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**NEWS RELEASE**  
*(For immediate release)*

## **Happiness Experts and Social Impact Advocates Set to Inspire Vancouver Brands to Tackle Social Isolation at the 2022 Brand Battle for Good**

*Local not-for-profit Brands for Better rallies brand power to alleviate loneliness in our city*

**VANCOUVER, British Columbia** - (Sept 2, 2022) Local innovators in the business community are poised to remedy Vancouver's reputation as a lonely city at the [Brand Battle for Good](#), a two-day virtual conference and in-person pitch competition to tackle social isolation. The world's leading thinkers on happiness are among the 55+ guest speakers whose expertise will inspire teams representing 25+ of Vancouver's leading brands. James Delorme, Indigenous social impact and tech disruptor, Emmanuel Mongon, a master planner of visitor attractions, and Prof. John F. Helliwell, co-editor of the World Happiness Report, are among the featured keynote panelists on September 28, 2022.

"The focus on brand awareness and innovation is crucial to our social fabric of health and wellness," said Delorme, who sees value in this collaborative competition. "Relying on myself isn't enough. I need others to support the work I do and the path forward is good mental wellness and the ability to trust others." The Brand Battle for Good promises a mixture of learning, networking, professional development and team building combined with a polished production of storytelling, friendly competition, live art, interactive art installations, music and a party to finish.

Participants learn about the full scope of the problem from subject matter experts on Day One. The next week, teams spend Day Two developing fresh strategies to alleviate social isolation in hopes of winning the collateral support to realize their solution. The roster of participating brands already includes Arc'teryx, Unbounce, Vancity, SOLE/ReCORK, HCMA, iQmetrix, Major Tom, Digital Hot Sauce, Keela, Swany Canada, Capilano University and UBC Sauder School of Business, among others.

"Vancouver residents have grappled with a growing sense of social isolation for many years, naming it an issue of concern over poverty and the housing crisis, and it has really been exacerbated by the pandemic," said Karla Peckett, VP Brand at SOLE/ReCORK and founder of Brands for Better Foundation, the not-for-profit organization behind the event. "Local brands are looking to give back to the city where they live and work," she explained, "and this event harnesses their collective power and directs their focus at pressing issues that are affecting our city."

The competition concludes at the Brand Battle Award Night on October 5 when the top three finalists will re-pitch their solutions live at the Roundhouse Community Centre. The crowd-voted winner will receive a prize package that includes a trophy, \$15,000 in in-kind digital marketing support from Daily Hive, and an additional \$10,000 in in-kind marketing awareness from impact publication Ripple of Change to launch their campaign. Though only one team will take away bragging rights, the event is designed to encourage all teams to activate their ideas. Peckett expects many ideas coming out of the foundation's signature event will have the potential to make a difference for struggling communities.

### **ABOUT BRANDS FOR BETTER FOUNDATION**

Brands for Better Foundation is a volunteer-driven not-for-profit organization based in Vancouver, BC, that unites brands to tackle pressing environmental and social issues in our community. At Brands for Better, we exist to make a bigger change together than we ever could alone. We develop inclusive events and initiatives that inspire brands and individuals to come together to spark positive, measurable action. We are a network of people and brands that care. Visit [brandsforbetter.ca](https://brandsforbetter.ca) for more info.

[Supportive images](#) can be found here.

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## **Brand Battle for Good: How It Works**

### **Day One - Virtual Pre-Conference - Wednesday, September 28, 2022**

An educational and inspiring day of workshops aimed at arming teams with everything they need to know about social isolation and community connection. Meet the full Day 1 conference line up here.

### **Day 1 Keynote Speakers:**

James Delorme, Indigenous Digital and Social Impact Disruptor, President of Indigeknow  
Emmanuel Mongon, Founder/CEO of Happier World, a leading master planner of visitor attractions  
John F. Helliwell, Professor Emeritus of Economics at the University of British Columbia and co-editor of the World Happiness Report

### **Day Two - Brand Battle for Good Hack-a-thon - Wednesday, October 5, 2022**

Roundhouse Community Centre

A brand versus brand in-person Strategy Hack-a-thon for Good with the best and brightest of Vancouver's leading brands collaborating and competing with solutions to deal with social isolation.

### **Award Night Host and Judge Panelists:**

Host, Mark Busse, CreativeMornings Vancouver  
Award Night Judge Panelist, Vanessa Richards, Creative Together  
Award Night Judge Panelist, Andrea Reimer, Tawâw Strategies  
Award Night Judge Panelist, Pete Fry, Canadian politician and business owner  
Award Night Judge Panelist, Michelle Hoar, Hey Neighbour Collective

### **The Winning Concept and Campaign**

Although the winning idea to address social isolation in Vancouver will be expected to be both creative and original, and provide a compelling story for the launch and marketing takeover, the winning idea will primarily be chosen based on impact, accessibility, feasibility and degree of behavioural change. This is not an advertising contest. We are looking to spark real and measurable change.

### **Team Composition**

This Hack-a-thon is for anyone with an innovative mind: designers, copywriters, CEOs, business leaders, marketers, entrepreneurs and creative problem solvers. Each brand, company, agency or network sends a team of 7-10 people. A dedicated volunteer Design Thinking Facilitator is provided to each team. Each table is injected with the fresh talent of a local masters student (MBA and MDes) and/or a local undergrad to form teams of 8-11 people, plus their team facilitator.

### **Registration**

Team and individual registration is now open. Visit [brandsforbetter.ca](https://brandsforbetter.ca) for full event details, and to book your seat.

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