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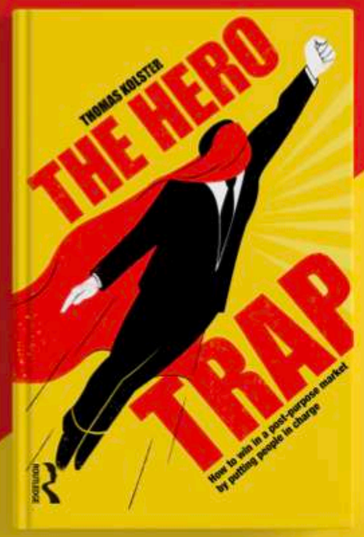
The key to meaningful growth; people, not purpose



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BROOKLYN
NETS

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GOODVERTISING

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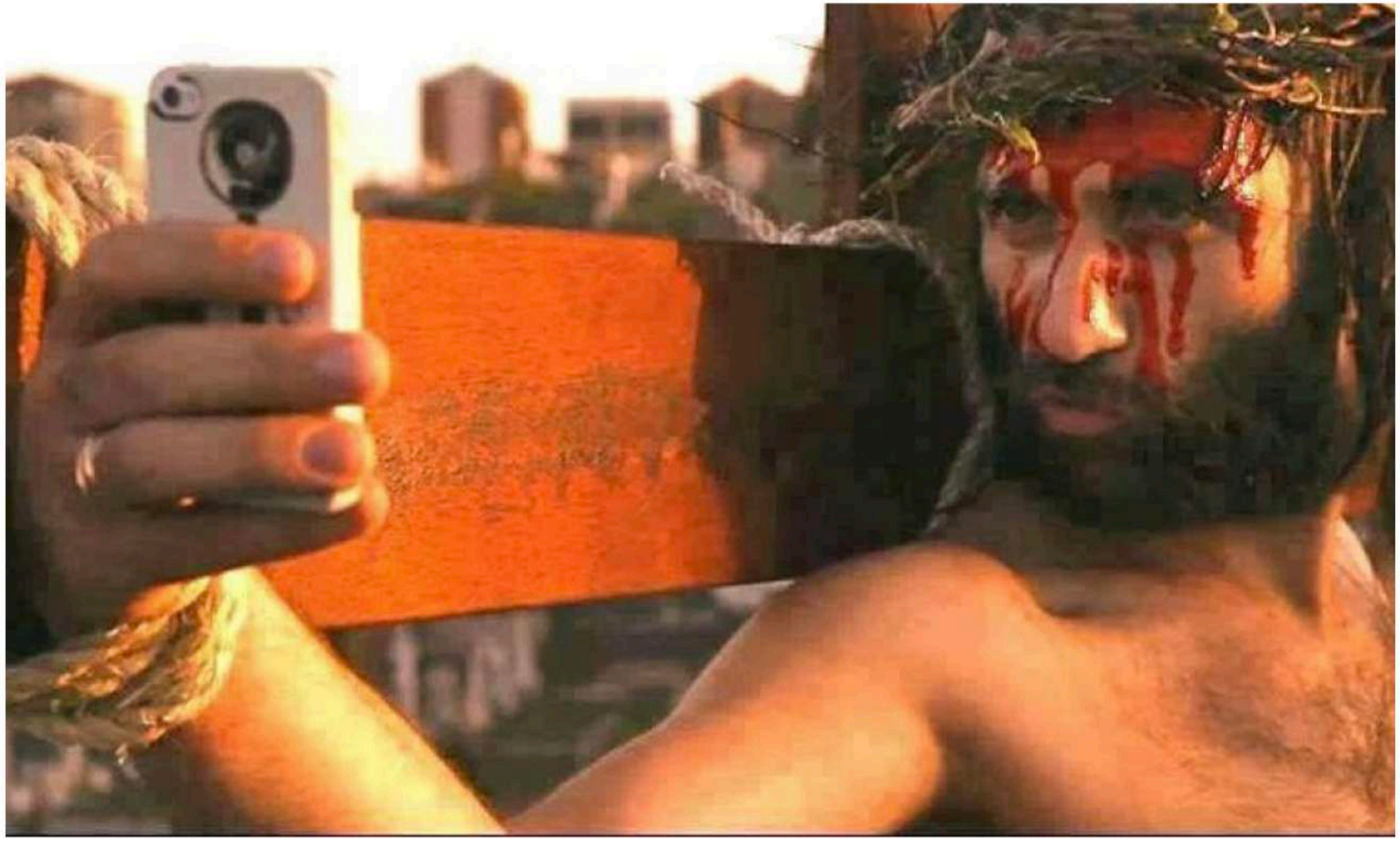

