

PRESS RELEASE

To: 2021 LONDON DESIGN FESTIVAL
Company : the bread and butter brand consulting LLC
Subject : SUSTAINABLE BRANDING
Date: 3rd September, 2021



- bread and butter's new take on branding for business: sustainable branding
- Sustainable Branding through strategic guideline, communications and distinctive yet green design
- Sustainable branding, a versatile yet essential strategy for all industries from retail to technology.

What does sustainable branding mean and why does it matter?

Today, many companies continue to associate the word 'sustainable' as simply relating to environmental issues. However, we must break away from such a narrow view and start considering how sustainability can relate to economic, environmental, and social aspects of our lives. As the significance of ESG (Environmental, social and corporate governance) increases, companies have been investing billions of dollars into developing 'sustainable products' instead of investing in sustainable branding. To us, sustainable branding means products or services that communicate and engage customers in how they can continuously positively impact socially and environmentally in their daily lives. As such, the bread and butter is proposing three key principles or action plans of sustainable branding for the 2021 London Design Festival.

1) Sustainable Guideline

After creating and developing a brand, it is our mission to provide tools to clients that guide them to manage a brand in consistent and fluid manner. And this type of framework or guideline is the first step of a sustainable branding.

This system can be worked through brand portfolio strategy, flexible modules, a consistent branding system, and strategic guidelines. the bread and butter created a brand guideline that summarizes Innisfree's, global skincare and makeup brand, brand strategy, color scheme, design template. As for Dong-A Pharmaceutical company, the bread and butter created a flexible package design layout for its in-house derma-skincare brand FATION.

2) Tailored Brand Communications

the bread and butter approach brand communication as a true communication message fits perfectly with the brand's value and resonates with customer's daily lives, which in turn creates rich brand engagement.

Understanding how Instagram is a critical platform for marketing communication, the bread and butter created a social media communication style unique to Samsung Card. Moreover, recently, the company carried out retail branding for the newest hybrid-retail department store in Korea, Lotte Department Store Dongtan (scale of 246,000m² and 8 floors, www.lottedongtan.com), so that the message to visitors and customers can be consistent from end to end journey.

3) Distinctive Yet Green Design

We have entered the age where visual is no longer about good looks but also how a brand positions itself to a social issue. In addition to strategic yet sensible brand design, package design must consider compostable, regenerative, recyclable aspects. Even in production, print effects such as coating or foil embossing should be minimized.

the bread and butter have continuously thought about exploring and bringing sustainable design and branding to life. In 2021, the bread and butter launched a social campaign, 'The Betterment Project,' and created a 100% biodegradable box that included LAMY's maple wood pencil. The company also used a leaflet to wrap the pencil case to communicate the mission as a responsible branding in carrying out this social campaign. Through small yet meaningful projects, the bread and butter has been actively sharing how branding can incorporate environmental protection and inspire companies to guide consumers to look beyond the label and minimize their ecological footprint

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