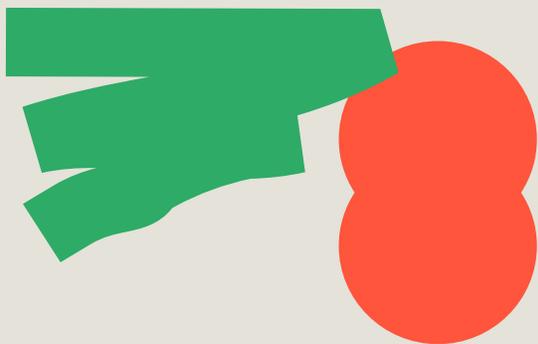


# THE RISE OF THE PURPOSEFUL CIVILIZATION

The graphic design features several overlapping, semi-transparent shapes in vibrant colors. A large red circle is positioned in the upper right quadrant, partially overlapping the text. A blue shape, resembling a stylized human figure or a cloud, is located behind the middle of the text. A green shape, also resembling a stylized human figure, is positioned below the blue one and overlaps the bottom of the text. A large yellow shape, resembling a stylized house or a speech bubble, is located in the lower right quadrant, overlapping the bottom of the text.



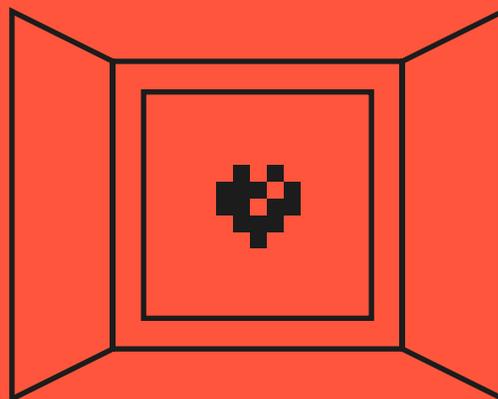
This could be the year when purpose matters more than ever. From the words we use to bring us together to the ways we feel closer when we're apart, from the sense of wellbeing we each feel inside to the sense of hope we have for our planet, this year is set to test and develop our collective sense of purpose. And from what we've learned, the companies and brands who'll make 2022 their year are the ones who share their people's ideas about what matters most. The ones ready to make a real impact.



# 1—The Mental Wellness Movement



The waves of the pandemic have upset our mental balance – isolation, over-connection, and years of frustrations. Now we're all taking bold steps to rebalance our neo-normalities.



More than ever, many of us are struggling with mental health issues. This is the hidden face of the pandemic:

- **7 out of 10 young people say mental health is weighing them down** (Pew Research)
- **More internet users are concerned about COVID-19's effects on their mental health (31%) than access to a vaccine (29%)** (GWI).

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**There's less shame about mental health as it becomes mainstream.**



That's why we can talk about a 'movement'. And the first purposeful mission for brands is to destigmatize this issue. People, especially the young, need to realize they are not alone, and not the only ones to have these concerns.

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**The most powerful antidote to loneliness is human connection: lonely-less!**



Loneliness doubled in Europe during the pandemic ("Loneliness in the EU: Insights from surveys and online media data, JRC Publication)

Social and sensorial deprivations are considered traumas by the experts, and loneliness is tied to depression and cognitive decline. **Connection is the solution.** Connection to others, connection to peers, connection to experts.

That's why brands design more than unilateral communication campaigns, but full platforms with text services, testimonials and forums.

They also develop a new kind of contract with their aficionados – one about protection and kindness. This aims to balance our connections and the negative effects of social media. It's a bold commitment, as it can lead to a brand completely quitting its social media accounts to encourage people to "Stop scrolling and be somewhere else instead" (Lush)

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**Rebalancing daily lives as a purpose for brands, but also communities.**

→ We noticed fashion and beauty brands are leading in this battle. And cities are making steps in this direction to bring some better living options through reconnection. From 'happy-to-chat benches' in Poland to outdoor art installations in London and Brooklyn offering collective healing, breathing, and relaxing therapies, many initiatives have flourished to empower the movement of 'joyning'.

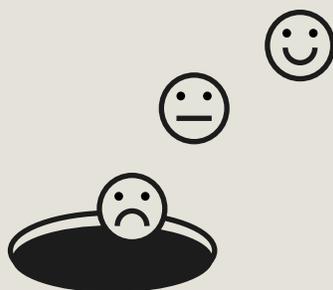
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**Neurosciences are also gamechangers...**

→ ...in tackling emotional stress and boosting our moods. Progressively, some brand experiences are backed up by science to be as positive as possible.

