

S T U D I O
brand

A DESIGN + DIGITAL AGENCY

B-CORP

INTRODUCTION

SBC has committed its services to the B-corp initiative because we wholeheartedly believe that brands that promote social change for the better are indeed the inspiration for why we love marketing. According to B-Lab, the leading Benefit Corporation certification organization, there are over 2,700 B-corp certified companies across 150 industries in over 60 countries; and continues to grow¹. Studio Brand Collective wants to help brands bridge the gap between corporate social responsibility and modern-day marketing best practices. As an effect, SBC effectively positions these brands in a way that will promote sustainable growth and generate further awareness for the causes they have adopted under their organization. Studio Brand Collective accomplishes this by capitalizing on a diverse media-mix that will encourage brand recognition across a variety of audiences while establishing a platform for amplifying your voice-of-change within the industry. In addition, SBC recognizes the many pitfalls and pain-points that are widely relevant to B-corp and cause-related brands such as disingenuous marketing practices and disparities among profit and purpose. Lastly, SBC wants to contribute to the development of the B-corp philosophy and be a part of this widespread phenomenon taking place in the contemporary business landscape. SBC is on a mission to inspire brands across all business sectors to devote themselves to positive change in a way that creates value for its stakeholders. We at Studio Brand honestly believe that benefit corporations and brands committed to cause-related activities are here to stay and will continue to make significant contributions to both the industry they participate in and the world at large.

A 5 PILLARS MODEL

For B-Corps, SBC implements its marketing campaigns based on a 5-pillar model for successful benefit corporations and cause-related initiatives. Studio Brand has proven their successes in the past by enacting these five pillars in a manner that not only builds brand awareness and recognition but drives the target audience to commit themselves to the matter at hand. These five pillars include:

1. MARKETING WITH PURPOSE: We embrace every piece of content as a vehicle for furthering your mission. Whether you're announcing the opening of a new location, launching a product, or simply marketing your organization on a day-to-day basis, we frame your content in the context of your mission.

2. MISSION ALIGNMENT: We are ensuring your marketing aligns with your mission. The marketing campaigns you employ are potent reflections of what you stand for, so we work with you to ensure you choose the right ones. Your marketing should be positive, empathetic, hopeful, thoughtful, and reassuring. We guarantee your marketing are clear of anything that runs counter to your core values.

3. MESSAGE AMPLIFICATION: We amplifying your message also means letting your audience know they can count on you. You want your audience to think of you as a pillar of the community. When mission guides your messaging,

you let potential customers know that creating a healthy community motivates everything you do—and that they can always rely on you, even when the unthinkable happens.

4. COMMUNICATE PASSION:

Spreading the love. We work with you to use your communications to highlight the individuals who bring life to your mission, including employees, volunteers, donors, and individuals who have benefited from your business. When you let others shine, your message glows.

5. BRAND POSITIONING: Solidifying your market positioning through mission-driven marketing. We understand that companies like yours have a greater need for clear and compelling positioning. You need to occupy a specific place in the minds of your target audience for a particular reason. In our over-saturated world of media and messaging, choosing a clear position and articulating that focus is key.

