

PLANET EARTH BRAND REFRESH

JANUARY 1ST 2020





Planet Earth is a dynamic, 360 degree, always-on, family orientated, global enterprise.

In recent times, however, the Planet Earth brand has suffered woeful neglect and chronic underinvestment resulting in a rapid dip in performance and decline in brand love.

At the dawn of a new decade, fresh thinking is required.

The challenge is to re-imagine Planet Earth as a more future-centric brand, restoring it to its rightful position as the No.1 desired and admired brand in the Universe.

This document provides an overview of the brand refresh, along with instructions for activating the brand to achieve maximum return for all key stakeholders*.

*Key Stakeholders: Trees, Leaves, Birds and Bees, Fleas, Peas, The Seven Seas, Cats and Dogs, Bats and Frogs, Four legged creatures, All-legged creatures, Deserts, Jungles, Volcanoes, Beaches, Rivers, Icebergs, Mangoes, Peaches, Earth, Wind, Fire and Shrubs, Grass, Mud, Bugs and Slugs, Mountains, Meadows, Lakes, Rainbows, The Ozone Layer, Tomatoes, Potatoes, Big kids, Small kids, Sisters, Bros, Reptiles, Insects, Camels' toes, Fish, Birds, Clouds, Crustaceans, You, Your Mama and Future generations. To name but a few. Please ensure all key stakeholders are consulted in a timely manner and approve all future activity.

