

The logo for EcoVadis, featuring the word "ecovadis" in a lowercase, sans-serif font. The "v" is a darker shade of green than the other letters, which are a lighter teal color. The background of the entire page is a photograph of a modern glass skyscraper with lush green trees in front of it. A large, semi-transparent blue geometric shape, resembling a stylized star or a complex polygon, is overlaid on the building's facade.

ecovadis

## Case Study

# EcoVadis

A global brand health tracking study among ESG decision makers to inform EcoVadis' brand building and marketing communications as well as establish a baseline for measuring and monitoring brand performance over time.

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[www.b2binternational.com](http://www.b2binternational.com)

## Market Context

Corporate Environmental Social and Governance (ESG) initiatives have grown over the past few years and this growth is expected to continue. Having an ESG strategy has become important not only to organizations, but also to employees, customers, and investors. In addition to the benefits of improving the planet and society, research has shown that improved ESG performance can positively impact company performance by increasing profits, enhancing internal processes, uncovering product innovation, improving employee engagement (due to internal, cultural alignment with ESG values), and achieving market differentiation by strengthening brand positioning.

To further highlight the increasing focus on ESG initiatives, B2B International's recent [2023 Superpowers 3.0 Index](#) study found that several ESG-related decision drivers have become significantly more important to business decision makers when choosing a company to do business with.

3 of 7 business decision drivers that have grown significantly in importance between 2022 and 2023 are:



"Takes care of its suppliers, business partners, and communities."



"Is committed to reducing its environmental impact."



"Has a culture of diversity and inclusion."

In other words, ***being a force for good, is good business.***

## The Client's Challenge

EcoVadis is a purpose-driven organization with a mission to provide reliable, globally recognized business sustainability ratings and insights that enable companies to reduce risk, drive improvement, and accelerate positive impact on our planet and society. Hundreds of thousands of companies worldwide partner with EcoVadis to assess their network and monitor sustainability performance.

EcoVadis' customer ecosystem comprises two primary groups:

1

Requesting companies: typically large multinational organizations and OEMs with extensive global supply chains

2

Rated companies: suppliers to the OEMs.

EcoVadis has become the world's most trusted provider of business sustainability ratings by focusing on, and building relationships with, the buyers, or Requesting companies. Buyers often carry significant influence over their supply chain partners becoming rated, but the Rated companies represent a much greater opportunity for EcoVadis - and planet and society - as the number of these organizations is substantially larger.

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However, many supplier organizations lack the awareness of how to become rated and the associated benefits. EcoVadis was therefore seeking a brand and marketing strategy to:

- Raise awareness of EcoVadis' mission, services, and solutions among supplier companies;
- Differentiate EcoVadis from other ratings agencies and sustainability assessment providers;
- Demonstrate the benefits, both social and business related, of suppliers engaging with EcoVadis.

To inform its brand building strategy, EcoVadis required a baseline understanding around its own brand health (particularly related to awareness and perceptions) among prospective Rated customers relative to other providers so that the company could effectively measure and monitor progress over time.

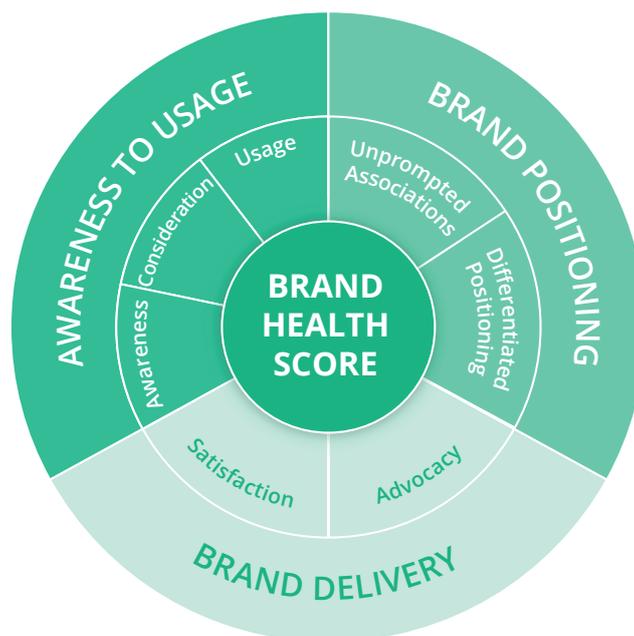
## The Solution

EcoVadis partnered with B2B International to conduct a comprehensive global brand health tracking program. The research covered more than 800 ESG decision makers at companies that fit the profile of a Rated prospect spanning various industries in select global markets such as the US, Germany, France, and Japan.

The B2B International and EcoVadis teams collaborated to identify key performance metrics and decision drivers that would provide EcoVadis with a baseline view of its current brand health as well as how to increase the appeal of sustainability ratings to prospective companies.

B2B International tailored its proprietary brand health wheel to fit the strategic objectives of EcoVadis creating a visual snapshot of EcoVadis' brand health which included:

- Brand Health Metrics: Awareness, consideration, and usage of EcoVadis and its core competitors.
- Brand Perception Metrics: Unprompted associations, strategic attributes (attributes aligned with EcoVadis' desired brand strategy), market attributes (attributes aligned with what is important to the market).



## The Insight

Insights have shown that EcoVadis' brand health is relatively strong compared to its immediate peer group of sustainability ratings providers. The research also revealed that while EcoVadis' brand positioning aligns well on its strategic attributes, there is opportunity to make a stronger connection with key market attributes.

The EcoVadis brand and marketing team are leveraging the research findings to develop EcoVadis' brand value proposition, brand architecture, and short-term brand marketing campaigns to reach a broader audience. While the insights will be ultimately used for guiding demand generation efforts, the desired outcome is to inspire action among Rated companies and to increase organizations' commitment to sustainability to make the world and society a better place.



## Testimonial

*"As EcoVadis seeks to accelerate and scale our impact by increasing engagement, and building our brand presence, with the supplier segment we first needed a better understanding of the levels of awareness and perception among this diverse community. Potential Rated customers are located all over the world, are in hundreds of industries and range in size from a few individuals to tens of thousands of employees. Partnering with B2B International to develop and field a global study has yielded valuable insights to shape our messaging and develop our brand strategy"*

- Rob Altman, EcoVadis Director of Brand Marketing

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