

2023
AUG

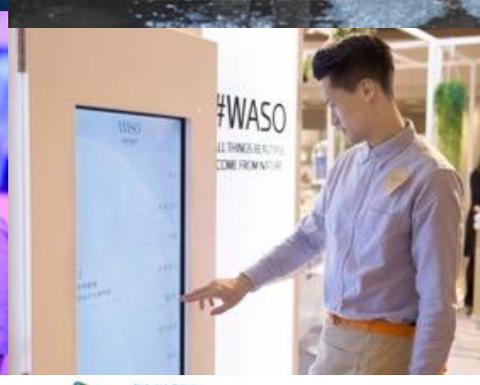
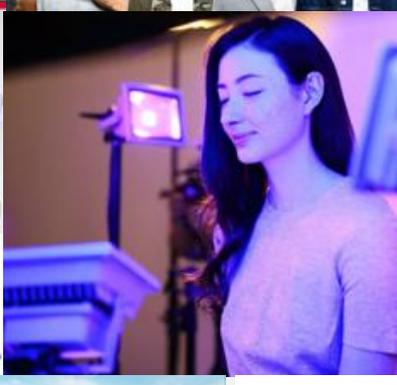
Branding to Win Seminar 2023 **When ESG Meets Marketing**

Presentation By Rudi Leung

RUDI LEUNG | DIRECTOR & FOUNDER

- 30 years in advertising, started as a copywriter then a digital/social media specialist
- Former General Manager of Social@Ogilvy, Tribal DDB, and Wunderman, and VP of Carat
- Former Creative Director of TBWA\ and Bates.
- Former Digital Chairman of HK4As (2012-14)
- Digital Marketer Of The Year (HKAIM Media Convergence Awards 2014)





YOU'LL LIKE WHAT YOU SEE

FirstCare
Activating Serum 年輕肌活第一瓶
Sulwhasoo

SIMPLY ME
CHERRY CHUNG
HANDSOME FACTORY BARBER SHOP

STEP 2
水光美白精華露
White Dew Digital Essence

STEP 3
防藍光
Radiant-C™ 抗藍光淡紋霜
Radiant-C Cream

pinkoi

在地文化

30歲 每日保費幾多錢?

終身無憂危疾險	起保保額每日保費
100萬	\$37
70萬	\$26
30萬	\$11

放慢步伐
發掘被遺忘的美
城市導遊

甲醛

adidas

Canon
Delighting You Always
EOS M6 Mark II
EVERY MOTION COUNTS
隨時，一瞬

包由為
手機上台無合約
每月轉Plan輕鬆靈活
15 GB \$160/月

包由為
手機上台無合約!
每日1-6am數據任用
\$140/月 12 GB
鳥之呼吸! 更劇快又順

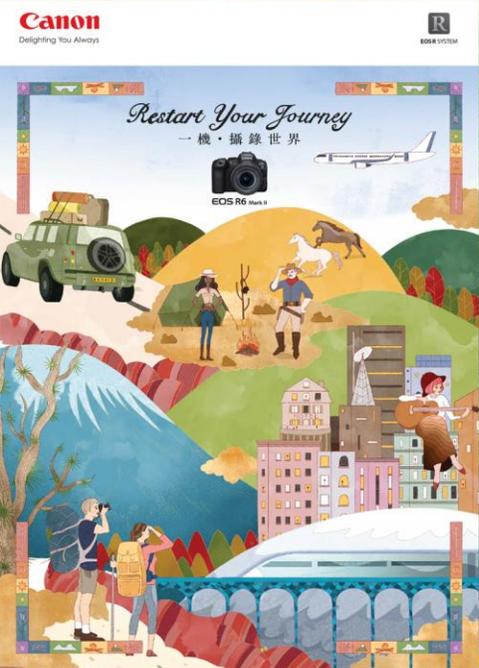
RETHINK
Cigna

MARKETINGPULSE

かんぱん!
清酒で乾杯
citysuper WHOLESALE

真空都睇得到!

carousell
噢賣 Toy
旋轉拍賣 一掃即賣





WHEN ESG MEETS MARKETING SHAPING IMPACTFUL BRANDS

A hand holding a smartphone displaying financial charts against a blue background with faint charts.

3 REASONS WHY ESG MATTERS FOR YOUR BUSINESSES

1. ENHANCING BUSINESS VALUE & CUSTOMER LOYALTY

Aligning with investors and customers who prioritize ESG performance for evaluating long-term value and risk.

