



FUTERRA

kao



Google



NETFLIX



Calvin Klein



MARS



DIAGEO

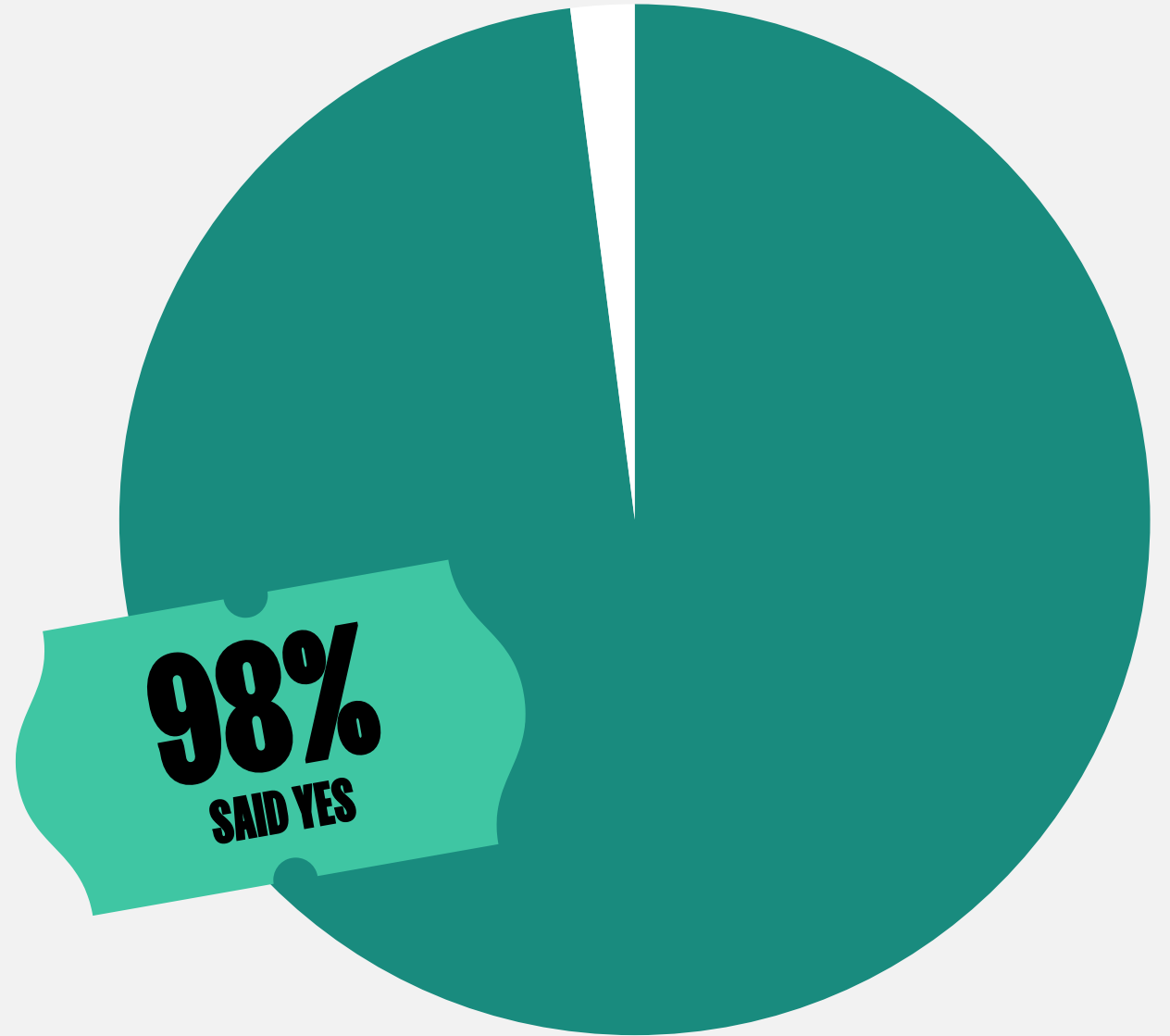


ESTÉE
LAUDER
COMPANIES

