



# Times of change

Sustainable brand leadership in a changing world

STRICHPUNKT



— Strichpunkt —

# one

# About us

Our history. Our ambition. Our way of working.



# PHILIPP BRUNE

**CEO (Chief Enabling Officer)**

## About:

- More than 15 years of experience in national and international brand transformations.
- CEO and coach for transformation processes at C-level.

## Projects of relevance:

Audi – Strategic lead of the Audi rebranding project.

**Alexander Bürkle, GEZE, Progroup**, – Strategic lead of these b2b rebranding projects (C-Level).

Culture Design – Strategic lead of various culture design projects for national and international brands.

**BRANDS ARE  
EXPERIENCES.**

160



GEGRÜNDET

**1996**

*Part of **MYTY**®*

**160+**

KOLLEG:INNEN



**BERÜHREN &  
BEGEISTERN**

MISSION

**DIE ZUKUNFT GEHÖRT DEN MUTIGEN.**



Stuttgart



Berlin

**850+**

Auszeichnungen (davon über 100 Red Dots)

**Planned  
NET+**

net climate positive since 2023

**#4**

**Umsatz-Ranking CI/CD\***



deli  
得力办公

Frankfurter Allgemeine



O<sub>2</sub> Telefónica



BUCHERER  
1888



otto group



ABB



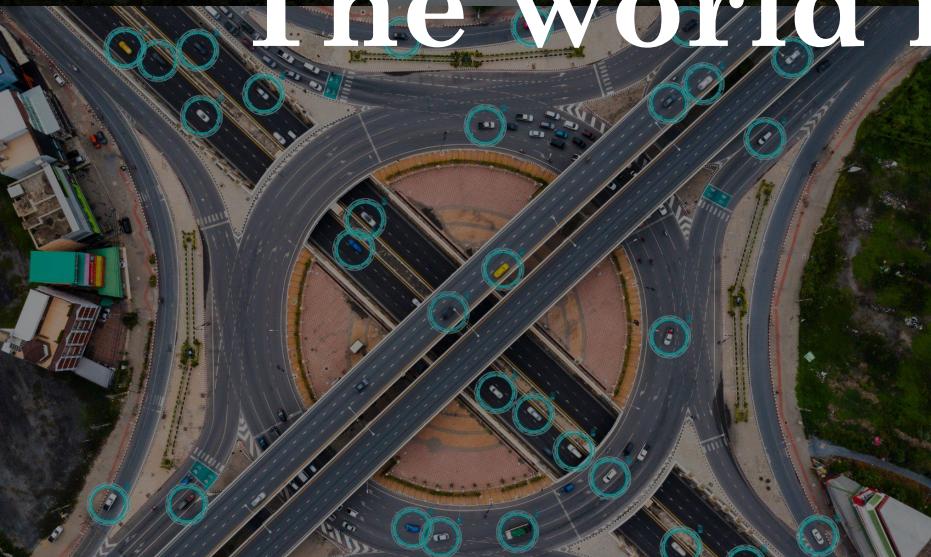
iqony

VOLOCOPTER

METRO

WELTMEISTER  
威马汽车





# The world is changing!





# Brands need to change, too.





# BUT!

STRICHPUNKT

# The four major barriers for sustainable transformation:

*Too many separate initiatives.  
Sustainability in companies  
often feels fractal.*

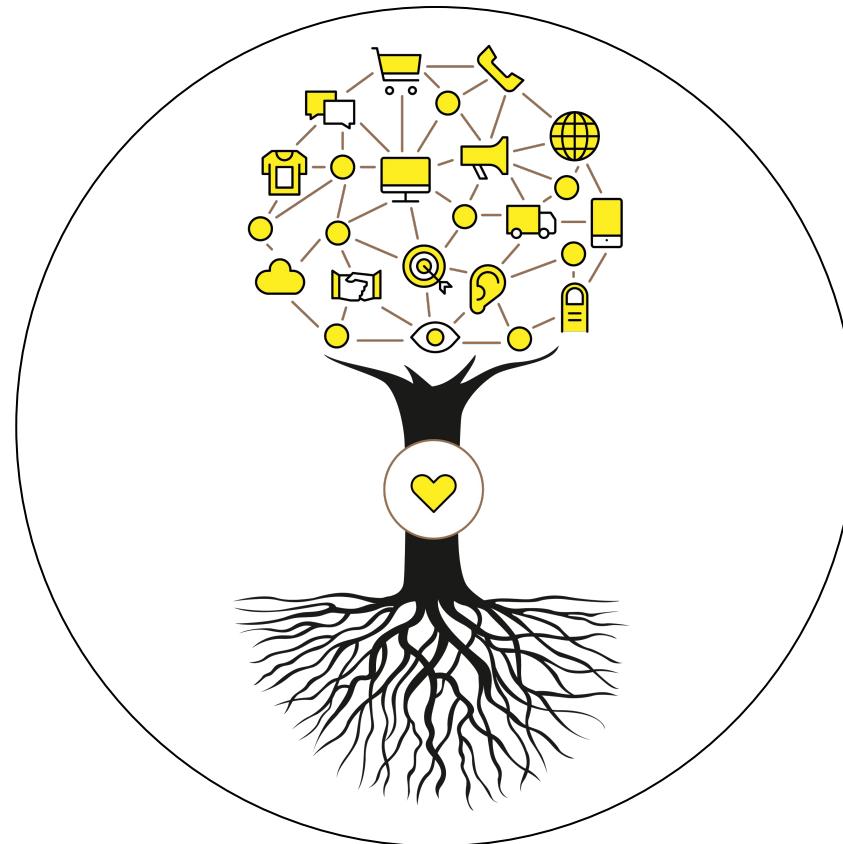
*Employees have no  
excitement about  
sustainability.*

*Brands often lack a clearly  
comprehensible goal.*

*Mostly there is no master plan  
to activate sustainability in a  
company from the inside out.*



## **The brand is the powerful transponder to activate a sustainable mindset in the company**





*Five things we've learned  
in our sustainable  
brand transformation  
projects.*

## 1. Brands struggle to make sustainability simple



*“If you can’t explain it to a six-year-old,  
you don’t understand it yourself.”*

