

HOW

TO MAKE

A

MOVEMENT



**IF YOU'RE NOT  
PART OF THE  
SOLUTION**

**then you're part  
of the problem.**



**IF YOU'RE  
NOT**

**THINKING  
ABOUT  
MOVEMENTS...**





THEN YOU'RE  
NOT

THINKING  
ABOUT YOUR  
CONSUMER.



Each generation has an archetype  
– and this generation is the

“CRUSADER” GENERATION.

### 3 Ways Millennials Are Changing Local Government

43% of millennials volunteer because they feel it makes an immediate difference.



These Teens are Fighting to Save America's Youth from Gun Violence



Millennials Driving Brands To Practice Socially Responsible Marketing



A Millennial Manifesto: Why Gen Y Will Change The World

Forbes



Millennials and Gen Z are more motivated to do good than any generation before them, and want to use their time in purposeful and meaningful ways.

**FASTCOMPANY**

Millennials Genuinely Think They Can Change The World And Their Communities



A Millennial Manifesto: Why Gen Y Will Change The World

**Forbes**

Big Brands And Businesses Are Aligning Their Missions With Millennial And Gen Z Consumers

94%

of millennials want to use their skills to benefit a cause

The Millennial Impact Report

77%

of millennials have involved themselves in a charity

Deloitte Millennial Survey



**MARKETING**

**MUST**

**BECOME**

**MOVEMENT**

**MAKING**



**SOME BRANDS  
START MOVEMENTS**

Brands start movements when they are the leading voice, and gather partners into their movement

**REI CO-OP #OPT  
OUTSIDE**

USA retail brand REI **started** the #OptOutside movement to spend time outside rather than shopping

**SOME BRANDS  
SERVE MOVEMENTS**

Brands serve movements by amplifying what partners are already doing



Global bank LloydsTSB **serves** the existing movement on mental health awareness and acceptance



**TO START OR SERVE  
A MOVEMENT, YOU  
NEED TO KNOW:**

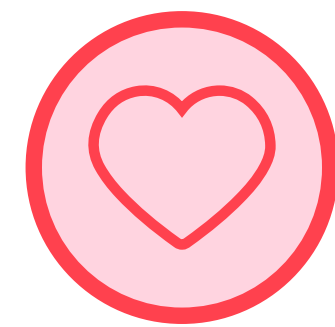
**WHAT DO ALL  
SUCCESSFUL  
MOVEMENTS  
HAVE IN  
COMMON?**





( PEOPLE

+



PASSION )