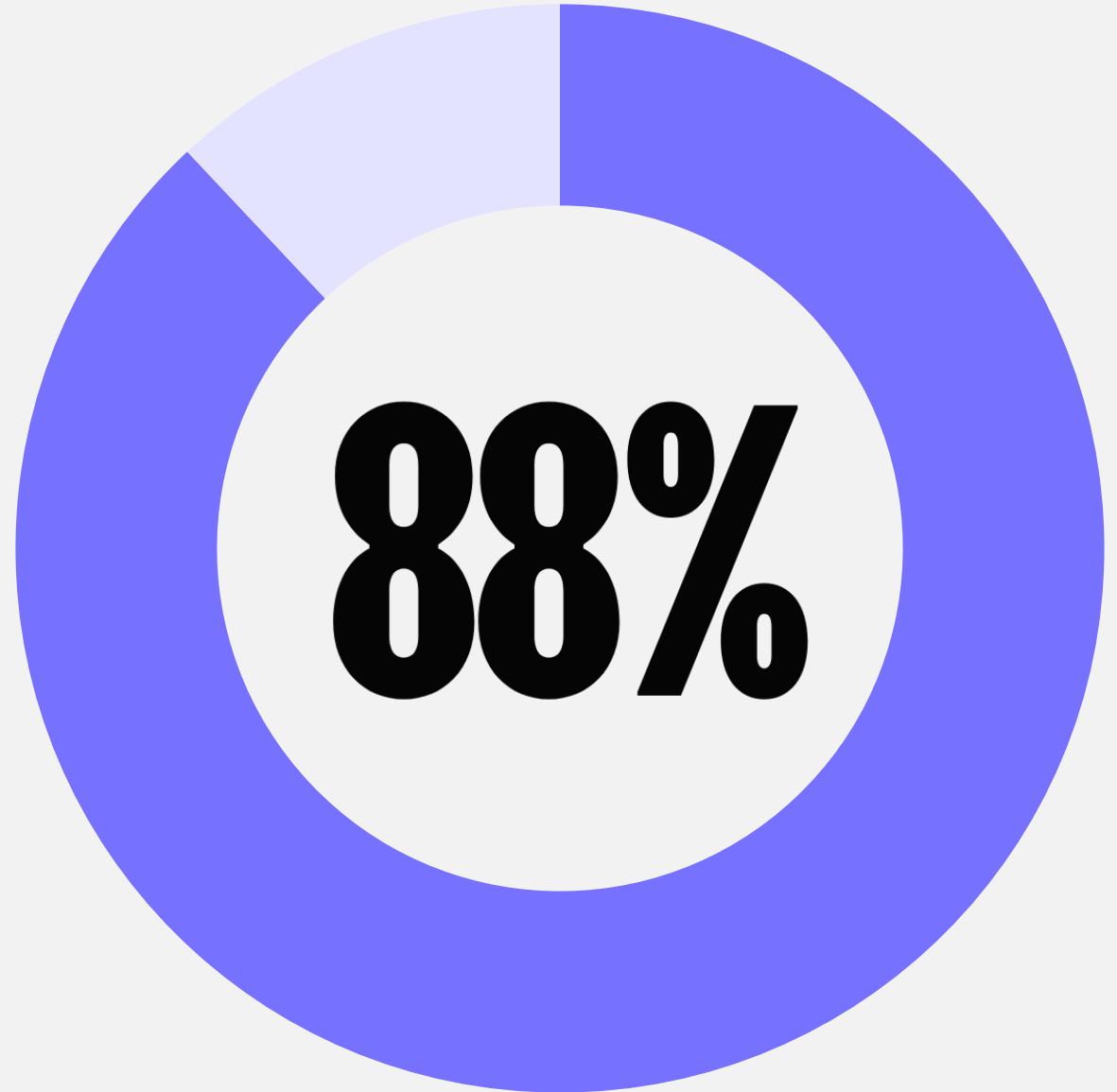


**DO CONSUMERS
GIVE A DAMN?**

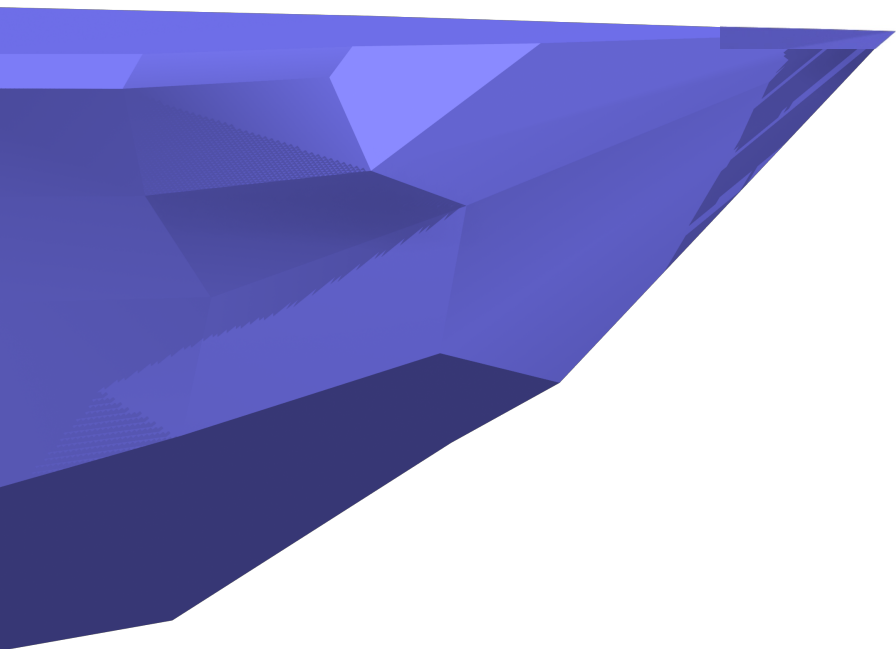
Do you think
brands have a
responsibility
to make **positive
