

Lecture 7: Customer Solutions

Episode 2: Sustainability Branding

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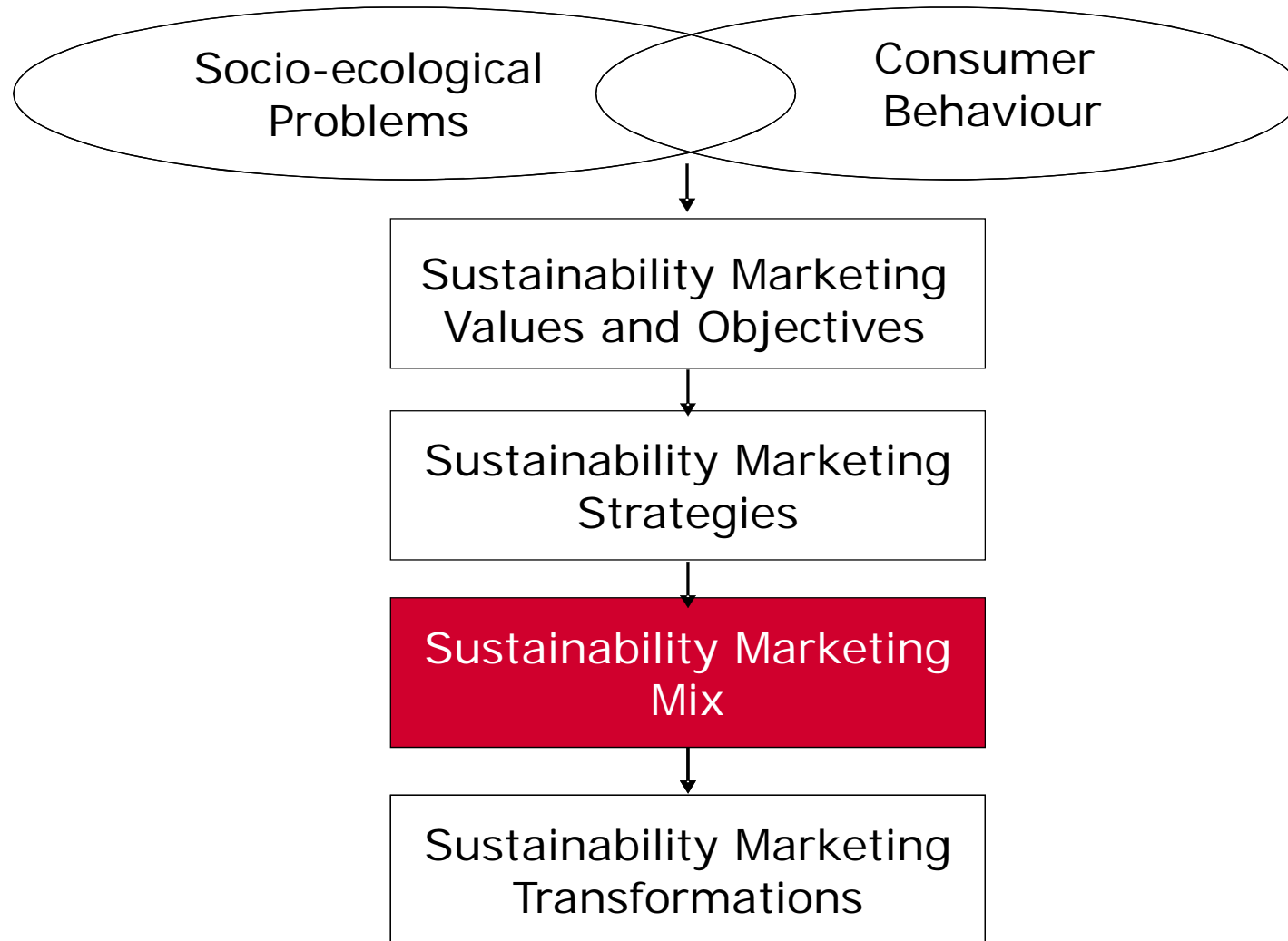
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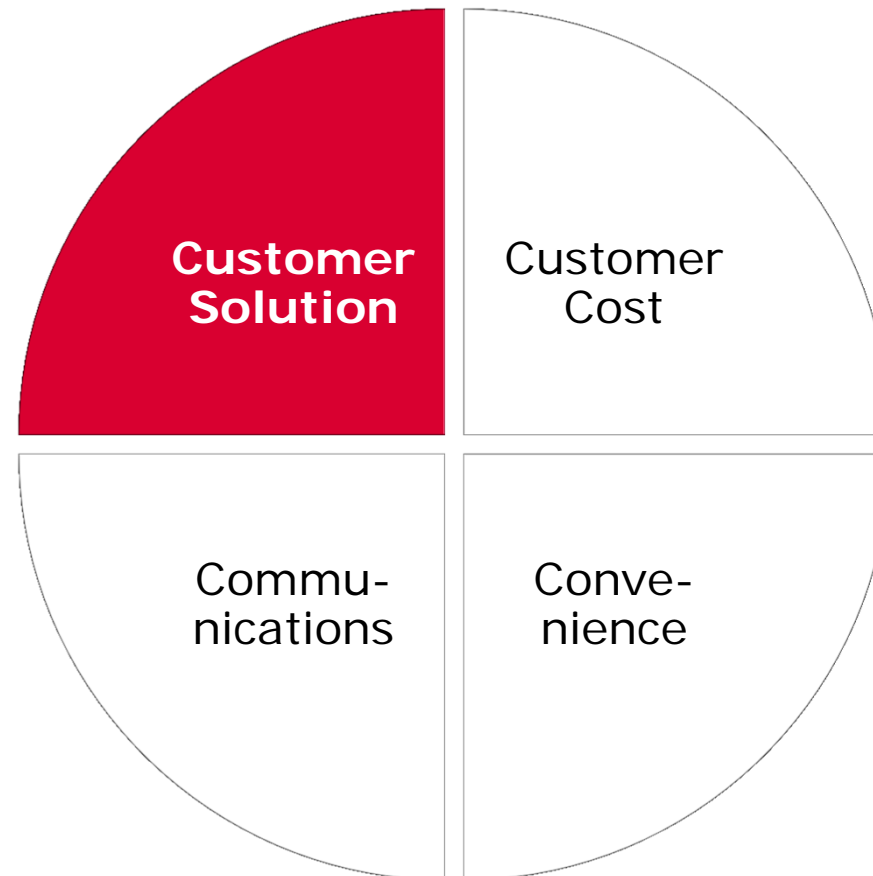


