

Mynt.

Crafting Sustainable Brand Communications: 'Creativity Can Save The World!'

A Post-ISPO 2023 Viewpoint

At Mynt we believe that **creativity can drive meaningful change**.

Our mission is to **empower brands and retailers** to not only succeed in the market but also to make a positive impact on the world.

We understand the urgent need to **address environmental and social challenges**, and one essential framework that can guide our industry's collective approach is "The Planetary Boundaries", which was highlighted prominently at the recent ISPO trade fair in Munich, brought to life by Eva Karlsson - CEO, Houdini.



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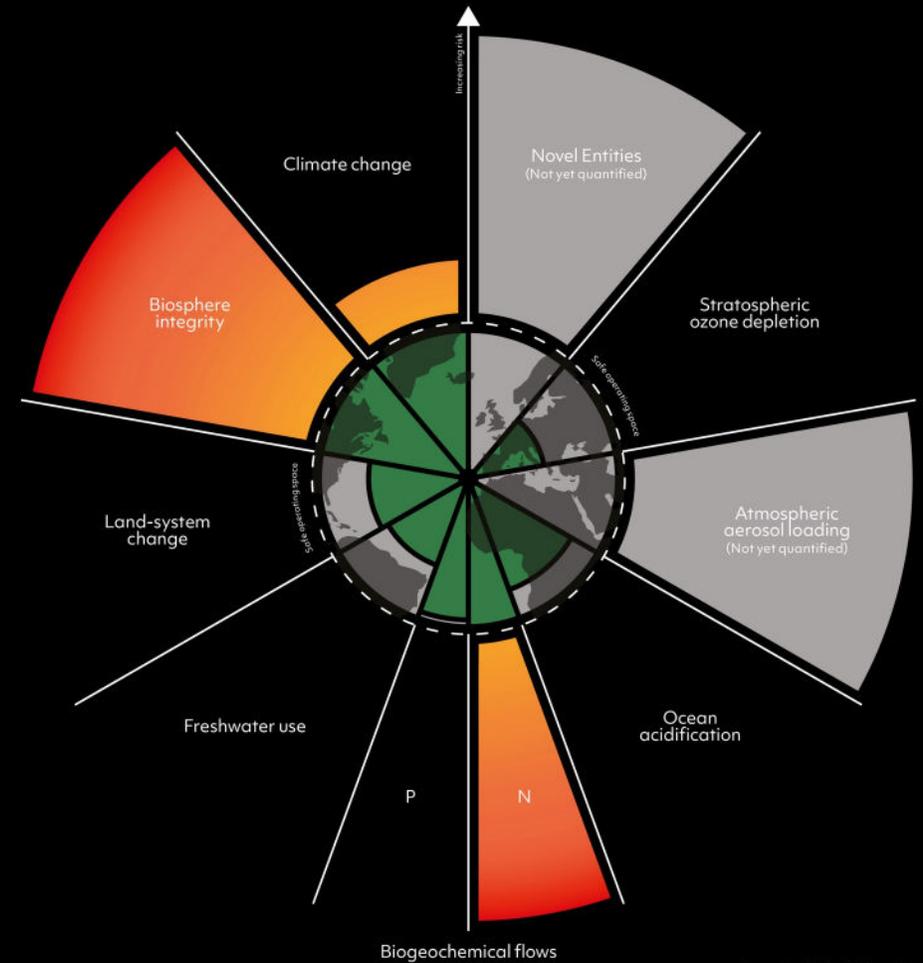


In 2009, Earth system scientists, led by Johan Rockström and Will Steffen, introduced the concept of The Planetary Boundaries. It defines nine critical environmental thresholds that, when crossed, could lead to catastrophic consequences for our planet.

These boundaries encompass various aspects of our Earth's systems, from climate change and biodiversity loss to freshwater use and chemical pollution.

As a creative agency, we recognize the importance of aligning our work with The Planetary Boundaries framework. It's not just a scientific concept; it's a call to action for businesses to take responsibility for their impact on the planet.

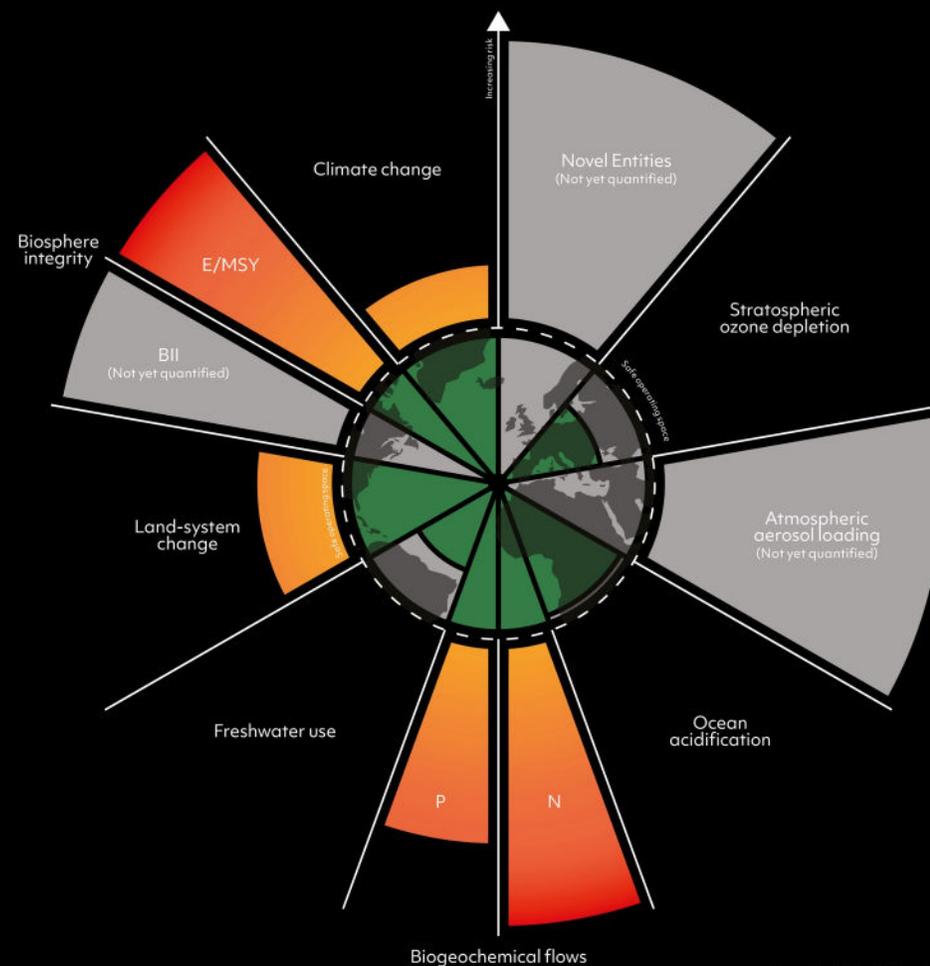
Back in 2009 as you can see from the diagram, only 3 boundaries crossed into unsafe levels.



