

Conscious Marketing and Communication

Bachelor Course

Version: 05/01/2024



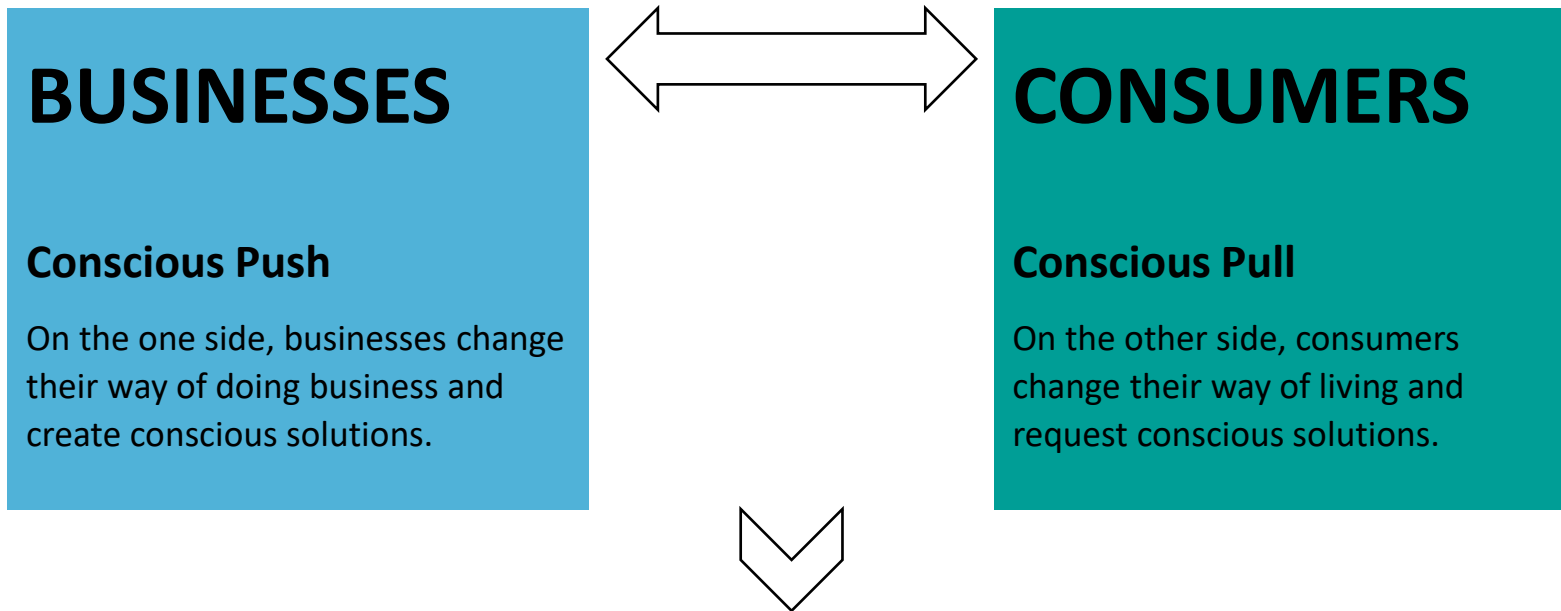
**CONSCIOUS
BUSINESS
EDUCATION**



**Co-funded by
the European Union**



As humankind, we are facing tremendous social and ecological issues. These challenges require a joint effort to be tackled. Two groups play an important role:



But there is a third player that moderates and influences the relationship between businesses and consumers:

BRANDS



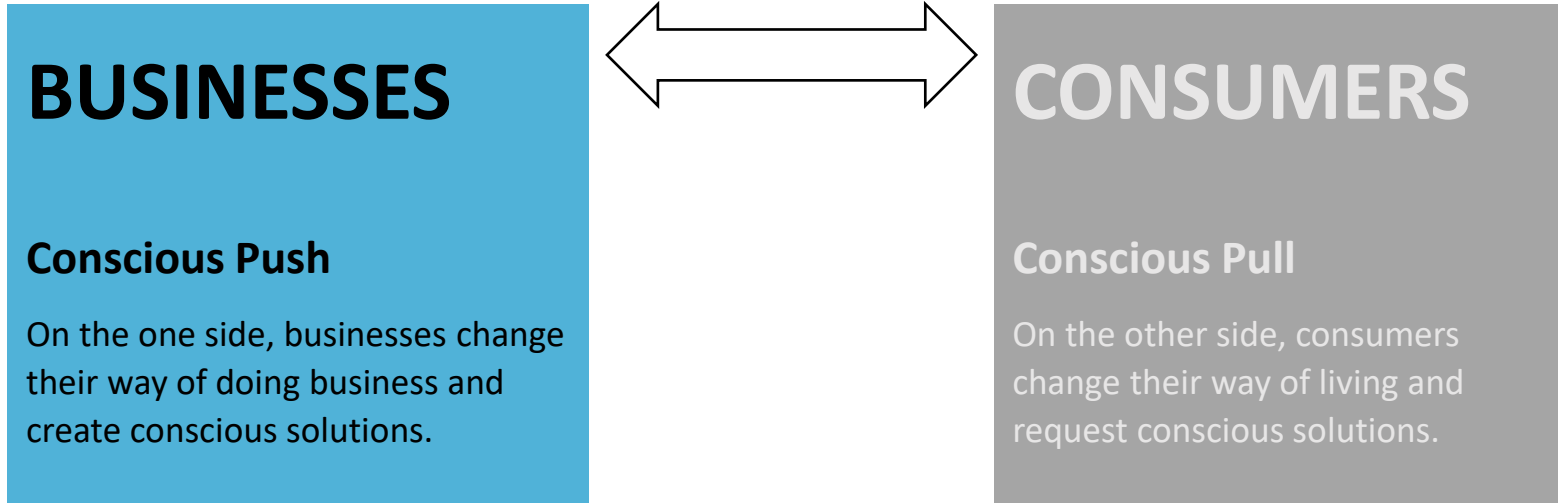
Modules

- 1 Conscious Businesses
- 2 Conscious Consumers
- 3 Conscious Brands
- 4 Conscious Marketing
- 5 Conscious Communication

1

Conscious Businesses

Businesses perform a Conscious Push



Almost **50%**
of CEOs say increasing sustainability is one of the highest priorities for their organization in the next 2 to 3 years.



Activity – Video



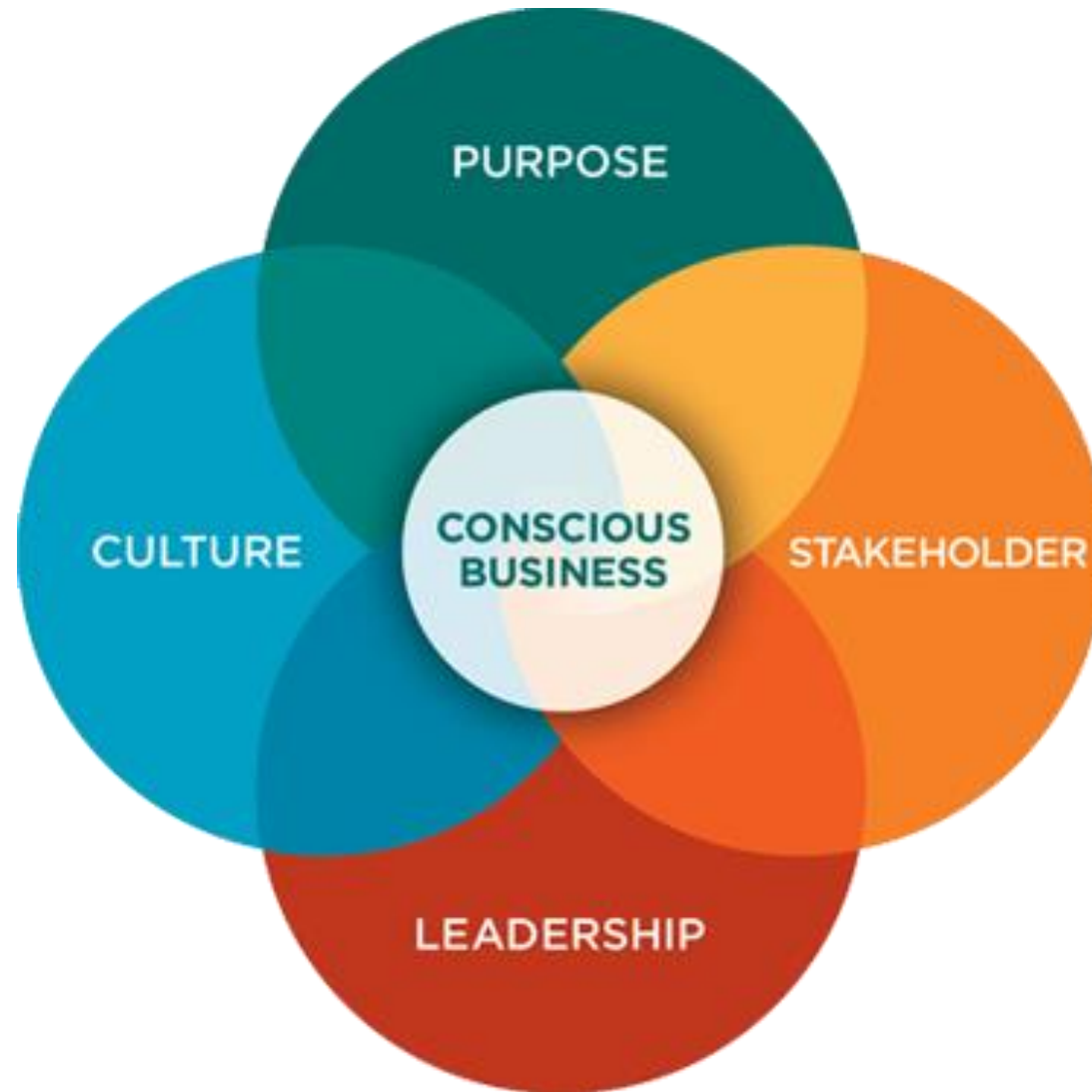
*Watch the video
“True Business Sustainability”
from Thomas Dyllick and Katrin Muff:
<https://youtu.be/AEFqUh4PMml?feature=shared>*

Conscious Capitalism paradigm to accelerate the change

MACKEY AND SISODIA

*“Business is good because it **creates value**, it is ethical because it is based on **voluntary exchange**, it is noble because it can **elevate our existence**, and it is heroic because it **lifts people out of poverty and creates prosperity.**”*

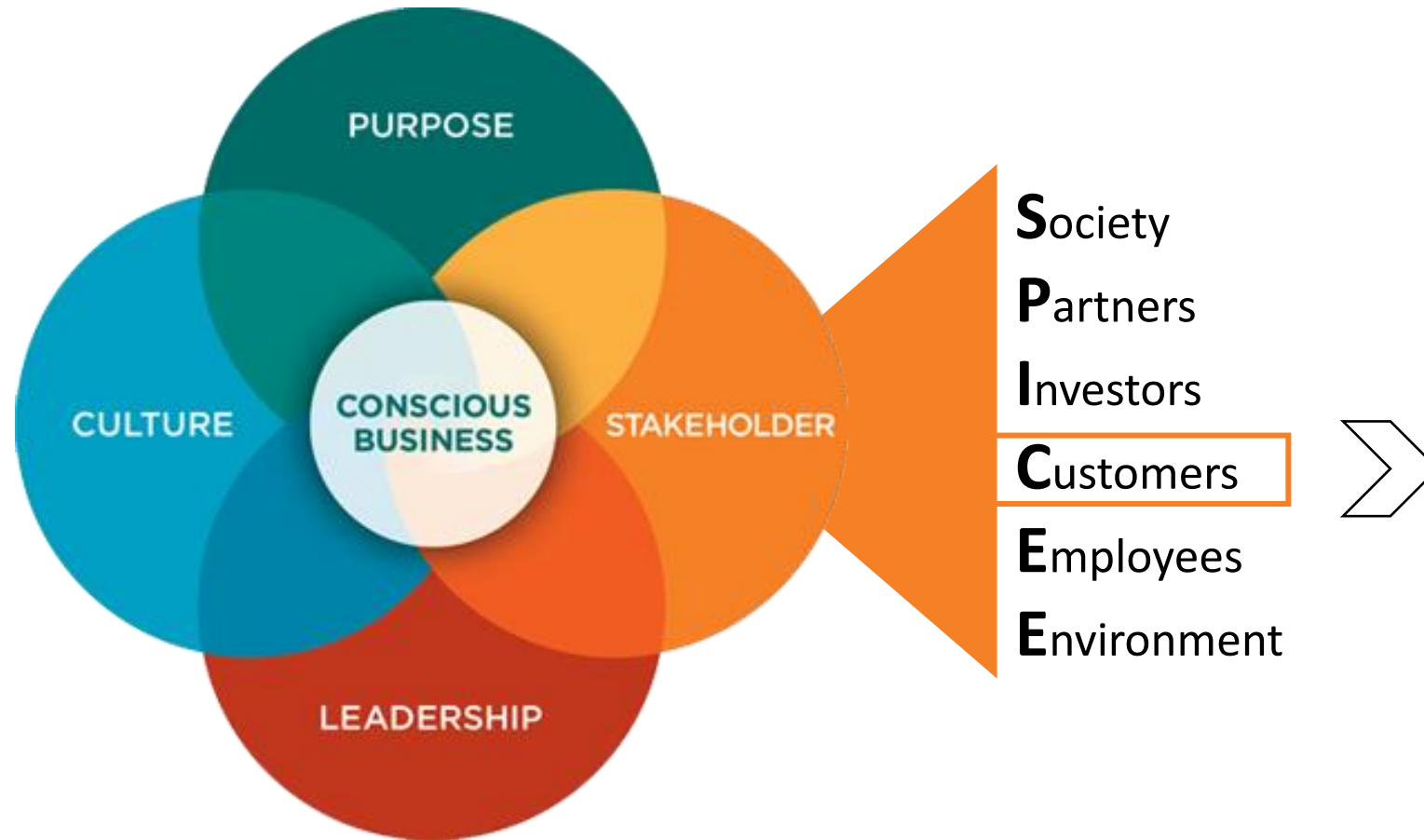
Conscious Business as outcome of Conscious Capitalism