×



PLOT

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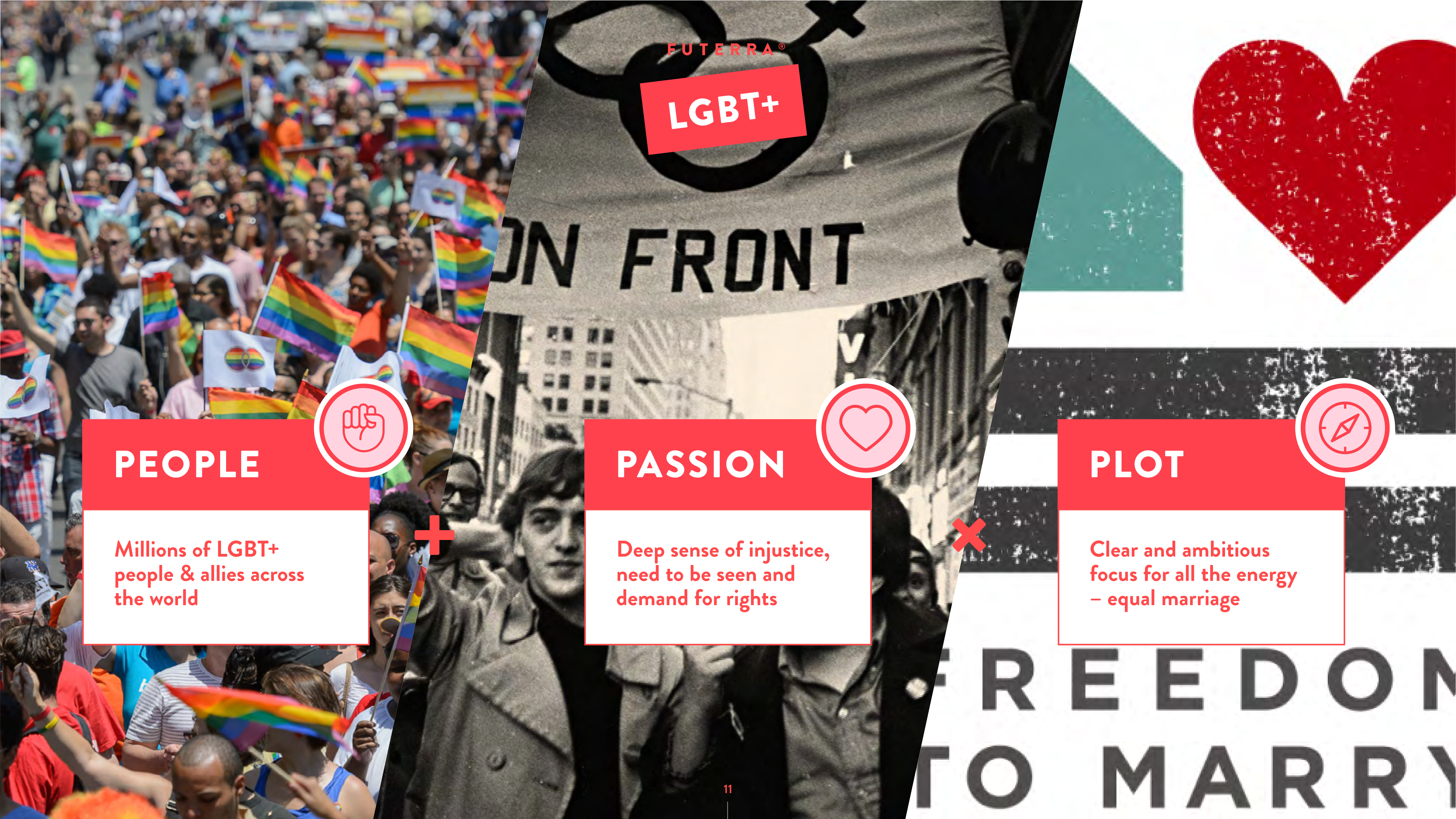
MOVEMENT



THE

FORMULA





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LGBT+

ON FRONT

FREEDOM  
TO MARRY

## PEOPLE



Millions of LGBT+ people & allies across the world



## PASSION



Deep sense of injustice, need to be seen and demand for rights



## PLOT



Clear and ambitious focus for all the energy – equal marriage



# VEGETARIANISM

## PEOPLE



Millions of people who want to eat differently



## PASSION



Deep desire for health, and respect for animal rights



## PLOT



Clear and ambitious focus for behaviour – eat no meat



# CIVIL RIGHTS

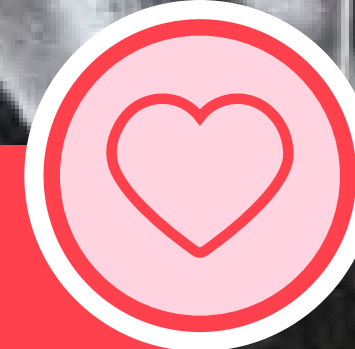
## PEOPLE



Millions of African-American people and allies



## PASSION



Deep sense of injustice, need to be seen and demand for rights



## PLOT



Clear and ambitious focus for all the energy – end of legal segregation



## PEOPLE



### Inner circle

Thinkers and doers who are committed (the leaders)

### Collective identity

A critical mass of people's sense of belonging to a group (the followers)



## PASSION



**Common enemy**  
or belief to fight for

### Catalyzing event(s)

**Coalescence collective**  
and clearly defined sense of discontent

From “this is bad luck”,  
to “this is immoral  
or unjust”

From “this is inevitable”  
to “this needs to change”

### Cultural cross-roads



## PLOT



### Clear goal

### Coalition

Organisations and organisers come together

### Campaigns

Clear and ambitious ask for policy, behaviour or societal change

### Connections

Bring in more and more individuals and institutions to support the goal



**IS YOUR BRAND**

**READY TO MAKE  
A MOVEMENT?**



## ASK YOURSELF:

### PEOPLE



Do you really know your consumers? Are you intimate with what they stand for? Do you know what they are angry about, terrified of, imagining could be possible and moved by?



