



# B Lab

## Australia & New Zealand

### Thought leadership & Feature Pitching: B Lab Australia/New Zealand Launch

With the launch of B Lab's first-ever office in Australia (following the slow emergence of B Corporations locally in 2014) Mkt. was tasked with officially launching B Corporations in Australia and New Zealand.

#### Prelude:

- Launching the concept of B Corporations in Australia to business media who, for the most part, had never heard about what a B Corporation was and why it mattered – Mkt. was required to craft compelling stories for metro and national business writers' who struggled with whether the 'profit with purpose' concept fit within their typical remit
- Setting up the existence of 'the problem' and also proving the power of business as a force for good
- Weaving the collective voice of B Corporations and its local case studies into the SME and major corporate news cycle

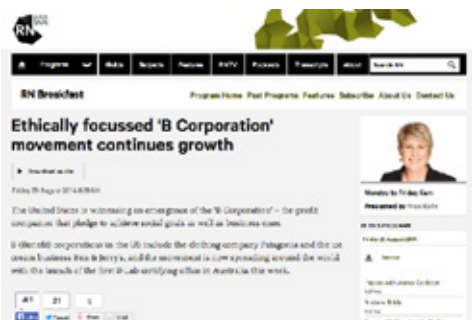
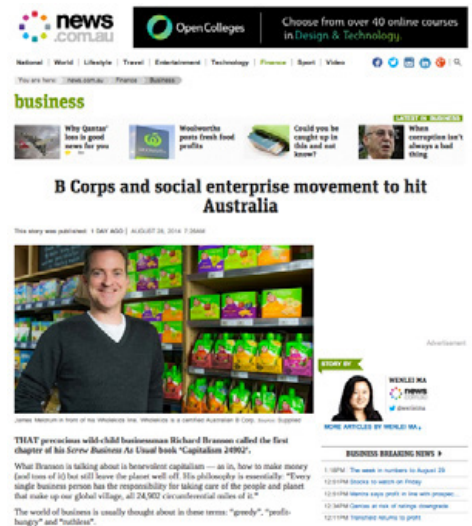
#### Stories Told:

In addition to utilising 'news' of the launch itself, B Lab co-founder, Bart Houlahan's, Australian tour and key events being hosted by B Lab during launch phase, Mkt. also crafted feature stories for relevant media to cut through/add to the business new cycle at that time:

- The current business model – was capitalism due for a shake-up?
- The way forward for business in Australia: With the failure of government to enforce ethics in business, how can business enforce change for good?
- Is it time to redefine what is considered success in business?
- The aftermath of the GFC and looming economic threat in Australia is seeing businesses and investors re-look at priorities turning investment dollar to businesses that are valuing social and environmental responsibility – how B Corps are generating profit while creating positive impact on people and planet

#### Happily Ever After:

- The stories we told: 35+
- Those who've read our stories: 26,516,193
- Case studies/talent featured in media stories: 12x businesses from around Australia
- Coverage highlights: News.com.au (major launch feature including 3x business case studies), AFR (case study/developer feature looking at the industry embracing B Corps), Herald Sun (SME feature story looking at businesses embracing the importance of marrying profit with purpose), ABC Radio National (interview with Bart Houlahan)



# Mkt.