

2021

PURPOSE

TRENDS

ASK YOUR QUESTIONS  
PROGRESSIVELY,  
I WILL ANSWER  
THEM AT THE END

PANDEMIC



BLACK LIVES MATTER



BREXIT



QANON



# A YEAR OF STORMS

# COMMITMENT AS A NECESSITY



brandburch

# AND PURPOSE AS A STANDARD

***“2020 was the year that ‘purpose’ went mainstream.”***

Forbes

**40%** of consumers are already purpose-driven in their purchases (2)

**85%** of gen Z believes brands should be about something more than profit (3)

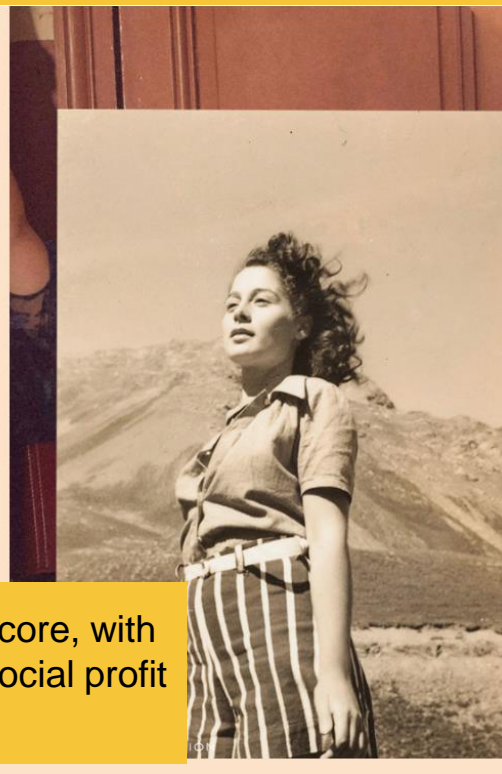
# REINVENTING BUSINESSES AT THEIR CORE



Vinci group shareholders voting about climate and environmental transition



Women  
forward.  
For a fairer  
future.  
This is our  
purpose  
guiding all we  
do.

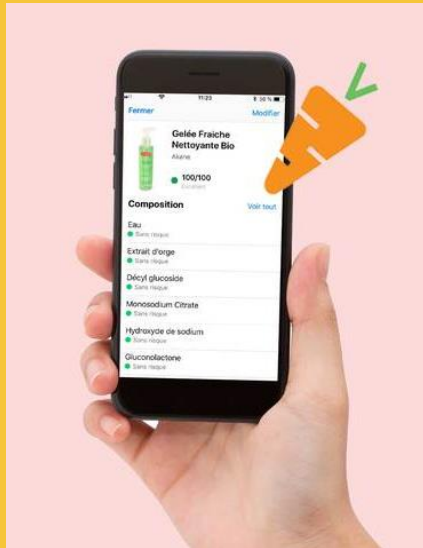


Chloé: purpose at its core, with initiatives such as a social profit and loss account



