International Journal of Scientific Research and Engineering Development-– Volume 9 Issue 5, Sep-Oct 2026
Available at **www.ijsred.com**

RESEARCH ARTICLE OPEN ACCESS

Socio-Corporate Advertising as a Tool for Sustainable Brand Development

Dr. Dipjit Paul*, Nilothpal Nath**
*Department of Fine Arts, Graphic Era Hill University, Dehradun
Email: dipjit.27@gmail.com
** Department of Fine Arts, Graphic Era Hill University, Dehradun
Email: nath.nilothpal50@gmail.com

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Abstract:

In today's world, Socio-corporate advertising has emerged as a key instrument for business and building long-term brand building. In the field of socio-corporate advertising, the promotion of the product, competition and maximization of profit is only a part of the corporate story; social responsibility, ethical values, environmental awareness and sustainability are part of it. This paper will examine the theory, practice and applications of socio-corporate advertising as a means of sustainable development of brand building in the advertising environment. This study is based on a qualitative approach and uses a combination of secondary data, literature review and selected case studies to explore the use of advertising communication by corporations in claiming social and environmental involvement, and their positioning in the marketplace while keeping their branding process.

This study concentrates solely on the advantages of socio-corporate advertising, i.e., what products do consumers with information and feelings about trust and reliability endorse? It also explores the use of this type of advertising for enhancing brand equity and corporate reputation only. The results of the study show that the socio-corporate advertising is not a marketing or a branding campaign, but it can be used as a communication tool, and this may lead to broader objectives of corporate communication.

If implemented with proper corporate ethics and communication, this promotional campaign can go a long way in creating positive relationships with shareholders and ensure customer retention. The paper concludes that strategic socio-corporate advertising can be a part of the responsible brand development process, but it can also be a part of the process of value creation for society, responsible consumption, environmental consciousness and overall achievement of SDGs.

Keywares- **Socio-corporate advertising, sustainable brand development, corporate social responsibility, ethical branding, consumer trust, social advertising, sustainability communication, brand equity, corporate reputation, responsible consumption.**

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I. INTRODUCTION

Advertising has been traditionally defined as a strategic communication process used by organisations to inform, persuade, remind and influence consumers about products, services and brands. Classical advertising practices have been largely related to commercial objectives such as increasing sales, increasing market share, differentiating products and generating profitability. However, the social, environmental, technological and cultural changes of the twenty-first century have substantially changed the expectations toward corporations and their communication practices. Today's consumers are increasingly confronted by corporations not only as producers of goods but as actors whose actions have effects on communities, cultures, the environment, employees and society at large.

This has led to a change in the role of corporations and society, as well as the gradual integration of the social and environmental aspects on the communication campaigns of organizations. Corporate Communication is increasingly becoming a central theme in the corporate social responsibility (CSR), sustainability, ethical consumption, protecting the environment, promoting diversity and inclusion, and community welfare and social justice. Conceptualization of Carroll [1] is relevant in this context, since it indicates that CSR comprises are economic, legal, ethical and philanthropic in nature. There is, then, more to the success of a corporation than a set of financial figures; what response it makes to what society expects is also important. Socio-corporate advertising is relevant in this changing communication situation. Socio-corporate advertising could be seen as an extension of corporate advertising which includes a combination of commercial brand messages and social responsibility, ethics, environmental sustainability, community welfare and values messages. It is in a significant place between commercial and public-service/social advertising. Although not necessarily directly targeting any particular product, it is more often than not, about the construction and portrayal of a corporate image associated with responsible action(s). The emergence of socio-corporate advertising is closely connected with the increasing importance of corporate reputation and stakeholder relationships.

Freeman [5] states that the concept of the Stakeholder theory is that the business is connected in a chain of interrelationships to customers, employees, investors, communities, governments, suppliers and other stakeholders who can impact or be impacted by the business. Here's not the place to view advertising simply as advertising to customers. It is increasingly turning to an instrument to convey its vision and its responsibility to a number of parties. The same applies to the legitimacy theory as it is central to the motivation of the heightened emphasis on socially oriented corporate communication. Attempts are made by the organizations to show that they are legitimate in terms of prevailing social norms and expectations (Suchman, 1995).

