



WALDEN HYDE

The Formula

Integrating
Sustainability
Into Your Brand

What We See

“Our company is doing great things, but we don’t know how to talk about them in a way that engages consumers.”

A common barrier when talking about sustainability is that consumers don’t necessarily care about it in the ways companies think they should. Without understanding how values-based ideas relate to a brand’s value proposition and consumers’ needs, many make **three common mistakes**:

01

Highlight metrics that have little meaning to consumers (“We offset five tons of CO₂!”)

02

Showcase philanthropy that is disconnected with their brand (“Our dog food company donates to the Breast Cancer Fund.”)

03

Attempt to inspire behavior change with clichéd platitudes (“Be green! Recycle!”)



Integrating Sustainability Into Brands

Our proprietary process has been honed with global CPG companies, including Unilever and Nestle. It's a modern take on a traditional brand building process, but it addresses aspirational notions like sustainability. Our process brings authenticity into how brands communicate their good story, build trust with consumers, and protect against greenwashing.

We've developed a handy formula to show how the process works:

Internal + Marketplace + Consumer = **Positioning** •

• Positioning + Brand = **Brand Platform & Activation**

Internal

Our formula begins with your brand. To tell an authentic story, brands first have to identify their purpose in the world, the nuances of their internal culture, their measurable actions, and their aspirations.

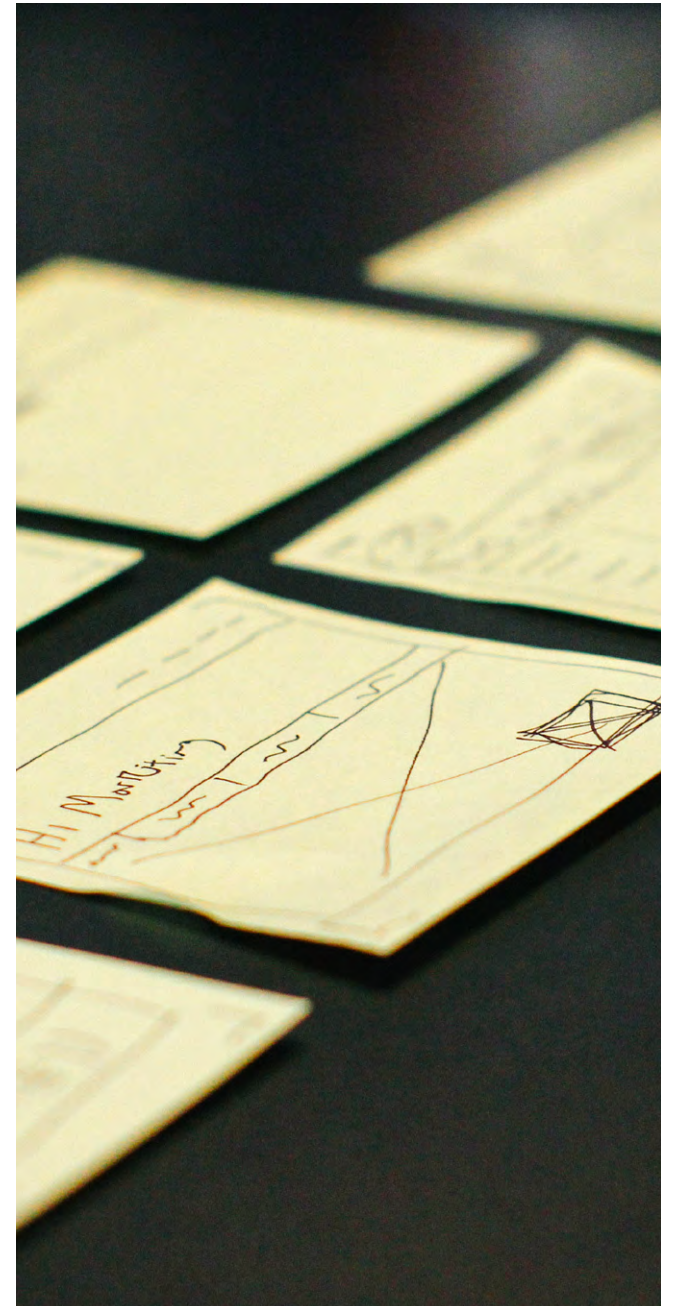
Some companies have developed their own sustainability measurement systems, while others are implementing industry-specific tools. Brands can use these tools as a starting point for gathering specific information.

