

CALL 2 ACTION

THE GRAND WORKSHOP



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HOW DO I COMBINE DESIRABILITY WITH TRANSPARENCY?

Complying with legitimate claims for transparency has become an imperative for the brands. This trend sometimes conflicts with strategies of brands for which dream, secret and perfection are major sources of desirability.

THOMAS KOLSTER,
FOUNDER & DIRECTOR AT GOODVERTISING AGENCY

INTRODUCTION

The following toolbox compiles shared experiences and collective thoughts on how to untie the nodes preventing desirable reinvention of businesses to happen.

It gives you some food for thought and practical insights helping you to become a successful in-home changemaker.

**HOW DO I COMBINE
DESIRABILITY
WITH TRANSPARENCY?**

CLUSTERS OF DIFFICULTIES

What are all the issues making this node a particularly difficult one? How can they be clustered so that it's easier to unlock them one-by-one?

**Reused / old
materials aren't
considered as
sexy as new**

**Sustainability
is complex and
not easily
communicated**

**Resistance to
change within
organisations**

**Sustainability is
still considered
niche as opposed
to mainstream**

**Natural
products may
not be the best
products**



**HOW DO I COMBINE
DESIRABILITY
WITH TRANSPARENCY?**

TRAPS TO AVOID

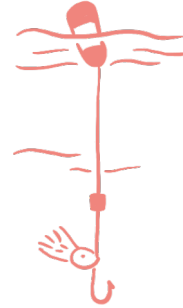
What are the “good” bad ideas that might have been experienced but did not work?
The “solutions” that do not resolve the issue?



**Information
overload**



**Diverging from
standard product
recipes /
characteristics
that will alienate
consumers**

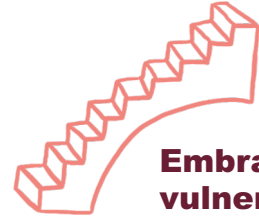


**Assuming
people buy
the product
because of
its
sustainable
qualities
primarily**

**HOW DO I COMBINE
DESIRABILITY
WITH TRANSPARENCY?**

MILESTONES TO SUCCESS

How shall I proceed step-by-step to launch
and deploy my strategy to untie the node?



**Embrace
vulnerability**



Encourage bravery

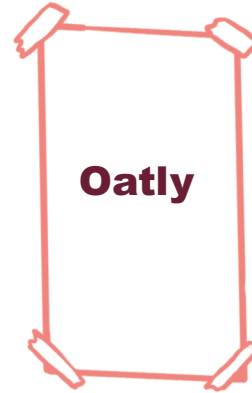


**Accept
incremental
change**

**HOW DO I COMBINE
DESIRABILITY
WITH TRANSPARENCY?**

BEST PRACTICES

Who can illustrate a success story
tackling in an original way various clusters
of difficulties or milestones?



CO-CONCEPTORS

Querine Faber

DANONE

Simon Billy

PIXETIK

Jeanne Chaumont

FERRERO

Magdalena Sumna

DANONE

Kirsten Janssen

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