

# NEW DIMENSIONS OF PURPOSE

What does the year hold  
for people, planet  
and purpose?



**Using this interactive report**

Find your way around  
with the navigation  
at the top of each page.

At Brandbuch, we creatively and strategically help businesses find, say and live their purpose. That means knowing all about the influences and challenges facing companies, people and communities. Now and in the future.

So every year we put together this report of the trends set to define the next year. The environmental, financial and cultural realities we'll all be talking about, and how businesses can be ready.

Whether you're a leader or a conscious consumer, read on to see what's coming your way, and how to get a head start on 2024.

## New dimensions of purpose – the creative concept

“This concept uses geometry, gradients and transparency to express perpetual evolution and the fluidity of meaning. Each geometric shape represents a trend, while the gradients express the ever-changing nature of our surroundings. The use of transparency adds depth and complexity, symbolizing the indefinable aspects of life and bringing an optimistic vibe to every dimension.”

David Angulo, Creative Director

## Collaborations and thanks

We’d like to thank the clients and subject matter experts who brought their unique perspectives to each of our trends, showing how they connect with their realities at work.

## Welcome to the next dimension

It's 2024 and we're in the midst of the permacrisis. Climate change, conflicts and economic crises are polarizing opinion and challenging companies' commitments.



- “2024 is the biggest election year in history (with elections in 64 countries). This year, countries that are home to 4 billion people – half the world’s population – will hold national elections.” The Economist
- Following the conflicts in Ukraine, Gaza and Israel, ideologies are shifting to the far-right. Both Italy and the Netherlands have elected right-wing governments, and France has seen national riots protesting the police.
- In world economics, the USA narrowly avoided a recession, China’s economic miracle has ended, and inflation continues to rise, especially in Europe.
- With fires in Canada and the hottest year ever in Europe, climate catastrophes now impact the whole planet.

This somewhat unencouraging outlook brings us to the Great Gloom. A pessimistic-sounding period that’s inspiring some optimistic behaviors.

- 1/3 of the world’s population feels worse than ever.<sup>1</sup>
- 68% of French people consider wellbeing a priority, but 40% believe it’s impossible to achieve.<sup>1</sup>
- 83% of people worldwide actively seek out experiences that bring them joy and happiness.<sup>2</sup>

<sup>1</sup> The Global Wellness Institute, 2023

<sup>2</sup> Sonar, Wunderman Thomson, 2023

## A new perspective of purpose

As we navigate the instability and insecurity, our sense of purpose is evolving. Whether it's from brand-level to company-level, or from focusing on consumers to focusing on employees. And while businesses are still devoted to their commitments, they're developing new ways to express them - leading to new dimensions of purpose.

2020  
**PIONEERING  
PURPOSE**  
(Definition)

2021  
**MAINSTREAM  
PURPOSE**  
(Movement)

2022  
**CIVILIZATION  
OF PURPOSE**  
(Culture)

2023  
**POLARIZATION  
OF PURPOSE**  
(Proof)

2024  
**NEW DIMENSIONS  
OF PURPOSE**  
(Expressions)



Photo by Jason Leung on Unsplash

## Dimensions and expressions

Organizations are redefining their impact and purpose, and adapting their corporate communications.

- **From ESG to impact:** In response to the backlash against “ESGs”, companies are communicating their positive impacts without mentioning the term.
- **From DEI to wellbeing:** Some organizations are redefining DEI as wellbeing, and focusing more on individuality.
- **From outside-in to inside-out:** Big corporations are prioritizing employees, placing their values at the center of their responses to external events.
- **From avoiding to choosing your backlash:** Saying, living and proving your purpose means making choices. And when any action – even staying silent – can lead to a backlash, companies have no option but to choose which controversy to answer.
- **From consumer-centric to employee-centric:** Companies and leaders now consider employees the most important stakeholders for long-term success. Over the next two years, employee engagement will become an enterprise’s most important form of comms (before brand reputation, media coverage or stakeholders engagement).<sup>3</sup>

“Employees are the focus. We are making employees that most important audience.”

Axios



<sup>3</sup> The Future of Corporate Communications, by Edelman, 2023





# 1—COLLECTIVE COCOONING

How people are designing  
collective spaces to reverse  
the epidemic of loneliness.

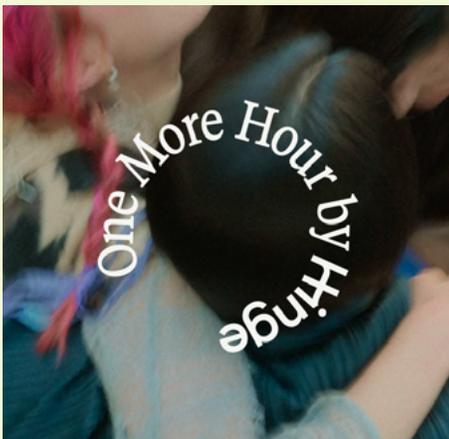
**You can be on social networks, live in a big city, and see your human relationships reduced to nothing. An epidemic of loneliness that Covid-19 has made worse.<sup>1</sup>**



In the age of home offices and digital nomadism, loneliness has become an epidemic.

The phenomenon has reached such a point that loneliness is becoming a public health problem.

- 71% of people globally agree that loneliness is an epidemic and 66% say there is no sense of community anymore.<sup>2</sup>
- Japan and the UK have created loneliness ministries.
- The mortality impact of being socially disconnected is similar to that caused by smoking up to 15 cigarettes a day, and even greater than that associated with obesity and physical inactivity.<sup>3</sup>



One More Hour by the dating app Hinge is an initiative to get Gen Z meeting in real life

## RESTARTING CONVERSATIONS

Political polarization across the world is adding tension and increasing disagreement without actual discourse. In an attempt to regain a sense of community, many people and organizations are trying to start a social renaissance.

Hinge's "One More Hour" encourages in-person socialization, mainly among Gen Z, only 31% of whom engage in daily social interactions. And informal initiatives are helping to promote inclusivity, such as Britain's "Super Tall Good Lads" group for very tall men.

<sup>1</sup> LeMonde, 2023

<sup>2</sup> VML Intelligence, 2024

<sup>3</sup> Our Epidemic of Loneliness and Isolation 2023, HHS

In a world where online connections are becoming more and more prevalent, 78% prefer spending time with real people.<sup>4</sup>



### SOCIALIZING WITH STRANGERS

Dating apps can't fix everything, and users are often prone to burnout. Combating loneliness in a wider sense means helping people rediscover solidarity, reality, and the pleasure of personal interactions.

