

LOOPING GROUP



SUSTAINABILITY LOOP

HOW TO COMMUNICATE SUSTAINABILITY WITH AUTHENTICITY

IN A NUTSHELL

Sustainability has become one of the key transformation and growth driver of a company. At the same time, the topic is highly sensitive, which makes it tempting to simply use the latest buzzwords or initiate rash actions.

It is also crucial to know how your brand acts today and how it will effect not only the planet's ecosystem but future generations as well.

In order to radiate authenticity and to strengthen the trust of customers in a sustainable fashion, it is necessary to have carefully planned honest communication that holistically reflects your own brand.

The Challenge

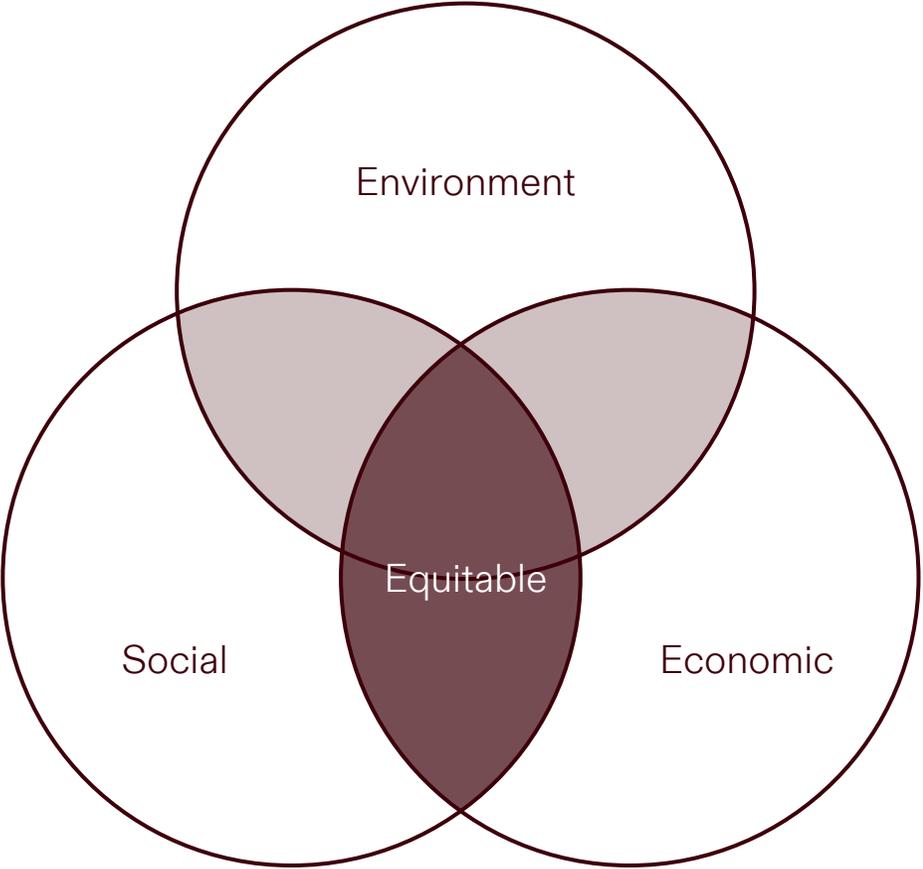
Brands are means of identification for the younger, sustainable generations



Over the last years public interest in social and ecological impacts of corporate activities has been constantly growing.

Consumers want to know where the product is coming from and whether products are produced sustainably. But the interest goes beyond products: Millennials and GenZ challenge companies regarding every step they take – they expect responsibility. In the eyes of new and young consumers sustainability means identification.

Managing the economic, ecological and social impact



Companies need to think sustainability as a corporate purpose within the framework of brand management and image.

The aim is to harmonise their economic, ecological and social impact. Sustainability demands strategy especially as sustainable management cannot be assigned to a single, solitary corporate unit.

A holistic communicative approach along the pillars environmental, economic and social sustainability enables a brand to manifest its responsibility and to build trust.

Where authenticity speaks louder than words

Companies communicate their sustainability approach not only to customers but different stakeholders and interest groups such as public, influencers, press representatives and the financial market.

The entire communication process on sustainability needs to be thought and executed by C-level and with all regards to the multi-channels of the editorial society.

Transparency, authenticity, continuity and a willingness to enter in a dialogue are key elements of successful communication of sustainability measurements.

This is where the Sustainability Loop® supports its clients to not only persist but stand out in a highly volatile environment and proactively use environmental and social trends, to communicate consistently via all platforms.



