

Lecture 5: Values and Objectives

Episode 1: Brand Ethos

Prof. Dr. Frank-Martin Belz
Technische Universität München
TUM School of Management

 Universität Bremen


Zentrum für Multimedia
in der Lehre

 DBU

Deutsche Bundesstiftung Umwelt



Lecture 5: Overview





Lecture 5: Overview

Episode 1: Brand Ethos

Episode 2: Case Study American Apparel

Episode 3: Interview



Learning Objectives

Learning Objective 1:

Understand and reflect the basic assumptions and values of sustainability marketing.

Learning Objective 2:

Describe the key term brand ethos.

Learning Objective 3:

Explain the different kinds of objectives in sustainability Marketing.



Structure of the Episode

- Beauty Brand Natura
- Challenging Basic Assumptions
- Values: Brand Ethos
- Objectives: Triple Bottom Line



Beauty Brand Natura



Source: www.natura.net



Beauty Brand Natura

natura
bem estar bem

CONSUMIDOR CONSULTOR(A) FORÇA DE VENDAS COLABORADOR INVESTIDOR FORNECEDOR

BEM-VINDO(A) A NATURA. BRASIL

NOSSOS PRODUTOS PROMOVEM O BEM ESTAR BEM.

Nosso site não poderia ser diferente. Bem-vindo à Natura.

VEJA OS PRODUTOS CONHEÇA A NATURA SAIBA COMO COMPRAR ACESSE O SITE

CONSULTOR(A) NATURA

Fizemos uma nova página para você.
Acesse clicando aqui ou pelo menu superior.

ACESSAR

NATURA EKOS

Acesse o site e participe da construção de uma consciência cada vez mais sustentável.

LEIA MAIS

SIGA > f YouTube t

CUIDE DA PELE

Com Se Faz - Tem um para a sua história

LEIA MAIS

SIGA > YouTube t

AMOR EM MOVIMENTO

Quando a amizade vira amor

LEIA MAIS

SIGA > f YouTube t

TWITTER @naturanet | t

Natura no Facebook
Curtir

YOUTUBE NATURA | YouTube



Beauty Brand Natura

outros canais | acesso rápido

EKOS natura

o que você procura?

CONECTE-SE A REDE NATURA EKOS. VOCÊ FAZ PARTE

e-mail

mantenha-me conectado | [crie sua conta](#) | [esqueceu sua senha?](#)

VALORES | PRODUTOS | BIODIVERSIDADE | REDE EKOS | TECNOLOGIAS VERDES | VÍDEOS | BLOG

SOMOS PRODUTO DA NATUREZA
Assista ao vídeo da nova campanha de Natura Ekos e conecte-se

EMMA HACK
Entenda, no making of, como a artista traduziu a conexão homem-natureza

NOVO FRESCOR DE BURITI
Descubra a refrescante sensação das veredas do Cerrado

BLOG EKOS
Deixe seu carro em casa!

ATIVOS DA BIODIVERSIDADE
Folhas, frutos, amêndoas, sementes e raízes são os principais ingredientes da

COMUNIDADES FORNECEDORAS
O modelo de negócios sustentável de Ekos leva em conta o desenvolvimento

VÍDEOS
Confira o Programa Aqui Tem Natura, em que o fotógrafo Araquém Alcântara fala

CERRADO
Saiba mais sobre o bioma dourado que inspirou a criação do novo Frescor de

Source: www.naturaekos.com.br





Challenging Basic Assumptions

Basic Assumptions in Conventional Marketing

- The Sanctity of Markets
- The Sovereignty of Consumers
- The Satisfaction of Needs
- The Peripheral Nature of Nature



Challenging Basic Assumptions

The Sanctity of Markets?

- Markets have difficulty valuing environmental resources
- Markets do not consider thresholds
- Markets do not take irreversible processes into account
- Markets cannot predict the future demand for species and other resources



Challenging Basic Assumptions

The Sovereignty of Consumers?