- La table d'Aude, by La République des Hyper Voisins, is a giant Parisian lunch for around 1100 people aimed at encouraging connections.
- W21 Street Longest Table is a similar initiative in NYC along 21<sup>st</sup> Street.
- Timeleft also organizes dinners with strangers every week in Lisbon, Paris, Marseille, Zurich, Geneva and other cities.



Timeleft: dinners with strangers in Lisbon, Paris, Marseille and other cities.



W21 Street Longest Table in NYC

<sup>4</sup> The Citizen Connections report, 2023

## RECONNECT TO DISCONNECT

Disconnecting was traditionally seen as relaxing on your own, but is now becoming a more collective experience, with people creating shared spaces of comfort and community.

Some of us seek out a shared cocoon, like the Big Quiet. This mass meditation movement began with sessions of 25 people, and now brings together thousands of participants.

Others prefer the energy of huge parties, like the Daybreaker mass morning dance, or Ikea’s in-store raves that took place during Milan Design Week. In the UK, Selfridges has even transformed its fourth floor into The Selfridges Lounge, a permanent music and cultural event space.

Fun fact: Pantone chose “Peach Fuzz” as the color of the year. This warm, inviting hue reflects the societal move towards comforting and inclusive spaces - “Embrace the warmth... Sharing kindness.”



Color of the year: Pantone Peach Fuzz

## MAKING FRIENDS IN ALL SHAPES AND SIZES

The pet parenting movement is growing, and dogs are trending as a key companion in the fight against loneliness.

- 66% of American households have a pet, and dogs are the most preferred.<sup>5</sup>
- Businesses are investing in helping dogs live longer. The startup Loyal created LOY001, an FDA-validated medication that claims to modulate a growth hormone and extend the lives of large dogs by at least one year.
- In NYC, animals can now be blessed just like people.



Bless your animals in NYC

5 American Pet Products Association, 2023-2024

## THE KEY EVENTS

### → **Bubbel Chat (Netherlands)**



Bubbel is an app for “political speed dating”, aimed at Dutch voters who want to break out of their bubble in the run-up to the elections. It matches people with opposing political views to encourage discussions across divides.

### → **MSG Sphere (Las Vegas)**



This futuristic entertainment venue in Las Vegas is the world’s largest spherical structure. Inside, around 20,000 people can experience haptic seats with spherical immersive sound and 160,000 sq ft of LED display canvas.

Outside, the sphere’s 580,000 sq ft of programmable LEDs display vibrant and happy animations to the city.

### → **Pixel pawtraits, Google Pixel (US)**



Pixelated, blurry or poorly-lit images can hurt even the cutest canine’s chances of being adopted. So Google gave several dog shelters Pixel 8 Pro phones capable of taking “pawtraits” – high-quality photos and videos that help dogs find new homes.

## THE NEXT DIMENSION

## Purpose cohesion

- **Give people space and time:** By redefining the “workplace”, you can give employees a space to reconnect and fight loneliness. Whether it’s a physical workspace where colleagues can get to know each other, or remote social events outside work.
- **Treat mental health as a collective effort:** Employees still need the tools to fight mental health stigma and help everyone flourish. But as part of the great reskilling, you and your colleagues can learn to detect and prevent mental health challenges – turning mental health into a collective effort, and giving everyone a sense of responsibility.
- **Use EGs and ERGs as strategic spaces to share interests:** These groups can give employees the connections and feeling of inclusion they seek. By empowering EGs/ERGs and giving them the tools they need, you can grow both their role and your business.

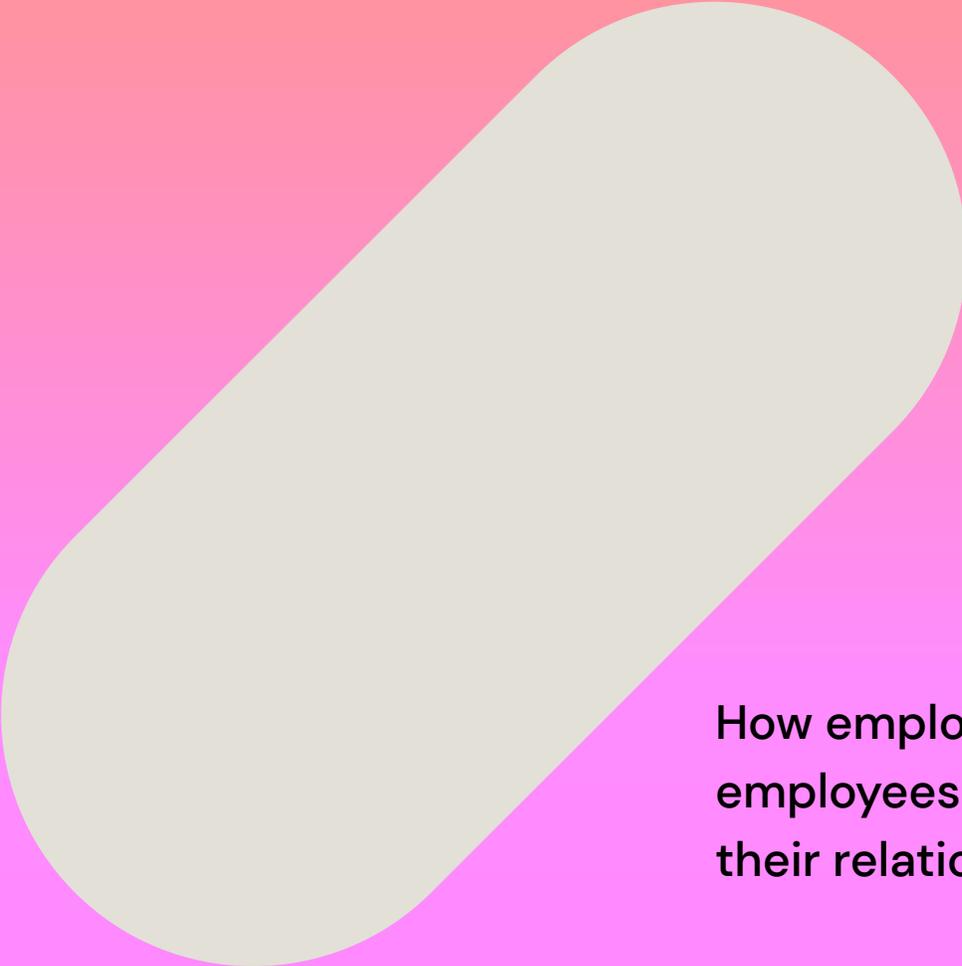


### **COLLECTIVE COCOONING: WHAT WILL INSPIRE SUCCESS THIS YEAR?**

“Creating a community within the workplace will continue to be critically important. When people have a sense of community at work, a Harvard Business Review article shared that they were 58% more likely to thrive, 55% more engaged, and 66% more likely to stay with their organization. With hybrid work and our increasing reliance on the efficiencies of technology, it has led to a decline in social interaction and connection – putting a premium on having to be intentional in creating moments for bonding and in-person engagement. For example, I’ve found Employee Resource Groups (ERGs) to be a doorway to forming communities. During heritage months, we convene for events that inspire, educate, and evoke moments of fun and joy. Titles and functions disappear because you are there as one community celebrating the beauty of what makes us unique, while also united in a shared understanding of tradition and cultural connection.”

