

# *“Between the Lines”*

How people, communities and businesses are taking action to find the truth

# Overview

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When it comes to the wellbeing of people and the planet, the history of industry shows an ongoing tension between transparency and opacity. Even as some individuals and companies tend toward off-limits information and obfuscating details, others—like Seventh Generation—seek to lift the curtain, read between the lines and reveal the truth about everything from ingredients and process to billing methods and selling practices.

To highlight Seventh Generation's #ComeClean campaign and inspire *The Washington Post's* socially engaged readers to action, WP BrandStudio will look at this dynamic from historical, psychological and thought-leadership perspectives. We'll explore the past and present to gain insights on the future—bringing it all to life through compelling stories that cross the levels of personal involvement, collective action and corporate responsibility.

## Execution

Depending on preferences and budget, the program could include:

- **Rich-media narratives** leverage the Post's most successful editorial format
- **Photo essays or documentary-style videos** present a compelling feature story
- A **multimedia roundtable-style Q&A** brings thought leaders together in a provocative discussion
- Details of the #ComeClean campaign and strong calls-to-action will be organically integrated throughout

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

# Rich-Media Narratives

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Blending investigative journalism with colorful data visualizations and lightly animated graphics, we'll showcase Seventh Generation's thought leadership in compelling narratives that explore the following topics:

- From **citizen crusaders** like journalist-muckraker Upton Sinclair and Ida Tarbell, who uncovered horrors in the meatpacking and oil industries, to bank customer Lisa Epstein\*, whose determination to decipher cryptic statements revealed the American foreclosure fraud, what drives certain people to read between the opaque lines of bills and contracts and fight for transparency? What does it take, psychologically, emotionally and physically, to go against the flow of accepting the easy answer? A timeline-style data visualization could trace this trend from the past into the future.
- History teaches us that to create change, people must come together and demand it. From abolitionist-led consumer efforts to eschew slave-made goods to today's #ComeClean, we'll trace the evolution and impact of **collective action**. We'll speak to members of communities that are creating change now and look at how technological advances and the rise of the Internet and social media have made collective campaigns more powerful and easier to implement.
- It's the buzzword of the moment—but how did the concept of **corporate responsibility** actually come to be? Are businesses obligated to their customers or to the planet—and can they be trusted to nurture something other than their bottom line? We'll look at corporate responsibility across public and private sectors (including the cleaning industry), explore the impact of changing public opinion and certifications like USDA Organic and B Corp and delve into where we're headed next.

\* Individuals and companies are mentioned as examples only and may be contingent on permission clearances.

# Photo Essays / Documentary-Style Videos

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Through static photo essays or dynamic documentary-style videos, we'll tell compelling stories of transparency at work across the personal, community and business levels. Ideas include:

- Tired of secrecy, Joel Gascoigne, CEO and cofounder of Buffer, a social media company, decided to make “default to transparency” his number one business and personal value—starting with posting everyone’s salaries, including his own, on the company’s blog. We’ll go behind the scenes to find out what transpired, and see how other companies, like Whole Foods, adopt the same principle of fairness.
- In 2012, Dr. Sherri Mason and her colleagues at the 5 Gyres Institute released the results of a two year investigation into microscopic plastic pollution in Lake Erie. Her work caught the public’s attention and led to the 2015 signing of the Microbead-Free Waters Act.
- A third story idea could align directly with the EWG research and SVG’s mission. A WP BrandStudio journalist could research a compelling example of an individual or community who questioned ingredients in a consumer product.