– Albert Einstein

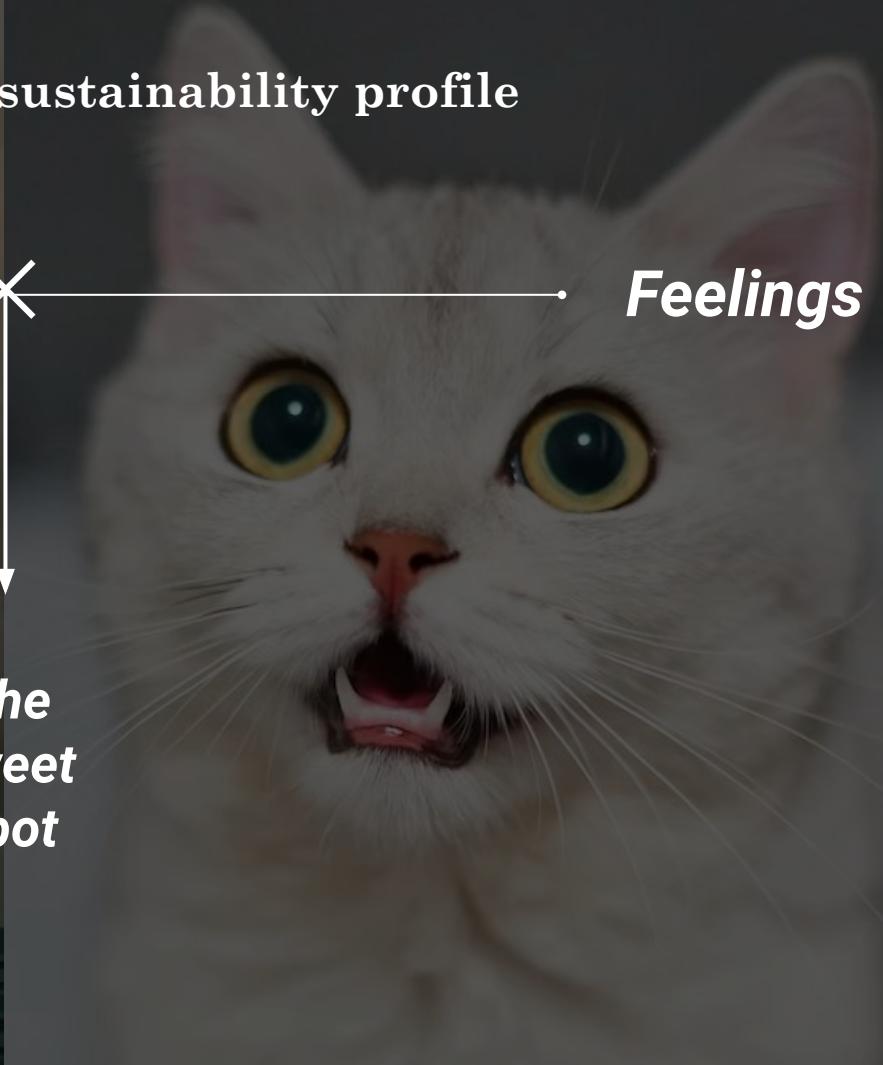
## 2. Brands must create a balanced sustainability profile

**Facts**



**Feelings**

*The  
sweet  
spot*



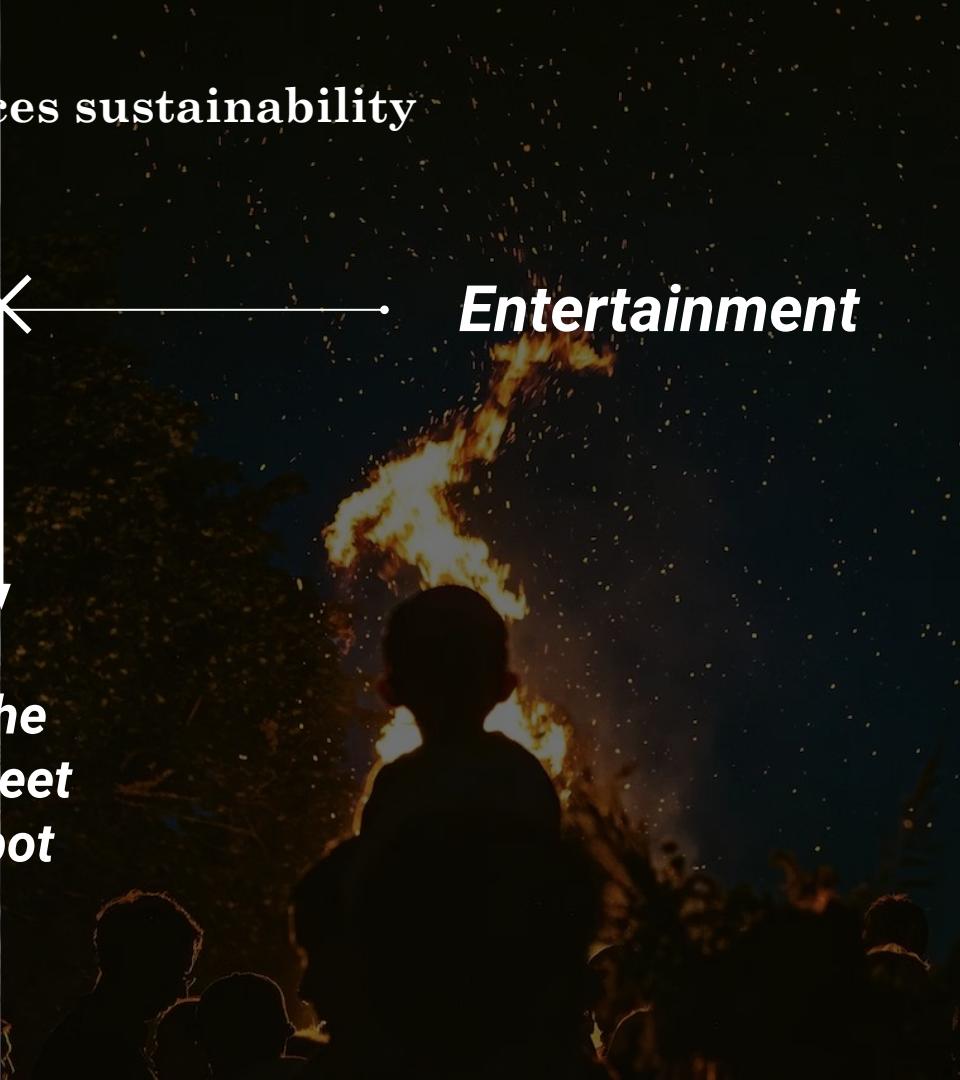
3. Brands must offer their audiences sustainability insights and inspiration