On the product side, functional fragrances are on the rise, while OMNI service and retail, gyms, spas, shops and offices focus on biorhythms and use tracking, light therapy and olfactotherapy.

**Being positive has come to mean something very different in the age of covid. But what if, for 2022, we give the word back it's true meaning?**





**PURPOSEFUL BRAND INITIATIVES:**



**Brave Together Program, by Maybelline New York (2021)**

“A long-term program to support anxiety and depression worldwide”.

A global campaign, with videos, celebrity testimonials, etc. and in partnership with Crisis Text Line, the brand provides access to free, confidential counseling 24/7 via text. Furthermore, over the past two years, Maybelline has worked with universities and charities to conduct extensive research into mental health issues. The brand is also in the process of training all employees in mental health first aid, and is committed to investing \$10M over the next five years to mental health organizations worldwide.





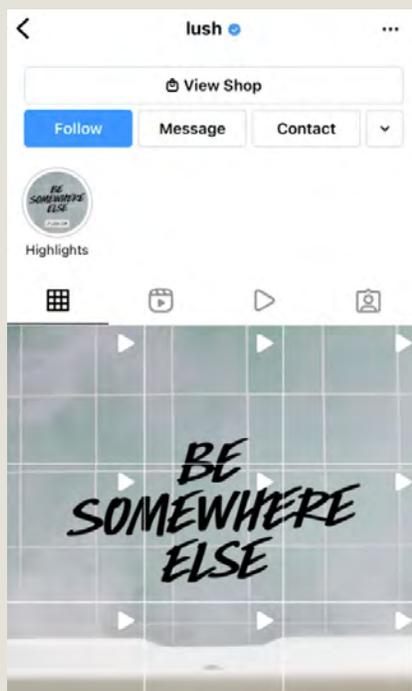
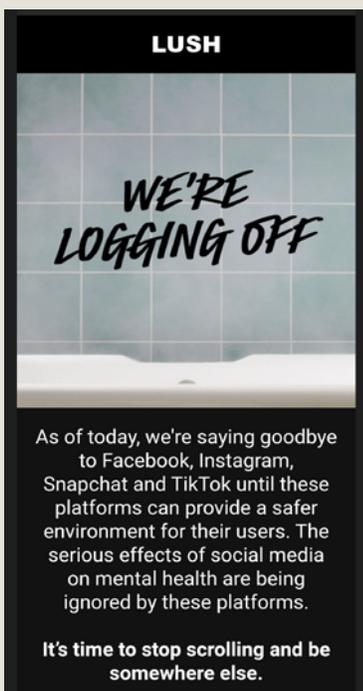
**PURPOSEFUL BRAND INITIATIVES:**



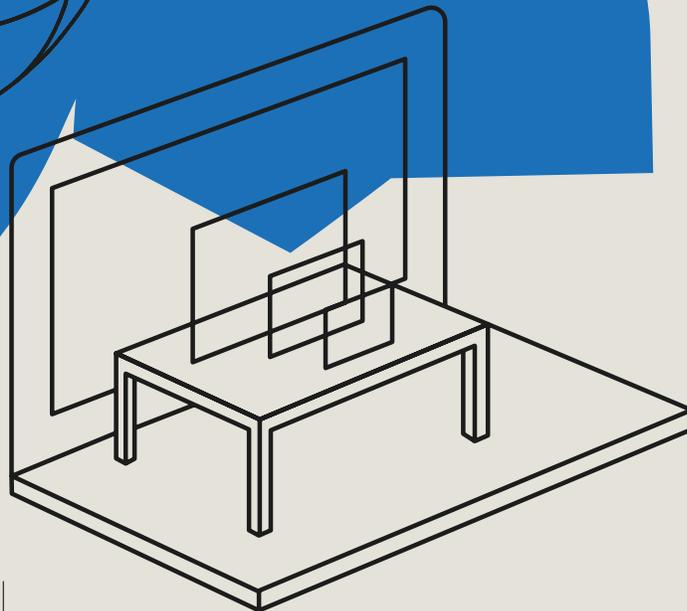
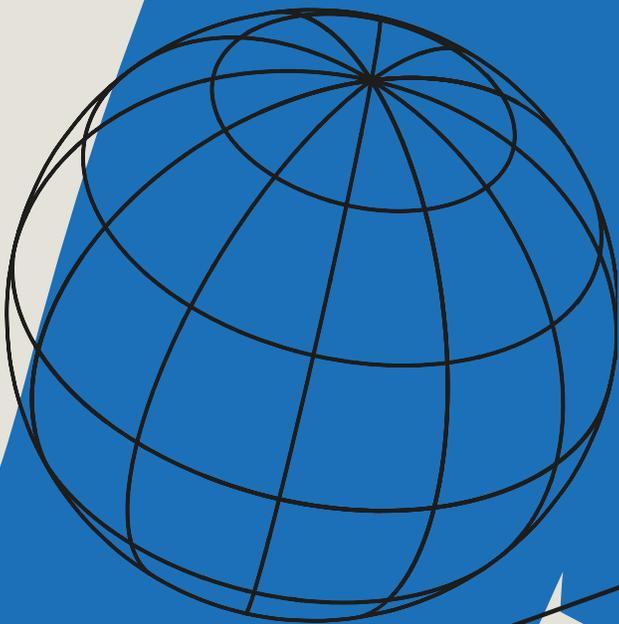
**Be somewhere else, by Lush (Nov. 2021)**

