

_Shifts

> Jul / Aug Edition

Herd **MSL**

Overview

Moving at the speed of culture isn't easy but staying on-top-of shifts and changes in audience behaviour helps.

Every couple of months, our agency's team of strategists, creatives and integrated comms specialists scan the latest shifts in audience behaviour, draw out implications for brands and find examples of relevant work from around the world.

Our goal with _Shifts is to connect changes in audience behaviour to the work we do in comms. At the very least we hope to inspire on what's possible.



Supply Chain Woes

Insight

Research shows soil is being used 10 times faster than it's being replenished, which results in price inflation on organic crops. Cost is a massive purchase barrier for 90% of consumers who wish to buy organic produce.

Implication

Brands need to move beyond greenwashing and instead set new industry standards, by using their products and reach to raise awareness of the impact of consumption.

CONTRACT Michelob **ULTRA** **PURE GOLD** FOR CHANGE

A REVOLUTIONARY AGREEMENT TO TRANSFORM AMERICA'S AGRICULTURE

Michelob ULTRA Pure Gold's mission goes beyond brewing the most natural and organic beer. We want to bring everyone the most natural and organic food and drinks. That's why we're offering every farmer in America our Contract for Change: A binding agreement to help you overcome the hurdles of the organic certification process, by purchasing your transitional grains during the 3-year transition and by becoming your first organic client once completed. Through good harvests and bad.

You have our word. We have your back. We're looking forward to using your organic ingredients for our beer. And even more to seeing everything you grow become pure and natural, far into the future.

THIS CONTRACT IS MADE AND ENTERED INTO BY AND BETWEEN "CHAD LARSEN FARMS, 960 PIER VIEW DRIVE SUITE B IDAHO FALLS, ID 83402 " AND "MICHELOB ULTRA PURE GOLD / ANHEUSER-BUSCH COMPANIES, LLC, ONE BUSCH PLACE, ST. LOUIS, MO 63118".



Additional terms and conditions to this agreement are set forth on the next pages under the heading "General Terms and Conditions."

01.25.2020

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Contract for Change

To encourage farmers to transition to organic, US beer brand Michelob created Contract for Change. When signing the agreement, farmers were guaranteed a buyer three years after making the switch, and that in the meantime their produce would be purchased at a 25% inflated price as crop production drops. Both solutions ensure farmers are fully financially compensated, without losses, during and at the end of the transition to organic crop production.

"Contract for Change" won the Cannes Lion Grand Prix for PR.

Herd **MSL**



Enviro Education

Insight

90% of Australians want to purchase ethical and sustainable products, yet 77% would like to be actively educated on how to live more sustainability.

Implication

Brands are very quick to callout if a product or service is more ethical or sustainable, but often forget to show consumers how their product or service can slot into their lifestyle.



The Loop Initiative

Swedish multinational clothing retail company, H&M, created the Loop Initiative. The installation combined science and innovation with consumer needs, offering an experience to recycle old garments into brand new clothes in-store, helping consumers realise their sustainability goals.

“The Loop Initiative” won the Cannes Lion Grand Prix for Design.

A hand holding a magnifying glass over a field of white flowers, with the text 'Sustainable Proof' overlaid.

Sustainable Proof

Insight

As consumers become more mindful of their purchasing decisions, environmental sustainability continues to be a popular topic for brands and businesses. Yet only a fifth of shoppers believe sustainability claims made by brands.

Implication

To avoid being viewed as 'greenwashing' for personal gain, brands should consider how they can authenticate their sustainable goals and outcomes.

USA

The 2030 Calculator is a tool that can be used by any product brand or manufacturer to quickly calculate the carbon footprint of their products.

The 2030 Calculator is an innovation in its ability to solve a problem by rethinking how to address the needs of the user, and by doing so, establishing accessibility that company changes brands and manufacturers' capacity to ensure their products carbon footprint and their ability to carbon label their products.