change** in
the world?



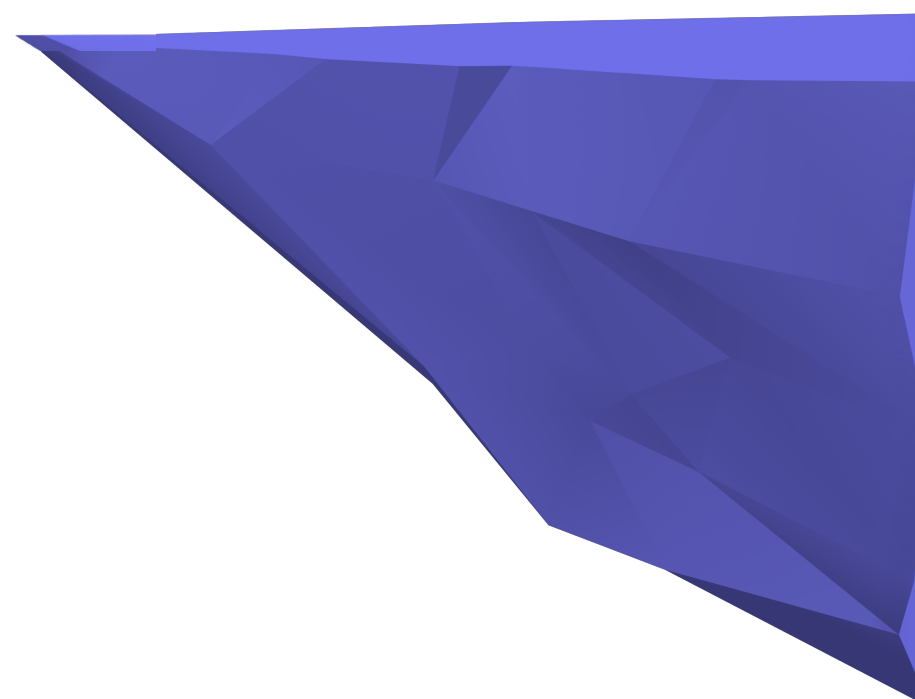
88% of
consumers
would like
brands to help
them lead a
sustainable
lifestyle