The four tenets of a Conscious Business

1 HIGHER PURPOSE	<p>Elevating humanity through business begins with knowing WHY your company exists. Without this, you have no compass to find and stay focused on your True North. Businesses should exist for reasons beyond just making a profit. We see profit as a necessary means to achieving your purpose—not as an end in and of itself.</p>
2 STAKEHOLDER ORIENTATION	<p>Recognizing that the interdependent nature of life and the human foundations of business, a business needs to create value with and for its various stakeholders (customers, employees, vendors, investors, communities, etc.).</p>
3 CONSCIOUS LEADERSHIP	<p>Human social organizations are created and guided by leaders – people who see a path and inspire others to travel along the path. Conscious Leaders understand and embrace the Higher Purpose of business and focus on creating value for and harmonizing the interests of the business stakeholders. They recognize the integral role of culture and purposefully cultivate Conscious Culture.</p>
4 CONSCIOUS CULTURE	<p>This is the ethos – the values, principles, practices – underlying the social fabric of a business, which permeates the atmosphere of a business and connects the stakeholders to each other and to the purpose, people and processes that comprise the company. All companies have a culture, but not all companies intentionally develop a culture that promotes their values and purpose.</p>

Stakeholder groups of a Conscious Business



“Without enough satisfied and happy customers, we have no business at all.”

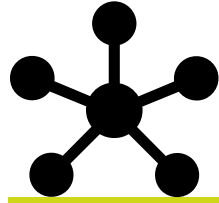
Activity – Word cloud



*What would make you
a satisfied and happy
customer?*

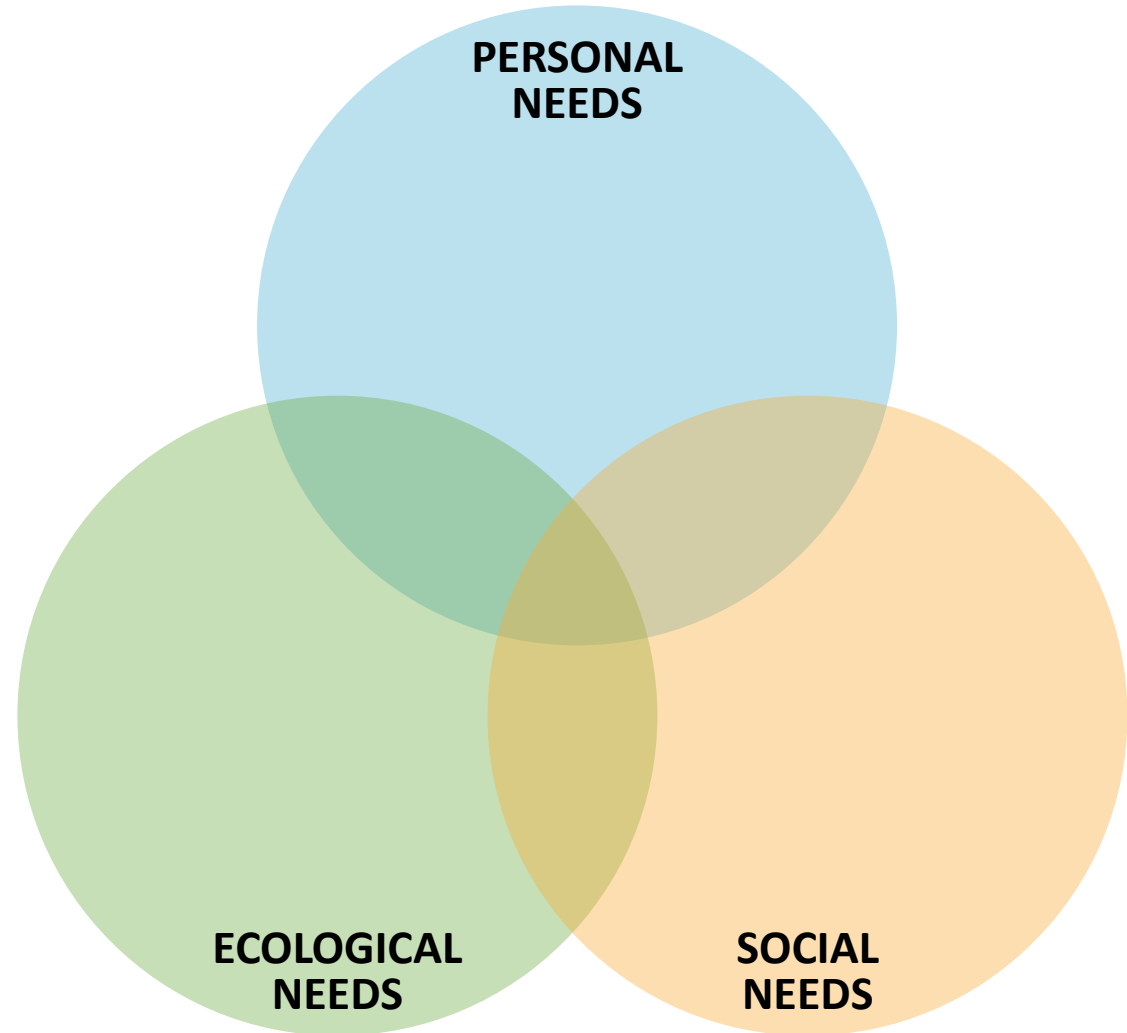
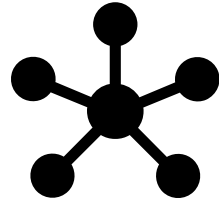


Activity – Clustering



*Use the provided template
to cluster the
mentioned needs.*

Activity – Clustering



Source: Inspired by Elkington (1998), Gogia (2014), Noo-urai/Jaroenwisan (2016)

Activity – Course discussion



How relevant are ecological and social needs compared to personal needs to make you a happy and satisfied customer?



Activity – Rating



Rate how relevant ecological and social needs are to you personally as a customer.



Summary

1 Conscious Businesses

- Businesses change their way of doing business and create conscious solutions.
- Conscious Capitalism is a concept with four tenets to support businesses on their way.
- The four tenets – Higher Purpose, Stakeholder Orientation, Conscious Leadership and Conscious Culture – are interrelated and interconnected.
- Looking at Stakeholder Orientation, one of the most important stakeholder groups are customers.
- Therefore, business are eager to make customers happy and satisfied.
- Here, personal needs of customers (e.g., quality, comfort, price) play a major role.
- However, ecological and social seem to become more and more important to make customers happy and satisfied.



Literature

1 Conscious Businesses

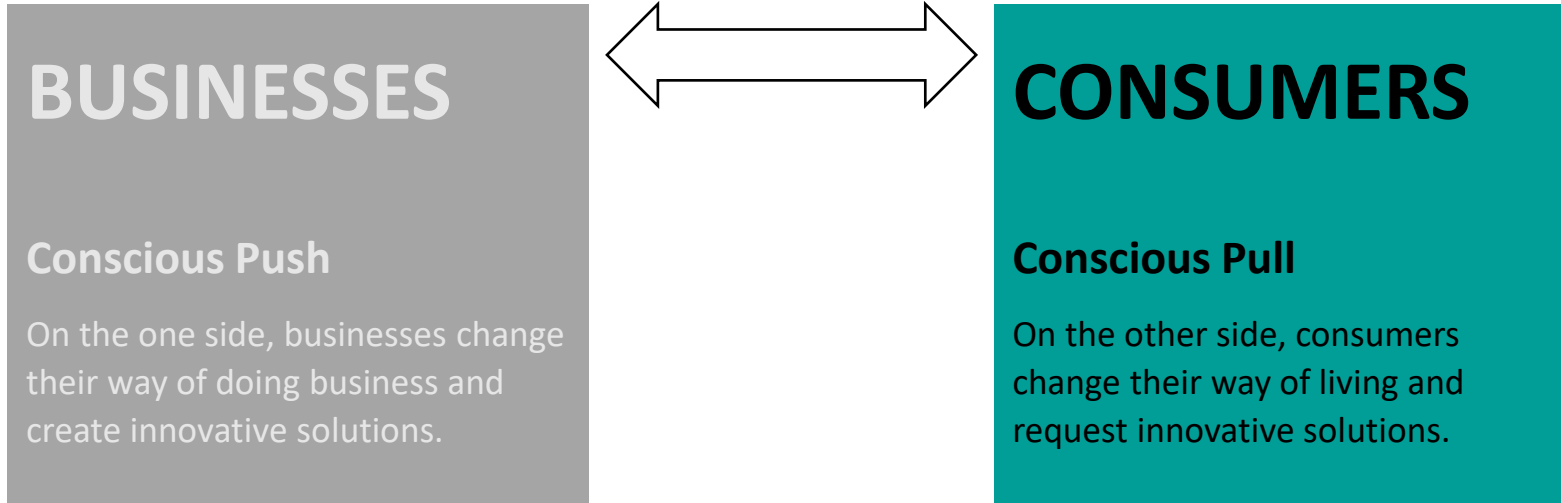
- Conscious Capitalism (2023): www.consciouscapitalism.org
- Dyllick/Muff (2014): Clarifying the Meaning of Sustainable Business : Introducing a Typology from Business-as-Usual to True Business Sustainability
- Gogia (2014): Conscious Consumption: A Behavioural Transformation Approach for Sustainable Development
- IBM Institute for Business Value (2022): Balancing sustainability and profitability – How businesses can protect people, planet, and the bottom line
- Impact Centre Erasmus (2023): Conscious Business: Maximize Your Impact As CEO Or Entrepreneur!
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business
- Noo-urai/Jaroenwisan (2016): Sustainability Marketing: A Changing of Marketing Concept Lead to Sustainable Business
- Veldung (2018): Conscious Capitalism – Verantwortungsbewusste Unternehmens- und Markenführung. Eine konzeptionelle, praktische, theoretische und empirische Untersuchung



2

Conscious Consumers

Consumers perform a Conscious Pull



55%

of consumers believe they should drive companies and organizations to lead on better social and environment outcomes.