2. EMPOWERING CONSUMERS FOR ETHICAL CHOICES

**Providing a framework for evaluating sustainability
and ethics in consumption.**

3. ADDRESSING GLOBAL CHALLENGES & OPPORTUNITIES

Crafting a sustainable and equitable future by addressing a wide range of modern business issues.



3 KEYS TO UNLOCK THE POTENTIAL OF YOUR COMPANY WITH ESG MARKETING



1. ESTABLISHING A UNIQUE & AUTHENTIC BRAND IDENTITY

Reflecting core values and vision that resonate with target audiences.



2. BUILDING TRUST & LOYALTY

Showing dedication to ESG objectives including climate change, human rights, diversity, and corporate governance.



3. SECURING COMPETITIVE EDGE

Enhancing reputation, attracting investors, engaging customers, differentiating from competitors, complying with regulations, and driving change.



**ESG MARKETING
WHEN ACTIONS SPEAK LOUDER
THAN WORDS**

THE NEW YORK TIMES FRIDAY SEPTEMBER 26, 2003

DON'T BUY THIS JACKET

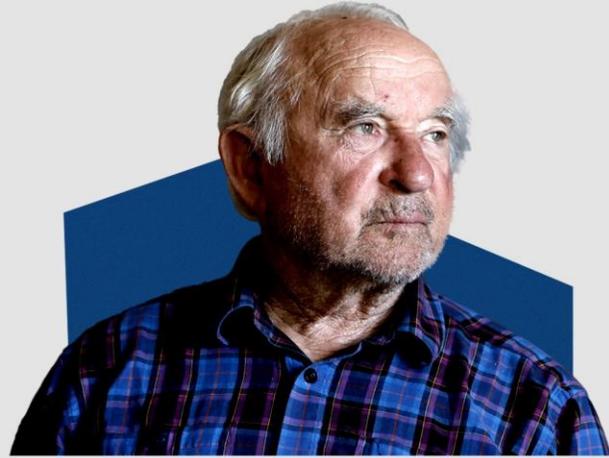


Patagonia

Patagonia encourages consumers to reduce waste and carbon footprint by buying less and repairing more.

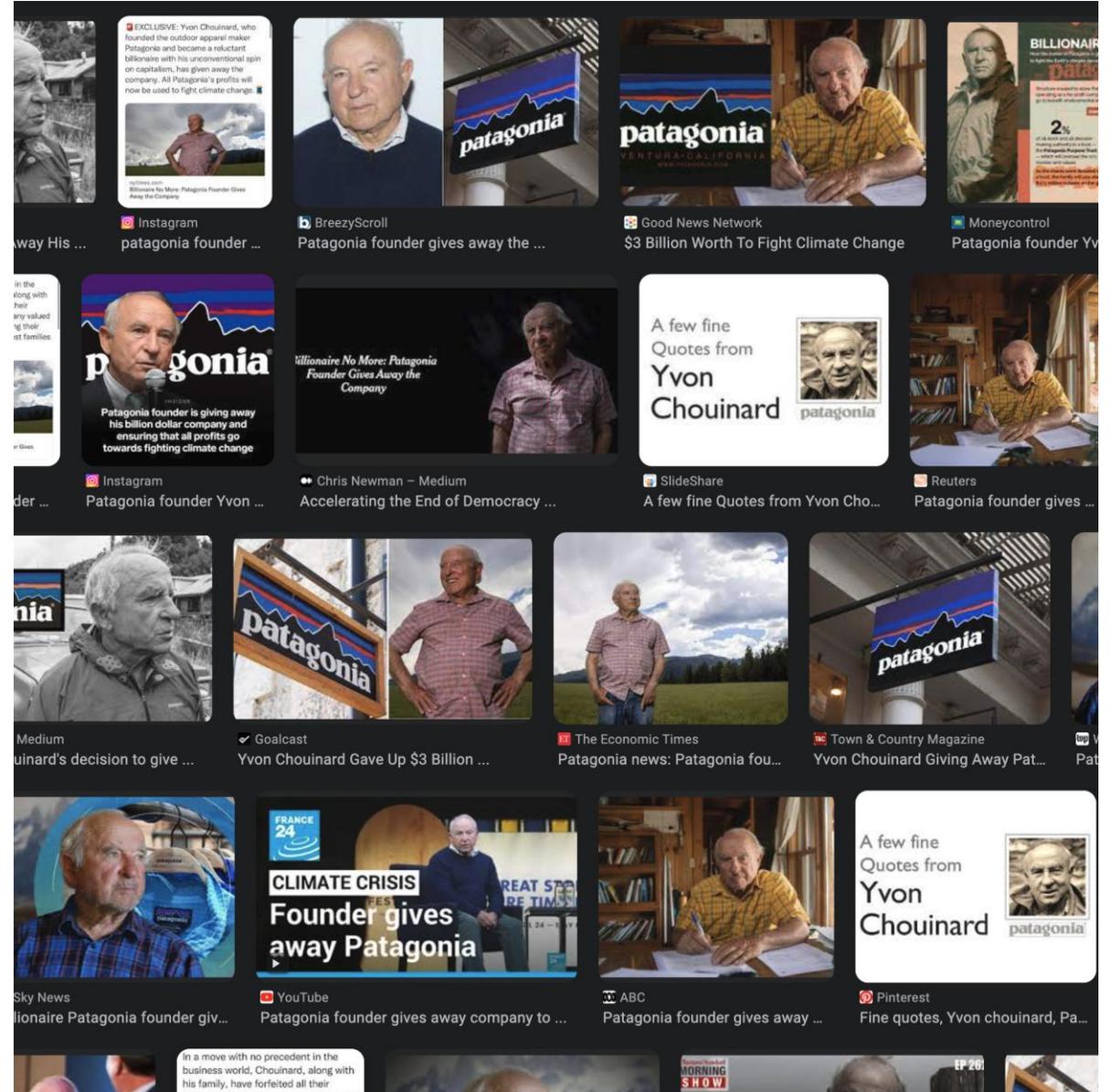
100% of its global sales on Black Friday are donated to grassroots environmental groups.