This process takes into account “the good” you provide across the board—in your supply chain, operations, workplace, and products and services. How is your company making a positive impact?

But you don’t need to have it all figured out to implement this process; in fact, if you haven’t started measuring your impacts, our process can help uncover where to begin.

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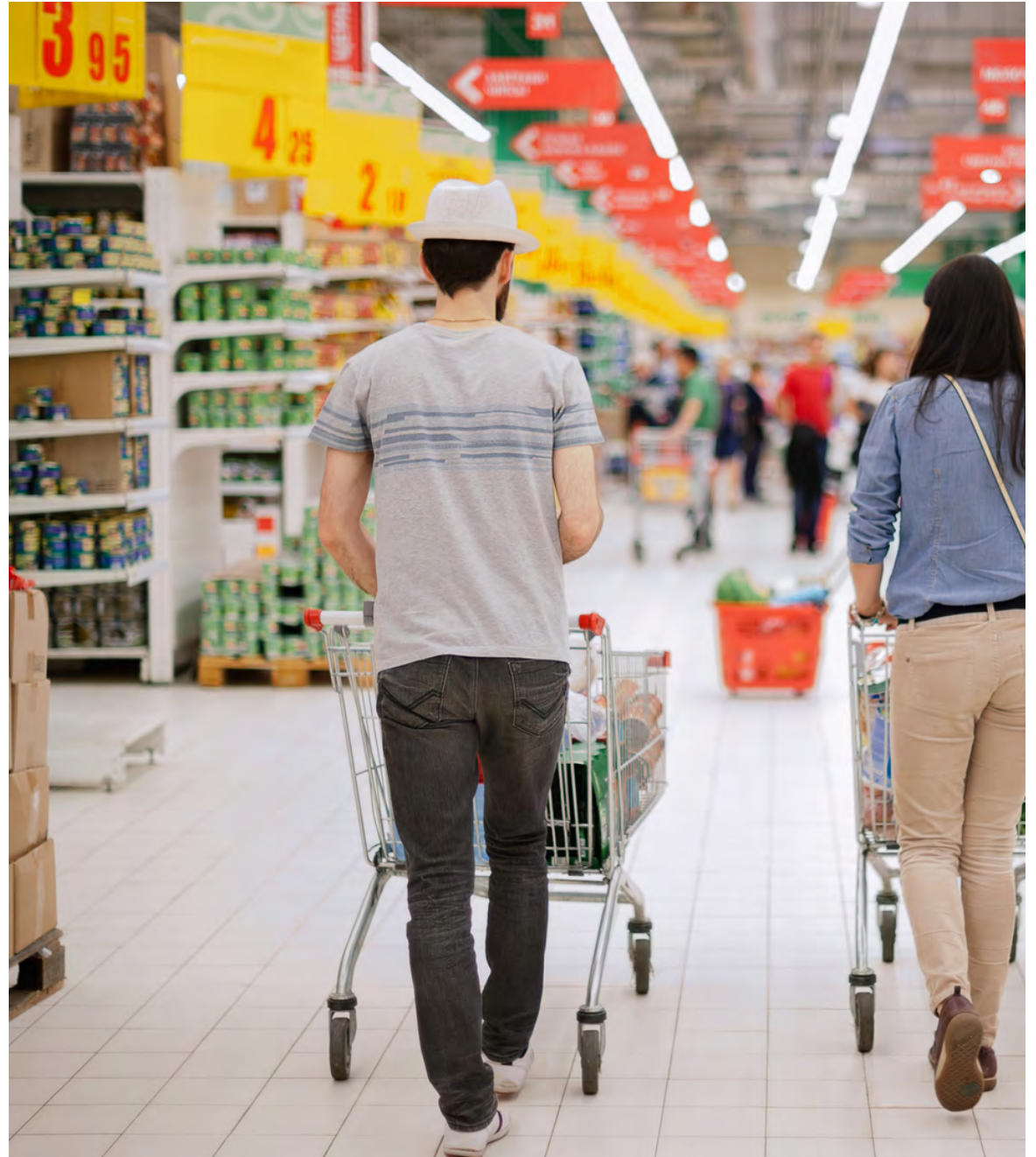
Marketplace

Next, we look at the market. We consider trends and conversations in relevant sectors, examine competitors and peers, and look at cultural and behavioral triggers to determine opportunities for your brand—and future considerations.