The innovation lies in the deconstruction of four barriers that have blocked brands until now from impact transparency:

Accessibility: A UX design solution that maximizes usability and accessibility, making carbon footprint calculation for brands and manufacturers as easy as making sure the people that are close to manufacturing can perform calculations with no help from external consultants.

Distribution: A collaborative model - free of charge to ensure global distribution and sharing of emissions data.

Timesaving: From weeks to minutes by completely redesigning the experience, method, and interaction.

Results: Comparable, verifiable data aggregation by brands uploading their data to the platform.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Sustainable Development Goal 12 is about "responsible consumption and production". It is one of the 17 Sustainable Development Goals established by the United Nations.



Sustainable Development Goal 13 is about climate action and is one of the 17 Sustainable Development Goals established by the United Nations. The goal has targets to be achieved by 2030.



WEEK

EARNED MEDIA REACH FIRST WEEK **+53 Million**

Forbes

"IT'S A REAL-TIME ILLUSTRATION OF HOW FIRST ADOPTED BY A LEADING CAR BRAND HAS DIFFERED TO ITS ENVIRONMENTAL IMPACT"

THE NEW YORK TIMES

"CONTRIBUTOR TO THE RESIST"

POSTCOMPANY

CALCULATION TIME

Minutes

CALCULATIONS MADE AND COUNTRIES

+3000

CALCULATION COST

\$0,00

BRANDS USING THE CALCULATOR:

EMECO TRIWA

© iris homepark A DAY'S MARCH

THE NEW YORK TIMES

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Holistic Empathy

Insight

Women's relationships with their bodies impact the decisions that influence their big and small moments in life. Yet, half feel society want them to stay silent about their bodily experiences, as if they bear no significance at all.

Implication

In order to tap into deep emotional truths, brands need to look beyond the immediacy of their obvious product solutions and insert themselves into bigger life conversations.



Womb Stories

Bodyform continued its reputation for producing taboo-busting work through its Womb Stories campaign. The three-minute film mixes live action and various styles of animation to portray the unique, changing and complicated relationships women have with their wombs. It pushed back against the simplistic period narrative, instead showcasing the messy reality with all its highs and lows, including traditionally taboo topics like endometriosis, miscarriage, IVF and menopause.

“Womb Stories” won the Cannes Lion Grand Prix in Film and Titanium.

A person is shown from the side, bent over and struggling to carry a large, heavy cardboard box on their back. They are wearing a light-colored long-sleeved shirt and dark trousers. The background is a plain, light-colored wall with the word "stress" repeated in a faint, overlapping pattern. The overall tone is somber and emphasizes the burden of stress.

Doing It Tough

Insight

Small business owners employ roughly half the workforce in Australia. They're an industry who have been hit the hardest by the ongoing Covid-19 pandemic, with financial strain being just one way they're doing it tough.

Implication

Is your brand missing out on an opportunity to connect with hard hit pandemic audiences in an empathetic way?



Emotional Tax Return

Understanding business owners make a lot of sacrifices to run their enterprise, Xero launched an Emotional Tax return competition.

The competition invited small business owners to submit their 'emotional expenses' incurred due to the demands of running a business. The most creative and original responses won a tailored experience from a total prize pool of up to \$50K.

A person in silhouette is pushing a large, dark, rounded boulder up a steep, rocky incline. The background is a vibrant sunset or sunrise sky with warm orange and yellow hues. The title 'Personalised Problems' is overlaid in large white text.

Personalised Problems

Insight

Proximity matters: people care about issues close to their daily lives more than distant issues that are deemed a priority for society as a whole.

Implication

By tackling big problems through a personalised communications lens, brands can help audiences digest global issues into individual problems they can take specific action against.

It took you
approximately
1 WEEK
to eat this
credit card

Tiny bits of plastic are in our food, water and air.
Find out how much plastic you eat at

YOURPLASTICDIET.ORG



Your Plastic Diet

To highlight the importance of plastic pollution not being only a global environmental problem, but also a personal health issue, The World Wildlife Fund created a short film to help visualise the amount of plastic we actually ingest and an online calculator to estimate the plastic in your diet.