*Education*



*Entertainment*

*The  
sweet  
spot*



#### 4. Brands still have a tendency of adopting “green behaviours and tactics” that have a negative impact on their sustainability perception



Greenwashing



Nature-rinsing



Virtue signaling



Finger pointing

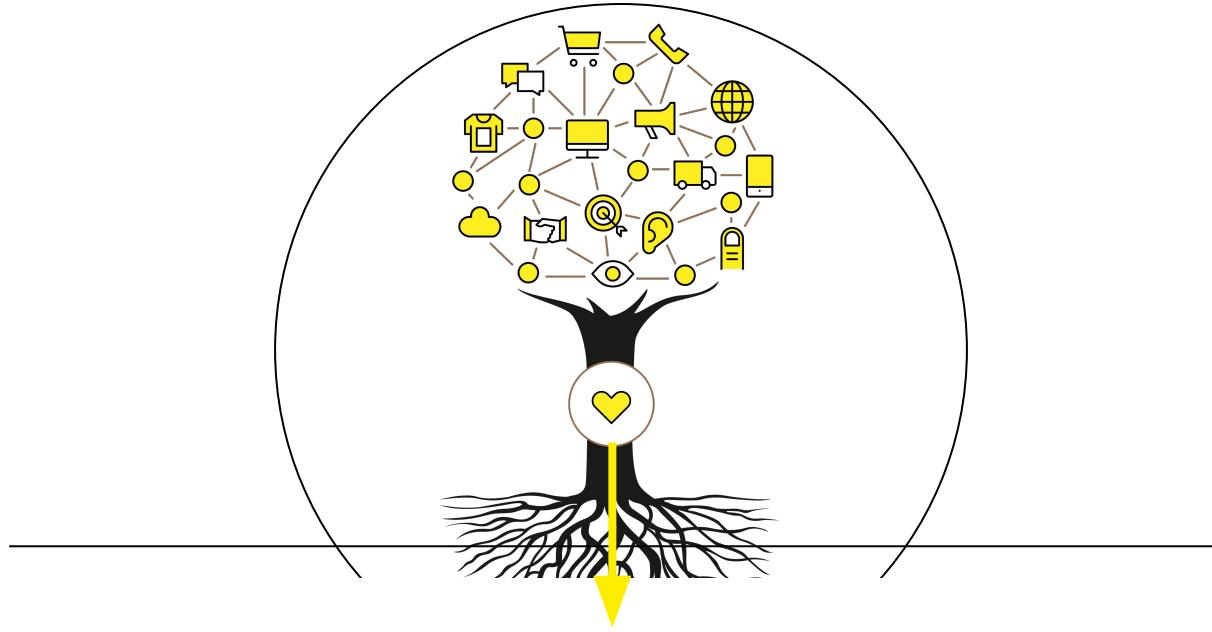


Apologize for existing



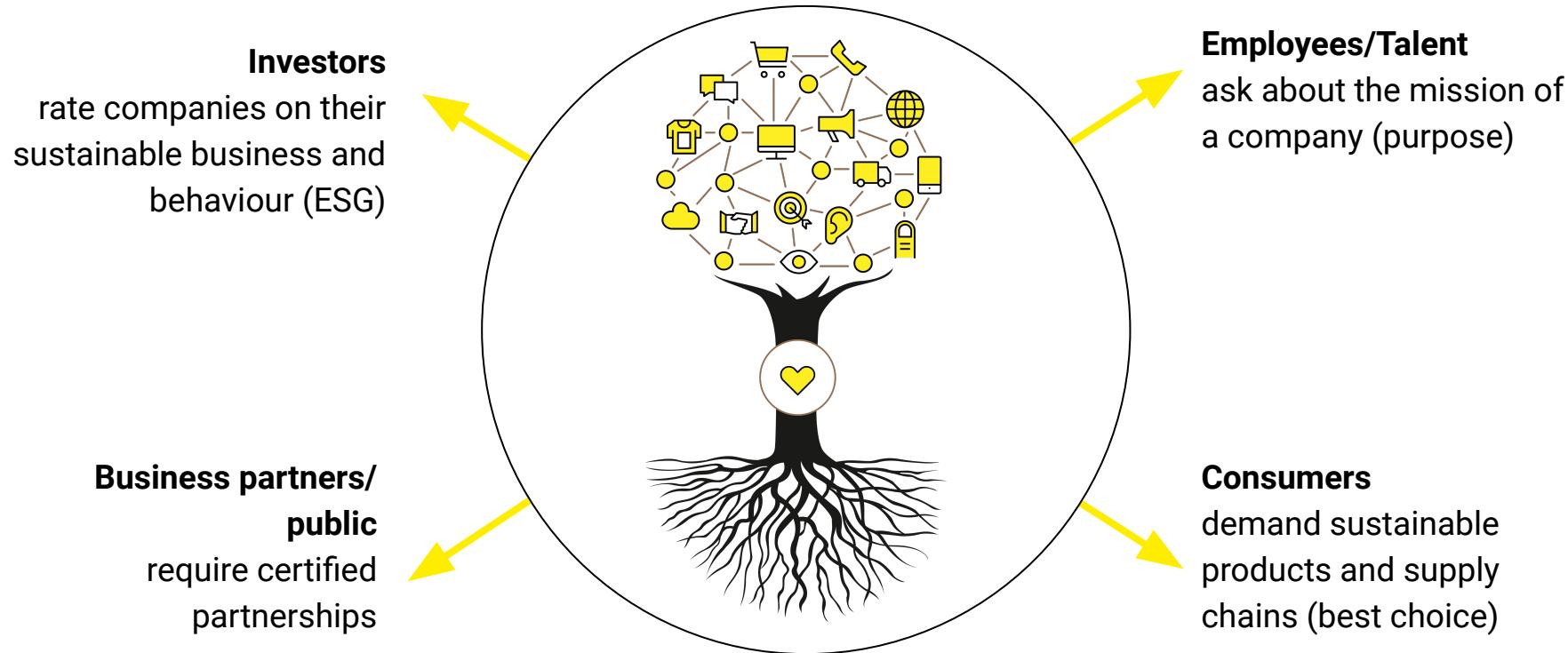
Cosmetic recalibration

## The challenge:



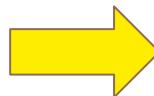
**Now more than ever companies must have a holistic ecological, social and political attitude to stand out and be trustworthy.**