### PASSION



Do you believe what your consumers believe in?



### PLOT



Can you help them make the change they want to see in the world?

**IF NOT,  
WHY NOT?**



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## THE PLOT

3 ways to help your consumer make the change they want to see in the world:

VOICE

PRODUCT

ACTION



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VOICE

You can advocate for change.

sky ocean  
rescue

As a broadcaster, Sky uses its powerful voice with audiences to serve the movement against single use plastic

For Pride, Skittles donated its most iconic brand image – the rainbow – to the movement for LGBT+ rights

immigration

JIGSAW

The clothing brand Jigsaw added its voice to the movement supporting and valuing refugees



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## PRODUCT

You can offer a product or service that changes things



With new diverse and body positive dolls, Barbie changed from an enemy into a leader of the women's movement



With its ocean plastic shoe, Adidas stepped into the heart of the anti-pollution movement



By creating 100% vegetarian restaurants, Pret A Manger proved their leadership in the vegetarian movement



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## ACTION

You can help your consumer live more sustainably.

Will you  
GO OUT  
WITH  
ME?

The #OptOutside movement changed consumer behavior, with millions choosing time outdoors rather than Black Friday shopping

Fashion Revolution encourages consumers to ask 'who made my clothes' and share their stories and behaviors through social media

Levi's uses multiple touch-points to help change consumer behavior towards saving water and the circular economy

A CARE TAG FOR OUR PLANET

Levi's

MACHINE WASH

TUMBLE DRY

WARM IRON IF NEEDED



## IS IT SAFE?

### NO.

Making a movement is daring, important and the ultimate POV. If you're smart, then the risks reduce, but there will always be someone who disagrees with you.

It's also possible to do this very badly. If you are just producing a communications campaign, or fail to practice what you preach, then you will fail. Your consumers truly believe in their movements. You need to ask – do you too?

**Kendall Jenner's Pepsi ad criticized for co-opting protest movements for profit**

**Pepsi's protest ad gone wrong continues to follow it around online**

**Pepsi tried to use their voice for a movement, but it was a movement about nothing. This advert had great production values but no purpose.**

**Audi's Super Bowl Ad on Gender Pay Gap Faces Criticism**

**Audi's Misleading Super Bowl Message To Young Girls**

**Audi tried to use their voice for the women's empowerment movement – but they have poor business performance on gender equality and few senior women in management.**



**HOW**

**CAN**

**FUTERRA HELP?**



**Futerra has been  
working with brands,  
campaigners and  
change makers  
for decades**

**ON MAKING  
MOVEMENTS**



**WE START WITH A SIMPLE  
QUESTION:**

**WHAT DO YOU  
STAND FOR?**

**Every company has values,  
founding missions, cultural truths  
and consumer realities. We'll put  
these together with you - and your  
movement will emerge!**



ONCE YOU KNOW WHAT YOU STAND  
FOR, WE WILL WORK TO BUILD A  
ROBUST AND MEANINGFUL MOVEMENT.

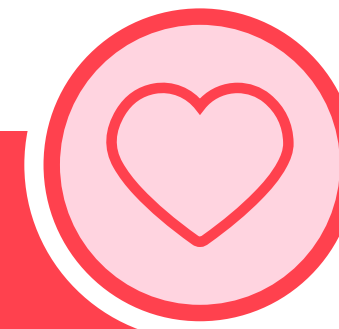
## PEOPLE



- Search out and secure credible partners
- Map the movement ecosystem and players in each market
- Help your teams engage your stakeholders



## PASSION



- Find the heart of the ask
- Design beautiful, bold, and tough creative concepts that move people
- Build assets that make people feel, think and actually do something



## PLOT



- Make the mechanism for you to make the movement
- Set the KPI's, trajectory and phases of the plan
- Develop the toolkits and training for you to make it happen



HOW

WE'VE

HELPED



# FASHION REVOLUTION

## FASHION REVOLUTION

### Who Made My Clothes

- Global movement calling for greater transparency, sustainability and ethics in the fashion industry
- Futerra designed the brand, identity and creative spirit of the movement.
- In 2017 over 2 million took part online, and 66,000 people attended events. Top trend on twitter in April.