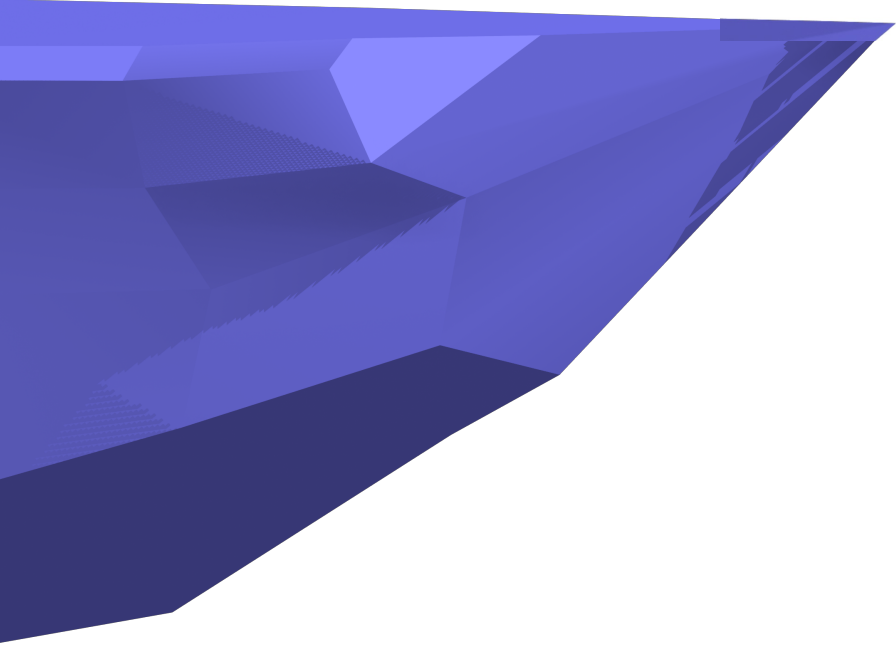
VALUES



ACTION

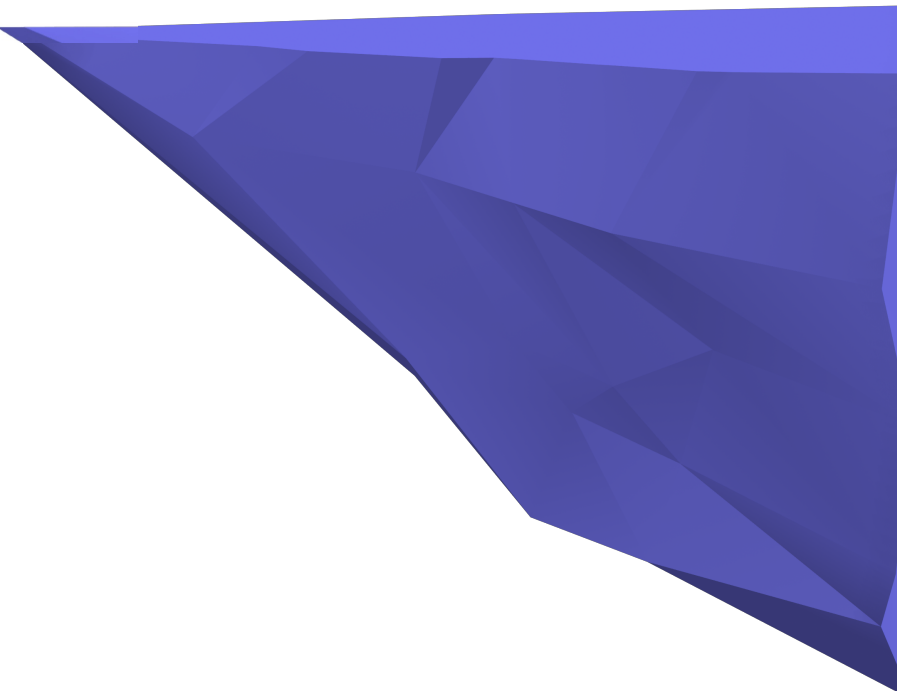


VALUES



The
Morality Gap
Myth

ACTION



**IT'S NOT
A GAP.
IT'S A GIANT...**



BARRIER

BARRIERS

Availability

Can I find it?

Price

Can I afford it?

Trust

Do I believe you?

Preference

Will I have to sacrifice?

Shame

Is it embarrassing?

Awareness

Do I know it exists?