# A sustainable narrative relevant to all stakeholders



## Key challenge:

*Aligning the sustainability goals of the **corporate strategy** with the **brand and communication strategy***

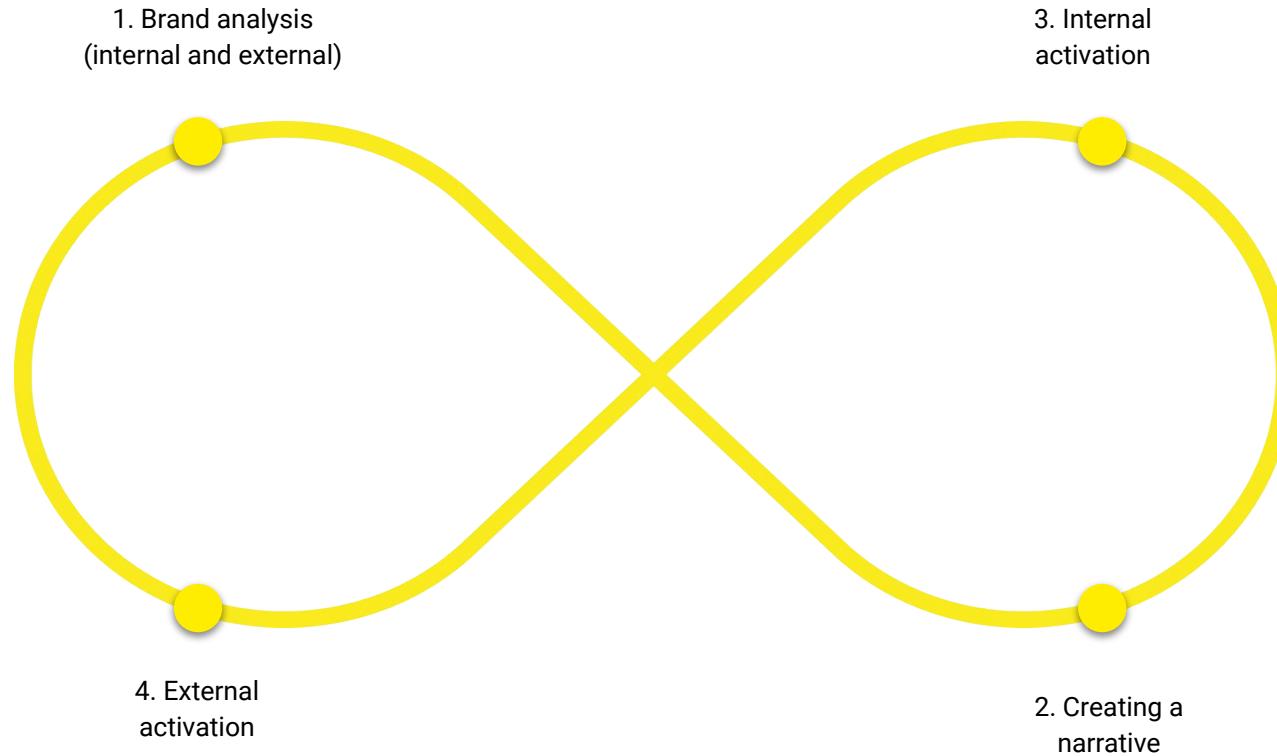


*Implementing the **sustainability focus in brand and communications** across all internal and external touchpoints*

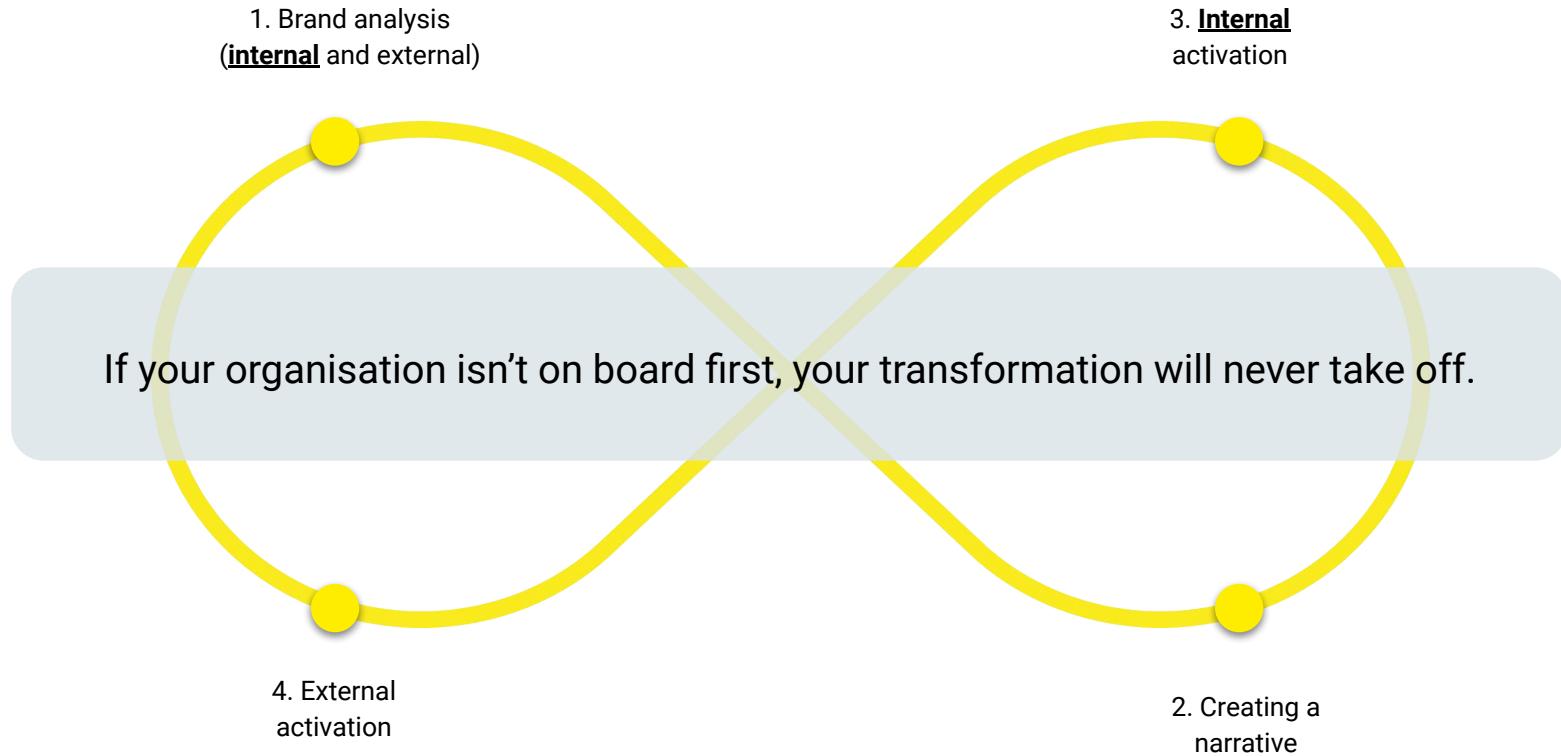
### **Critical topics that need to be resolved to achieve sustainability goals:**

