

The brand “Sustainability”

A presentation from Michael Parker

9 December 2004

Headline news

Plastic bag overuse in the UK reaches epidemic levels

New Army Environment Strategy Based on Sustainability

US Defends global warming strategy at
International Climate Summit

SMT launches fifth sustainability report annual

Space approved for landfill is set to run out in the next
five to ten years

GM, DuPont Adapt to Kyoto Environmental Standards
Bush Rejected



“The best business book
for many years.”

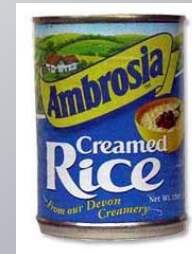


Tom Peters
Management Consultant
Best-selling author of “In Search of Excellence”

A blue sky with white clouds. A large, faint, circular outline is visible in the sky, possibly a satellite or a large object. The text is overlaid on the bottom right of the image.

A **Lovemark** is a product,
service or entity that inspires
loyalty beyond reason

You know them when you see them





A **Lovemark** is the next evolution in branding; it's about maximising the consumer's connection with a brand by creating an emotional bond

LOVE and RESPECT,
fact and **feeling**,
reason and **passion**

left brain

right brain

logic



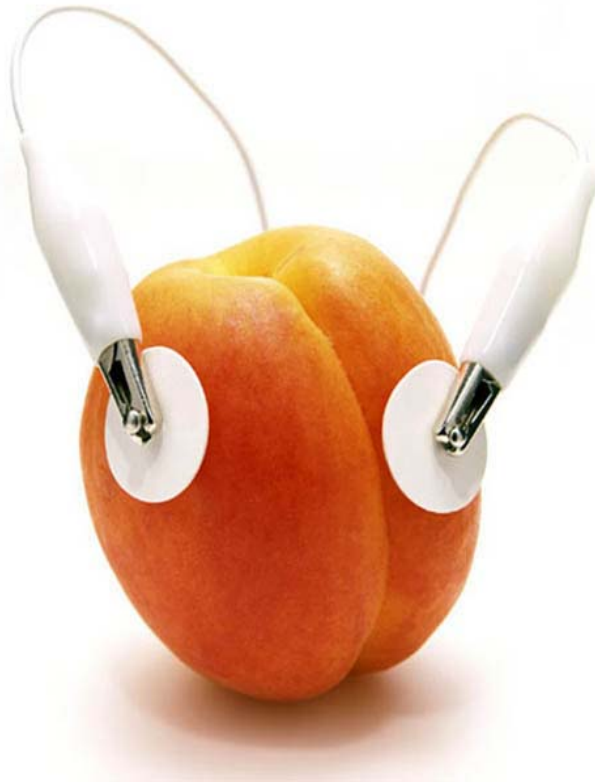
emotions

“THE WIRING OF THE BRAIN
FAVOURS EMOTION”

