

Give Your Brand an Edge by Driving Demand for Sustainable Lifestyles



SUSTAINABLE BRANDS

The Bridge to Better Brands

The only way to achieve a regenerative economy is to make sustainable living easier and more rewarding for people around the world. Today's global brands have the ability to seamlessly embed sustainability as a competitive advantage throughout their business by harnessing their consumer reach to influence responsible consumption and drive mainstream behavior change for good. Consumers follow and reward the brands who lead with more impactful products and experiences, more meaningful relationships, and more measurable actions that help them live better today and create a more sustainable future for all.



SB SERVICES: FROM ACTIVATION TO TRANSFORMATION

Sustainable Brands brings more than 15 years of thought leadership, community learning and stakeholder co-creation to aid brands on their unique path to good growth through brand transformation and culture change. With a proprietary suite of tools and resources that are expertly-designed to help brands define their goals and align their team, SB offers coaching on how to take advantage of prior learnings to accelerate and progress more quickly toward achieving success.

All of these tools and resources are created within the brand transforming framework of the [SB Five Pillars of Brand Sustainability™](#) and the market transforming behavior change framework of the [SB Nine Sustainable Behaviors™](#).

TRANSFORMATIVE TOOLS AND RESOURCES*

SB Brand Transformation RoadmapSM

Plot Your Sustainability Journey with this unique and holistic brand assessment and navigation tool. Use it to create a shared vision of the path ahead, make new opportunities visible, and increase the cross-functional buy-in and alignment you'll need to achieve it.

SB Socio-Cultural Trends Research™

Understand Your Consumers with ongoing research tracking sustainable consumer behavior and individual brand perceptions. Use it to boost your brand relevance and affinity by creating targeted messaging and initiatives that help close the intention-action gap.

SB Workshops

Bring Your Strategy to Life in these group sessions designed to drive cross-functional business solutions and achieve your brand's sustainability goals faster. From identifying and fully integrating your brand purpose, to creating campaign briefs and activating retail partnerships that drive SB's Nine Sustainable Behaviors, we've got you covered.

SB Ad Sustainability Awareness Platform™ (ASAP)

Test Your Creative with this unique, purpose-driven consumer ad testing tool that incorporates societal and environmental sustainability and maximize your campaign's ROI and brand positioning in the marketplace.

SB Excellence in Execution™ Playbooks

Implement Best Practices to help you drive sustainable change in customer demand and behavior. Through video advertising, social media, packaging, retail partnerships and more, effectively plan, create, execute and measure the impact of those practices.

*All tools and resources offered by SB Services are customizable and can be added on to any package, or purchased individually, to suit your needs.



SB SERVICES PACKAGES

The SB Services packages have been curated to drive brand transformation and consumer behavior change, with the option to add on incremental tools and resources to suit your needs. They can help you address sustainability challenges internally and externally. They also enable you to go beyond the table stakes of risk mitigation and reporting to activate purpose and brand influence for market leadership and competitive differentiation.

SB BRAND TRANSFORMATION ROADMAP SM	STARTER	INTERMEDIATE	ADVANCED
Two-Hour Virtual Introductory Call	✓	✓	✓
Enterprise-Level User License	1	1	1
Brand-Level User Licenses <i>Includes one assessment each</i>	5	10	10
Virtual Post-Assessment Workshop <i>Includes comparison of assessments, alignment and next steps</i>	✓	✓	✓
SB SOCIO-CULTURAL TRENDS RESEARCH TM	STARTER	INTERMEDIATE	ADVANCED
Socio-Cultural Research Subscription <i>Access to all existing and new research reports from US that are available during annual term.</i>	✓	✓	✓
One Individual Brand Tested in US Annual Study <i>Includes brand-specific scorecard and report and debrief call</i>	✓	✓	✓
SB WORKSHOPS	STARTER	INTERMEDIATE	ADVANCED
SB Brand Purpose Workshop	–	One Workshop Of Choice	✓
SB Pull Factor Workshop	–		✓
SB Retail Activation Workshop	–		✓
SB AD SUSTAINABILITY AWARENESS PLATFORM TM (ASAP)	STARTER	INTERMEDIATE	ADVANCED
ASAP Ad Tests <i>Includes portal access, one-hour analysis call</i>	–	2	5
ANNUAL PRICE FOR SB MEMBERS	\$33.75K	\$67.5K	\$112.5K
ANNUAL PRICE FOR NON-SB MEMBERS	\$45K	\$90K	\$150K

The future belongs to those brands that can successfully make the shift toward embedding environmental and social purpose and innovation into the core of their business and brand DNA.

Contact us at engage@sustainablebrands.com to learn more about these tools and resources or to find out which package is right for you.

www.sustainablebrands.com