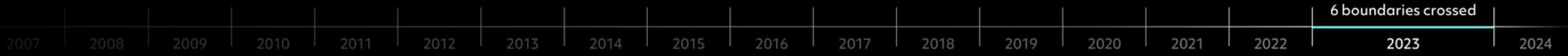
Source: Stockholm Resilience Centre



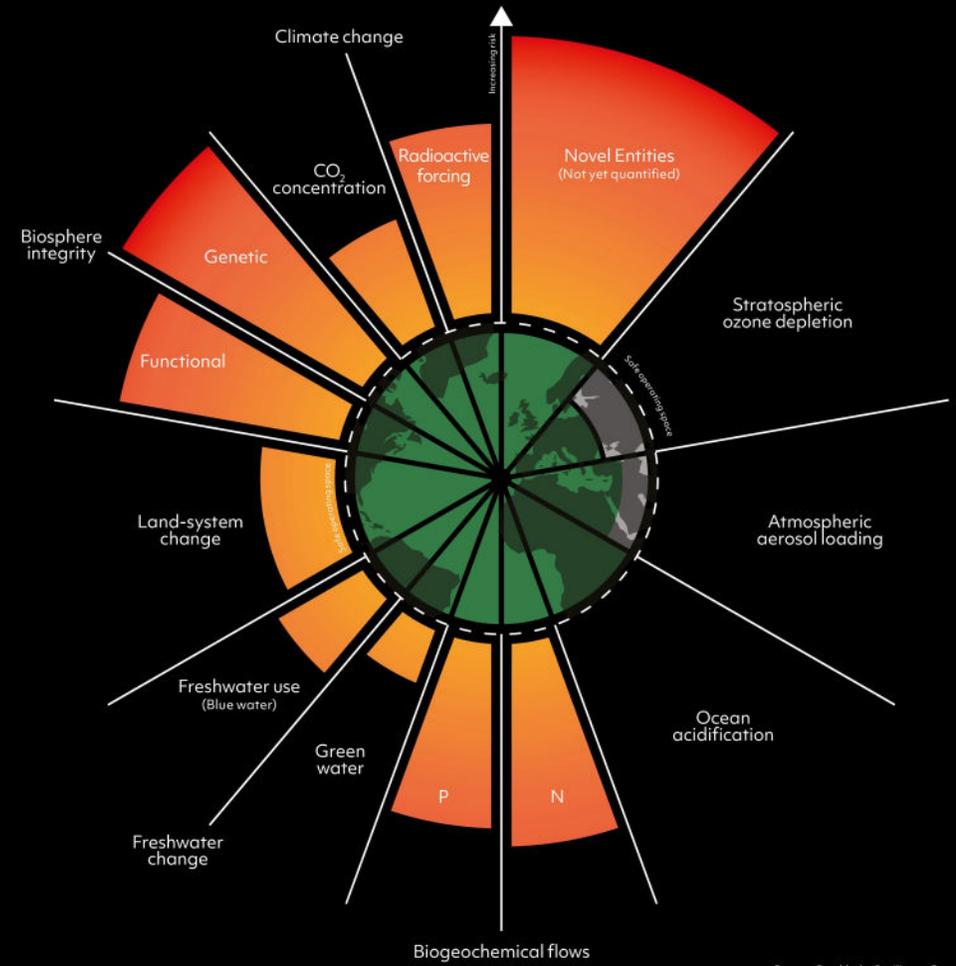
As we reached 2015, a further planetary boundary was breached, meaning nearly half of all earth's boundaries had now crossed into unsafe levels.