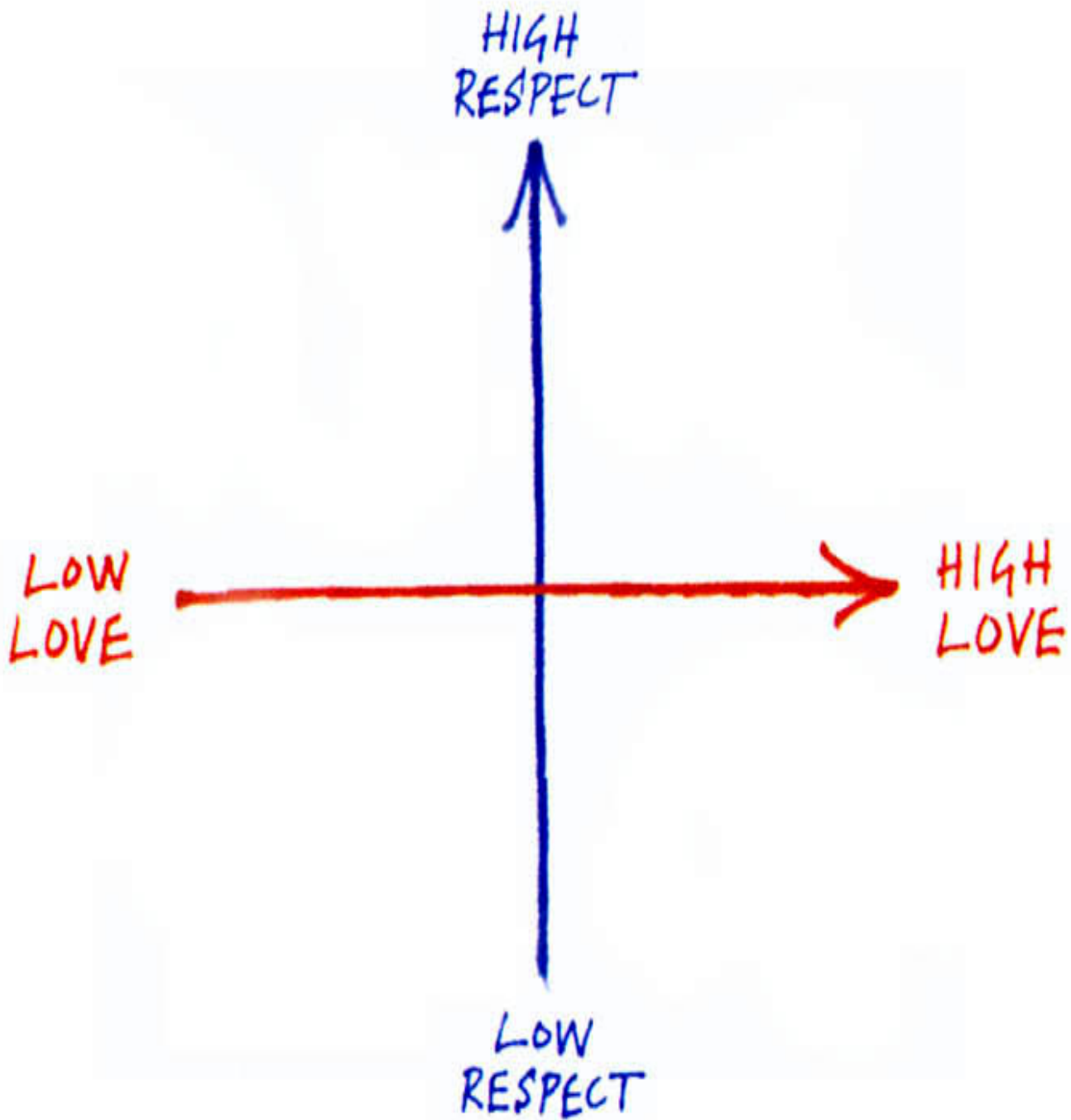
“The connections from the emotional systems to
the rational cognitive systems are stronger than
the connections that run the other way”

