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AI-Powered Technologies for Sustainable Communication: A Case Study of a Brand's Strategies

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Corporate social responsibility requires that global brands commit themselves to building a better planet. Towards achieving this goal, how are AI-powered technologies being used for sustainable communication by the corporates? The researchers aim to examine how corporate organisations utilise AI in their brand communication in both the strategic and creative processes in order to establish their commitment to sustainability. By using the case study method, Unilever, a multinational consumer goods company, has been selected due to its AI-powered sustainable communication strategies. The various facets being explored are the company's green product innovation performance, and a stronger relationship with customers through sentiment analysis. We seek to map the digital transformation that can analyse consumer data to understand preferences and environmental concerns, enabling tailored communication that resonates with each market segment. By analysing how transparency and traceability in AI-powered tools can be used to track the environmental impact of a brand's supply chain, transparent communication of sustainability efforts can be achieved. AI can analyse communication channels and identify the most sustainable options for reaching target audiences and minimising environmental footprint. The case study of Unilever will provide concrete examples of how AI is being implemented to achieve these goals. The paper will conclude by discussing the broader implications of AI-powered sustainable communication for the future of brand strategy, brand positioning, customer engagement, and personalised experiences.

Keywords: AI-powered technologies, corporate social responsibility, sustainable communication, brand strategies, Unilever
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