Source: Stockholm Resilience Centre

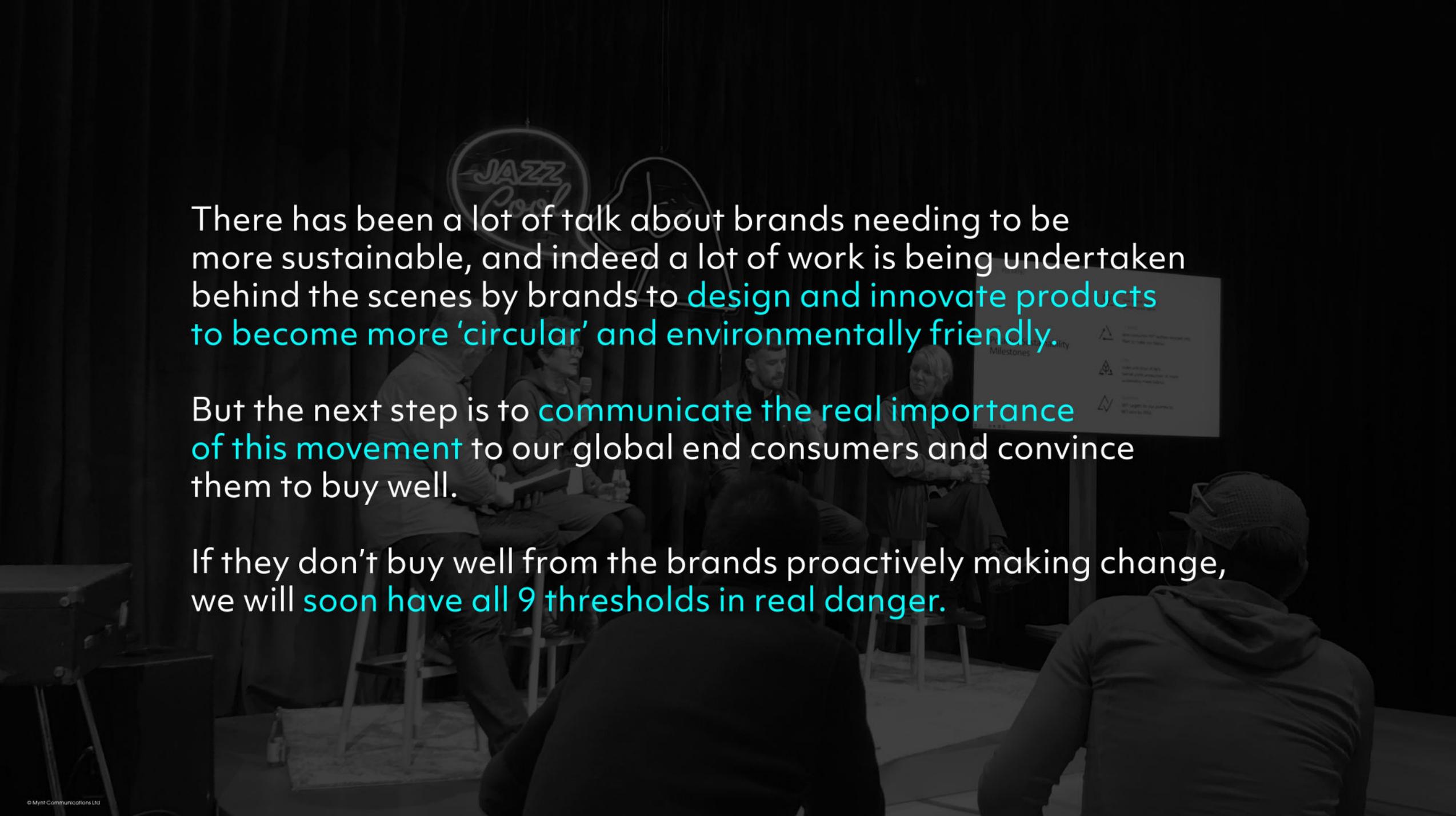


Now, in 2023 only 3 of the 9 segments are currently operating within the Earth's safe space. Although, the danger levels of these 3 segments have all significantly grown since 2009.



Source: Stockholm Resilience Centre

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There has been a lot of talk about brands needing to be more sustainable, and indeed a lot of work is being undertaken behind the scenes by brands to **design and innovate products to become more 'circular' and environmentally friendly.**

But the next step is to **communicate the real importance of this movement** to our global end consumers and convince them to buy well.

If they don't buy well from the brands proactively making change, we will **soon have all 9 thresholds in real danger.**

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One of the keys to designing brand and product communications that resonate with The Planetary Boundaries is collaboration. Creative agencies like ours thrive on collaboration with forward-thinking brands and retailers who are actively inspired by this framework.

When we join forces, we can:

Share Expertise:

We bring our creative skills and knowledge of storytelling, design, and communication, while brands bring their unique industry insights and commitment to sustainability.

Set Clear Goals:

Together, we can define clear sustainability goals that align with The Planetary Boundaries and the brand's mission. This collaboration ensures that creative efforts are not just aesthetically pleasing but also impactful.

Inspire Change:

Creative agencies can use their expertise to inspire consumers to make well-informed choices. By conveying a brand's commitment to The Planetary Boundaries, we encourage consumers to support companies that prioritize sustainability.

This doesn't necessarily have to be achieved through 'preaching' - rather, exciting, fresh and emotionally-charged campaigns, content, experiences and overall brand tone, can cleverly influence positive decision-making from end users.

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Creativity is our most potent tool for addressing complex challenges like sustainability.

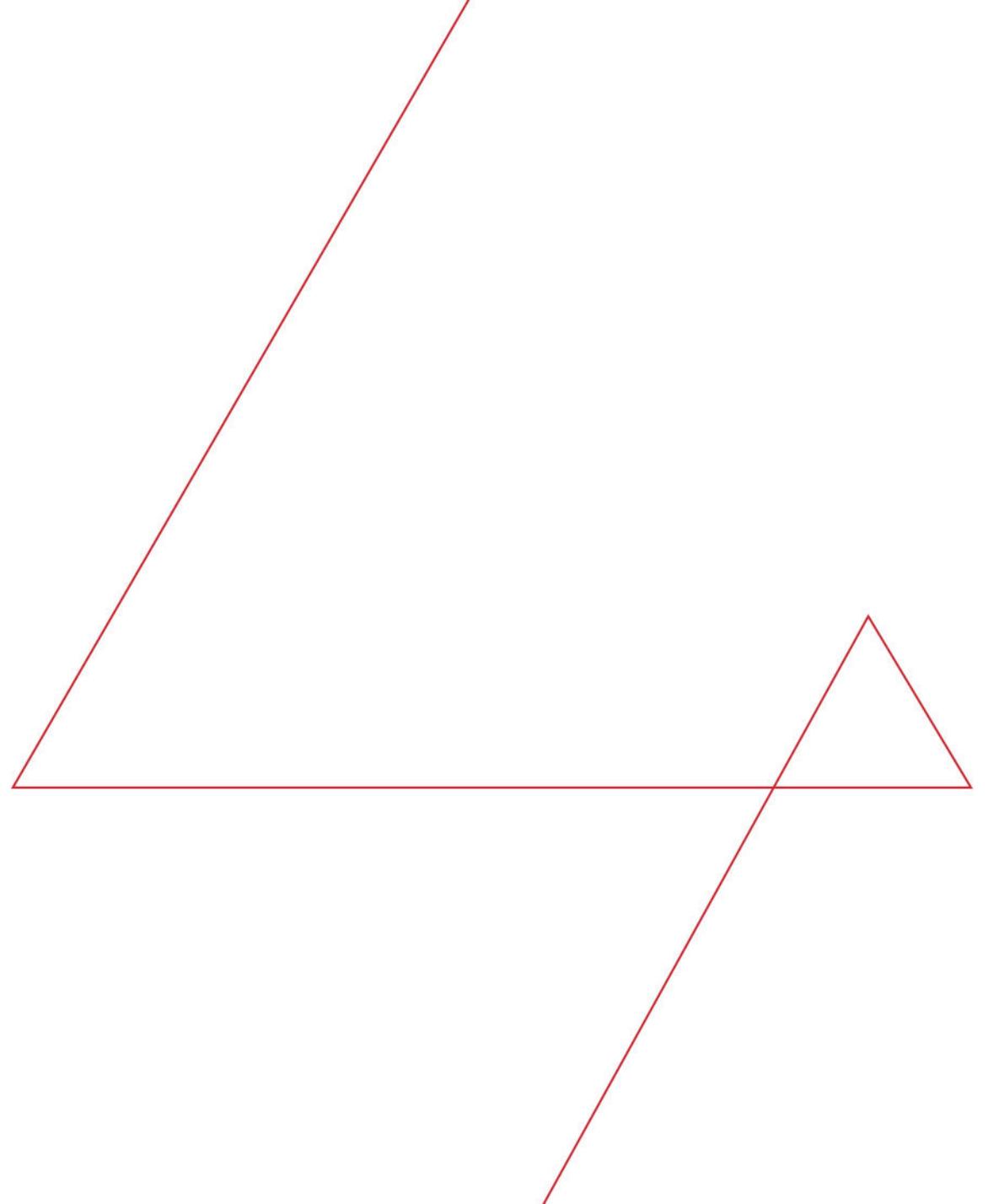
Through creative storytelling, innovative design, and compelling visuals, we can capture the essence of a brand's commitment to The Planetary Boundaries and make it resonate with consumers.