In 2022, CEO & founder Yvon Chouinard and his family have forfeited company ownership, and profits will be used to fight climate change.



Patagonia founder gives away company valued at \$3 billion 'Earth is now our only shareholder'

(Washington Post illustration; Fabian Marelli/GDA/AP; iStock)



Earth is now our only shareholder.

6W

TOMS®

With every pair you purchase,
TOMS will give a pair of new shoes
to a child in need. One for One.

TOMS

Initially, TOMS operates on a "One for One" model, donating one pair of shoes to a child in need for every purchase made.

The brand expands its mission by donating 1/3 of its profits to non-profit organizations worldwide.

The company has met the highest standards for social and environmental performance, transparency, and accountability.



B CORPS

PURPOSE

PLANET

PEOPLE

WE'RE IN BUSINESS TO **IMPROVE LIVES**



PURPOSE

1/3 of our profits for
grassroots good



PLANET

Taking care of the
place we all call home



PEOPLE

Ground-up change
starts with us



TOMS[®]
WEAR GOOD

At TOMS, we're in business to
improve lives.



Vermont's Finest

BEN & JERRY'S

Cookie Dough

20074 / 83257942



**Vanilla Ice Cream with Gobs of
Chocolate Chip Cookie Dough**

120 mL

BEN & JERRY'S

Ben & Jerry's has been actively advocating for inclusion, diversity, voting rights, criminal justice reform, racial justice, and LGBTQ+ rights.

The brand values prosperity for all stakeholders, including family farmers, employees, and local communities.

The company is dedicated to decreasing its environmental footprint and openly documenting its advancements in annual reports.

We love making ice cream - but using our business to make the world a better place gives our work its meaning



Thoughtful Ingredients

Our ingredients support positive change and make our ice cream taste sensational!

[Product Sourcing](#)



Shared Success

We aim to create prosperity for everyone that's connected to our business.

[Our Mission & Values](#)



Making a Difference

We build awareness and support for the activism causes we feel strongly about.

[Issues We Care About](#)



AMERICAN EXPRESS PRESENTS

BUSINESS CLASS





allbirds

Allbirds

Allbirds specializes in sustainable materials like regenerative wool and plant leather, striving for a 100% plastic-free product line.

The company aims to reduce their carbon footprint by 50% by 2025 and near zero by 2030. They have cut their average product carbon footprint by 19% compared to 2021.

At the heart of their success is a desire to create shoes in a better way and drive a positive impact on the world, with a focus on sustainability.







Aēsop

AESOP

Aesop is a vocal supporter of animal causes. Its vegan formulations are Leaping Bunny certified, meaning they never test on animals.

The brand has a history of supporting charities, especially those promoting literacy and amplifying marginalised voices.