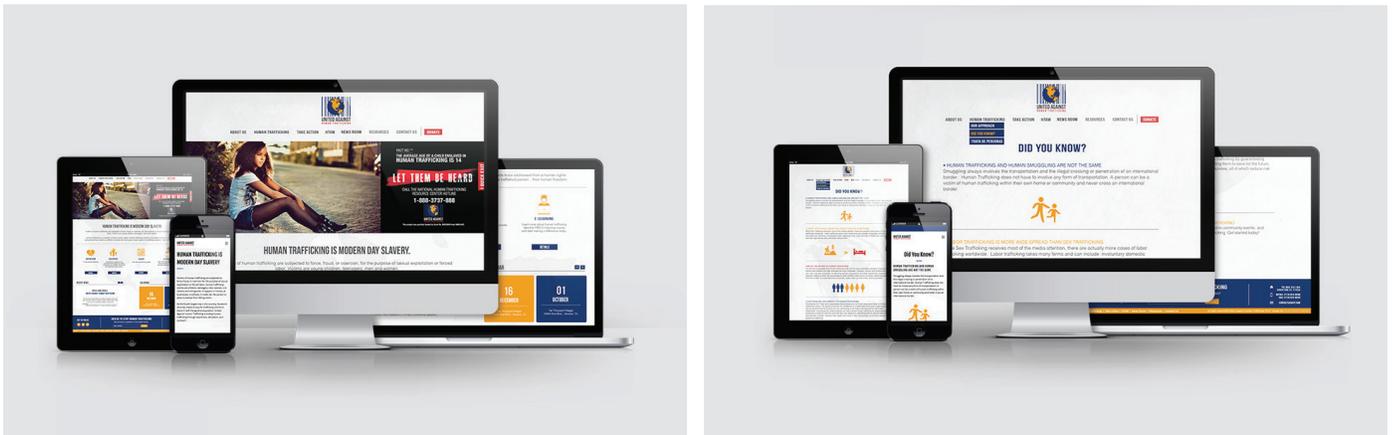
MISSION-DRIVEN MARKETING IN ACTION

SBC prides itself on its ability to take contemporary marketing and branding strategies and pair them with companies that have committed themselves to social change. By combining the various practices associated with proven strategies and the genuine passion and drive that encompasses b-corps, SBC has the ability to establish and nurture a brand that is impactful and designed for long-term success. Whether your cause is related to sustainability, corporate diversity, transparent financing, SBC has the tools to position your brand in a way that will amplify the success of your mission in more ways than one.

BRANDING

Mission-Driven Marketing thrives on robust branding strategies that are oriented in a way that amplifies the overall spirit of the corporation it represents. Research has shown that over half of all consumers are willing to pay more for products and services that are committed to positive social change.² The most prolific mission-driven brands position themselves in a way that taps into the inner-most thoughts and feelings of consumers that share the same level of passion for their cause. Once these brands have captured their audience, they can compound on this relationship by crafting a coalition of willing participants motivated to do good. As a result, these mission-driven brands act as a thought leader within their industry and have a substantial influence on the conversations and expectations held by the target market. This influence is eventually translated into long-lasting relationships with consumers who are substantially invested in the causes associated with these brands.