Lecture 7: Overview





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Lecture 7: Overview

Episode 1: (Pre-) Purchase, Use, Post-Use

Episode 2: Sustainability Branding

Episode 3: Case Study Sun Chips



Learning Objectives

Learning Objective 1:

Appreciate the importance of sustainability brands.

Learning Objective 2:

Understand major sustainability brand decisions.



Structure of the Episode

- Introduction
- Creating Sustainability Brands
- Naming Sustainability Brands
- Positioning Sustainability Brands
- Developing Sustainability Brands



Introduction

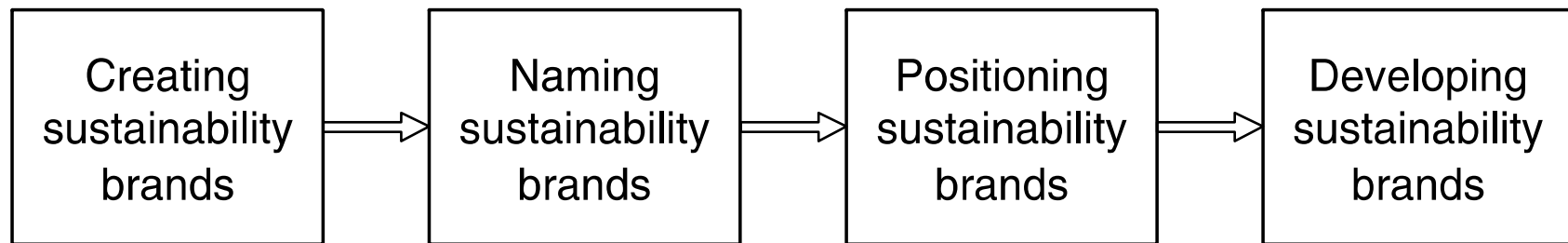
Sustainability Brands

“... product and services that are branded to signify to the consumer a form of special added value in terms of environmental and social benefits.”

Source: Belz and Peattie 2012, p. 185



Introduction



Source: Belz and Peattie 2012, p. 185



Creating Sustainability Brands

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



Creating Sustainability Brands



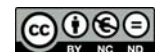
Source: We Beat the Mountain 2012



Creating Sustainability Brands

The screenshot displays the website for 'propheten', which is identified as 'THE FIRST GLOBAL SHARETY BRAND'. The main navigation bar includes links for Philosophy, Care Projects, Arts&Activities, Products, Blog, Home, and a language selector for 'deutsch'. The central banner features a woman in a grey top and a clothing tag with the brand's logo and the text 'propheten sharety fashion 子言者'. Below the banner, the text 'Buy the Sharety fashion and share' is prominently displayed, accompanied by a 'learn more' button. The left sidebar contains a menu with 'Sharety Fashion' selected, and other options like 'The License', 'Sharety Fashion Overview', 'Sharety Mini', and 'Sharety School Collection'.