The company has donated \$3.4 million worth of products during the pandemic to help communities, medical personnel, and support services for survivors of family violence.



Certified



®

Corporation

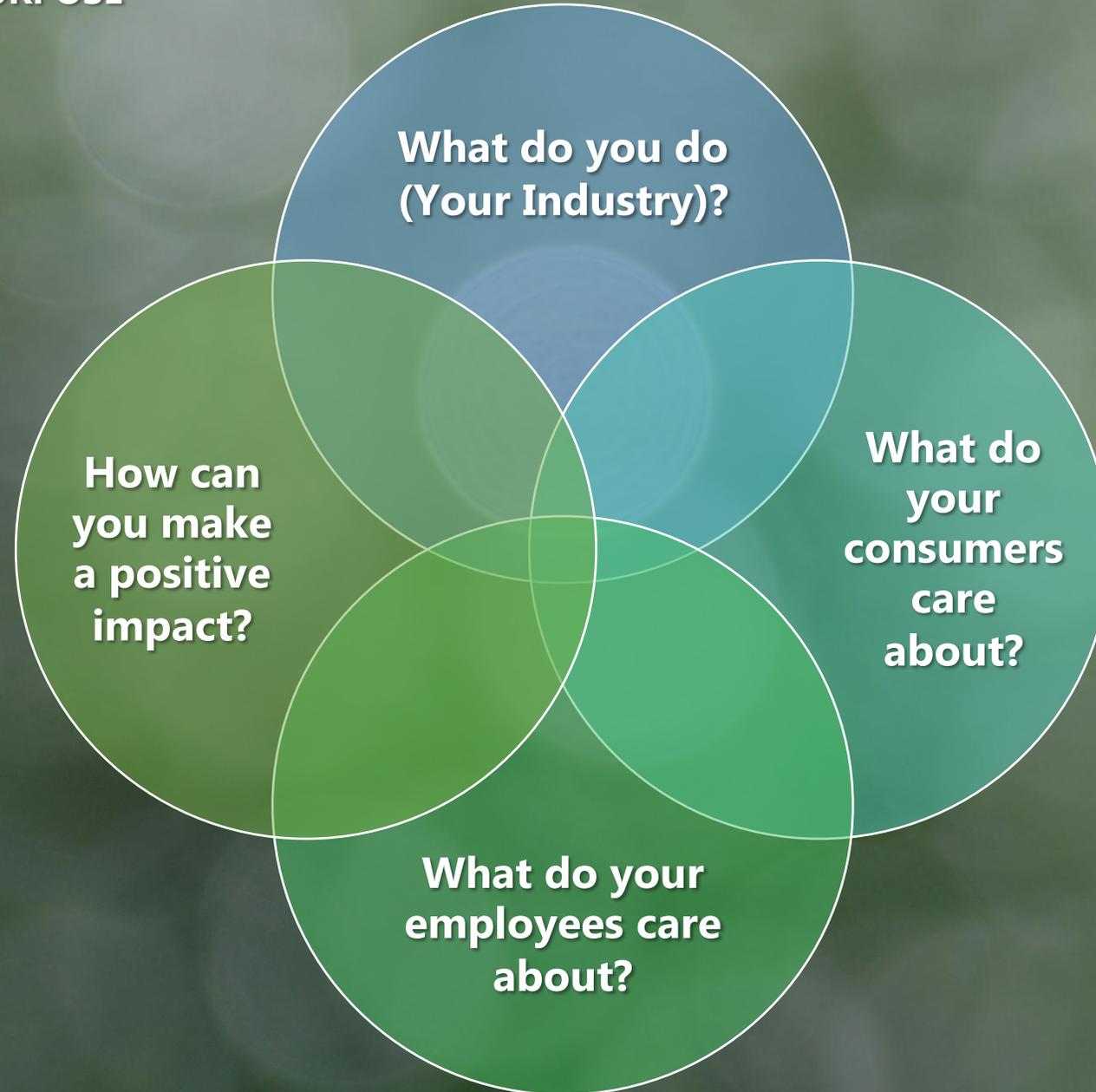
WE have a  **DREAM**

HOW DO WE START?



FOR PROFIT VS. FOR PURPOSE

DISCOVER YOUR BRAND PURPOSE





Have you found your purpose?



A photograph of a dirt path winding through a dense forest. The scene is misty and backlit by sunlight, creating a golden glow and long shadows. The path leads into the distance, disappearing into the trees.

**'If the path be beautiful,
let us not ask where it leads.'**

Anatole France