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Building a sustainable brand

Use corporate responsibility and sustainability to strengthen your brand message



Building a sustainable brand

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Honey is a brand and communications agency. We deliver brand and design solutions for some of the UK's best known companies. Our 9 Design Effectiveness Awards bear witness to the commercial effectiveness of what we do.

Honey is chosen by our clients because we are:

- Collaborative** Working with our clients to achieve their aims, curious, challenging but supportive
- Commercial** 9 Design Effectiveness Awards prove our commercial understanding and awareness of the reality of sales and marketing
- Connected** Honey is part of a group that includes an innovation business and a sales and distribution business.

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Brand messaging sustainable business practice

Early morning commuters threading their way through London's various corporate heartlands might have noticed a relatively short-lived phenomenon: charity staff cheerfully accosting bewildered company employees, lobbying for their vote in that company's Charity of the Year contest. Guerrilla costumes, free coffee and carefully crafted campaign messages were all deployed to get a little bit more brand recognition / sympathy (delete as appropriate) for that charity's beneficiaries.

Companies have on the whole put a stop to this. An annual pseudo-carnival on their doorstep wasn't what they had in mind when they agreed to shortlist a good cause to generously support. This was the right decision but for the wrong reason. From a charity perspective, they have only a few seconds to catch people's attention so get straight to the point with graphic images and language. This, naturally, elicits an emotional response from the target audience. If it lasts long enough it results in action. John, the systems analyst in IT, takes his free coffee, votes for the children's charity and then gets on with his life.

But what does that tell me about the company John works for? Other than that they're a little bit generous or have worked out how to write-off charitable donations, not a thing. What a waste.

More and more employees and customers are gravitating towards brands that resonate with their own personal values. To (mis)quote Milton Friedman, the business of business is no longer just business. Like all good problems, this presents brands with a fantastic opportunity:



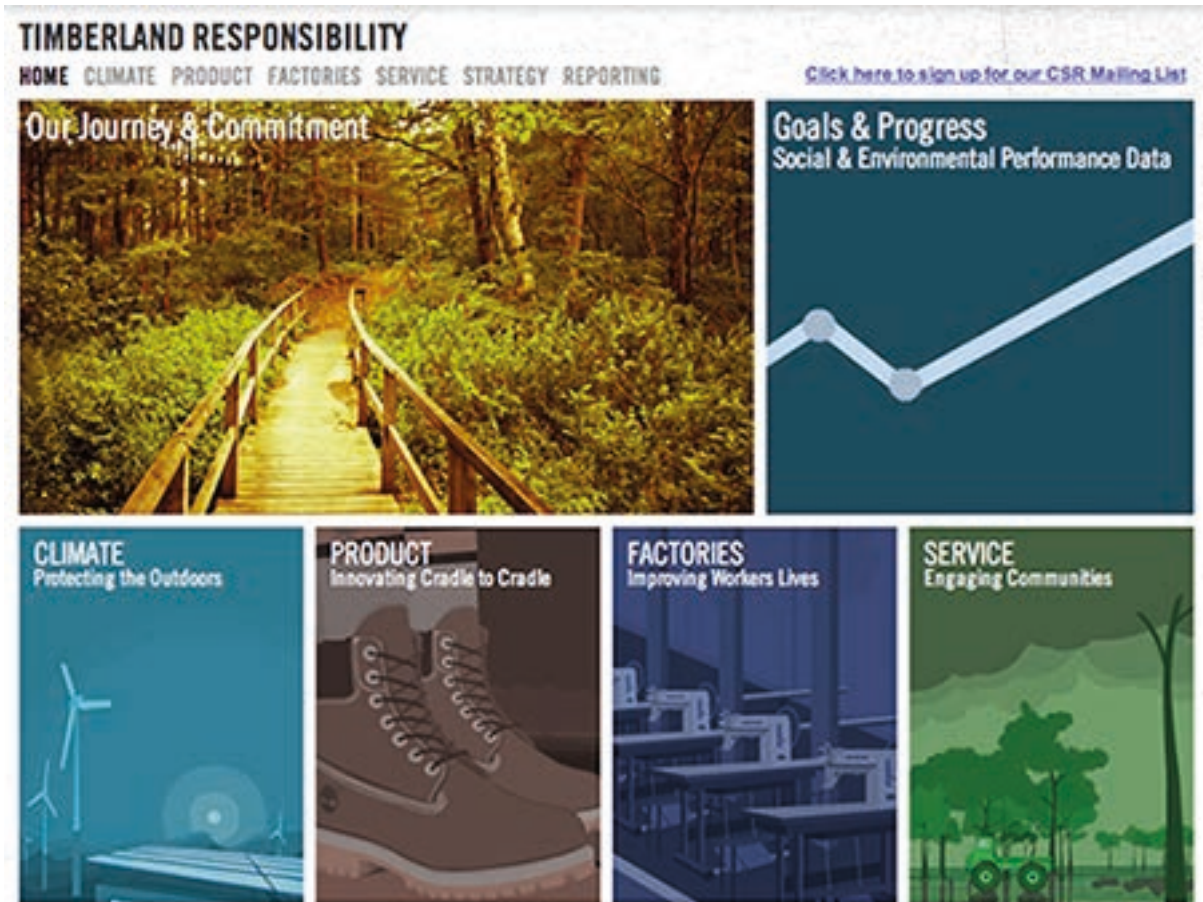
- 1) How does your corporate responsibility (CR) and sustainability activity align with your brand? If you don't know, how will your employees and customers?
- 2) How do you authentically communicate this and how do you make it relevant to your target audiences?
- 3) Where are the creative opportunities to bring this to life and make everyone involved in your CR and sustainability sit up and pay attention to what a great company they work for/do business with/supply paper clips to?

[examples of good practice: Timberland's web portal, Molson Coors NYE campaign, Accenture Stonewall index]

At heart, this is all about your brand messaging strategy. What is your brand essence and how do you make sure it's communicated clearly, relevantly and effectively to each of your audiences?

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Timberland Web Portal