15 November 2024

Tara Dawson  
Managing Director  
 Zis Piri Piri  
36A Mill Rd  
Cambridge CB1 2AD

Dear Tara,  
 We at Ruskin Solutions are excited to present a proposal to support Zis Piri Piri make the shift to a rebranding that is more focused on sustainability. We hope to assist Zis Piri Piri in lessening its environmental effect, connecting with environmentally conscious customers, and becoming a leader in sustainable fast food by utilizing our multidisciplinary experience in environmental science, marketing, product design, consumer psychology, and digital media (Deloitte, 2022). Under the direction of our team of professionals, this multidisciplinary approach guarantees that every aspect of the rebranding process will be efficient and in line with sustainability best practices.

We suggest a thorough rebranding that emphasizes sustainability, created by the diverse team of specialists at Ruskin Solutions. In addition to appealing to environmentally conscious customers, our strategy will make Zis Piri Piri a model for sustainable fast-food sector practices. Through the integration of knowledge from several fields, we will create a brand identity that, while preserving the delectable experience your clients adore, strikes a balance between environmental responsibility, customer involvement, and creative design. Working together, we will alter the brand to become more future-ready and in line with customer values.

* **Environmental Scientist, Dr. Fiona Green** – Having worked as a sustainability consultant for more than 20 years, Dr. Green will advise Zis Piri Piri on quantifiable environmental impact targets and suggest sustainable methods for sourcing products, cutting waste, and minimizing carbon emissions (McClure, 2020).
* **Marketing Strategist, John Foster** – For businesses that prioritize sustainability, John excels in brand building. In order to ensure that the branding successfully communicates Zis Piri Piri's dedication to sustainability, he will assist Zis Piri Piri in creating a campaign that emotionally engages eco-conscious consumers (Smart Insights, 2019).
* **Product Designer, Sarah Lin** – The packaging for Zis Piri Piri will be redesigned by Sarah to use eco-friendly materials to complement the brand's new green identity. She makes sure that the sustainable message is conveyed via all the consumer's interactions, not just through marketing (Goldman, 2020).
* **Consumer Psychologist, Dr. Emily Chang** – To guarantee that the rebranding appeals to target audiences—especially younger, environmentally conscious consumers who are increasingly shaping market trends—Dr. Chang will draw on her knowledge of consumer behaviour (Jain & Hagenbeek, 2022).
* **Digital Media Expert, Alex Martinez** – In order to promote Zis Piri Piri's green activities and create a community of eco-conscious clients on social media sites like Instagram and TikTok, Alex will establish a strong online presence using digital storytelling (Spenner & Freeman, 2012).

To support Zis Piri Piri’s sustainable rebranding, we propose the following key components, each tailored to ensure the rebranding’s success:

* **Implementing Sustainable Packaging Solutions (Led by Dr. Green and Sarah Lin)**  
  The use of eco-friendly packaging would be among the most noticeable and rapid impacts. According to Qureshi (2021), Dr. Green will evaluate the possibilities of substituting recyclable or biodegradable materials for conventional packaging materials, such as eco-friendly cups and compostable wrappers. Sarah Lin, who will oversee the design, will make sure the packaging is both brand-aligned and sustainable, with obvious labels and recycling-related messaging. In addition to making a good first impression, this action will show that Zis Piri Piri is dedicated to real, environmentally friendly improvements that clients can feel and experience.
* **Launching a Story-Driven, Consumer-Centric Campaign (Led by John Foster and Dr. Chang)**  
  Our proposal for the rebranding campaign is to use a narrative approach that links Zis Piri Piri's sustainable objective to the daily lives of its customers. This campaign, which will be spearheaded by John Foster, will highlight the benefits that Zis Piri Piri's new environmentally friendly methods have for the environment (Bjarnadottir, 2020). We will be able to craft messages that appeal to feelings like pride and empowerment as customers decide to support sustainable practices because to Dr. Chang's knowledge in consumer psychology. For instance, the "Green Choice" campaign teaches consumers how each eco-friendly option, such reusable containers, helps achieve environmental objectives.
* **Building an Engaging Digital “Eco-Community” Platform (Led by Alex Martinez and Dr. Chang)**  
  Zis Piri Piri's rebranding will have a greater impact and reach if a digital community centred around sustainability is established. To inform clients about environmentally friendly practices and highlight Zis Piri Piri's advancements towards sustainability objectives, Alex Martinez will create a specialized online platform and use social media platforms (Everis, 2022). To contribute, Dr. Chang will include engagement mechanisms including interactive sustainability challenges, eco-friendly advice, and subscriber-only content. Customers are encouraged to feel personally immersed in Zis Piri Piri's objective through this community-focused strategy, which cultivates a devoted and active client base.
* **Tracking and Showcasing Impact (Led by Dr. Green and Alex Martinez)**  
  Measurable impact and transparency are essential for a successful rebranding. In order to monitor environmental indicators, like decreases in carbon emissions and plastic waste, Dr. Green will set up a system and collaborate with Alex to release information on a regular basis. Alex will provide eye-catching web content that highlights Zis Piri Piri's continuous development, including infographics and brief videos (Campbell et al., 2015). By giving clients concrete facts and keeping them informed about environmental milestones on a regular basis, Zis Piri Piri can establish credibility and reaffirm its dedication to sustainability.

In conclusion, Ruskin Solutions provides an interdisciplinary, comprehensive strategy to assist Zis Piri Piri with their sustainability rebrand. Our team will make sure that every facet of the rebranding is in line with eco-conscious ideals and appeals to customers by fusing environmental science, consumer psychology, digital media, and creative design. By combining these several fields of knowledge, Zis Piri Piri will be able to assertively establish itself as a leader in the sustainability sector, building enduring customer loyalty and confidence.

We understand how difficult it can be to integrate these fields into a coherent rebranding plan, especially when it comes to striking a balance between realistic, quantifiable environmental activities and truthful, efficient consumer marketing. We can, however, negotiate these issues with our interdisciplinary approach, utilizing the distinct abilities of each specialist to create a branding that is powerful, believable, and captivating.

Thank you for considering Ruskin Solutions as your partner in this exciting journey. We look forward to the opportunity to help Zis Piri Piri achieve its sustainability goals and stand out as a leader in eco-conscious fast food.

Yours Sincerely,

T. Ruskin  
Truly Ruskin  
Managing Director  
Ruskin Solutions LLP

**References**

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