Corporate advertising can therefore be seen as a symbolic communication in which organisations communicate their adherence to the values associated with society. However, it will work only when the advertised values are in line with the company's activities. If the company's claims do not align with its company practices, it can have negative perceptions, skepticism and even accusations of 'greenwashing'. Authenticity and consistency of socio-corporate communication is therefore highly related to sustainable brand development. The classical brand development process has been centered on awareness, differentiation, associations, preference, loyalty and equity. Keller [6]

defines customer-based brand equity as the difference in response that is created by brand knowledge, specifically brand awareness and brand associations. Social and environmental associations may be significant pieces of this brand knowledge in today's sustainability mindset. A brand that has been identified as being responsible, fair, environmentally conscious or community-driven could create a unique perception in the minds of consumers. However, the consumer response to CSR is not necessarily positive. Consumer's response to CSR is shown to be affected by several factors such as nature of CSR, the consumers' personal beliefs, product quality and perceived congruence between the consumers and the company by Sen and Bhattacharya [7]. This means that the socio-corporate advertising has to be strategically and authentically designed – it cannot be just a socio-message added to the traditional promotion that is given. In the present paper, the interest is thus directed towards the socio-corporate advertising as a instrument for sustainable brand development. It explores the historical development of communication and CSR advertising, introduces the concept of socio-corporate advertising, talks about the theoretical approaches, deals with consumer trust and brand equity and evaluates selected corporate examples. The paper also tackles key issues: greenwashing, consumer scepticism, credibility of the messages, symbolic CSR and the problem of measuring long-term social and brand outcomes.

II. CONCEPTUAL BACKGROUND

Evolution of Advertising History shows that advertising has gone from the product communication to more advanced communication styles in corporate and value advertising. Initially the emphasis in advertising was on product availability, price, functional benefits and product differentiation. Later advertising was accepted by newspapers, posters, magazines, radio and television, thus expanding and strengthening the media.

As mass media emerged in the twentieth century, emotion and symbolism were more often than not employed in advertising. No longer did brands need to just explain what their product did, they were now able to explain what it was. The idea of lifestyle, identity, aspiration, belonging, status and emotional experience emerged as key aspects of brand communication.

This transformation enabled corporations to be involved in the cultural and social meanings. Advertising began to slowly transform from being a product — information model to a brand — storytelling model. Brands could become characters and corporations become communities.Consumers can be told about brands as characters, and corporations as communities. This development had an integral role conceptually for the socio-corporate advertising. It was further transformed with the growth of digital media.

New social media platforms, online video, mobile apps, websites, influencers, OTT platforms and user-generated content have introduced interactive communication channels that enable that consumers can discuss, challenge, share and reproduce corporate messages. With today's corporate communication it's more of an interactive engagement rather than a one-way advert. This is a very important development for the field of sustainability communication. Social and environmental claims are now able to flow quickly from consumers, to journalists, to activists, to employees and more. As a result, there is a lack of control over the meaning of the companies' socio-corporate messages. Firms' watchable actions are essential to the message's credibility.

A. Rise of Corporate Social Responsibility

The idea of CSR is a significant shift in the nature of the business-society interface. A traditional view of corporate responsibility would be that an economic responsibility is the only responsibility of a company. However, as environmental degradation, labour problems, corporate scandals, social inequality, consumer activism and globalization are on the rise, demands for corporate accountability have increased.Though the four dimensions of Carroll's (1991) CSR framework, economic, legal, ethical and philanthropic are still very informative. The framework suggests that companies needs to be profitable, in addition to adhering to the legislation, being moral and accountable to their society.