CASE STUDY

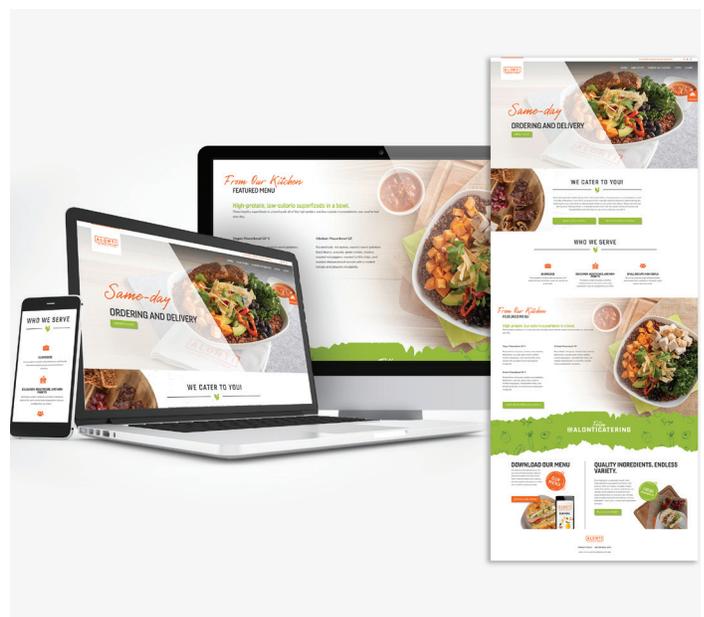


Established in 2005, United Against Human Trafficking (UAHT) is a lead organization of a coalition of Houston-area nonprofits, faith-based organizations, government agencies/entities and others whose mission is to end human trafficking. Victims are young children, teenagers, men and women, U.S. citizens, and foreign immigrants. They are subjected to force, fraud, or coercion, for the purpose of sexual exploitation or forced labor. As the fourth largest city in the country, Houston's diversity makes it easy for trafficking victims to blend in with the general population. United Against Human Trafficking is ending human trafficking through awareness, education, and outreach. SBC was responsible for the design and development of the UAHT website that would act as the foundation for outward communications for their mission. SBC's goal was to create a site that is as informative as it is sophisticatedly designed in order to provide UAHT and proponents of their cause with a platform for their initiative. UAHT has not only enjoyed an ultra-dynamic webpage perfect for sharing information, testimonies, and other charitable activities; they were able to communicate with their audience on an international scale and increase their impact on this severe issue exponentially.

WEB DESIGN

We live in a digital age, and benefit corps are of no exception. It is imperative that mission-driven companies establish themselves in the digital landscape in order to legitimize their brand and deposit important information related to their cause that user can access in a moment's notice. Nearly 95% of consumers have cited websites as the primary medium for consuming cause-related information.³ Having a professionally-design web presence can often make or break a brand's ability to communicate to their audience effectively and optimize their efforts toward promoting social change. It is here where brands can fully explain their drive and passion toward the cause by which their organization is devoted to. In addition, a vibrant and engaging website will undoubtedly lead to an overall increase in awareness that will yield positive results for b-corps of all shapes and sizes.

CASE STUDY



Alonti Catering Kitchen is a multi-region catering brand that provides a wealth of delicious foods tailored to businesses and other institutional events. Alonti reliably delivers fresh, chef-inspired dishes in hearty portions to your workplace or event in as little as three hours. Since 1974, they've grown from a specialty sandwich shop into a nationwide industry leader thanks to our commitment to delicious food, friendly service, and on-time delivery. Today, every bite that rolls out of their catering kitchens is created by standout chefs from the Culinary Institute of America and transported hot and fresh wherever

you want it, whenever you want it. SBC enhanced their already popular brand by leveraging their relationship with local school districts through the implementation of CSR campaign oriented towards providing aid to low-income students. Alonti double-downed on their commitment to education by creating value incentives for school-related activities and donations for large-scale events such as orientations, field-days, teacher workshops, etc. Alonti was able to effectively position their brand beyond your everyday caterer and establish themselves as advocates for higher education and the communities in which they proudly serve.

SOCIAL MEDIA

Social Media has proven itself as an incredible tool for b-corps and purpose-driven campaigns due to its extensive reach and relatively low-cost for marketers. In fact, nearly 97% of all brands have adopted social media into their marketing mix in some way, shape, or form.⁵ Despite this high level of utilization, only around 10% of social media users have encountered cause-related messaging.⁶ This is quite alarming, considering how accessible social media can be integrated into a brand's marketing mix to promote their efforts and engage the community to join their cause. Consumer studies have shown that many users agree that brands do not endorse their

higher purpose to social media audiences enough and are desperate for more wholesome content that inspires others to take part in positive social change. Through social media, benefit corps stand to increase their level of influence exponentially by drawing in the user with enticing content and dynamic imagery. Implementation of these practices allows brands to cultivate their audiences and establish a direct relationship with individuals who will act as advocates for your cause. This is precisely why mission-driven brands across all industries are increasing their social media budgets by nearly triple.

CASE STUDY



The Houston Turkey Trot is Baker Ripley's largest public event and serves as a platform for communication and awareness about the agency. As Houston's largest community development nonprofit, Baker Ripley brings stability, civic engagement, and education to the community. Despite the ongoing success of the event, the Turkey Trot was facing an identity crisis, which stems from an ongoing incongruence of connecting the Baker Ripley brand to the event, while also building and positioning the Houston Turkey Trot brand. SBC was able to aid in this issue through a series of social media campaigns designed to inspire the community to engage in an activity that will in-turn generate support for the city of Houston. Houston Strong became a rallying cry after narrative met reality when the Astros won the championship for a region devastated by Hurricane Harvey. With this in mind and given the iconic way in which Baker Ripley bridged the gap between immediate relief and long-term recovery in the aftermath of the hurricane, we incorporated the tagline "HOU are Stronger!" to generate buzz for the event in a way that speaks directly to Houstonians. As a result, the Houston Turkey Trot experienced one of the largest turnouts in race history with over 13,000 participants. In addition, SBC was able to increase their social media following by up to 100% on various platforms.