This drove awareness to a petition for a legally binding agreement to end plastic pollution. So far the more than 1.6 million people have signed the petition.

“Your Plastic Diet” won the Bronze Cannes Lion in PR.

A man in a wheelchair is pointing at a whiteboard in a bright office. The whiteboard contains a line graph with an upward arrow, a pie chart, a hierarchical organizational chart, and a bar chart. The text 'D&I Longevity' is overlaid in large, bold, black letters.

D&I Longevity

Insight

The unemployment rate in Australia is double for working-age people with disability as a result of businesses being disconnected from the reality of what hiring disabled staff looks like long term.

Implication

In both business and communications models, diversity and inclusion needs to be embraced as a deeply rooted, long-term commitment vs. a box ticking or trend fulfillment exercise.



80% of BECO staff are disabled.
We believe more companies
could hire like us. That's why we're
inviting employers to
#StealOurStaff



#StealOurStaff

Beco is a social enterprise that makes toiletries, thanks to around 80% of its staff who are visually impaired or physically disadvantaged.

To champion its own D&I initiatives, the brand offered up their own staff to be headhunted via its product packaging. Each Beco soap box was created to feature the real CV of it's staff, showcasing their name, job role, skills and headshot alongside the hashtag #StealOurStaff.

"#StealOurStaff" won the Cannes Lion Grand Prix for Health & Wellness.



Small Change to Big Impact

Insight

Members of the LGBTQIA+ community face challenges nearly every day that straight, cisgender people don't.

Implication

Often it's the smallest changes brands can make that can make genuine progress in reducing these challenges.



True Name

When the name on your credit card does not match your appearance or chosen name it can be a real pain point and a reminder that the battle for equal rights still has a ways to go.

That's why Mastercard launched True Name, offering trans people the option to use their chosen name on their credit card - a simple adjustment that acknowledges and empowers people to have ownership over how they're publicly recognised.

"True Name" won the Grand Prix Cannes Lion for Brand Experience & Activations.



Gender Bender

Insight

Many brands typically segregate audiences and stereotype genders through their advertising, much to the disapproval of the evolved consumer mindset today.

Implication

As the world moves towards becoming more inclusive, brands need to move beyond tradition and towards becoming more inclusive through their communications campaigns.

A close-up shot of a woman with long dark hair, wearing a shimmering sequined top and large silver earrings. She is holding a green Heineken beer bottle and looking off to the side with a slight smile.

**Cheers to
whatever
you ordered.**

Cheers to All

Heineken produced a short one-minute video to celebrate its 'Cheers to All' campaign, which takes a light-hearted view on the stereotypes associated with ordering certain drinks. The video features a montage of men and women being served the wrong drink, a Heineken and a cocktail, respectively. The bartender wrongly assumes who each belongs to and as the drinkers look around puzzled, they swap drinks so they can enjoy their real drink of choice.





Courage is beautiful 🕊️

Courage is Beautiful

Dove's "Courage is Beautiful" campaign literally peeled back the mask and highlighted the true story for frontline healthcare workers in their fight against the pandemic. Tired eyes, blotchy and indented skin are traditionally viewed as beauty problems, but in the face of saving lives, has been reframed as courageously beautiful.

"Courage is Beautiful" won the Cannes Grand Prix for Print & Publishing.



