

# B CORP MONTH 2022

Campaign idea  
& Key Messages

December 2021



**THIS B CORP MONTH,  
LET'S INVITE EVERYONE  
BEHIND THE SCENES  
TO UNCOVER WHAT MAKES  
A B CORP A BETTER BUSINESS.**

# Campaign idea

**It's become increasingly common for people to distrust businesses. Who knows what's really going on behind closed doors? The Behind the B campaign aims to bring back that trust.**

To do this, we're asking the B Corp community to open their doors, encouraging everyone to step behind the scenes and discover what makes a B Corp different. So let's share stories of the positive impact we're creating, because we want everyone to understand the big B isn't just for show.

By going Behind the B, we'll reveal how companies of all shapes and sizes are making business a force for good. We'll also peek behind the curtain at B Lab, for a glimpse into the future of better business. In short, Behind the B will showcase how this new way of doing business is changing the world — one B Corp at a time.

**BEHIND THE  
B**

# Campaign manifesto

It's sometimes hard to know what makes one business better than the next.

Because any business can make any claim, about anything.

B Corps are different.

Our business isn't about what we say.

It's about what we do.

Because doing is everything.

It's what we do that defines us

— and the world we want to live in.

And B Corps are doing amazing things: for our communities, workers, customers, and planet.

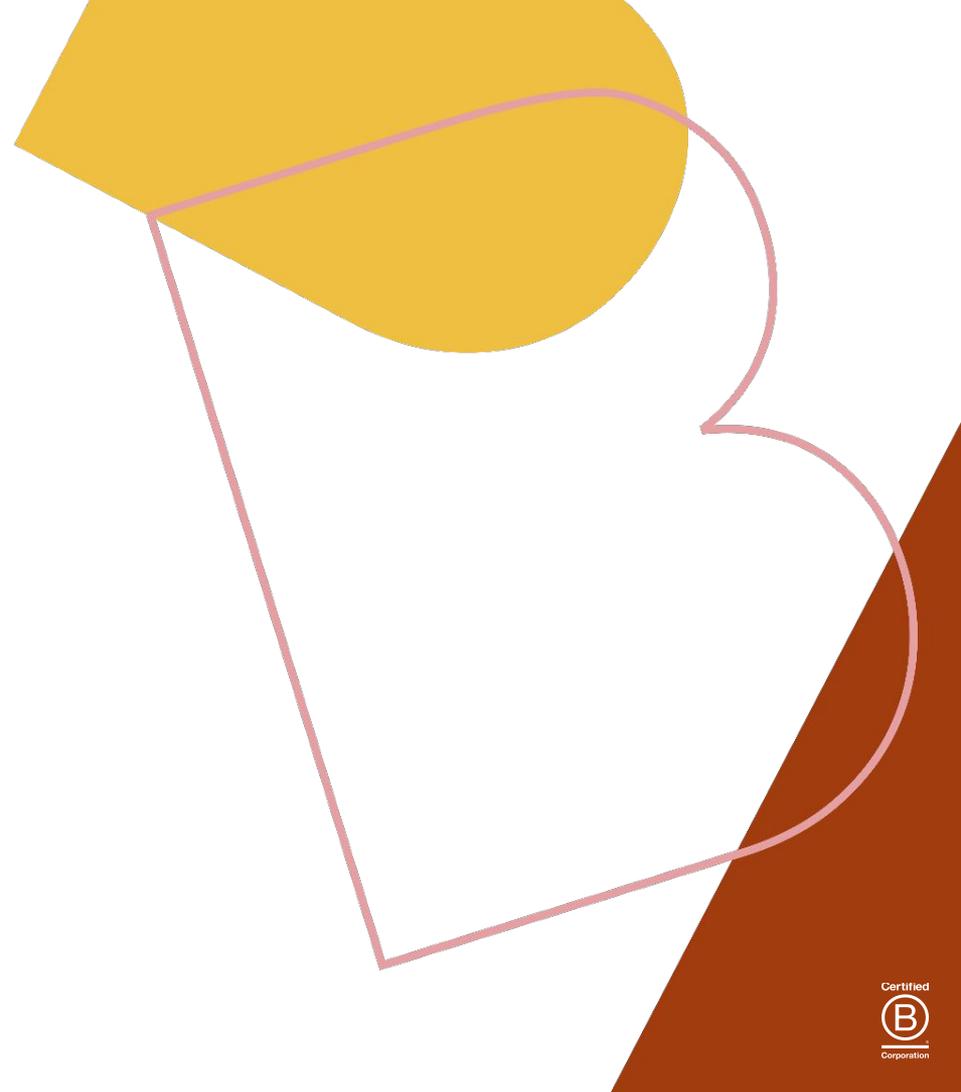
So let's throw open our doors and show the world what we do **#BehindTheB.**

# Campaign in action

Through a month of digital and physical activations, B Corps will go behind the scenes to reveal what it means to be a B Corp and invite people to understand more about what makes a better business.

The themes that follow provide a structure to the campaign. Taking the audience from education to inspiration and finally taking action by choosing to buy from, engage with or work for a B Corp.

Our aim is to show that doing business with a B Corp is more than a simple transaction – it's investing in a better world for all.



Campaign hashtag

**#BEHINDTHE** **Ⓟ**  
**—** <sup>®</sup>

# About B Corp month

Every year during March, B Lab and the global B Corp community join together to **celebrate everything that means to be a B Corp**, while in the process **we build awareness and educate diverse audiences** on our achievements and the importance of the movement to transform our economic system for the better. Talking about what it means to be a B Corp, we build **meaning, understanding, and trust around the B Corp Certification**.

By coordinating our communications throughout the community during B Corp Month, **we expand the reach of our message across multiple channels and touchpoints**, creating the consistency and ubiquity required to increase brand awareness.

This is a **global initiative with B Corps from different sizes and industries participating all around around the world**, and it is therefore an opportunity to collaborate beyond individual companies on the greater movement and the people who propel it forward every day.

IT'S



**BEHIND THE  
B**

**The campaign toolkit including assets and ideas for activation  
will be shared in January 2022**