In 2023, Mynt were appointed as Polartec's global lead creative agency.

By tapping into the mindsets and motivations of the brand's end consumers, we unearthed the need for the brand to behave 'more like a brand' and less like a B2B ingredient supplier, whilst embracing and amplifying its sustainable credentials, in a way that would elevate Polartec and resonate strongly with consumers.

Our research identified the need for Polartec to connect with consumers who prioritise sustainability and innovation in their purchasing decision making.





Our goal was to create more emotive positioning and campaigns for the brand, that would build long term and meaningful connections... all of which will build a better future.

Several intense workshops with global Polartec staff, stakeholders and strategically chosen brand partners, led us to a new brand position for Polartec - "Made to go Beyond".

This ethos represents a significant evolution for the brand and forms the foundation for all future communications from Polartec. It reflects a commitment to align with contemporary values, especially prioritizing sustainability and innovation in response to changing consumer preferences and market trends.



[Click to Watch Brand Film](#)

Our brand design and communication work for Polartec, including website page overhauls, a new emotive brand film, physical customer experiences, a refreshed bank of imagery, video and even product USP iconography has been designed based on the collaborate insights gathered at the start of our relationship...

The Brand Bible

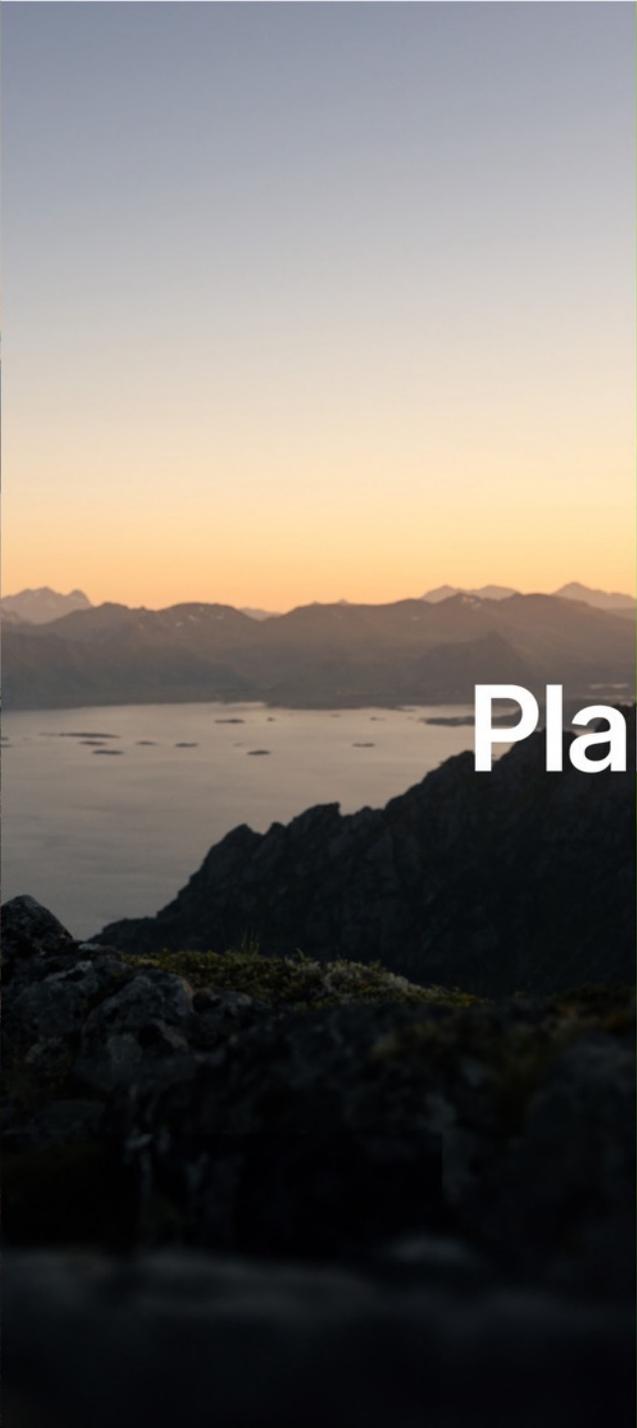
A guide to go beyond.





