A sneaker treatment concept book
for packaging and in-store communication

to reinforce Veja’s message in the sustainable sneaker market
You will never influence
the world by trying to
be like it.
This booklet is dedicated to the fundamentals of an in-store communication and packaging concept for Veja, a conscious sneaker brand. We created this document to show what the next strategic action for our brand could be, and what it has to offer. Here follows a journey that will reinforce our message in a growing sustainable sneaker market and empower our customers to make their anti-consumerism bloom. All this, to complete our brand that sells cool sneakers at first, but has even cooler untold impact in the Amazon rainforest. Go on.
Veja is a Parisian sneaker brand, founded in the early 2000s, making conscious shoes that look cool and anything but eco-friendly. The designs are all classics, which means they last over time.

Most work is done from the Brazilian Amazon, where suppliers operate and our shoes are made. We are far too idealistic for the world of business deals and bottom lines, as we make sneakers to propose cultural change. We’re fully transparent on our website about every step we take and name even our limitations because we’re trying hard, but the first completely sustainable company isn’t born yet.
We’re one of the few sneaker brands that put cultural change above sales. The way our business is organised, is more important than just selling sneakers. We are extremely proud of our Veja Effect. Which means our sustainability efforts take the form of an “if this, then that” scenario. The positive effects they have on economic, cultural and environmental issues are growing bigger as soon as the system starts rolling. A small incentive often has a greater output. The way we see it:
If we can pay locals a higher wage to harvest natural rubber, people have more incentive to continue tapping rubber instead of pursuing lines of work that commit to deforestation.
The practice of natural rubber tapping that allows tappers to sustainably harvest rubber without damaging trees is quite a contrast to the pollution caused by manufacturing synthetic rubber in shoes. Years ago in the 1960’s, synthetic rubber was invented and offered for a price, 4 times cheaper than natural rubber. Former tappers lost their jobs and started cattle farming or wood extraction to survive. We, Veja, made a massive landslide for pollution since we pay them 4 times more to continue tapping and therefore preserve the forest nowadays.
I VEJA-EFFECT
I VEJA-EFFECT
Another example of our practice with a similar effect is what happens on our cotton farms. By introducing neem trees, for instance, we have created a natural protection for the cotton plants. The oil extracted from the neem fruits creates a natural repulsive to insects that attack the cotton. Mixed farming provides on-going food for the cotton growers and preserves the fragile ecological soils. In the fields, cotton is planted beside the daily diet of the farmers, corn, sesame seeds and beans. They see it as a way to preserve the soil but also to protect their own health. This new farming method shields them from the toxic substances of pesticides.
II proof

/reinforce the message/
There are people searching for fair footwear till the wheels fall off. And even in store, they don’t recognize us as being what they need.

You could say, we’re maybe doing too good in marketing and design. Because our goal was to make cool sneakers and not look eco-friendly. And apparently, 85% of customers don’t even know we are doing sustainably fine, let alone that we hold sway over the top. We are deadly transparent but only in the black corner of our website. And that’s a shame.
/ focus on physical stores
Veja serves a ‘no-advertising’ policy to compensate high production costs.

But we have many points of sale that do cause our biggest awareness growth and accelerate the word of mouth. How about starting to use that space and take a square meter to grant people our home-made conversation starter. We preserve that shrinking Amazon rainforest, but that message needs to be communicated. And we need to do it now.
We need to do it now

Adidas and Nike are taking on in sustainability with similar designs but huge campaigns. These guys also do enormous investments in innovation to make their shoes durable, which increases their credibility too. Veja easily beats them in practice on most sustainable facets, but our sneakers lack on lifespan. The time is now to show our efforts.
III target
/ the curious idealist

wants to buy great sneakers with good backstories
Meet Kele (34) and Julia (27). They met in a café in Amsterdam. It was the end of June and supposed to be sunny, but instead it was raining cats and dogs. Kele was visiting Amsterdam because he and his unknown band were touring Europe for the first time. Julia was sitting in the corner by the window, writing ideas in her moleskin notebook for her first novel. When Kele ran in there to hide from the rain Julia immediately noticed him. She remembers the way he was dressed. As if his colourful outfit needed to compensate for the grey weather. They started talking about the weather in Amsterdam and she offered him a drink. Time flew by as they discussed her book, his music and their mutual love for traveling and poetry. Neither of them noticed that outside the sky had long turned blue already.