02 : BRAND POSITIONING

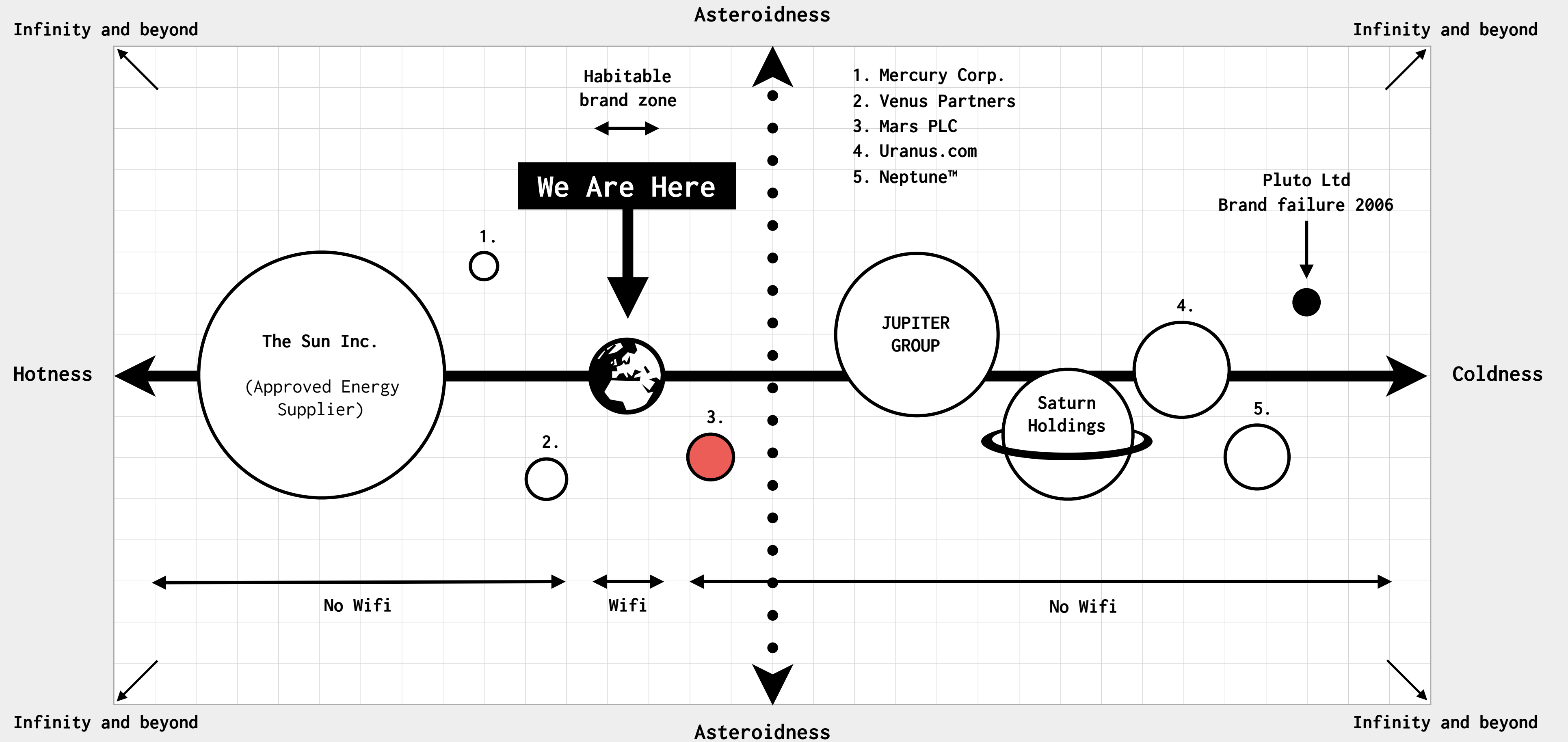


Extensive research indicates:

a) Limited opportunity to shift brand position in the market.

b) Ample opportunity to flourish in the current position.

The strategy therefore is to consolidate and strengthen the current brand positioning through collaboration, innovation and shedloads of optimism.



03 : A BRAND SPANKING NEW BRAND MANIFESTO*



We're not lovin' it.

Things aren't finger lickin' good.

The future's not bright, the future's frightening.

It's time to think different.

To find solutions for a smart planet.

And forget the idea that good things come to those who wait.

Let's believe in the power of dreams.

That impossible is nothing.

That once you pop you can stop.

Let's embrace real beauty and taste the rainbow.

Let's say it with flowers (and trees).

Because we're worth it and so are future generations.

This is the real thing.

Don't think small.

Just do it.

Let's make Planet Earth great again.

04 : LOGO USAGE



Our logo is our most valuable brand asset.