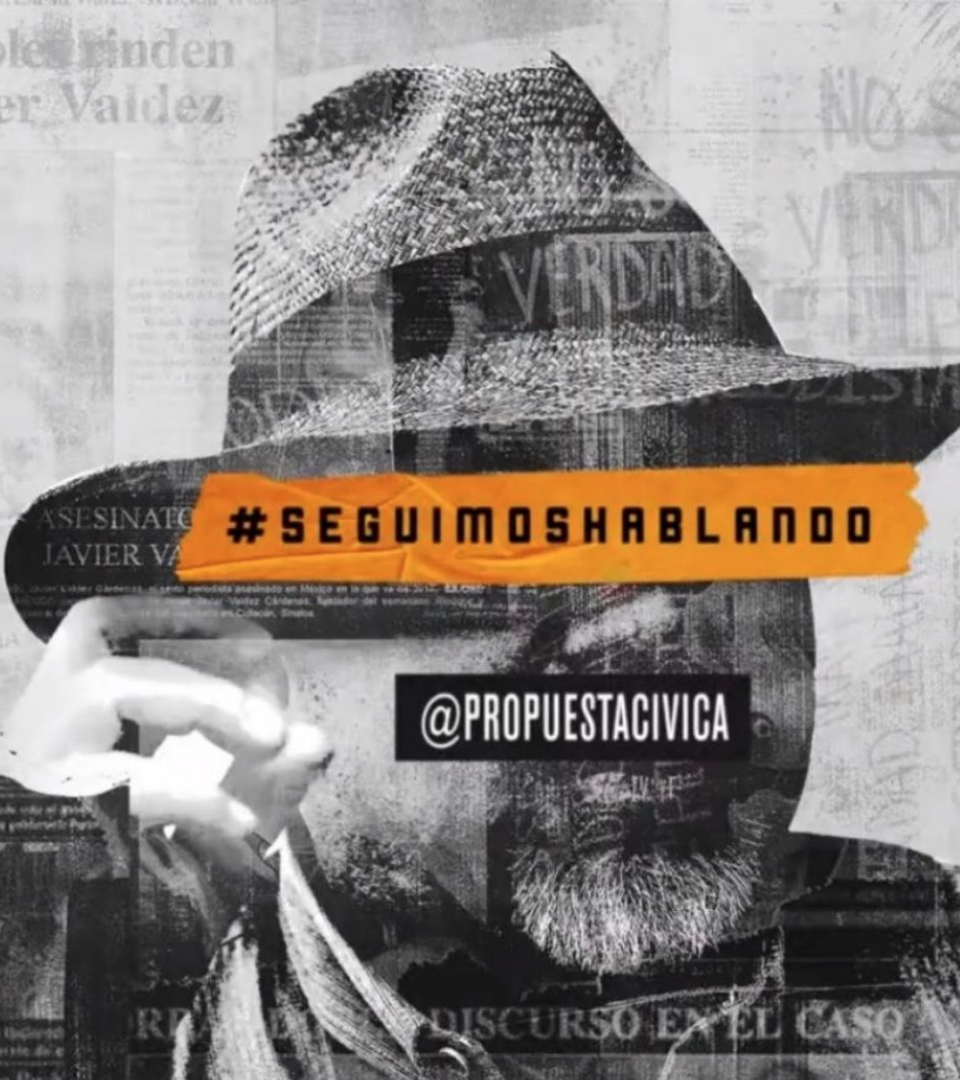
Freedom Tech

Insight

Consumers feel obliged to hide behind their truth in the real world, however leverage technology to practise freedom of speech.

Implication

The question here is how can brands explore and integrate innovations in tech to help them to be part of conversations that allow users to speak their truth? The next step for brands is to empower their consumers to speak up for the greater good.



#STILLSPEAKINGUP

#StillSpeakingUp DeepTruth, and AI-powered campaign by Reporters Without Borders, raised awareness to help spur political change and protect freedom of speech for journalists in Mexico. By utilising deep fake technology, they brought journalist Javier Valdes, back to life and allowed Mexican journalists of today to share news on Twitter under the identity of journalists who have been murdered as a result of their investigations.

“#StillSpeakingUp DeepTruth” won the Cannes Lion Grand Prix in the “For Good” category.

thanks

To discuss how we can
implement any of these
insights for your brands,
don't hesitate to get in touch!

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