FASHION  
REVOLUTION



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## WOMEN'S EQUALITY CENTER

### Department of Reproductive Control

- A national campaign in the US to defend Title X, a programme within the Affordable Care Act allowing for affordable birth control and reproductive healthcare
- Futerra designed the campaign concept and produced all creative assets
- The Invoice campaign led to the submission of half a million comments to the White House causing a stop order to the repeal

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AJ



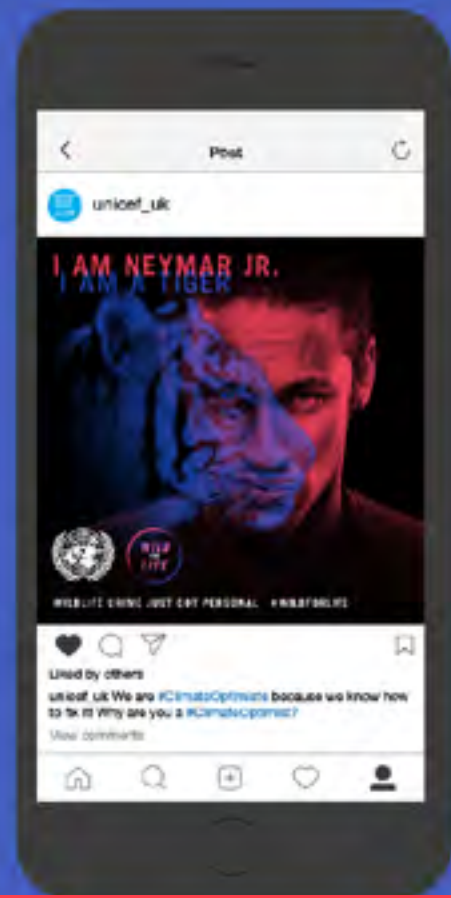
\*\*\*  
We're making your  
reproductive health care decisions  
so you don't have to.