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We're in business to save our home planet.

patagonia

2018 environmental + social initiatives

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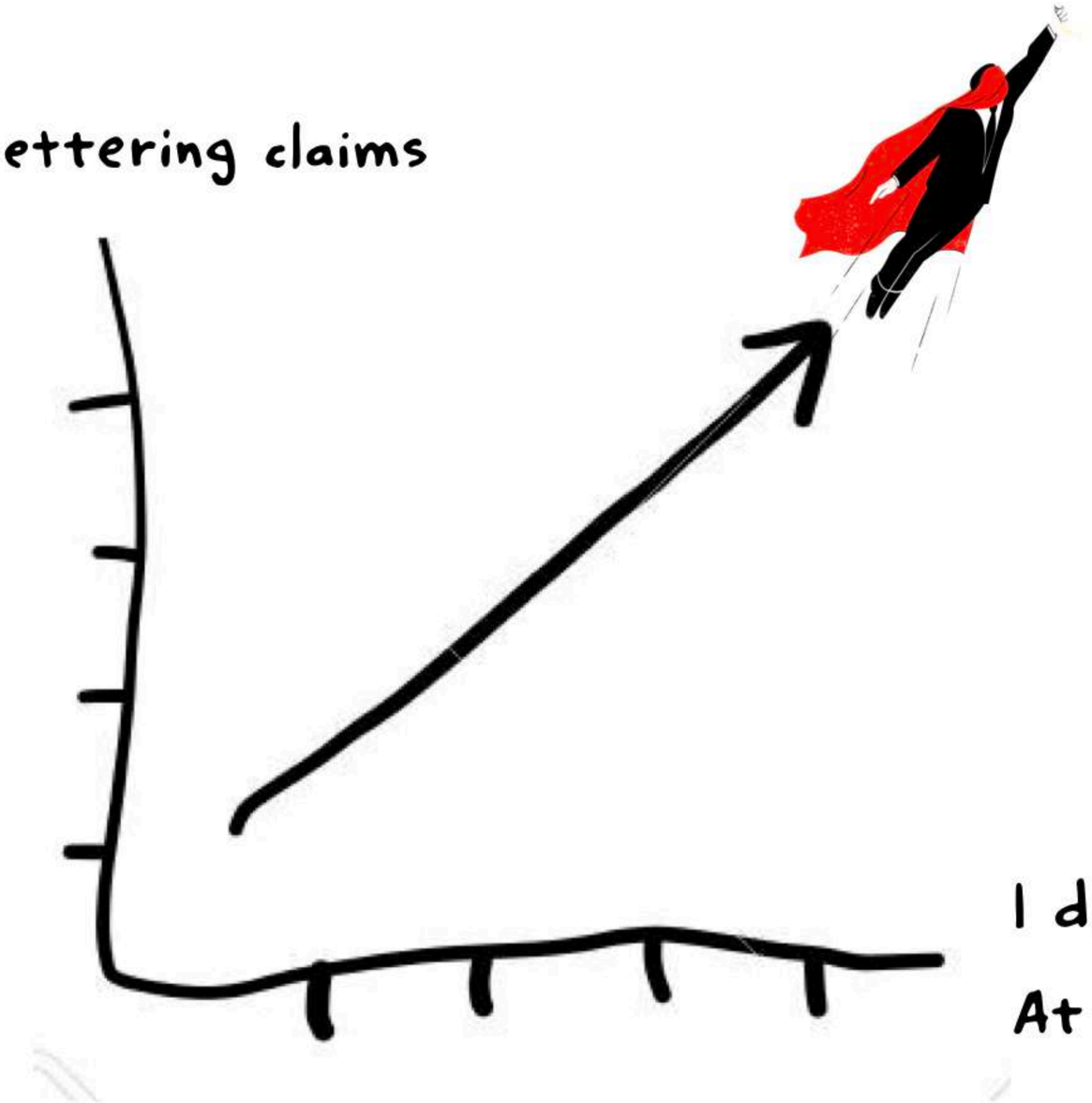
World-bettering claims



I don't believe you.

