

## Building a Better Brand with Data: A Sustainable Branding Workshop

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**Abstract:** This workshop aims to present a sustainable branding framework for data-driven companies leveraging big data and business analytics. Sustainable branding is a new concept that is used in this study for integration of sustainability principles into a company's brand strategy, which can create value for both the company and society. The workshop will introduce a four-component framework that combines insights from sustainability, branding, and big data analytics, enabling participants to develop sustainable branding strategies. Participants will also explore the role of data in sustainable branding and gain hands-on experience using real-time exercise of applying the framework into an organizational structure and also a case study from supply chain traceability solutions company that works for one the world's largest sustainable brand in terms of scale of operations. Specifically, they will learn how to use data to identify key sustainability issues, develop relevant messaging, and measure the impact of their branding efforts. By the end of this workshop, participants will have a clear understanding of how to build a sustainable brand that resonates with customers, creates social value, and generates long-term business success.

**Keywords:** *Sustainable Branding, Sustainable development goals, Big data, Business analytics, Sustainable Branding framework*

### Overview:

Sustainable branding has emerged as a critical aspect of corporate social responsibility (CSR) and competitive advantage. With consumers and stakeholders increasingly demanding that companies address social and environmental issues, many have turned to sustainability as a way to differentiate themselves in the marketplace (Panda et al., 2020). However, developing a sustainable brand requires more than just good intentions; it requires a strategic approach that integrates sustainability into a company's overall brand strategy (Manninen and Huiskonen, 2022) .

Integrating Sustainable Development Goals (SDGs) into sustainable branding initiatives is crucial for aligning business efforts with global sustainability objectives. Scholars have emphasized the use of big data and analytics to gain customer insights and tailor branding strategies accordingly (Merendino et al., 2018). By incorporating the SDGs into the framework, researchers can explore how the integration of big data and analytics enhances sustainable branding efforts, creating a competitive edge in the market research industry.

This workshop will provide participants with a comprehensive sustainable branding framework that leverages big data and business analytics. We will start by introducing the concept of sustainable branding and its importance for data-driven companies. Next, we will present a

four-component framework that includes a combination of the following components like defining sustainability goals, identifying material issues, conducting a stakeholder analysis, developing a messaging platform, measuring impact, and integrating sustainability into brand strategy.

The framework proposed in this study comprises four key components: Examining customer preferences is essential in sustainable branding. Understanding customers' sustainability preferences through data sources and techniques is a key component of the new framework (Component 1). Additionally, establishing clear sustainability goals and communicating them to stakeholders is crucial (Component 2). Scholars have highlighted the positive influence of sustainable branding aligned with the SDGs on customer perception and brand image (Iglesias et al., 2019). This aligns with the value alignment and authenticity elements of the framework (Component 3).

Specific target markets, such as environmentally and socially conscious millennials and Gen Z consumers, prioritize sustainability and the SDGs (Sharmin et al., 2020). Sustainable branding strategies that consider these target markets and engage in collaboration with stakeholders and customers (Component 4) can create a competitive edge through effective communication and product offerings.

Data-driven companies can leverage various data sources and techniques to gain a comprehensive understanding of customers' sustainability preferences, enabling them to align their brand values with customer expectations (Ajah & Nweke, 2019). By establishing clear sustainability goals and effectively communicating them to customers, companies can engage their target audience and foster long-term loyalty. Developing brand strategies based on the key elements of value alignment, authenticity, innovation, and collaboration ensures the delivery of consistent and impactful sustainability messages. Additionally, collaboration with stakeholders and customer engagement allows companies to refine their communication and product offerings, further enhancing their brand equity and market position.

*Proposed Framework for Sustainable branding for data-driven companies*



Source: Created by V S Vishnuvinayak Syamlal (2023)

The proposed framework for sustainable branding strategy and big data analytics offers a structured approach to developing effective sustainable branding strategies that leverage big data analytics to drive business growth while contributing to a more sustainable future. By understanding customers' sustainability preferences and behaviours, establishing clear and measurable sustainability goals, developing targeted and effective sustainable branding strategies, and leveraging collaborations among stakeholders, businesses can build trust and credibility with stakeholders, enhance brand loyalty, and increase purchase intention. Additionally, leveraging big data analytics and business analytics techniques such as sentiment analysis, regression analysis, and neural networks can enable businesses to gain insights into customers' sustainability preferences and behaviours, improve sustainability performance, and continuously innovate. Overall, adopting this framework can help businesses stay competitive in a rapidly changing market and demonstrate their commitment to creating positive social and environmental impact. The framework will be a give-away for the attendees who are mainly into strategy-in-practice.

