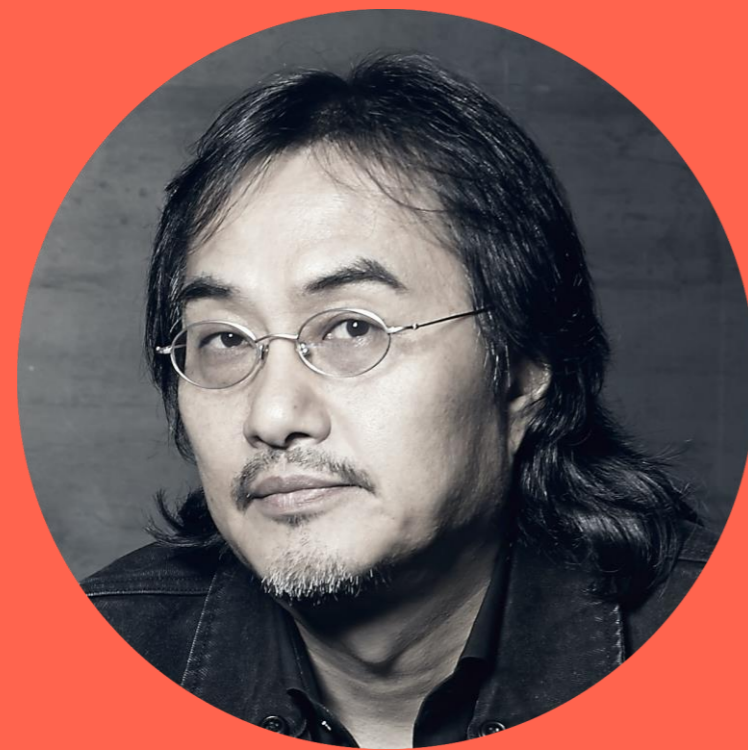


# BRAND ACTIVISM



Branded Solutions for  
Sustainability



**THOMAS HONGTACK KIM/**

CREATIVE SOLUTIONIST

Founder/ 2kg

CCO/ PAULUS

INTERNATIONAL BOARD OF DIRECTORS/ ONE CLUB FOR CREATIVITY

COLLECTIVE/ BOARD OF ADFEST

PROFESSOR/ YONSEI UNIVERSITY



**Collapse of Eco-system**  
**Gender Inequality**  
**Attack of Virus**

**The Role of Brands has changed.**

## Dream Crazy



- American professional football (NFL) player Colin Kaepernick is the voice behind Nike's 30th anniversary "Just Do It" ad released in 2018.
- Kaepernick refused to stand for the national anthem before games and began kneeling instead in 2016 in response to the controversial police brutality of black men in the United States.
- The following year, in 2017, Kaepernick became a free agent and had to stop playing because no team wanted him, but Nike, which has maintained a sponsorship deal with Kaepernick, made him a spokesmodel.

A black and white close-up portrait of a man with a beard and intense gaze. The text is overlaid on his face.

Believe in something. Even if it  
means sacrificing everything.

 Just do it.



## Dream Crazy

If people say your dreams are crazy, if they laugh at what you think you can do.

Good. Stay that way.

Because what non-believers fail to understand is that calling a dream crazy is not an insult. It's a compliment.

Don't try to be the fastest runner in your school, or the fastest in the world. Be the fastest ever.

Don't picture yourself wearing OBJ's jersey, picture OBJ wearing yours.

Don't settle for homecoming queen or linebacker, do both.

Lose 120 pounds and become an Ironman after beating a brain tumour.

Don't believe you have to be like anybody to be somebody.

If you're born a refugee, don't let it stop you from playing soccer for the national team at age 16.

Don't become the best basketball player on the planet, be bigger than basketball.

Believe in something, even if it means sacrificing everything.

When they talk about the greatest team in the history of the sport, make sure it's your team.

If you have only one hand, don't just watch football, play it. At the highest level.

And if you're a girl from Compton, don't just become a tennis player. Become the greatest athlete ever.

Yeah, that's more like it.

So don't ask if your dreams are crazy, ask if you're crazy enough.