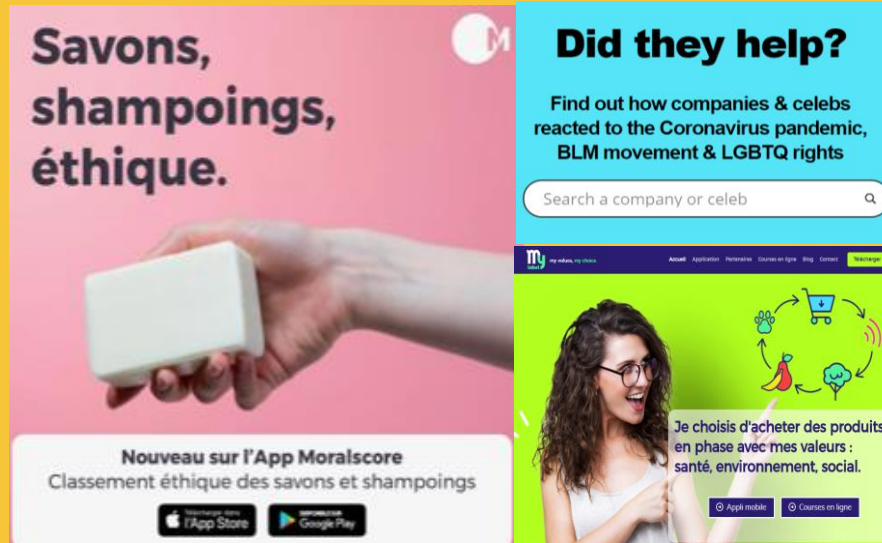
# A BIGGER PRESSURE ON ALL ASPECTS

## FORMULA+PACKAGING



Yuka in 2021

## CSR & BRAND VALUES



Moralscore, Did They Help, MyLabel



#1 THE NEW NORMAL

# THE SAFETY EMERGENCY

#2 BUSINESS NOT AS USUAL

# THE SOLIDARITY SHIFT

#3 THE CIVILIZATION REBIRTH

# THE SYMBIOCENE SOCIETY

#4 FROM NICHE TO MOVEMENT

# THE INCLUSIVITY REVOLUTION



#1

THE NEW NORMAL

THE SAFETY EMERGENCY

# AGILITY FOR SAFETY



Gel hydroalcoolique sans rinçage  
pour les mains

LVMH

Mode d'emploi : Appliquer une dose sur  
les mains et frotter jusqu'à ce qu'elles  
soient sèches. Ne pas rincer.  
Produit destiné à l'hygiène humaine.

Précautions d'emploi : A usage externe sur la  
peau exclusivement. Éviter tout contact avec les yeux.  
Tenir hors de portée des enfants.

Liste des ingrédients : ALCOHOL,  
EAU (WATER), GLYCERIN, PROPANEDIOL,  
PROFUMER, AMINOMETHYL PROPANEDIOL,  
Tél : 7421046476  
N° de lot : 0C03

