

# 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).

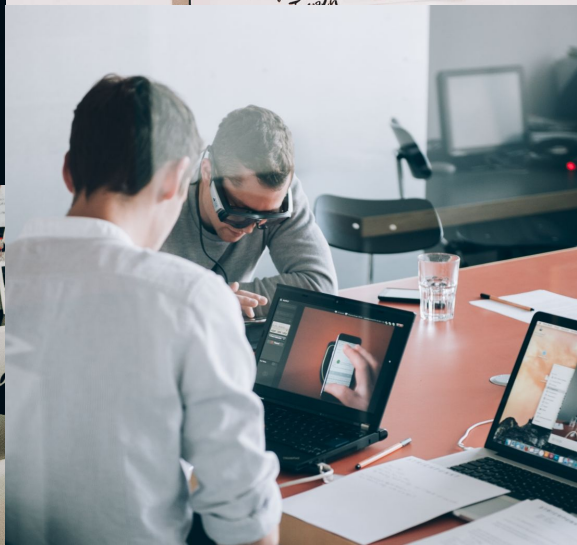
Culture Design – Strategic lead of various culture design projects for national and international brands.

***BRANDS ARE  
EXPERIENCES.***









GEGRÜNDET

1996

Part of **MYTY**®

160<sup>+</sup>

KOLLEG:INNEN



DIE ZUKUNFT GEHÖRT DEN MUTIGEN.



Stuttgart



Berlin

850<sup>+</sup>

Auszeichnungen (davon über 100 Red Dots)

Planted  
**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

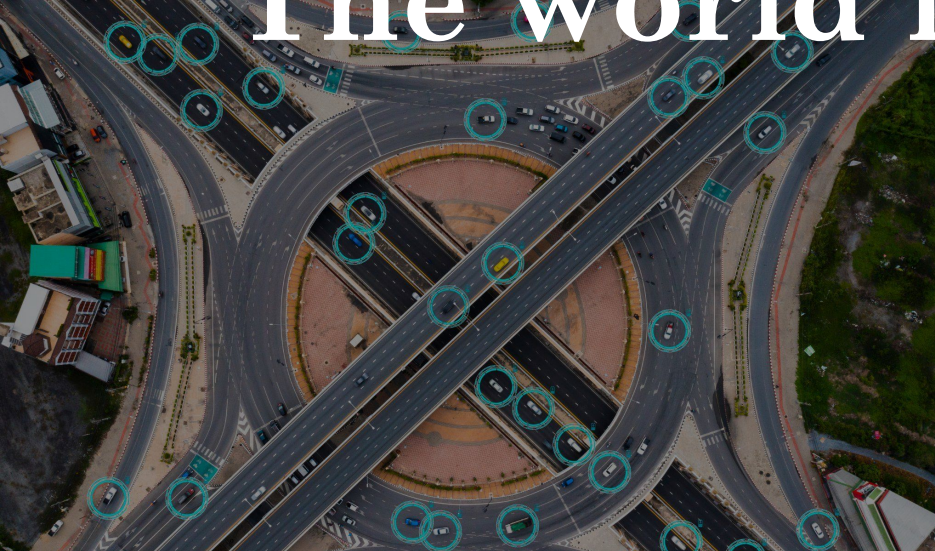


**METRO**





The world is changing!







Brands need to change, too.





# BUT!

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# The four major barriers for sustainable transformation:

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

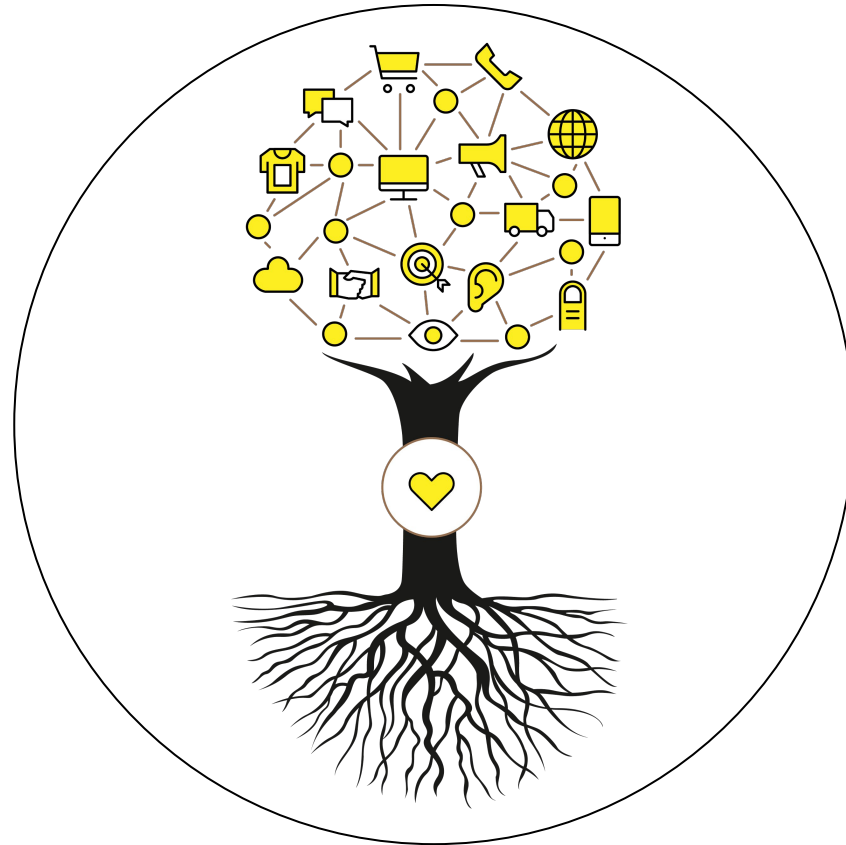
*Employees have no  
excitement about  
sustainability.*