- How do we successfully **communicate** the topic of sustainability **internally** without boring colleagues, giving them too much/too little info?
- Where does the brand stand today communication-wise and where does it **have to be enriched** with sustainable elements?
- How do we stimulate the necessary **cultural change**?
- How do we **communicate externally** in a transparent and informative way, even if our industry might be seen as "polluting"?
- How can we **inform stakeholders** about the sustainability of our **products and services**?
- How do we make sure that sustainability doesn't start as a **costly burden** but as part of our **daily work**?
- How do we transform sustainability from a mandatory task into a **powerful engine of change**?

# Sustainable brand transformation



# Sustainable brand transformation begins at home.



**OTTO: From  
mail-order  
company to a  
better version  
of Amazon**





# Responsible commerce that inspires.

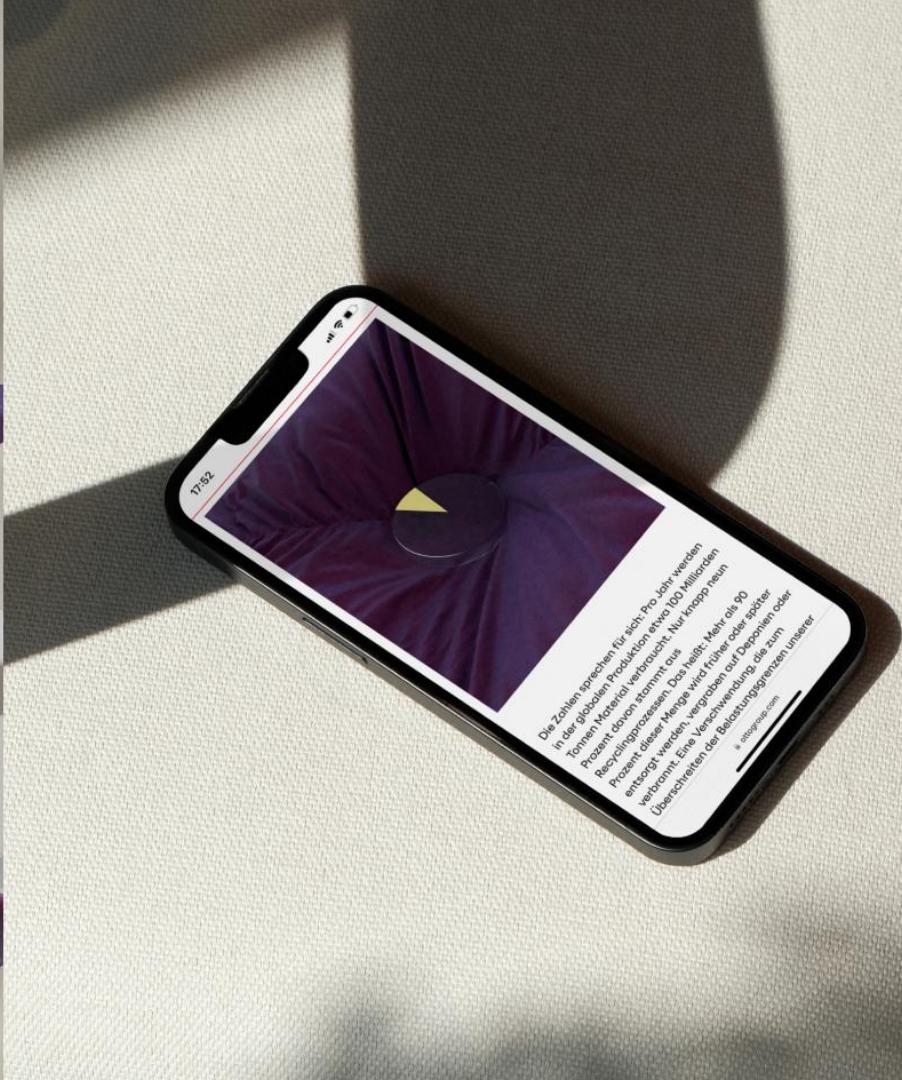
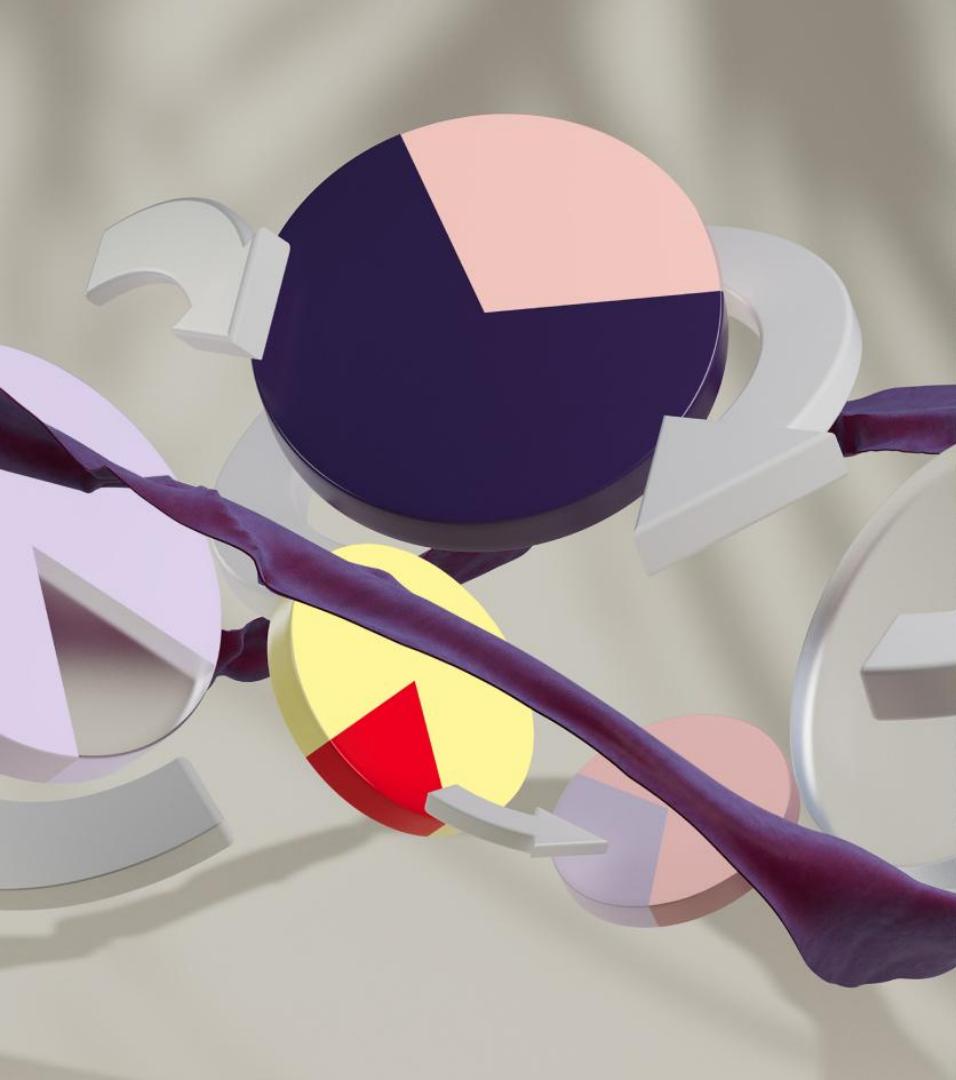
otto group