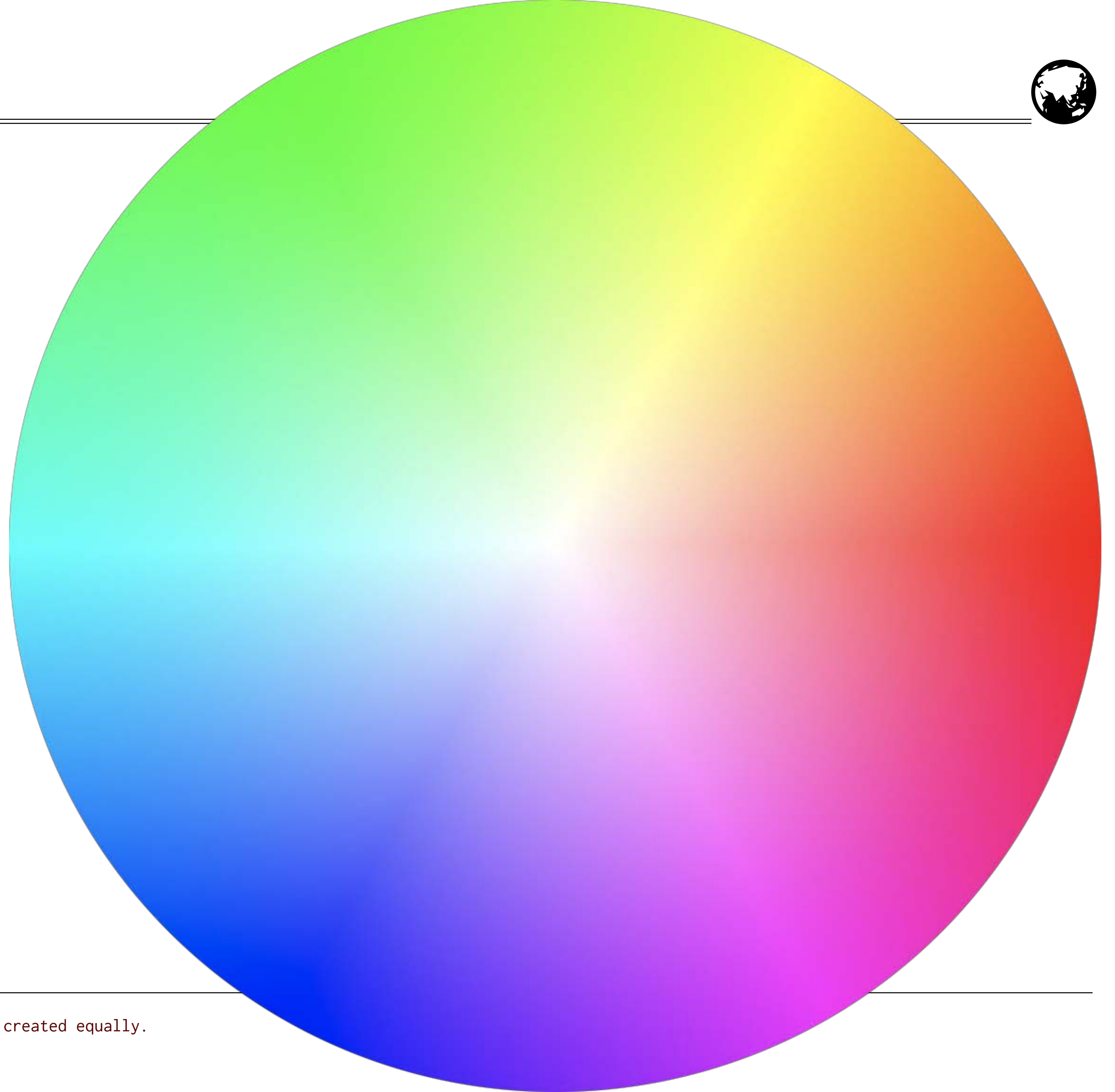
It's steeped in heritage having been meticulously crafted over countless millennia.

It achieves instant universal recognition and is designed to illicit the warm, comforting emotion of home sweet home.

Do use all variants equally.

Do not Pollute	Do not Divide	Do not Abuse	Do not Overheat	Do not Trash	Do not Procrastinate	Do not Give Up	Definitely do not Flatten