**Jessica McKenzie, Senior Director People & Culture  
Communications at PepsiCo**

# 2—E.X. CONSENSUS



How employers and  
employees are redefining  
their relationships with work.

**58% of hybrid employees use the required return to the office as an opportunity to chat with coworkers, but then leave for home, “a place where they can really work”.<sup>1</sup>**



- Coffee badging – fulfilling hybrid work requirements by coming back to the office for a coffee and a chat, then leaving for a more productive place, like home. More than half of hybrid employees (58%) have embraced this trend, and another 8% want to try it.<sup>1</sup>
- Quiet quitting – doing the bare minimum of the job description.
- The snail girl or the lazy girl job – an easy, well-paid and usually white-collar job that enables quiet-quitting. A symptom of the post-pandemic anti-work culture.
- Job-hopping – changing jobs frequently and voluntarily in a constant search for new challenges.
- Office peacocking – trying to create an inviting space by injecting a sense of fun and innovation into the workplace.



Photo by Toa Heftiba on Unsplash

<sup>1</sup> Owl Labs, 2023

### AGREEING ON A NEW DEFINITION OF WORK

The communications gap in the hierarchy is clear. 66% of leaders think they’re aligned with employees, but only 44% of employees agree.<sup>2</sup> It’s time for both sides to redefine work.

- 67% of employees are reevaluating how they spend their time.<sup>3</sup>
- 72% believe employers need to rethink what work means to employees.<sup>3</sup>
- Just 27% of knowledge workers feel they have a healthy relationship with their work.<sup>4</sup>

→ **“We must reject the false choice between productivity and happiness. It’s critical for companies to foster environments that allow people to excel in their careers while thriving in their lives. New technology that gives people the flexibility they seek while enabling them to feel more connected, collaborative, and productive can bridge these gaps.”**

Enrique Lores, CEO of HP



Work Relationship Index by HP

Many companies are reinventing how they give employees flexibility and freedom. At Wegmans, frontline employees can “serve the customer as they need to be served in that moment”. If a customer needs help finding a product in another department, the employee can leave their station to serve the customer.

<sup>2</sup> Axios, 2023

<sup>3</sup> Edelman Trust at work report, 2023

<sup>4</sup> Microsoft Work Relationship Index, 2023

**40% of frontline workers in manufacturing changed job in the past 12 months.<sup>5</sup>** →

### RECONNECTING WITH FRONTLINE EMPLOYEES

This is not just a ‘corporate employees’ movement. Frontline workers’ job dissatisfaction is also in the spotlight.

**Disconnected, discontented, and demotivated. Disengaged frontliners are leaving in droves. 57% of workers in restaurants and bars, 40% in manufacturing, and 29% in retail changed job in the past 12 months.<sup>5</sup>**

Only 23% of organizations say head office communications reach their entire workforce.<sup>6</sup> But if companies reconnect with employees, frontline workers can feel more involved in the company’s purpose and help take it to the next level.

Volunteering programs can also help. According to Goodera’s post-event surveys, 97.5% of people feel a greater sense of belonging to their organization after a volunteering event. For example, Decathlon employees organize campaigns, workshops and seminars as part of the “Decathlon Solidarity” program, which helps refugees and displaced people in need. This brings a new dimension to the company’s purpose, “Move people through the wonders of sport.”

And they go even further when it comes to empowering frontline employees. Team members from over 30 countries have collectively co-written their objectives of the 2020-2026 Transition Plan.



Photo by Mufid Majnun on Unsplash

<sup>5</sup> Beekeeper Frontline Workforce Pulse Report, 2024

<sup>6</sup> ScreenCloud, 2023, in Guidebook Zenefits, Nucleus Research

## REFRAMING THE EMPLOYEE EXPERIENCE: FROM REWARDS TO TOTAL WELLNESS

Companies are repositioning their rewards programs to better manage employees' fatigue, loneliness and mental health issues. Compensation and salaries are still the top priority for employees, but since the pandemic, wellbeing and fulfillment at work have become the next biggest drivers. In redefining the very notion of work, companies and employees are also framing the employee experience as a total wellness promise, with its own benefits and compensations.



Photo by Austin Kehmeier on Unsplash

- “We believe that now’s the time for a new reward value proposition—one that shifts the focus to total wellness.”<sup>7</sup>
- “The 3 ‘H’s’ of 2024: Heterogeneity, holistic wellness and harnessing AI.”<sup>8</sup>
- 70% of companies have introduced new wellbeing benefits or increased the amount of existing wellbeing benefits.<sup>9</sup>

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7 PWC, 2023

8 Benefit News, 2024

9 Gartner, 2023

“My philosophy is “Think → global and impact local”. By inviting our employees and customers to engage, we’re not just spreading joy, we’re cultivating a sense of connection to the local spaces we cherish – transforming our global vision into local action.”

Niv Barbu, Chief People & Mission Officer at Sabon

## THE KEY EVENTS

### Seeds of Joy, SABON’s commitment to community and Nature (Israel)

At the core of SABON’s ethos is Seeds of Joy, a pioneering employee volunteering program designed to harness the restorative power of nature for community enrichment. This initiative embodies their belief in nature’s ability to inspire joy and wellness, and encourages their employees to bring these benefits to those who need them most. Through planting gardens, hosting nature workshops and more, Seeds of Joy aims to foster community connections and create lasting, joyful experiences.

### P&G + Me total wellbeing program

P&G has moved to a “total wellbeing” concept, where they organize their compensation and benefits around the idea of “Be at My Best”. By placing the employee at the center instead of the offering, these programs offer tools and resources that help them manage their energy, navigate challenging periods, and balance work and personal priorities.



