



Brand Neutral makes saving the planet profitable for our clients and deeply meaningful for their customers

Who We Are

Brand Neutral is a consulting company that delivers innovative energy and environmental strategies that put our clients on the fast track to lasting financial success. Our experts not only find new opportunities to **cut costs and generate new revenue**, but also **engage the everyday consumer**. The result is a winning solution that rewards consumers, builds corporate value, and motivates others to be a part of the environmental solution.

Environment 2.0™ Philosophy

The answer to global warming is not consuming more, but rewarding customers and corporations for environmental stewardship with discounts on the products they already consume and cost-reducing strategies for the products they already produce. The result is a solution that **benefits consumers** with greater discounts, **businesses with lower costs & higher revenue**, and **the planet Earth with a sustainable environmental strategy** that works.

Our Services

Brand Neutral provides a complete set of services designed to drive profits by improving environmental performance. Our team of experts can help your business implement the following *energy*, *environmental* and *eco-branding* solutions:

Energy & Resource Management

- ❖ Energy audit
- ❖ Benchmarking
- ❖ Business case development
- ❖ Efficiency design
- ❖ Green building design
- ❖ Management systems
- ❖ Renewable energy
- ❖ Corporate policy & employee empowerment

Carbon Strategy

- ❖ Greenhouse gas audit
- ❖ Strategic planning
- ❖ Operational design
- ❖ Carbon-neutrality options
- ❖ Corporate strategy & regulatory risk alignment
- ❖ Corporate policy & employee empowerment

Key partner:
Conservation International

Green Procurement

- ❖ Supply-chain sustainability appraisal
- ❖ Full-cost estimation
- ❖ Supplier involvement & capacity building
- ❖ Green-supplier preferred program
- ❖ Risk & opportunity assessment

Research & Marketing Strategy

- ❖ Portfolio & consumer evaluation
- ❖ Strategic targeting
- ❖ Media & message testing
- ❖ Product testing
- ❖ Consumer relationship & feedback programs

Eco-Branding

- ❖ Brand management
- ❖ Consumer loyalty & engagement
- ❖ Affiliate marketing
- ❖ Promotional inventory management
- ❖ Carbon offset sourcing & procurement

Key partner:
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