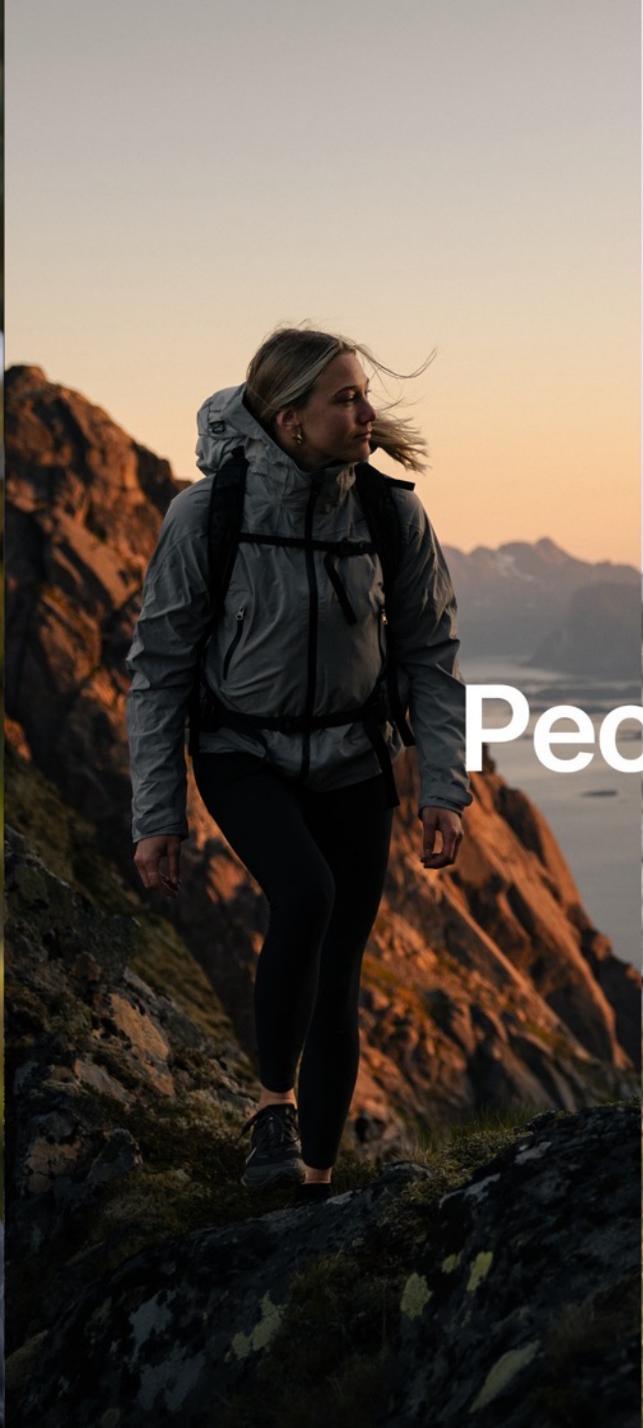
Photography

Art direction for a more dynamic outlook across campaign and product photography. An aesthetic reflection of the brand values. The delivery is purposeful, ethical, inspiring and elevating with both clarity and human connection.



Planet





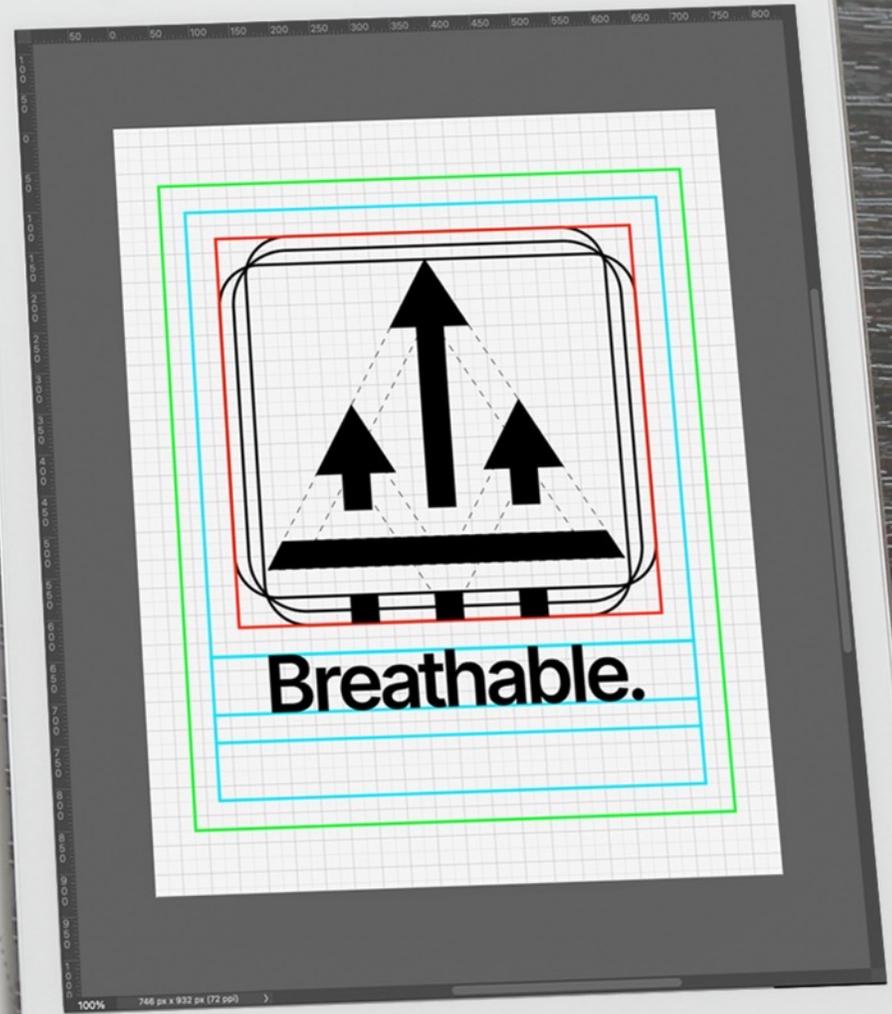
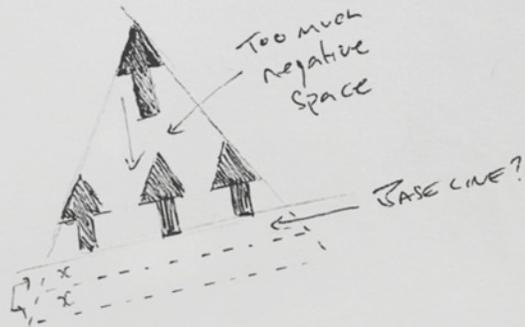
People



Product

Iconography

Logo = GRID.



Iconography



Breathable.



Waterproof.



Windproof.



Fast drying.



Two-way stretch.



Four-way stretch.



Abrasion resistance.



Lightweight.



Windproof.

Iconography



Breathable.



Waterproof.



Windproof.



Fast drying.



Cool touch.



Durable.



UV400 protection.



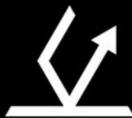
Wicking.



Two-way stretch.



Four-way stretch.



Abrasion resistance.



Lightweight.



Plant-based materials.



Non-PFAS materials.



Shape retention.



Recycled materials.

Launch campaign

For the launch of the Polartec rebrand, we created design collateral for ISPO, which ranged from printed material to stand graphics and video production.



POLARTEC®
Go Beyond



Polartec® Apex Award Winner. Nike ACG.

 **POLARTEC®**


POLARTEC®
Made To Go Beyond


POLARTEC®
Made To Go Beyond

Made To Go Beyond.



Polartec® Apex Award Winner.

 **POLARTEC®**

Made To Go Beyond.



