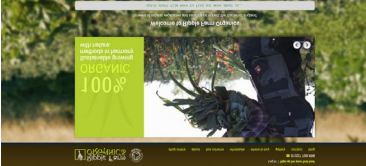




<p>Title</p>	<p>In what ways could branding be said to be a benefit or a disadvantage to society? In what ways does branding communicate positive ethical consciousness and how do greenwashing practices counter the potential positive impacts of promoting ethical practices in branding?</p>	
<p>Introduction</p>		<p>"[Greenwashing is] the corporate practice of making diverting sustainability claims to cover a questionable environmental record."</p>
<p>Section 1 (Exposition/Literature Review – wide picture)</p> <p><i>In the text replace 'section 1' etc etc with section/chapter headings that tell the reader about what to expect in that section.</i></p>	<p>Branding is increasingly moving to impart social consciousness and put it forward which raises awareness of important issues using their platform - but sometimes it is inauthentic (greenwashing) and used to cover up harmful business practices. On a surface level, authentic and inauthentic usage can be indistinguishable meaning that awareness of the issues may increase with presence on branding, but so may harmful contribution to the issues.</p>	<p>"Incorporating sustainability into marketing campaigns started in the 1960s when the environmentalist movement took off and an increasing number of companies decided to create a new "green image""</p> <p>"a 2015 Nielsen poll showed that 66% of global consumers are willing to pay more for environmentally sustainable products. Among millennials, that number jumps to 72%."</p> <p>"it was found that green brand associations and brand credibility positively affect green brand equity, and green brand equity has a positive and strong impact on purchase intention of consumers."</p> <p>"Greenwashing is when companies invest more of their time and money in marketing themselves as sustainable than in actual corporate environmental efforts. The term itself was coined by Jay Westerfeld, who originally referred to the</p>

		<p>hypocrisy of hotels creating ads on TV and radio encouraging guests to reuse their towels while neglecting other crucial elements of sustainability in their everyday business practices.”</p> <p>“It’s misdirection, and it’s intended to shift the customer’s focus from a company’s appalling behaviors to something that’s peripheral,” Ballard says.”</p> <p>“Thus, environmental problems stay the same or more likely, get even worse, as greenwashing often sucks up airtime and misdirects well-intentioned consumers down the wrong path.”</p>
<p>Section 2 (Exposition/Literature Review – narrowing the picture</p>	<p>The food industry, recognising audiences’ increasing concern for ethical and environmental issues, brands in ways which indicate ethical practices – either following rebranding or from their beginning identity.</p>	<p>“Assuming taste and price are often roughly equal, the modern consumer prefers sustainable food brands and adds them to their digital and physical shopping carts daily.”</p> <p>“On April 22, 1970, people in the United States celebrated the first annual Earth Day as part of a growing political and societal movement to put emphasis on concerns about the environment. Since that time, increasing numbers of companies and brands have been using eco-forward messages in their marketing, including on their packaging. In fact, many companies began actually using the color green in packaging to associate themselves with the environmental movement.”</p> <p>“Another common greenwashing tactic is constructing a “green” image around a product that is</p>

		inextricably linked to systems of pollution and single-use waste.”
<p>ALTERNATIVELY the content of Section 2 might be either:</p> <ul style="list-style-type: none"> • Very small and.. • Partly mentioned at the end of section one • Or, broken up into relevant mini parts that start each case. 		
<p>Case 1 Example of things in Section 1 and 2</p>	 <p>Ripple Farm Organics use green, dark green and brown colours to communicate their connection with and respect for nature. Images of lush green leaves on farmland form their visual identity, promoting aspects of themselves which appeal to those with a social consciousness. Its branding seems to reflect its impacts accurately and encourages the audience to see its ethical practices in a positive light.</p>	<p>“Green evokes stability, prosperity, growth and a connection to nature.”</p> <p>“Ripple Farm has been certified Organic since 1989 and is certified organic by the Soil Association. The farm itself is essentially a market garden producing a wide range of vegetables, salad crops, herbs and some soft fruit.”</p> <p>“Organic agriculture generally creates less soil and water pollution and lower greenhouse gas emissions, and is more energy efficient. Organic agriculture is also associated with greater biodiversity of plants, animals, insects and microbes, as well as genetic diversity.”</p>
<p>Case 2</p>	  <p>Similarly to the previous example, McDonald’s use green in their identity and branding and use images of unaffected nature in places</p>	<p>“McDonald's is going green — swapping its traditional red backdrop for a deep hunter green — to promote a more eco-friendly image in Europe.”</p> <p>“With this new appearance we want to clarify our responsibility for the preservation of natural resources.”</p> <p>“Beef production emits more greenhouse gas than almost any other food we produce. And McDonald’s is one of the</p>

	<p>they promote their ethical values. McDonald's however are criticised for having a substantial share and support of the beef industry, which is shown to be particularly unsustainable, and have other negatively criticised practices such as supporting the breeding of supersized chickens and promoting eco-friendly paper straws which cannot be recycled. Their platform raises awareness of these important issues but also serves as a cover to their harmful continuing practices.</p>	<p>largest buyers in the world, last year reporting using 1.6 billion pounds of beef, a mountain of meat that casts an enormous carbon footprint.”</p> <p>“When it comes to straws, it is all green washing. In the UK, we use a massive 4.7 billion annually, but straws make up just 0.025 per cent of total plastic waste in the ocean. Straws are an easy target for companies to put a spin on; they're a wasteful plastic product that consumers are hyper aware they use once and then throw away. Businesses know they'll get traction in the media if they "do something" about straws – and they will be seen as green.”</p> <p>“McDonald's still uses supersized chickens who grow so big, so fast, their bodies can't keep up.”</p> <p>“But people do care. They just aren't aware of the scale of the suffering. McDonald's knows this, and is exploiting it. McDonald's, it would appear, is prepared to do the right thing, but only when it suits their wallet.”</p> <p>“Moreover, it actually has the potential of deceiving consumers that indulging in this company's products is helping the planet, when in effect, it may actually be increasing the company's absolute emissions.”</p>
Case 3+		
...Add one or two more cases if necessary or required		

<p>Discussion (optional depending on the structure)</p>	<p>Branding raises visibility of important ethical and environmental issues, but honest promotion of these practices can be difficult to distinguish from greenwashing attempts to cover harmful practices. Design needs to promote social consciousness responsibly and not project ethical virtue where contradictory harmful practices remain.</p>	<p>“Businesses know that as consumers we want everything easy, simplified and often "to go", but they know we want to assuage our guilt too. We know we're behaving destructively and we want to feel better about it. That's why so many companies are caught "green washing", making misleading claims about the environmental benefits of a product or service.”</p>
<p>Conclusion</p>	<p>Branding in the food industry increasingly promotes social consciousness which meets audience expectations and in turn spreads this message to wider audiences. Brands use similar signifiers to this virtue despite that, where greenwashing is involved, companies’ actual contribution to society can vary greatly.</p>	
<p>Bibliography/References</p>		