Participants will then work through each step using real-world case study and framework provided by the instructor. They will learn how to use the concept of sustainable branding at their workplace for implementation through the UN SDG 2030. It will help the customer to have a clear idea about identifying relevant sustainability issues, develop sustainability targets and track sustainability performance for competitive advantage especially through supply chains (Mageto, 2021).

Throughout the workshop, participants will also explore the ethical and privacy implications of using big data for sustainable branding. We will discuss best practices for data collection, management, and analysis, as well as ways to ensure that data-driven decisions align with sustainability principles.

The workshop will be highly interactive, with ample opportunities for participants to collaborate, ask questions, and receive feedback. At the end of the workshop, participants will have developed a draft sustainable branding strategy for their own company or a hypothetical one. They will leave with a deeper understanding of how to leverage big data and business analytics to create a sustainable brand that drives business success while benefiting society. Another advantage will be, they will get a clear idea of how to welcome any of the UN SDG's into their firm with existing resources for sustainable development (Hassani et al., 2021).

### **Why the workshop should be of interest to BAM delegates and likely numbers:**

Sustainability and social responsibility are increasingly important issues for businesses, as they face pressure from consumers, investors, regulators, and other stakeholders to address environmental, social, and governance (ESG) concerns. As a result, many companies are seeking new ways to communicate their sustainability efforts and values effectively. Sustainable branding is a promising approach that can enhance the company's reputation, increase customer loyalty, and generate positive impact.

This workshop offers a unique opportunity for delegates to learn about cutting-edge research in sustainable branding and big data analytics. Participants will have the chance to interact with renowned scholars and experts in the field, exchange ideas and best practices, and explore real-world case studies. The workshop will cover various topics, such as the role of sustainability in brand value creation, the measurement and communication of sustainability performance,

the impact of sustainability on consumer behaviour, and the use of big data analytics in sustainable branding strategies.

The workshop is also relevant to BAM students who aspire to become future business leaders and entrepreneurs. By attending the workshop, they can gain valuable insights into how to integrate sustainability into their business models, develop ethical and responsible leadership skills, and create innovative solutions to pressing social and environmental challenges.

Overall, the workshop promises to be an engaging and stimulating event that brings together thought leaders, practitioners, and students in the areas of marketing, sustainability, entrepreneurship, international business, organisational psychology, and strategy. It offers a platform for networking, learning, and collaboration that can inspire new ideas and actions towards more sustainable and responsible business practices.

### **Workshop format:**

Introduction to sustainable branding and its importance for data-driven companies.

Presentation of a Four component sustainable branding framework

Group discussion and collaboration on each step of the framework.

Overview of data sources and analytical tools for sustainable branding.

Hands-on exercises for welcoming UN SDG goals to your academic or business projects through sustainable branding and gaining a positive impact through the framework.

Discussion of ethical and privacy implications of using big data for sustainable branding.

The peer feedback and review of draft sustainable branding strategies.

Recap and reflection on key takeaways.

Q&A session with instructors and guest speakers.

Workshop evaluation and closing remarks.

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### **Promotional content**

Looking to enhance your company's brand reputation, increase customer loyalty, and generate positive impact through disruptive sustainability frameworks?

Attend our workshop on Sustainable Branding and Big Data Analytics. Learn how to integrate sustainability into your business model, develop ethical and responsible leadership skills, and create innovative solutions to pressing social and environmental challenges. Our comprehensive framework leverages big data analytics to drive business growth while contributing to a more sustainable future.

Register now to gain valuable insights from renowned scholars and experts in the field and collaborate with peers to develop a draft sustainable branding strategy for your own company or a hypothetical one.

Join us for an engaging and stimulating event that promises to inspire new ideas and actions towards more sustainable and responsible business practices.

The workshop covers various topics such as defining sustainability goals, identifying material issues, conducting a stakeholder analysis, developing a messaging platform, measuring impact, and integrating sustainability into brand strategy. Participants will learn how to use the concept of sustainable branding at their workplace for implementation through the UN SDG 2030. They will also explore the ethical and privacy implications of using big data for sustainable branding.

The workshop is highly interactive, with ample opportunities for participants to collaborate, ask questions, and receive feedback. At the end of the workshop, participants will have developed a draft sustainable branding strategy for their own company or a hypothetical one. The workshop promises to be an engaging and stimulating event that brings together thought leaders, practitioners, and students in the areas of marketing, sustainability, entrepreneurship, international business, organisational psychology, and strategy. It offers a platform for networking, learning, and collaboration that can inspire new ideas and actions towards more sustainable and responsible business practices.

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