*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

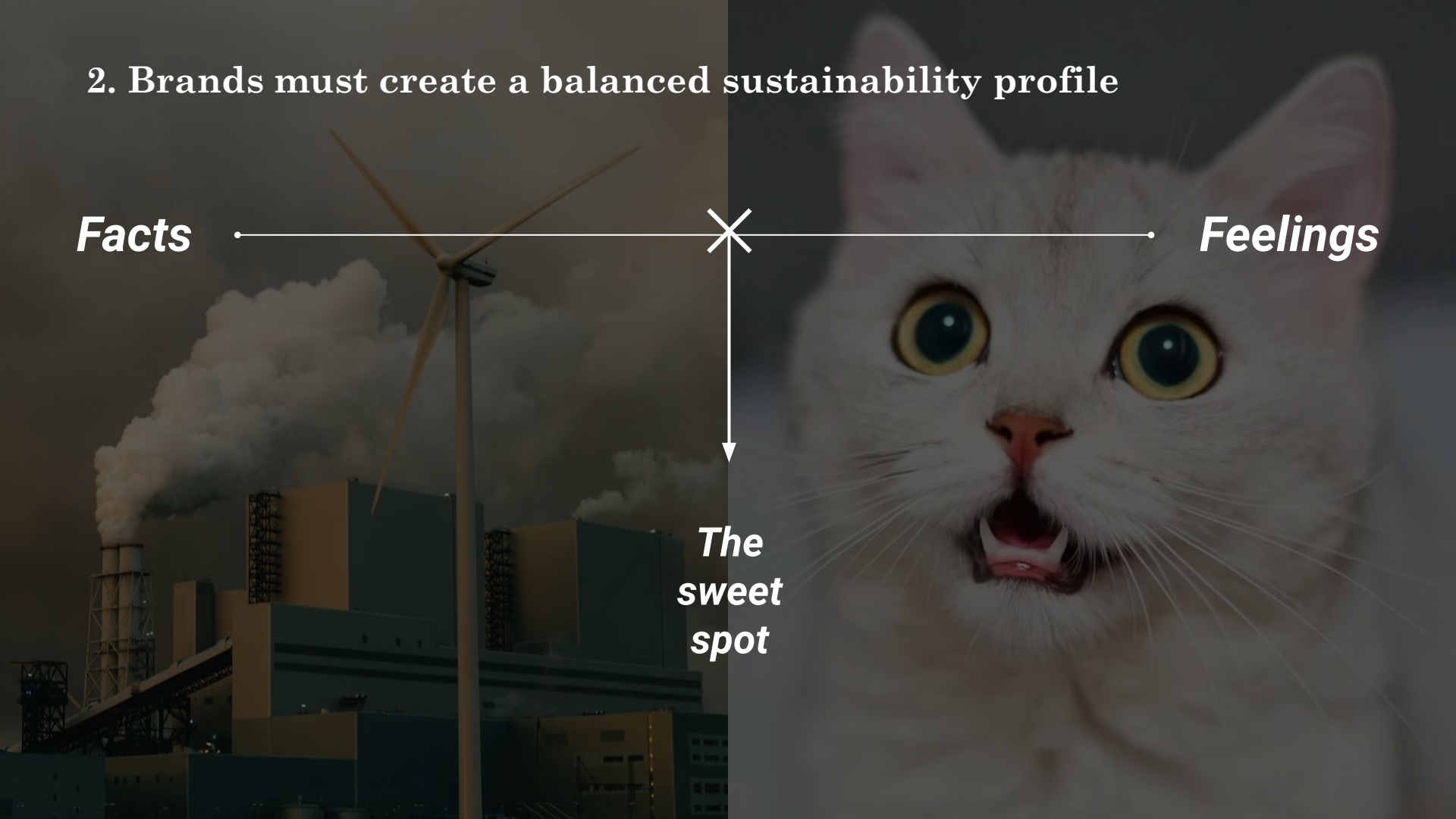
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## 2. Brands must create a balanced sustainability profile