This work helps us identify how to differentiate your brand in a noisy and crowded marketplace.

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Consumer

Who are your consumers and what do they care about? Although brands are expert at asking consumers about products and shopping habits, inquiring about values and motivations—especially aspirational ones—requires both a broad understanding of these topics and the ability to interpret nuanced responses.

While a majority of consumers will report caring about environmental and social issues, their purchase behaviors and habits often tell a different story. Exploring this critical gap between intention and action is essential to understanding the triggers and barriers that motivate consumers to pay attention to and love your brand for its good work.

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Positioning

Once we understand your brand's point of view, the competitive landscape, and your consumers' values and needs, we build your brand's positioning.

At the heart of your positioning are your territories—the areas you can own as a brand. Creating territories helps companies define which stories to lead with (swords) and which ones to keep in their back pockets (shields). This allows your company to prioritize good work and lead with the strongest, most compelling stories.

For example, an ice cream brand may be reducing their water and energy use, trimming waste, and re-evaluating their dairy vendors. While all of this work is admirable, if target consumers care about hormone-free ingredients and the ethical treatment of animals, it make the most sense to position on the quality of the brand's dairy sourcing.

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Brand Attributes

Take a step back and look at your brand key. Is your brand quirky and fun? Or practical and direct? Maybe young and irreverent, or serious and respected?

Bringing these attributes into the equation is essential to the next stage—creating the brand platform and activation.

By looking at your positioning through the lens of your brand, we can make sure that your strategy and creative activation fit your overall tone and approach seamlessly.

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Brand Platform & Activation

The brand platform explains your brand's positioning and how it comes to life through messaging and design. We use it to guide activation—which is how you show your work to the world. Activation includes everything from advertising campaigns to website design to shopper-marketing, packaging, social media, and CSR reports.

Done well, a good story can tip purchase decisions and build lasting brand loyalty.

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about us



We build Constructive Brands.

Guided by a strong reason for being,
Constructive Brands advance profitability
without screwing over future generations.
They shift culture, build up employees,
and future-proof resources.

We make sure they are wildly successful.

DESTRUCTIVE

CONSTRUCTIVE

BOO

MEH

YAY

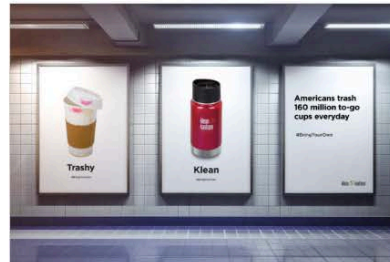
Services



Brand Identity

Build or refresh your brand

[LEARN MORE →](#)



Brand Platform

Position and market your brand

[LEARN MORE →](#)



Packaging

Get in their cart

[LEARN MORE →](#)



CSR Report

Get the most out of your CSR report

[LEARN MORE →](#)



Purpose Lab

Harness the power of purpose

[LEARN MORE →](#)



"Future of" ... Studies

Find the answers you need

[LEARN MORE →](#)

Select Clients

Justin's

HONEY
STINGER

eldora

klean
kanteen

JACKSON'S
HONEST

Xanterra

Unilever

Plum
organics

Nestlé

THE
NORTH
FACE

PURE
LEAF

Teatulia
ORGANIC SINGLE GARDEN TEAS

West
Paw

CONSCIOUS
ALLIANCE
art that feeds

prAna

SUN
DAY
AFTERNOONS

Guittard
CHOCOLATE COMPANY

YELLOWSTONE
NATIONAL PARK LODGES

lunchskins

Coca-Cola

WORLD
CENTRIC
MAKE AN IMPACT

National
coop
Grocers

ROCKY MOUNTAIN
INSTITUTE

FSC

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**Thank
you.**