At all.*

*Deloitte Millennial/Gen Z study. In 2017 50% believed companies only wanted to make money. In 2018, it's more than 66%.

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65% SAY THEY WANT TO BUY FROM PURPOSEFUL BRANDS

ONLY 26% ACTUALLY BUY THE PURPOSEFUL BRANDS

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A new beginning to
bad old habits

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Stats-
kontrolleret
økologisk
AARSTIDERNE
DK-ØKO-100
EU/Ikke-EU-jo
AARSTIDERNE
Økologisk
EKSTRA JOMFRU
OLIVENOLIE
Arbequina
Presset af
oliven fra farmen
Los Bermejales
i Andalusien
500 ml
AARSTIDERNE

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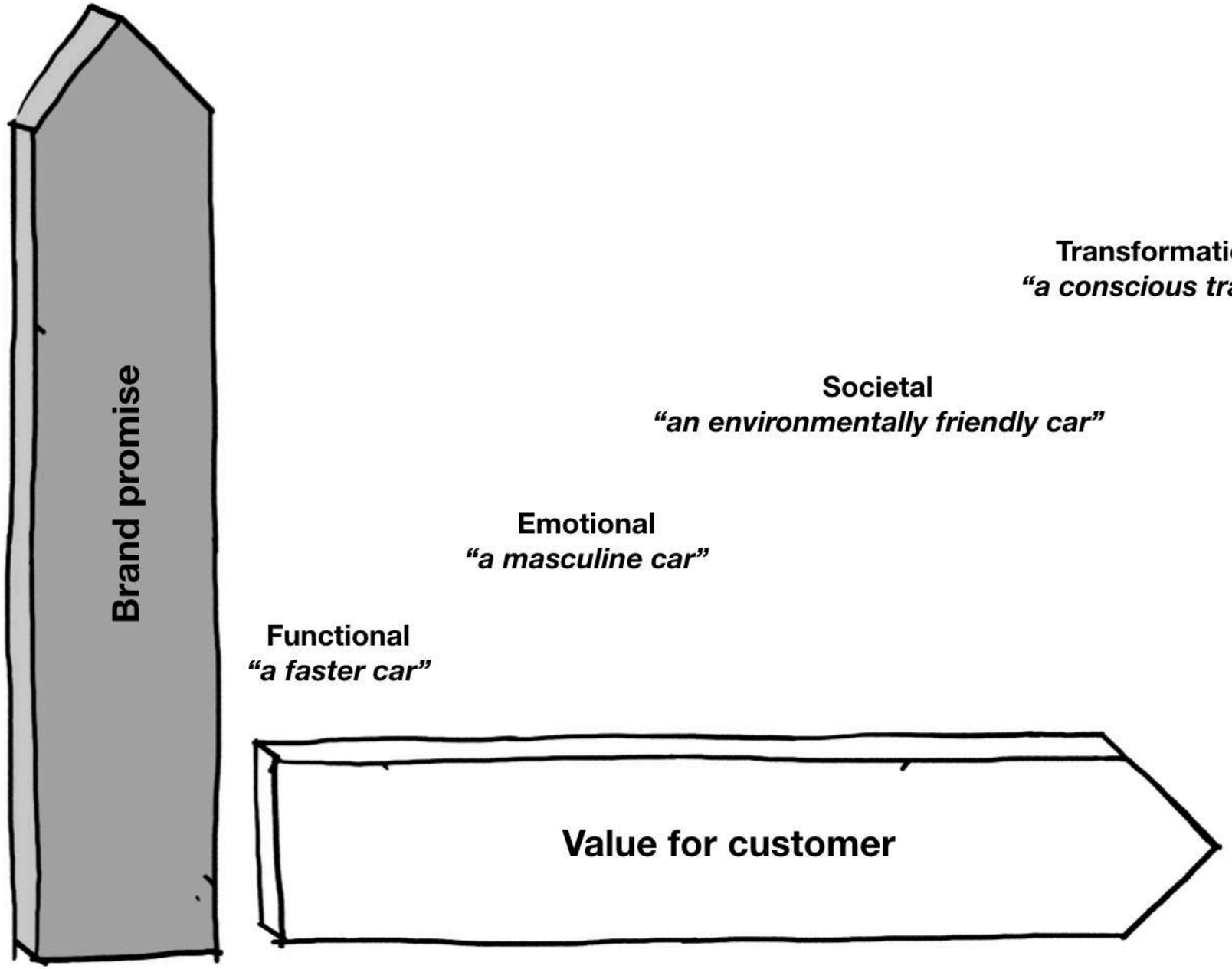