***Facts***

***Feelings***

***The  
sweet  
spot***



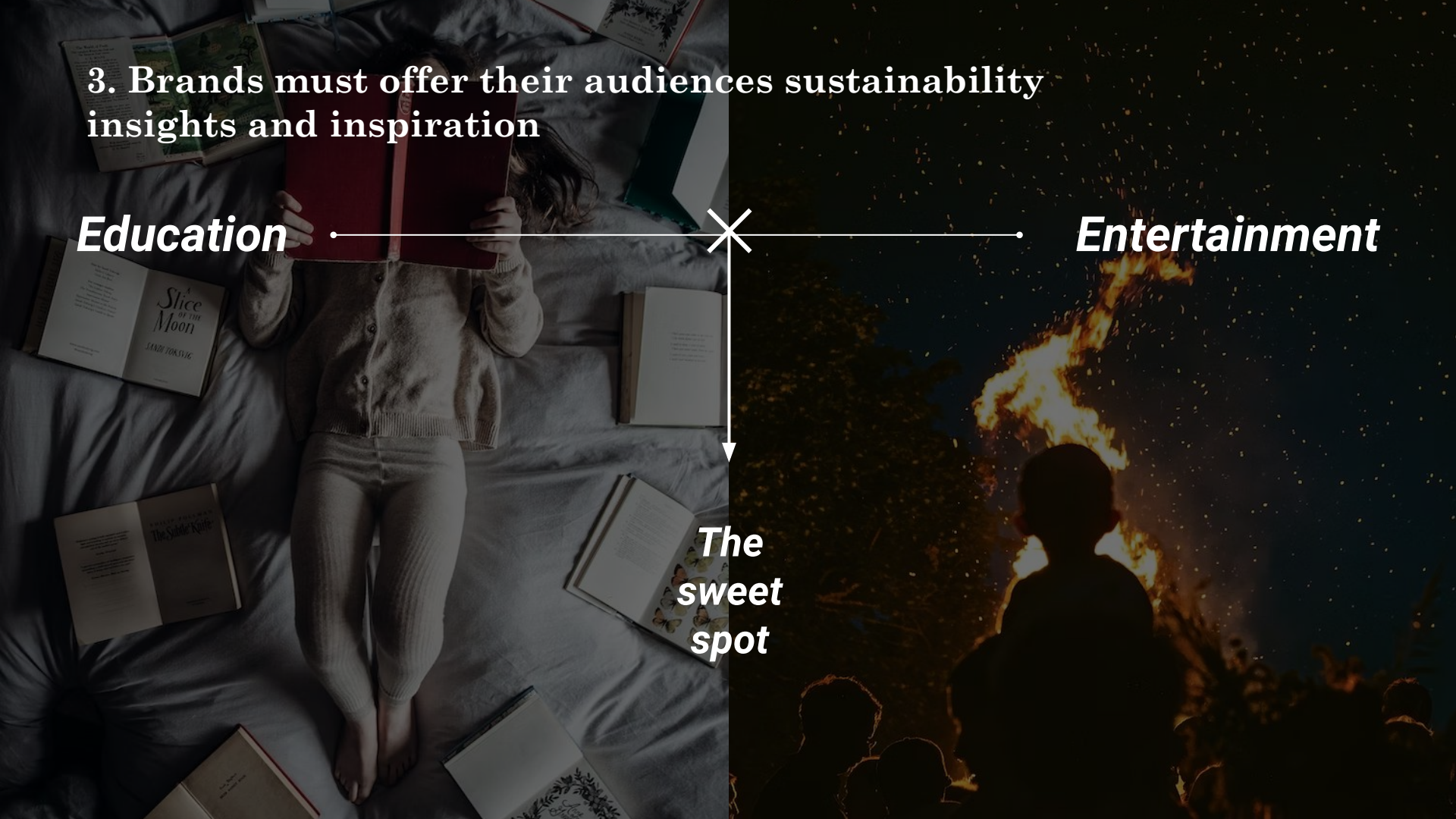


3. Brands must offer their audiences sustainability insights and inspiration