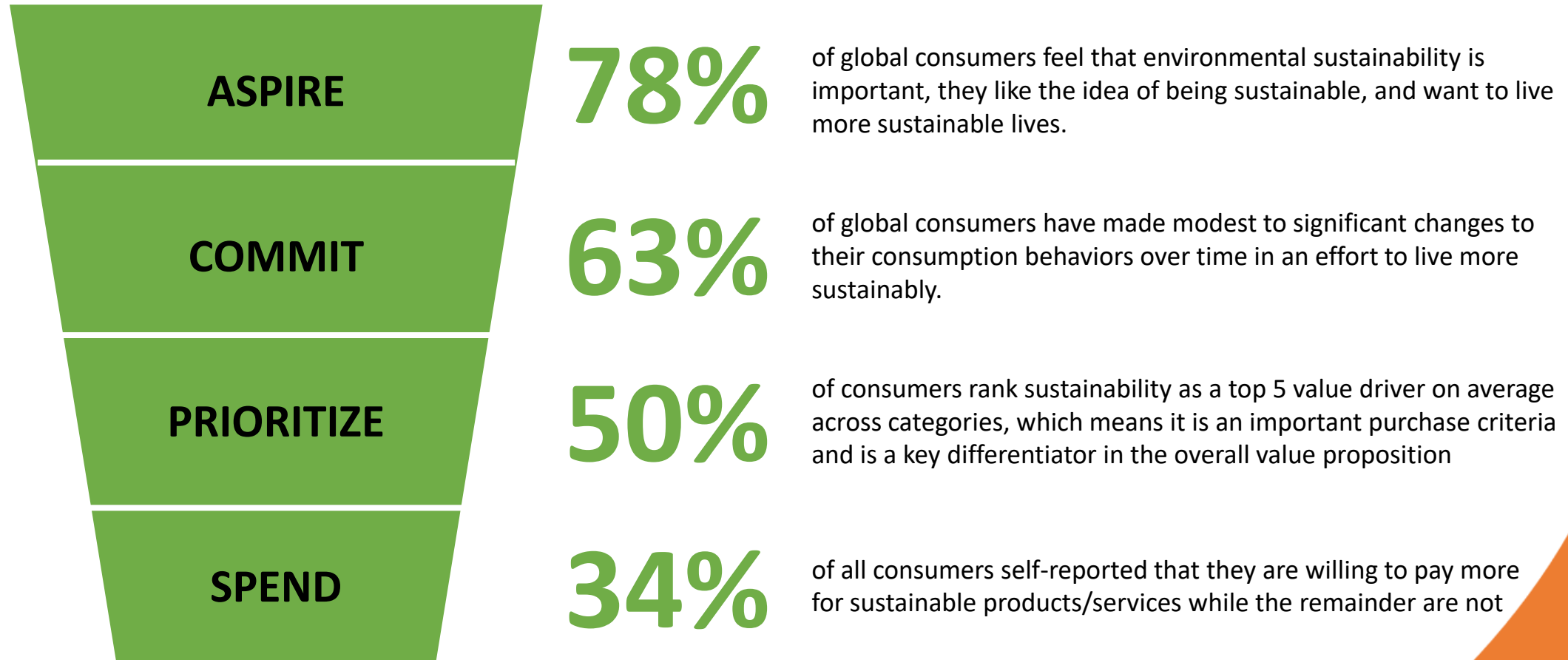


Sustainable consumer attitudes and behaviours

- Consumers are **increasingly concerned** about environmental, social and economic issues, and **increasingly willing to act** on those concerns.
- However, consumer **willingness is not [always] translating into sustainable consumer behavior**. A variety of **barriers** have been identified.



Conscious Cascade from aspire to spend



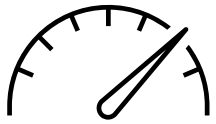
Activity – Group work



What are you willing to change regarding your (purchase) behaviour?

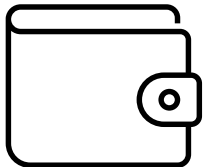
Values of consumers

64%



are prepared to **behave differently** if it **benefits society**.

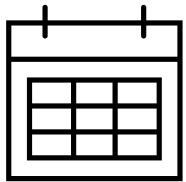
43%



of global consumers **want to buy more from organizations that benefit society**, even if their products or services cost more.

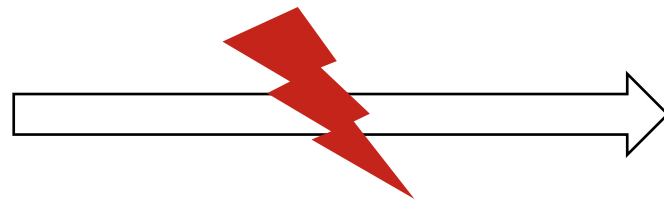
Value-action-gap of consumers

51%



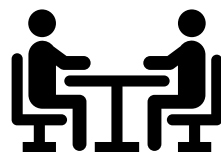
of the respondents say they **want to do more** to be more mindful of the planet and the environment, **but their day-to-day priorities get in the way.**

Value



Action

Activity – Group work

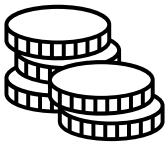


What are you actually doing to change regarding your (purchase) behaviour?

Examples for the value-action-gap of consumers

84%

say sustainability is **important** when making purchase decisions, but...

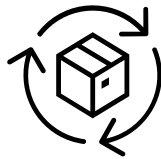


47%

say it **costs too much** to purchase sustainable products.

86%

of consumers **consider the amount of packaging** when buying products, but...

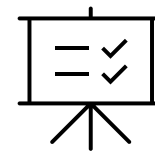


35%

want **more packaging to protect** them from the **risk of infection**.

61%

of consumers **want more information** to help make better sustainable choices, but only...



20%

check sustainability claims made on packaging or in advertising.

Activity – Voting



*Vote for your personal
top three values and
top three actions.*



Activity – Course discussion



Reflect together on the top values and actions.

Decision-making model of sustainable consumption

INDIVIDUAL FACTORS

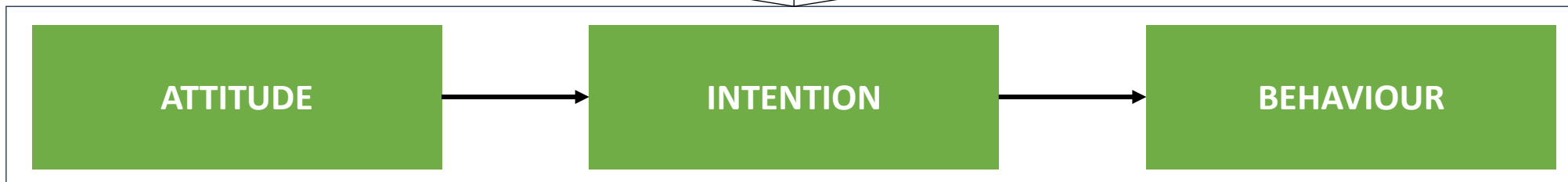
- Socioeconomic characteristics
- Needs/wants
- Personal values
- Habits/ lifestyle
- Control of action
- Capabilities/ skills

SOCIAL FACTORS

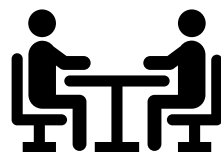
- Social norms
- Culture
- Mass media (agenda-setting)

SITUATIONAL FACTORS

- Purchase situation
- Incentives
- Availability
 - Occasion
 - Information
 - Price
 - Time



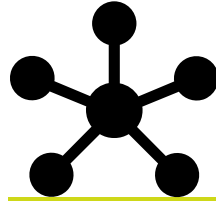
Activity – Group work



What are the main barriers that hinder you to fully live up to your values and translate them into actions?

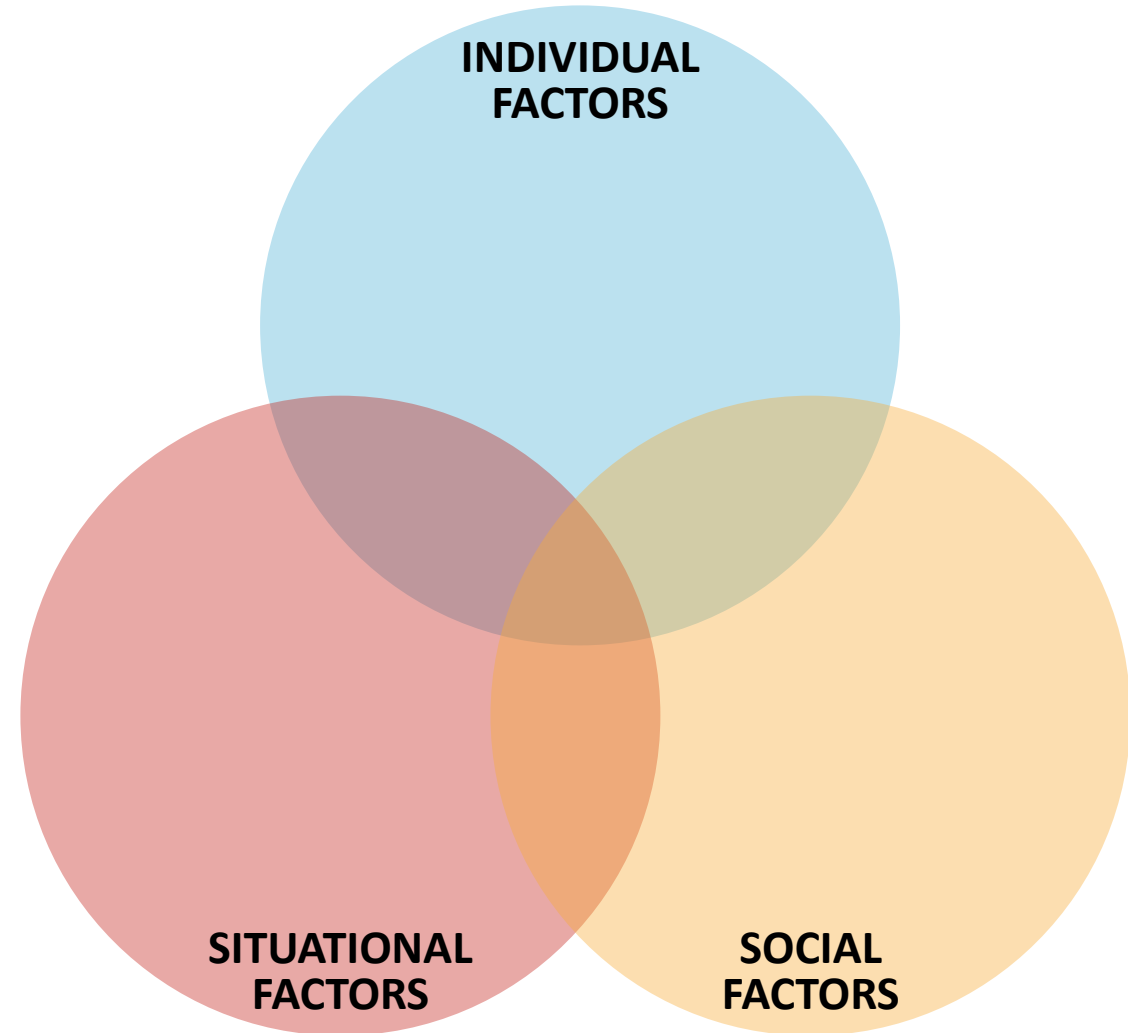
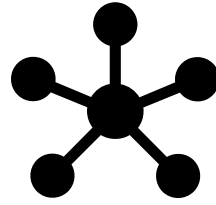


Activity – Clustering



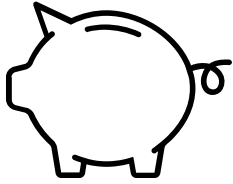
*Use the provided template
to cluster the
mentioned barriers.*

Activity – Clustering



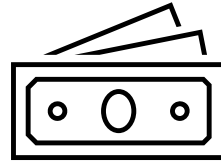
Source: Terlau/Hirsch (2015)

Barriers towards sustainable consumption



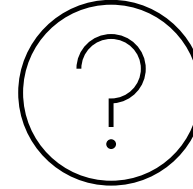
82%

think that when people shop, their mind is on **saving money more** than on saving the planet.



75%

think that the sustainable/ ethical products are **always more expensive**.



70%

think that people don't have **enough information** about how sustainable/ ethical different products are.

Activity – Voting



*Vote for your personal
top three barriers.*



Activity – Course discussion



*Reflect together on the
top barriers.*

Definition of the sustainable consumer

EY

*“There is no single “Sustainable Consumer”.
Values and attitudes vary.
The nuance is critical.”*

Segmentation criteria regarding sustainability

SOCIODEMOGRAPHIC CRITERIA

- Gender
- Age
- Education
- Income
- ...

PSYCHOGRAPHIC CRITERIA

- Locus of control
- Perceived consumer effectiveness
- Altruism
- ...

ATTITUDINAL CRITERIA

- Environmental concerns
- Perceived environmental responsibility
- ...

BEHAVIOURAL CRITERIA

- Green purchasing
- Pro-environmental behaviors like recycling
- ...



Possibility of
value-action-gap

The four sustainability segments

Basis: focus on attitudinal criteria

Actives

... act with pure conviction and evaluate their (purchasing) behavior under aspects of sustainability.

Believers

... want to show through their purchasing behavior that they live sustainably.