LVMH  
L'Oréal Paris, Givenchy, Levallois

LVMH



Nike x Oregon Health & Science University



brandbuch

# REASSURING ABOUT PRIMARY NEEDS



McDonald's x NTF

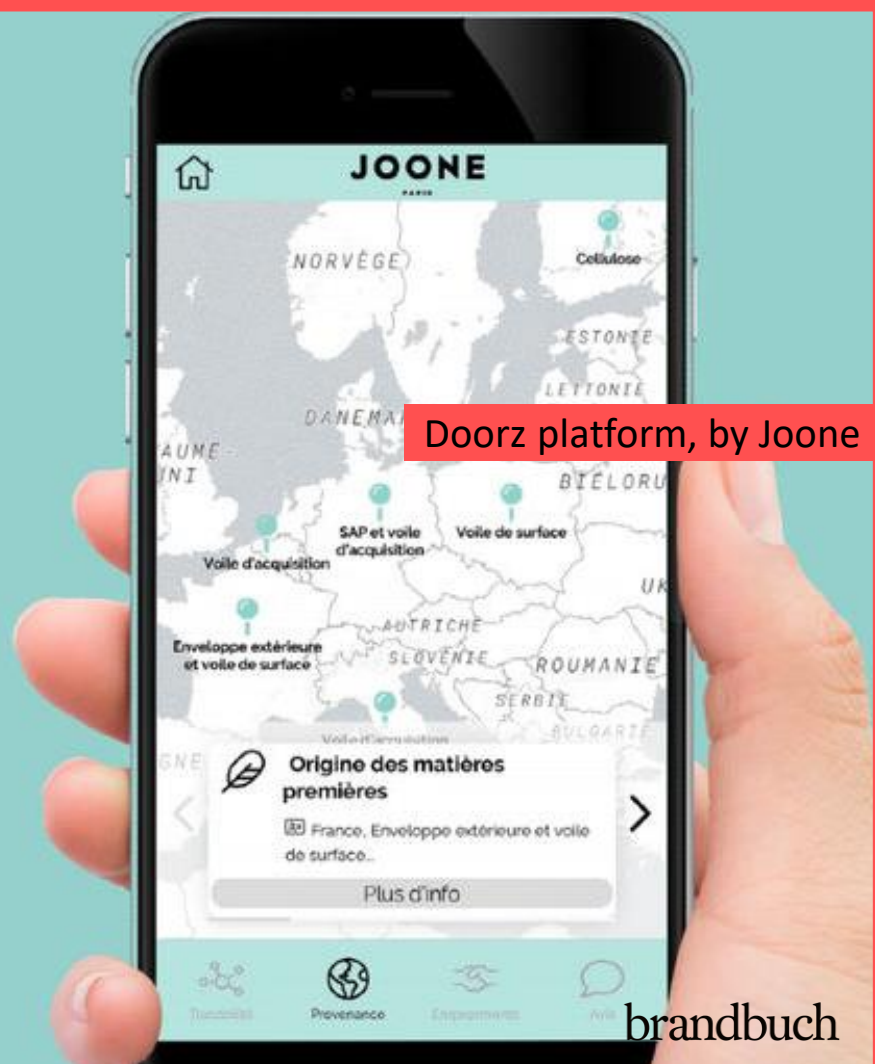
Cottonelle x United Way

brandwatch

# SUPPLY CHAIN TRACKING



Walmart China x PWC x VeChain



Doorz platform, by Joone

DESIGNING SAFE BUT SIMPLE PATHWAYS

**We're in  
this together.**

**See how we're making  
life easier.**

*Walgreens*

Trusted since 1901™

Walgreens

brandbuch



# FIGHTING FOR A SAFE FREEDOM



Virgin Money Unity Arena



Amadeus



Benefit x Lily Vanilli x Deliveroo

# INSPIRING RESPONSIBLE BEHAVIORS

## Go Near

There's a lot to discover. From home. Or a short drive away.

Go Near by Airbnb

- |                               |                            |                               |                            |
|-------------------------------|----------------------------|-------------------------------|----------------------------|
| Brighton<br>€90/night avg.    | Plymouth<br>€96/night avg. | Newquay<br>€113/night avg.    | Hastings<br>€96/night avg. |
| Whitstable<br>€116/night avg. | Norwich<br>€96/night avg.  | Barnstaple<br>€108/night avg. | Bristol<br>€74/night avg.  |



NEW

### Nearby getaways

Switch off or reconnect on a trip that's just a short drive away.



### Peaceful escapes

From mountain cabins to lakeside bungalows, these private and secluded homes are perfect for a drivable retreat.



### Room for everyone

The family agrees, it's time to get out. These nearby stays offer just the change of scenery you need.



Chamatex x Salomon x Zebra



# RELIABLE INFORMATION? THE NEXT BATTLE

Birdwatch by Twitter

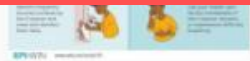
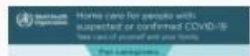


## Welcome to Birdwatch

Here you'll find the notes that Birdwatch pilot participants have contributed to recent Tweets.



Join us at [birdwatch.twitter.com](https://birdwatch.twitter.com)



#2

BUSINESS NOT AS USUAL

THE SOLIDARITY SHIFT

***“The price attached to human life is higher than before”***

Ariel Colonomos, political scientist, specialist in international standards

**71%** agree that if they perceive a brand is putting profit over people, they will lose trust forever (1)

**82%** % of US gen Z says that brands should leave aside their differences and work together for the greater good (2)



# A NEW ERA OF COOPERATION



French President Macron x McFly and Carlito



# BOOSTING MOODS: THE EMPATHIC MARKETING

Valentino x We're Not Really Strangers



Courrèges

brandbuch



# PEOPLE (OVER PROFITS) IN PRIORITY



## Covid-19 : la MAIF fait face

Face à la crise, la solidarité s'impose. Nous avons donc pris des mesures exceptionnelles pour les sociétaires soignants et les personnes en difficultés, et décidé de faire bénéficier les sociétaires des économies réalisées du fait de la diminution des accidents de la route durant cette période de confinement.  
#ChaqueActeCompte

Maif



Decathlon

brandbuch

# THE RISE OF BUSINESS SOLIDARITY

## ORDER FROM MCDONALD'S.

We never thought we'd be asking you to do this. Just like we never thought we'd be encouraging you to order from KFC, Quick, O'Tacos, Domino's Pizza, Subway, Eat Sushi, Pizza Del Arte, Hippopotamus, Pitaya, Sushi Shop, Big Fernand, Mamma Primi, Chez Michel, Le Bistrot Basque, Café Kokomo, Yima... or any of the other independent food outlets, too numerous to mention here. In short, from any of our sister food chains (fast or not so fast).

We never thought we'd be asking you to do this, but restaurants employing thousands of staff really need your support at the moment.

So, if you want to help, keep treating yourself to tasty meals through home delivery, takeaway or drive through. Getting a Whopper is always best, but ordering a Big Mac is also not such a bad thing.