Source: The 17 Sustainable Development Goals of the United Nations

The Approach



Sustainability Loop supports companies and organisations in setting up communication strategies and in media creation on the highest level of contemporary aesthetics and storytelling.

Our work is based on data driven analysis and intensive market observation and aligns with the current legislation.

We have an excellent overview on sustainability KOLs, key industry partners and competitors. And we redefine your communication regarding sustainability with engaging stories, captivating imagery, and immersive environments.

We help you to anchor sustainability even further in the foundation of your company's reputation via internal and external sustainability campaigns.

With our data unit we analyse and closely monitor your brand's positioning; we support the development and the transformation of a brand based on this permanently ongoing analysis.

We support you in presenting sustainability parameters transparently to your stakeholders - across the entire value chain of your product.

Every sustainability communication starts with C-level positioning. We enable thought leadership through guest contributions and position speakers at conferences.

We reduce complexity in sustainability communication through a 360-degree approach: we see sustainability communication as a holistic concept, we identify the most relevant success factors as well support you in the ongoing process of becoming a sustainable industry leader.

We keep your brand in the conversation with always-on-communication throughout the year: hand-selected micro-campaigns via the relevant platforms communicate your key sustainability messages, from green energy to supply chains, circularity or social and environmental standards.



Service Offerings

Based on your goals, we jointly develop the necessary measures

BASIC

- Narrative Development
- Sustainability comms strategy (Elaboration of the core sustainability messages and it's understanding)
- Identify brand and product communication impulses
- Brand positioning: Comms around special events & occasions (e.g. climate conferences, trade fairs, etc.)
- Identifying and communication of a company's *Green Ambassador*

MEDIUM

- Challenging of design language in terms of sustainability objectives
- PR/ Interview, guest commentary & contributions in key media
- C-Level placement at conferences and speaker's opportunities
- Keeping the brand in the LOOP: Always On Communication throughout the year (internal and external micro campaigns)
- Creation of webpage content

PREMIUM

- Brand Workshop & Narrative Development
- Sustainability CI Consultation
- PR Support Retainer
- Data Setup Consultation
- Social Media Support
- Creation of an own sustainability format development
- Organisation of stakeholder events, Press Days, Innovation Days, roadshows, trade fair activities, exhibitions
- Development of OOH campaigns, social campaigns, Ads (print/social)
- Stakeholder Management

The Results

BOSTON CONSULTING GROUP

Challenge

Positioning Boston Consulting Group as a leader in the field of sustainability. BCG's sustainability consultants help clients transform their business models to optimize for social and business value.

Approach

We developed the BCG Sustainability Newsletter concept for their communication in the DACH region. We strengthened its editorial and visual newsletter and social media appearance.. We created engaging social media content for the Climate Conference, hosted by BCG and Der Spiegel.

Results

27% increase of the newsletter opening rate.

BMW GROUP

Intro

Sustainability communication is essential for all companies. The BMW Group aims to be the most sustainable premium manufacturer for individual mobility.

Challenge

Strategic sustainability goals, such as CO2 reduction, social sustainability, electromobility and circularity, are to be communicated in an authentic and accessible way.

Approach

Development of a campaign on 40 "Faces of Sustainability": development of claim, graphics and text modules for bmwgroup.com, social media and internal communication via employee app, intranet and walk-by screens.

Results

Always-on formats serving sustainability topics across all platforms weekly for eight months. Thought leadership communication; employer branding.





MARINE STEWARDSHIP COUNCIL (MSC)

Intro

The explosion of information on social media regarding hot and controversial topics such as ocean pollution called for a new approach to reach target audiences.

Challenge

MSC had to re-earn the trust of and re-engage its target audience amid a flood of information.

Approach

A 360° Campaign

This type of campaign entails weekly social media posts, protagonist films, editorial contributions, consulting on PR matters related to live events, and more. With the question “Bist du ein besserfischer? (engl.: “are you a betterfisherman?”) Looping was able to establish trust and open a dialogue between MSC and its target audience.

Results

Client goals were overachieved with several learnings. The format "Did you know that.." had the best reach and engagement rate of all "edutainment" assets. Highlights of quantitative results in social channels: Facebook Reach: +72%, Facebook Interactions +44%.

MERCEDES-BENZ

Intro

In 2020 Mercedes Benz was at a critical juncture. The brand was producing the first fully electric S Class as well as the Vision EQS. With these new models Mercedes was transitioning from a long standing traditional carmaker to a sustainable luxury brand.