It's only crazy until you do it.

Just do it.



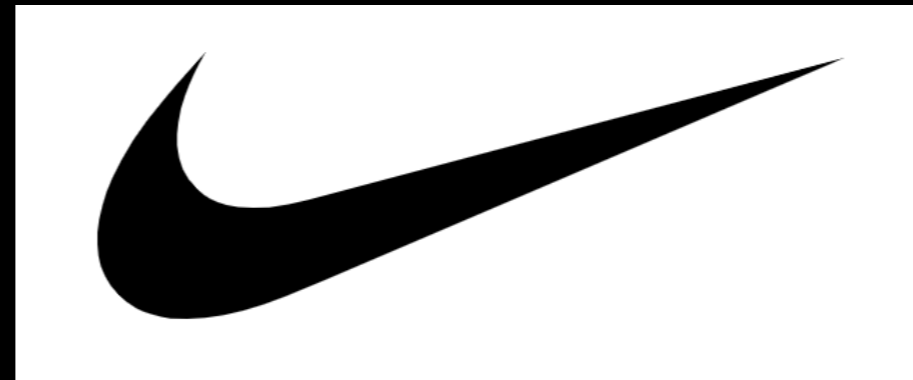
Following

Nike's stock has already recovered after a brief backlash over its Colin Kaepernick ad campaign. Online sales went up 31% in the days after it was announced.



11:13 am - 11 Sep 2018

Brand for sports spirit



Brand for social justice



“Lego ended a \$ 110 million deal with Shell, which has been in a partnership for more than 50 years.”



the Greenpeace environmental protection campaign

“Drilling oil could pose the same risk as a Gulf oil spill, we can not support companies that ignore this and maintain relationships with Shells that continue to drill”



Investors don't just focus on the financial performance of the company,  
which is what they have traditionally based their investments on.

**LEGO: Everything is NOT awesome**

**This is due to a Major Shift**  
**in the Marketing/Creative Ecosystem**

a.

Cannes Chimera\_Bill Gates+Cannes Lions

## Cannes Chimera



Bill Gates\_CEO of Bill&Melinda Gates Foundation

+



Cannes Lions\_World' Most Famous Creative Festival

- The Bill & Melinda Gates Foundation created a competition to solve a communications challenge that the world is facing.
- A project to receive and execute creative ideas to help 'health' and 'development' of Underdeveloped Countries.

# Cannes Chimera



# Cannes Chimera



**Collective Intelligence + Passion for Saving the World**

Use your creativity  
to help

b.

UN+One Show+Cannes Lions\_  
Sustainable Development Goals

## Cannes Lions 2016



Mr. Ban Gi-mun\_ former Secretary-General of the United Nations+  
Heads of 6 Advertising Holding Companies (WPP+OMNICOM+Publicis+Dentsu+Havas+IPG)/  
**Commitment for SDGs Implementation**



2016~2030

## 2018 Cannes Lions

# ***SUSTAINABLE DEVELOPMENT GOALS LIONS***

The Sustainable Development Goals Lions celebrate creative solutions and initiatives that seek to positively impact the world - work that contributed to or advanced the 2030 Agenda for Sustainable Development across people, planet and prosperity.