Consumer
rights



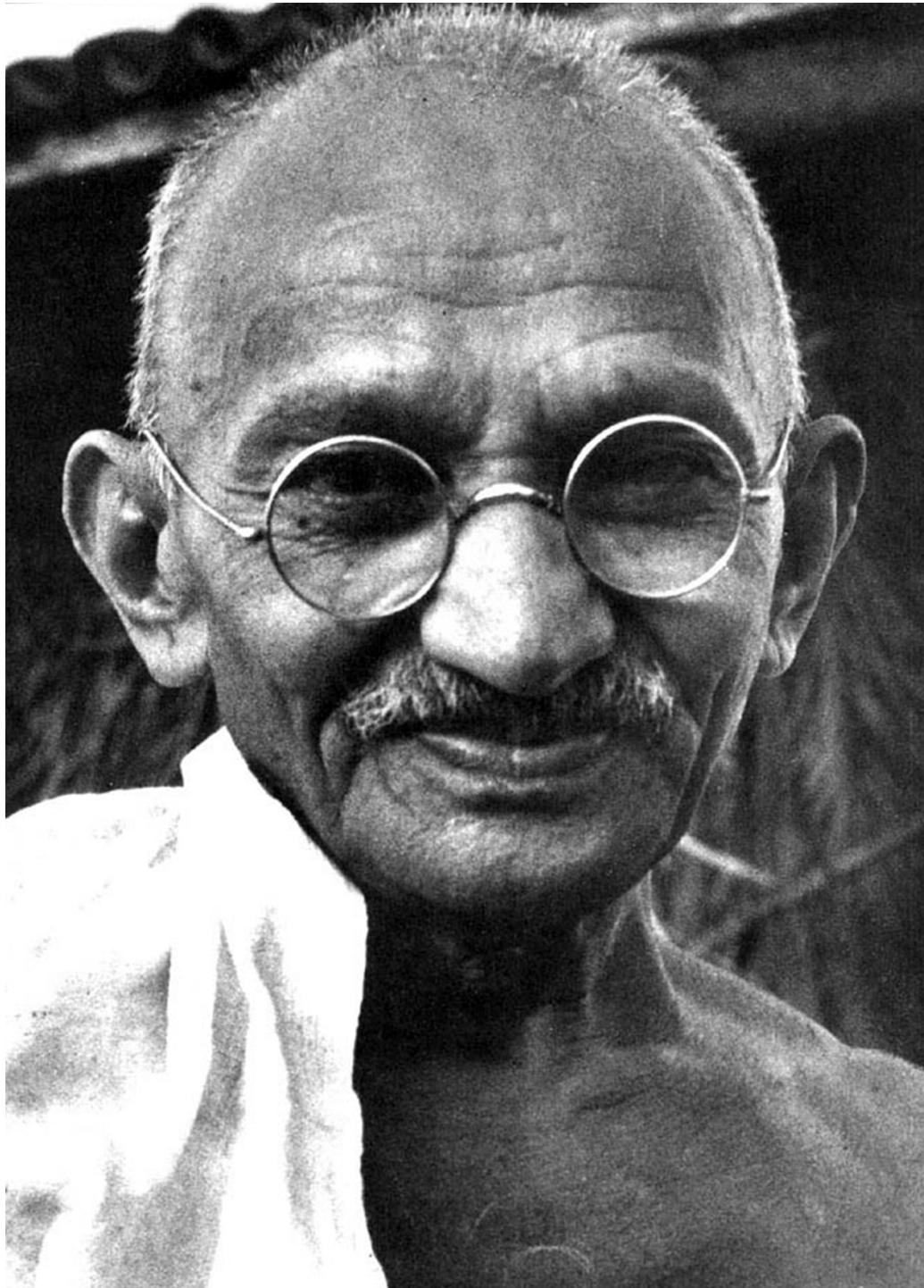
Consumer
Responsibilities



Challenging Basic Assumptions

The Satisfaction of Needs?

- Subsistence
- Protection
- Affection
- Understanding
- Participation
- ...