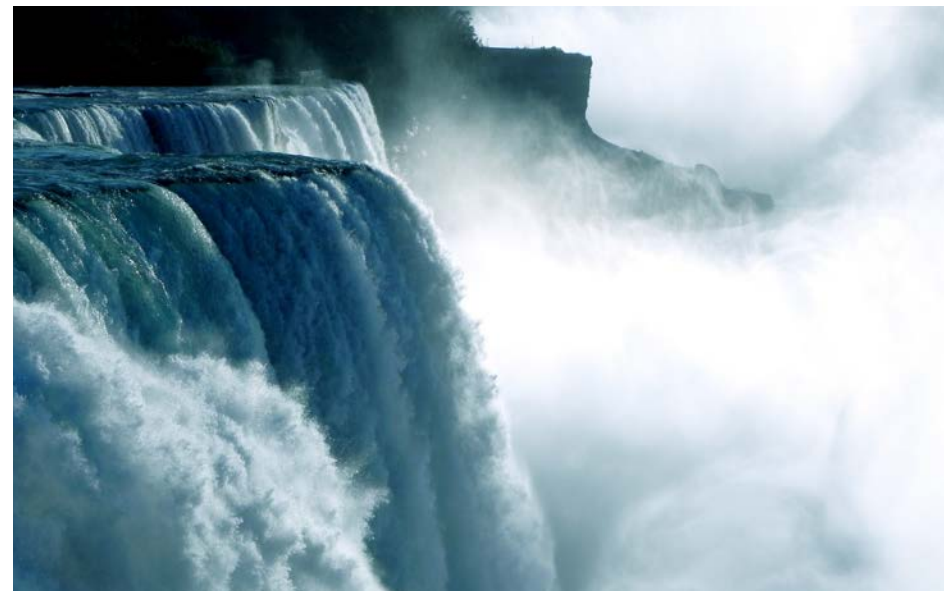
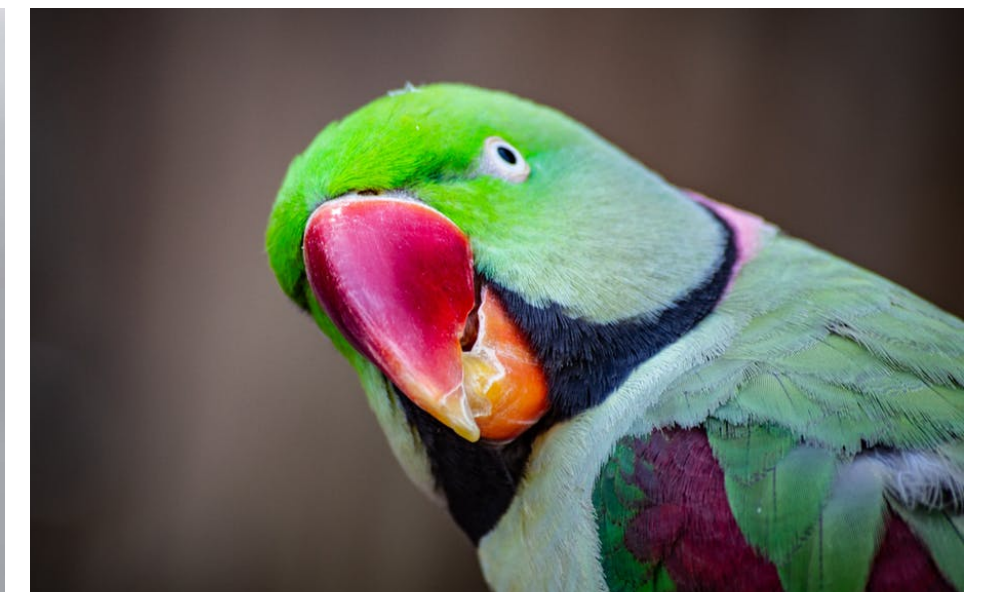
05 : UPDATED BRAND COLOURS



06 : BRAND IMAGERY



Since the dawn of time an extensive library of brand imagery has evolved.
Please utilise all assets wisely and handle with utmost care.
The examples below are just the tip of the iceberg...



