

# THE AIM INITIATIVE

## *AIM Initiative on Nudging for Good*

*Sustainable Growth through Trusted Brands*

Contact: Katrin Recke, AIM  
[katrin.recke@aim.be](mailto:katrin.recke@aim.be)

THE AIM INITIATIVE



NUDGING  
FOR GOOD



AIM®  
EUROPEAN  
BRANDS  
ASSOCIATION

## 6. WHY DOES THIS MATTER FOR BRANDS?

# Why does this matter for brands?

## Trust and long-term brand equity

Many brands have been around for generations. Brand owners know that they simply cannot build sustainable prosperity on the back of unsustainable or unhealthy consumption.

**BRANDS want to continue to exist and remain relevant to consumers in a changing world.**

## Consumer demand

Consumers are more interested than ever in health and in sustainability. However, this does not always translate into purchasing and consumption patterns. Brand manufacturers want to remain relevant and to respond to this growing aspiration.

# Why does this matter for brands?

## Innovation through social value

“Nudging for good” adds a social dimension to the value proposition of a brand. It is an innovative form of corporate action. Through nudging brands create new forms of social engagement with consumers: they provide incentives for consumers to move towards healthier and more sustainable lifestyles; consumers reciprocate by acting on the nudge. This opens up a powerful opportunity to strengthen the brand relationship with consumers, thereby adding value to the brand.

## Being part of the solution

The Nudge concept is gaining momentum with public policy-makers and civil society organisations. For brands this constitutes an opportunity to engage in partnerships with legislators and civil society in order to be part of the solution.