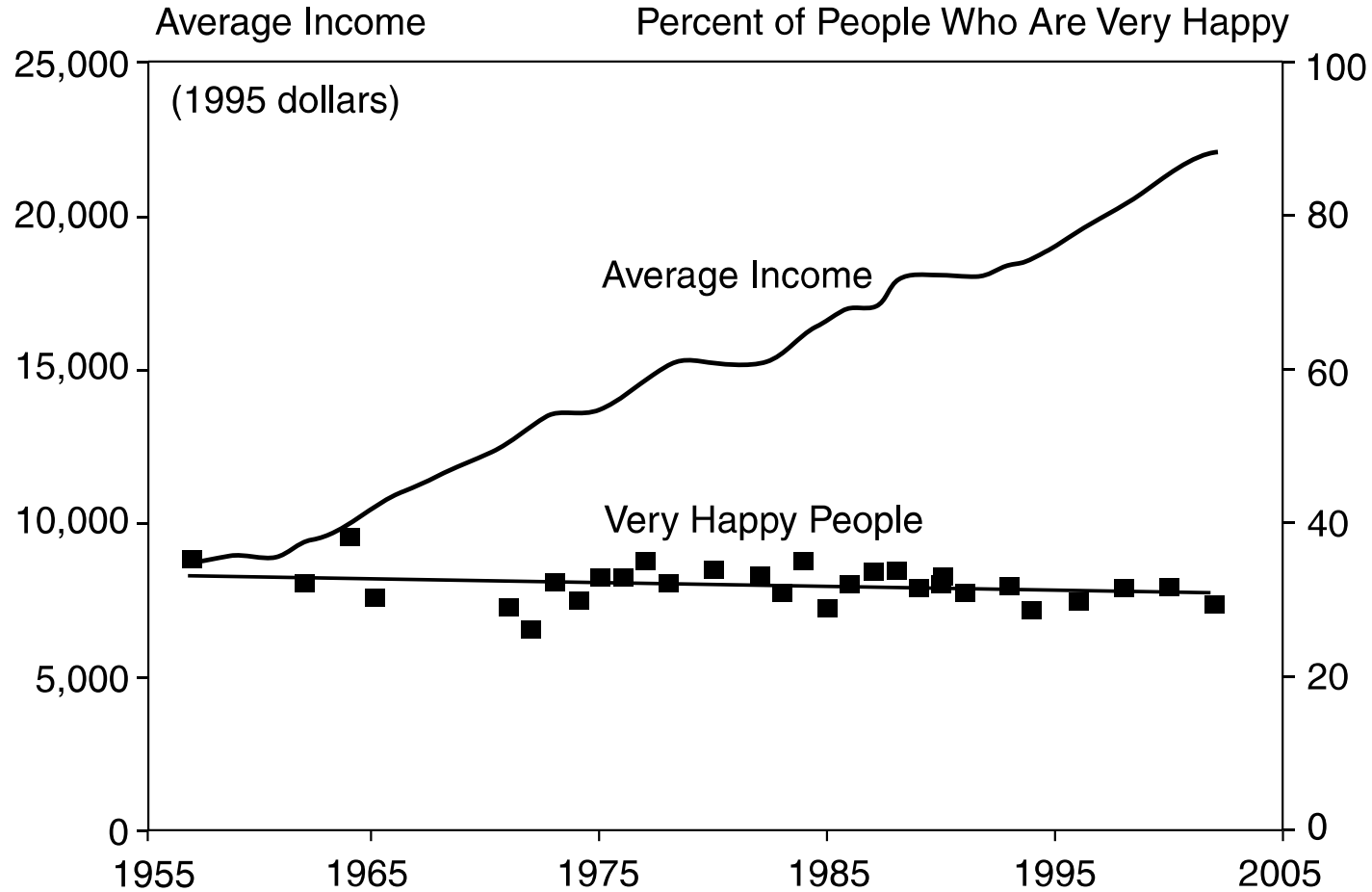
*„Earth provides enough to
satisfy every man's need,
but not every man's greed.“*

Mahatma Gandhi

Source: <http://en.wikipedia.org/wiki/File:MKGandhi.jpg>



Challenging Basic Assumptions



Source: Myers, D.G. 2000



Challenging Basic Assumptions

The Peripheral Nature of Nature?