Source: www.propheten.com





Creating Sustainability Brands



Source: Followfish 2012



Creating Sustainability Brands



Source: Ben & Jerry's

Source: Unilever



Naming Sustainability Brands

- Mobility Car Sharing
- Toyota Prius
- American Apparel
- The Body Shop
- Seventh Generation

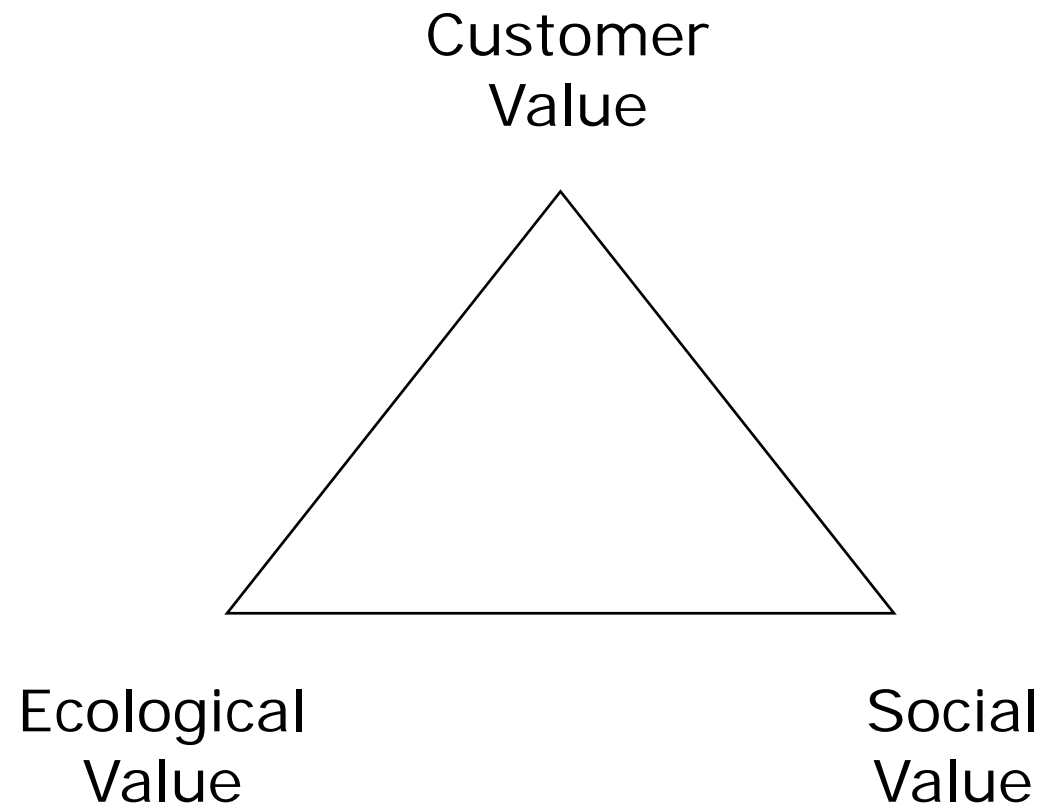


Positioning Sustainability Brands

Sustainability Marketing “Myopia”



Positioning Sustainability Brands





Positioning Sustainability Brands

Inherent Consumer Benefits

- Cost effectiveness
- Health and safety
- Status symbol



Positioning Sustainability Brands

Motive Alliances

- Taste
- Convenience
- Design
- Durability



Developing Sustainability Brands

		Product category	
		Existing	New
Brand name	Existing	Line extension	Sustainability brand extension
	New	Multi-sustainability brands	New sustainability brand



Review and Discussion Questions

1. What are sustainability brands? Give specific examples from your everyday life.
2. What does sustainability marketing myopia mean? How can companies overcome sustainability marketing myopia?
3. Do you think Toyota Prius is a good sustainability brand name? Why? Why not?
4. Discuss the advantages and disadvantages of sustainability brand extensions.



References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester, p. 185-193.
- Ottman, J.AA., Stafford, E.R., Hartmann, C.I. (2006): Avoiding green marketing myopia, Environment: Science and Policy for Sustainable Development, 48(5): 22-36.
- United Nations Environment Programme, UN Global Compact and Utopies (2005): Talk the Walk: Advancing Sustainable Lifestyles through Marketing and Communications, p. 18-22.



In Cooperation



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