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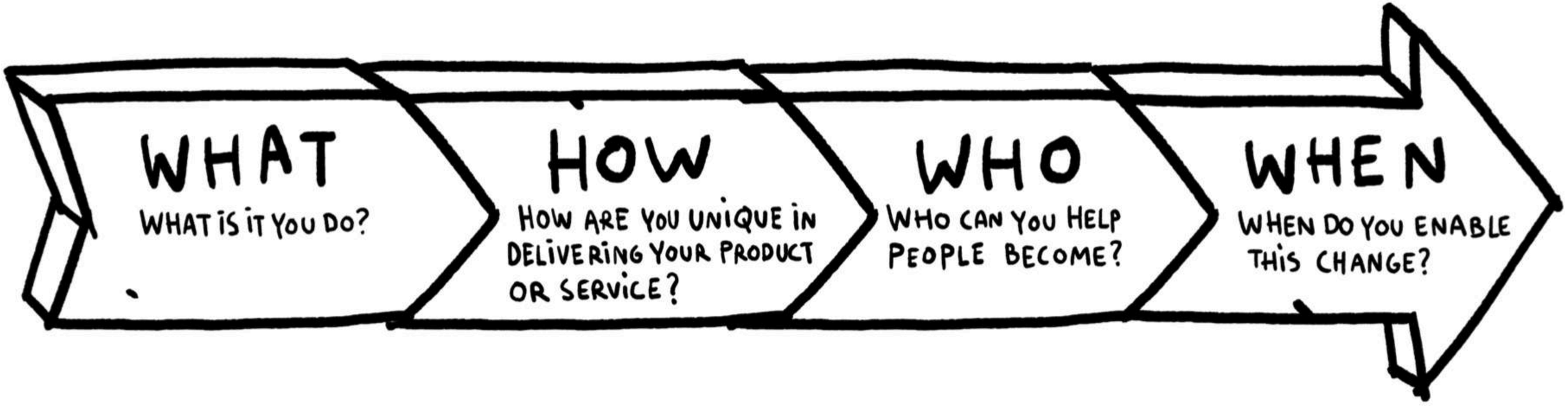

The product or service you deliver e.g. running shoes.

How your offering stand out, such as convenience.

The personal transformation you enable e.g. mindful runner.

A specific time of day, a situation, a life-phase or a state of mind.

Get healthy. Get rewarded.