Considerers

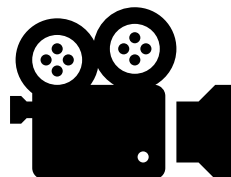
...do take a little responsibility, but do not think that they can make a difference.

Dismissers

...go along with the crowd and have not understanding of the greater context of sustainability.

Level of sustainability engagement

Activity – Video



*Watch the video about the
“Sustainability Segments”
from Kantar:*

<https://youtu.be/L2jVqBTrnDc>

Activity – Group work



Create a persona (= fictitious representative) of the “Actives” based on the provided template.

Present your persona to the course.





ACTIVE

SUSTAINABILITY
LEVEL



NAME

AGE

JOB

FAMILY STATUS

INCOME

PERSONALITY		
INTROVERTED	<input type="text"/>	EXTROVERTED
THINKING	<input type="text"/>	FEELING
PASSIVE	<input type="text"/>	ACTIVE



GOALS & EXPECTATIONS



SUSTAINABILITY MOTIVATORS



BUYING BEHAVIOR



SUSTAINABILITY BARRIERS

TECHNOLOGY

MEDIA

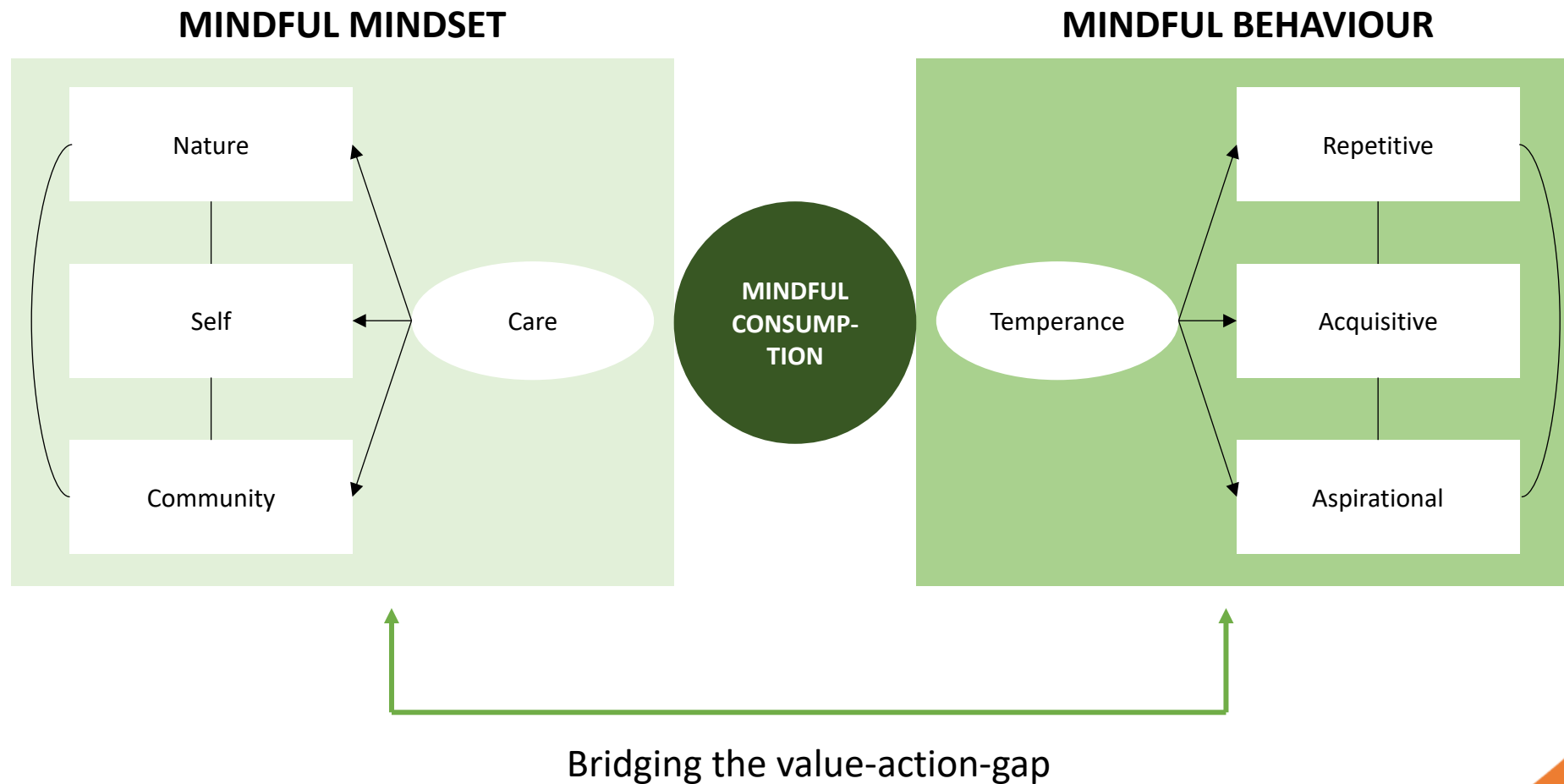
PRICE

Definition of mindful consumption

SHETH, SETHIA AND SRINIVAS

“Mindful consumption is guided and underpinned by a mindful mindset that reflects a conscious sense of caring toward self, community, and nature. This caring translates as an intent to consume in a manner that enhances one’s well-being, and is in accord with one’s values.”

Model of mindful consumption



Activity – Reading exercise



J. of the Acad. Mark. Sci. (2011) 39:21–39
DOI 10.1007/s11747-010-0216-3

Mindful consumption: a customer-centric approach to sustainability

Jagdish N. Sheth · Nirmal K. Sethia · Shanthi Srinivas

Received: 31 December 2009 / Accepted: 2 August 2010 / Published online: 17 August 2010
© Academy of Marketing Science 2010



Green nudging to bridge the value-action-gap

DASILVA, DHAR, RAFIQ AND YOUNG

“As consumers increasingly demand more environmentally and socially conscious choices, nudges can nurture and facilitate their desire to live sustainably, accelerating demand for sustainable products and services. That demand, in turn, can help build attractive markets for investment and propel the sustainability transformation forward.”

Activity – Reading exercise



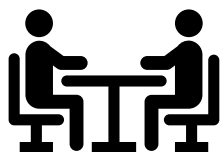
BCG Nudging Consumers Toward Sustainability

RELATED EXPERTISE: CLIMATE CHANGE AND SUSTAINABILITY, SOCIAL IMPACT

Nudging Consumers Toward Sustainability

MAY 20, 2022
By [Bryann DaSilva](#), [Julia Dhar](#), [Sana Rafiq](#), and [David Young](#)

Activity – Group work



Create three nudges to help the “Considerers” overcome their barriers and act more consciously and sustainably.

Present your nudges to the course.



Summary

2 Conscious Consumers

- Consumers change their way of living and request conscious solutions.
- More and more consumers express a higher relevance of social and ecological topics.
- Still, not all consumers convert their attitude into behaviour – the so-called value-action-gap.
- Consumers seem to face multiple barriers (e.g., quality, comfort, price) when purchasing sustainable options.
- However, there are different types of consumers – some are more engaged in sustainability than others. The different types can be identified via specific segmentation criteria.
- Good news: Businesses can help consumers to bridge the value-action-gap, e.g. via nudging them towards a more sustainable behaviour.



Literature

2 Conscious Consumers

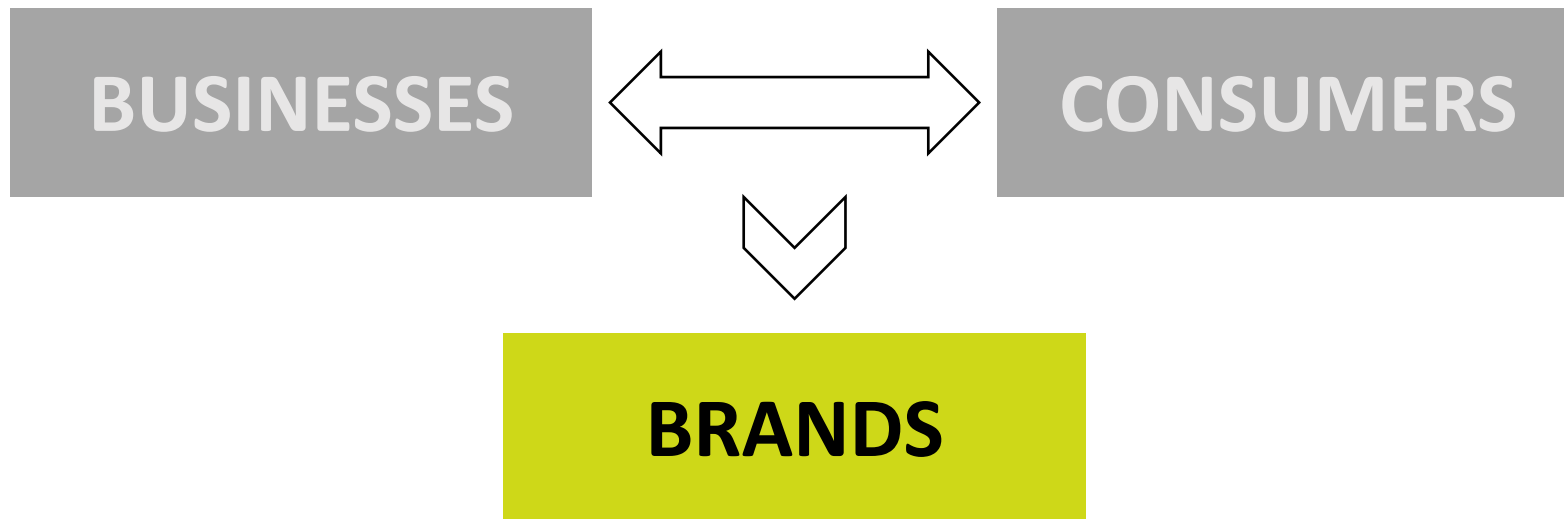
- Afonso/Gavilan/Garcia-Madariaga/Martins Goncalves (2018): Green Consumer Segmentation: Managerial and Environmental Implications from the Perspective of Business Strategies and Practices
- Carrington/Neville/Whitwell (2014): Lost in translation: exploring the ethical consumer intention-behavior gap
- Chauhan (2020): Value-Action Gap Towards Green Consumer Behavior: A Theoretical Review and Analysis
- DaSilva/Dhar/Rafiq/Young (2022): Nudging Consumers Towards Sustainability
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- Lee/Haley (2022): Green consumer segmentation: consumer motivations for purchasing pro-environmental products
- O'Rourke/Ringer (2015): The Impact of Sustainability Information on Consumer Decision Making
- Sheth/Sethia/Srinivas (2011): Mindful consumption: a customer-centric approach to sustainability
- Simon-Kucher & Partners (2021): Global Sustainability Study 2021 – Consumers are key players for a sustainable future
- Terlau/Hirsch (2015): Sustainable Consumption and the Attitude-Behaviour-Gap Phenomenon - Causes and Measurements towards a Sustainable Development
- WBCSD (2008): Sustainable consumption facts and trends from a business perspective. The business role focus area. World Business Council for Sustainable Development
- White/Hardisty/Habib (2019): The Elusive Green Consumer
- Zagar (2022): Role and Responsibility of the Consumer(s) in Sustainable Consumption
- Zhang/Dong (2020): Why Do Consumers Make Green Purchase Decisions? Insights from a Systematic Review



3

Conscious Brands

Brands moderate the Conscious Push and Conscious Pull



73%

of global consumers believe brands have a responsibility to make a positive change in the world.



Activity – Word cloud



What brands would you describe as brands that take responsibility?



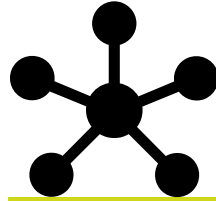
Activity – Word cloud



*What issues and topics
do these brands
take responsibility for?*



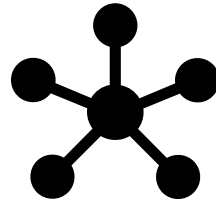
Activity – Clustering



Use the UN Sustainable Development Goals to cluster the mentioned issues and topics.