**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

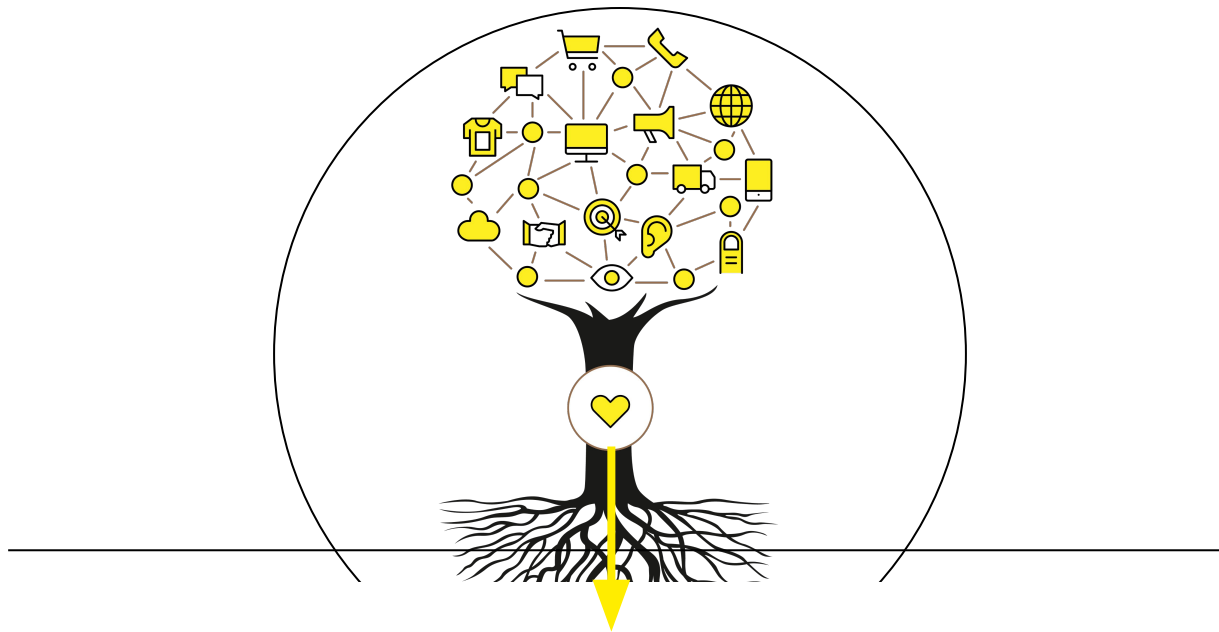


Apologize for existing



Cosmetic recalculation

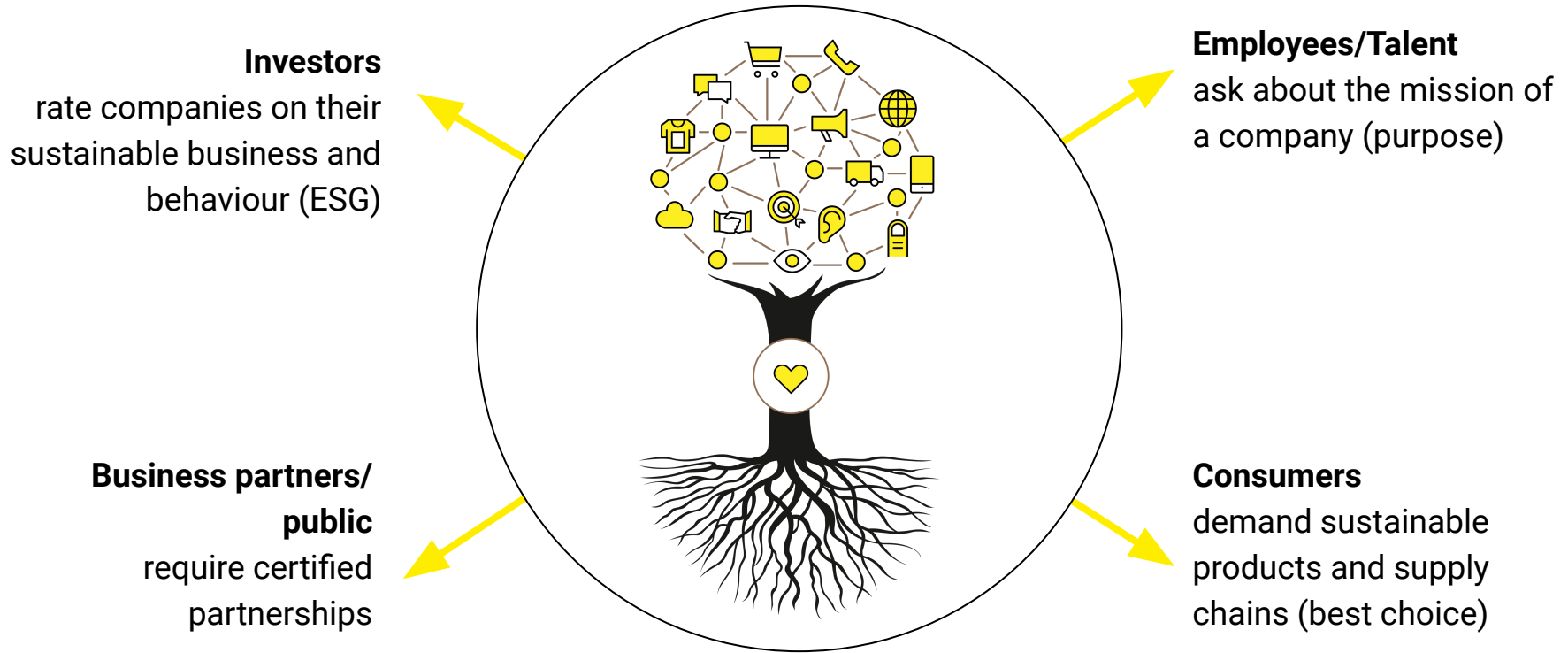
## The challenge:



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

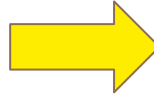


# A sustainable narrative relevant to all stakeholders



## Key challenge:

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

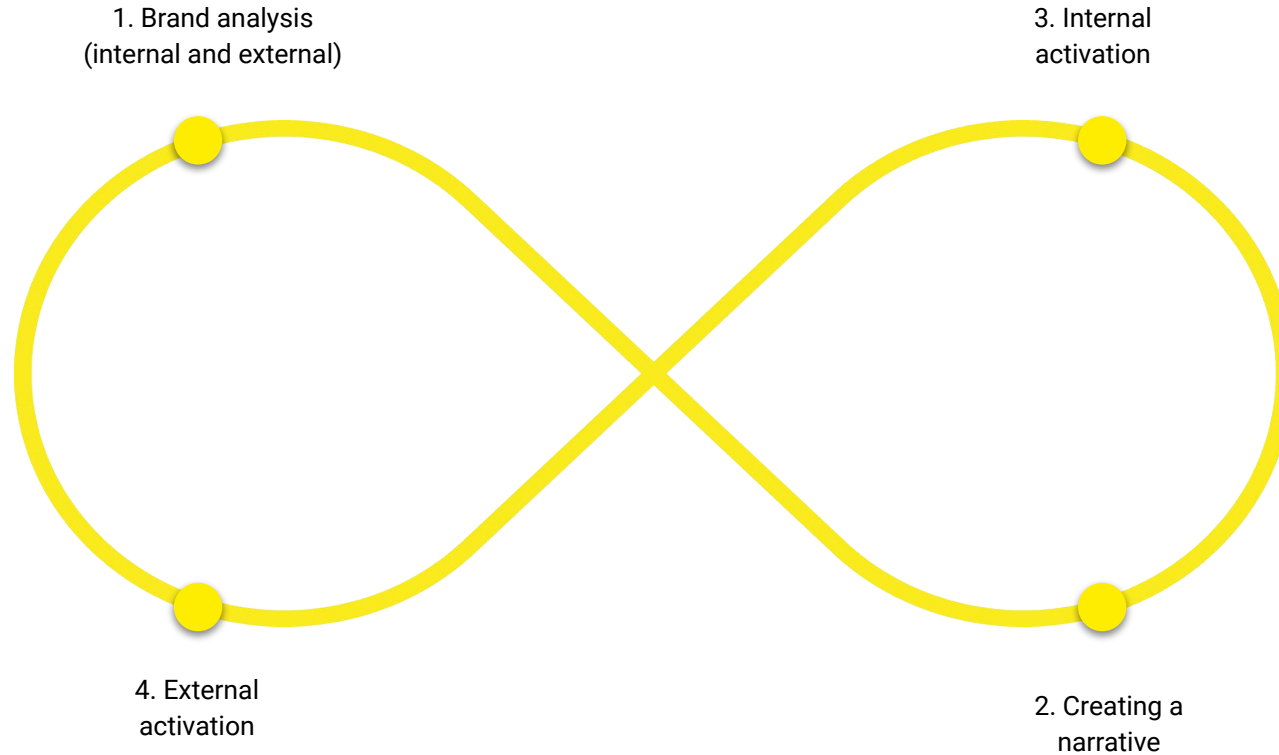


*Implementing the **sustainability focus in brand and communications** across all internal and external touchpoints*

### **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.

1. Brand analysis  
(internal and external)

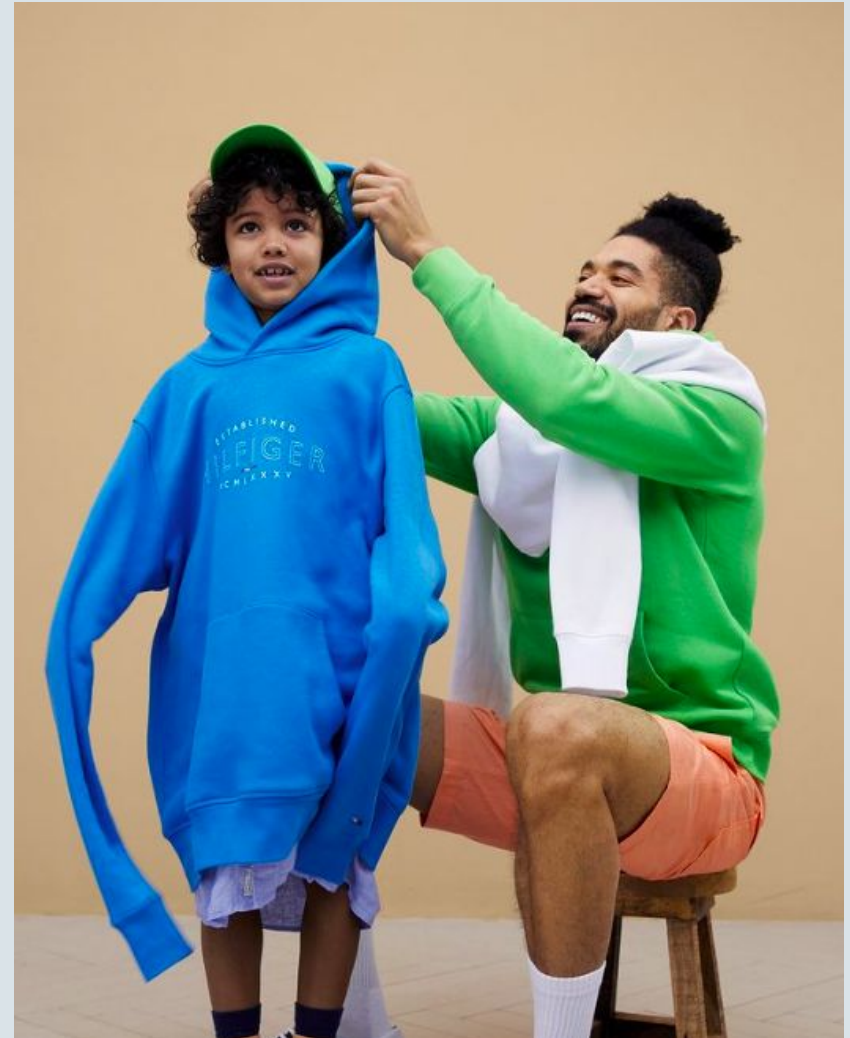
3. Internal  
activation

If your organisation isn't on board first, your transformation will never take off.