Burger King



Monoprix

brandbuch

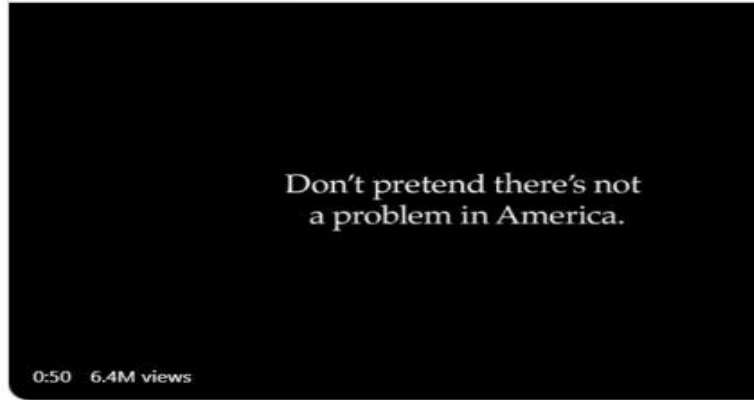
# THE BIRTH OF CO-PURPOSING



Together is how we move forward.  
Together is how we make change.

**Nike** @Nike · May 30  
Let's all be part of the change.

#UntilWeAllWin



0:50 6.4M views

9 PM · May 30, 2020 · Twitter for iPhone

76.8K Retweets 222.8K Likes

Adidas

Auchan

# Merci Intermarché, on prend le relais.

Dès ce mardi 23 février, à nous d'offrir à tous les étudiants  
un bon de 10€ à partir de 20€ d'achat\*.

À qui le tour ?



Du 23/02/2021 au 31/05/2021, dans les magasins Auchan et certains partenaires Auchan sur Auchan.fr, nous vous offrons un bon de 10€ à partir de 20€ d'achat\* à nos clients étudiants. L'offre est valable jusqu'au 31/05/2021. \*Offre réservée aux clients étudiants. Offre non cumulable avec d'autres offres Auchan. Offre non valable sur le site www.auchan.fr et les applications Auchan.fr. Offre valable sur tous les magasins Auchan. Offre non cumulable avec d'autres offres Auchan. Offre non valable sur les magasins Auchan.fr et les applications Auchan.fr. Offre non valable sur les magasins Auchan.fr et les applications Auchan.fr. Offre non valable sur les magasins Auchan.fr et les applications Auchan.fr.

brandburch



#3

THE CIVILIZATION REBIRTH

THE SYMBIOCENE SOCIETY

# AT A TIPPING POINT ABOUT ENVIRONMENTAL CONSCIOUSNESS

**+4550%** search interest in 'how to live a sustainable'  
lifestyle in June 2020 (1)

**74%** around the world are willing to pay more for  
sustainable packaging (2)

# FROM ANTHROPOCENE TO SYMBIOCENE CIVILIZATION



*The current period* when the human being brutally dominates the Earth, exploits it and destroys it

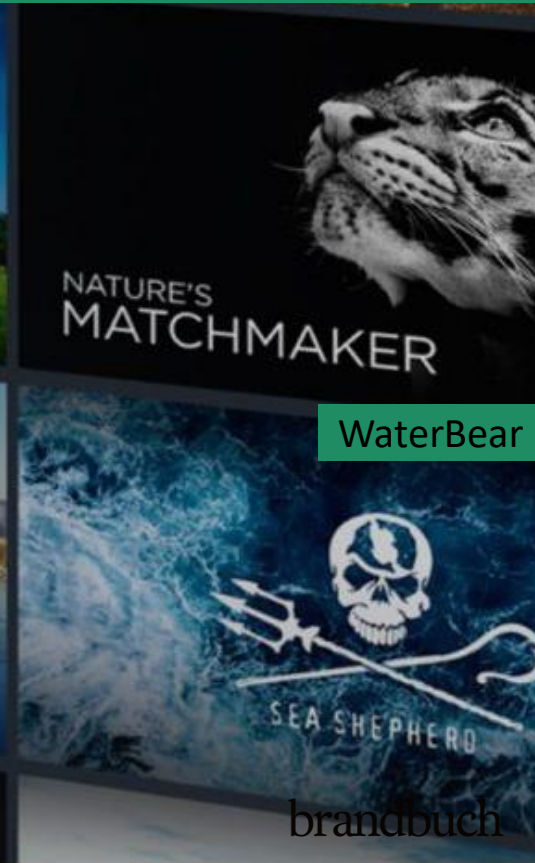


*The coming era* where humans will live in symbiosis with nature, where the footprint of humans will be reduced to a minimum