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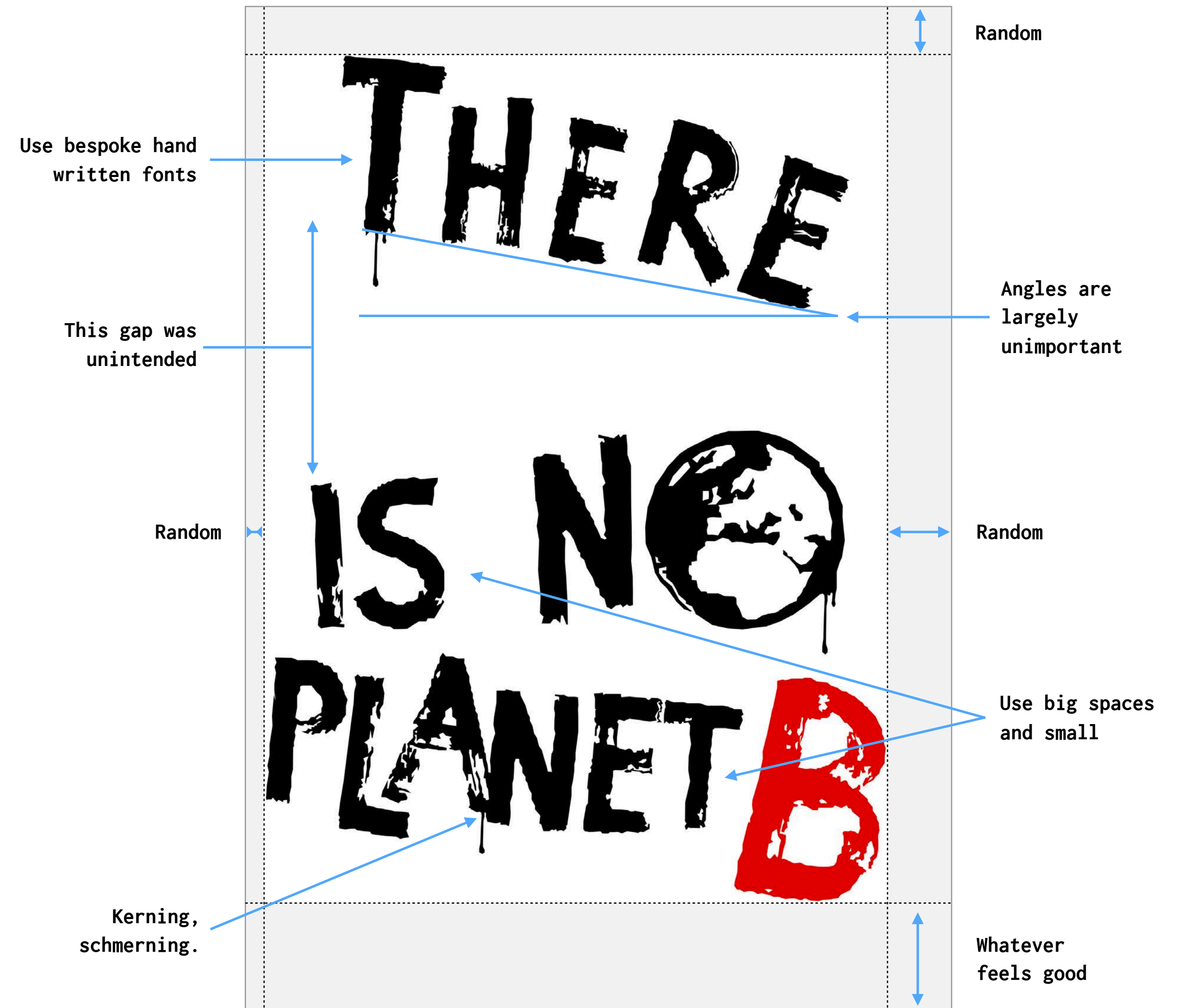
Etc, etc, etc. All examples spotted in their natural habitat [pexels.com](https://www.pexels.com)



Human

To enrich your communications please embrace the following synonyms:
compassionate, humane, kind, kindly, kind-hearted, considerate,
understanding, sympathetic, tolerant, approachable, accessible.