4. External  
activation

2. Creating a  
narrative

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





# Responsible commerce that inspires.

otto group

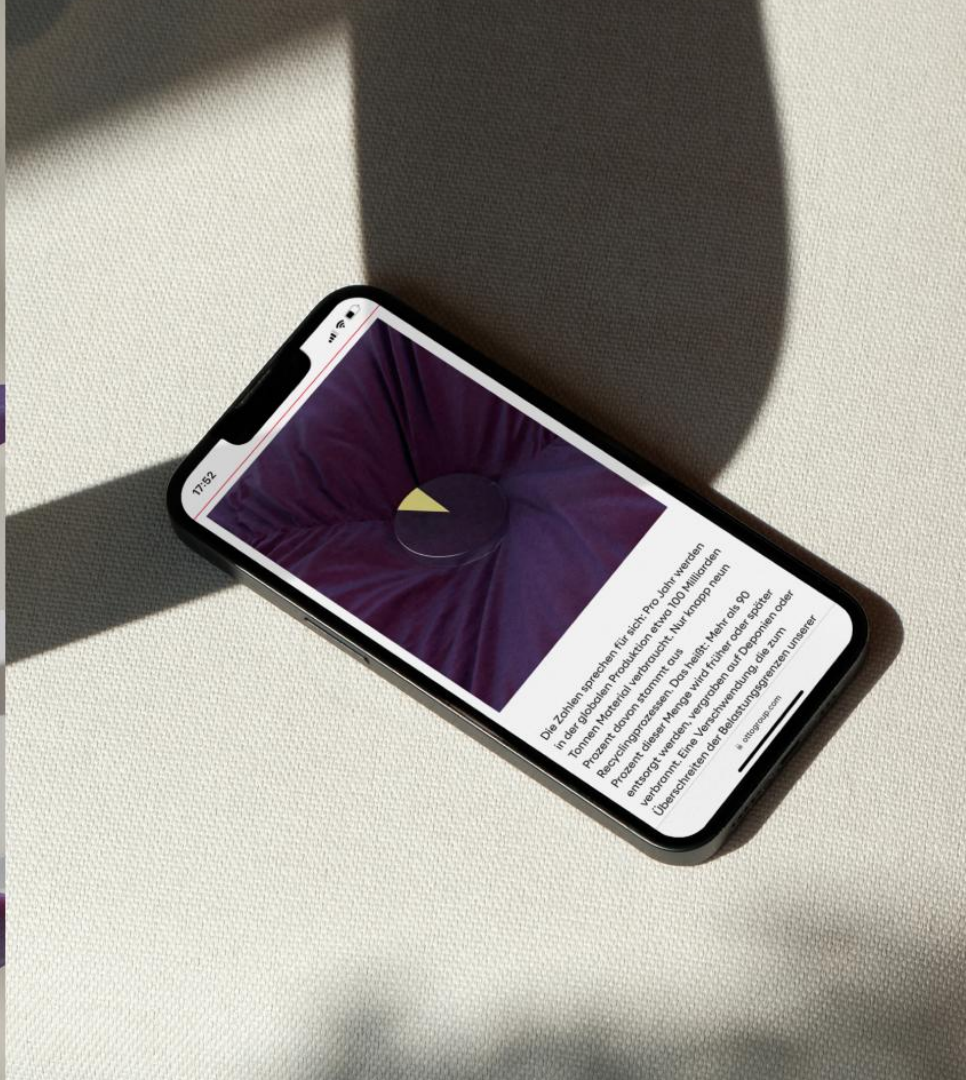
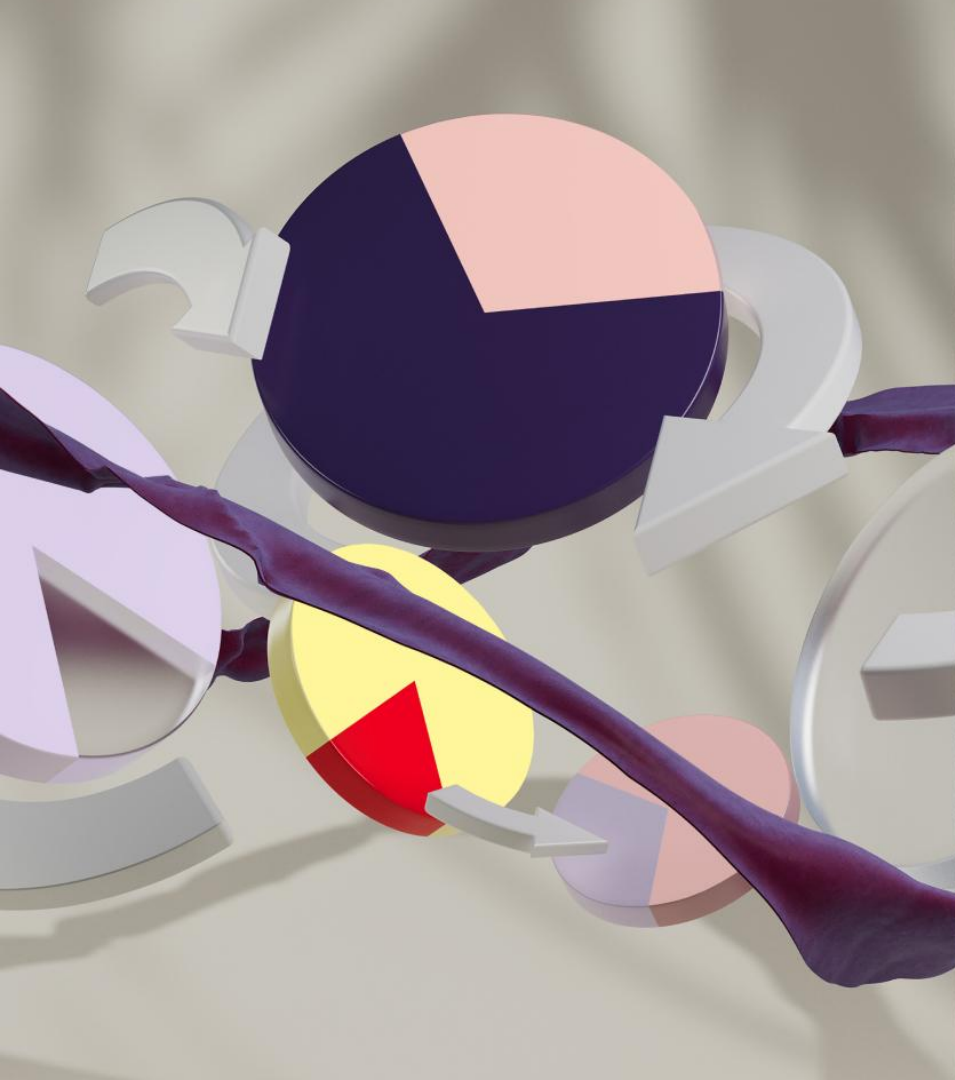
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Wir glauben, wir o  
müssen uns unser  
Verantwortung b  
sein. Für unsere Id  
und unser Tun. Für  
Umfeld und unser  
Umwelt. Für unse  
Wohlbefinden. Un  
ein offenes,  
menschliches  
Miteinander.