“Stop scrolling and be somewhere else instead”

A new Anti-Social Media Policy regarding the negative effects of social media on people’s mental health: the brand canceled all its content and signed out from all social media (Facebook, Instagram, Snapchat, Whatsapp and TikTok) worldwide. A strong commitment “until these platforms can provide a safer environment for their users”.



# 2—THE REBOOT OF BORDERS



Restrictions led us to creative adaptations. From metaverse fantasies to indoor nature. From deglobalization to digital nomadism. Society and companies are reinventing geographies...to design new perimeters of freedom?





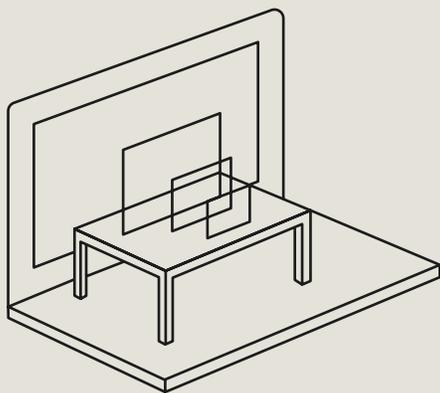
In a snap, we shifted from a world where everything was open and possible, to lockdowns and restrictions. A new reinterpretation of 'prohibition': never have our freedoms been so shackled up...

- **53% feel their personal freedoms have been excessively curbed by lockdowns** (Democracy Perception Index by Latana in collaboration with the Alliance of Democracies)

But we also realize that new spaces and solutions for freedom have emerged:

- **The digital nomad community has boomed. If it were a country, it would rank #41 in population size, just after Canada** ([abrotherabroad.com](http://abrotherabroad.com))
- **We reinvent our geographies as the world becomes our work office. The digital nomad way of life is not the privilege of freelancers anymore**
- **66% of digital nomads are traditional remote employees, and only 34% are independent workers** ([projectuntethered.com](http://projectuntethered.com))

Corporate purpose, especially in the tech industry, is spreading these advantages to limit the Great Resignation and attract talent. For example, Google expects around 20% of employees would continue to work remotely on a permanent basis. Microsoft will let its employees work from home half the week, or work remotely on a permanent basis upon supervisors' approval.



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**URL: the infinite horizons of the metaverse.** →

Virtual and augmented are becoming our new realities to escape from real-world restrictions. New lands have opened, where everything is possible. **An Indian couple organized the first wedding in the metaverse, in front of 2,500 people** – and not a single one will wear a mask. These are new Eldorados for brand territories, from Facebook becoming Meta to all industries. And purpose, as a north star, will help them design meaningful and ethical alternative experiences of freedom.

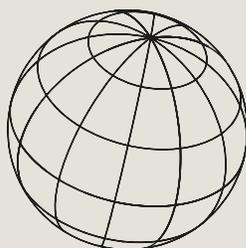
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**IRL: Rediscovering our immediate environment is more essential than ever.** →

And brands are milestones in these local geographies. Escaping to nature is becoming a retail purpose with indoor nature and gardening concepts. And human proximity gives service purpose a new role: the 'neighborgood', the good neighborhood.