U.S. DEPARTMENT of REPRODUCTIVE CONTROL  
WWW.THEDRC.US



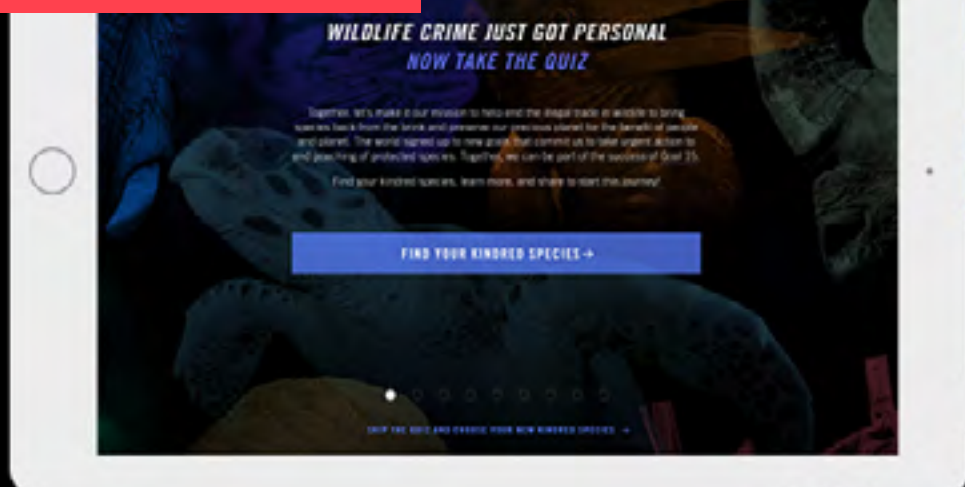