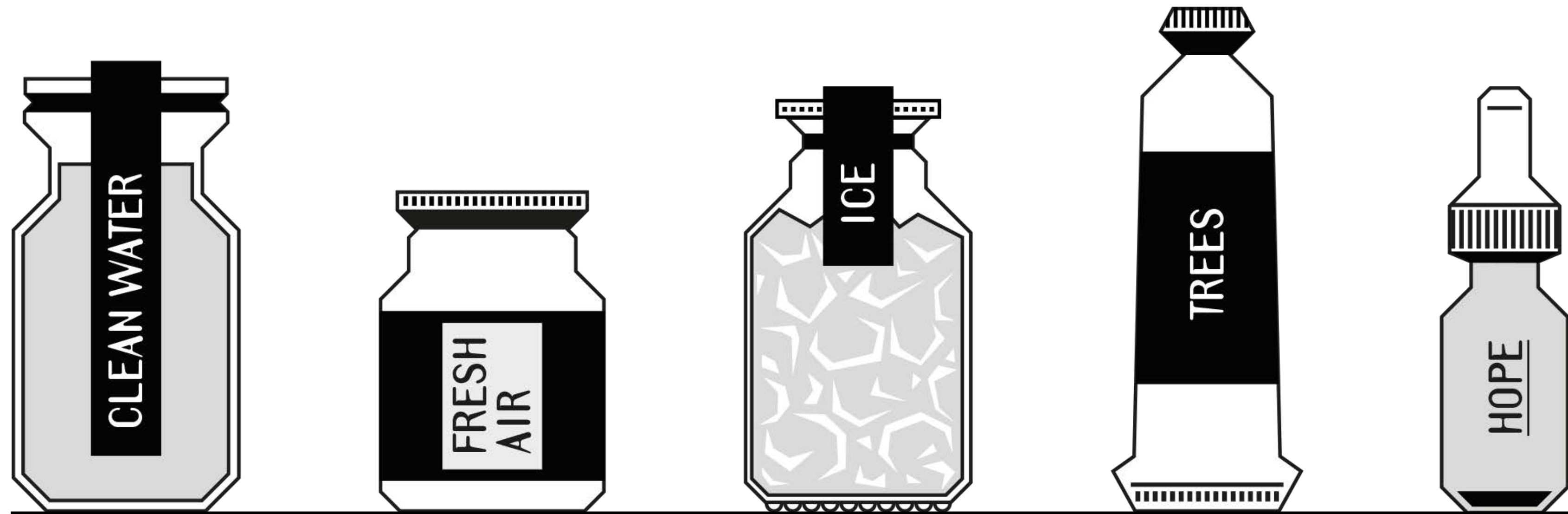
08 : DESIGN LAYOUT GUIDELINES



09 : PRODUCT STRATEGY



The following products have been identified as critical to brand success, therefore please promote enthusiastically across all communications.



Clean Water

Global audiences have literally lapped it up since launch.

Fresh Air

Putting the 'life' into life since life began.

Ice

Any self respecting polar cap wouldn't be seen dead without it.

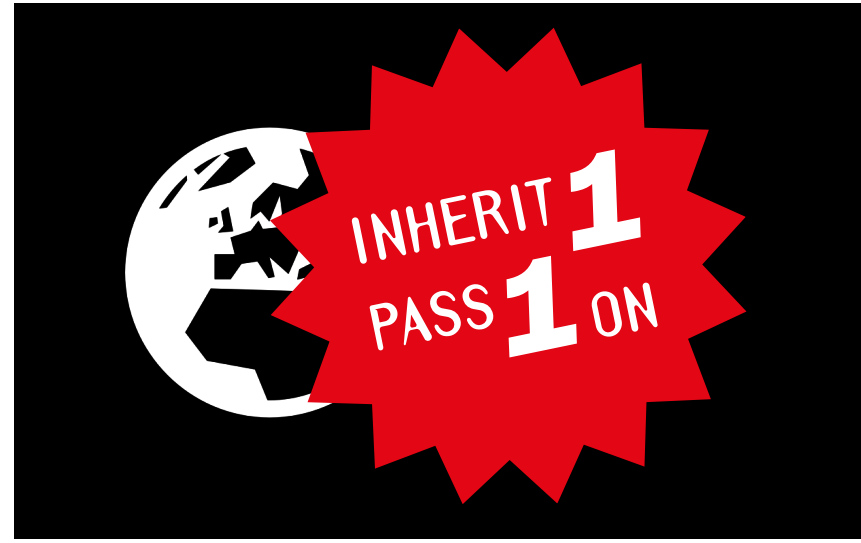
Trees

Coming back into fashion like there's maybe no tomorrow.

Hope

The 2020s' simply must have accessory.