Kele lives in a converted warehouse in East London and plays the guitar. He combines his music career with a freelance art-directing job for a London-based creative agency. Whenever he’s not working or playing with the band he loves to travel and soak himself in different cultures. His friends wouldn’t call him fashionable, rather that his clothes are yet another form of self-expression besides his music and creative work. He actually doesn’t really like new items and needs some time to get into them. He loves to read biographies and discuss politics with his friends or random strangers. His social media is a funny mess. Like his music can seem to unknown people. It’s authentic and he’s confident about it. Like how he’s interested in urban hiphop music.
and at the same time searches for the name of the flower on the table in this café.

Julia is a writer in Amsterdam, but dreams of getting away all the time. In her mind she is always planning her next trip to some remote country, a city that sounds interesting or just a place she’s never been. She is a dreamer, an adventurer and very curious by nature. She feels responsible and shares environmental issues regularly on her social accounts. She likes to read photography magazines and travel books and is very culturally engaged. When she has a day off, you can often find her in the Modern Art Museum or in the cinema. On weekends she invites friends over for dinner parties as she loves to cook. She buys her ingredients at the local farmer’s market at the other side of the city. The dinner nights always evolve into drinking wine, philosophizing about life before she hops on her vintage race bike to the centre for some extra drinks and dancing in a tacky after-hours club.

Kele and Julia find common ground in the shops they like; small vintage stores or concept-stores that sell plants, ceramics, Japanese stationary as well as a good cup of coffee. They love to hunt for the perfect item. They look for items that are not only useful or look nice, but also tell a story. Both of them carefully choose where to spend their money on, but are not afraid to spend it (well).
III target
look

does not like to own things everyone else owns
has a sense of style but isn’t fashionable
timeless design
conscious brands
unique vintage
emphasizing identity
eclectic simplicity

III target

smart, witty, well-opinionated
adventurer living in the city
values his or her freedom
idealistic
loves to travel and seek adventures
is a bit of a romantic fantasizer
reads literature on a sunny terras
with a locally brewed beer on the side
works in the creative industry
loves to maneuver through the urban jungle
self-confident


cultural engaged
curious

personality
IV concept
At Veja we know that you can’t change the world by trying to be like it. Our customers want to buy satisfying purchases that help them to be responsible consumers. Our credibility is in our idealistic belief. Our consumer value is already based on transparency, fair trade sourcing and organic materials.

Big brands say sustainability is the innovation of our lifetime. But their main argument for this is the running out of resources. They simply have to reduce their wastage for economic reasons. Therefore ‘being sustainable’ loses in credibility.

Veja has always been sustainable but since this is not a valid USP anymore, we have to change perspectives to dodge the treat. From the core of our beliefs we would improve the sneakers’ lifespan to reduce consumption or even better: promote anti-consumerism. Now the question is; How to continue having our positive effect in the Amazon rainforest without stimulating consumption behaviour?

“Sneakers are an over-consumed product, therefore we want to increase Veja’s lifespan.”
Morrilion & Kopp, Veja’s Founders.

The target group wants to buy products that last, things they are dying to have and to keep.
Over 15 in-depth interviews.
A blooming trace through the Amazon.

To show Veja’s impressive untold backstory of preserving the Amazon by their forest based business. To visualize the blooming trace we leave behind by all our actions. Because once we said we rather come into action than speaking words abound, but we definitely must say something to reach our future customers.

