

Value Media: Exploring a New Concept for Ethical and Sustainable Marketing Practice

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Abstract

Sustainability endeavors of media and marketing requires elevating ethical brand messaging whilst protecting consumers. In lack of indicators for 'value media' content and environments, the 'Sustainable Media Management' project aims to develop standards and establish a measurement model for 'value media' (VM). As part of this project, this explorative study set out to explore the understanding, current practice and feasibility of the VM concept by semi-structured interviews with 34 experts from marketing and media. The aim was to elicit ideas about factors of VM, the effects for both brands and consumers and to evaluate the feasibility of cross-media standards for VM environments. Authenticity and transparency were revealed as essential for media practice when navigating in a new ethical VM landscape that respects society and consumers. This study closes a theoretical and practical knowledge gap by developing and testing an evaluation tool for VM serving sustainable media planning. Keywords: Value Media, Sustainable Media, Sustainable Media Planning Track: Social Responsibility & Ethics

Subject Areas: *Advertising, Channels*

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