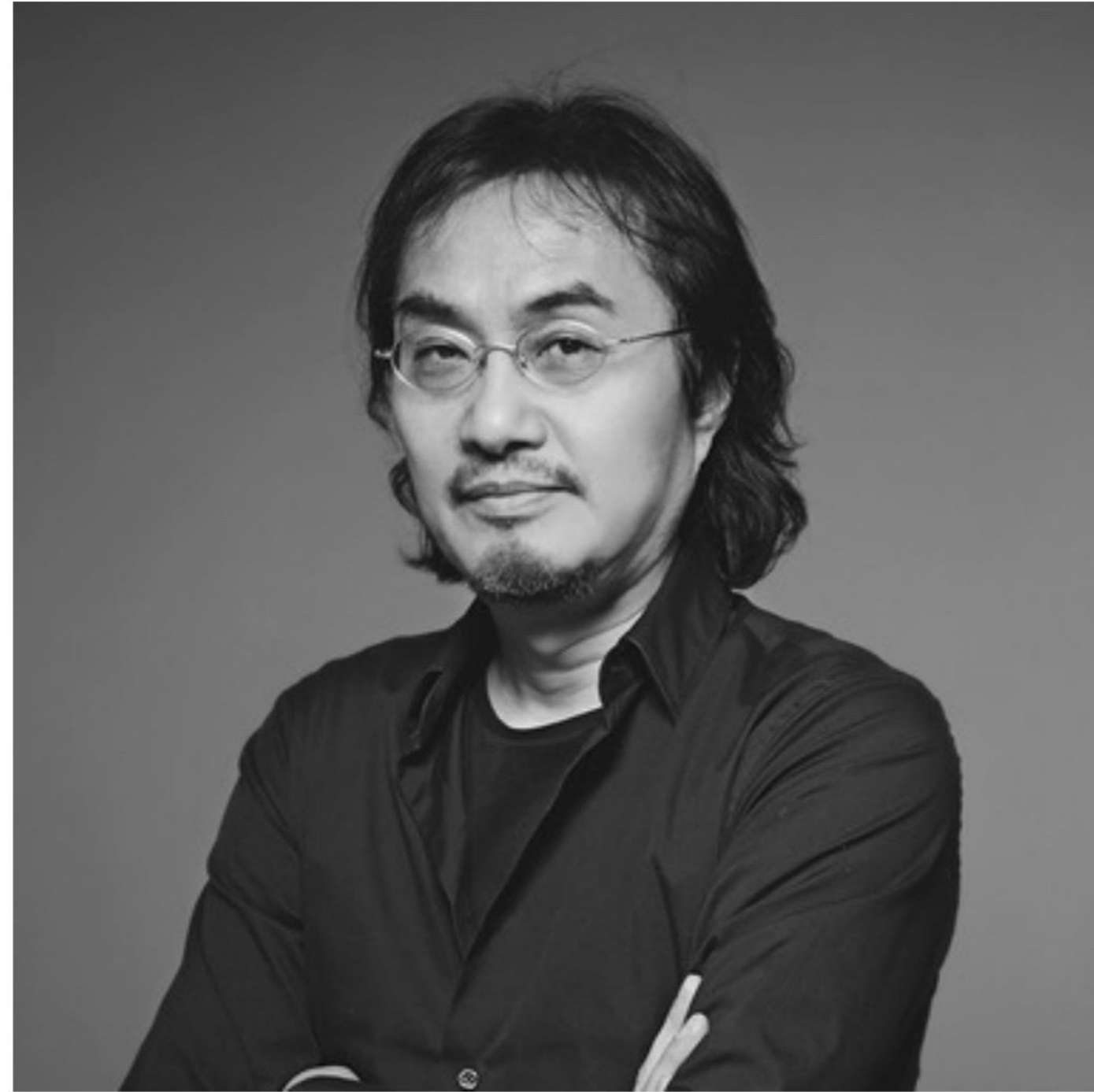
One Show 2020



**THE  
ONE CLUB**



2020 ONE SHOW SDG PENCIL JURY



# THOMAS HONG- TACK KIM

FOUNDER  
2KG  
SEOUL

One Show  
SDG  
2020

SUSTAINABLE DEVELOPMENT  
GOALS LIONS



JURY



Cannes Lions  
SDG  
2024

Thomas Hongtack Kim

Paulus | South Korea

# The creative judging your creative

2025 Jury President  
SDG Pencil



**Thomas Hongtack Kim**  
Paulus / Seoul



**One Show  
SDG  
2025**



**Sustained Impact**



**Sustainable Lotus**

c.

Change in Consumer's Perception and Behavior

# Surveying college students' perceptions of ESG\_Dec.2020

Buy ESG products (same price)



Buy ESG products (prices vary)



Gen MZ wants to buy products that have environmental and social value, even if they cost more.