As a line-extension for Veja, Veja Drops is the first execution of the concept: A Blooming Trace Through The Amazon.

Veja Drops enables customers to tap into preserving the Amazon and therefore keep the earth alive and breathing. This slightly witty sneaker cure is used as a platform to express our impact. The focus in this execution of a care product for sneakers is based on the rubber tapping process and fallouts of that.
use Veja drops to make your sneakers last and leave the Amazon in bloom
IV concept
Veja Drops is a sneaker treatment, consisting of 100% pure lipids extracted from the liquid natural rubber Veja taps from trees for its soles. Quality problems take some time to solve and Veja is working on this. Improving the lifetime during consumption in the meantime is a challenge we seize with both hands.

How it works

The main reason for leather sneakers breaking down is the drying out. Lipids from natural latex (the main ingredient of rubber) can keep them hydrated. In that way the cream sustains leather sneakers and sustains the amazon, by the need to increase the production and therefore preserve more trees.

The higher the involvement the consumer has in the lifespan of a product, the longer he or she will cherish the product and its maker. With a Veja Drops we take the next step towards a Circular Economy and thicken the ‘post-purchase involvement’ box.
IV concept

Central values

GENUINE / IDEALISTIC / CONFIDENT

DURABLE / ENCOURAGING / STYLISH
**IV concept**

Expressive values

witty

contemporary

organic details
DRIP SOME DROPS
AND RUB IT IN.
THE AMAZON WILL
THANK YOU.
IV concept

**TONE & FEEL**

People value us for our transparent approach. We present all information exactly as it is and therefore greenwashing has never been a problem for Veja. Our tone is confident and idealistic but genuine. We don’t make our story look better than it is. However we like to inspire people and drive them into action. *Veja Drops make action easy-peasy and to keep this purpose-driven product a little airy, we add a humorous touch and call this witty*. Because salted people are the ones to be a figurehead.

*Veja Drops* is contemporary in style but details are organically inspired. All based on the brands background, we gratefully use elements like production processes, materials’ ingredients and geographical structures and translate these into modern-day design. To add some witty elements we experiment with illustrations and incorporate these in simplistic designs to build on a nonchalant but genuine end-product.
IV concept

Logo

Primary Logotype

Usage / Exclusion zone

VEJA drops

VEJA drops
IV concept

**BRAND MARK**

For use on little surfaces it is mandatory to use the Veja V. This sign represents the marks that rubber tappers make in Amazonian trees to extract liquid rubber from the forest. A bucket is being held underneath this V-form to take in the natural sneaker extract we use for our rubber soles and sneaker treatment.
/ PRIMARY COLOUR USE

**Black**
- RGB: 40 / 39 / 39
- CMYK: 0 / 0 / 0 / 95

**Green**
- RGB: 13 / 81 / 41
- CMYK: 91 / 42 / 97 / 42

**White**
- RGB: 255 / 255 / 255
- CMYK: 0 / 0 / 0 / 0

**Beige**
- RGB: 229 / 156 / 120
- CMYK: 8 / 46 / 53 / 1
/ TYPEFACE

Mr Eaves Mod OT / Regular

AaBbCc
DdEeFf
012345
6789+;
Aa
This new product extension was initiated in the first place to reinforce Veja’s conscious message and strengthen the position in the growing market. With this wild treatment — that has an actively positive effect on the Amazon rainforest, our classics last even longer. The packaging reveals the origin of this liquid extracted from Amazonian rubber trees. The same extract is used as the main ingredient of our natural rubber soles as well. Therefore we can say these amber glass bottles discover the often unknown but striking Veja background story.

**Substance**

The main message on the packaging is to highlight the material these drops are made of and tell what it can be used for. To both sustain your sneakers and preserve the Amazon. And therefore consuming in this case is certainly not a bad thing. It had actually never been so satisfying.