On a global level, we all understand globalization has to be balanced, and the concept of food sovereignty is gaining force. Companies have discovered that deglobalization can also have its advantages. For example, Walmart announced that it will spend \$350 billion over the next decade on products that are made, grown or assembled in the United States.

**How to balance our new 'glocal' geographies? Some purposeful and promising white spaces for brands.**





**PURPOSEFUL BRAND INITIATIVES:**



**From Facebook to Meta (Nov. 2021)**

The Facebook group changed its company name to Meta. This was announced at the Facebook Connect augmented and virtual reality conference, 'to reflect who we are and what we hope to build'.

*'Meta's focus will be to bring the metaverse to life and help people connect, find communities and grow businesses. The metaverse will let you share immersive experiences with other people even when you can't be together — and do things together you couldn't do in the physical world.'*



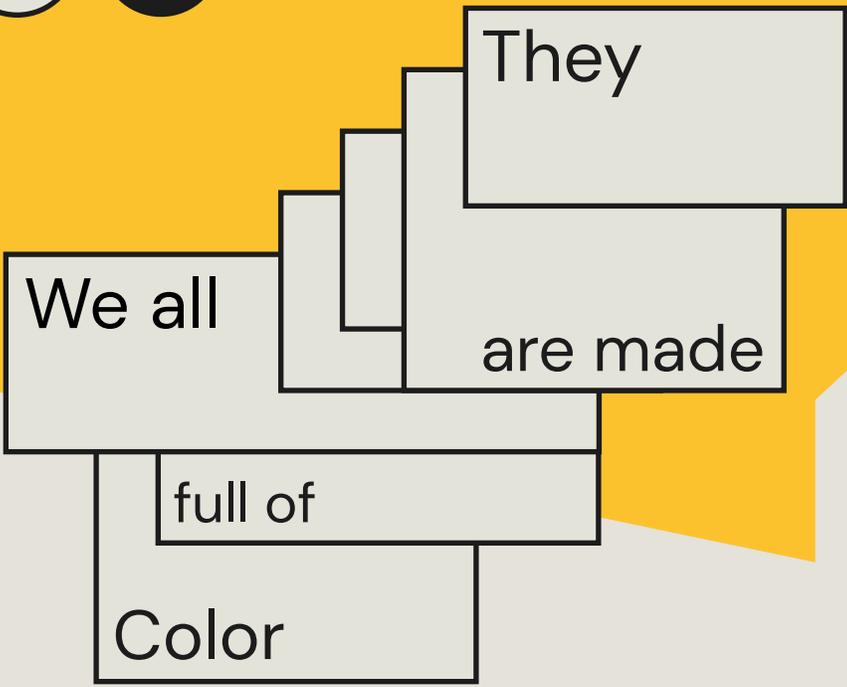
**PURPOSEFUL BRAND INITIATIVES:****→ Garden centres by Selfridges (UK-2021)**

The retailer developed a sensory experience in its stores in London, Manchester, Birmingham, in response to a boom in outdoor appreciation when people couldn't travel or go outdoors.

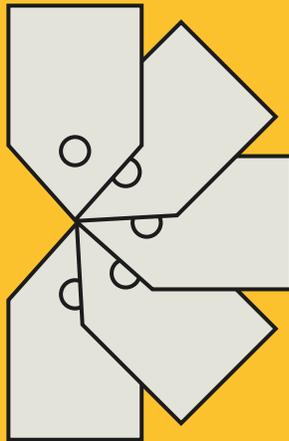
It offers the services of a resident gardener (plus a virtual 'dial-a-gardener' service) and some workshop experiences to explore the pleasure and positivity that gardening brings. It now sells gardening tools, seeds, plants and pots, and the Selfridges own label compost. But it also sells a curation of fashion, lifestyle and beauty products, as well as an exclusive collection from Prada.



# 3—THE INCLUSIVITY PARADOX



While the 'woke' wave is spreading worldwide, industries and individuals are rethinking language to make it 'inclusively-correct'. But this can be at the expense of something or someone else.



