

Green Branding: New Cliché Magnetism

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Abstract

Green is beyond the color now. We can say that green is in. From green revolution to green marketing we are still defining the new vicinity of greenness in the management. Earlier only Red & Blue were used to be the corporate colors in the industries & we were living within these boundaries. However, now this scenario is being shifted from red and blue to green. With respect to the eco-friendly symbol green also represents positive values like growth, newness, freshness, fertility, healing, and safety. For green branding only logos of the companies are not diverting, moreover whole idea of branding is shifting which includes the mobile branding and electronic branding. Eco-labeling is also being done by the organization. In addition to the techno era a pinch of greener approach is developing the sustainability in the market.

Keywords: green branding, mobile branding, electronic branding and green marketing

1. Introduction

The process involved in creating a unique name, logo, sign, symbol and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Green Branding means the process of creating the unique image of the product in the greener way which will not have adverse effect on the environment. Brand Appeal Beyond Green The process of branding begins with understanding your institutional strengths - and it continues with integrating them into all points of contact with your audience(s) (Stifelman, 2008).

Electronic Branding means the process of creating the unique image of the product thru electronic ways like emailing, facebook, twitter, etc.

Mobile Branding means the process of creating the unique image of the product thru mobile like SMS text and mobile application like mobile games, mobile applications.

Marketers are majorly going towards Green Branding through the following ways:-

1. Changing color of their logo to green color
2. Advertising their brands through E-Branding & M-Branding
3. Avoiding wastage of papers in branding

With the attractiveness of social networking among the people, marketers also shifted towards the greener and electronic ways of branding the product. A green brand identity is defined by a specific set of brand attributes and benefits related to the reduced environmental impact of the brand and its perception as being environmentally sound. A well-implemented green brand identity should provide benefits to environmentally conscious consumers. While there are some studies on the perceived value of environmentally sound product attributes (Roozen, & De Pelsmacker, 1998), the role of emotional benefits in the case of green brands is still largely unassessed. In some cases manufacturers are even hesitating in starting recovery programmes because they fear cannibalization of their new products (Vadde, Kamarthi, & Gupta, 2007). The brand managers should deliver emotional benefits through the brand, at the same time making sure that target groups perceive real environmental benefits (Hartmann, Ibáñez, & Sainz, 2005).

Table. 1

Mobile Advertising Revenue by Region, Worldwide, 2010–2015 (Millions of Dollars), according to Gartner

Region	2010	2011	2015
North America	304.3	701.7	5,791.4
Western Europe	257.1	569.3	5,131.9
Asia/Pacific and Japan	868.8	1,628.5	6,925.0
Rest of the World	196.9	410.4	2,761.7
Total	1,627.1	3,309.9	20,610.0

*Source: Gartner (June 2011)

via: mobiThinking

According to a study of the research- and consulting initiative *E-Commerce-Center Handel (ECC Handel)* entitled “Mobile-Advertising is Point-of-Sale 2011” advertising via smart phones and tablets is getting more and more popular. Within a year the amount of users, who are “very interested” in receiving mobile commercial, increased almost by half (from 14.5% in 2010 to 22% in 2011). That means for you as company: Keep abreast and integrate mobile advertising in your marketing-mix. One of the traditional ways for augmented profits and customer retention is maximum branding through Television commercial with highest TRP serials, Distributing paper brochures holding in the locality likewise.

2. Objective of the Study

With respect to the significance of environmental concern the following are the objectives of the study:-

1. To know about few of the companies who are green ultra-modern
2. To study the importance of greener way of marketing
3. To study the companies adding color green in their logos

3. Companies Changed Their Logos

3.1 Dabur India Limited

Dabur India Limited is the fourth largest FMCG Company in India with Revenues of US\$1 Billion (over Rs. 5,300 Crore) & Market Capitalization of US\$4 Billion (Rs. 20,000 Crore). Building on a legacy of quality and experience of over 125 years, Dabur operates in key consumer products categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care & Foods. **Dabur India Limited** is a leading Indian consumer goods company

with interests in **Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods**. From its humble beginnings in the by lanes of Calcutta way back in 1884 as an Ayurvedic medicines company, Dabur India Ltd has come a long way today to become a leading consumer products manufacturer in India. **For the past 125 years, they have been dedicated to providing nature-based solutions for a healthy and holistic lifestyle.** Through their comprehensive range of products, they touch the lives of all consumers, in all age groups, across all social boundaries. And this legacy has helped them develop a bond of trust with their consumers. That **guarantees us the best in all products carrying the Dabur name.**

Dabur ranked the No. 2 Indian Green Brand by consumers in the Green Brands Global Survey 2011.