Agency

Can I make a difference?

Fatalism

Have I given up?

Social
Acceptance

Is it normal?

Habits

Do I have to change my day?

Myths

Are there false beliefs?

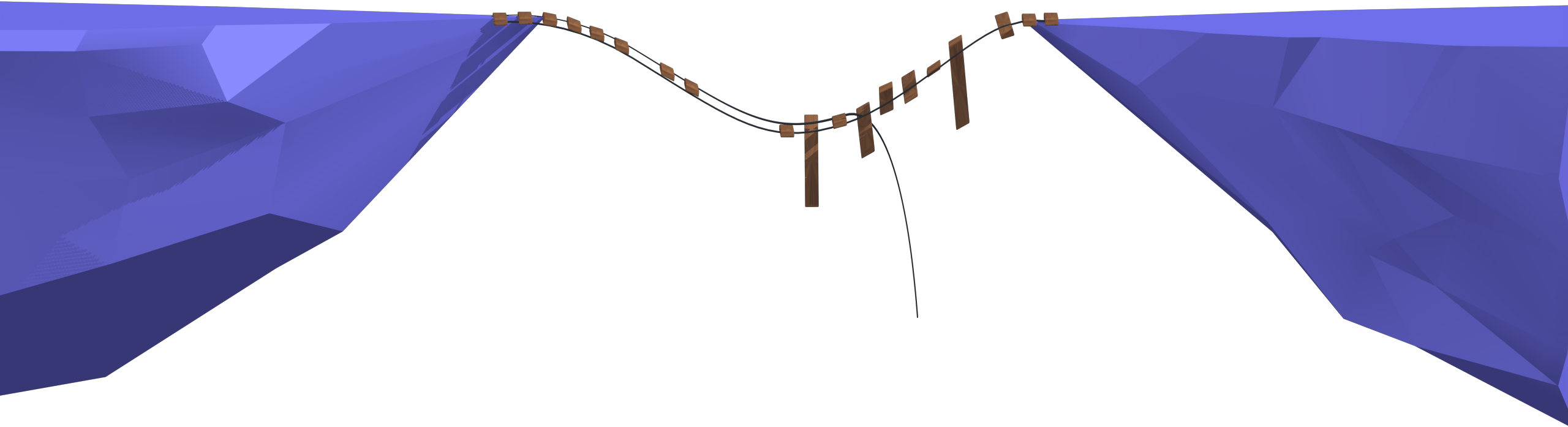
Desire

Does it call to me?

VALUES

Is purpose a bridge?