## THE NEXT DIMENSION

## Purpose congruence

- **“Foster a work environment where an employee’s personal purpose and the company’s purpose can co-exist, reinforcing each other.”** Harvard Business Review, 2023
- **Engage your employees:** Activate your purpose to make your employees rally round it. You’ll not only bridge the gap between employee and employer, you’ll also attract consumers. Use AI tools to help make employee experiences and rewards more relevant and personalized. For example, Sanofi in France uses AI to develop and personalize career paths, and promote wellbeing at work.
- **Encourage purpose-sharing:** Use Storydoing to amplify your purpose with actions that inspire others to take part.

### EMPLOYEE EXPERIENCE: WHAT WILL INSPIRE SUCCESS THIS YEAR?



“Give local teams the tools to engage their employees. Think global and act local when it comes to employee engagement. That’s the key.”

**Niv Barbu, Chief People & Mission Officer at Sabon (Groupe Rocher)**

# 3—REPUTATION REDEFINITION

How companies  
are protecting and  
improving their  
reputations amid  
constant backlash  
and distrust.

## THE TRUST GAP

Trust is now the key currency for brands, and not just with consumers. All stakeholders now scrutinize company and brand practices. But with so much bad publicity, backlashes and green/pink/diversity-washing, the trust gap is growing, and eroding reputations.

- **84% of business executives think customers highly trust the company, yet only 27% of customers say the same.**<sup>1</sup>
- **62% of French people doubt the authenticity of companies' actions in favor of LGBTQIA+ inclusion.**<sup>2</sup>

## CHOOSE YOUR BACKLASH!

When companies are expected to take a position on an issue, a backlash is inevitable. Taking a stand brings resistance, and doing nothing brings criticism.

Just look at Target's "tuck-friendly" swimwear line, and what happened when fake news claimed it was for kids. After the backlash, the company chose to safeguard its employees and stores by removing certain items that it said caused the most 'volatile' reaction from opponents.

And in France, hypermarkets attacked brands on the topic of shrinkflation. For example, Intermarché created a display campaign showing price increases on specific brands and products.



Target's controversial "tuck-friendly" swimwear line

<sup>1</sup> PWC Trust Survey, 2023

<sup>2</sup> Ipsos, Oct. 2023



Photo by Mark Tulin on Unsplash

### MEA CULPA, FACTS AND STORYPROOFING™

These backlashes led to a trend of apologies – what Axios called a “mea culpa mania”. And if voiced insincerely or clumsily, they can lead to real reputation crises.

**“The crime is often not the crisis itself – it’s the response to the crisis.”** Stacey Zolt Hara, Head of Global Corporate Affairs at Airwallex

So while there’s no one-size-fits-all apology, there are best practices. For example, using explicit words, not hiding behind a spokesperson, and above all being truly sincere.

“There’s no such thing as being too late to apologize. But make sure you have all of the facts and are very clear on what actually transpired before issuing an apology.”

Sarah Brown, Founder of Brighton Media

### Storyproofing™

**This is a form of Storyproofing™ – using the evidence of your purposeful actions to create more authentic, compelling and trustworthy communications.**

**“If a company thinks it’s worthy of our trust, it needs to prove it or lose it.”** →

Melissa Buch, Purpose Thinker & Doer, Founder and CEO at Brandbuch

Because today, we demand more of a business than stories. We demand more than actions. We demand proof. In the age of the permacrisis, if a company thinks it’s worthy of our trust, it needs to prove it or lose it.

### COHESION ENHANCES REPUTATION

Amid the political strife and military conflicts around the world, companies and leaders have been trying to respond appropriately while staying true to their purpose. But unifying often chaotic communications means creating cohesion in teams, values and stakeholders, and deciding what you stand for as a leader.

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**“We have so much more in common than we do differences.”** →

Doug McMillon, CEO of Walmart

Some companies have chosen to go back to their essence and link their response to their values. For example, in response to the events of 7 October, Walmart CEO Doug McMillon returned to the company’s value of fighting discrimination. He urged associates to “keep showing customers and members that we have so much more in common than we do differences... and seeing an increase in antisemitic speech and hate crimes, the Walmart Foundation will donate \$1M to the United States Holocaust Memorial Museum to support outreach programs to educate about the history and lessons of the Holocaust and the dangers of antisemitism in order to inspire people to confront hate and promote human dignity.”

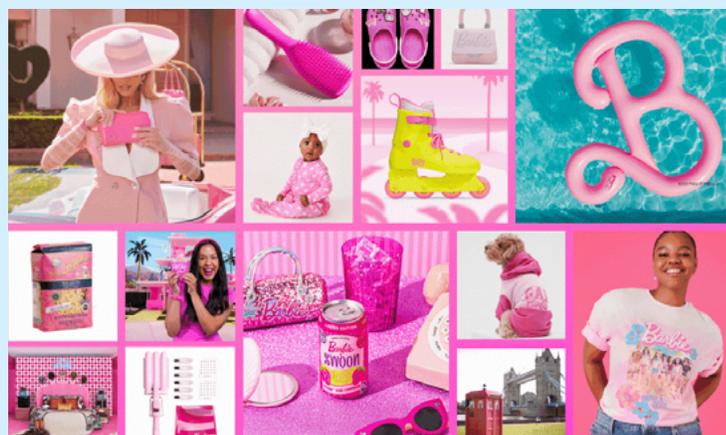
**CORPO-TAINMENT CREATES VISIBILITY**

Corporations typically play it safe when it comes to entertaining their audiences, leaving the consumer brands to have fun. But now, companies are looking for innovative and surprising ways to deliver their message, from concerts and parties for employees to humorous campaigns for sustainability reports.

Some even go a step further, moving from the small screen to the big screen. The Barbie movie was a masterclass in rebranding without even touching the brand. It empowered women and championed many other contemporary values at the product and corporate levels. And riding on its success and enhanced reputation, Mattel is planning to release 14 movies, including "Polly Pocket", "Uno" and "Barney".

**But all future corpo-tainment efforts will have to walk a fine line between entertainment and washing. And communications leaders will need to know where that line is.**

The Barbie movie, by Mattel: a rebranding without touching the brand, with a full ecosystem of partnerships.



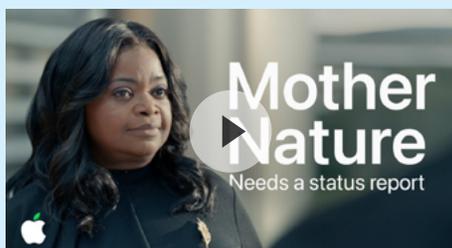
THE KEY EVENTS

→ **FuckOatly.com (California)**



Swedish drinks manufacturer Oatly developed a site to help their fans – and the thousands of people who hate them – understand everything “wrong” with the company. The site presented all the backlashes it faced, and then answered them.

