|  |
| --- |
| **Identify 5 values that define the Bath EcoShop brand.**  Use the sticky notes from the [branding exercise](https://jamboard.google.com/u/2/d/1Np6BPeFppWO0t0_A5rovvxpqi9ToTt-C1jxa5o_6U1c/copy?resourcekey=0-BVWb5kI7YmJvVg9Wl-CXYQ) to identify similar themes. |
| 1. Integrity |
|
| 1. Dependability |
| 1. Environmentalism |
| 1. Making a difference |
| 1. Passion for nature |

|  |
| --- |
| **Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through their giving program.** |
| 1. Donate a portion of their sales to a nonprofit organization that supports a healthy environment. |

|  |
| --- |
| **Suggest one or more ways that the Bath EcoShop brand can demonstrate their values to customers through the content on their website and/or social media accounts.** |
| 1. Be transparent about the eco-friendliness of their products on their FAQ page by explaining to customers how the products were manufactured and what materials were used. 2. Educate customers about other ways they can help the environment, such as conserving water and recycling. The company could publish articles about these topics on their blog and post about them on social media. |