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Stories

Menü

En

# 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**



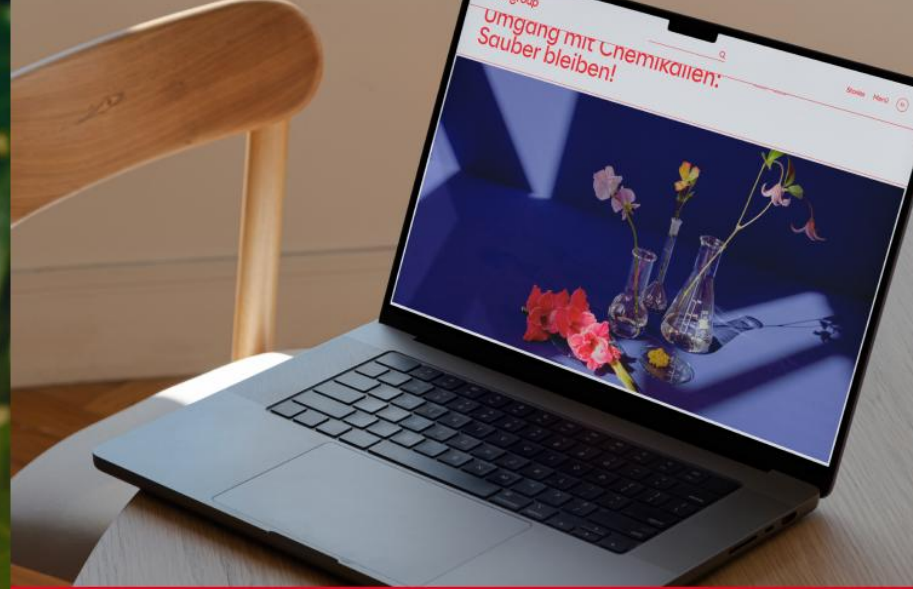
Trendstudie  
Teil 3 von 3



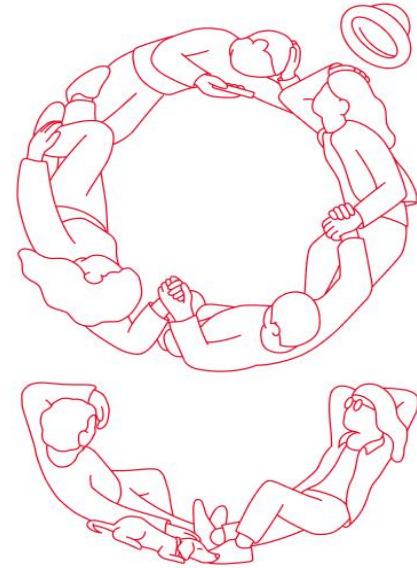
Trendstudie  
Teil 1 von 3









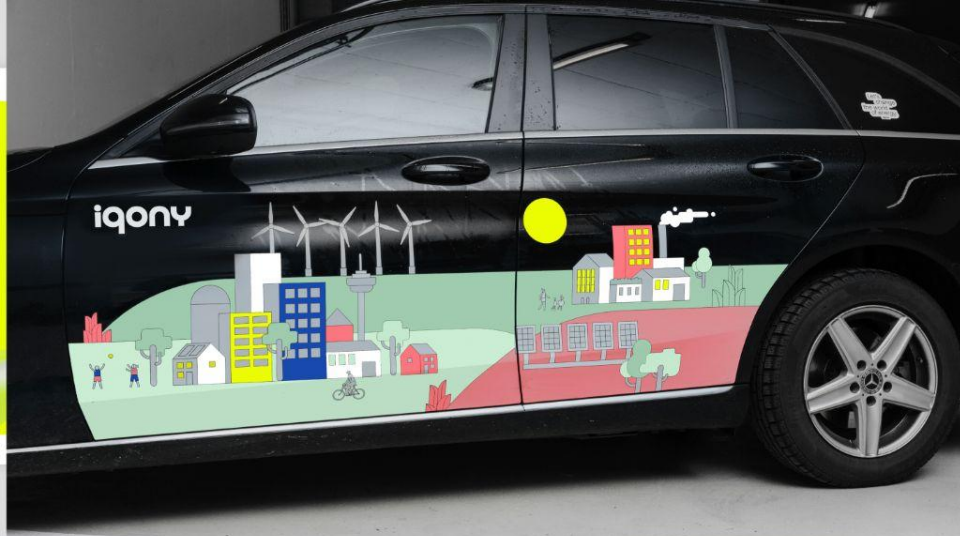
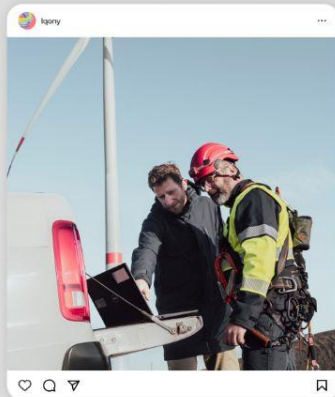