→ **Mother Nature needs a status report, by Apple (US)**



In one short video, Apple summarized its sustainability report and plugged its latest smartwatch. The video shows the whole team, including CEO Tim Cook, nervously presenting their sustainability efforts and proof points to ‘Mother Nature’, played by Octavia Spencer.

→ **The alternatives era, 2023 holiday video, by Blackstone (US)**



The private equity giant went all-in on Taylor Swift fandom with their holiday video homage to The Office. “The initial goal was to create something fun for employees and highlight our culture, and it’s kind of taken on a life of its own. It’s just humanizing to see your leaders making fun of themselves and share a few laughs with the team. Finance sometimes has a more serious exterior, and so I think showing external audiences that we’re human and can laugh at ourselves is a good thing,” Christine Anderson, Global Head of Corporate Affairs at Blackstone

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## HOW NEW DIMENSIONS OF PURPOSE CAN HELP

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### Purpose shielding

- **Unified communications:** Go back to your purpose and values, and align responses and actions to what you stand for. Unified communications are consistent and create a seamless flow of information.
- **Storyproofing™:** Accompany your responses with honesty, actions and proof. Storyproofing™ is about turning evidence into stories that inspire trust.
- **Internal-first approach to comms:** Act internally as you'd like to be seen externally. By prioritizing employees when crafting responses, especially during crises, you can send a credible and authentic message. Remember, employees are your main source of reputation.
- **Surprise in formats and channels while staying true to your message:** New channels and opportunities can help enhance your reputation. But remember to put the format and channel at the service of an authentic and trustworthy message.

#### REPUTATION REDEFINITION:

#### WHAT WILL INSPIRE SUCCESS THIS YEAR?



“Staying laser-focused on your values and corporate purpose to help drive decision-making and safeguard reputations. It’s not about embracing all societal mores, but about digging deep into the ones that are truly authentic to your organization. Only then can you withstand – and potentially thrive – after whatever inevitable issue threatens to denigrate that reputation.”

**Susan Novak, VP Content at American Express**

# 4—CONSCIOUS CREA.I.TIVITY

How AI is creating exciting opportunities for businesses, ethical conundrums for leaders and worrying situations for employees.

“The world had like a two-week freakout with GPT-4, right? This changes everything. AGI is coming tomorrow, there are no jobs by the end of the year. And now people are like ‘Why is it so slow?’”

Sam Altman, CEO of OpenAI



### THE REPLACEMENT: FICTION OR REALITY?

Artificial General Intelligence, like ChatGPT-4, promises progress and growth. The most successful companies could use AI to generate over 20% of earnings, while operating 25% faster and 40% better<sup>1</sup>. For example, Cosmopolitan used AI to create a cover in just 20 minutes.

And just like any major change, this leads to huge fears. Will we be replaced? In 2023, 58% of Fortune 100 companies announced layoffs<sup>2</sup>, and now many people have understandable questions and uncertainties regarding ethics and evolution.

But according to Sam Altman, the OpenAI CEO, “The world had like a two-week freakout with GPT-4, right? This changes everything. AGU is coming tomorrow, there are no jobs by the end of the year. And now people are like ‘Why is it so slow?’”

So if we want to keep our disruptive mindsets and preserve our values, perhaps we should be focusing on the challenge posed by The Economist: “How to worry wisely about AI”.



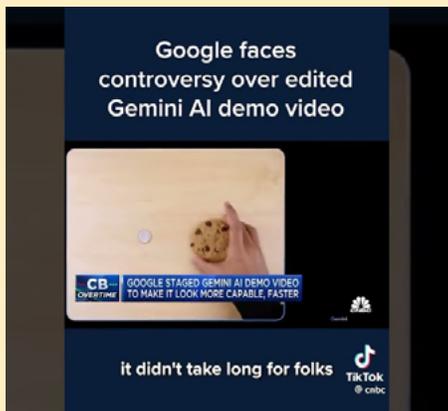
1 FastCompany, 2023  
2 Bloomberg, 2024

## AUTHENTICITY & INTEGRITY

Authenticity was Merriam Webster’s word of the year, reflecting growing concerns about AI’s ability to deceive and dehumanize. And Cambridge University Press chose “hallucinate” to refer to incorrect or misleading information provided by AI.

The Google Gemini video created a lot of buzz, partly by showing the potential of the tool, but also because the video wasn’t totally real. “We created the demo by capturing footage in order to test Gemini’s capabilities on a wide range of challenges. Then we prompted Gemini using still image frames from the footage, and prompting via text.” said a Google spokesperson.

**This crisis of authenticity and integrity has become an opportunity for brands in any sphere to highlight their values.** At CES 2024, Tropicana presented Tropcn, a limited-edition packaging removing the A and I, to show there’s nothing artificial in their orange juice.



The Gemini video by Google generated 3 million views in 3 months



The limited edition by Tropicana presented at CES 2024

## AMPLIFYING THE EMPLOYEE EXPERIENCE

Using AI means doing more than automating undesirable processes with virtual assistants. The technology can analyze employees' individual preferences and needs, continuously and in real-time. From preferred working hours and places, to the type of training content or rewards they prefer. This lets them tailor their policies and programs to individual needs, making the work environment more positive and satisfying.

## AUGMENTED INTELLIGENCE OF CONSUMERS AND PATIENTS

AI is also helping people learn and predict, so they can better evaluate offers and promises. Consumers can now model how different products could affect their skin, their health, or other areas of life.

The rise of synthetic data is going to change how we analyze and anticipate behaviors. In healthcare, for example, Syntegra creates privacy-preserved synthetic data, bridging the gap between the organization and patients' data privacy and data science needs.

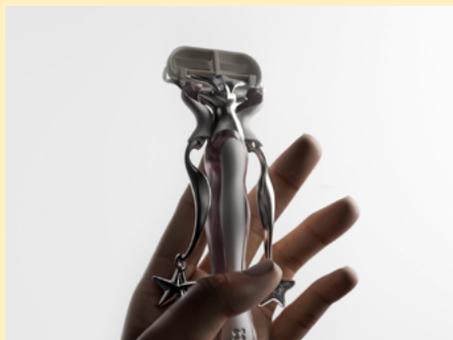


Syntegra democratizes healthcare data: "realistic but not real" data via machine learning

## AUGMENTED INCLUSIVE DESIGN?

AI is opening new fields for creative teams. Many creative directors are now AI-empowered, and prompting codes could become the next creative guidelines.