Even if this trend stays massive for several years, statistics show us that there is still work to be done:

- The Gens Y & Z are the most diverse in history. 44% of the 87 million millennials in the US are not white, vs. 28% of the boomer generation (CNN).
- 50% of current employees want their workplace to do more to increase diversity (Glassdoor)

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**White supremacy has to be balanced and extra expressions have to be developed.**



New signs and languages appear and extend our cultures and therefore our identities. From multiple pronouns (they, zim, xey, ze...) to define ourselves and our gender to additional letters on passports with the X gender. 2021 was the year of the word Allyship. And 2022 already has new emoji options illustrating pregnant men. So signs now offer us more options than science.

Diversity is spreading in the media as **#representationmatters**, and in the coming years the impact of feeling seen will be incredible.

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**Brands are actors of this new cultural chapter.**



Along with consumers, experts, collectives and communities, they shape this new paradigm of purposeful communication. Some new languages are designed, and some old ones are banished – just like the adjective ‘normal’ for Unilever.

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**Inclusivity vs. spontaneity: a paradox in the era of clumsiness**

→ These developments imply that we should rethink our languages. And we progressively notice some obstacles are emerging, even if the true purpose of inclusivity is to help everyone to express themselves and their singularity. **From woke washing and bashing to cultural appropriation scandals, we all struggle to get the right balance.** We've all witnessed situations where people have had difficulty expressing themselves spontaneously and 'inclusively-correctly'.

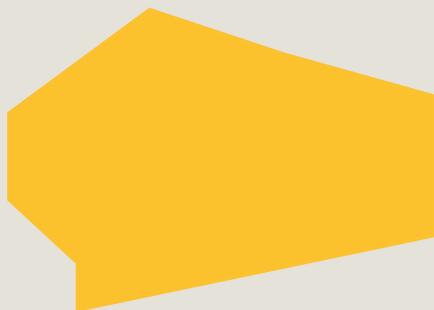
Finding a consensus seems to be more and more complex. And that's normal, because we're rewriting all the codes. And just like us, brands also find themselves in this communication space of clumsiness.

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**The remote etiquette**

→ Another key challenge today is remote inclusion. With new rules and codes, remote working is an extra barrier for communication and inclusion.

**How to balance inclusivity and spontaneity? That will be the key challenge for 2022 and the following years.**





**PURPOSEFUL BRAND INITIATIVES:**



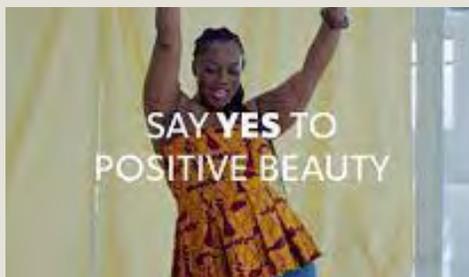
**Unilever (2021)**

The brand evolved its skin care portfolio last year to a more inclusive vision of beauty. The words 'fair/fairness', 'white/whitening', and 'light/lightening' were removed from product packs, and then the company announced it would eliminate the word 'normal' from all its beauty and personal care brands' packaging and advertising, as part of the launch of its new Positive Beauty vision and strategy.

**SAY NO TO NORMAL**

**Our Positive Beauty vision**

Research shows 74% of people want the beauty and personal care industry to reflect a broader definition of beauty.





**PURPOSEFUL BRAND INITIATIVES:**

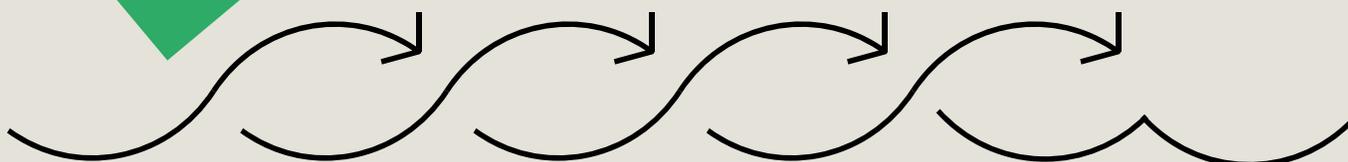


**Camaïeu en Mieux program (FR-2021/2022)**

The French fashion brand made some buzz last summer with the first fashion ad not showing any of its clothes! This campaign shone a light on brave women in their work lives. And in January 2022, the brand went further in its commitment, fueling some controversies, by replacing the typical imagery in its eshop with shots of physically abused models, to raise awareness of violence against women.