With the growth of CSR, corporate communication has undergone a transformation. Communication is also gaining significance in communicating what is being sold but also how and what implications are to be drawn from social aspects of the activity that is being sold. CSR communication was hence a major bridge between corporate action and the perceptions of stakeholders. Du et al. [2] highlight that CSR communication may shape the attitudes and behaviours of the stakeholders, enhance the image of the company and improve the relationship between the stakeholders and the company. At the same time, they discover that the lack of awareness of stakeholders and the negative attributions is one of the obstacles of success in CSR activities. This illustrates the critical role of communication in making CSR visible and relevant to stakeholders, and its importance as an integral part of CSR and not as an add-on. One aspect of this change is socio-corporate advertising. Organizations are increasingly using emotionally compelling ads to communicate about their social initiatives, rather than making social responsibility a feature of annual reports or on the corporate website.

B. Sustainable Brand Development

Sustainable Brand Development is the ongoing, regular evolution of brands which places an emphasis on the economic, social, environmental, stakeholder and consumer aspects.

It fits into the broader area of sustainability, that of the triple bottom line, which emphasizes economic prosperity, environmental protection and social equity (Elkington, 1997). Hence, sustainable branding is not possible without taking business targets into account along with the social and environmental issues.

Sustainability can be a significant difference-maker in the branding arena. Ethical and social connections can influence consumer perceptions if there are products available that have similar functional characteristics. However, building brand equity requires awareness and more importantly, positive and favourable associations (Keller, 1993).

However, creating a sustainable brand isn't simply about the ads they place that feature sustainability. Communication of sustainability in ads is the primary concept, but supporting organizational practices are also essential.

Some of the major component for sustainable brand development is a relationship between:

1. Corporate behaviour;
2. CSR and sustainability efforts;
3. Corporate communication;
4. Consumer interpretation;
5. Stakeholder engagement; and
6. Long-term brand associations.

C. Emergence of Socio-Corporate Advertising

Socio-Corporate Advertising positioned conceptually between traditional commercial advertising and CSR communication. Socio-corporate advertising is a combination of commercial brands and social and environmental messages while traditional corporate advertising could urge an individual to buy the product, socio-corporate advertising could try to convey a good will why the corporation is important to the society. It can still be there but the communication focuses on purpose/values/responsibility/social contribution.

This transformation is a part of a trend that moves product-centric communication to purpose-driven communication.

III. SOCIAL TV COMMERCIALS AND CORPORATE SUSTAINABILITY COMMUNICATION

Historically, the television was a very strong medium in terms of its ability to bring together sound, image, motion, story, endorsement by celebrities, music, and emotional appeal in mass communication. While digital media has revolutionized how people use the medium, the television ad has proven to be a significant asset for building brand narratives and connecting with a wide and large audience.

Social TV commercials are an important type of socio-corporate communication. These commercials employ the techniques of television storytelling to address topics like social welfare, responsible consumption, inclusion, community development, education, health, gender equality and the protection of environment.

The story structure of social TV commercials can be used to explain their effectiveness. Social issues can be quite complicated and abstract. These problems can become personal narratives, characters, conflicts, feelings, and symbolic circumstances for advertising. This means that when users are viewing a social issue, they might be emotionally involved in the topic instead of just viewing it as information.

Emotional storytelling has a particular relevance to sustainable brand development, as the emotional connections can be used to increase brand memory and differentiation. But, emotional appeal does not equate with credibility. The audience might enjoy the story, but doubt the motives of the corporation.

Forehand and Grier [4] illustrate how the consumer's perception of corporate motives will affect consumer evaluations. When corporate actions and stated intentions seem contradictory, they found, it is a problem of skepticism. This confirms the need for transparency in socio-corporate advertisement.

Social TV commercials are therefore most effective when they actually convey a true commitment of the organization to social issues and are not just used as a creative device.

IV. SOCIO-CORPORATE ADVERTISING AND CONSUMER TRUST

Consumer trust is one of the key mechanisms that tie the socio-corporate advertising to the sustainable development of the brand. Consumers will assume an organisation is trustworthy if they see it as being credible, reliable, transparent and able to meet its promises.