ACTION

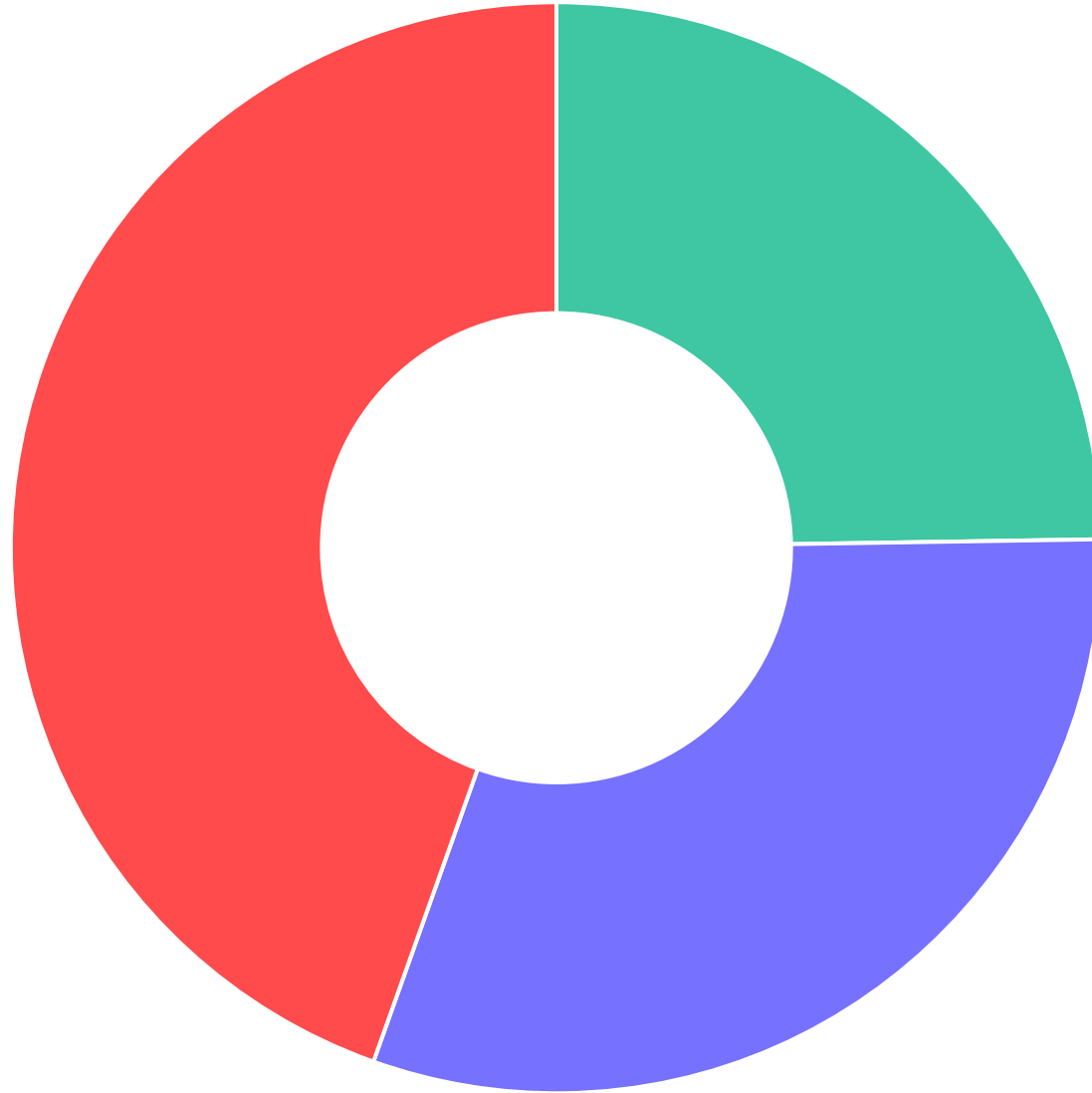


**STOP 'EGO'
MARKETING**

2024 review of 100+ award- winning sustainability campaigns

(WEBBY, EFFIE, Cannes SDG,
D&AD, AdNetZero, ANA & Creative
Pool)

