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BRANDING, ADVERTISING AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

Branding and advertising can be effectively used to ensure the sustainability of economic and social development. Sustainable development has been paid much attention today and in the United Nations “Transforming our world: the 2030 Agenda for Sustainable Development”, 17 sustainable development goals (SDGs) have been identified. To achieve some of these goals, branding and advertising of the relevant goods, products, equipment and services are very important. For example, to end hunger, achieve food security, improved nutrition and promote sustainable agriculture, which is one of the SDGs of the UN 2030 Agenda for Sustainable Development, branding and advertising of high quality equipment, raw material and seeds required in agriculture as well as nutritive foods are necessary. In addition, branding and advertising of high quality medicine and health service providers are necessary to achieve the SDG of ensuring healthy lives and promoting well-being of all ages. To ensure inclusive and equitable quality education and to promote lifelong learning opportunities for all, which is another SDG of the UN 2030 Agenda for Sustainable Development, advertising of such service providers is necessary. Branding and advertising of products that help in conserving water and energy as well as utilizing sustainable energy will contribute towards achieving the SDGs of ensuring availability and sustainable management of water and sanitation for all and ensuring access to affordable, reliable, sustainable and modern energy for all. Branding and advertising will also contribute to achieve the SDG of building resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation, through the promotion of relevant products as well as that are produced through new innovations. Branding and advertising are very important for combating climate change and its impacts, which is another SDG, through promoting the products with low carbon footprint. In addition, for achieving the SDG of conserving and sustainable use of oceans, seas and marine resources, branding and advertising the appropriate fishing gear and other equipment are necessary. Hence branding and advertising play a significant role in achieving sustainable economic and social development while conserving the environment. In these endeavors, it is extremely necessary that highest ethical guidelines are adhered to so that the absolute truth is provided to the society.