While corporate social responsibility can generate positive consumer response, certain factors are required for such response. In the study created by Sen and Bhattacharya [7] mentioned that the consumer get involved to CSR depending on their characteristics, the issues of the CSR, the quality of the product and the congruence between the customer and the organization. The one thing that doesn't work is to simply encourage people to act socially responsible — they will not rely confidently if they don't know the brand or product. There are three points that is important for sustainable brand visibility are:

A. Authenticity

Authenticity is defined as the authenticity of corporate social commitments that are perceived. Consumers can find corporate information on social media, investigative journalism, reviews, workers comments and independent groups. Thus they may compare claims by the company against the practices of the company. Vredenburg et al. [9] identify authentic from inauthentic types of activism. Authenticity is improved when the communication of activists fits with brand purpose, values and prosocial corporate practices, they argue. Lack of alignment, on the other hand, can create "woke washing" perceptions. This is the case for sustainability communication. Consistency between the brand statement and the brand action is the key to sustainable brand development.

B. Transparency

Transparency is recognizing successes and setbacks. Statements of corporate sustainability supported by measurable data and evidence are more credible.

Businesses can speak with specificity, providing measurable goals, progress indicators, independently verifiable information and more than just the platitude "we care for the planet.

Clear communication can help minimize confusion and help stakeholders assess corporate achievements.

C. Consistency

Trust is a gradual thing that evolves over time. A single CSR advert can capture readers' attention, but it is necessary to communicate with the organization behaviour continuously to create sustainable brands.

Social Responsibility should be consistent - in advertising, public relations, packaging, digital media, communication with employees, corporate reports and organisational practices.

V. SOCIO-CORPORATE ADVERTISING AND BRAND LOYALTY

Brand Loyalty has been traditionally linked to satisfaction, product quality, price, switching costs, habit and emotional attachment.

However, in modern markets, it is also possible for consumers to be loyal because of the perceived value compatibility. Consumers might want to buy products from brands that align with their own identities in terms of their social and ethical stance.

Sen and Bhattacharya [7] point out that perceived congruence between consumers and corporations is important. If there is a salient overlap between the values of the consumers and the values that a corporation is trying to convey, CSR programs can generate more positive consumer reactions.

The socio-corporate advertising can thus generate a relationship based on the identity between consumer and brand.

For instance, if a consumer is concerned about the environment a stronger psychological connection can be formed with a brand which is seen as environmentally friendly. Likewise, when consumers are interested in gender equality, they are likely to be receptive to brands making genuine pledges for women's empowerment.

This, however, is a conditional relationship. When consumers feel that social communication is opportunistic, the same tactic can cause a negative reaction.

Therefore, the potential of socio-corporate advertising to build up loyalty is enhanced by value congruence, while decreasing it when it is perceived as hypocritical.

VI. SOCIO-CORPORATE ADVERTISING AND SUSTAINABLE BRAND EQUITY

Sustainable brand equity can be thought of as the long-term value that the brand creates when it is linked with positive economic, social, ethical and environmental connotations.

Socio-corporate advertising plays its part in this context in several ways.

A. Brand Awareness

Social Campaigns can have a certain degree of awareness, by addressing an issue that will generate public debate. Socially relevant advertisements can capture more than the expected attention of their consumers.

B. Brand Associations

CSR communication can be used to establish connections with responsibility, ethics, sustainability, empathy and community development. These connections may become a part of brand perception (Keller, 1993).

C. Perceived Quality

A corporation which is responsible can also be perceived as more trusted and reliable. While CSR does not necessarily translate to change overall product perceptions. Good corporate behavior can also boost consumers trust on corporation's.

D. Emotional Attachment

Emotions can be evoked by a socially oriented narrative. These feelings, if they become linked to the brand, can help reinforce psychological relationships with the consumer.

E. Differentiation

In a very competitive market, socio-corporate advertising can stand out. If functional product differences are not great, then values and purpose can emerge as dimensions of difference.

VII. CASE STUDY ANALYSIS

A. Unilever

The company Unilever is an important example of such a company that has attempted to associate the image with sustainability. It has successfully embedded sustainability within its Sustainable Living Plan - further consolidating sustainability in the thinking and positioning of the corporate strategy and brand development.