# EDUCATING TO NATURE RESPECT

# Alba

a wildlife adventure



WaterBear

brandbuch

Alba, by UsTwo Games

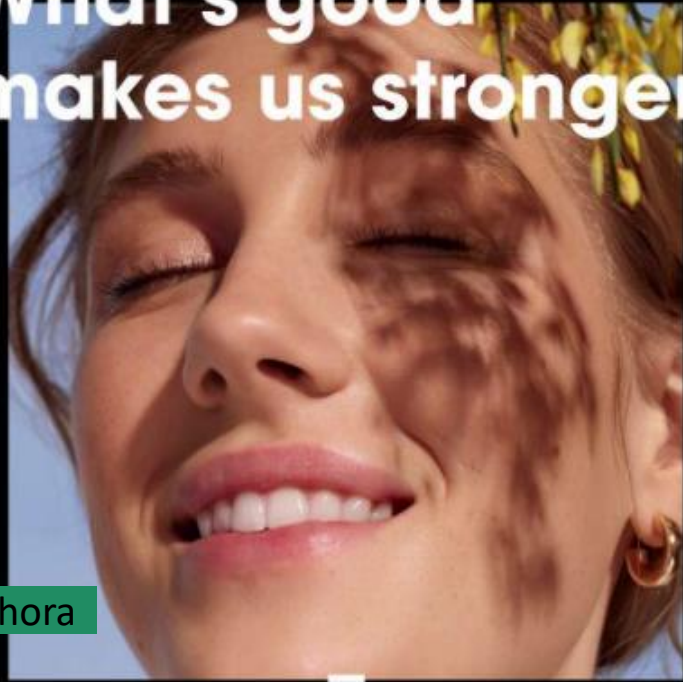


RECONNECTING PEOPLE & PLANET

WELEDA

Since  1921

What's good  
makes us stronger.