What if we could take conscious creativity further, and connect the dots with AI? With his Coalesce project, Swiss design student Luis Rodriguez used AI to blend gender-stereotypical products, challenging the product design industry biases and stereotypes, and promoting inclusive design.

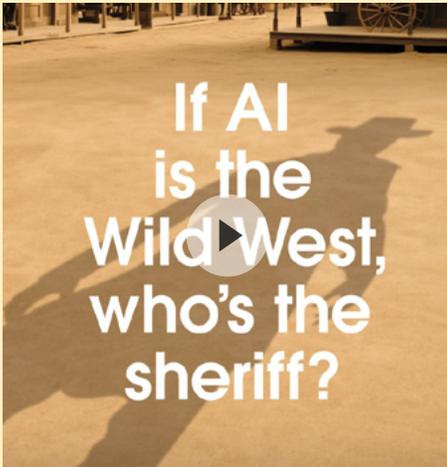


Coalesce project by Luis Rodriguez

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## KEY EVENTS

### → Ask More of AI, by Salesforce



In the Salesforce's video, Matthew McConaughey is the sheriff and data is gold.

This campaign highlights the dangers of AI to inspire trust in Salesforce's processes. It poses the question, if AI is the wild west, who's the sheriff? "Everyone seems to be rushing into AI and asking questions later. We'll give you the info you need to get this right."

### → Delta Air Lines

This airline claims that a great customer experience comes from a great employee experience. So the company is providing AI-based training and career development at the point where customer expectations meet employee skills and aspirations. Under-development AI is slated to automatically transform generic skill descriptions into more accurate capabilities that reflect the job requirements, based on current and contextualized employee and customer data.



### Skin GPT, by HautAI

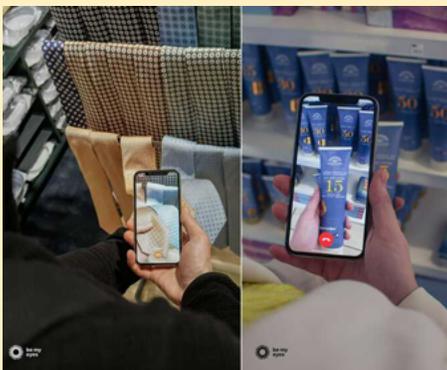


The first generative AI to model skin conditions. Users can upload images and see how certain skincare products could change their skin. “Our technology raises awareness among consumers and allows them to obtain transparency on the effects promised by beauty brands.”

SkinGPT helps consumers ‘predict’ future results of cosmetics



### Be My Eyes (Denmark)



This startup helps people with no or low vision connect with volunteers to help them with hundreds of daily tasks. Now, Be My Eyes is using GPT-4 to create a Virtual Volunteer™ who can give the user the same context and understanding as a human volunteer.

Be My Eyes uses GPT-4 to create a Virtual Volunteer™

## THE NEXT DIMENSION

### Purpose reignition

- **AI manifesto and principles:** Follow the examples of Mastercard, Lenovo and LG by writing a clear guide on how you'll align your AI usage with your purpose and values.
- **Reskilling and upskilling:** Invest in your talent to help them use AI in their day-to-day.
- **Define and share your vision of AI:** Bring AI into the conversation with leaders and employees. Consistently communicating your vision will inspire people and give a sense of security in your organization's future.

#### CONSCIOUS CREA.I.TIVITY: WHAT WILL INSPIRE SUCCESS THIS YEAR?



"The real Creative AI challenge? It's not about the algorithm's power, but our own discipline to stay authentic. With endless, rapid possibilities, shortcuts are tempting.

But your AI creative collaborator needs more. Challenge it, push further, and pivot when it misses the mark. Crucially, stay in charge. True authenticity comes from not just crafting prompts but also from carefully curating your data.

It's precision over convenience, making every move a conscious echo of your unique voice."

**Laurent Gaveau, Founder of Google Arts and Culture Lab,  
Operating partner, Entrepreneur**

# 5—CLIMATE RESILIENCE

**How organizations are accepting the immediate realities and dangers of climate change, and adapting to weather the storm.**

**Climate change is the top environmental concern worldwide (before pollution, biodiversity, etc.)<sup>1</sup>**



Making climate resilience a priority means reducing our impact, but also being ready for the next era.

- “The era of global warming has ended. The era of global boiling has arrived.” A. Guterres, UN secretary general
- 75% of people are worried about climate change and the majority are pessimistic about solutions.<sup>2</sup>



Photo by Mika Baumeister on Unsplash

Climate disasters are no longer a far-away event. From floods in Europe to bushfires in Canada, they’re now part of our daily lives. In Mexico, 104 people died in the 49°C heatwave between 12 and 25 June (Mexican Health Secretary). These events are becoming more frequent and intense, but in the case of events like floods, also less predictable.

If we need to design eco-solutions for the mid/long term, we also need to create resilient solutions for the now.

<sup>1</sup> ObsoCop, 2023

<sup>2</sup> Trust and Climate Edelman report, 2023

**“Only 16% of global leaders feel their organizations are prepared in terms of resilience.”**



**Bob Sternfels, Global Managing Partner at McKinsey & Company US**

**RESILIENCE IS THE ONLY WAY FORWARD**

Despite these challenges and difficulties, organizations can bounce back as a more flexible and durable company with a positive outlook on climate change.

According to Bob Sternfels, Global Managing Partner at McKinsey & Company US only 16% of global leaders feel their organizations are prepared in terms of resilience. And if countries, enterprises and individuals are not prepared, it can cost up to 8% of GDP. But on a positive note, if they embrace resilience, they can add up to 15% to global GDP.

This means focusing on three key areas:

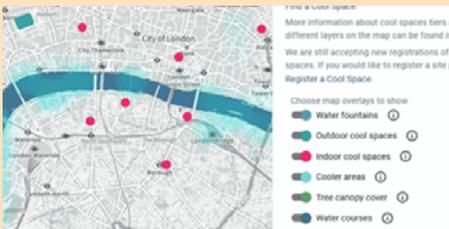
**People and livelihoods:**

**Inventing climate-adaptive ways of living**

- 13% of French people plan to move because of climate change, either temporarily or permanently.<sup>3</sup>
- With temperatures rising, cooler vacation destinations are more popular than ever. In the Shetland Islands, where the maximum temperature is around 14.5°C, the local marketing department responded to a heatwave by tweeting “Officially the coolest place in the UK.”
- The city of London has launched Cool Spaces, an app to find the coolest places in the city.



