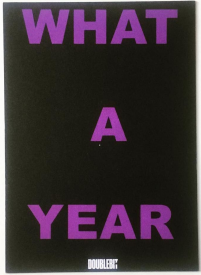


**BRANDING FROM
SIX FEET APART**

Climate disclosure 2020

We're training ourselves to smile with our eyes

In 2017, after the inauguration of Donald Trump and the initial momentum of his administration's chaos, horrors, and moronic missteps, we sent out a holiday card to all of our clients, friends, and peers with a simple message:



We were so innocent then.

(We still have a stack of those cards and, in the spirit of this report, we're not letting them go to waste—those cards are going out again.)

2020: What a year for all, including brands and those who brand them. While it should have been obvious, you can't brand your way out of, or through, any of the following:

- A pandemic
- Racial and social justice uprisings
- Vast, unhinged conspiracy networks without an ideological core

And yet...many tried.



lauren
@LLW902

no marketer who has made a pandemic themed commercial may enter the kingdom of heaven

8:40 PM · Oct 25, 2020 · Twitter for Android

Like many small agencies, we did not do as well, financially, as we did last year. But unlike many people in the U.S. and a lot of the world, we're still ok. And ok, in 2020 terms, is an exceptional thing to feel.

We've been smug in the past. It's been easy to say no to projects that violated our values, because another, better project was always right around the corner. This year, saying no stung...a lot. We turned down opportunities that came from industries that hurt the climate, our people, or our future. We said no to projects that don't belong to us—like work involving messaging on major racial issues. We said no, because working with brands we feel good about was a big part of why we started Doublebit in the first place.

We've got two intro pages this year

What did that do to our revenue? Nothing good! Actually, a lot of bad, if we're speaking mathematically.

But if our no creates a yes for someone better suited to a job, or if our no gets added to a chorus of nos from others who share our beliefs and (maybe?) gets a bad brand to recognize they're not going to brand their way through an unethical business model, then we're still creating the kind of value we want to be known for in the world.

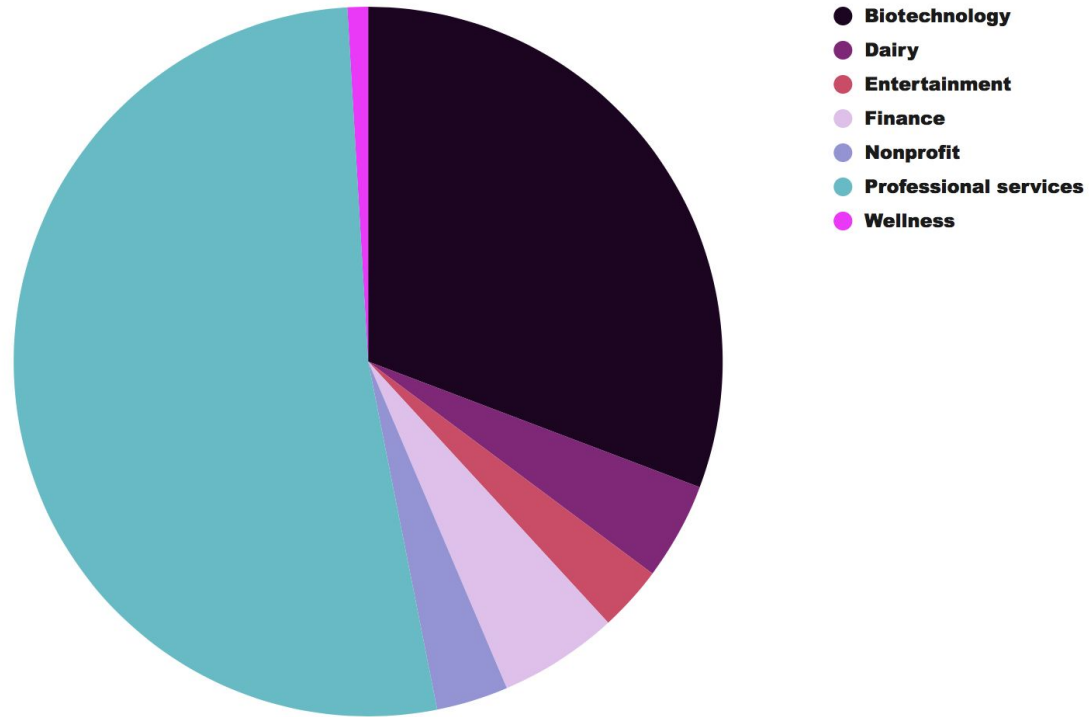
This year has led to us to look at ways to give back more of our time and effort to places we live and care about (Brooklyn and the Catskills). We're making ongoing personal contributions to local mutual aid networks and food banks. We became sponsors of COHORT:ONE, a paid fellowship program for BIPOC and LGBTQIA+ talent to go beyond the basic methodologies and frameworks of brand strategy. We're in the midst of getting our Certified LGBT Business Enterprise® designation (BTW, a huge thank you to our friends and clients who wrote letters affirming that you know what kind of sex we both have! A very weird thing to have to ask!). And we're developing a program to serve local nonprofits on a pro-bono basis next year.

So yes. We're going to keep saying no, because we have to live with ourselves, and live in a world that can sustain us, the people we love, and our communities.

Sending you lots of love, from a safe distance,

Caitlin + Paula

Sectors we work in, by revenue



Based on invoicing from January 2020 to November 2020

Revenue from high-carbon industry + controversial sectors

We did another project this year with a dairy brand, the same cooperative, farmer-owned dairy brand we worked with last year. Dairy cows and dairy practices continue to have a huge environmental impact. But if you're going to consume dairy, this brand is committed to lessening its impact and walking its talk. Throughout the year it donated millions of dollars in COVID relief to the communities where it operates and, in November, became a Certified B Corp.
(Unfortunately, Caitlin is still allergic.)

We continue to make the majority of our revenue from professional-services companies, which sounds like a euphemism for anything from secretive mercenaries to firms responsible for price-fixing the cost of bread in Canada.

It's not—we worked with a lot of creative agencies (branding, design, and strategy) on their own brands, an accounting firm creating technologies and redesigning its client services, and a sales-training company on its merger.

How we select brands to work with

We prioritize brands who actively, demonstrably, and explicitly seek to make a positive impact on:

- The LGBTQ+ community
- The environment
- Education
- Progressive politics
- Food and nutrition
- Dogs :)

We continue to work with non-profit clients at a 33% discount from our for-profit client rates.

We will not work with brands when we have any knowledge that they, or their leadership:

- Engage in union busting
- Participate in, or promote business practices that harm vulnerable communities
- Are pro war, or support the military industrial complex
- Are racist, anti-immigration, anti-sex work, anti-woman, anti-LGBTQ+

**WHAT
A
YEAR.**