Veja Drops is a transparent liquid. It purely exists of wild fats extracted from natural rubber. To make using this oil easy and efficient, the included dropper is a great advantage. That enables us to use only what we need, drop it directly on the sneaker, rub it straight from there and lastly, not spill any drips around.
The Veja Drops label is built up following the identity of the extension. Using contemporary rules, but some organic details are added. You might have noticed the footprint in the middle. Indeed, we’re selling footwear and leaving a blooming footprint in the jungle. The topographic pattern is hand-illustrated.

Only leave footprints
V packaging

A wild extract for lasting sneakers
Recycled Materials

For the package of Veja Drops we use amber glass. This material can be recycled again and again with no loss in quality or purity. Recycled glass can be substituted for up to 70% of the raw materials required to make new glass containers.

We pack the bottle in really thin recycled paper to have extra space for notes and backstory. Packed like a bottle of wine. Veja makes you bloom too.
VEJA drops

A Wild rainforest extract for lasting sneakers

For gently exfoliating your leather sneakers, to keep them from drying out.

This juice is a lipid extracted from Hevea Brasiliensis trees in the Amazon rainforest. The same liquid our Veja sails are made of. Drip some drops and rub it in to preserve your sneakers and enable natural rubber toppers to continue their work that keeps the Amazon alive and blooming. Cared about in Brazil, made to care all over the globe and love your shoes for longer.

125 ml / 4.4 fl oz

For sneakers that last

DESIGNS

V packaging
The containers are made of amber glass in laboratory-like design. This specific recognizable design gives meaning to our transparent story and emphasizes imaging of Veja’s process, namely: an ongoing process of improvement towards the best possible product.

Veja is deadly transparent and trustworthy. We strive for the best on cultural, social and environmental domains. The fact that glass is the easiest product to recycle without any loss in quality and quantity confirms this aim. The total container is made of the same glass to make reuse even easier. For the label we use transparent adhesive foil printed with white ink to get the most out of this transparent product. The bottle is slightly tappered towards the bottom thus the label is fitted for this specific form. Make sure you cut it neat to help us reach perfection.

Lit Labels
A sticker is applied to close the lit permanently and show the fact that a bottle is brand-new and fully filled. There are two different stickers to create a more varying view in store and highlight the fact that the brand Veja and the extension Veja Drops are two different things. Both are striving for sneakers that last. Veja was already doing that in terms of classic sneaker designs that outgrow trends. Veja drops adds on to this while extending the lifetime of sneakers on a quality base. After all, each container is carrying the same rainforest extract. The sticker is made of slightly structured paper. Recycled material is mandatory.
V in-store communication
RAADHUISSTRAAT 35, AMSTERDAM
**VI in-store communication**

**THE PELICAN STUDIO**

The Pelican Studio based in Amsterdam will be the pilot store for Veja Drops. This shop isn’t necessarily recognized as point of sale for sustainable brands, nevertheless do they attract our target group because of style and their sophisticated approach. This is the gap we will fill in.

Veja doesn’t have its own stores and Veja Drops will thus be presented in all points of sale across the world. Retailers, like The Pelican Studio, are keen to promote in store how they are taking steps to drive sustainability across the business as a whole. Sustainable awareness is growing, especially among this target group. Explaining where a product is made, how it’s manufactured and the materials it’s made from, helps to build authenticity and brand trust. For Veja retailers it’s interesting and will help them grow as well.

Our target group is visiting these stores already and gets to know the brand via that retail points. We serve a ‘no-advertising’ policy so the stores really are our most important medium to get attention and start to excellerate our sustainable message via word of mouth.