KIND
pick one
and pass it on
#kindawesome
do the kind thing
for your world™
KIND

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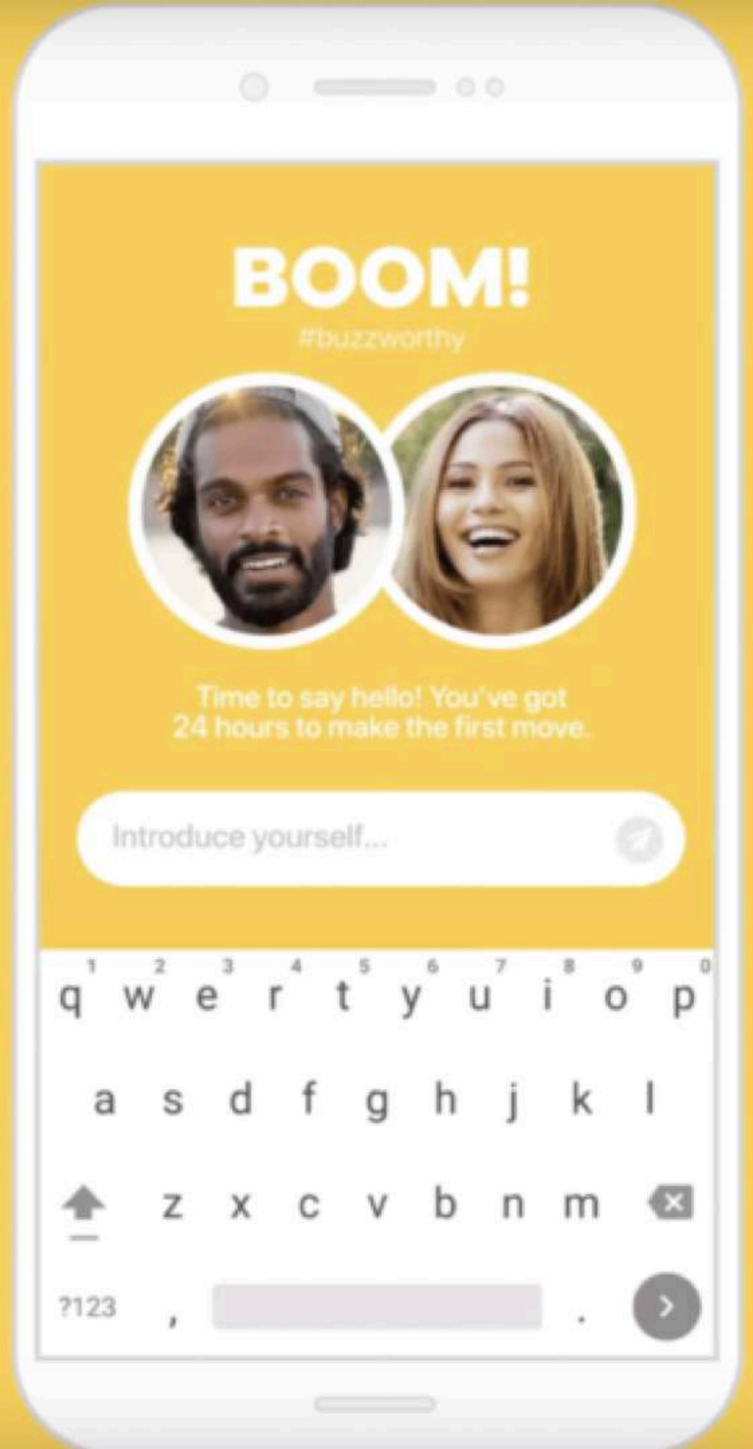

Start Bumbling.