Sephora



# THE CIRCULAR COMMERCE



ecostore

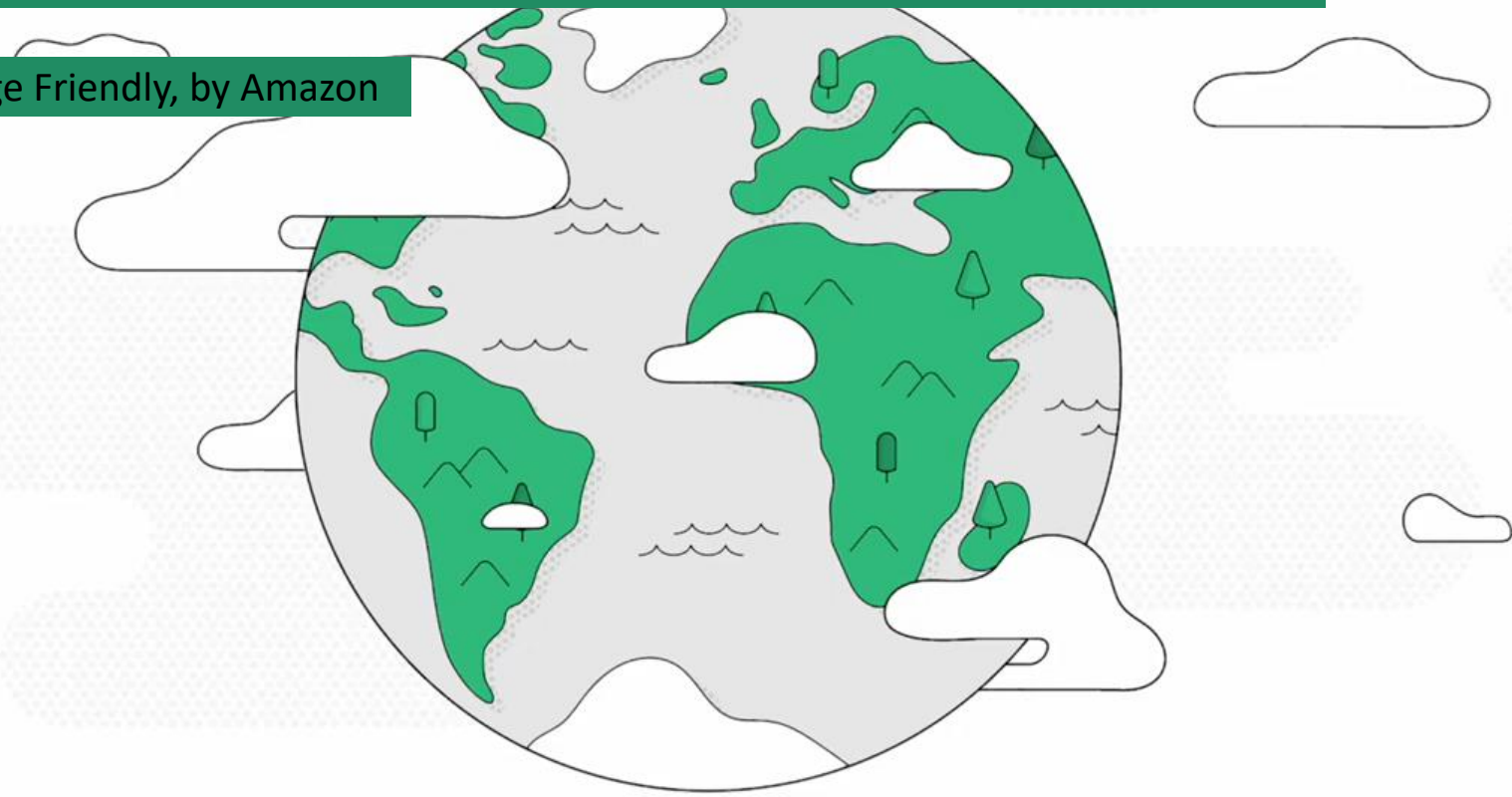
Coles Local

Refill &  
Reuse to  
Reduce  
packaging  
and help  
our world

brandburch

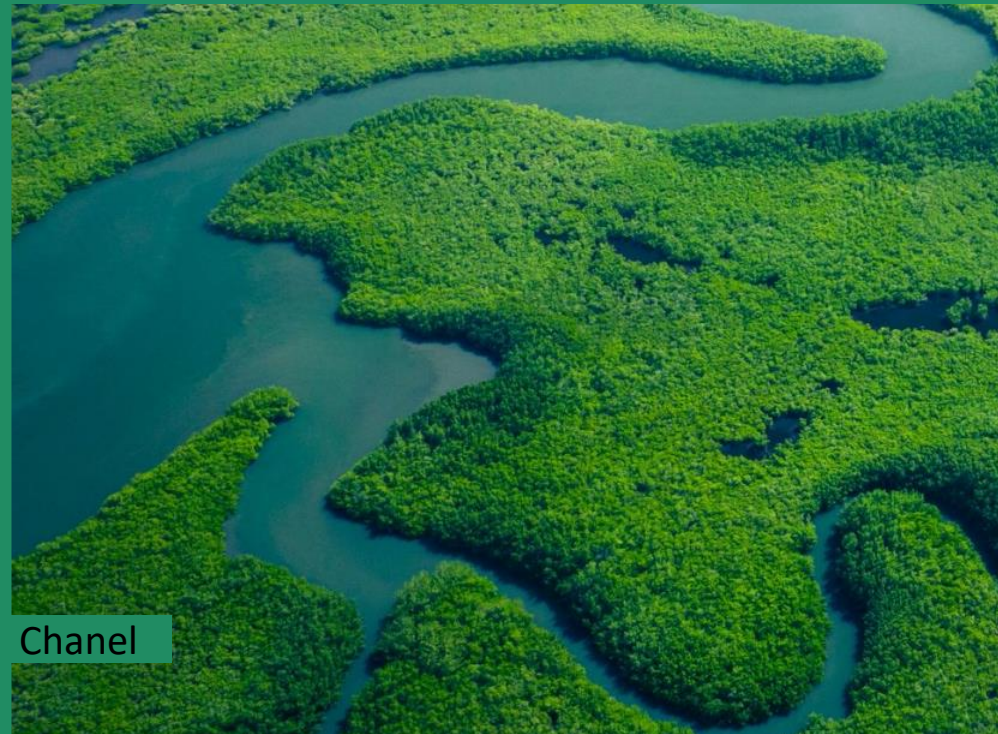
# THE RISE OF SUSTAINABLE E-SHOPPING

Climate Pledge Friendly, by Amazon





# THE ADVENT OF THE IMPACT INVESTMENTS



**CHANEL**

**MISSION 1.5°**

Chanel

brandburch



# POSITIVE IMPACT BRANDS



umaï  
Shampooing solide doux  
NATUREL & ECO CONÇU  
Usage fréquent

Umaï



Microsoft

#4 FROM NICHE TO MOVEMENT  
THE INCLUSIVITY  
REVOLUTION

NO MATTER THE PANDEMIC

A WORLDWIDE MOVEMENT

BLACK LIVES MATTER

brandbuch



# Fair & Lovely

## REWRITING CULTURE



Unilever

Forbes

### Unilever To Rename 'Fair & Lovely' Skin Lightening Cream; Critics Call For Its Discontinuation

# Disney The Jungle Book



G 1967 • 1h 18m • Family, Animation, Action-Adventure

Embark on an adventure with Mowgli as he makes his way through the jungle to the man-village with Bagheera the panther. Along the way he meets special friends, including the lovable bear Baloo, who teaches Mowgli "The Bare Necessities" of life and the meaning of friendship. This program is presented as originally created. It may contain outdated cultural depictions.

