



the wonderword:

our ethical marketing handbook

index:



1. **say hello to wonderword:**[©] our ethical marketing handbook
2. **ethical marketing:** big words, bigger needs
3. **ethical marketing in motion:** a silver lining
4. the wonderwork DNA
 - a) Vision
 - b) Mission
 - c) Brand Values
5. **wonderwork's system to practice ethical marketing**
 - d) code of conduct
 - e) audit checklist
 - f) wonderwork matrix
6. **wonderwork's vision for the future of marketing**



say hello to **wonderword** [©] 🖐️ our ethical marketing handbook.

(and the only one to exist in the world, tbh)

marketing today needs a new cocktail: ethical marketing. it's a sweet mix of transparency, authenticity and putting the planet, its people and progress before profits.

shaken. to stir the industry. and to be served to the conscious and discerning consumer. service-market-fit, amirite?

you see, some would say that marketing tactics have turned sour today.

exaggerated claims. misleading advertising. selective representation.

and that's just the first sip.

in a vineyard of sour grapes, can ethical marketing be a sweet wine?

we think it can.

the wonderword: our ethical marketing handbook is a toast to the values of ethical marketing. and the brands who are practicing it. it's also a celebration of the ethos of wonderwork. and an invitation to make marketing delicious again. would you like to join us?



welcome, and cheers!



ethical marketing in motion: a silver lining ☁️

there is good news. some brands are practicing ethical marketing and seeing positive, profitable change.

take **patagonia**, the american retailer of outdoor recreation clothing. their commitment to fighting the environmental crisis is honestly reflected in their actions. their 1% for the planet initiative has been donating 1% of the sales directly to domestic and international grassroots environmental groups.

and they have been pretty open about it. in fact, **the 1% for the planet** invites other businesses to join them and contribute to restoring the planet. the same ethics can be seen in their marketing as well.

remember their 'don't buy this jacket' campaign? that too on a black friday!

sure, it led to more sales, but it also advanced their overall mission. how? since their products last longer – an average of three times – buying one would mean (overall) consuming less. to top it up, their materials are far more sustainably produced than average. so, a net positive effect.

these are the brands we're looking for at wonderwork. the ones that prioritize both the planet and profit. and rightly so. because we're a bunch of people who believe that marketing can make the world a better place, and make the cash box ring. we know the road ahead will be tough. but we're ready. to walk. to guide. to hold hands. to learn. to jump. because if there are no ethics in marketing, is marketing doing any good?



the wonderwork DNA



we're here to help.

because we give a sh*t. about the environment. about people. about communities. and about profits. about making marketing an honorable profession (again).

we're passionate about ethical marketing. big words, we know. bigger responsibility, we know very well. and that's why we have set ourselves the enormous task of cleaning the marketing game. and we're starting with ourselves. how, you may ask.

by using academic research and industry leaders' viewpoints as our foundation.

we're a small agency. and standing on the shoulders of giants is a natural choice. but we're cautious in selecting the giants.

good goliaths exist. and we know that because we look up to them. and wish to be one of them one day.



our vision



to be the world's leading ethical marketing
agency that guides brands on how to make
a profit with a conscience, to serve the planet,
and to play a positive role in the progress of
humanity



A man in a green shirt and a woman in a purple shirt are ziplining over a realistic image of the Earth. The man is on the left, holding a camera, and the woman is on the right, reaching out towards the planet. They are both wearing harnesses and are suspended by ropes.

our mission

to empower brands with research-backed ethical marketing and encourage it to become the status quo of the industry and the yardstick of its performance





our values

honesty: say no to lies or half-truths. to practice an honest approach towards marketing without losing sight of profit or planet

transparency: be clean and hide nothing. to practice what we preach and be open to being held accountable for our actions

kindness: care for others and spread love. to practice gentle, considerate conduct towards everyone

dignity: we are because of all. to practice respecting the inherent value of people, promises, and the planet

constructive curiosity: there's always a better way. to practice seeking a cleaner way of doing something

positive skepticism: question everything for answers. to never get comfortable with the status quo and seek answers to make marketing magical again

our code of conduct



before we work together, we'd like you to know who we really are. so, we're showing you what we do to keep ourselves in check. you know, to avoid stepping into the dark and unethical side.