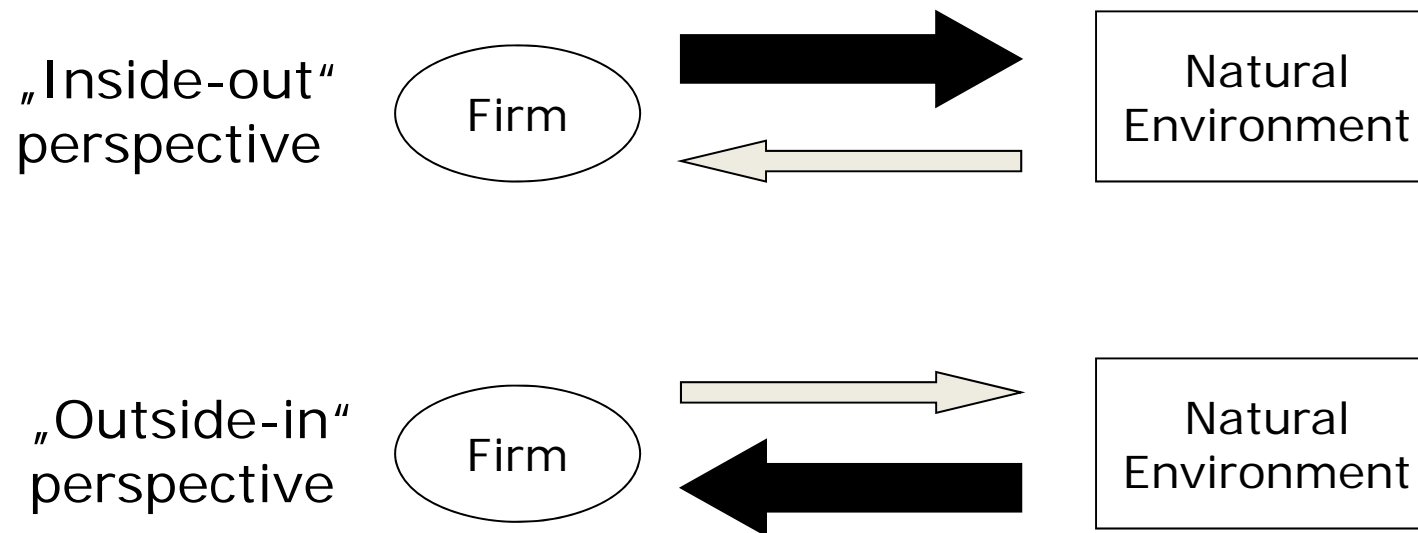




Photo: David Iliff
Source: http://en.wikipedia.org/wiki/File:Hopetoun_falls.jpg



Challenging Basic Assumptions



Photo: Richard Palmer
Source: http://en.wikipedia.org/wiki/File:Lake_mapourika_NZ.jpeg



Challenging Basic Assumptions



Photo: R. Hadian, U.S. Geological Society
Source: <http://en.wikipedia.org/wiki/File:Galunggung.jpg>



Challenging Basic Assumptions



Photo: Daphne Zaras
Source: <http://en.wikipedia.org/wiki/File:Dszpics1.jpg>



Values: Brand Ethos

Thinking of you
 **Electrolux**

Source: www.electrolux.com



Values: Brand Ethos

Product
Brands



Corporate
Brands



Values: Brand Ethos

Corporate Leaders

		Degree of economic-strategic motives	
		low	high
Degree of ethical-moral motives	high	Do-gooders	Ethical strategists
	low	Self-employers	Opportunists

Source: Belz and Peattie 2012, p. 127



"The business of business should not just be about money, it should be about responsibility. It should be about public good, not private greed."