Until now, even the sales advisors didn’t know about our story. This concept will make them more enthusiastic and knowledgeable about the brand itself. Coming up with this event in store will put the focus on Veja and drive a good opportunity to come tip of mind so be tip of tongue.
Our aim in-store is

To mention technical features of the rubber tapping in an aesthetic way and make the backstory come across on first sight. Even from a distance without literally saying what is happening in Brazil.
VI in-store communication

On the wall, we explain the process of rubber tapping in the Amazon and more specifically, tell about the advantages for the sneaker and the Amazon. To inform the user about the oil they buy and its background.

use Veja drops to make your sneakers last and leave the Amazon in bloom

We teach Seringairos how to transform liquid rubber into sheets without any industrial processes needed.
use Veja drops
to make your
sneakers last
and leave the
Amazon in
bloom

100% WIL D RUBBER EXTRACT
BEY OND SNEAKERS
1.69 fl oz / 50 ml

1
2
3
4
5
6
7
The tap is made of brass, a shiny material to highlight the fact that this little treasure from the Amazon has high value and great impact for many parties.
VI in-store communication

We pack the bottle in store. So our customers choose the amount they need. Sales advisors then fill the bottle, cut a piece of paper to roll and pack the bottle easily in this wrapping paper with stories about Veja’s practice on the backside.

THE VEJA EFFECT

Veja buys cotton from 320 small-scale farmer families in Parana, which provides the fair-trade and organic cotton necessary to make our trainers. Cotton farmers are the first people in each cotton pod. Seed cotton is bought by the association and then processed into cotton lint. A mutually agreed price for the lint has been established. This price is always 20% superior to the market price. An additional premium of 0.5 EUR per kilo is paid to the producers for each ton of cotton.

Veja works with organic cotton and wild rubber producers, their work is essential to our business and the well-being of the farmers. Respecting the rights of the producers who create the products that make Veja trainers is fundamental. The producers pool their harvests in the same warehouse and by a fair and controlled supply, they have a social economy and a decent standard of living. 80% of them are union workers. By buying directly from them, Veja has the possibility to renegotiate prices with the producers based on the yields they obtain. The benefits of the farmers are transformed into a higher income.

The producers come from the same region of Brazil as the cotton they purchase from Veja. The producers are the first people in the cotton seed. Cotton farmers are the first people in every cotton pod. Seed cotton is bought by the association and then processed into cotton lint. A mutually agreed price for the lint has been established. This price is always 20% superior to the market price. An additional premium of 0.5 EUR per kilo is paid to the producers for each ton of cotton.

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Veja uses cotton from ADEC. A strong interdependence can be observed between Veja and its producers. Ethical cotton were used to make the trainers lining but also as an incentive to keep trees up. As a matter of comparison, the price of planted natural rubber from São Paulo varied between 1.60 EUR/Kg to 1.90 EUR/Kg – according to the GEB-1 index in 2010. Synthetic rubber is a derivative of the oil and is more expensive than natural rubber. It is often used in the production of trainers in Veja's factories.

Veja mainly uses natural rubber from southern Brazil. The producers are the first people in every rubber tree. The latex obtained from the rubber trees is transformed into rubber sheets, without any industrial intermediary processes. The sheets of rubber are then used to make the trainers. The trainers' sole contains between 30% and 40% of rubber. Thus, our laces are not made with organic cotton. The moss used to maintain the ankle is a synthetic product made with petrol.

Veja does not advertise. The resources saved are integrated into the production chain. This means the more producers Veja works with, the more consumers Veja has. This is in line with the Fairtrade principles and the organic cotton. Veja buys cotton from 320 small-scale farmer families (1 hectare on average) who live from organic farming. Respecting the rights of the producers who create the products that make Veja trainers is fundamental. The producers pool their harvests in the same warehouse and by a fair and controlled supply, they have a social economy and a decent standard of living. 80% of them are union workers. By buying directly from them, Veja has the possibility to renegotiate prices with the producers based on the yields they obtain. The benefits of the farmers are transformed into a higher income.

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The floating platform – to present the tapp and all different bottles on, will be covered with several natural rubber sheets. These are cut in layers like a relief mapping.