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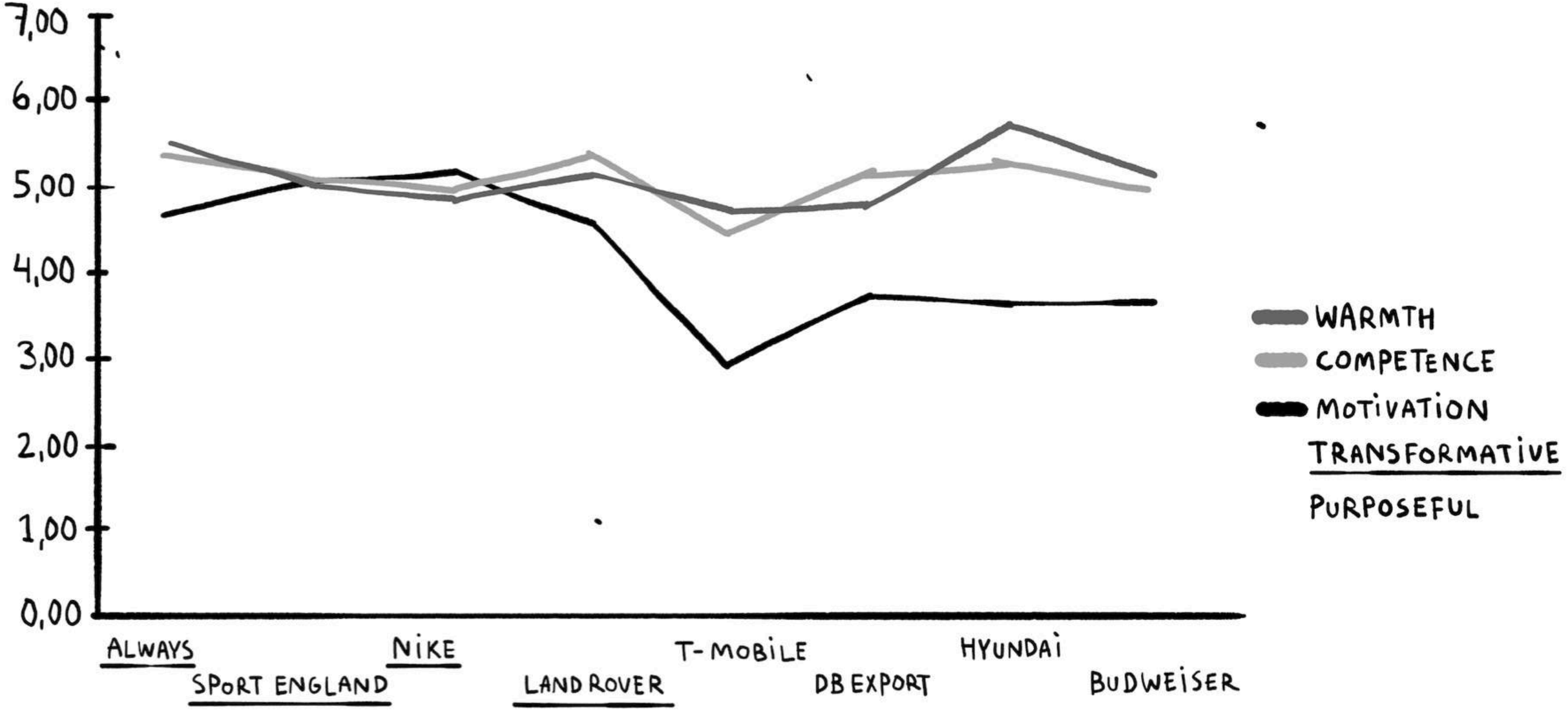

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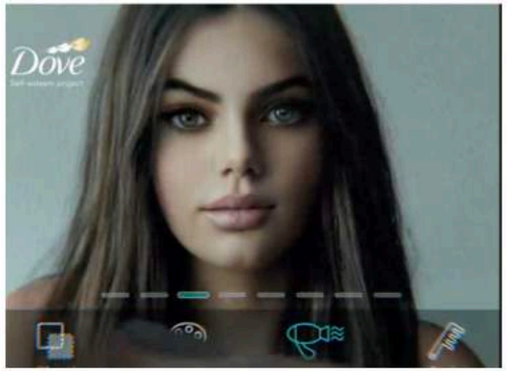

Dove, Reverse selfie

Chipotle, Can a burrito save the world?

	Makes me feel good about buying product
Dove	69%
Chipotle	65%
	Triggers (search for brand info, visit website)
Dove	73%
Chipotle	68%
	Inspires me to be part of the change
Dove	65%
Chipotle	55%

goodvertising! agency | GfK

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I'M JUST
SELF-ACTUALISING,
BABY
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Planning studio
IKEA
Bestil i dag
Velkommen!