Jede\*r von uns kann etwas dazu beitragen,  
dass sich die Dinge in unserer Gesellschaft zum Besseren wenden.

Prof. Dr. Michael Otto

***iqony: From  
coal company  
to renewable  
pioneer***

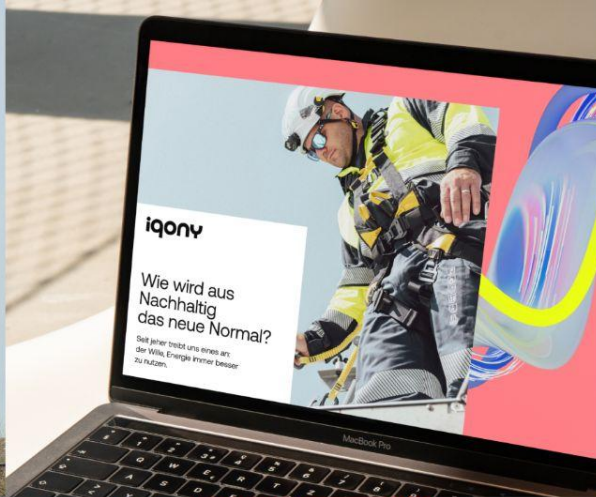














# 5C Brand Check

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

enter →

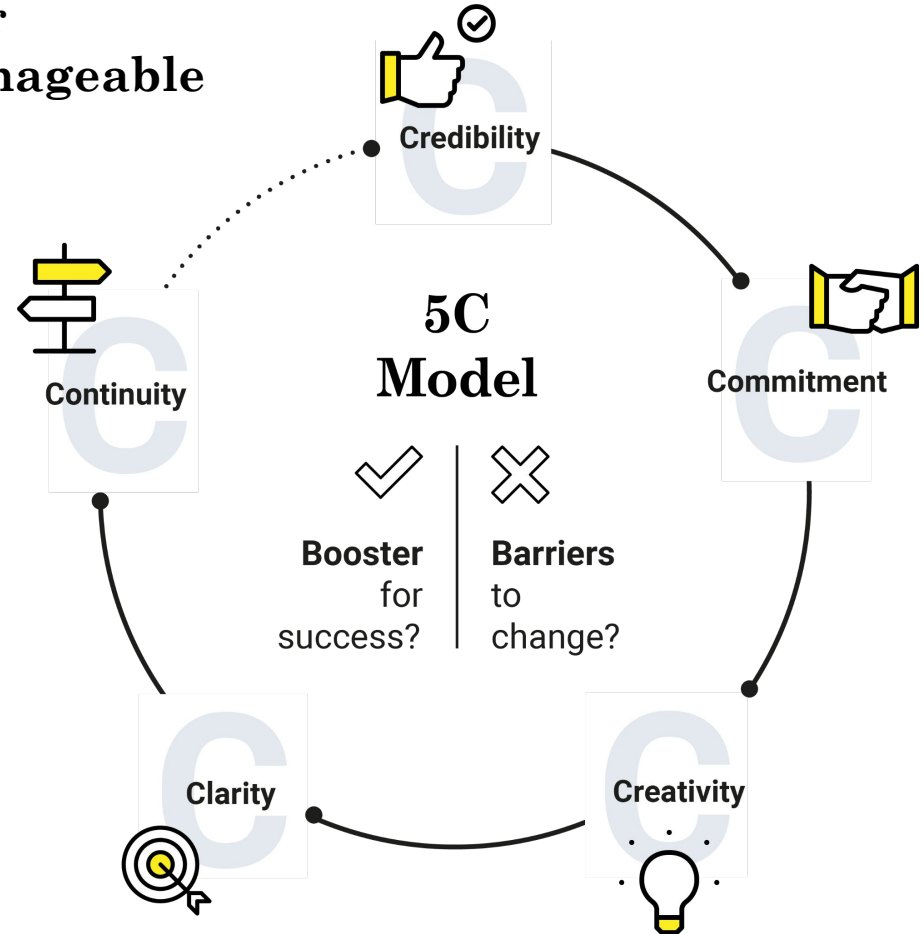


# The 5C Brand Check makes your sustainability analysis more manageable

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.











THE FUTURE  
BELONGS  
TO THE  
BRAVE.