what you see is what you get

interestingly telling the truth is still telling the truth. so, if we're ready to tell the whole truth, we'd love for you to do the same. no deception. no ambiguity. no games. just... no bs. what you see is what you get.

consent is f*cking important

we make love with data. and we know you do as well. but not without consent. and not without protection. so let's keep our relationship safe, secure, and consensual.

not like your obsessive ex(es)

we don't spam. and if you'd not like us to talk, we'll politely (with a little sadness) leave. we hope it doesn't come to that because we're pretty cool with emails. try us *wink wink*

honor and dignity are our middle names

we want to carve a space for you, but not by stomping on your (and our) competition. it has to be a fair game. no cheating. no copying. no stealing. no being a jerk. the field demands honor and dignity and we bring both.

treat like ye want to be treated

we've learned (and are still learning) that it's really simple to be a nice, genuine human. and create nice, genuinely moving work. just treat everyone equally with the same respect, admiration, acceptance, and love that we'd want for ourselves. and accept that we may not know everything about everything and everyone. so ask to be enlightened. simple, innit?

we like to keep our home clean

it begins by not using or promoting anything harmful. and that begins when you follow point 1. it's the only home we all have. let's keep it clean with green. no toxic products. max reduce, recycle, and reuse. please?

add integrifluence to your dictionary

integrity + influence = integrifluence. and we ask influencers we work with to practice integrifluencing. likewise, we work with only those who can walk the talk. because when we have the power to influence, we have the responsibility to do right. something like with great power... can't say it without getting sued!

don't be a d*ck

it's simple to not be a d*ck. it's not easy though. that's why we keep ourselves updated with how not to be a d*ck. in life. in marketing. in advertising. with clients. with our team. and in the work we create. learn. unlearn. relearn. side note, we should have dbad tees.

our code of conduct



even a whisper can bring change

every voice matters. sometimes they need to be uttered loudly in public. sometimes, whispered in confidence. but never must they be silent. it's more of an open-ear policy than an open door. that's how we grow. and how we'll grow your brand.

is the spark still there?

we don't want to wake up and say 'it was not you, it was us'. that's why we periodically review our work, our people, our value system, and anything and everything that we associate ourselves with. ethics is love. we're not letting the spark die.

when we do f*ck up...

we apologize. honestly. sincerely. quickly. and then work on it till we know why we slipped and make sure every member knows what not to do.