Unilever's interest in this socio-corporate advertising angle is that it is attempting to connect each brand with social and environmental concerns. Brands like Dove have tackled self-esteem, representation and social perceptions of beauty in their campaigns, while brands like Candor and Seventh generation have done so for their environmental and social messages.

The strategic value of this communication is that social responsibility is linked to a person's brand image and not just to the corporate image. Those are the methods, however, and they also show how difficult sustainable branding can be. A large multinational institution can have more than one product category, more than one supply chain, market and impact on the environment. Therefore, substantive organizational changes are necessary to go hand-in-hand with sustainability communicati

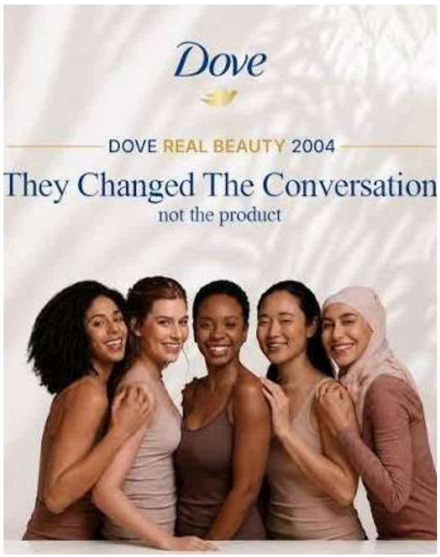

Fig. 1 Dove-Real Beauty

B. Patagonia

Patagonia is often touted as a good example of purposeful branding. It is widely publicized campaign, “Don't Buy This Jacket,” which opposed the traditional notion of advertisement, which was based upon a consumerist approach and asked people to think about whether they really need to buy such a jacket or not. The campaign is important from the view point of socio-corporate advertising as it seems to contradict the traditional logic of advertising. The message encourages consumers to have greater consumption but not just that, it encourages them to be responsible consumers. The strategy is an example of what can be done in terms of communication, and of how a philosophy of consumption and environmental responsibility can be promoted through advertising.

Similarly, in the relationship of purpose branding. This kind of communication may be a great branding opportunity as the organisation does and values.

Patagonia can, however, be seen as an example of a successful socio-corporate advertising as it not only encourages the consumption of a product but also fosters an ideology/emotional link between the product and the consumer.

Fig. 2 Patagonia – Don’t Buy This Jacke

C. Coca-Cola

Coca-Cola has always been about happiness, togetherness, community and social connections, through their advertising. In addition to the conventional product advertising, the corporation has conveyed themes on water stewardship, community development, recycling, and sustainability.

This kind of campaign is an example of how a global brand can weave social and environmental messages into a company's larger story.

But, Coca-Cola is an example of the messy nature of sustainability communication, as well. For big consumer-goods companies, sustainability is going to be measured in terms of packaging waste, how much they are using of resources, their supply chains and environmental impact, and so on.

Socio-corporate advertising, thus, should not be the subject of judgment outside the context of overall corporate performance. The more tightly communication is connected to tangible performance, the more opportunities for positive brand results.

Fig. 3 Recycle Me Coca-Cola

VIII. COMPARATIVE ANALYSIS OF TRADITIONAL AND SOCIO-CORPORATE ADVERTISING

There seems to be a distinct difference between socio-corporate advertisement and traditional advertisement. However, both of them play balancing roles towards each other. While traditional advertising is employed to induce consumers to buy a certain product or service, socio-corporate advertisement works more to form a general corporate outlook and awareness about social responsibility. The two forms of advertising work hand in hand so that one stimulates buying, while the other builds a corporate image.

