



# Creating a Sustainable Brand: A Guide to Growing the Sustainability Top Line (D?Shorts)

*Henk Campher*

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Sustainable brands may have started as 'doing less harm' and shaving costs off the bottom line. But brands today, supported by over a decade of phenomenal changes in sustainability, are looking for the holy grail of sustainable business -- a fusion of products and branding that can actually drive sustainability and grow the business top line. Consumers have already joined the party. Just look at TOMS, Patagonia, Method, Seventh Generation, Dove and many more. What is missing isn't the consumer but a better understanding of what fully-rounded consumers really want in their quest for a healthy, fulfilling life. This guide by sustainable brand expert Henk Campher is the model for creating a sustainable brand that people can trust, buy and above all, advocate for. Campher cuts through the myths and noise to offer an experienced expert's 101 for creating an irresistible brand, clearly setting out: what makes a product or service sustainable; the basic elements of sustainable branding strategy and a deep understanding of how consumers connect with a brand; an original model for assessing the sustainability of your brand, and; a host of examples of sustainable brands, drawing on the author's firsthand experience as part of the team at Edelman and Oxfam and founder of the Nelson Mandela initiated Proudly South African campaign.

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