Branding Becomes digital. Facts that Changed during the Pandemic. The Case of an NGO in Greece, Stavros Niarchos Foundation

Aria Angeliki Bousoulegka
National Technical University of Athens, Greece

Abstract

Branding as a growing marketing tool has started to apply in combination with strategic and communication management in the non-profit sector as well. The latter, during the Covid-19 pandemic, was found in the midst between on the one hand of adapting to the new conditions and boosting of the non-profit brand, and on the other hand, of the underfunding and termination of its operations. The aim of the present paper is the examination of a Non-Government Organization in Greece, the Stavros Niarchos Foundation, which focused its initiatives on the targeted offer by integrating new technologies, launching a strategy of digital branding. To achieve the goal, the examination of the case study was performed by a retrospective analysis of the strategic policies and by interviewing those in charge of the communication policy of SNF. Data were classified in sectors of digital supply, which worked effectively and were positively evaluated regarding the boosting of SNF branding, according to the statements of the those in charge. It was found that SNF organized and fulfilled all over the world numerous, important, innovating digital initiatives through NGO benefactors/donators, achieving at the same time the necessary adaption, the digital transformation of operations and the promotion of the mission, while reinforcing its non-profit name. The digital services of SNF focused on issues as health, information, social welfare, education, and entertainment to a broad and universal public that was facing the consequences of the pandemic. Thus, the immense digital initiatives of SNF contributed to the users' emotional engagement, in whose minds the SNF brand became a synonym to help, support and assistance.

Keywords: Non-Government Organizations -NGO, Covid-19 Pandemic, Branding, Digital Technologies, Stavros Niarchos Foundation