in Empower Yourself with Color Psychology Article, green color is a great stabilizer of our spiritual, emotional, and physical energies (Scott-Kemmis, 2009). This is because of the trees and other natural environmental elements on our planet are the lungs of our world. The green color also symbolizes growth. Green leaves, as in nature, are an indication that the plant on which it is still alive and grows. The green color also symbolizes hope and prospects. The green color; When the person is exhausted physically, mentally, or emotionally, it also has a revitalizing and nutritious feature. The green color is a reassuring, accommodating, and diplomatic color and is used at certain points in international treaties. Green helps us see things completely and in all respects. In terms of its turquoise color and meaning, it offers life pleasure, sincerity, and happiness. In color psychology, turquoise symbolizes emotional balance and emotions that create balance. Turquoise is a color that revitalizes the soul and relieves the feeling of loneliness during periods of spiritual stress and fatigue. Turquoise color is a color that creates a perception of helping and meeting the needs. The blue color represents trust, responsibility, honesty, and loyalty. From a color psychology perspective, blue draws a reliable and responsible image. It is a nostalgic color that is helpful, savior, and ready when needed (Scott-Kemmis, 2009). These most prominent colors in the visuals show that the image desired to be drawn throughout the advertising film, being reliable, sincere, sustainable development, and loyalty.

As it can be seen in Table 7, the reason for the most emphasized element to be "green" when the advertising film is divided into frames, is not only for color but also for symbolizing nature. The fact that the "green" phenomenon is emphasized in this advertising film, whose main purpose is to transfer a fuel campaign made in partnership with a bank, whose main element is not environmental awareness, but the campaign announcement, shows that it wants to emphasize the environmentalist image of the brand in every case. The other two of the three most prominent elements in the frames are "brand" and "environment." The brand has revealed itself with elements such as the logo, animation character, and color that reflect it, and since this is a brand advertisement film, it is normal to stand out. However, the fact that the other factor in the first three is "environment" shows that the environmentalist image is wanted to be emphasized in accordance with the "green" element. When the distribution of the most emphasized elements is analyzed in percentage, it is seen that the environment and green highlights are at the forefront with a rate of 26%. Although elements such as fuel, bank, and motorcycle, which is a vehicle that uses fuel, constitute the main flow of the advertising film, it is behind the environmentalist elements the two most prominent words about the feelings that the advertising film leaves the audience are "security" and "sincerity." It will not be possible to directly measure the effect of presenting these concepts as messages on the target audience within the scope of this study. In subsequent studies, a sample can be examined by watching the advertising film with different methods

Conclusions

In today's the green marketing application processes of the corporate social responsibility approach are examined. Recently, businesses are not only known for the goods and services they produce, but also for the social values they produce. Creating social values, contributing to the solution of social problems, displaying a stance that is sensitive to environmental problems, and supports recycling is of great importance in terms of brand image. When designing corporate social responsibility activities, businesses must take into consideration that these activities directly affect the brand image, perceived value, customer satisfaction and indirectly the loyalty of consumers to the brand.

Practice on corporate social responsibility concept is applied in Turkey within the scope of support for education in general and has come on the agenda over the last decade. While there are many other social and environmental issues such as ecological problems, the concept of disability, transparent information to the consumer, and the respect of the companies for the employees, there is a concentration on certain issues. This situation shows that some social responsibility activities are stuck in patterns and are done without thinking and researching enough. In the literature, the concept of social responsibility has not been addressed in many issues except for certain topics. It is thought that it will be beneficial for literature and social development to mention the social responsibility practices that are done with or without other social and environmental issues in academic studies to be carried out from now on.