45%
no
consumer
benefits

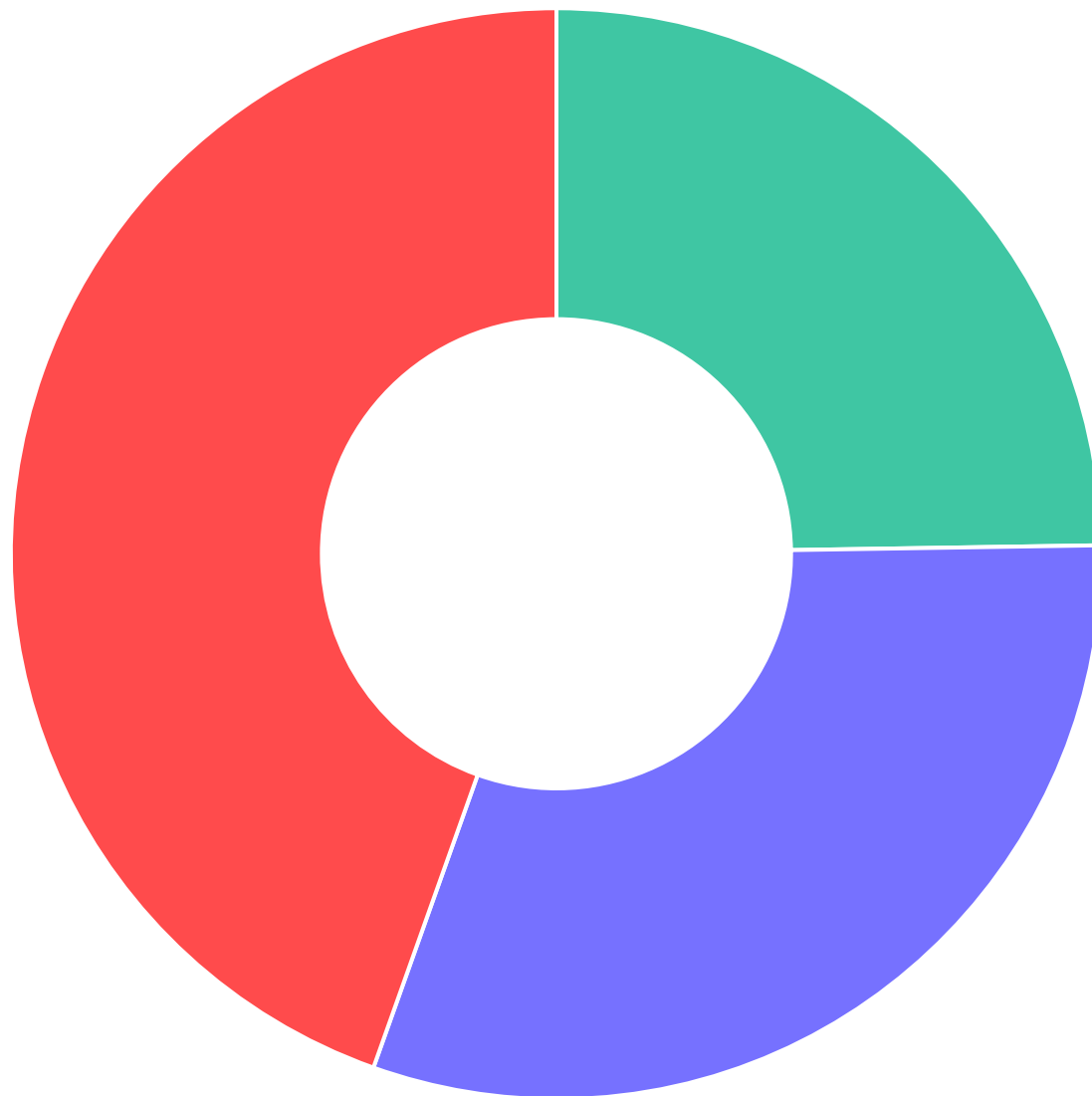


25%
strong
consumer
benefits

31%
weak
consumer
benefits

Half of
campaigns
don't
mention
ANY
benefits to
consumers

45%
no
consumer
benefits

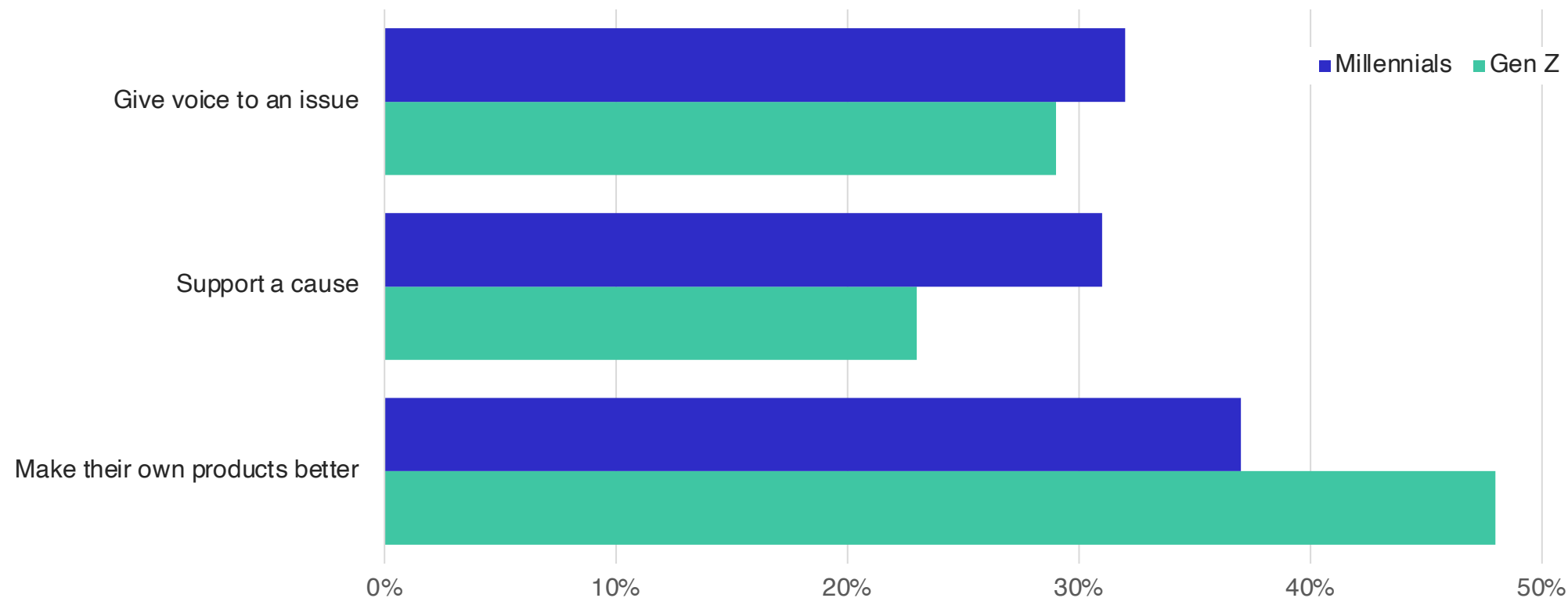


25%
strong
consumer
benefits

31%
weak
consumer
benefits

SELL 'ECO' BENEFITS

What is the number 1 priority for brands to focus on when making positive change?



Source: Honest Generation, Futerra consumer research, June 2019. Respondents: 2,171 consumers in UK, US, South Africa and India.

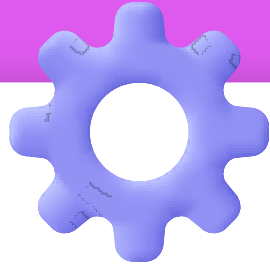


PRODUCT BENEFITS

VALUES

ACTION

BENEFITS



FUNCTIONAL

- Better health
- Better value for money
- Enhanced performance
- Increased efficacy
- Higher quality
- Time-saving
- Increased safety
- Easier use
- Less hassle



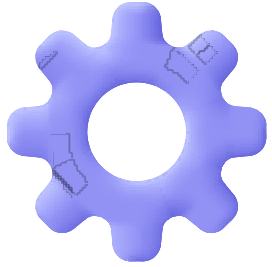
EMOTIONAL

- More pleasure
- Greater comfort
- More excitement
- Heightened self-worth
- Enhanced personalisation
- Increased happiness



SOCIAL

- Build stronger relationships
- Become more desirable
- Appear cooler, smarter,
more able
- Foster community
- Sense of belonging
- Shared experiences



FUNCTIONAL

Better health

Better value for money

Enhanced performance

Increased efficacy

Higher quality

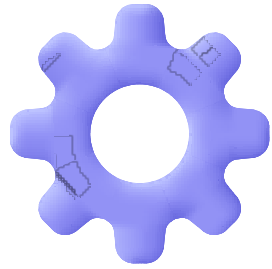
Time-saving

Increased safety

Easier use

Less hassle





FUNCTIONAL

Better health

Better value for money

Enhanced performance

Increased efficacy

Higher quality

Time-saving

Increased safety

Easier use

Less hassle



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INNOVATION BEGINS WITH TRUST



EMOTIONAL

More pleasure

Greater comfort

More excitement

Heightened self-worth

Enhanced personalisation

Increased happiness





EMOTIONAL

More pleasure

Greater comfort

More excitement

Heightened self-worth

Enhanced personalisation

Increased happiness



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SOCIAL

Build stronger relationships

Become more desirable

Appear cooler, smarter,
more able

Foster community

Sense of belonging

Shared experiences





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Become more desirable

Appear cooler, smarter,
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Sense of belonging

Shared experiences



**ANOTHER
AD FOR OUR
OAT DRINK
PROVIDING
NO REASON
AT ALL
WHY
YOU
SHOULD
TRY IT.**



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