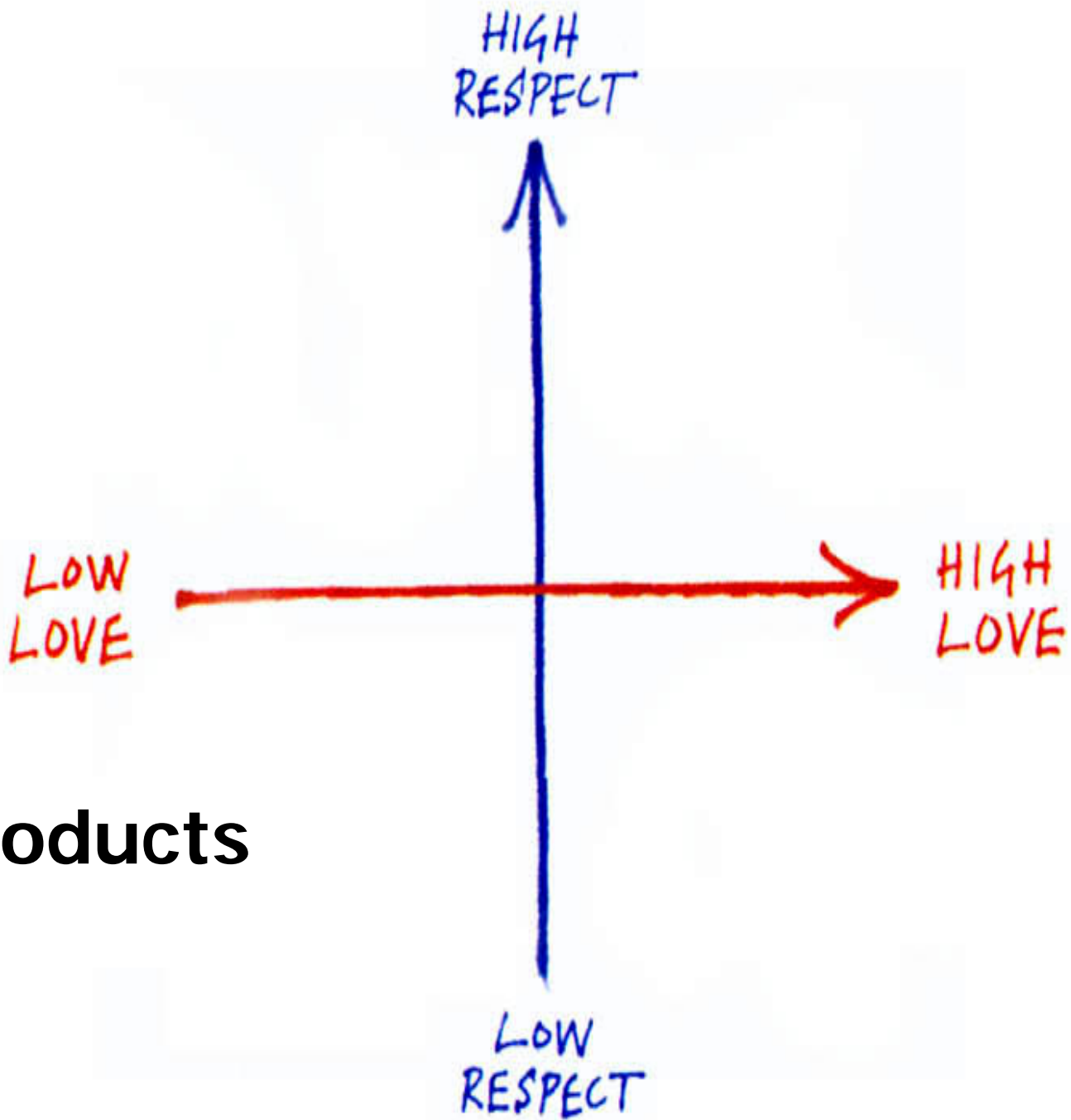
Joseph LeDour
Professor of Neuroscience
New York University

The essential difference between emotion and reason is that emotion leads to **action** while reason leads to **conclusions**