The banyan tree was the earlier logo of Dabur India which used to symbol of calm and wisdom. In Hinduism the banyan tree represents immortality.



With the completion of more than 100 years Dabur has modernized its logo with keeping the essence of Banyan tree and modifying it with more greenness. They subtly changed the logo with respect to the greener ways of celebrating the life. Tree is a symbol of life, food & livelihood.

3.2 Godrej Industries Limited

Godrej Industries is India's leading manufacturer of oleo chemicals and makes more than a hundred chemicals for use in over

two dozen industries. It also manufactures edible oils, vanaspati and bakery fats. Besides, it operates real estate. GIL is a member of the Godrej Group, which was established in 1897 and has since grown into a US\$1.875 billion conglomerate. The company was called Godrej Soaps until March 31, 2001. Thereafter, the consumer products division got de-merged into Godrej Consumer Products, and the residual Godrej Soaps became Godrej Industries. This led to the formation of two separate corporate entities: Godrej Consumer Products and Godrej Industries.

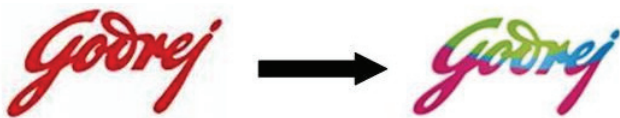
Creating a Greener India-By Godrej

“Brighter living” is a unique vision with an inclusive approach aimed at creating a greener India. Developed with intelligent technologies, we seek to design and deliver environmentally superior products which are energy efficient.

Green Approach by Godrej

Our green approach has brought us much recognition, such as:

- Godrej Appliances launched India’s first 100% green refrigerator in 2002, and to date Godrej is the only company to have a 100% green refrigerator.
- Godrej Appliances was the first to launch a 5 star DC range advertisements
- Godrej Refrigerators were conferred the National Energy Conservation Award 2009 by the Government of India.
- Godrej & Boyce received the Leader in Energy Efficiency & Sustainability Award.
- Godrej Bhawan got the LEED Gold Certification by the US Building Council, the first such building in Mumbai.



The old logo of Godrej had the corporate look with red color logo. However with respect to new logo with green, blue and maroon it has added the liveliness in the looks. Pinch of green symbolizes the greener approach of Godrej within the product and towards the society.

3.3 Videocon Industries Limited

Videocon Industries Limited is an industrial conglomerate headquartered in Gurgaon (NCR Delhi) with interests all

over the world, and is an Indian multinational company. The group has 17 manufacturing sites in India and plants in China, Poland, Italy and Mexico. It is also the third largest picture tube manufacturer in the world. The group is a USD 4 billion global conglomerate. The Videocon group core area of business is consumer electronic and home appliance. Of lately they have diversified into areas such as DTH, power, oil exploration and telecommunication.



The old logo of Videocon was more techno type no frills, no glamour, simple, reliable and hassle-free. The new logo of Videocon symbolizes the technology with health and pleasure.

4. Branding through Mobile

Studies on this new advertising medium indicate that mobile advertising campaigns can generate responses that are as high as 40%, compared with a 3% response rate through direct mail and 1% with internet banner ads (Jelassi & Enders, 2004).

4.1 Coca-Cola

Characters and products in the game are branded with Coca-Cola’s logo, which helps enforce the brand throughout the game. The game’s goal is to spread happiness, which is Coke’s tag line- Open Happiness.

Coca-Cola has rolled out a branded mobile gaming application that targets teens and young adults and lets them engage with the beverage giant on a deeper level.

