

'Top Brands with a Conscience' criteria

The Medinge Group, a high-level international collective of brand experts collaborated on the 2003 list, evaluating nominees on the following criteria:

- How committed is management to the brand and its cause?
- Does the leadership team help everyone live out the values of the brand?
- How well-articulated is the brand visually and experientially?
- How evident is the ethical programme, and the degree to which it is sincere?
- How evident are the human implications of the brand?
- How motivated is the brand's humanity?
- How visible is the brand's conscience?
- How heavily does the brand invest in relationship building?
- How deep an advocate is the brand for "caring for one another"?
- Is the brand visibly accountable for its actions?
- Does the brand take risks in line with its beliefs?
- Does the brand apologize when things go wrong?

Related links

The Medinge Group www.medinge.org

Beyond Branding www.beyond-branding.com

Related documents

The Medinge Group Fact Sheet

The Medinge Group Q&A

The Medinge Group Brand Manifesto

The Medinge Group Member List

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