This programme includes negative depictions and/or mistreatment of people or cultures. These stereotypes were wrong then and are wrong now. Rather than remove this content, we want to acknowledge its harmful impact, learn from it and spark conversation to create a more inclusive future together.

Disney is committed to creating stories with inspirational and aspirational themes that reflect the rich diversity of the human experience around the globe.

brandbuck

To learn more about how stories have impacted society visit: [www.Disney.com/StoriesMatter](http://www.Disney.com/StoriesMatter)



# NEW SYMBOLS FOR A NEW SOCIETY

<p>it̃ est uñ chère aimé, re inclusiṽ</p>	<p>inclusiṽ bergè̃ l'amant̃ adoré̃, it̃ est lã</p>	<p>cẽt amĩ ambigü̃, inclusiṽ l'auteur̃ brillant̃</p>
---	--	---

Typography by Tristan Bartolini



FRAN

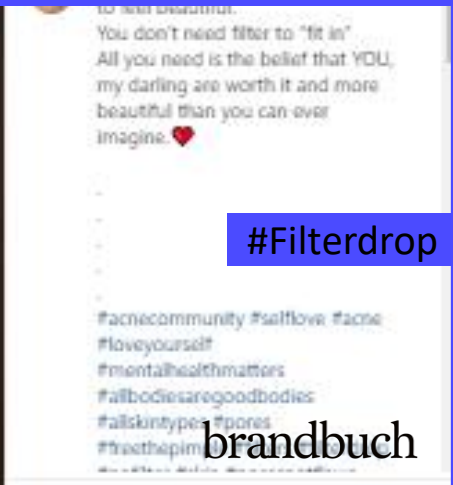
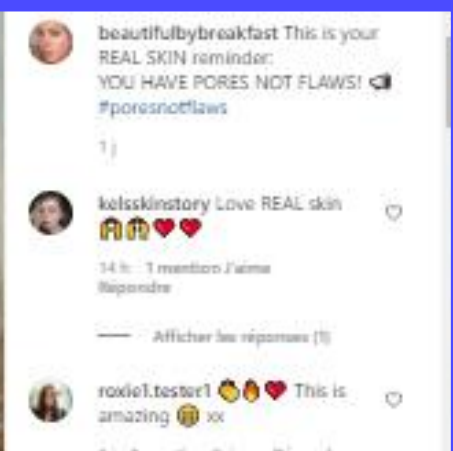
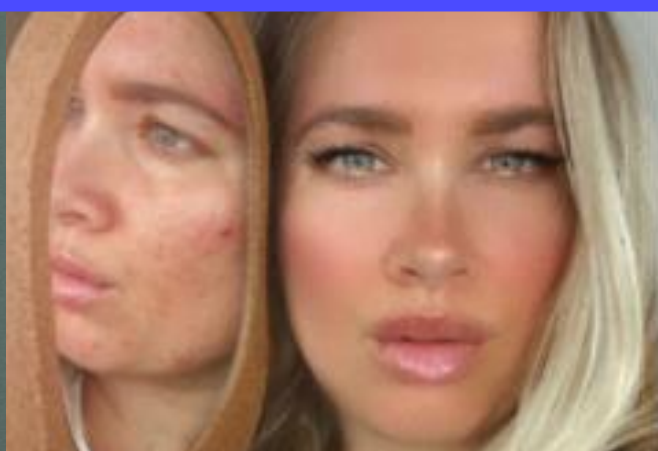
# BIEN DANS SON CORPS