4.2 Real Estate Advertisement

Most of the real estate advertisements are being done through SMS (Short Messaging Service).

4.3 Movie Branding

Now a day’s movies are branding with mobile games like Ra One mobile games for Ra One movie.

5. Branding through Electronic

Table 2.

Social Site	Number of user	Remarks*
Facebook	1 billion	Monthly active users on September 14, 2012
Twitter	0.5 billion	As per the information from Twitter visualization from Infographic Labs
YouTube	800 million	Users visit YouTube each month

* sources respective sites

Table 3.

Sl. no	Page on Facebook	Fans**	People talking about	Score
1	Tata Docomo	9,842,119	309,284	65%
2	Vodafone Zoozoos	5,597,057	565,713	72%
3	Nokia India	4,927,484	325,366	72%
4	Kingfisher	4,738,289	58,861	63%
5	Fastrack	4,699,179	146,008	N/A

Source Socialbakers.com

** Data is of India of 2012

In table 3 we can find that in India Tata Docomo have the highest fans; however people are talking more about Vodafone zoos. Moreover, Nokia is also leading in fans and People Talking About.

Table 4.

Sl no	Profile on Twitter	Followers	Following**
1	BCCI (@BCCI)	27	143,059
2	Harris Jayaraj (@Jharrisjayaraj)	0	130,563
3	Tata Docomo (@tatadocomo)	25	51,276
4	Samsung Mobile India (@Samsung_India)	489	27,845
5	Club Mahindra (@clubmahindra)	1	23,782

Source Socialbakers.com

**Data is of India of 2012

Here we can make out that BCCI have the highest following & secondly Harris Jayaraj has the following. Moreover we can

observe that Tata docomo has third position on Twitter and on Facebook it is leading first.

Table 5.

Sl. no	Channel on Youtube	Subscribers	Uploaded video views**
1	Sony music India SME	146728	190,983,743
2	Nokia India Official	11105	12,760,224
3	Universal music India	6888	11,909,601
4	IN Airtel	5250	8,271,502
5	Garnier Light India	108	3,291,254

Source Socialbakers.com

**Data is of India of 2012

In table 5 we can observe that Sony Music India has the Maximum subscribers with highest uploaded video view. Here Nokia India Official is leading in second position whereas the same has a third position on the facebook.

With respect to the above mentioned tables we can study the companies' preference for being more inclined towards a greener approach of marketing i.e. branding of their products & services through social sites. Big Brand like Nokia, Tata Docomo or Vodafone Zoozoos in India catching the eyes of the customers through electronic mode.

6. Conclusion

In summarization of the study we can observe the greener approach of the various organizations for the branding of their products & services. In this study a glimpse of green branding has been discussed. The constraints to profitable growth that affect companies that market materials for recycle and reuse; and has outlined a possible strategy that these companies can adopt in order to overcome some of these constraints (Catulli, Morris, & Brown, 2009). However, there is a direct relationship between consumer attitudes and consumer behavior. Thus it is not a good idea to send SMS advertisements to potential customers without prior permission (Tsang, Ho, & Liang, 2004). The scope of green marketing is becoming wider with the help of green which may also include green branding, green supply chain management, green product differentiation & green packaging with eco labeling. This act of green branding is a fruitful to the organization as well to the consumers. For the organization this will have the following major advantages

1. Green Branding will have green positive image of the organization.
2. Greener way will lead to better profits in long terms.
3. Economical cost for development of brand through mobile & electronic.

For Consumer the following are the major advantages:-

1. Sustainable development in the society
2. Better & greener place to live in
3. Awareness for the green & clean environment

The scope of green marketing is becoming wider with the help of green which may also include green branding, green supply chain management, green product differentiation & green packaging with eco labeling.

7. Limitation and Scope of the Study

This conceptual study is based on the data presented on the website of the company. This study was attempted to identify existence of a phenomena, which though theoretically anticipated, has not been tested practically in the Indian market. The study is but a small attempt to identify self acknowledged awareness of the phenomena towards the green branding. Scope of Green Banding is enormous. This is just a discussion of topic.

Company Website

<http://www.dabur.com>
www.videocon.com

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