Activity – Clustering



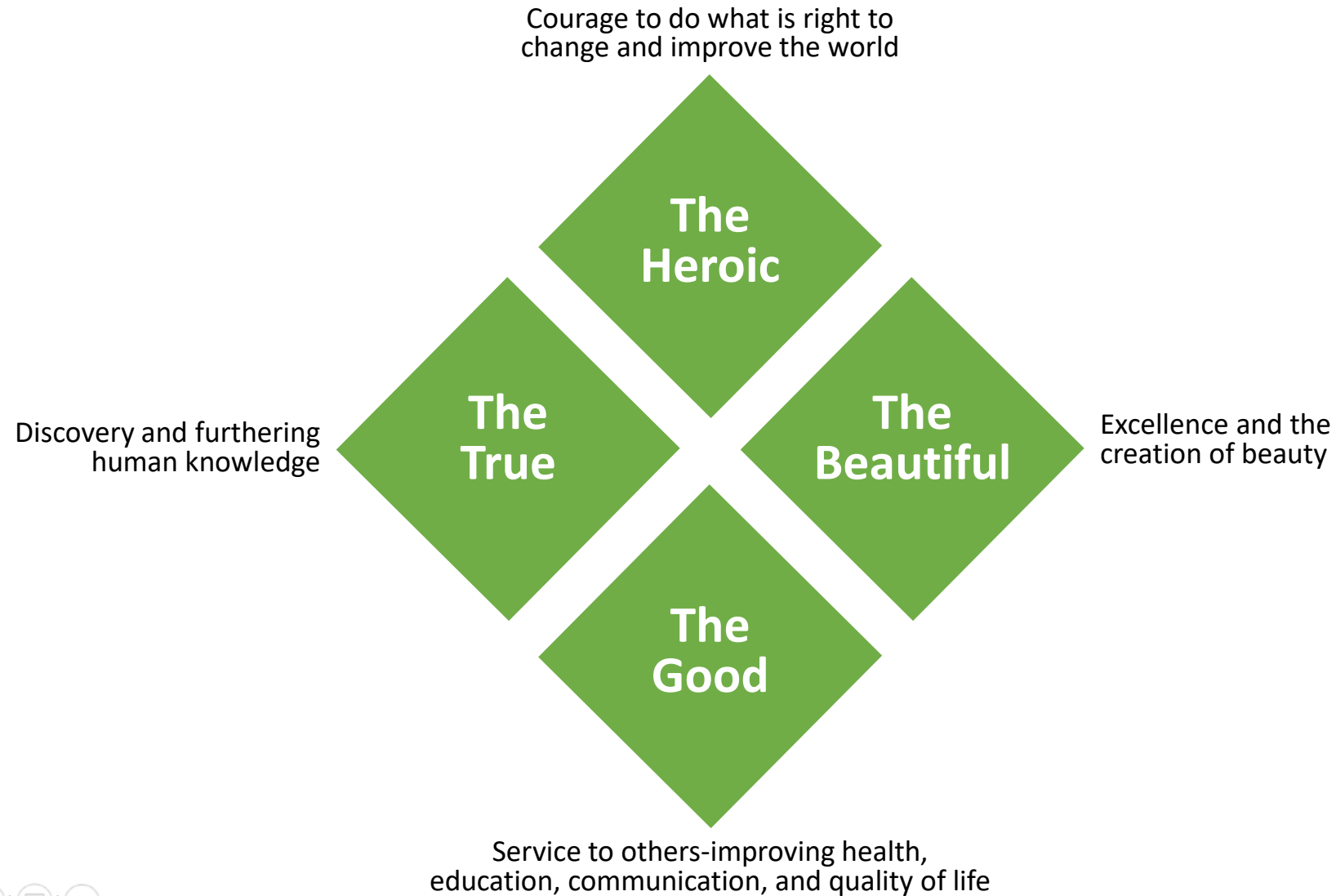
SDGs as basis for the Brand Purpose



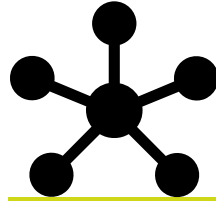
HIGHER BRAND PURPOSE

The reason why your brand exists

The four categories of Higher Purpose

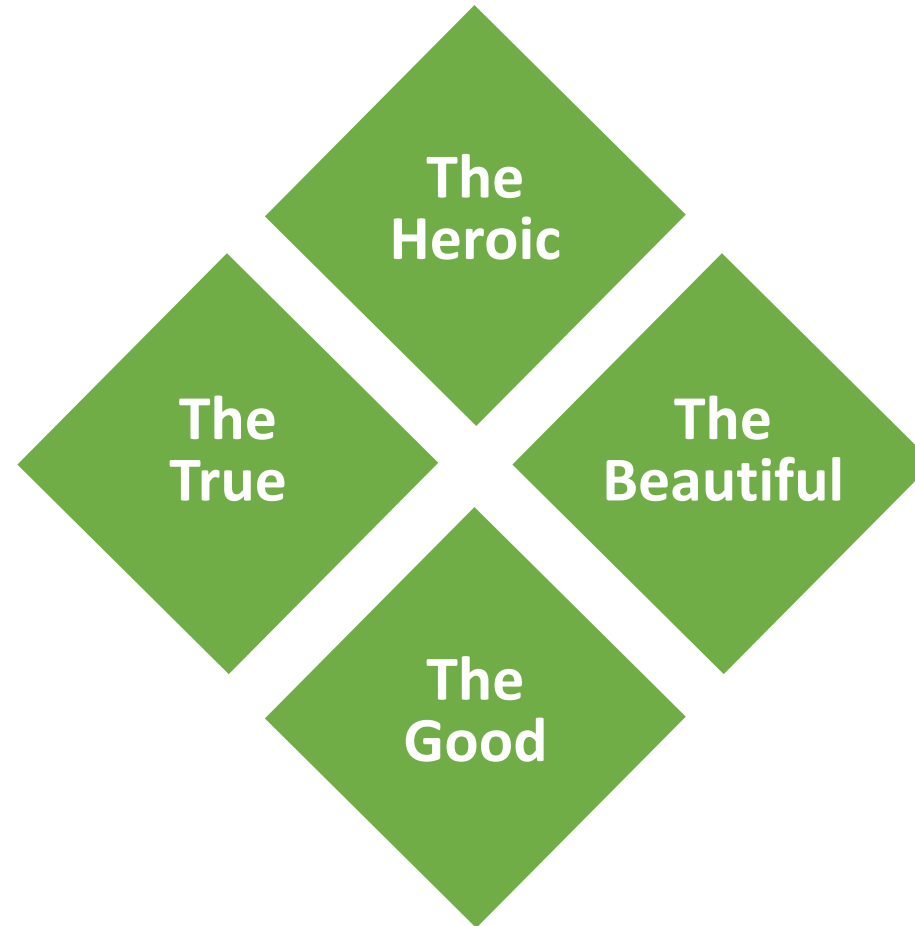
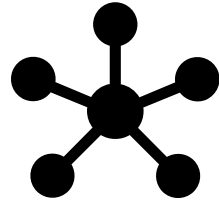


Activity – Clustering



Use the four categories of Higher Purpose to cluster the mentioned brands.

Activity – Clustering



Examples for the four categories of Higher Purpose



Impact of purpose

SISODIA

“Purpose is certainly not just a marketing issue or positioning of your brand image. Purpose should impact every aspect of the firm.”

Impact of Higher Purpose

85%

I'm **more likely to recommend** a brand with strong purpose to others.

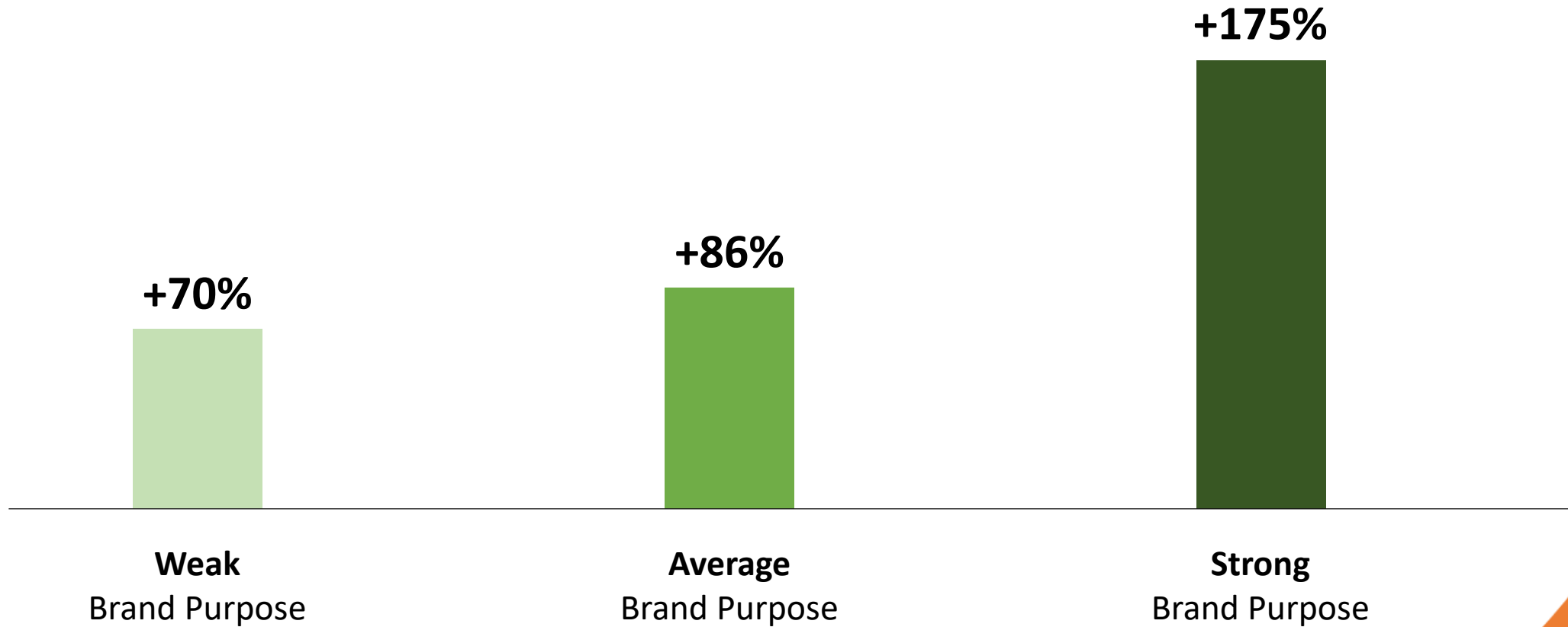
81%

Purpose-driven brands deliver **higher-quality products/services**.

80%

A brand with shared purpose will have **greater customer loyalty**.

Impact of Higher Purpose on brand value growth



Activity – Video



*Watch the video
“Start with why”
from Simon Sinek:*

https://youtu.be/u4ZoJKF_VuA?feature=shared

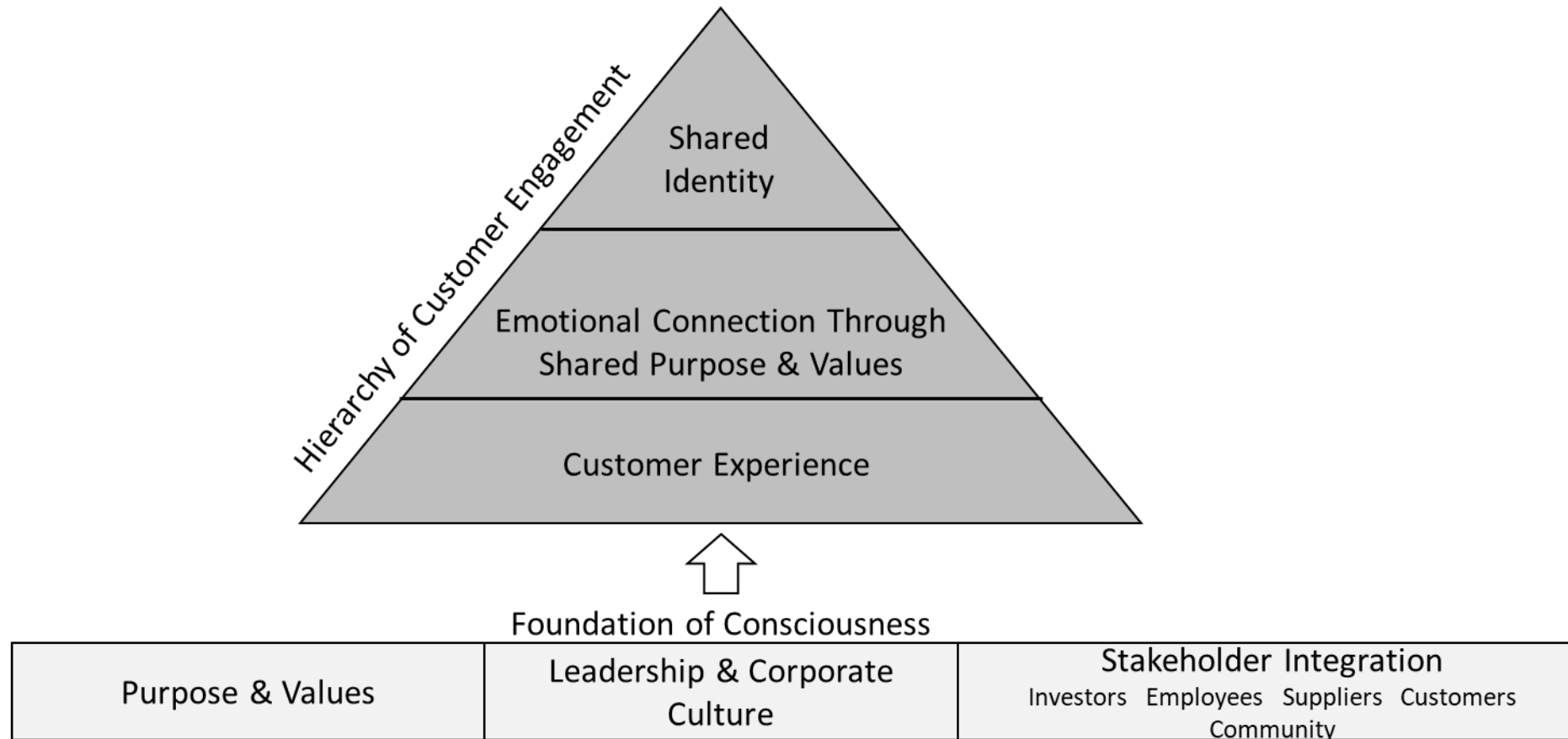


Higher Purpose as basis for customer engagement

MACKEY AND SISODIA

*“If a company starts with a clear purpose, it is much more able to form **authentic customer relationships** and **attract like-minded customers, those who share its passion.**”*