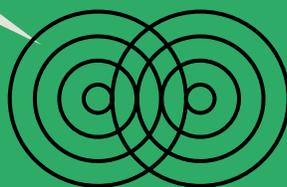


# 4—THE ANTI-COLLAPSE REVOLUTION



Climate will succeed Covid 19 as THE emergency. From catastrophism to collaboration, people are giving and sharing their very best for the planet, leading to unbelievable outcomes.

**Collapsology** means the study of the risks of industrial civilization's collapse. It is concerned with the 'general collapse of societies induced by climate change, scarcity of resources, vast extinctions, and natural disasters.'



**After covid, sustainability will become the new emergency.** Before it was a nice-to-have. Now it's going to be a real must-have for companies.

**This is the era of coopetition** – from competition to cooperation.

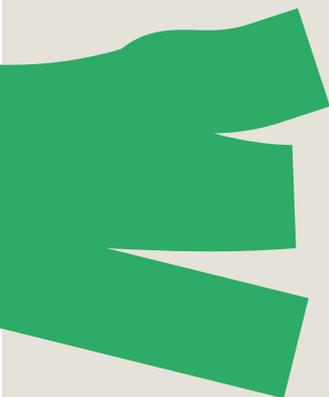
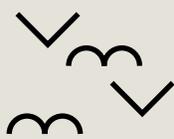
- Scientists noticed a record ocean temperature increase in 2021, the equivalent to 7 Hiroshima atomic bombs detonating every second, every day, for a year (Atmos).
- 82% of American gen Zers believe brands should set aside their differences and work together for the greater good (Wunderman Thompson).

**So it's time for eco-coalitions and collective purposes.**

Where giants give their best and play together, not against each other. For example, The Business Alliance for Scaling Climate Solutions (BASCS) has been designed by big players including Amazon, Disney, Google, Microsoft, Netflix and Unilever.

**With an emergency this big, purposes must be about action and impact, not just communication. And some rule-breaking innovations are in the making to face humanity's ultimate challenge.**

The net-zero carbon emissions and even positive carbon policies and promises are rising, along with the boom of carbonomics technologies. New hubs, carbon tech challenges and partnerships pave the way for this exponential development.



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**Every sector is under the anti-collapse revolution** →

Just like any species, brands and businesses fight to survive. Sustainable innovation and disruption are in the pipe in every sector.

Luxury and fashion are reinventing scarcity through circularity and second-hand initiatives. Upcycling isn't just a DIY thing anymore, when Bvlgari transforms glass waste into jade-like stones for its new Shanghai store. And LVMH provides overstocked materials from brands with the Nona showroom in Paris and online.

Retail, food and beauty also develop disrupting technologies to reduce the water, carbon and plastic footprints of their products.

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**The next footprint to reduce? Digital!** →

'Ultimately the energy used in our digital consumption collectively emits the equivalent amount of carbon as the entire airline industry.' Vaughan Lindsay, ClimateCare CEO.

**What if in the next few years, the promises were extended with some data-driven warranties? From Planet+People purpose to proofs of positive impacts.**





### PURPOSEFUL BRAND INITIATIVES:



#### Lidl x EMPA (Switzerland – 2021)

The accessible food retailer has designed a partnership with the Laboratoire Fédéral d'Essai des Matériaux et de recherche (EMPA) to create and market an ecological and transparent envelope on a vegetable basis. The envelope protects fruit and vegetables by preventing moisture from escaping. This protective layer can be sprayed on or applied by immersion, and is easily washable with water. It's non-toxic and can even be eaten.





**PURPOSEFUL BRAND INITIATIVES:**

→ **L'Oréal x Total x Lanzatec (2021)**

A collaboration between L'Oréal, carbon recycler LanzaTech and energy giant Total, the project aims to 'make single-use carbon a thing of the past'. L'Oréal aims to launch the first packaging application by 2024.



Whether we're looking inwards to better care for ourselves, looking outwards at how we can all feel more together, even when apart, or looking into the future and the challenges we'll face, this year is looking like an interesting one.

And at Brandbuch, we're really excited to help more companies and brands think and do purpose, so they can make a real impact.

Special thanks to Hugo Willemin

If you'd like to talk to us, please get in touch.

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