Shetland Islands, the ‘coolest’ place in the UK

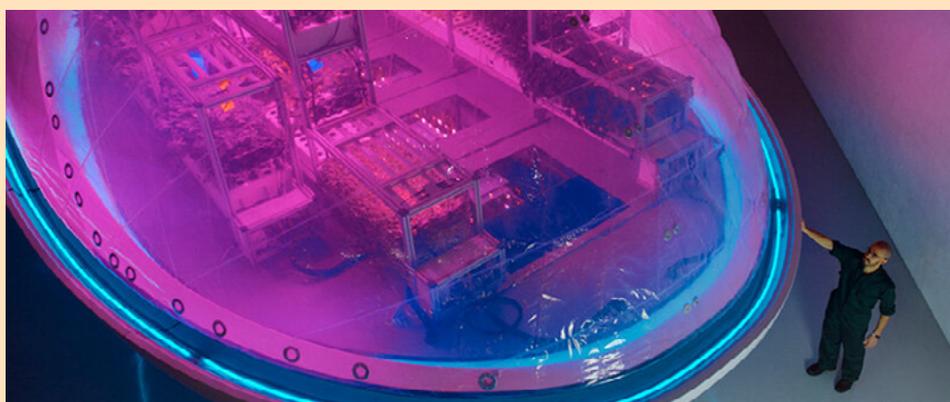


An app pinpointing “Cool Spaces” in London

3 Ifop, 2023

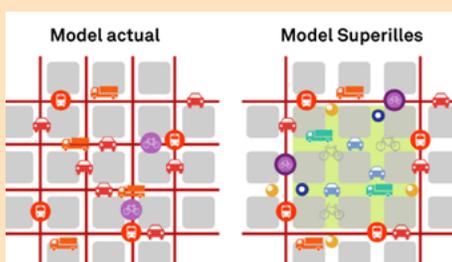
**Businesses and economies:  
Developing climate-proof agricultures**

BioPod, by Robertet x Interstellar Lab (Grasse, 2023) is an autonomous greenhouse adapted from NASA technology. Equipped with sensors and its own artificial intelligence, this biofarming solution recreates climates autonomously to accelerate plant growth, adding value in a sustainable and replicable way.



BioPod, by Robertet x Interstellar Lab (Grasse, 2023)

**Environmental systems:  
Designing tempered cities**



Evolution of the plan of a Superblock in Barcelona

Barcelona’s temperature and water situation has been critical for several years. At the beginning of February 2024, the government of Catalonia announced an extreme drought emergency with water restrictions affecting six million citizens.

But in terms of reorganizing traffic and streets, the city is a model for Paris and other urban areas. Since 2018, Barcelona has been developing greenery islands by reorganizing blocks to have less traffic and more green spaces.

While this kind of climate resilience will be a big focus this year, raising awareness of climate change remains a priority for leaders, governments and organizations.

## FROM RAISING AWARENESS TO CREATING AN EXPERIENCE

6 July 2023 was the busiest ever day for commercial aviation.<sup>4</sup> So clearly there's still work to be done in communication around climate change.

But raising awareness isn't enough. We need to adapt and tailor communication strategies to climate-related issues and concerns. By thinking of how the message is delivered, as much as the message itself, companies can reshape the behaviors of consumers, talent and stakeholders.



Tomorrow's Vintage Shiraz  
by Ampersand Estates

Australian winemaker Ampersand Estates raised awareness and inspired action by creating the first ever wine paired with an official Conservation Agreement. Their partially-filled bottles of Tomorrow's Vintage Shiraz reflect the future of the country's wine regions. The 2040 bottle, for example, is only 86% full because only 86% of wine-growing regions are projected to still be usable by then.

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<sup>4</sup> Flightradar24, 2023

**KEY EVENTS**

→ **Resilient Road, Suncorp (Australia)**



Rockhampton is one of the cities most impacted by climate disasters, and some houses and streets could become uninsurable. So the leading insurance company created a campaign around one of Rockhampton’s most vulnerable streets. By transforming five houses to better withstand bushfires, floods and cyclones, the campaign taught Australians how to make their homes more resilient to increasingly extreme weather.

→ **Unilever**



Unilever’s reformulated ice cream is designed to have the same taste and texture when stored in warmer -12°c freezers, rather than -18°c. This reduces energy consumption by 20-30%. The group decided to share this as a free, non-exclusive license for 12 reformulation patents – a great example of coopetition that will help the whole industry reduce its energy footprint and be more resilient.

→ **Blanche Edition, by L’Occitane (France)**



The beauty brand adapted its ingredient sourcing by developing a kind of lavender that’s more resilient to climate changes, pests and drought.

THE NEXT DIMENSION

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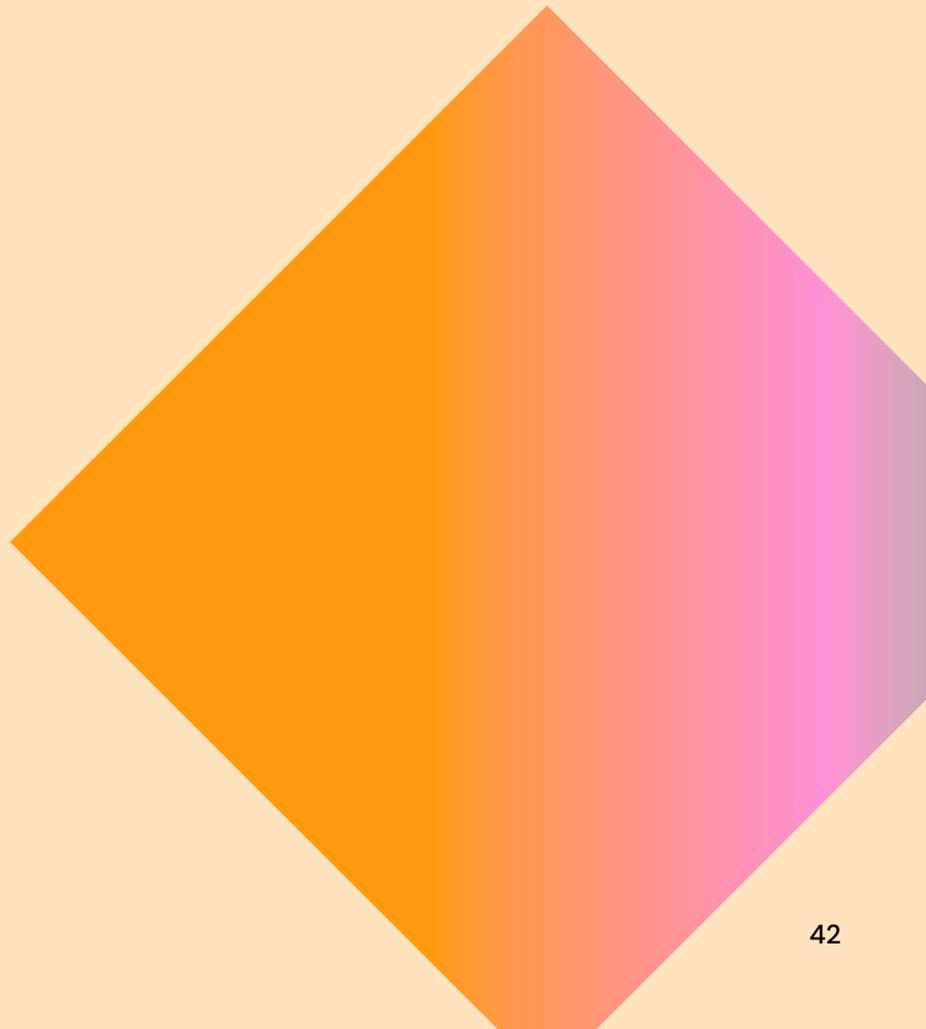
**Purpose  
resilience**