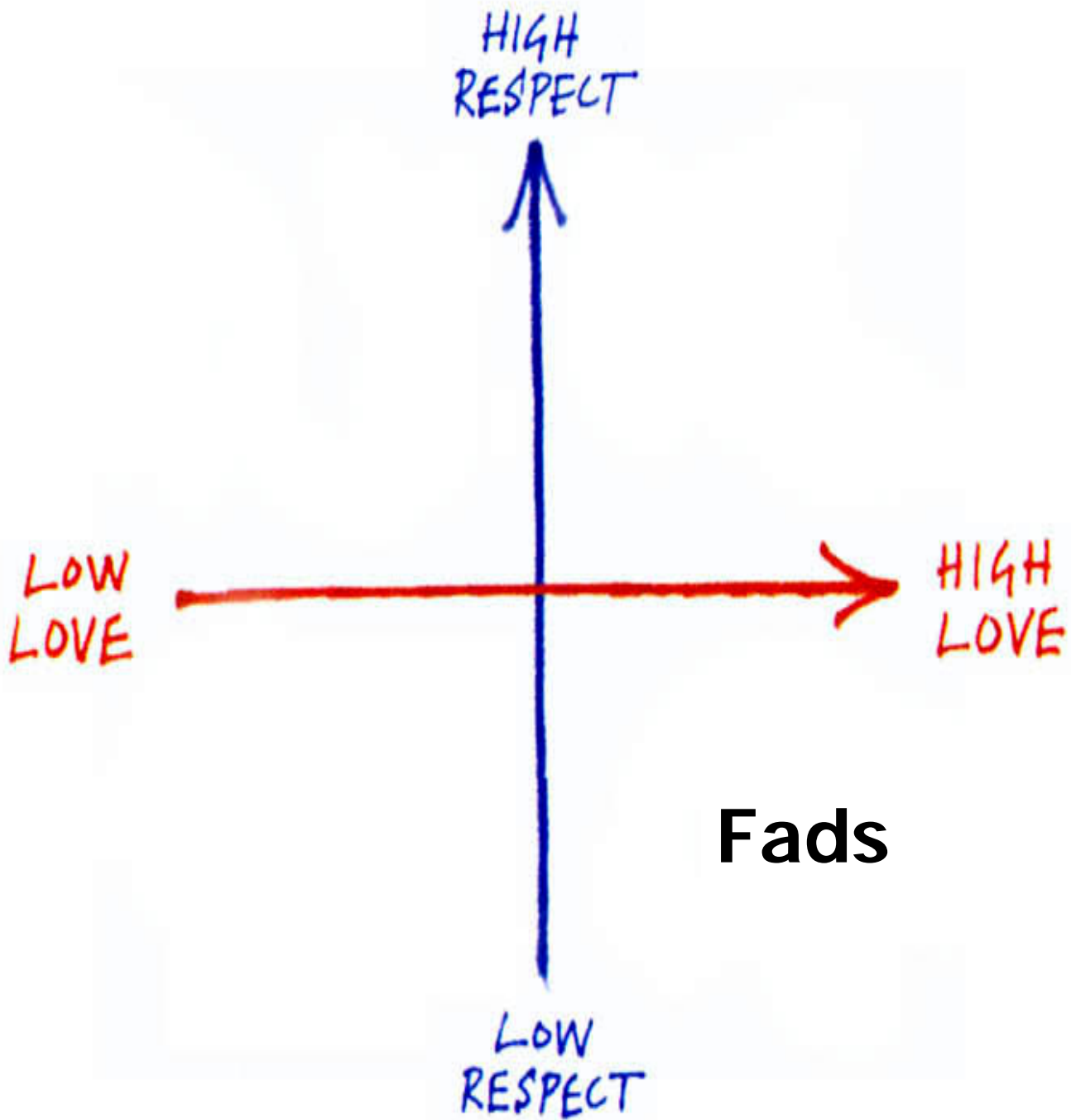


Donald B. Calne
Professor of Neurology
University of British
Columbia

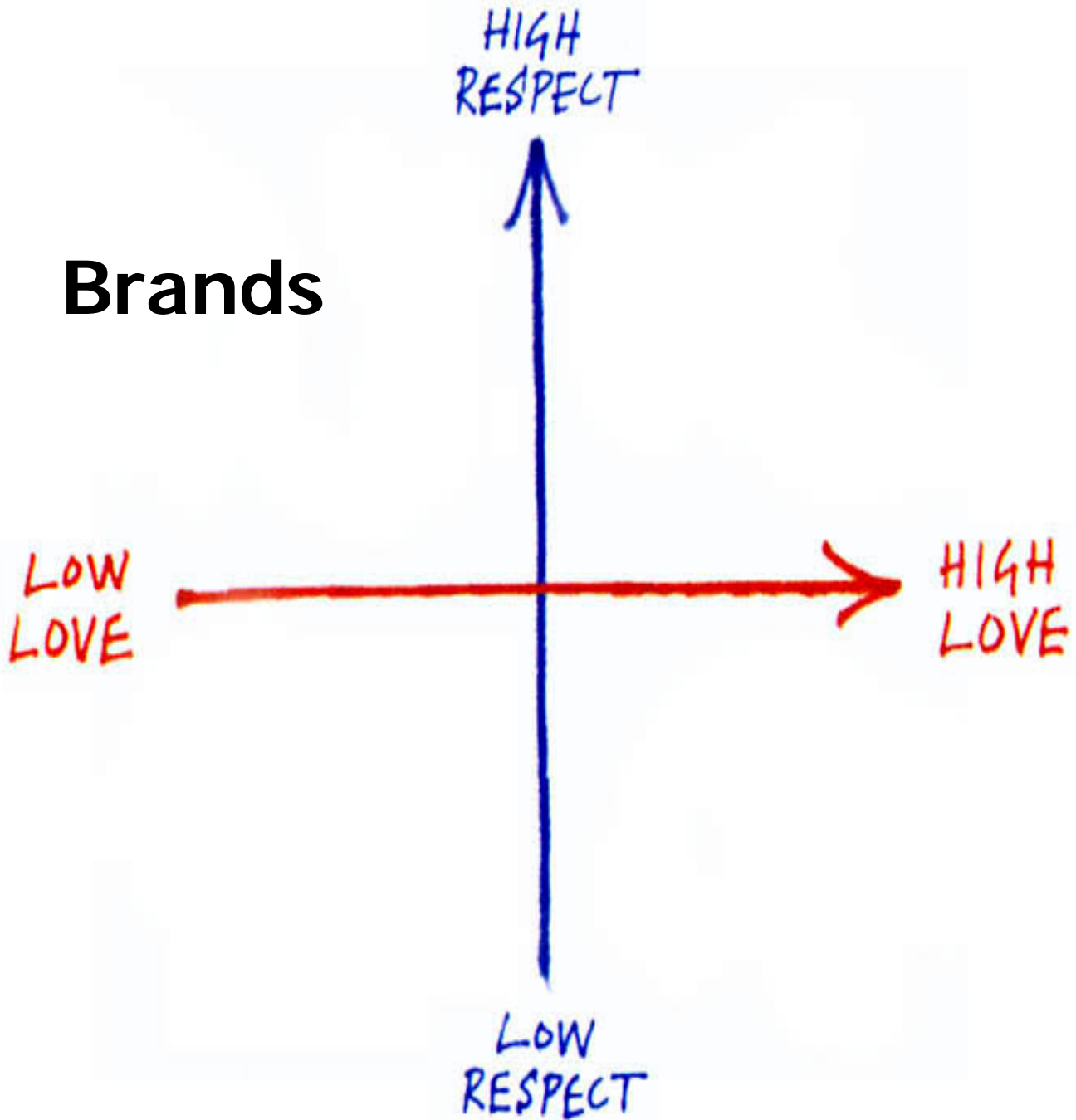




Products



Brands



HIGH
RESPECT



LOVEMARKS

LOW
LOVE



HIGH
LOVE

LOW
RESPECT

Great stories
Past, present and future
Taps into dreams
Myths and Icons
Inspiration

A silhouette of a person wearing a hat, possibly a detective, is shown in profile, standing against a textured, light-colored wall. The person is positioned to the left of the word 'Mystery'.