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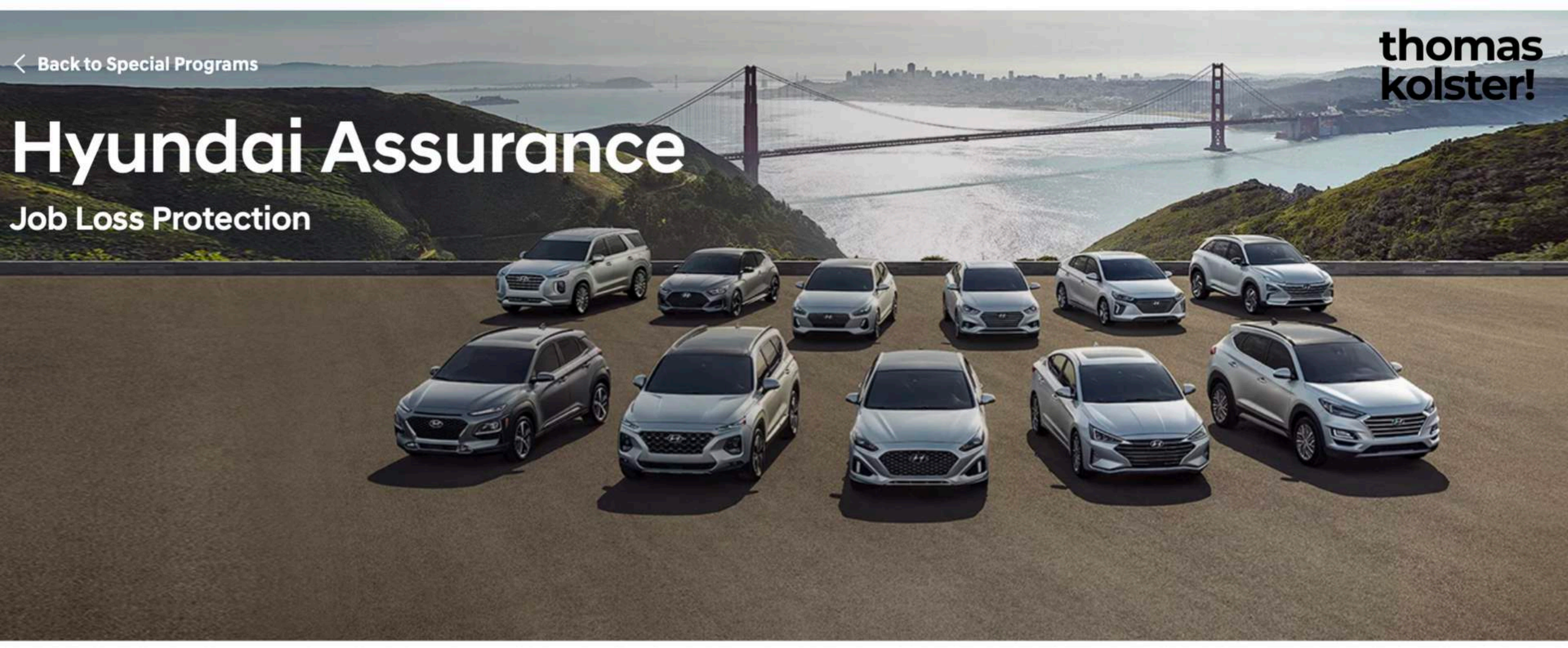
Hyundai Assurance

Job Loss Protection



Deferred Payments for new owners

We want to help you worry less in these uncertain times

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Small Business Saturday with American Express.