**Combine regeneration with resilience**

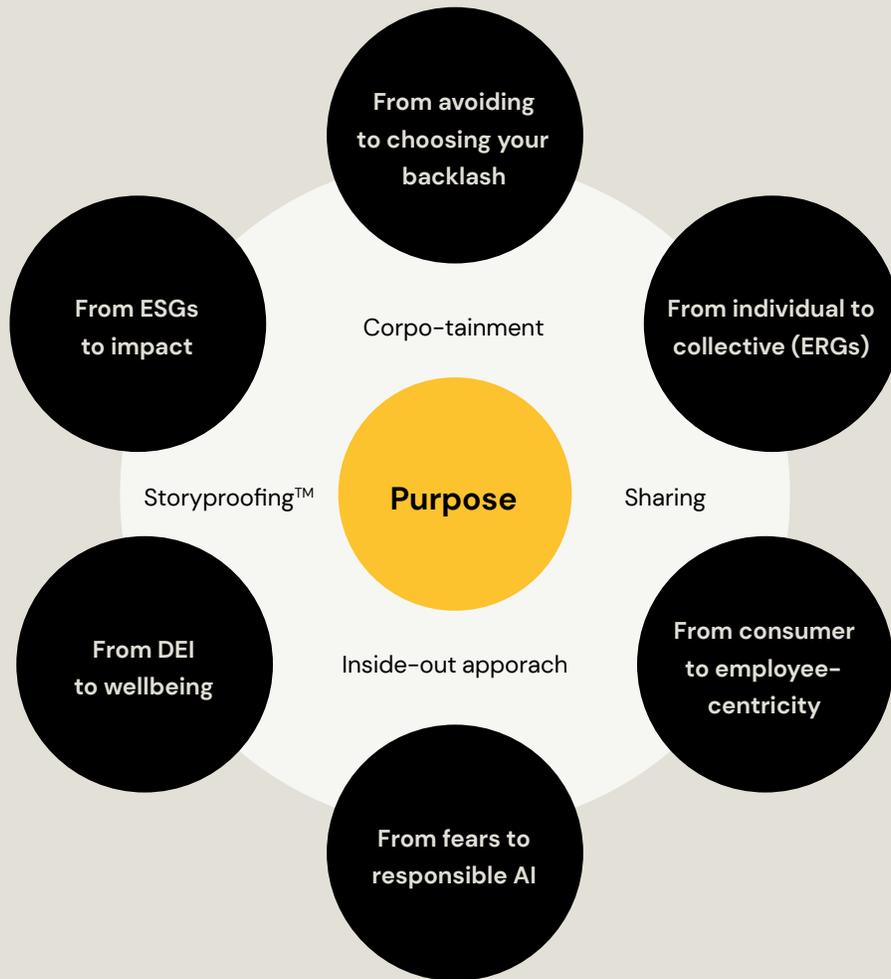
- Maintain your long-term plan: accelerate your business regeneration to keep sustainability at the center.
- Create a short-term plan: prepare and adapt to the inevitable consequences of climate change.

**Reinvent climate awareness communications**

- Find new ways to go beyond the traditional channels and create experiences that help raise awareness and prepare consumers and talent for the consequences of climate change.



## New dimensions of purpose: The cheat sheet

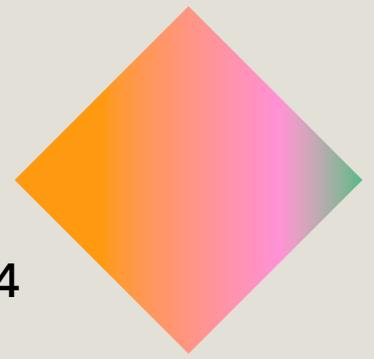


**Our sense of purpose has evolved, and all of us are adapting to the permacrisis in our own way. From seeking out our tribe, to exploring our place alongside technology, to acting on our moral duty to each other and the planet.**

**Each company’s purpose might remain the same, but the way they express them, and the way the world experiences them, are entirely new dimensions.**

2024 is the year  
of **Purpose Cohesion**  
**Congruence**  
**Shielding**  
**Reignition**  
**Resilience**

Thank you

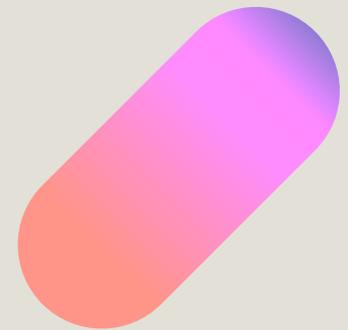


## GET A HEAD START ON 2024



If you'd like to discuss any of these trends, or how to apply your purpose and its many dimensions to the 2024 world, just get in touch.

hello@brandbuch.com  
[brandbuch.com](https://brandbuch.com)



### NEW DIMENSIONS OF PURPOSE: WHAT WILL INSPIRE SUCCESS THIS YEAR?



"This year, we're going to see new ways to advance purpose, accompanied by fresh words to articulate progress. People, planet and purpose have been facing diverse challenges and only those who stay true to their values and culture will continue to successfully navigate the future, steered by their purpose as a true north star.

What will inspire success in 2024? Embracing new dimensions of purpose in all facets of the organization. This means not only adapting to an evolving environment but also making your purpose a dynamic living system within the company."

**Melissa Buch, Purpose Thinker & Doer,  
Founder and CEO at Brandbuch**