Mystery

SENSUALITY

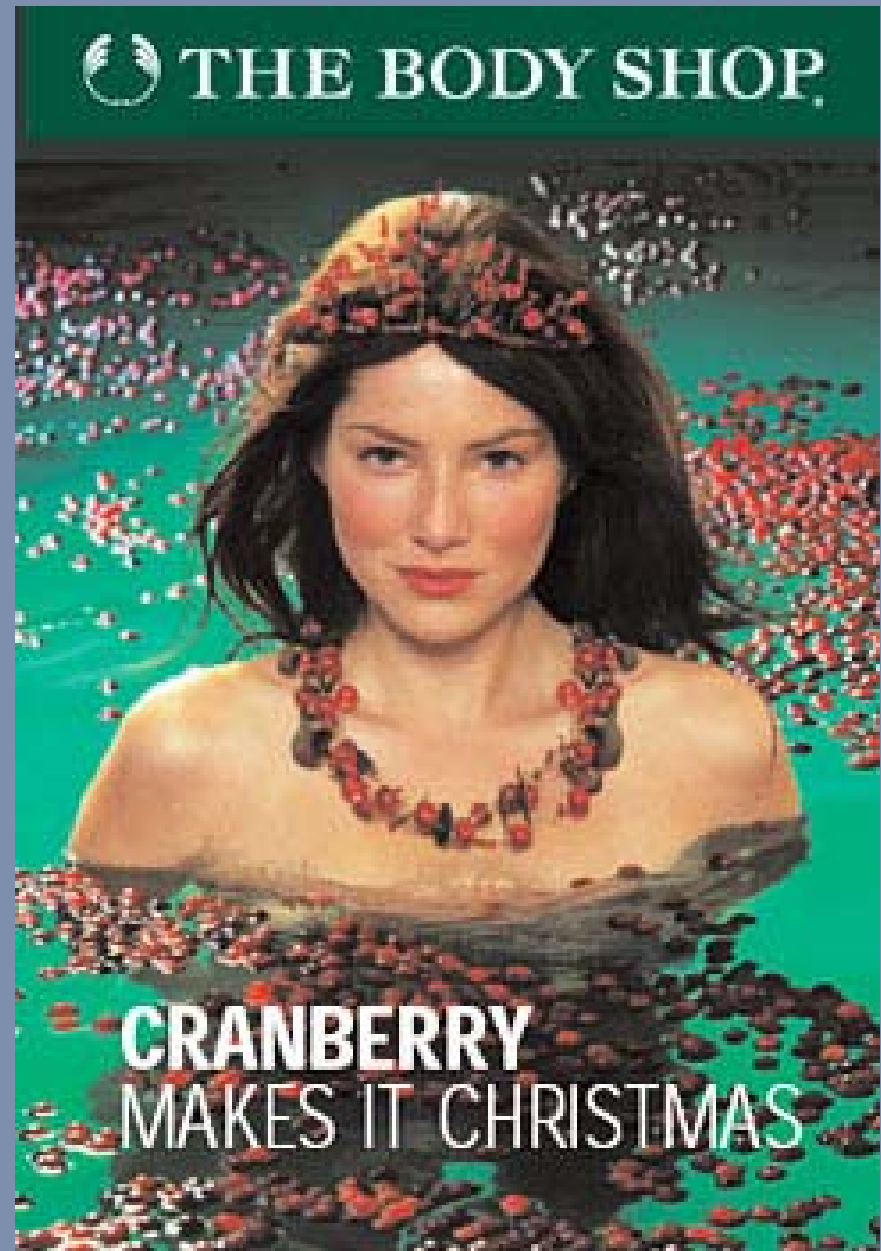
Sound Sight Smell Touch Taste



Intimacy

Commitment
Empathy
Passion

Lovemarks



Lovemarks



Lovemarks



Lovemarks



Lovemarks




Lovemarks




Lovemarks

TO DO LIST
FOR THE PLANET 🌍

21. MAKE HUMANS AS COMFORTABLE
IN THE ARCTIC AS EVERYONE ELSE.



(DID THAT WITH FIBRES
SO RESISTANT TO COLD, THEY LET PEOPLE WORK,
PLAY AND RELAX IN SUBZERO TEMPERATURES.
AS USUAL, NATURE DESERVES A LOT OF THE CREDIT -
WE MODELED OUR FIBRES AFTER
POLAR BEAR FUR.)



FROM FIBRES TO PHARMACEUTICALS.

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Making “Sustainability” a Lovemark

that inspires “loyalty beyond reason”

will require ideas that tap into feelings of **mystery**,
sensuality and **intimacy**.