Annita Roddick

Source: http://www.thebodyshop.com/content/services/aboutus_anita-roddick.aspx

Photo: Dame Annita Roddick

Source: http://www.history.org.uk/resources/general_resource_3002,3012_89.html





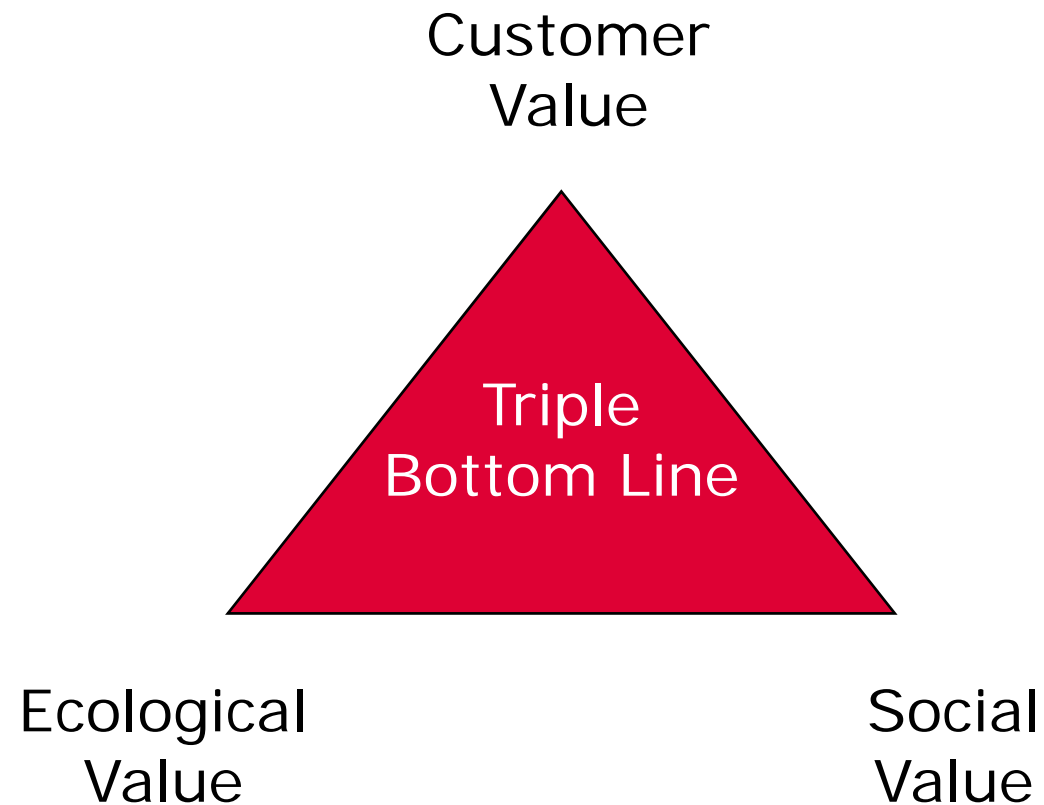
Values: Brand Ethos

The Body Shop: Five Core Values

- Activate self-esteem
- Protect our planet
- Against Animal Testing
- Support Community Trading
- Defend Human Rights



Objectives: Triple Bottom Line





Objectives: Triple Bottom Line

Economic Objectives

- Revenue
- Market share
- Profit
- Customer satisfaction
- Customer value
- ...



Objectives: Triple Bottom Line

Ecological Objectives

- Material use
- Water use
- Emissions
- Effluents
- Waste
- ...



Objectives: Triple Bottom Line

Social Objectives

- Product safety during use
- Impact of products on health
- Employee safety
- Employee satisfaction
- Fair wages
- ...



Objectives: Triple Bottom Line



Code of Conduct

Source: www.nike.com



Review and Discussion Questions

1. Describe the four types of sustainability marketers with respect to ethical/moral and economic/strategic motives.
2. What does ‚brand ethos‘ mean? Give examples of brands with sustainability ethos.
3. Do companies like The Body Shop, Electrolux and Nike live up to their corporate core values? Search websites that are critical about the companies and discuss the gap between rhetoric and reality.



References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p. 117-132.
- Crane, A. (2000): Marketing, Morality and the Natural Environment, London: Routledge.
- Crane, A. and Matten, D. (2010): Business Ethics, 3rd ed, Oxford: Oxford University Press.



In Cooperation



ZMML

Zentrum für Multimedia in der Lehre