Sponsored ·

Nails FTW. #ShopSmall this #SmallBizSat

44K

543 Comments 5.6K Shares

Like Comment Share Top Comments

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2010 –

2011 –

2012 $5.5B

2013 $5.7B

2014 $14.3B

2015 $16.2B

2016 $15.4B

2017 $12.9B

2018 $17.8B

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YOUR LEADERSHIP IS NO
GREATER THAN WHAT YOU
CAN MAKE PEOPLE ACHIEVE

THE GREAT ACCELERATION

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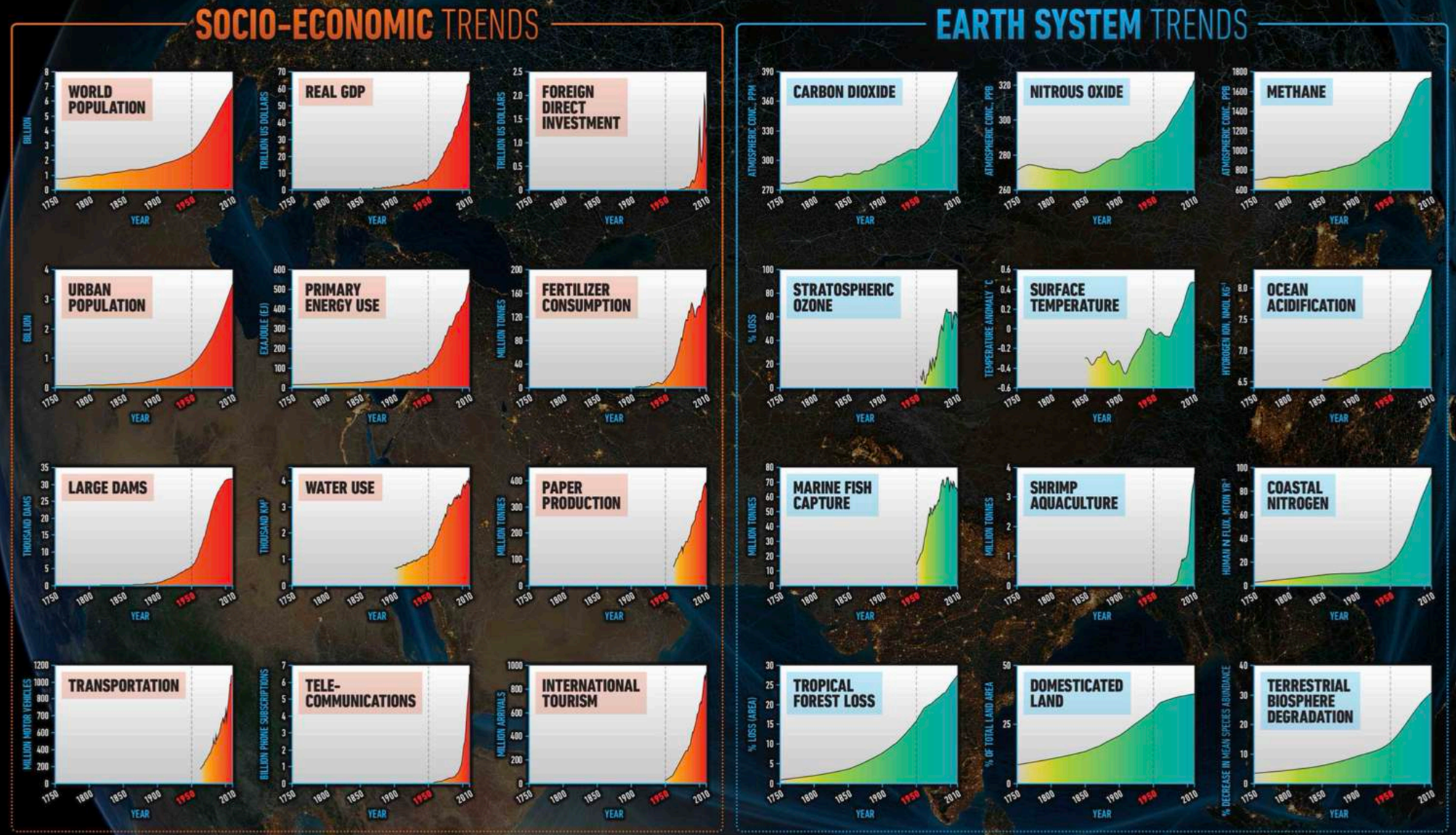

REFERENCE: Steffen, W., W. Broadgate, L. Deutsch, O. Gaffney and C. Ludwig, The Trajectory of the Anthropocene: the Great Acceleration, *The Anthropocene Review*, 16 January 2015.

MAP & DESIGN: Félix Pharand-Deschênes / Globaïa

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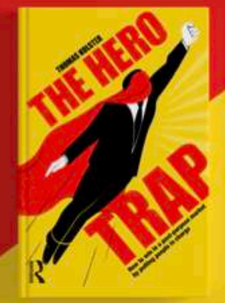
1. Don’t be a hero turn people into the heroes
2. Ask: WHO can you help people become?
3. Redefine growth towards human betterment



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