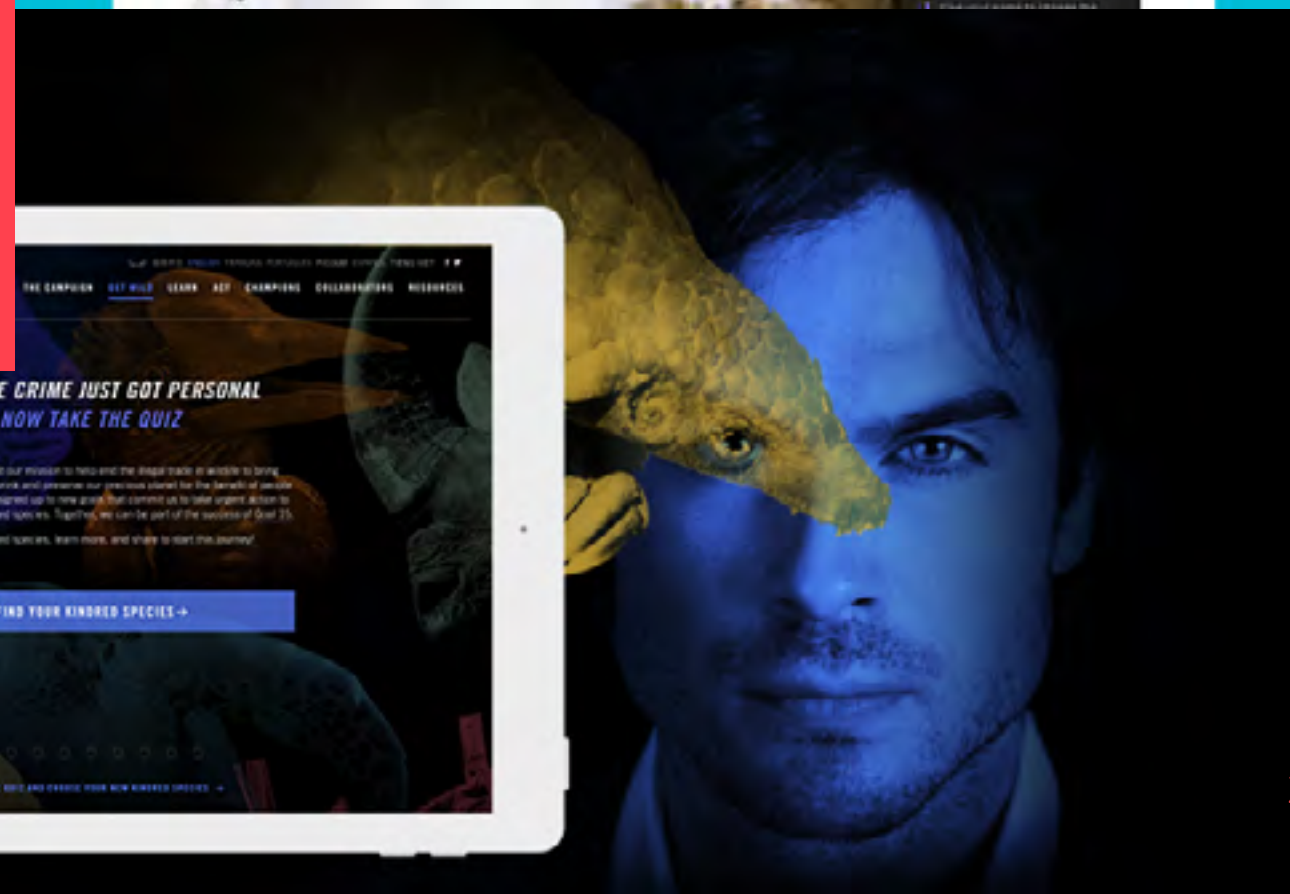
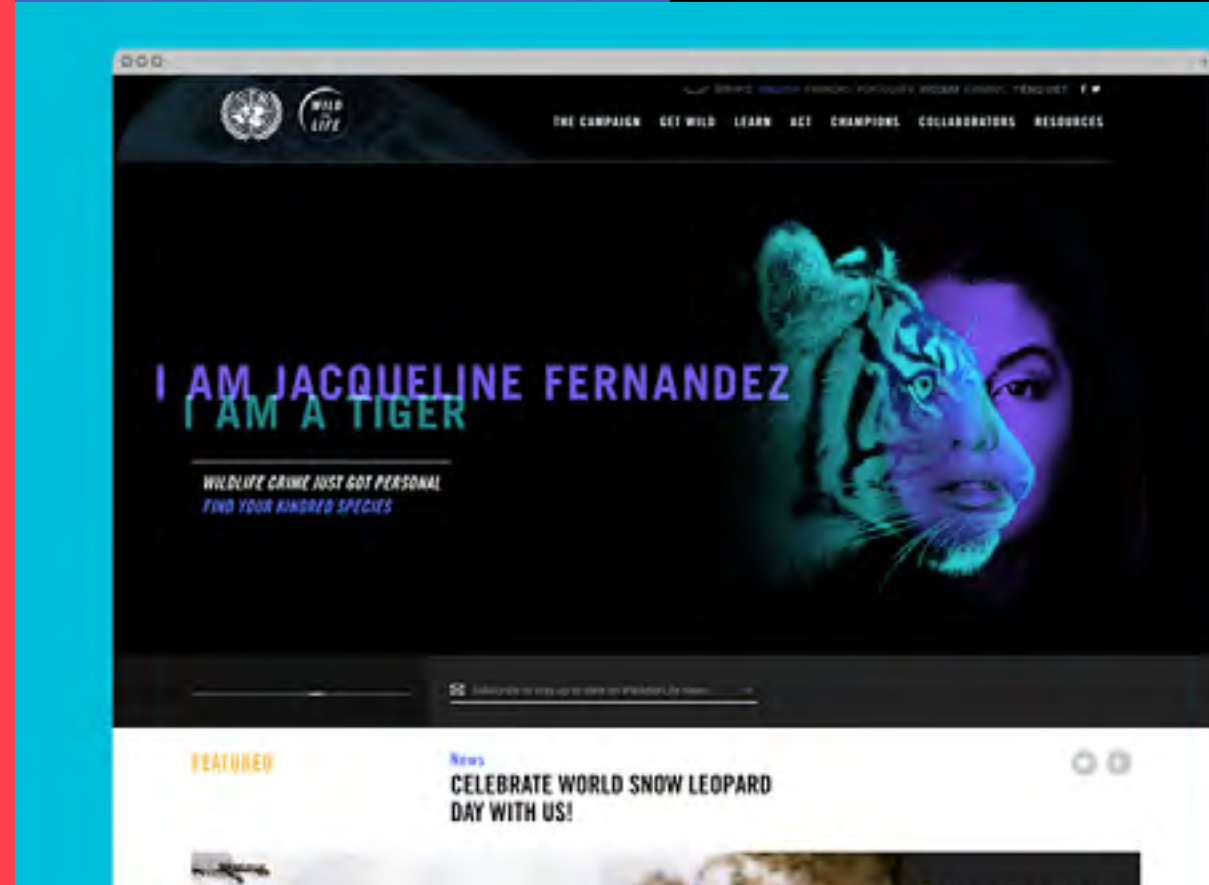