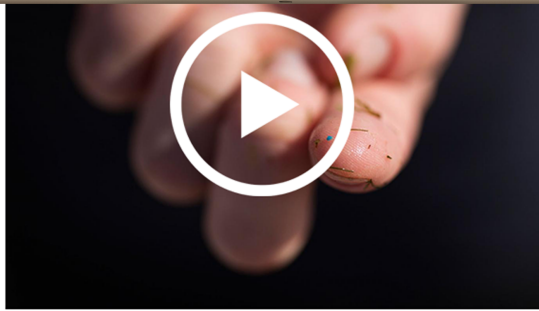
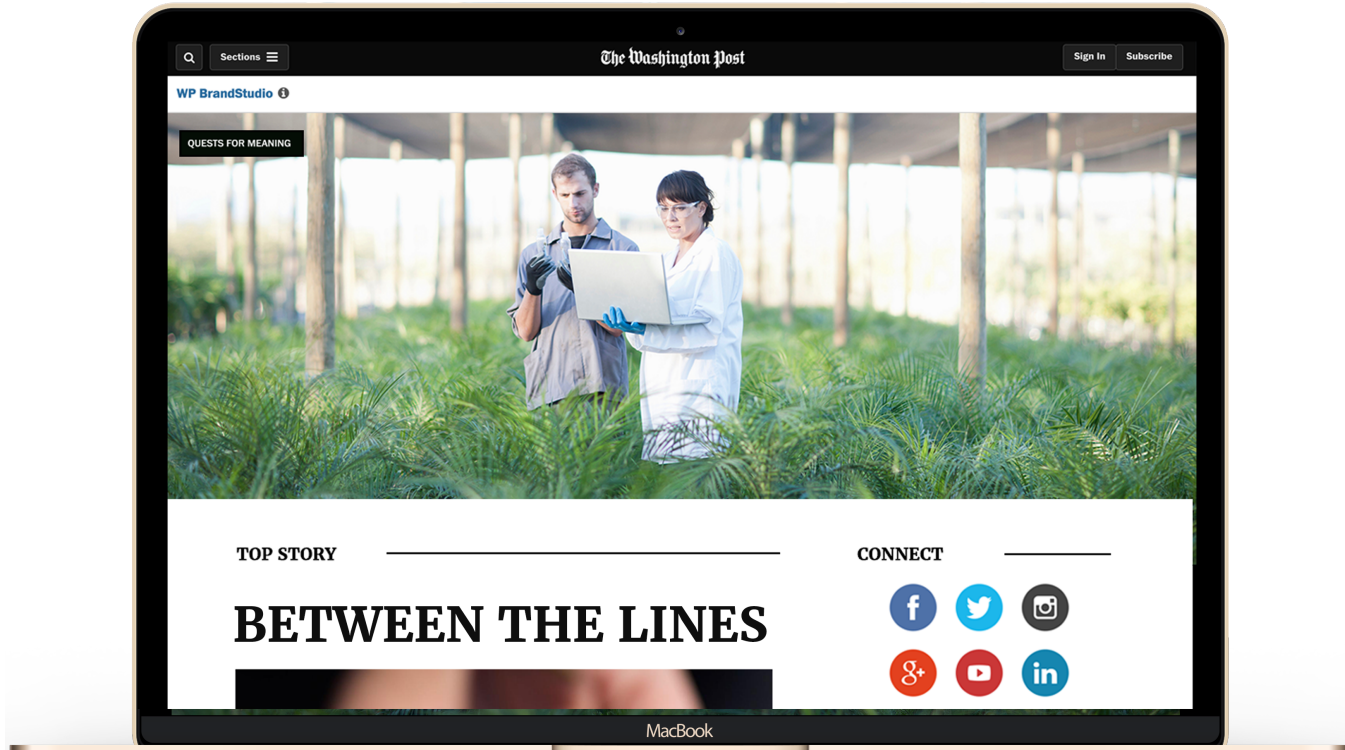
# Multimedia Roundtable-Style Q&A

Inspired by “Walk This Way,” a groundbreaking execution by the Post’s editorial team, a dynamic, provocative Q&A-led conversation will incorporate multimedia elements such as photos, artifacts and video and audio snippets.

We’ll bring together a multidisciplinary group of experts and activists that represent the voices of citizen crusaders, community advocates and leaders in corporate responsibility. Guided by a charismatic moderator, the participants will compare experiences and perspectives—through a compelling discussion that will ultimately ladder up to the #ComeClean cause.



Execution inspiration: *The Washington Post's* “Walk This Way”:  
Link to live program [here](#).



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Mock is for descriptive purposes only

