



TRU2U

+

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DEPARTMENT
INC.

Bringing Brands into Purposeful Balance

What goes into a great brand?



RECIPE:

A great brand

WHAT YOU'LL NEED:

One part purposeful
impact

One part refreshing
revenue

A double shot of
commercial *resilience*

A dash of *connection*
with talent, partners
and consumers

The zest of *creativity*
and *innovation*



How many of the **ingredients** does your brand have on hand?

Purposeful *impact*?



Refreshing *revenue*?



Commercial *resilience*?



Connection with talent, partners and consumers?



Creativity and *innovation*?



The ingredients
are important ...



Connection

Purposeful
Impact

Creativity

Commercial
Resilience

Innovation

Revenue

and striking the right balance
makes all the difference.

In today's challenging environment, great brands must strike a healthy balance between **purposeful impact** and **commercial resilience**.

Positive contributions to society will accrue over time, but only if commercial successes create a thriving future for the business.



This is our recipe to help your brand and your teams thrive.

Our experience in building both **purpose-first** and **mainstream** brands delivers the delicious combination that brands today need to succeed.



Who

we are



MJ Viederman

MJ's CV reads like a who's who list of purpose-first brands. Her work built the strategy and actions of key social impact leaders, including Stonyfield Farm, Ben and Jerry's, The Body Shop, Honest Tea, Annie's and Odwalla. She was fortunate to travel to remote corners of the world with eco-tourism leader Lindblad Expeditions. She helped create a partnership with National Geographic, offering guests the opportunity to travel alongside world-leading scientists, explorers, conservationists, photographers and storytellers.



Zach Kellum

Zach's CV reads like a cocktail menu of the world's biggest beverage brands, including Corona, Michelob Ultra, Miller lite, and NUTRL Vodka. Until 2018, his work focused on creative output aimed at building global brands. His vision came to life in the form of TV commercials, billboards, and experiential brand activations in over 54 countries. In late 2018, Zach made a conscious choice to evolve his business, influence, and creative direction to help mainstream brands catch up with the social impact work of purpose-first brands —the very businesses built by MJ.

Purpose First

Purpose-first brands are known for their impact
on social justice and environmentalism



MJ has worked with many purpose-first
brands

Mainstream brands

Mainstream brands are known for their
global ubiquity, volume, and profit



Zach has worked mainly with
mainstream brands

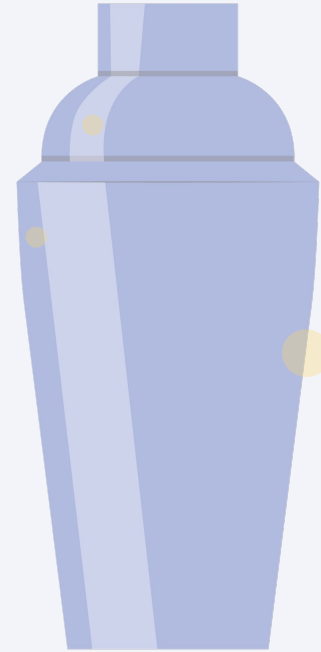
MJ and Zach met in a mid-pandemic mastermind community. They were drawn together by the recognition that to be successful in today's marketplace a brand needs a balance of purpose and commercial resilience.



Having a strong connection to purpose and impact was once exclusive territory to the **purpose-first brands**. **But mainstream brands are now entering this space.** It's no longer a side issue or a public relations strategy. Purpose is an imperative foundation for commercial success, bringing many benefits.



MJ and Zach realized their areas of expertise could mix together to create a perfect cocktail of purposeful impact and commercial resilience for brands in this emerging space in the marketplace.



They named the space between
purpose-first and mainstream brands
the **Purposeful Mainstream**



Purposeful
Mainstream

Success in the *Purposeful
Mainstream* requires a
perfect balance of
purposeful impact and
commercial resilience



MJ & Zach are uniquely positioned to strike this balance. We can help your brand integrate a desired impact on people and planet with a thriving and resilient business.

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patagonia®



Honest tea

We can help establish your brand in the Purposeful Mainstream. We will maximize your social and environmental impact while helping you build a commercially resilient business amidst a changing consumer marketplace.

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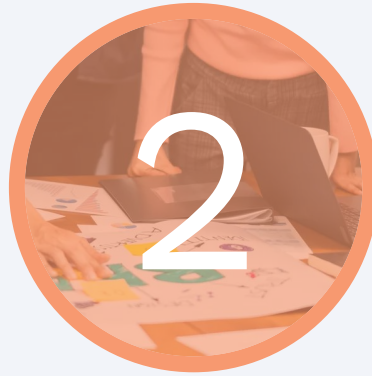
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Our process has 4 steps:



Creativity



Connection



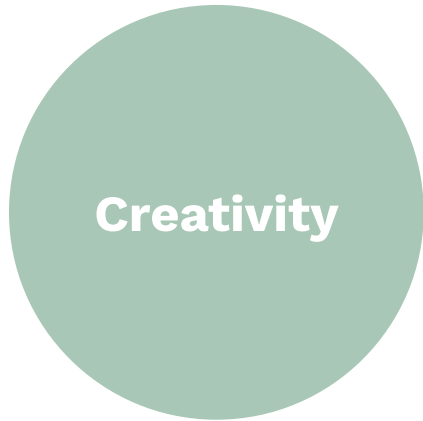
Impact



Resiliency



Step 1: Creative session



In our initial meeting, we'll help you rediscover and distil your brand's core truths through interactive and creative workshops.

This process will be supported by live graphic recording to capture the essential truths of your team's collaboration.

Step 2: Connection session

A large orange circle containing the word "Connection" in white text.

Connection

Next, we'll help you integrate, socialize and pressure-test your findings by expanding our participants by including your teams, consumers, key partners and stakeholders.

These workshops will lay the strategic groundwork for your official campaign launch or program execution.

Step 3: Brand strategy



Impact

We'll deliver a custom, comprehensive brand strategy. Distilled from the findings and results of our working sessions, our strategic report will find that perfect balance between purposeful impact and commercial resilience that your brand needs right now.

We'll

Step 4: Brand design



Resiliency

Drawing on the insight-led strategies we have built alongside your teams, we will design the tools and assets that tell your story and establish your business in the hearts and minds of those you wish to reach.

By creating campaigns and programs that clearly express your renewed purpose, we will help you magnetize your ideal customers and form relationships based on shared values.

Our
recent work





CATALYSTmarket

Catalyst Market is a global nonprofit marketplace that connects conscious buyers with sellers who put people and planet first.

An initiative of Catalyst 2030, Catalyst Market is among the world's largest networks of social entrepreneurs, working to accelerate systems change via the United Nations' Sustainable Development Goals.

Starting with a name, a handful of committed vendors, and a passionate group of volunteers, Tru2u branded and launched Catalyst Market in 2022.





Driven by the belief that Movement is Magic, HOKA designs running shoes that let moving go beyond performance.

In mid-2022, HOKA approached TRU2U to facilitate internal alignment around their social impact goals. This unfolded via an energetic series of leadership workshops, conducted with the graphic recording support of Two-Line Studios.



Let's find
your brand's
*purposeful
balance.*



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We believe in the power of branding.

We believe in the power of YOUR brand to do exceptionally great things for people and the planet.

We are excited to enhance your brand's contribution in global business and commerce for decades to come.

Reach out to discuss how we can work together.

Thank you.

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