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POLARTEC®
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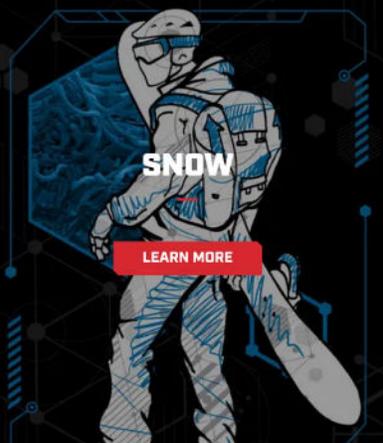
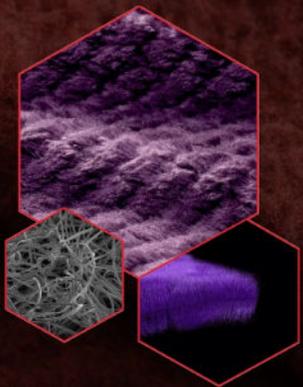
ond.



POLARTEC®

Plant-Based Protection
Made with Recycled Nylon. Moves Better.

Made To Go Beyond.



THE SCIENCE OF SUSTAINABLE FABRIC

POLARTEC



Before

POLARTEC

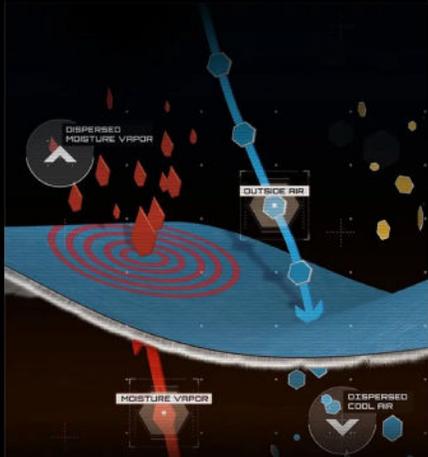
THE SCIENCE OF FABRIC

POWER SHIELD*

POLARTEC POWER GRID

TECHNICAL FLEECE

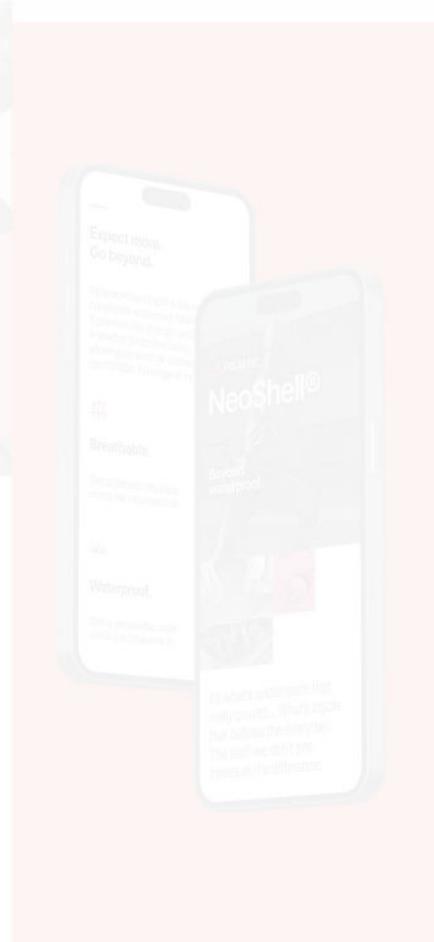
DESIGNED FOR A FULL CONTACT POLARTEC POWER GRID is engineered to separate moisture and microclimate, while trapping essential fabric moisture. Our patented grid construction creates targeted touch points for wicking and open channels that increase air flow to enhance temperature regulation.



INTERNAL MOISTURE LEVEL

60.5

0x00158000



Brand Impact

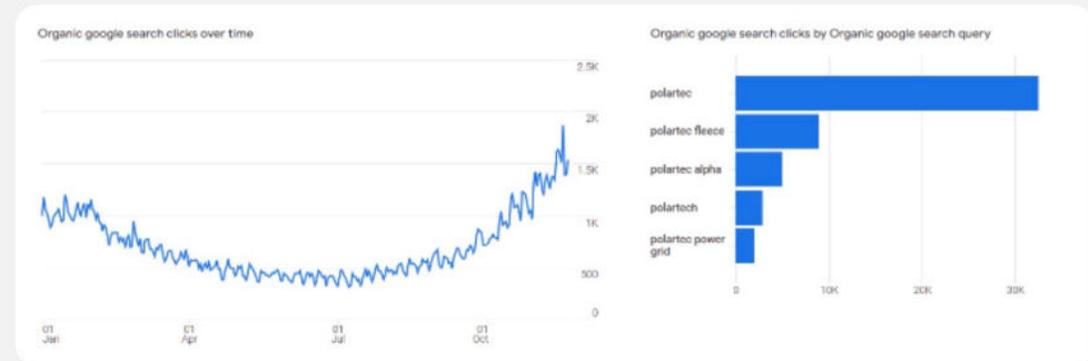
Digital presence.

Search results show positive trend in 2023, thanks to the SEO optimisation activities.

Year-over-year impressions for the past 28 days are up 72%, with clicks up 27%.