EVENT MARKETING

Event marketing is an especially useful tool for mission-driven brands to bring their cause to life and allow their audience an experience that is loaded with intrinsic and extrinsic value. In-person events have been cited by brands as one of the most effective marketing tactics available but only makes up approximately 4% of all advertising budgets.⁷ Events are a fantastic avenue for mission-driven companies to engage their audience on a massive scale and build traction for their cause on a communal level. Events are also an excellent way for brands to educate and inform their attendees on some of the ongoing efforts of the brand and position their cause in a way that is most perceptible to the target audience. Lastly, events are a fantastic way to compound many other marketing initiatives held by the brand, such as social media shares, web traffic, press coverage, and much, much more.

CASE STUDY



The Woodlands BBQ Festival (TWBBQF) is a new, annual outdoor event raising money and awareness for the Pulmonary Hypertension Association. Run by seasoned festival organizers, TWBBQF was entering its second year and looking for a big boost in brand awareness and revenues. Studio Brand was engaged to deliver a full-scope brand development campaign to build a brand that was enticing to BBQ fans, family-friendly, and authentically Texan while driving ticket sales and calling attention to the festival's pet cause. S.B. provided a full suite of branding

elements for the festival, including a new website, social media campaign, flyers, P.R. messaging, email blasts, and more. All of these elements had to convey the fun environment and delicious food offered by the festival while still keeping its mission of raising funds and awareness for PHA front and center. Studio Brand worked with the festival organizers to supply brand and marketing strategies, designs, and collateral necessary to raise the festival's profile and attendance.

B-CORP MARKETING DRIVERS

SBC is confident that the benefit corp business style has the potential to be one of the most progressive impacts on marketing and society, as a whole. We understand that these types of organizations have specific business objectives that can only be achieved by definitive marketing drivers. These drivers allow our agency to work hand in hand with your business to ensure your mission is at the forefront of your marketing. These drivers are at the core of every benefit corporation or purpose-driven brand and have an incredible effect on the messaging and positioning of these entities. Studio Brand Collective is dedicated to helping brands uncover these drivers to promote long-term success in their industry that will indisputably drive change for the betterment of society. These drivers often include:

TELLING THE BRAND'S STORY

Brand storytelling is a critical component of any b-corp because it directly relates to the origins and authenticity of these organizations. Strong brand storytelling gives marketers a substantial amount of source material to develop outstanding content that will help promote the brand and encourage engagement. Brand storytelling is also an excellent opportunity for benefit corps to express the passion that has led them to dedicate their entire initiative to the causes they hold dear. Passion is truly a viral component to any successful cause and will greatly improve any marketing campaign when

used correctly. Brand storytelling almost always requires a diverse marketing mix that is bound by thoughtful, strategic planning. A benefit corp's brand is ultimately ineffective if they are not fully optimizing the correct platforms that appeal best to their target audience. Lastly, brand storytelling is an incredibly useful tool for engaging the community and industry to take part in a change for the better. Brand storytelling can be an effective device for inspiring individuals to take stock in these initiatives and help to inspire others.



The best businesses have an organizational story that underlies everything they do. By story, I don't mean making up a fairy tale. No, rather, the narrative should be a real and authentic account of what the organization is all about.

-David Meerman Scott,
The New Rules of Marketing and P.R.