10 : BRAND ACTIVATION



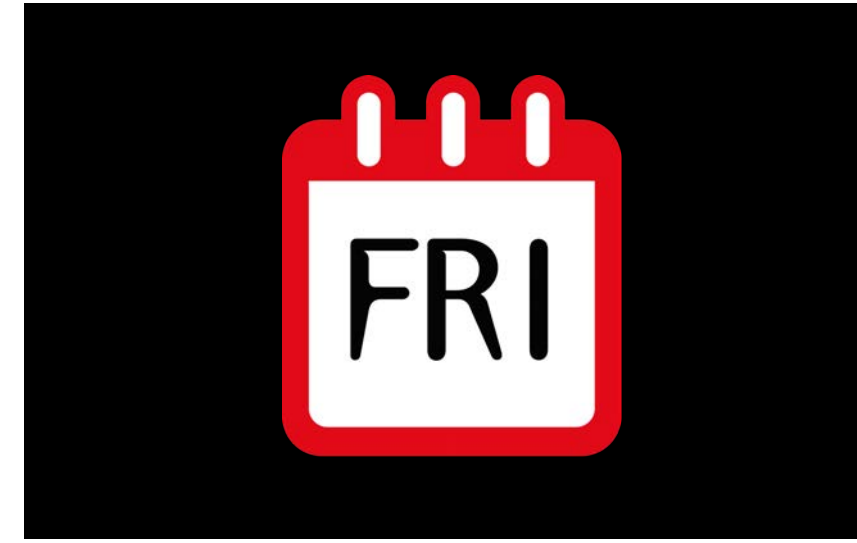
Promotions

All humans are automatically opted into this promotion from birth.



Events

Brand Planet Earth will achieve an omnipresence at all events globally in 2020. You're welcome.



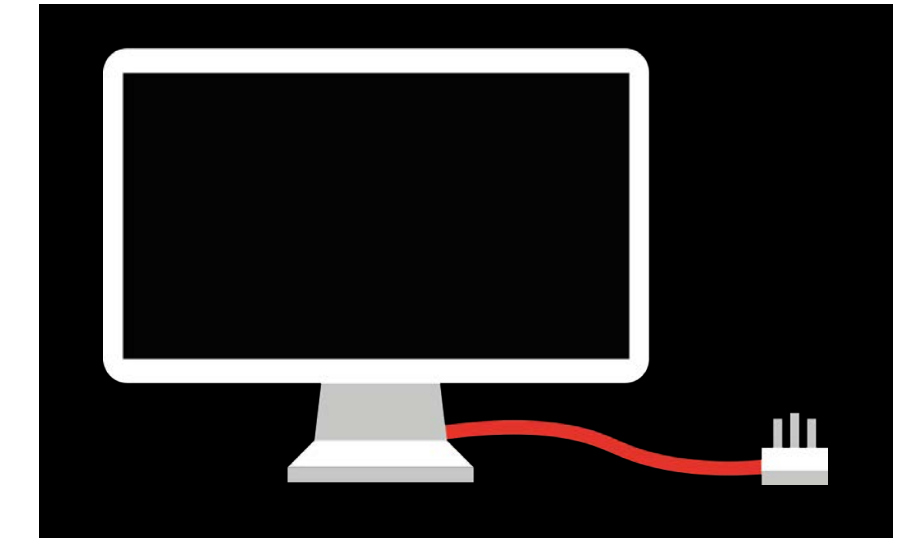
Youth Marketing

Already activated. (Rather embarrassingly for senior management.)



Out of Home

Plaster the great outdoors with renewable energy installations.



Digital

Switch off activity wherever possible.



Word of Mouth

Pursue opportunities to scream and shout the brand message.



Social Media

Fuel conversations between diverse audiences and encourage user generated solutions.



PR

Activate initiatives to restore trust between politicians and citizens.



Influencers

Launch a new generation of business leaders to re-align people, planet and profit.



Guerilla Marketing

Stop reading this now and go plant trees.

ANY QUESTIONS?

Please consult your own personal moral compass.