LE NOUVEAU COOL

LA BARKLEY, LE TRAIL DE L'ENFER

MARCUS RASHFORD STAR DU FOOT, PRINCE DES CŒURS

## TRUTH OVER BEAUTY DIKTATS





**NETFLIX**

Love on the Spectrum

**NEURO-DIVERSITY: THE NEXT INCLUSIVITY**

**OFFICIAL  
TRAILER**

brandburch





# INTERSECTIONALITY, THE NEXT SINGULARITY





AND MORE

# CO-CREATING DECISIONS

Ressourcer le monde 

Veolia

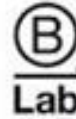


brandbuch

AExME Council by American Eagle



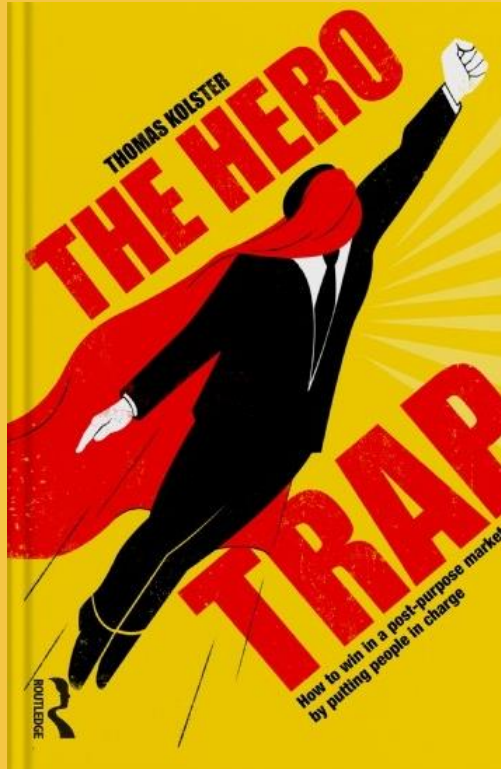
# WORD TO REMEMBER INTERDEPENDENCE



## THE B CORP DECLARATION OF INTERDEPENDENCE

WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. DIESE WIRTSCHAFT BESTEHT AUS EINER NEUEN ART VON UNTERNEHMEN, DER B CORPORATION, DIE SOWOHL ZWECKORIENTIERT IST ALS AUCH NUTZEN FÜR ALLE STAKEHOLDER, UND NICHT NUR FÜR AKTIONÄRE SCHAFFT. COME B CORPORATION E LEADER DI QUESTA ECONOMIA EMERGENTE CREDIAMO CHE: QUE DEVEMOS SER A MUDANÇA QUE QUEREMOS VER NO MUNDO. ZE BIZNES POWINIEN BYC PROWADZONY TAK, ABY LUDZIE I SRODOWISKO MIELI ZNACZENIE. QUE, A TRAVÉS DE SUS PRODUCTOS, PRÁCTICAS Y GANANCIAS, LOS NEGOCIOS DEBEN ASPIRAR A BENEFICIAR A TODOS, Y A NO PERJUDICAR NI HACER DAÑO. POUR CE FAIRE, NOUS DEVONS AGIR EN COMPRENANT QUE NOUS SOMMES TOUS DÉPENDANTS LES UNS DES AUTRES ET DONC RESPONSABLES LES UNS DES AUTRES ET DES GÉNÉRATIONS FUTURES

# FUTURE FOR BRAND PURPOSE



***“The Brand Purpose is over!***

*Nowadays all brands claim very high moral, citizen and environmental standards.*

*While in lockdown, we realized that buying doesn't make us happier.*

***The brand who will accompany me to be in better health, more connected, more loved cannot be wrong”*** Thomas Kolster



THANK

YOU



#1 THE NEW NORMAL

# THE SAFETY EMERGENCY

#2 BUSINESS NOT AS USUAL

# THE SOLIDARITY SHIFT

#3 THE CIVILIZATION REBIRTH

# THE SYMBIOCENE SOCIETY

#4 FROM NICHE TO MOVEMENT

# THE INCLUSIVITY REVOLUTION