**Paper Title:** Sustainable Marketing: Case Study on Sustainable Marketing Practices of Finish Brand

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**Purpose:** The purpose of the research is to analyze how the "Finish" brand, which has been conducting sustainability campaigns recently, uses sustainability in advertising, especially in advertisements. For this purpose, answers to the following questions are sought. "Which messages are conveyed to consumers with the theme of sustainability, which communication channels are used, what are the innovative applications of Finish?"

**Method:** Case study method is used in the research. Case study is defined as an effort to systematically examine one or more events, especially for the purpose of identifying and explaining facts, and uses multiple data collection methods related to the study of a specific subject and a specific event.

**Findings:** Finish brand uses digital and traditional channels together. By using hashtags in traditional channels, it invites consumers to the digital media and creates an interactive process. In this context, messages are given directly, sustainable and unsustainable world tables are drawn to consumers. For the continuity of the world, consumers are invited to cooperation and behavioral change is aimed. Finish realizes creative applications such as TV series-programme collaboration and the use of interactive mobile applications with campaigns that integrate digital with traditional. Also it was published a first half-fictional documentary of the Turkey.

**Conclusion:** Finish develops new products in line with the aim of reducing water use, and supports its awareness-raising efforts with promotion. Advertising and sales promotion of the marketing mix promotion component are used together, and traffic is generated from consumers to the brand. According to the statement made by the brand's advertising agency, Finish's market share is 3% in 3 months; the loyalty rate increased by 11%. While 100,000 households gave up hand washing in 6 months, 250,000 people pledged to save 15,000,000 tons of water. PR value increased by 8,000,000 liras. Integrated campaigns conducted by the brand with a focus on sustainability have also reflected in measurable results.

**Keywords:** Sustainability, Marketing, Advertising, Brand.

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