**Boycott!**

**If it's not a sustainable brand, I'll boycott it.  
If it's a sustainable brand, I'll buycott it.**

**Buycott!**

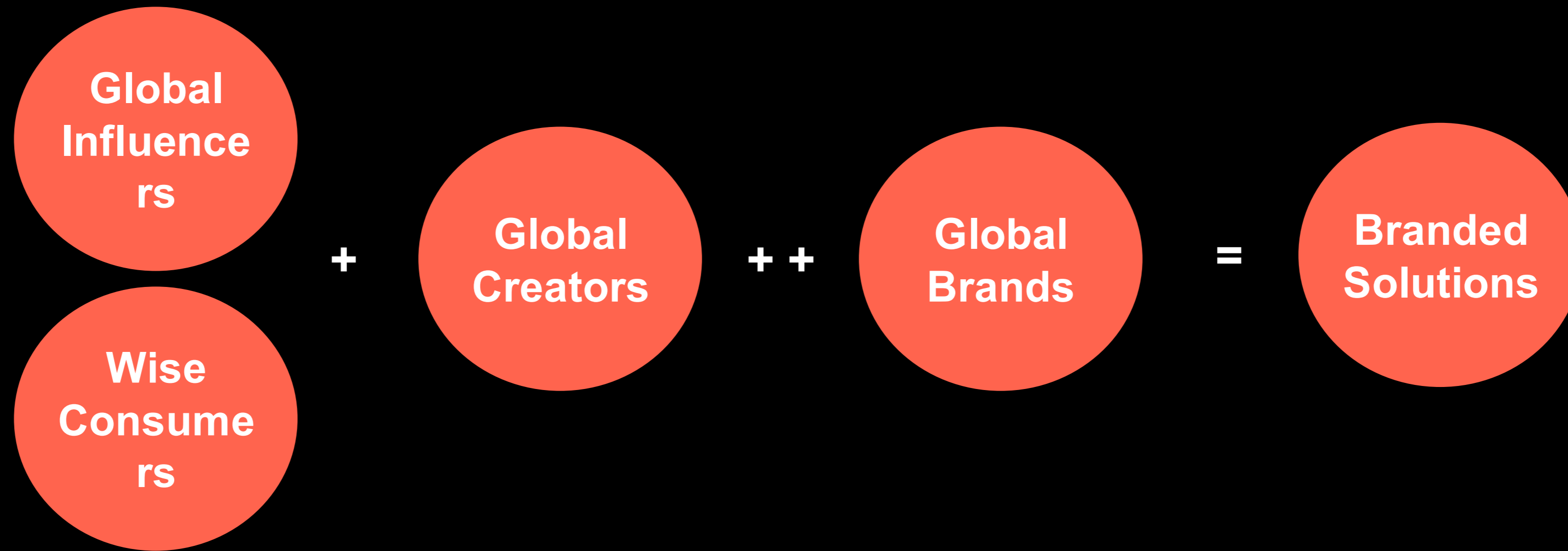
## Gen MZ's Activist



Greta Thunberg,/  
a central figure in MZ-generation environmental activism,  
led the School Strike for Climate movement.



Boyan Slat/  
the first MZ-generation innovator to transform  
environmental activism into an engineering-based solution.

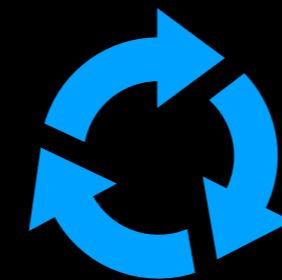


The topics that matter to brands around the world,

Creative Solutions for

Diversity/Inclusion  
Environment  
Gender Equality

by Brand



# Brand Activism

# Brand

It originated in the 15th century when cattlemen branded their animals with a flaming iron to mark their ownership.



**Branding: the act of "imprinting" your brand**



The goal of marketing is  
ultimately to create  
a **Power Brand** through branding.

So far, a power brand means;

**Good Quality**

**Good Design**

**Good Price**

So far, a power brand means;

It was a "brand neutral" brand that had no reason to take a position on social or political issues.

Brand Neutral

## The current power brand means;

Brands can no longer take a neutral stance on social & environmental issues.  
Brands need to think and act.

---

## Brand Activism

# Business as a Force *for* Good



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Christian Sarkar  
and Philip Kotler.