Additional facets to create customer engagement



Activity – Reading exercise



ELSEVIER



CrossMark

Journal of Retailing 93 (1, 2017) 55–64

Journal of Retailing

Enhancing Customer Engagement Through Consciousness

Dhruv Grewal^{a,*}, Anne L. Roggeveen^a, Rajendra Sisodia^a, Jens Nordfält^b

^a Babson College, Babson Park, MA 02457, United States
^b Stockholm School of Economics, Stockholm, Sweden

Available online 12 January 2017

Summary

3 Conscious Brands

- As Conscious Consumers are demanding it, more and more brands try to integrate sustainability issues and topics into their brand core.
- However, there are also brands that are born sustainable and have it in their DNA since the beginning. They move the consumers toward sustainability.
- The 17 Sustainable Development Goals and 169 sub-goals serve as a starting point to develop a Higher Brand Purpose.
- According to Mackey and Sisodia Higher Brand Purpose can be clustered into four categories: The Good, The True, The Beautiful and The Heroic.
- Having a Higher Brand Purpose also has a positive impact on customer engagement as well as brand and business performance in the end.
- Still, it is not enough to have a Higher Brand Purpose. In addition, the three other tenets of the Conscious Business concept are necessary to create a Conscious Brand.



Literature

3 Conscious Brands

- Deloitte (2014): Culture of purpose: A business imperative
- EY (2015): The Business Case for Purpose
- EY (2021): The CEO Imperative: Make sustainability accessible to the consumer
- Grewal/Roggeveen/Sisodia/Nordfält (2017): Enhancing Customer Engagement Through Consciousness
- Kantar (2021): Sustainability Konferenz 2021
- Kramer (2017): Brand purpose: The navigational code for growth
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business
- Mainwaring (2016): How The Sustainable Development Goals Accelerate Your Brand Relevance, Growth And Impact
- Stengel (2011): Grow – How Ideals Power Growth and Profit at the World's Greatest Companies
- United Nations (2023): <https://sdgs.un.org/goals>



4

Conscious Marketing

Higher Purpose of marketing

MACKEY AND SISODIA

*“To understand customer needs thoroughly, align what the company does with the satisfaction of those needs, and thereby **improve the quality of life for customers and financial performance for the business.**”*

Activity – Word cloud



*What brand do you identify with
and are you loyal to
as a customer?*



Activity – Course discussion



Reflect together on the mentioned brands.

Different ways of conducting marketing

BRAND TYPE A



TRADITIONAL MARKETING

BRAND TYPE B



CONSCIOUS MARKETING

Activity – Word cloud



*What words come to your mind
when you think of
“Traditional Marketing”?*

Traditional Marketing

MACKEY AND SISODIA

*“Unfortunately, the huge resources being spent on marketing today are having impacts that are not always conducive to living a healthy, meaningful, and fulfilling life. Most advertising overpromises **benefits** and tries to induce customers to buy the company's products whether or not the products are a good fit with their needs.”*

Revisiting the marketing mix

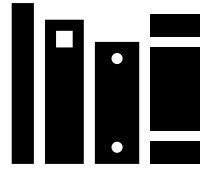
SHETH AND PARVATIYAR

“Sustainable marketing requires the repurposing and reorientating of the entire marketing mix, everything from product and packaging through positioning and promotion.”

Revisiting the marketing mix – questions for the 4 P's

	Producing firms	Service firms
PRODUCT	<ul style="list-style-type: none"> - Development of new products (e.g., materials, sources, carbon footprint)? - Development of packaging (e.g., biodegradable, disposable)? 	<ul style="list-style-type: none"> - Use of energy and physical supplies? - Contribution to conservation causes?
PLACE	<ul style="list-style-type: none"> - Location of production and distribution facilities (e.g., locally based production, decentralized production)? - Rating of different distribution channels? - Increase of online selling? 	
PRICE	<ul style="list-style-type: none"> - Price related to environmental friendliness? - Consumer willingness to pay more? - Effects of new regulations (e.g., covering externality costs)? 	
PROMOTION	<ul style="list-style-type: none"> - Shift from print to online promotion? - Communication of commitment to sustainability? - Product labelling (e.g., ingredients, carbon footprints)? 	

Activity – Reading exercise



Journal of Marketing



Impact Factor: 15.2

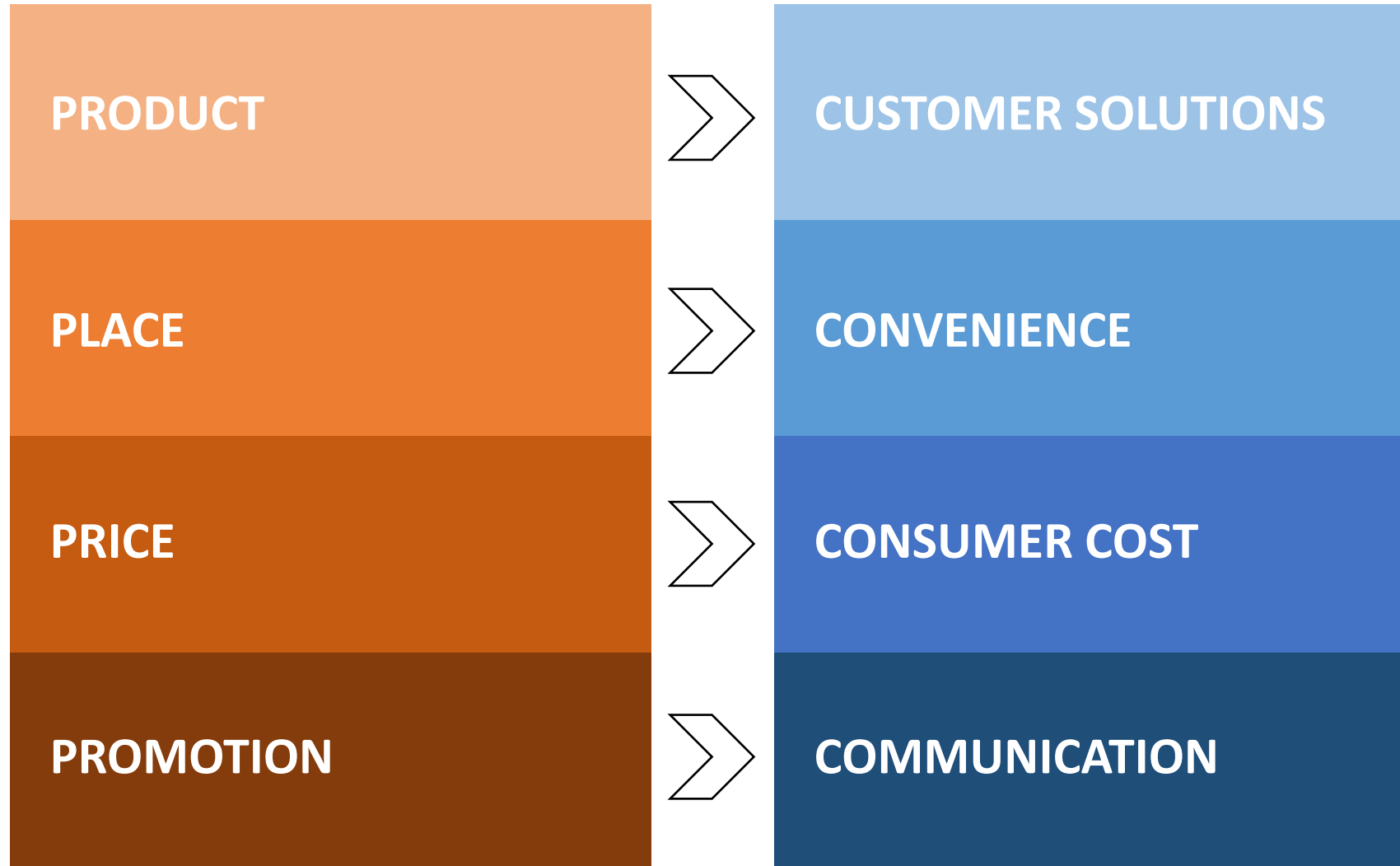
 Restricted access | Research article | First published online July 1, 2011

Reinventing Marketing to Manage the Environmental Imperative

[Philip Kotler](#)  [View all authors and affiliations](#)

[Volume 75, Issue 4](#) | <https://doi.org/10.1509/jmkg.75.4.132>

Enriching the 4 P's



Activity – Reading exercise



Sustainability marketing — An innovative conception of marketing

Article in *Marketing Review St Gallen* · October 2010

DOI: 10.1007/s11621-010-0085-7

CITATIONS

150

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Technische Universität München

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Activity – Word cloud



*What words come to your mind
when you think of
“Conscious Marketing”?*

Conscious Marketing

MACKEY AND SISODIA

“Making customer better off by understanding and satisfying their most important life-affirming needs, even needs that people may not consciously recognize. It is about providing real value rather than engaging in self-serving hucksterism.”

Rethinking the 4 P's – SAVE model

**Instead of
PRODUCT**

Focus on SOLUTION

Define offerings by the needs they meet, not by their features, functions, or technological superiority.

**Instead of
PLACE**

Focus on ACCESS

Develop an integrated cross-channel presence that considers customers' entire purchase journey instead of emphasizing individual purchase locations and channels.

**Instead of
PRICE**

Focus on VALUE

Articulate the benefits relative to price, rather than stressing how price relates to production costs, profit margins, or competitors' prices.

**Instead of
PROMOTION**

Focus on EDUCATION

Provide information relevant to customers' specific needs at each point in the purchase cycle, rather than relying on advertising, PR, and personal selling that covers the waterfront.