9



otto group

Wir glauben, wir müssen uns unserer Verantwortung bewusst sein. Für unsere Ideen und unser Tun. Für unser Umfeld und unsere Umwelt. Für unser Wohlbefinden. Und für ein offenes, menschliches Miteinander.



# 45 Stories

## Themen

Collaboration | Customer Centricity | Digitale Transformation | Diversity  
Compliance | Innovation | Klima | New Work | Performance | Umweltschutz  
Verantwortung | Werte



Vielfalt und Chancengleichheit  
in der Otto Group



E-Commerce:  
Neue Möglichkeiten für Ältere

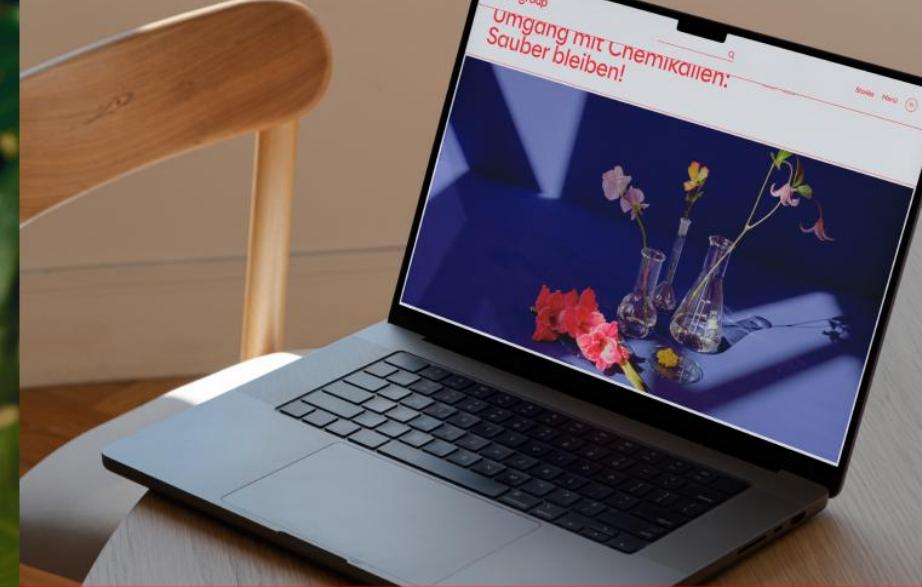


Wasserlos färben



CO<sub>2</sub>-Reduktion:  
Volle Kraft zurück





otto group

Grenzen achten

4min

Transkript Teil 3 von 3

70%

Prozent der Befragten sehen ernsthafte Schwierigkeiten auf Mensch und Umwelt zukommen, wenn wir weiter ungezügelt konsumieren.

73

73 % der Befragten sehen ernsthafte Schwierigkeiten auf Mensch und Umwelt zukommen, wenn wir weiter ungezügelt konsumieren.

otto group

ware; die Services zur Wiederverwertung gebrauchte Kleidung oder Elektrogeräte müssen weiter ausgebaut werden. Es gibt Angebote für Reparatur und Instandsetzung von Produkten (siehe Teil zwei dieser Serie). Wiederverwerten, wiederverwenden, wiederherstellen sind die Gebote unserer Wirtschafts- und der Konsumgewohnen. Konkrete Maßnahmen.

