



REIMAGINE THE CONSUMER GOODS EXPERIENCE

VIDEO TRANSCRIPT

Let's reimagine the business of consumer goods, together.

What if we created a better consumer goods experience for everyone?

And by everyone.

We mean everyone.

Although consumer expectations and attitudes have evolved, many things have remained the same.

But what if we could do more?

It's time to reimagine the business of Consumer Goods. Together.

It's one thing to talk about inclusion. It's quite another to bake it into product design and experience. It's time to rearrange shelves to meet all colors, sizes, diets, mindsets and individual needs.

What if designers listened more closely to the consumer to bring new voices into the creation process? So people from all walks of life always felt they belong.

Where does it come from, is it real, and is it sustainable?

People are asking these questions now more than ever. Consumers want to know everything about the origins of the products they buy.

Imagine a tracking app that gauges the origin of products, how and where they were crafted—in a universal language?

Tracking could also include the experience. So you could be guided by teachers with credentials—instead of a random instructor.

All of the above can help consumers who shop with ethics and purpose, shop smarter.

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