Activity – Reading exercise



**Harvard
Business
Review**

IDEA WATCH

MARKETING by Richard Ettenson, Eduardo Conrado, and Jonathan Knowles

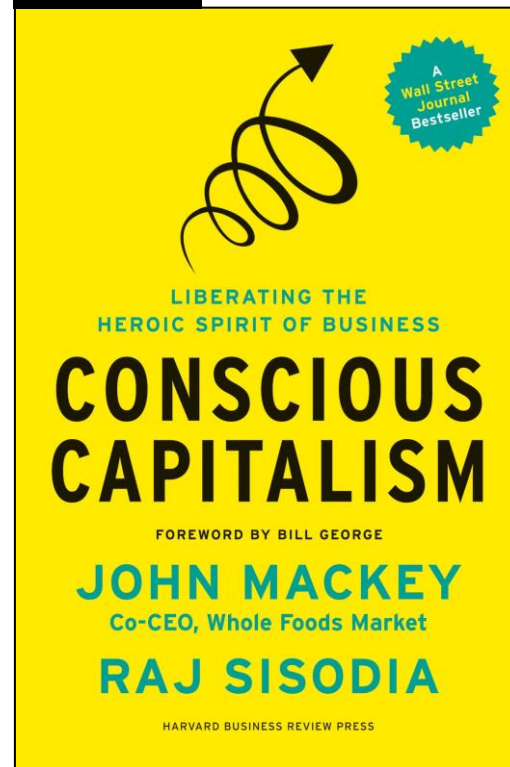
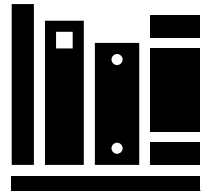
Rethinking the 4 P's

Results of Conscious Marketing

MACKEY AND SISODIA

*“When companies demonstrate such genuine commitment to the well-being of their customers, customers reciprocate in multiple ways: **they become much more trusting, increase their future purchases, and become advocates on behalf of the company – unpaid but very effective salespeople, in effect.**”*

Activity – Reading exercise



Chapter 5

“Loyal, Trusting Customers”

Activity – Reading exercise



Summary

4 Conscious Marketing

- Conscious Brands with a Higher Purpose and a sense for the other three tenets also do marketing differently.
- They move away from Traditional Marketing what often comes with a high investment and poor results when it comes to customer satisfaction and loyalty. Instead, they practice Conscious Marketing.
- Conscious Marketing means the brands take the responsibility for the consumers and their needs seriously and put them in the centre of their activities.
- As a result, consumer are loyal and trusting brand ambassadors. This in turn reduces the marketing investments of Conscious Brands.
- To reach this goal, Conscious Marketing demands rethinking the traditional marketing practices and tools. Especially redefining the 4 P's (product, price, place and promotion) from a more conscious perspective.
- The SAVE (solution, access, value and education) model is such an approach.



Literature

4 Conscious Marketing

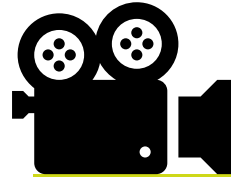
- Ettenson/Conrado/Knowles (2013): Rethinking the 4 P's
- Kotler (2011): Reinventing Marketing to Manage the Environmental Imperative
- Kumar/Rahman/Kazmi (2013): Sustainability Marketing Strategy: An Analysis of Recent Literature
- Kumar/Rahmanb/Kazmic/Goyald (2012): Evolution of sustainability as marketing strategy: Beginning of new era
- Mackey/Sisodia (2013): Conscious Capitalism – Liberating the Heroic Spirit of Business
- Noo-urai/Jaroenwisan (2016): Sustainability Marketing: A Changing of Marketing Concept Lead to Sustainable Business
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- Sisodia/Sheth/Wolfe (2014): Firms of Endearment – How World-Class Companies Profit from Passion and Purpose
- WFA/Kantar (2023): Sustainable Marketing 2030



5

Conscious Communication

Activity – Video



*Watch the video
“The good side of advertising”
from Thomas Kolster:*

<https://youtu.be/GmwZaxR5Uig?feature=shared>



Activity – Course discussion



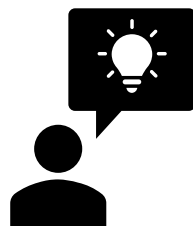
:

How could brands deliver education from the SAVE model?

What communication measures, instruments and channels could be beneficial for education?



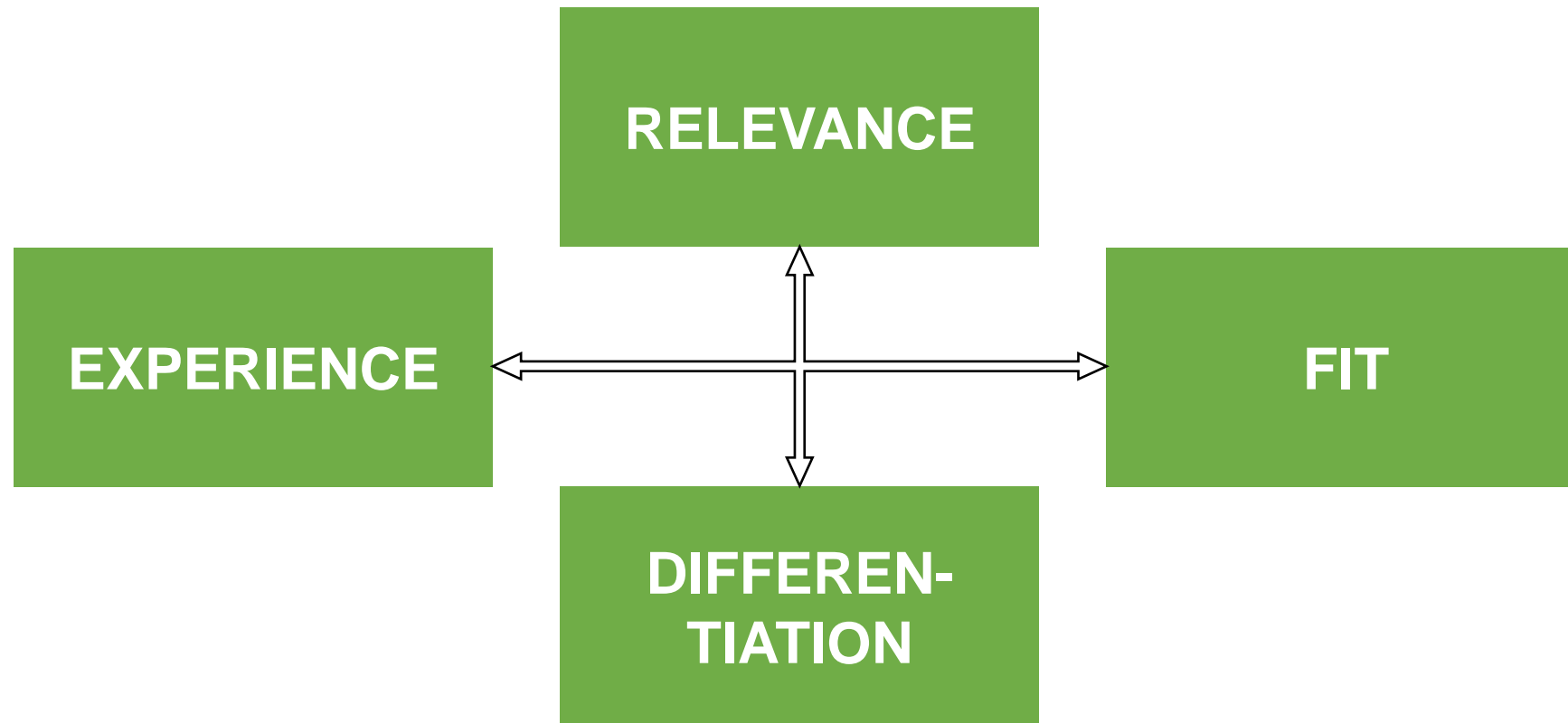
Activity – Individual work / assignment



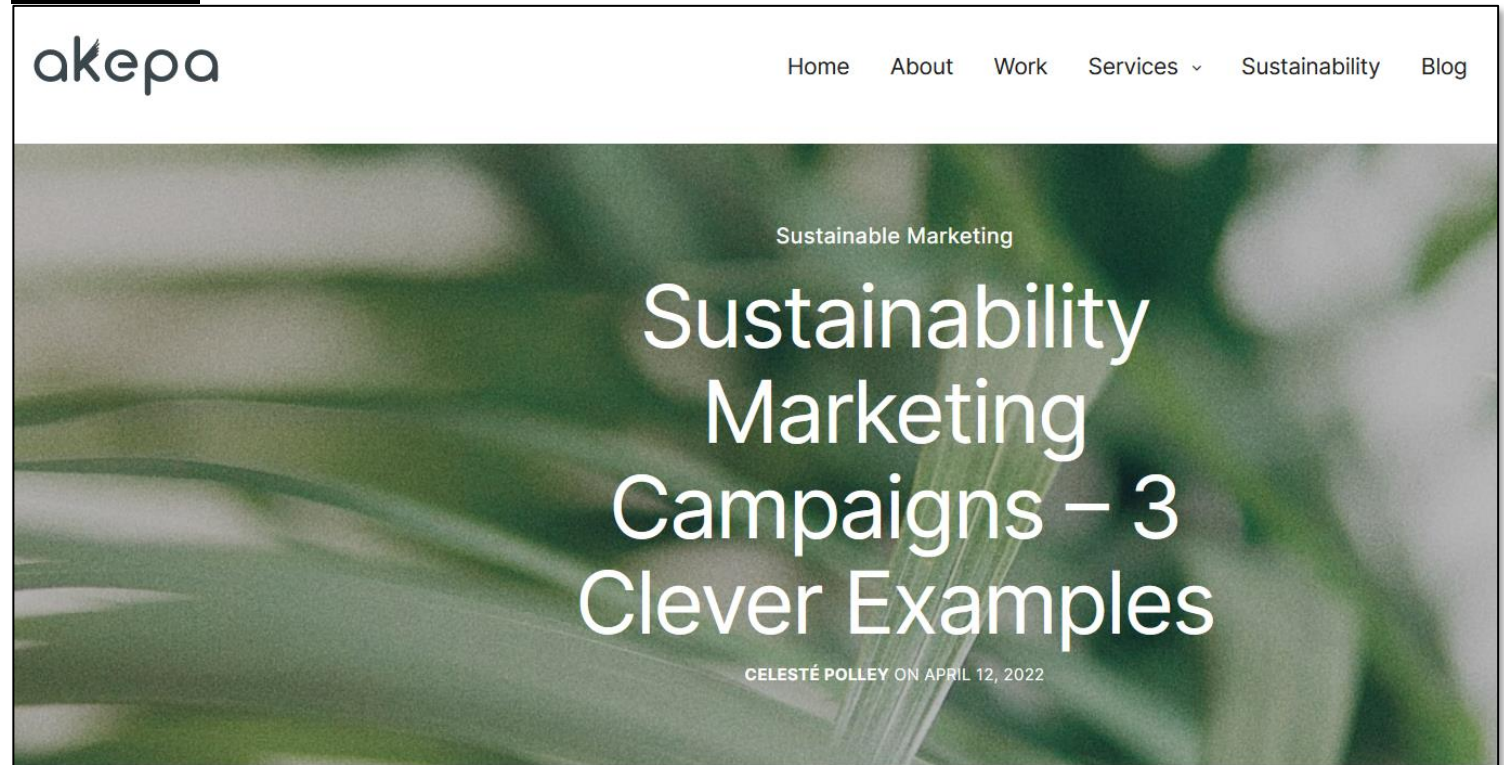
Create a poster with communication measures from the brand you identify with and are loyal to.

Present your poster to the course.

The four criteria of Conscious Communication



Activity – Reading exercise



akepa

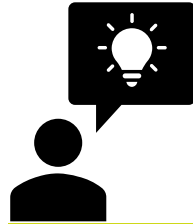
Home About Work Services ▾ Sustainability Blog