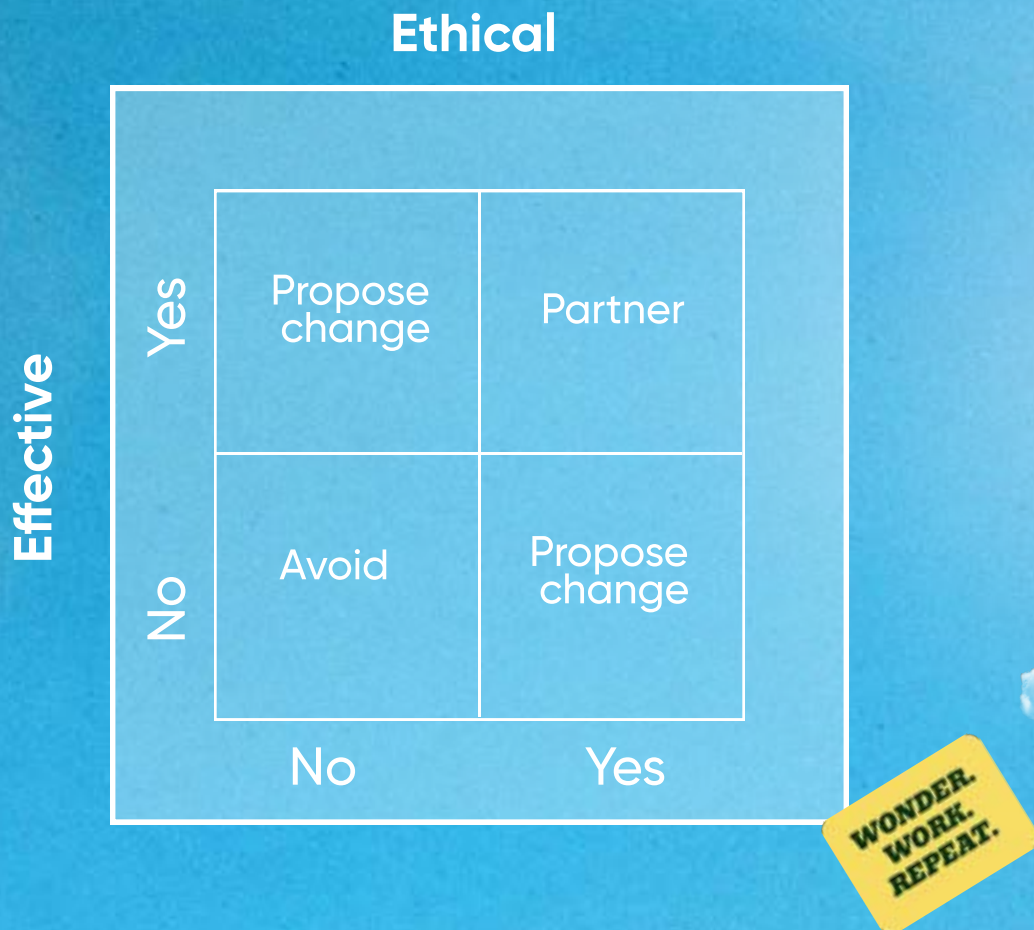
diversity is pretty valuable here.

our team is as diverse as a bag of jelly beans. we champion diversity because, let's face it, a bag of jelly beans with only one flavor is boring.

... and lastly, we love green. clean green. be the green of the bills or the green of the hills, we love both. and we know we can achieve both together. there's scope to being a good capitalist. if you also believe so, we're game.



the wonderwork matrix



the wonderwork matrix puts effectiveness and ethics on the two axes to gauge a brand's current actions toward practicing ethical marketing.

and their future intentions. it also helps us to pick brands that are making the world a better place. or have the potential to do so and just need some assistance.

the two axes are positioned as complementary goals. and not as mutually exclusive kpis. why? because we sincerely believe that integrating ethics into a business' dna can lead to it being more profitable in the long run. and it's good for the planet as well. a win-win.

wonderwork's vision for the future of marketing

our vision is to go to the past. and make that the future of marketing. a past where our industry wasn't looked at with suspicion. where marketing sparked joy. ads made us laugh. brands were our and the planet's friends. and we, the people of marketing and advertising, were cheered for our work.

to realize this dream, we truly believe ethics will play a critical role. for it brings in a sense of purpose that goes beyond just profits. a duty towards people and the planet. a responsibility to make profits but not at the cost of the planet.

it also adds conscience to CTAs. it forces us to think about how not to be a d*ck. and then act accordingly. be it when collecting data. or representing LGBTQ+ in our ads. or promoting our CSR efforts. or creating our products and services.

the wonderword[®] handbook is our first step towards this. it's an evolving document. evolving because we know we may not know everything. and neither do brands. the more we'll learn, the clearer it will be for our clients to practice ethical marketing. and the closer our industry reaches to making marketing magical again. it's a symbiotic relationship. a win-win.

so, would you like to bring back the magic of marketing? would you like to contribute to making the planet a better place? would you like to be a good capitalist? if your answer is yes to any of these questions, let's chat.