PROMOTING TRANSPARENCY

Transparency is another element that is imperative to the success of any benefit corporation or cause-related entity's branding. Studies have shown that nearly 94% of consumers are willing to stay loyal to a transparent brand.⁸ For benefit corps, that means eliminating any and all opaqueness surrounding company policies, vendors, sourcing, and overall management practices; all of which can be achieved through proper marketing communication techniques. Benefit corporations also stand to gain from being actively transparent through open and honest communications directly with the target audience. For example, a benefit corp dedicated to transparency would be inclined to allocate as much time as possible to respond to inquiries and questions from users on various websites and social media platforms to encourage authentic dialogue. All of these activities help promote transparent business practices across all industries and pushes benefit corps' agenda to use these practices for the betterment of society.



**Do the hard work, consistently and with generosity and transparency.
And then you won't waste time doing it over.**

**-Seth Godin,
The Certain Shortcut**





MEASURING SUCCESS

The great 19th-century mathematician Lord Kelvin once said: “If you cannot measure it, you cannot improve it.”; the same stands true for purpose-driven marketing. Brands with a higher acclimate for progressive business practices must have a definable way to measure their success in order to meet their cause’s objective. Benefit corps need to dig deep and uncover which elements of their brand will relate to the success of their organization and find ways to promote continuous improvement. This is often one of the most challenging hurdles for brands to overcome and requires constant attention and monitoring to ensure data-driven decisions are made, and the desired outcomes are, ultimately, achieved.



The more accurately you can measure your progress and people against your [brand purpose], the more vividly you can bring that [brand purpose] to life, and the more positive distance you can put between yourself and your competition.

**-Jim Stengel,
Grow**

ATTRACTING TALENT

Attracting talent should also be at the forefront of any benefit corp or purpose-driven organization. A company is only as strong as the people who work for it, and strategic marketing communications is a great way to ensure the people you are hiring share the same likeminded qualities as the brand's core mission. A survey of by Deloitte found that approximately 83% of millennial-aged workers believe that companies should be measured in terms beyond financial performance.⁹ If brands wish to appeal to the largest generation in the workforce currently, they must align their business's practices in a manner that is positioned for progressive societal change. By doing so, organizations stand to attract talent that is heavily invested in the success of the company and the causes for which they have dedicated themselves to.



One bad hire is toxic. If you want to grow, it all starts with who you bring in to make part of your team. And the fastest way to screw thing up is to bring in the wrong people.

**-Eric Ryan,
Co-founder of Method**



BUILDING A COHORT

The final driver for benefit corporations is the inherent obligation to promote benefit corporations as a practice. Benefit corporations have much to gain from cooperating with one another in order to incentivize competing organization to follow suit with the industry standards consumers have become accustomed to. Also, benefit corporations that are dedicated to improving the progressive attitudes toward their industry often attract other like-minded organizations that can yield business relationships with an exponential competitive advantage. These relationships can increase opportunities for benefit corps across a multitude of sectors and contribute significantly to the triple-bottom-line of the firm. Over time, these practices create organizations that act as champions for purpose-driven entities and benefit corporations.

CONCLUSION

SBC is confident that we can take your BCorp marketing strategies to the next level. If you wish to reach out to any one of our senior staff members, please contact us at info@studiobrandcollective.com or reach us (713) 863-1141.



CITATION

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5. **“2016 Nonprofit Content Marketing .”** https://Contentmarketinginstitute.com/Wp-Content/Uploads/2015/11/2016_NonProfit_Research_FINAL.Pdf, Content Marketing Institute & Blackbaud.

6. **Curley, Christina B, and Nadia Abgrab Noormohamed.** “Social Media Marketing Effects On Corporate Social Responsibility.” Journal of Business & Economics Research – First Quarter 2014, vol. 12, no. 1.

7. **“2016 Nonprofit Content Marketing .”** https://Contentmarketinginstitute.com/Wp-Content/Uploads/2015/11/2016_NonProfit_Research_FINAL.Pdf, Content Marketing Institute & Blackbaud.

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**THANK
YOU!**

If you have further questions or you are looking for more information about B-Corp please email info@studiobrandcollective.com.