Sustainable Marketing

Sustainability Marketing Campaigns – 3 Clever Examples

CELESTÉ POLLEY ON APRIL 12, 2022

Activity – Individual work / assignment

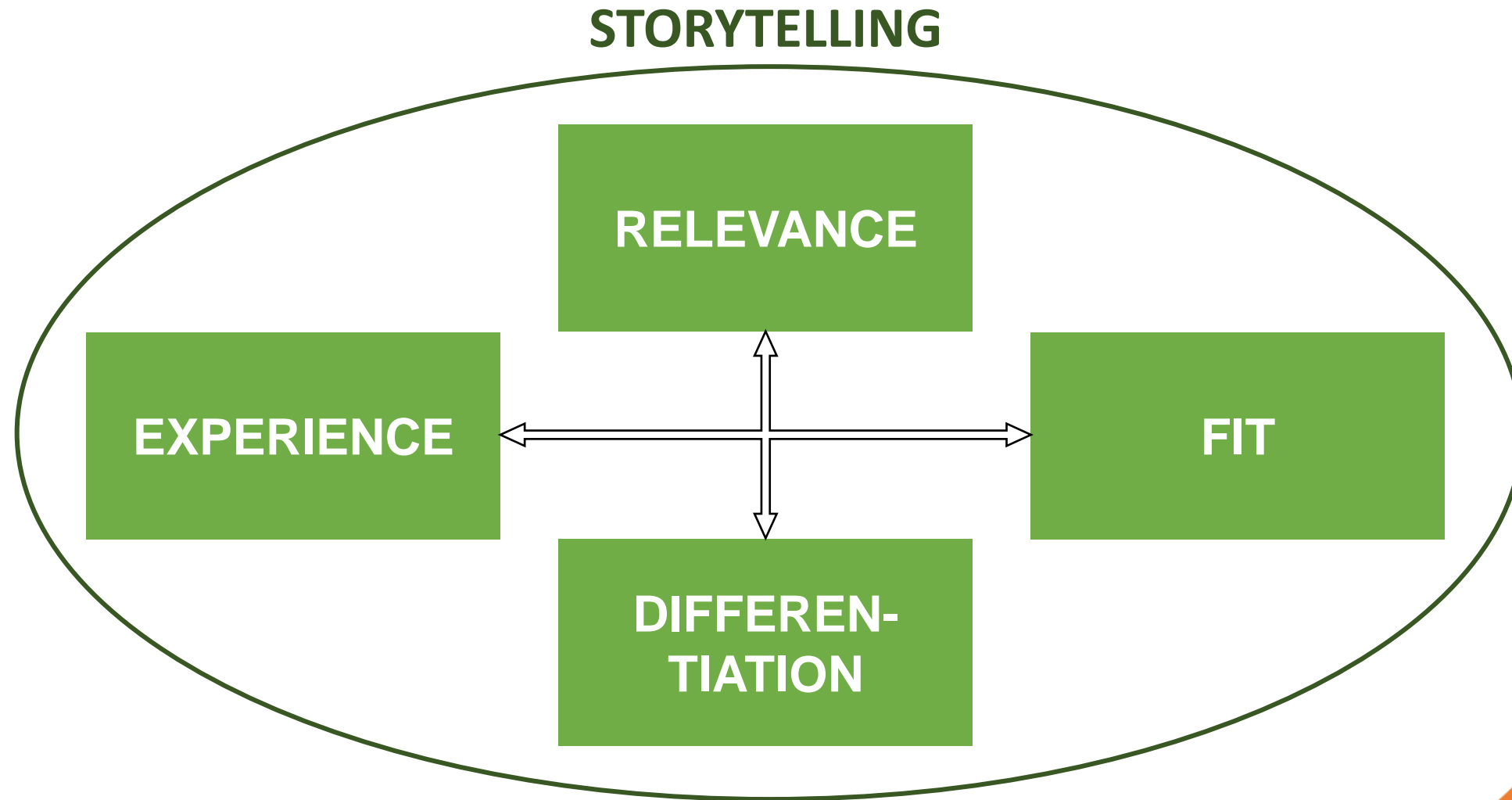


Analyse for one communication measure from the brand you identify with and are loyal to if it fulfil the four criteria of Conscious Communication.

Write a short essay about your findings.



Storytelling as instrument for Conscious Communication



Activity – Course discussion



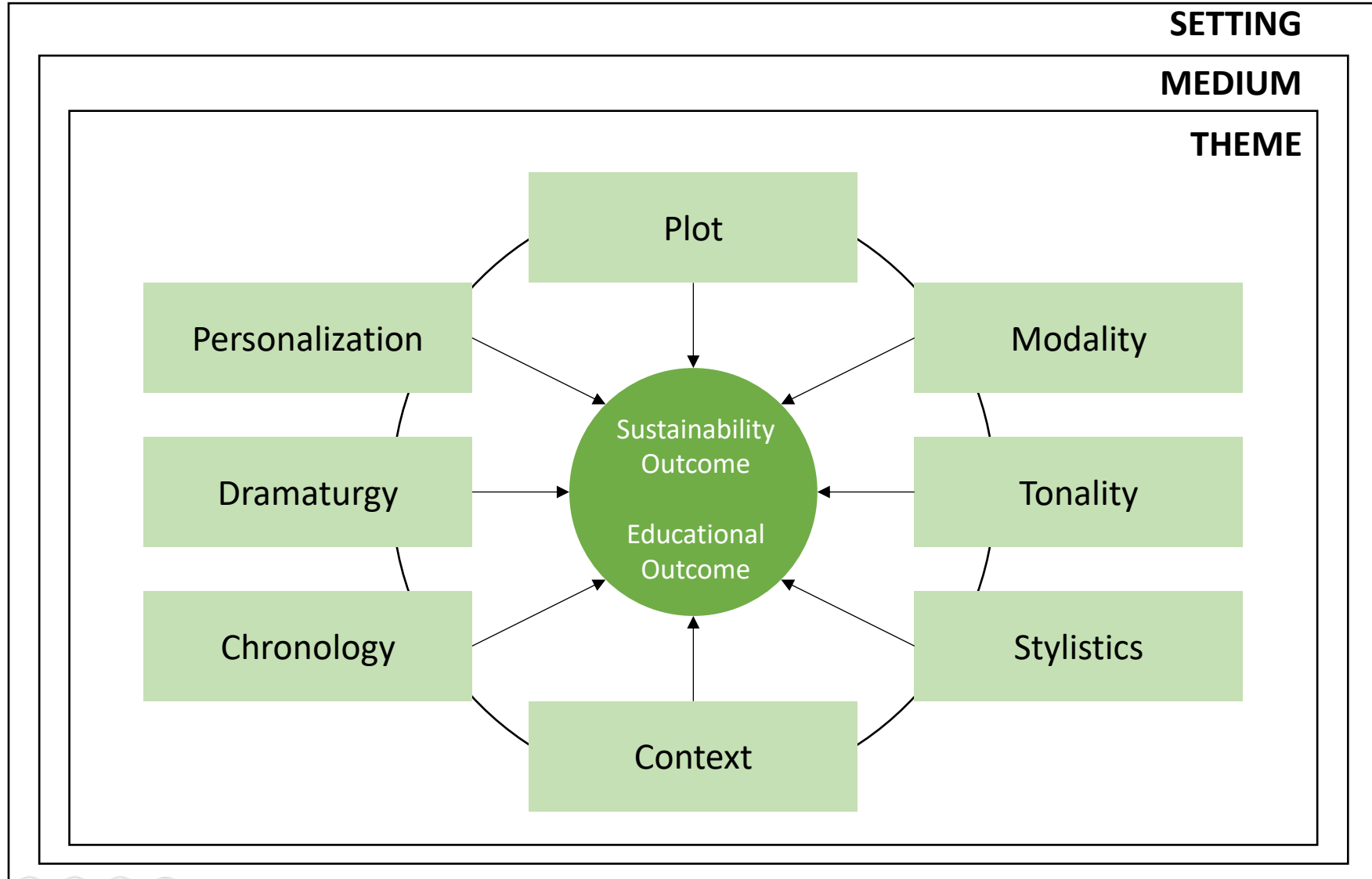
How can storytelling help brands to deliver education?

Relevance of storytelling for sustainability

FISCHER, SELM, SUNDERMANN AND STORKSDIECK

*“**Storytelling** has emerged as a narrative strategy for **addressing issues related to sustainability** where storytelling can provide concrete examples of otherwise abstract and inaccessible facts, and evoke emotions by tapping into archetypical patterns for the transmission of knowledge and orientation.”*

Model of storytelling for sustainability



Activity – Reading exercise



Storytelling for Sustainability: A Definition and Its Implications for Education and Communication

Preprint · November 2019

DOI: 10.13140/RG.2.2.24730.59844

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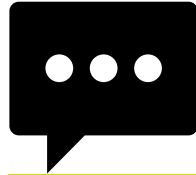
Martin Storksdieck

Oregon State University

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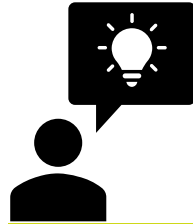
SEE PROFILE

Activity – Course discussion



How can social media help brands to deliver education via storytelling?

Activity – Individual work / assignment



Analyse how the brand you identify with and are loyal to communicates especially on social media.

Write a short essay about your findings and include specific examples.



Conscious Marketing on social media

MACKEY AND SISODIA

*“Social media has become an **accelerant** and an **amplifier**; it gives those people who love a business a **bigger voice to communicate** about it. [...] Companies that have a higher purpose and that are adept at using the tools not to sell, but rather to **add value among people who share their beliefs.**”*

Summary

5 Conscious Communication

- As part of Conscious Marketing, also Conscious Communication has specific characteristics. Communication measures, instruments and channels can be different compared to traditional marketing.
- However, Conscious Communication and its measures need to fulfil the following criteria: relevance, fit, differentiation and experience.
- Additionally, sustainability storytelling plays an important role in connecting the four criteria and delivering the desired education aspect from the SAVE model.
- On top of that, social media as a communication channel helps Conscious Brands to conduct education, get their message across and engage with their customers.



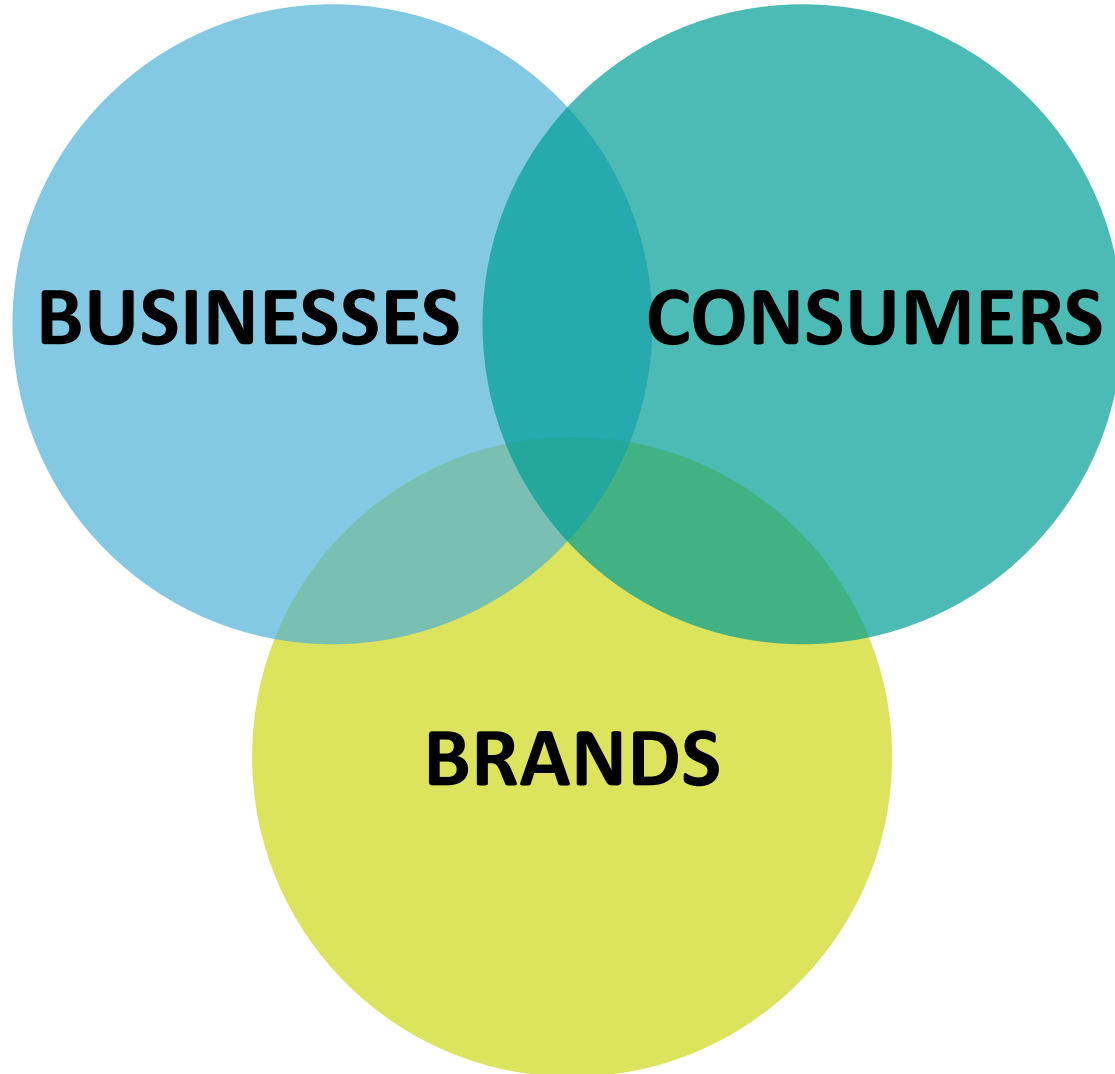
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5 Conscious Communication

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- The Sustainable Agency (2023): <https://thesustainableagency.com/blog/sustainability-marketing-campaigns-examples/>
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- Urlaub (2016b): How To Build Trust Among Younger Generations Through Social Media
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Summary: We need all three players for a Conscious Shift



CONSCIOUS BUSINESS EDUCATION



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