ETHICAL SUPPLY CHAIN - SUSTAINABILITY - WORKER RIGHTS - CONSUMER VALUE

It's all about the spirit of the brand!

Brands embody the spirit of sustainability.

The brand leads a social movement.

The brand itself is an influencer.

**Brand Activism!**

**Brand Neutral**

Vs.

**Brand Activism**

**Feature-oriented Brand for Consumer**

**Role-oriented Brand for Sustainability**

# Most Awarded Brand Activism Cases

# **1. Changing systems and culture through social movements**



**The Female Company+Scholz & Friends: Tampon Book**

## **2. Proposing solutions for brands and local communities to grow together**



**Renault+Publicis Conceil: Cars to Work**

### **3. A narrative twist changes perception**



**Change The Ref.+Leo Burnett: The Lost Class**

## **4. Amplifying solution impact through partnerships**



**DP World+Edelman: Move to -15**

## **5. Appropriate technology saves the world**



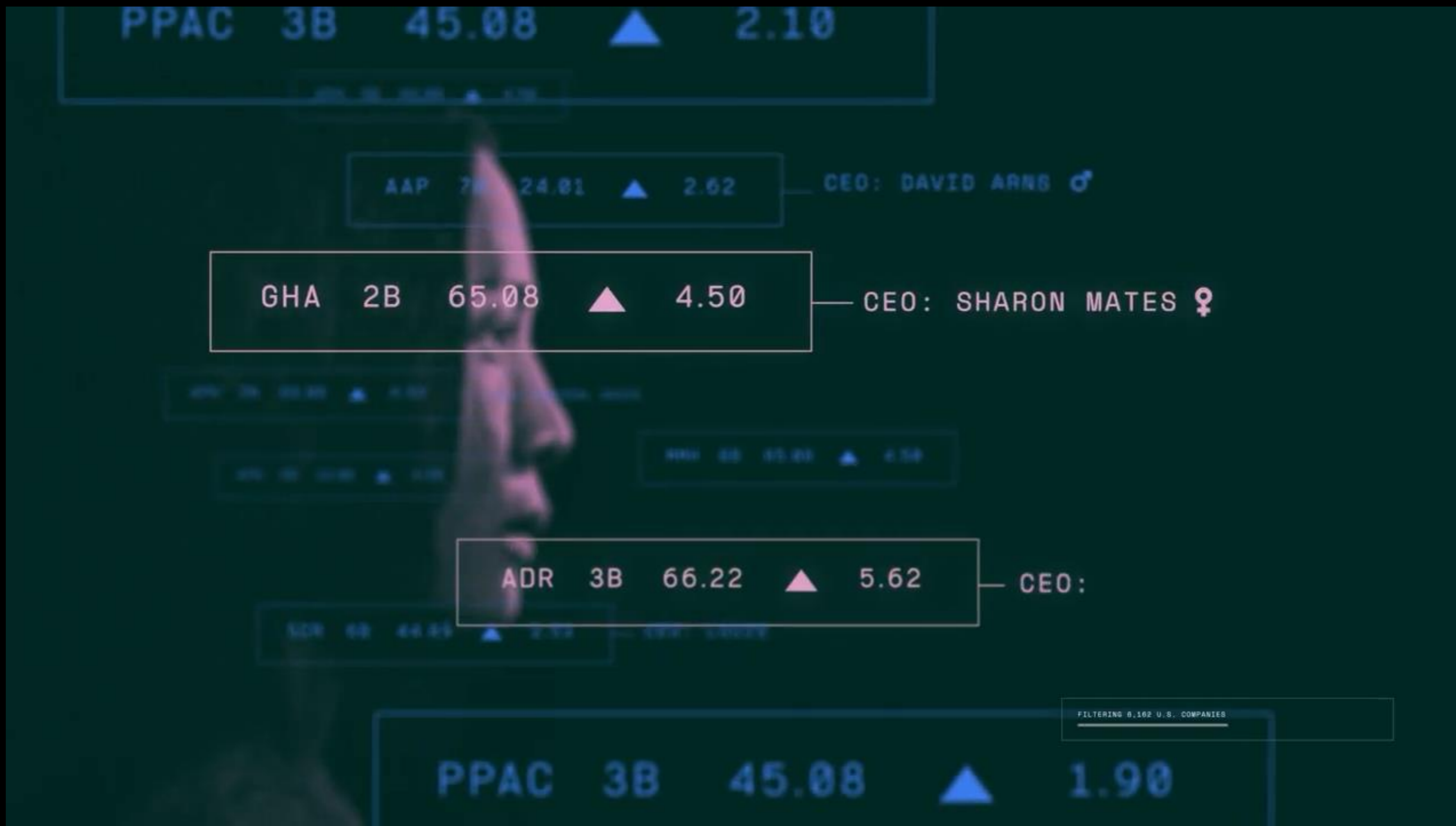
Filsa+Ogilvy: Filter caps

## **6. Building sustainability into product development**



**Hyundai Motor Group+Paulus: Nano Cooling Film**

## **7. Turning data into solutions**

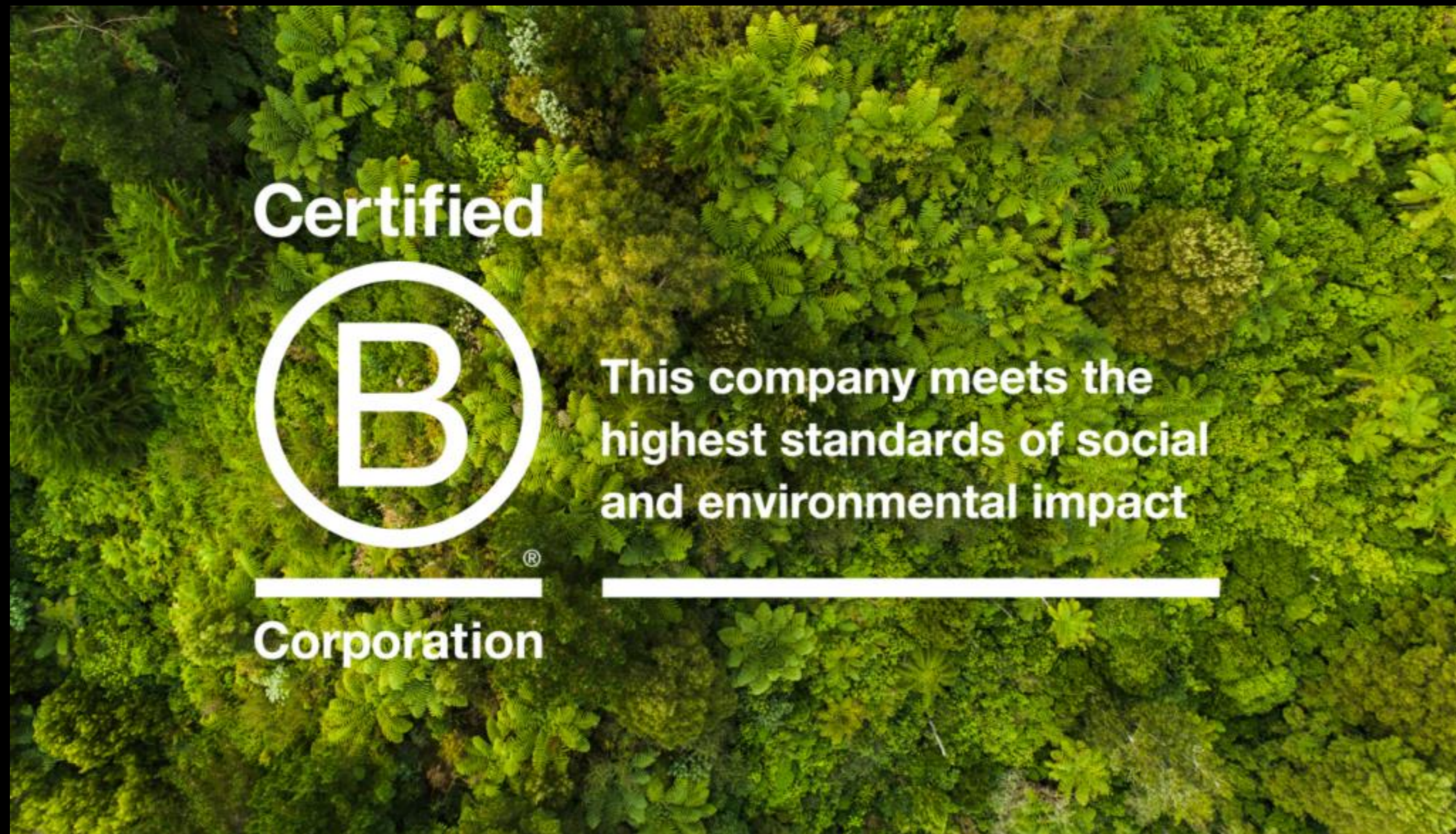


