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Scarabaeus Sacer: an iconic green brand advocating sustainability in the era of digital economy and connectivity

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CASE TEACHING NOTES

Abstract

Learning outcomes

Learning outcomes can only be achieved through using case-based pedagogy. Instructors must encourage students to dive deeply into the case dilemma, so they are able to engage with the case objectives and questions, applying the appropriate theory. By doing so, students can provide solutions based on five core objectives. These are the objectives that students should learn after completing the case discussion: ■ Critique the marketing activities for implications of global branding. ■ Understand the turnaround strategies in the context of the digital economy and COVID-19 crisis to build a global brand and drive B2C customers from awareness and advocacy. ■ Suggest a map of traditional and digital marketing strategies to enhance the company's efficiency and effectiveness. ■ Discuss the three main sources of influence marketers can implement to drive customers from awareness to advocacy across the customers' path. ■ Discuss the application of the UN 17 SDGs practices in today's fashion industry.

Case overview/synopsis

In 2018, Ali El Nawawi and Mai Kassem decided to start up the Scarabaeus Sacer brand to take their passion for social and human development and create ethical fashion streetwear. Scarabaeus Sacer was an Egyptian brand that sold 100% organic Egyptian cotton fashionable streetwear, and the core mission of the fledgling company was "promoting Egyptian organic cotton textiles with a premium quality globally" (Al Nawawi, 2021). While Scarabaeus was mainly guided by the well-being, sustainability, and mental health goals of the UN Sustainable Development Goals (SDGs) numbers 3, 8, 11 and 12 (good health and well-being; decent work and economic growth; sustainable cities and communities; and responsible consumption and production), their position as an advocacy brand was only beginning to be understood by their customers in Egypt. With the rapid increase of e-commerce during the COVID-19 crisis and their previous international experience, the co-founders wanted to achieve their mission of building a global brand that promotes Egyptian organic cotton and sustainability while offering unique designs of fashionable streetwear. To achieve this mission, the co-founders El Nawawi and Kassem faced major decisions related to marketing strategies at the beginning of 2020. These included how to build global brand awareness and brand advocacy for well-being, sustainability and mental health with a special focus on penetrating new markets (namely, Europe and the USA) to stock their products on e-commerce platforms and advocating their cause and increase their sales.

Complexity academic level

This case is suitable for graduate-level marketing courses in which it allows students to engage with classical marketing strategies, digital marketing, global branding, communication, media and sales within a management framework.

Supplementary materials

Teaching notes are available for educators only.

Subject code

CSS 3: Entrepreneurship.

Keywords

Sustainability | Sustainable development | Green issues | Green marketing | International branding | Environment and society

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Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognizable information to protect confidentiality.

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