Stil

Home

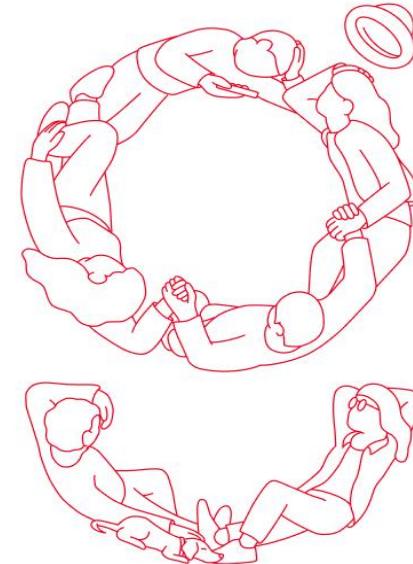
Umgang mit Chemikalien: Sauber bleiben!

otto group

73 % der Befragten sehen ernsthafte Schwierigkeiten auf Mensch und Umwelt zukommen, wenn wir weiter ungezügelt konsumieren.

73

73 % der Befragten sehen ernsthafte Schwierigkeiten auf Mensch und Umwelt zukommen, wenn wir weiter ungezügelt konsumieren.

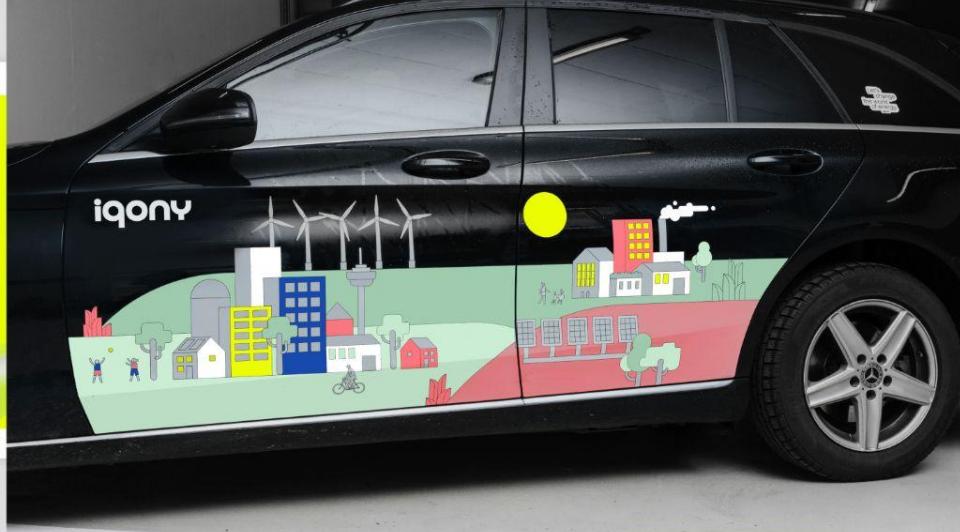
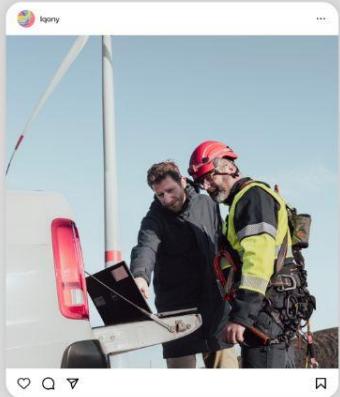


Jede\*r von uns kann etwas dazu beitragen,  
dass sich die Dinge in unserer Gesellschaft zum Besseren wenden.

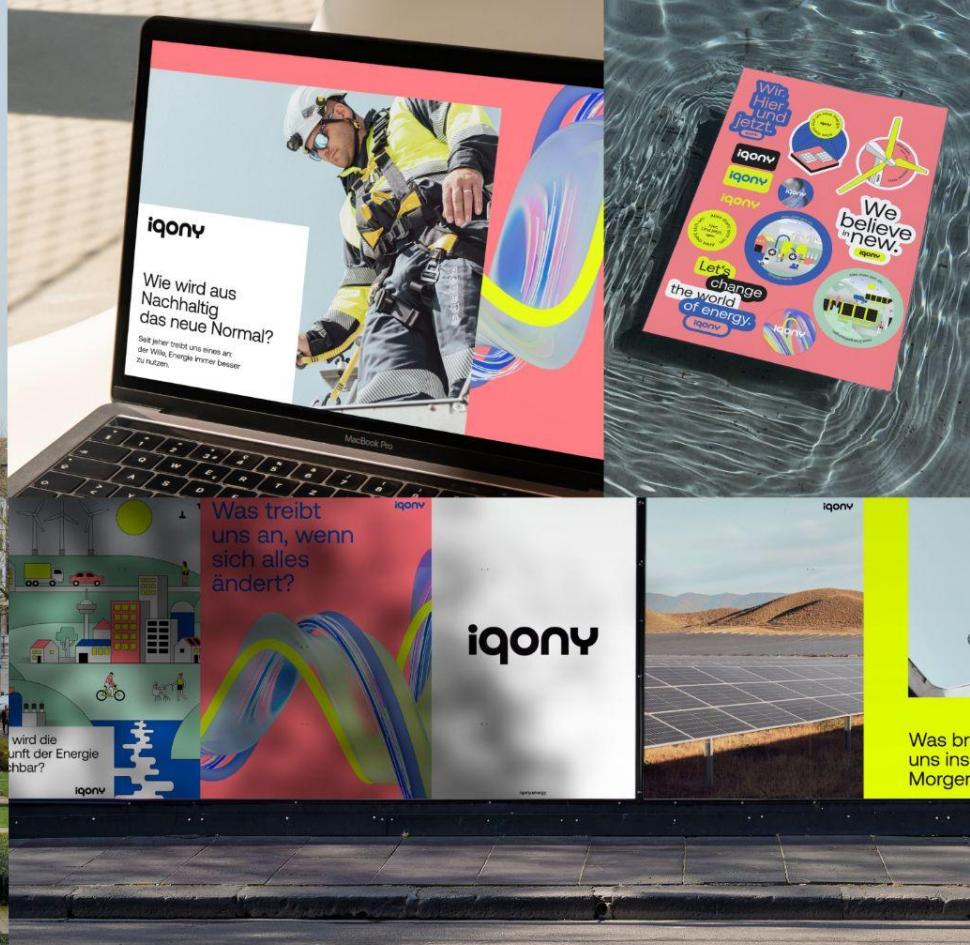
Prof. Dr. Michael Otto

# *iqony: From coal company to renewable pioneer*











# 5C Brand Check

Our model for evaluating the potential  
of your sustainable brand experience.

