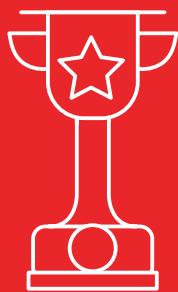




THE FIVE BRAND ACTIONS



The
Republic of
Everyone



Well done is better than well said

Benjamin Franklin

Brand. It's the promise of an experience delivered. Done right, it's authentic, public and it answers that curly question, 'why does the world need you?'

Today, a brand needs to be more than a personal connection or something that tells me 'I'm worth it'. In today's world, people want you to do more, be more, mean more to them and society.

CUE PURPOSE.

Purpose isn't the latest industry version of 'Philosophy' or 'Essence'. It's about defining your role and impact in society and linking it to the success of your brand.

The way we see it, the best brands do two things well.

First, they understand the societal purpose of their brand. The Body Shop is against animal testing. Unilever's Lifebuoy helps save lives through healthy hygiene habits.

Secondly, they communicate through actions, not just words. After all, talk is cheap. How you act ultimately determines what people think of you.

We've studied the world's best brands to find out how those who embed purpose in their brand do it best. Their actions fall into five categories.

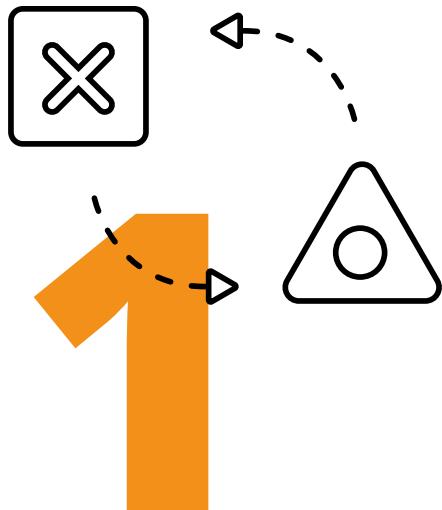
Need help working out which is right for you? Give us a call! ☺

WHY EMBED PURPOSE IN YOUR BRAND?

- › Create employee love
- › Change the world
- › Turn customers into fans
- › Make doing good good for business

CHANGE

A PRODUCT



The first step many brands take is to re-tool their products to create 'less harm'. Sometimes changing a product is a simple question of reformulation. Other times, it might mean deleting a product line all together, to avoid the brand damage that comes with it.

ALDI

removing artificial colours store-wide

CADBURY

moving to 100% Fairtrade chocolate

PATAGONIA

moving to organic cotton across all of their products

UNILEVER

reducing sugar content in their Lipton Ice Tea range

CREATE A PRODUCT

Creativity works best when it is given clear boundaries. Challenging your innovation team to generate a new, sustainable or socially aware product that better meets customer needs is a great way to encourage them to think outside the ordinary.



G-STAR'S

Raw for the Oceans range

IAG'S

ShareCover insurance for AirBNB

NAB'S

Microfinance loans

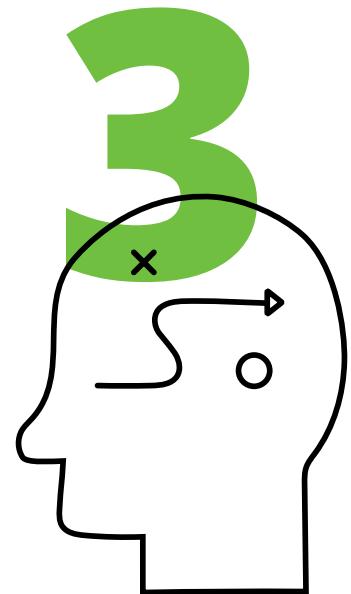
UNILEVER'S

Small and Mighty OMO range

CHANGE

A BEHAVIOUR

Sometimes the main impact of your product is not in how you make and deliver it, but in how people use it. By helping them change the way they use it, you can better involve your brand in your customers' lives and create social and environmental good at the same time.



ARIEL'S

Switch to 30 campaign

LEVI'S

Water < Less jeans consumer campaign

UNILEVER'S

'Turn off the Tap' campaign

SUPPLY A SERVICE

Sometimes, no matter how much you want people to change behaviours, they need a little help. This is where providing a service comes in. So, if creating unwanted waste is one of your brand's biggest sins, then offering a take back system might be the best action you can take.

Services can also generate a new income stream or provide raw materials for new products.



AUSTRALIA POST'S

cigarette butt recycling service for clubs and pubs

H&M + UNIQLO'S

clothing recycling

IKEA'S

removal and recycling service

MOBILE MUSTER

established by Australia's telcos and phone manufacturers

KROGER'S

dietician nutrition service 'The Little Clinic'

CHAMPION A CAUSE



If you want your brand to stand for something, why not stand for something? Choosing a cause, then fighting for it is a very public way to differentiate your brand from the gun-shy out there. But this isn't just about supporting a charity. It's about embedding a social mission into your brand. So the success of your brand comes from the success of your cause. It's a win-win for everyone.

