



Who We Are

BBMG is a globally recognized brand and innovation consultancy. We partner with organizations large and small to create enduring value.

Our Vision: Our vision is humanity in business. We believe the only way business can thrive in the long term is by placing humanity at its core. And when humanity drives business, retention is greater, morale is higher, growth is stronger, products are more meaningful and customers are happier.

What We Do: We design brands and re-engineer brand experiences to drive growth and positive social impact.

How We Do It: Using our proprietary methodology, we embed purpose into a brand's DNA. Strategists, planners, designers and technologists, we co-create bold new solutions with our client partners to unlock shared value.

Why We Do It: The issues are too great (e.g., waste, water, energy, equity) for us not to imagine how to do old things in new ways, and new things in new ways. There's only so much tweaking we can do.

Our Expertise

With our **2015 Aspirational Consumer Report**, we've identified a powerful, high-velocity consumer segment, approximately 2 billion consumers globally who are looking to unite style, status and purpose to redefine consumption. We believe these Aspirational consumers—not Advocates (dark green consumers)—hold the keys to scaling enduring brands. More at TheAspirationals.com

Recent Projects

Created several global innovation platforms for the world's #3 apparel brand

Reset the global brand strategy for the world's leading beauty portfolio

Developed new brand concepts targeting Millennial women for a national retailer

Unified a media technology company's various CSR initiatives behind a new brand platform

Collaborated with a major retailer to embed purpose into its business strategy

Created a visioning playbook to re-energize a beloved beauty brand

Rebranded a historic newspaper for the digital age

Shared the "future of loyalty programs" with 20 of the world's leading hotel brands

Clients

Our clients include social enterprises, global NGOs and leading multinational companies across sectors like apparel, beauty, food and beverage, retail and technology.

adidas

AVEDA

Brown Forman

CLIF Bar & Co.

Disney Consumer Products

Earthbound Farm

eBay

Eileen Fisher

EKOCYCLE

Getaround

Johnson & Johnson

L'Oréal Paris

MillerCoors

NBCUniversal

Rodale, Inc.

Samsung

Sears

Sprint

Target

Walmart

Fun Facts

Started in 2003 by best friends **Raphael Bemporad** and **Mitch Baranowski**, who first met in 1990 when they taught a course on utopian literature at the University of Texas

The firm's 5,000-square-foot studio, housed in a former brewery, was recognized by the Wall Street Journal as a '**workplace of the day**'

BBMG is a founding **B Corporation**

BBMG is part of Dumbo's booming "**Digital District**," home to 65+ firms

No agency has worked with more third-party certifications than BBMG, including 1% for the Planet, Fair Trade USA, Forest Stewardship Council and Rainforest Alliance