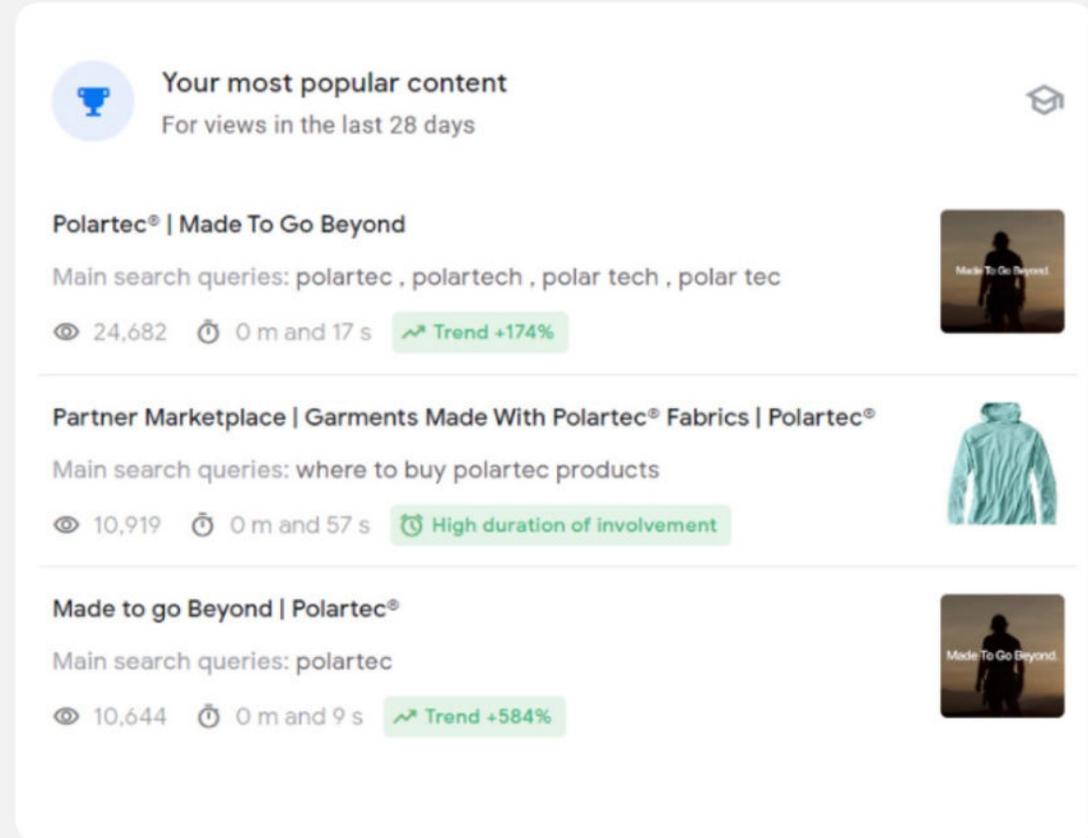
CTR (click-through-rate) indicates that searchers who look for Polartec are really interesting in the brand.

Search queries demonstrate that users look mainly for our brand and for our fabrics, which shows a good positioning.



User engagement.

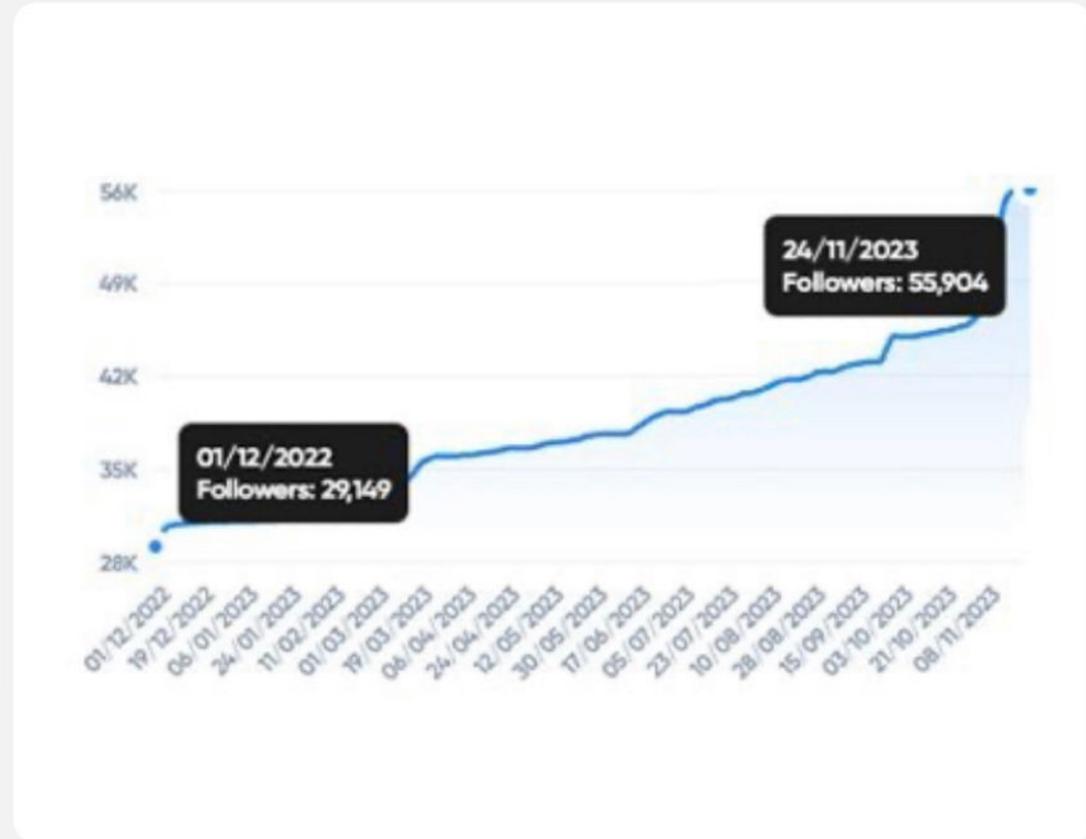
The “Made To Go Beyond” page achieved a high ranking within just 1 month since its launch, highlighting the positive reception of our users towards new, emotional, and engaging content.



Instagram.

+93% followers year-on-year.