TABLE I COMPARATIVE ANALYSIS OF TRADITIONAL AND SOCIO-CORPORATE ADVERTISING

Dimension	**Traditional Advertising**	**Socio-Corporate Advertising**
Primary objective	Sales and market growth	Brand development and

		social value
Main focus	Product/service	Corporate values, purpose and responsibility
Communication orientation	Consumer-centred	Stakeholder-centred
Core appeal	Functional/emotional	Social, ethical, environmental and emotional
Time orientation	Short- to medium-term	Primarily long-term
Brand outcome	Awareness and purchase	Trust, reputation, loyalty and equity
Social dimension	Often secondary	Central component
Sustainability	Optional	Frequently integrated
Evaluation	Sales, reach, conversion	Trust, reputation, engagement and social impact
Major risk	Advertising clutter	Skepticism and greenwashing

IX. DIGITAL TRANSFORMATION OF SOCIO-CORPORATE ADVERTISING

Advertising is undergoing a digital transformation that has opened up new ways to communicate between people and companies.

The digital transformation of advertising has given rise to new possibilities in socio-corporate communication. Organizations can reach out to consumers through social media channels, and can hear consumers' feedback, as well. Video platforms provide opportunities for long-form storytelling. Short-form video enables rapid circulation of social messages. Information on websites and digital reports can be backup evidence for sustainability claims. This results in a communication ecosystem that is integrated. For instance, a TV commercial can launch a sustainability campaign and social media can continue the discussion. A company website can offer proof of the initiative and personal stories can be gathered via user-generated content. Digital communication makes the world of socio-corporate communication a whole new ball game from one-way communication to a dialogue.

Digital media, however, poses challenges to reputation. Consumers can openly challenge the claims that a company makes and can closely examine the evidence provided by the company, and they can spread the criticism quickly. As such, digital transparency opens up opportunities and risks.

X. EMOTIONAL STORYTELLING IN SOCIO-CORPORATE ADVERTISING

Emotional storytelling is one of the most important creative tactics for socio-corporate advertising. Although statistics frequently are unable to give a sense of the magnitude of social and environmental problems, the narratives represent human experiences that can be expressed in a relatable way. Issues can be made accessible, memorable and emotionally resonant when they are told through a child's journey to learning, a community's journey to clean water, an individual's journey to ending discrimination, or a family's journey to sustainable practice [1].

Emotional storytelling catches and retains attention and memory, but should be used judiciously. It is important not to be too emotional, or one may oversimplify a complex social issue or minimize human suffering to a marketing ploy. So, there is a need to be sensitive, dignified, accurate and respectful when telling stories about the communities involved. Used responsibly, it enhances the trustworthiness of socio-corporate advertising and cultivates real interaction with the audience [2].

XII. STRATEGIC FRAMEWORK FOR SUSTAINABLE SOCIO-CORPORATE ADVERTISING

The advertising activities of an organization can be planned in a sustainable manner in six interlinked stages.

Stage 1: Identification of a Relevant Social or Environmental Issue

The issue needs to be of interest to the corporation's industry, stakeholders, abilities and values.

Stage 2: Corporate Practice integration.

It is the vision of the organization to develop meaningful initiatives internally before going out to the market.

The third stage is: Creating a Consistent Brand Story.

The issue must be related to the brand and not be an advertising theme.

Stage 4: Transparent Communication

Contexts should be backed up by evidence, measurable commitments and clear information.

Stage 5: Stakeholder Engagement

Opportunities should be provided for the consumers, employees, communities, NGOs and other stakeholders to respond and participate.

Stage 6: Long-Term Evaluation

Brand outcomes and social outcomes should be considered.

The framework highlights that the socio-corporate advertising should be seen as a process, not as a campaign of advertising.

XIII. ROLE OF SOCIO-CORPORATE ADVERTISING IN SUSTAINABLE DEVELOPMENT

Socio-corporate advertising is becoming more significant into the area of sustainable development. Businesses shape patterns of consumption, production systems, jobs, resource consumption, technology and social development.

Advertising can shape our culture of consumption and responsibility. Corporate communication that supports responsible consumption, environmental awareness, inclusion or community participation can help in a supporting role with regards to sustainability goals.

But advertising alone cannot address social and environmental issues. Its contribution must then be viewed as a supporting part to corporate strategy, public policy, technological innovation, community action, and institutional regulation.

Socio-corporate advertising is most effective when there is an association of communication with real corporate changes.