**Degiro+UN Women+AKQA: Pink Chip**



**So far,  
Brand has focused on  
Performance**

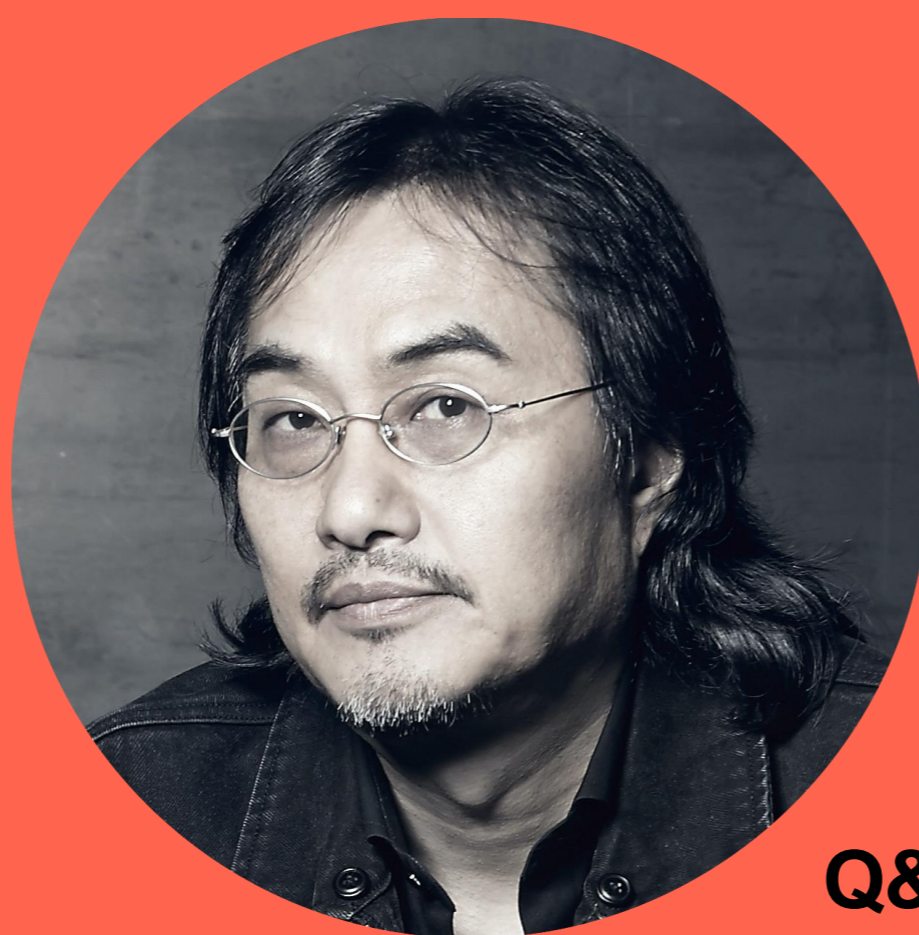
**Brand's Goal  
Success**



**Now,  
Brand mission has shifted to  
Share&Care**

**Brand Purpose  
Grow Together**

**If your brand doesn't have a sustainable ethos, it's not sustainable.**



**Q&A**

# **Intellectual Property and Copyrights**

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February,2026  
Thomas Hongtack Kim