# UNITED NATIONS

## Wild for Life

- Movement to build global awareness and personal action to stop illegal wildlife trade
- Futerra developed the concept, creative identity and global campaign plan
- Wild For Life reached over 1 billion people globally (with strong China focus) and garnered over 2.5 million social media engagements



# SKY

## Rainforest Rescue

- Movement to activate the UK public on Amazon protection and behaviour change
- Futerra designed the brand, hero creative and behaviour change ask
- 7.3 million people engaged with the movement through rich content, action platforms and events

# Sky Rainforest Rescue







Each time we eat and  
drink we vote for  
the world we want

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## DANONE

### Alimentation Revolution

- Global movement to nurture the adoption of healthier, more sustainable eating and drinking habits
- Futerra designed to core concept for the revolution and are now working with Danone brands to activate the revolution in markets across the world
- Danone's ambition is that each brand will become a Manifesto Brand, powering the food revolution, and driving profitable, sustainable growth



Join the movement  
for a healthier world



# TOMORROW



## REI

### Path Ahead

- US-wide movement to change our relationship to the outdoors
- Futerra partnered with REI to develop the thought leadership and core insights for the ongoing campaign
- #OptOutside spurred 8 million people to sign up to spend Black Friday outdoors rather than shopping



# THE

The future

# PATH

of

# AHEAD

Life outdoors

STAY INSIDE  
OPT OUTSIDE

REI  
In collaboration with  
FUTERRA

## THE LONG MARCH INDOORS

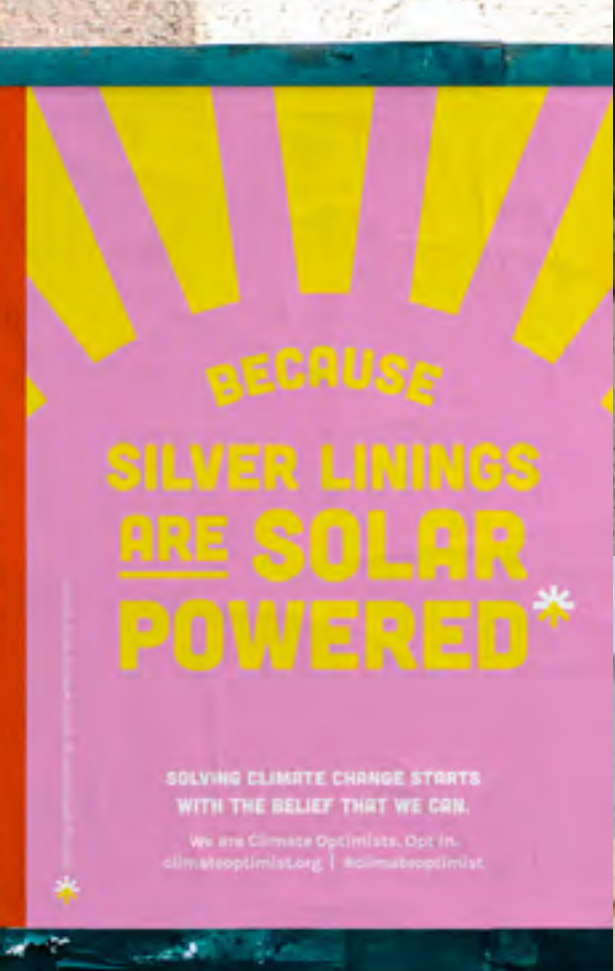
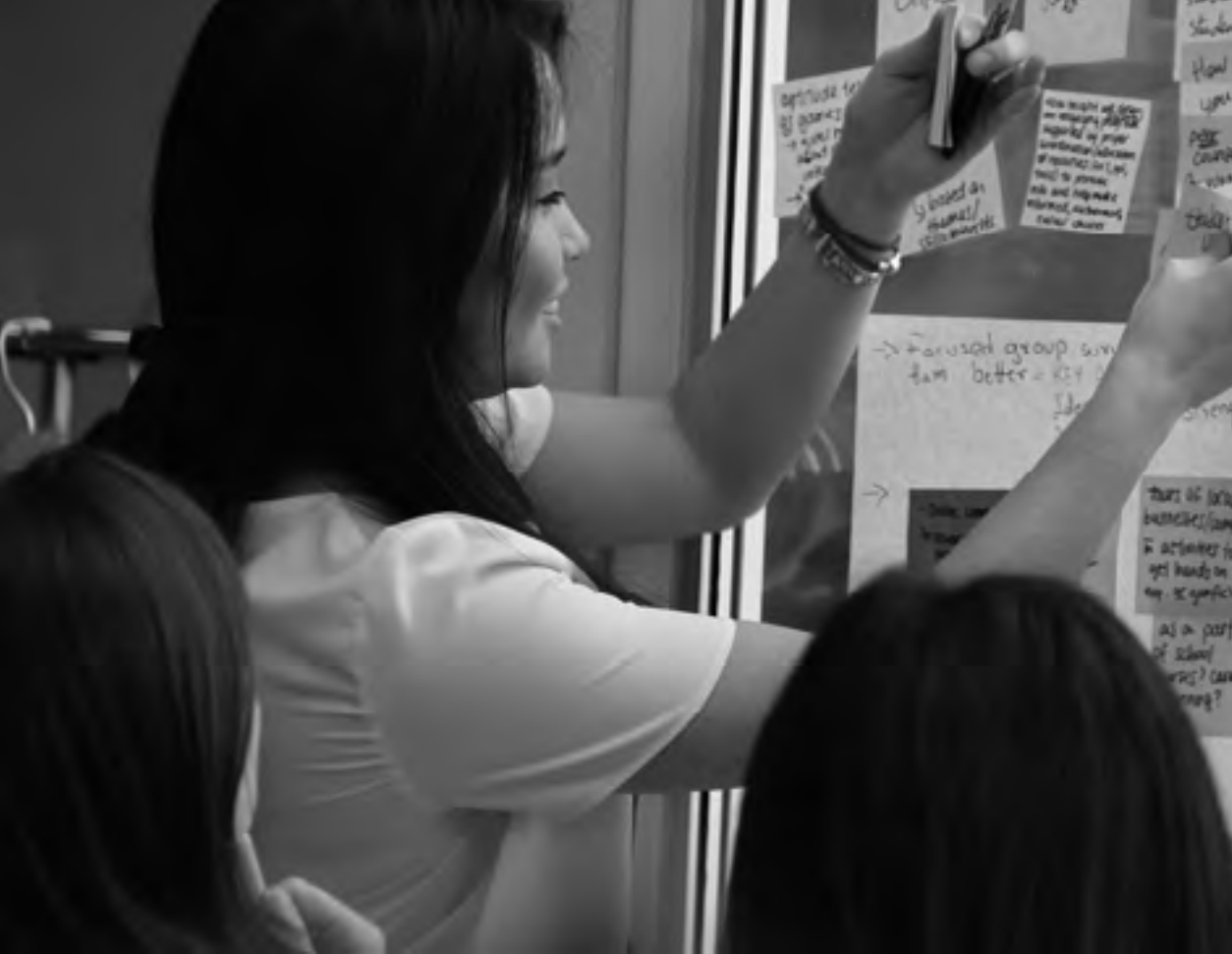