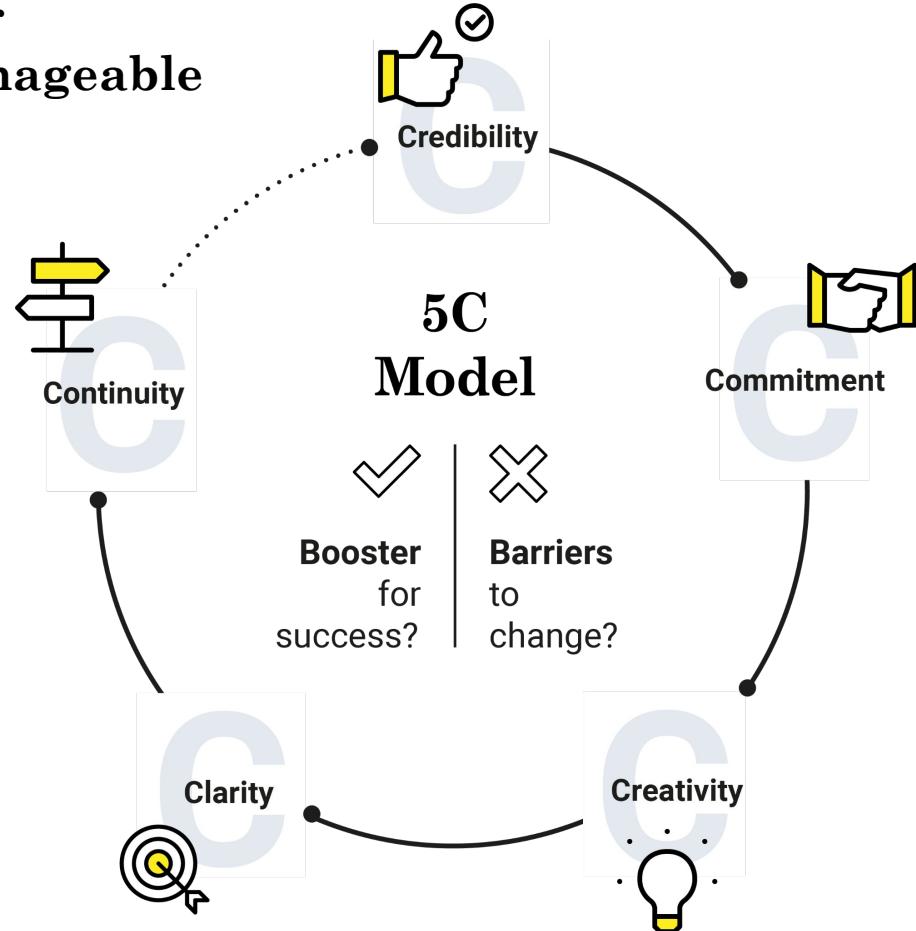
enter →

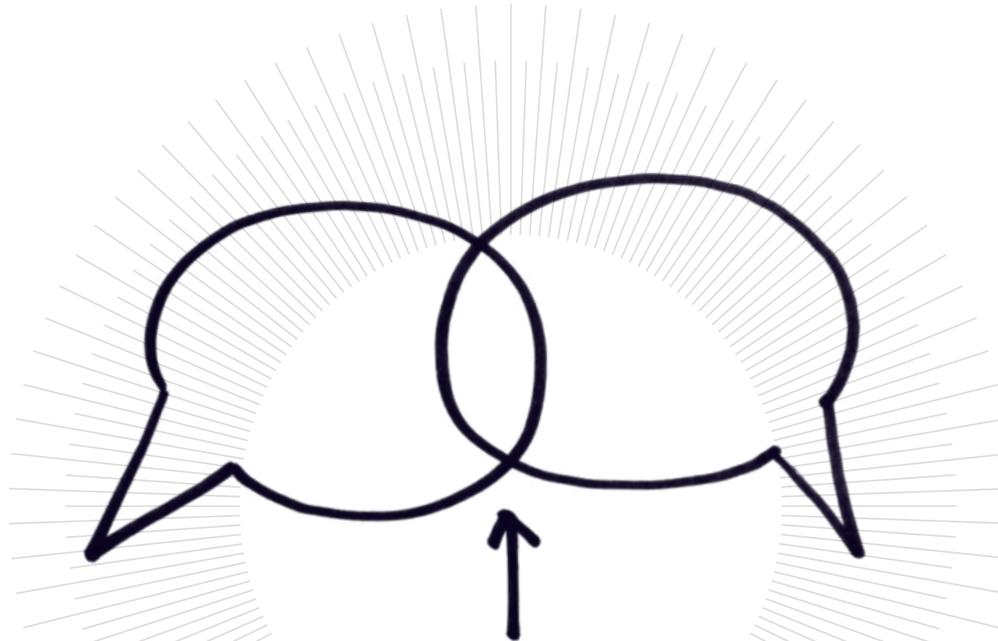
# The 5C Brand Check makes your sustainability analysis more manageable

The 5C Brand Check gives you a better understanding of your brand's sustainability status quo.

**The 5C Brand Check is a qualitative journey** in which we approach your company from a brand experience perspective, and talk to key stakeholders from your organization about your brand.

We focus on five key parameters which act as barriers or as boosters to creating a more distinct sustainability-oriented brand experience.





This is the good stuff.



?

SP



A dramatic photograph of a penguin in mid-air, having just leapt from the ocean. The penguin is dark on top with a white belly and a distinctive white patch on its dark wing. Its orange beak and feet are clearly visible. The background is a vast, icy landscape with large, white, textured icebergs and mountains under a clear blue sky.

THE FUTURE  
BELONGS  
TO THE  
BRAVE.