An organisation that has decreased the use of resources, enhanced the working environment for its employees, implemented responsible sourcing and made this transparent to its stakeholders can showcase its journey towards sustainability through advertising.

In the first respect, advertising serves as a connection between what an organization does and what people know.

XIV. FUTURE DIRECTIONS

Few new developments are set to influence the destiny of socio-corporate marketing in the foreseeable future.

Sustainability communication is moving towards becoming more data-driven. Corporations may be held to a standard of demonstrating measurable evidence, as opposed to general claims, to consumers and stakeholders.

Second, AI and data analytics will enable the more targeted delivery of social and sustainability messaging to various audiences. But customisation can also raise ethical issues such as manipulation and data privacy.

Third, there is likely to be growing significance for short-form video and social media storytelling. There is a possibility that younger viewers are exposed to the corporate social messages via digital channels instead of traditional television.

Finally, influencer and creator collaborations could play a significant role in conveying sustainability and social issues. But it will be up to how authentic the relationship between creator and brand is perceived.

Fifth, greater stakeholder involvement will likely become a key element. Consumers will be more likely to seek out the chance to join in sustainability programmes than watch an ad.

Lastly, brand activism can keep on growing. Social issues are becoming a point of contention in brand strategy as organizations are likely to take a stance on them and authenticity and corporate alignment are becoming increasingly important (Vredenburg et al., 2020).

XV. CONCLUSION

Socio-corporate advertising is an important shift in the relationship between advertising, the business world, consumers and society. Traditional advertising is based on product promotion, socio-corporate advertising is based on a communication approach that is extended to a social, ethical, environmental and sustainability orientation.

The analysis reveals a complex interplay between the socio-corporate advertising, its effects and the sustainable development of brands. It can help build brand awareness, create strong brand associations, enhance the image of the company, create emotional bonding, build trust and create brand equity. Understanding the importance of brand associations in influencing consumer response is an example of the perspective of Keller [6] on customer-based brand equity, and the idea of stakeholder theory and legitimacy theory highlights why corporations are increasingly reaching out to a wider range of audiences with respect to their social responsibilities. In particular, CSR communication is crucial, because responsible corporate actions are not guaranteed to lead to positive stakeholder responses. Those activities must be made known to the stakeholders, understood and recognised as authentic. Du et al. [2] thus stress the need for successful CSR communication to create value for stakeholders through CSR. Alongside this, socio-corporate advertising also has its fair share of dangers, as the study points out. Untrustworthy communication and inconsistent behaviour between communication and organisation can introduce doubts to consumers. In drawing their conclusions, Sen and Bhattacharya [7] found that consumer responses to CSR are a function of the nature of the CSR program, consumer attitudes, product quality, and congruence between the company and consumer. So, poor company performance can't be made up for in social communication forever. The examples of Unilever, Patagonia and Coca-Cola illustrate various strategies for incorporating social and sustainability messages into brand messaging. Based on their experiences, they conclude that socio-corporate advertising is best when social responsibility is a part of the corporate image and working practices. Despite this, social TV ads are still critical to this communication landscape: TV storytelling via video can convey complex social and environmental messages in an emotional story. Modern socio-corporate advertising has moved to a multi-platform, multi-screen landscape, however, with TV, social media, digital video, mobile, the web, influencers and user generated content all playing a role. Socio-corporate advertising should not be considered as a new publicity method in itself. It is a bigger shift in corporate communication that now expects brands to act with a purpose, take responsibility, be accountable, and be socially relevant.

A sustainable brand development is thus always reliant on the ongoing link between corporate action and real communication, between stakeholders and consumers, and between consumers and the brand. This paper's general thesis is that the power of sustainable brand development can be achieved with socio-corporate advertising, provided the advertising claims are substantiated with reality of corporate practices. But its real potential lies in its capacity to make a substantive link between the mission of the business, values of the customers, expectation of the stakeholders and the welfare of the societies. From this perspective, socio-corporate advertising could be used as a sort of link between the performance of a business and the creation of social value, and help build brands that are not only commercially successful, but also socially credible and environmentally responsible.

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