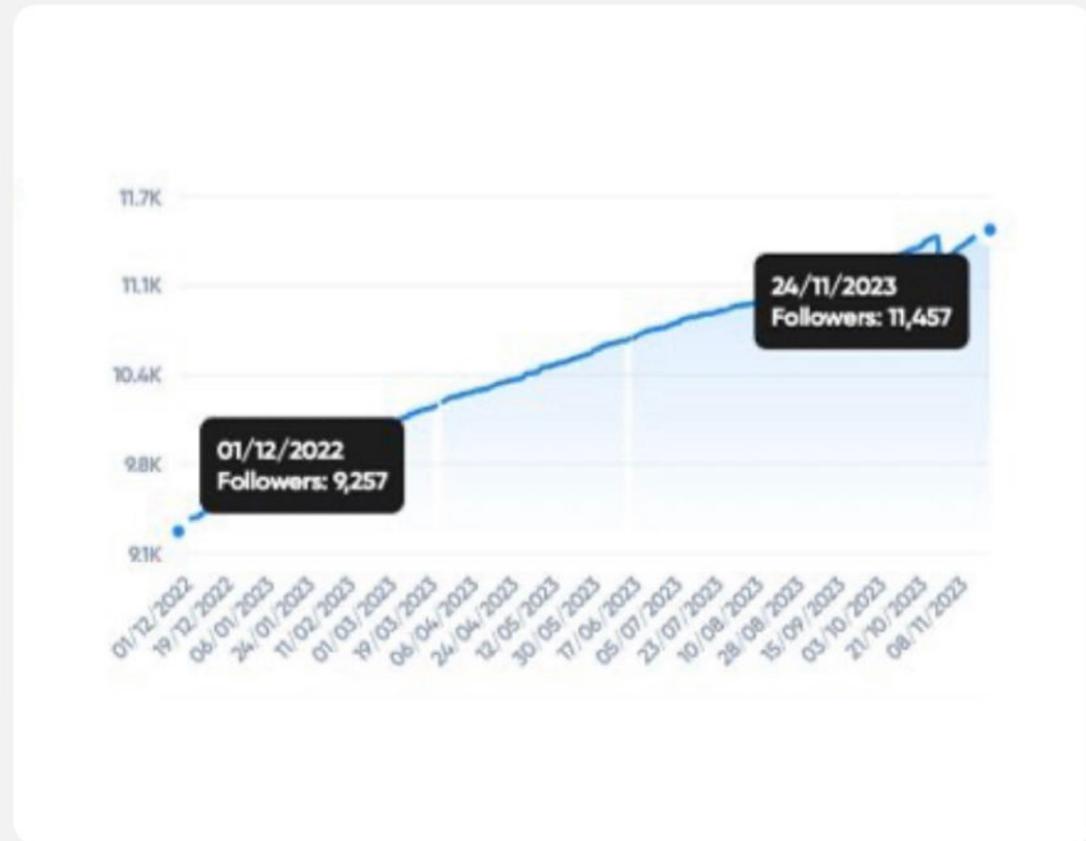
+27,000 followers year-on-year.



LinkedIn.

+28% new followers year-on-year.

+300% engagement year-on-year.



YouTube.

+56% new subscribers year-on-year.

+288% views year-on-year.



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Mynt is committed to helping brands and retailers succeed while actively contributing to a more sustainable and responsible future. The Planetary Boundaries framework serves as our North Star, guiding us toward creative solutions that promote environmental stewardship and social responsibility.

We invite you to join us on [this journey to make a positive impact](#). Let's collaborate and create brand and product communications that not only captivate consumers but also [inspire them to choose well – for themselves and the planet](#).

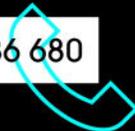
To learn more about our approach and explore how we can work together to align with The Planetary Boundaries, please reach out to us. [Together, we can create a brighter, more sustainable future through creative collaboration](#).

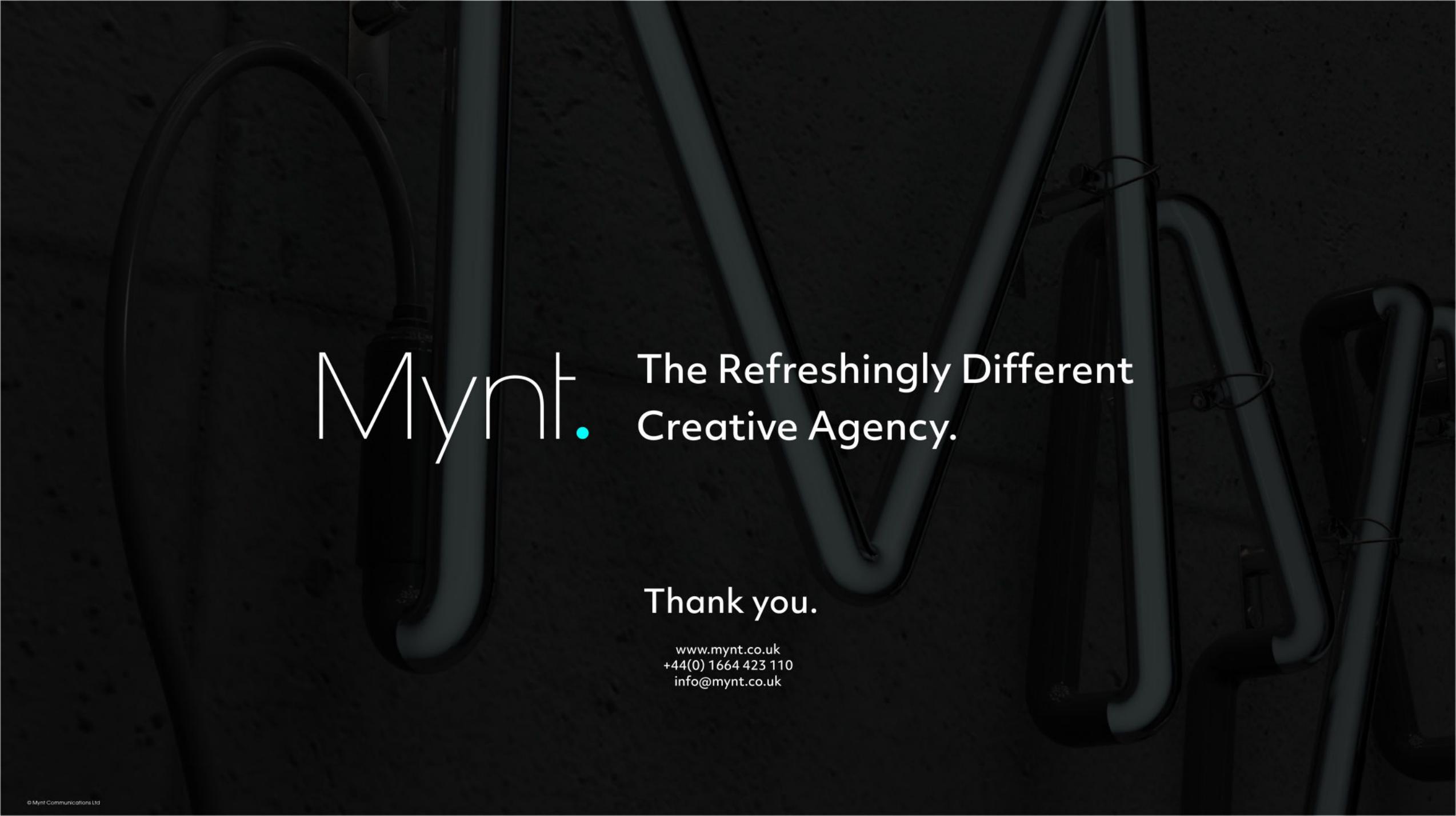
To speak directly with our Managing Director, contact [Ollie Patterson](#).

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Mynt. The Refreshingly Different
Creative Agency.

Thank you.

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