Businesses use the values they create within the scope of corporate social responsibility to create a positive brand image. They usually announce their social responsibility projects for this purpose. They make these announcements to increase social awareness and consciousness, as well as affecting the brand image positively. Thus, they exhibit behaviors consistent with the social values they adopt. However, ostensible advertisements of social responsibilities and other marketing activities are also performed only to create a positive brand image. It is, of course, tough to distinguish between these positive and negative two types of advertisements (Bayraktaroğlu & Özgen, 2008). At this point, the credibility of companies that offer their social responsibility projects with all transparency and realism increases, and as a result, the rate of persuasion increases. From these perspectives, the communication and marketing of corporate social responsibility projects constitute a subject that should be examined separately. Even if the concepts of advertisement and social responsibility are in the same advertisement film, they should be separated with clear lines. Only in this way, the sincerity of the projects is believed. When other studies in the literature are analyzed, it has been observed that placing environmentalist marketing activities in the entire business culture ensures that the business is positioned sustainably in all business processes and projects, and directly affects credibility. As long as the companies are not environmentally friendly with their philosophy, mission, vision, managers, employees, values, and activities reflected in the corporate culture, their promotion activities such as public relations and advertisements will be unethical and exposed to green brainwashing criticism. When the studies in the literature are examined, it is seen that inconsistency negatively affects credibility and trust. However, only a few studies addressed the advertising or other marketing communications published by businesses within the scope of corporate social responsibility, in comparison with the general structure or previous projects of the business. In future studies, it will be useful to consider the compliance and consistency of the projects and communications of the companies that implement corporate social responsibility activities.

In promoting green products, features such as products being recyclable, not consuming natural resources too much, and not causing environmental pollution are emphasized. Products with these qualities are produced within the green marketing strategies of businesses and preferred by consumers who care about the environment. Although what is mentioned in the green marketing concept is generally at the product level, the other three of the four main elements of the marketing mix, namely distribution, pricing, and promotion, are the areas selected for environmental marketing. Sometimes it is difficult to make products truly environmentally friendly. The essence of the product is already chemical or environmentally harmful, but unfortunately, it is mandatory to use. For example, fuel oil is in this category. Companies with such products are working to make their products the most environmentally friendly. For example, firms producing high-power fuels cause less harm to the environment as they will provide less fuel consumption. The fuel brand, which is the subject of the study, also shows that it contributes in other ways despite its damage to the environment with the Green Road Project. With the launch of the Green Road Project, an environmentally friendly social responsibility project carried out by the brand, green content was consistently included in the advertising films of the fuel brand. Maintaining this green-focused approach in a consistent manner and not doing it to announce the social responsibility project directly created a consistent, sincere, and sustainable perception in the minds of consumers. While the brand presents a campaign independent of the project, it draws the image of an institution that supports its project as a sub-message in the background. Although the brand has announced its project from different media, it equips the road to the fuel station of the brand with greenery in every advertising film. This approach is directly related to the Green Road Project it has made. However, the brand aims at a sincere perception in the consumer mind by avoiding the advertisements that directly say this to the consumer.

While environmentally friendly projects affect the brand image positively, the projects that are felt to be incompatible with the brand identity and corporate culture or are designed without placing on the grounds of radical cultural changes in businesses; In case of exaggerated communications, it can completely negatively change the brand image. In this context, considering that the brand's advertising films are focused green in a consistent manner year by year, the awards that the brand has received over the years have been examined to understand the perception of the brand in the consumer mind. The brand's sustained green-focused advertising films consistently created a consistent and sincere image in the consumer's mind. In this context, the awards that the brand received in areas such as "image," "loyalty" and "satisfaction" have increased year by year in the first years of the project; the awards received only in the field of social responsibility have created a positive image in the consumer mind thanks to consistent and continuous communications, thus, both the number of awards in the field of social responsibility has increased, and the number of awards in the fields reflecting that the consumer perception is positive has increased. As a result, the brand in question did not announce the environmental feature of fuel oil through an advertisement film, but only shared it in the media that researchers will find. In addition, the brand chose to create an environmentalist perception by designing advertising films consistent with the Green Road Project, not directly announcing the Green Road Project, which is an environmentalist project.