Challenge

The pivot towards sustainability increased focus on Mercedes' current climate and CO2 activities – including its partnership with the world's most successful F1 driver.

Approach

Looping focused on content and utilized print, social media, and brand ambassadors like Lewis Hamilton and Ola Källenius.

Results

The campaign garnered 32 Mio impressions and was adapted and utilized in 24 different markets. Overall, the campaign provided a fantastic first step for Mercedes Benz's new Sustainable Luxury communication strategy.





HEIDELBERG MATERIALS

Intro

In its restructuring to Heidelberg Materials, the company wants to strengthen its focus more on the issue of sustainability.

Challenge

Strategic realignment of communications with a focus on sustainability and digitization in the midst of a dynamic transformation process.

Approach

Based on a newly developed narrative and a new PR, content and channel strategy, all communication measures are orchestrated globally via a new newsroom process.

Results

In addition to strategic and process consulting, further workstreams for content production, CEO positioning, brand development and capital market communications are created.

RITTER SPORT

Challenge

To transport global marketing content with the brand values out of Germany and implement it across countries.

Approach

In addition to structural process consulting in the communications departments, LOOPING GROUP developed an always-on 360-degree campaign around the theme of sustainability & purpose. This also includes the brand series with the own created influencer "Don Schoko". In addition, the largest, worldwide PR stunt was executed.

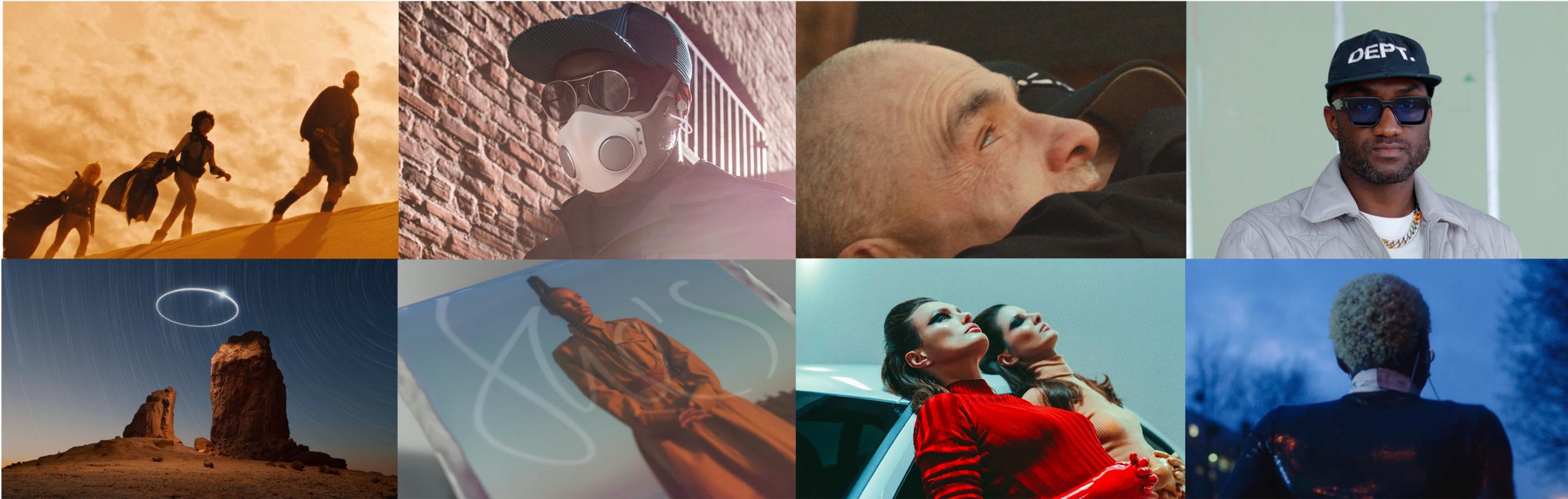
Results

Always-on content that enables 360-degree "purpose" communication across all media formats. The PR stunt was the biggest PR event of the history of Ritter Sport with the reach of 571 media outlets. The brand series was displayed on all social channels and website of Ritter Sport.



About LOOPING GROUP

We believe every person, every business, every brand, has a story to tell. These stories deserve to be told with integrity, conviction and heart. With a combination of fearless exploration and discovery of insight, we search for and find the truth. We combine data with journalistic rigor and commercial vigor to craft stories that leave their mark. Whether you are a person, business or brand, your truth should be powerfully told.



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STARTS
HERE



LET'S TELL YOUR STORY

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