THE BODY SHOP'S

long term campaign against animal testing

IAG'S

Good 'Hoods initiative

DOVE'S

'Campaign for Real Beauty'

PERSIL'S

'Dirt is Good' movement

FIVE BRANDS ACTING



**The
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Everyone**



PATAGONIA

Generally accepted as the poster-child of do good brands, Patagonia has put sustainability at the heart of its brand and business. From switching their products to sustainable cotton (yes all of them) to establishing 1%

for the Planet, to their 'Vote the Environment' campaign, Patagonia stands for what their people - employees and customers care about most about. Acting with this sort of integrity has helped them triple in size in seven years.

**AS THE WORLD LEADER,
PATAGONIA DOES ALL FIVE
BRAND ACTIONS.**



G-STAR RAW

It takes big thinking to take on an environmental problem as big as the Great Pacific Garbage Patch. That's exactly what G-Star Raw have done. By teaming up with Bionic Threads and bringing on board

Pharrell Williams as creative director and brand ambassador, G-Star has brought Raw for the Oceans, a clothing range made from reclaimed ocean plastics, to the world.

A GREAT EXAMPLE OF
#2: CREATE A PRODUCT



WATER<LESS

GO
WATER<LESS™



LEVI'S® WATER-LESS™ PRODUCTS HAVE
SAVED OVER 172 MILLION LITRES OF WATER.
HEAVY ON STYLE, LIGHT ON WATER.



THE AVERAGE PAIR OF JEANS
USES 42 LITERS OF
WATER IN THE FINISHING
PROCESS. A PAIR OF RIGID
WATER-LESS 501'S
USES LESS THAN 1 LITER.

TAKE A STEP IN THE RIGHT DIRECTION. VISIT LEVI'S.COM
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

WATER-LESS

DON'T WASH THE
STORIES OUT OF
YOUR LEVI'S® JEANS.

TAKE A STEP IN THE RIGHT DIRECTION. VISIT LEVI'S.COM
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

WATER-LESS

SAVE WATER.
SHOWER IN YOUR JEANS.

TAKE A STEP IN THE RIGHT DIRECTION. VISIT LEVI'S.COM
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

WATER-LESS

RESPECT THE CIRCLE OF LIFE.
REUSE OLD WATER
FROM FISH TANKS OR
YOUR HOUSE PLANTS.

FRESH WATER SUPPLIES ARE LIMITED. WHILE ONLY 2% OF WATER THAT ENTERS OUR
HOME IS CONSUMED, THE REST IS WASTED DOWN THE DRAIN, EVAPORATES OR LEAKS AWAY.

TAKE A STEP IN THE RIGHT DIRECTION. VISIT LEVI'S.COM
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

WATER-LESS

LEVI'S

When Levi's wanted to find a way to improve their jean making process they stumbled upon two key facts.

1. It took 100 litres of water to 'finish' a pair of jeans.
2. 99% of the environmental impact of a pair of jeans was created by the customer washing them.

Their answer?

Levi's Water

A GREAT EXAMPLE OF
#2: CREATE A PRODUCT &
#3: CHANGE A BEHAVIOUR



IKEA

One walk along the street at council clean up time will make it clear that IKEA furniture is simply not designed to last. And, given the rate that people move houses and change their look, this can mean the waste stacks up fast. By creating a removal and recycling service,

IKEA is not only helping customers deal with their rubbish in a more sustainable way, they are also making it easier to make room to buy their stuff.

A GREAT EXAMPLE OF #4: SUPPLY A SERVICE



ENRICH NOT EXPLOIT

(It's in our hands)



THE BODY SHOP

Anita Roddick built a global empire off the back of three words, 'Against Animal Testing'. By tapping into an uncomfortable truth about cosmetics that our favourite cosmetics are killing our favourite, fluffy animals the Body Shop put a spotlight on the problem and presented the solution in one neat package, and took the world by storm.

It was authentic, because it was an issue Anita Roddick genuinely cared about.

It drove business, because it tapped an issue her customers genuinely cared about.

And it set the brand up for a long life built on the premise of 'buy from us and make the world a better place'.

DID YOU KNOW...?

A strong sustainability track record can account for

11%
of a company's value

In 2014,

65%

of total global sales were generated by brands who conveyed commitment to social and/or environmental value

66%
of consumers
say they're willing to pay more for products and services that come from a company committed to positive social and environmental impact



We're Republic of Everyone. Our mission is to make doing good, good for business. We help the world's leading companies bring together brand, sustainability and social responsibility to create better products, better stories and stronger connections with their people and customers.

www.republicofeveryone.com

SOURCES:

1 The Commit Forum, Oct 2015

2 www.nielsen.com/us/en/insights/news/2015/sustainable-selections-how-socially-responsible-companies-are-turning-a-profit.html

3 www.nielsen.com/us/en/insights/reports/2015/the-sustainability-imperative.html