### Outdoors for All

"The outdoors is for all, and it is more empowering when we create opportunities and support one another's voices in this work, welcoming each other into our respective stories."

JOSE GONZALEZ  
FOUNDER OF LATINO OUTDOORS





# INTERFACE

## Climate Take Back

- Worldwide business movement to stop thinking about how to limit the damage caused by climate change and start thinking about how to create a climate fit for life
- Futerra designed the full structure for the movement and the scientific foundation plus the naming, identity and messaging
- Over 3,000 businesses have engaged with the Climate Take Back



# FUTERRA & THE CLIMATE GROUP

## Climate Optimist

- Global online movement to use optimism as the first step in solving climate change
- Futerra built the Climate Optimist movement from concept to launch and beyond
- During its launch week, Climate Optimist created more than 30 million Twitter impressions and was shared by celebrities such as Ellie Goulding





## WHY YOU SHOULD DO THIS:

### Relevance & Authenticity

New consumers want you to help them change the world

### Consumer closeness

You need to meet your consumers expectations of values, not just value

### Team passion

The best talent wants to make a difference when they come to work

### Make a difference

If you're not part of the solution, then you're part of the problem

## WHAT YOU SHOULD WORRY ABOUT:

### Jumping on a bandwagon

Bring a real solution rather than mimic what's already out there

### Just selling/marketing

Take action on internal processes and make sure any creative is pitch-perfect to the issues

### Controversy

Talk to the experts, stakeholders, campaigners and leaders – and listen to what they tell you

### Success

Movement making is powerful, you will get closer to your consumer, become more relevant and inspire your own staff

**SO, ARE YOU READY TO RISE ABOVE THE STATUS QUO?**



**IMPORTANT  
NOTE:**

**WE DON'T SEND THIS  
DECK TO EVERYONE.**

*Futerra has shared it with  
you because we think your  
brand has what it takes to  
make a movement.*



THANK  
YOU

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