Businesses, as well as carrying out marketing activities for the images of their products and brands, are also developing strategies to create a corporate brand perception in the mind of their target audience. In this context, they try to position the corporate brand, corporate culture, corporate identity, and corporate images in the target audience's mind with the help of indicators in line with their corporate marketing goals. For example, a special bank released the advertising film of the environmentally-friendly bonus product, which has features such as a special bank statement features, environmental donations from card spending. Although this advertising film looks like a product introduction, it is actually published for the corporate environmentalist image. The fuel brand, which is an example studied within the scope of the study, has also progressed with green backgrounds that support the environmentalist image in all marketing communication images since it started the Green Road Project, aiming to draw a permanent environmental image. When examined in this context, many brand examples can be found.

When the studies in the literature are analyzed in terms of method, it is seen that many studies on environmentalist practices, such as questionnaires and interviews, are examined within the framework of the opinions of certain masses. The opinions of the masses consisting of people with various demographic, cultural, and economic characteristics are significant to make generalizations as it is a sample formed with the goal of diversity. However, the level of knowledge of the masses whose opinions are taken within the scope of the studies cannot be determined clearly. Accordingly, it is considered to be very important to examine the advertisement films together with their sub-messages in terms of semiotics because they can offer non-personal results. Semiotics is defined as addressing a science that will evolve continuously with changing human consciousness. Absolute truth is against the nature of this science. The symbols, which can explain the deep meanings briefly, have an essential place in the communication of the human mind. However, it cannot always be received in response when asked to consumers, but its effects can be monitored within the scope of neuroscientific studies. Sometimes, direct results are not observed, affecting consumers' lifestyles or purchasing behavior in the long term. The semantic layers of all the indicators in the visual examined within the scope of semiotic analysis can be examined in detail, and the meaningful whole can be reached. In an indicator, there is a relationship between the signifier and the signified, and then it is fragmented, and then the indicators combine to produce meaning, and thus the signification occurs. Signification includes straight meaning and connotation. While the literal meaning is the relationship between the signifier and the sign within the indicator, the side meaning acts on the connotations, as Greimas mentioned. Therefore, besides methods such as interviews or questionnaires, methods such as semiotic analysis should be used in the researches to be carried out to examine the concept of corporate social responsibility, which directly affects the perception that occurs in consumers' minds. The semiotic analysis method allows us to examine objectively before adding comments. With this study, the frame-by-frame analysis gap in the literature was tried to be filled. In order to prevent bias or previous perception of the brand in future studies, if advertisement films frames can be examined by more people by semiotic analysis method, following the determination of the icons in the frame, the perception interpretations that occur directly in the mind of the person related to that symbol can be accessed.

The advertising film in the article was dealt with by examining the environmental policies of the relevant brand. If the advertising film is examined alone, it is thought that its effects on the brand and its image cannot be fully addressed, and firstly their consistency with the brand was examined. The brand examined within the scope of the study has implemented an environmentally responsible social responsibility project and still continues its environmentally friendly practices. Although the brand has both explained its environmental awareness in various media and applied it in its projects, it has not made an advertising film that only addresses this approach or describes only the social responsibility project. It included this point of view as a sub-message within the advertisement films and posters. For this reason, within the scope of the study, the frames of the advertising film were analyzed by semiotic analysis. Accordingly, the outputs were analyzed, and features such as the most emphasized details in the visuals and whether there are consistent symbols regarding the environmental sensitivity of the brand were examined. It was observed within the scope of semiotics analysis and subsequent analysis that the brand consistently delivered messages that emphasized that it was environmentally friendly throughout the advertising film. In order to observe the impact of the environmentalist message given by the brand in the marketing communications on the consumer's mind, the awards that the brand has won in different years are discussed. Within the scope of the awards, the awards supporting the environmentalist image have increased in the years when the brand stands out with its environmentally friendly messages. In parallel, the brand has won many awards that reflect the positive perception of customers, such as brand loyalty, brand image, and loyalty, which support the positive image of an environmentally friendly company. The development process of the rewards also shows that the brand achieved positive results with its environmentalist approaches in marketing communications during the image creation process.

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