

Sensei Brand Award and Ranking: Project Presentation

Contents

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2. How it works: the process and methodology.
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1. Sensei Brand Award (SBA) is a consumer-based research project launched by Popsop Ltd in 2010 in attempt to draw public attention to the new role of global sustainable brands as ‘mentors’ for modern consumers as well as to study how people rate their favourite brands for certain positive impact on their mindset and lifestyle. That’s where the Japanese word ‘sensei’ comes – to reflect a specific focus on brands’ ‘teaching and mentorship’ vector. (Visual 1).

The core question SBA asks you is ‘Does this brand teach me to be a better person? Does it influence the way I communicate with my friends and family? Does it inspire me to think ‘green’? Does it encourage me to live a happier, healthier life and make my community, nation, planet be a better place’?

In a few words, SBA aims at:

- Researching global sustainable brands from a relatively new angle—i.e. teaching or mentoring.
- Raising awareness for 'mentorship' initiatives launched and maintained by global businesses.
- Building mutually beneficial partnerships in this field.

2. SBA is an award, which celebrates the best ‘brand sensei’s’ for their mentorship in 3 areas (upon 3 criteria, respectively):

- Green Thinking and Healthy Lifestyle (ECO criteria, green colour)
- Youth and Family Culture, Positive Thinking and Living a Happy Life (FUN criteria, pink colour)
- Innovations and Out-of-The-Box Thinking (MIND criteria, blue colour).

The research in a form of user-generated brand ranking is to be conducted and hosted for a year on Popsop-owned website Popsop.com – online. Figures revealed in this research are to be kept on Popsop server.

How it all works: users/readers visit the website, leave their votes for the best brand sensei selected from an array of entrants (selected by Popsop editorial team upon previous agreement with brands themselves). No user authorization is required to leave a vote. Voting results are displayed on a

separate page as a simple ranking calculated as a total summary of votes given to a brand by all 3 criteria.

User can vote for a brand only once and for only 1 of 3 criteria. There are 2 ways to vote for a brand: to click the corresponding SBA box (ECO, FUN or MIND) at the top or the bottom of a “selected” news specially marked with SBA icon. (Visual 2 and 2.1).

Or either to vote for a brand right on the chart page by simply clicking the respective box with ECO, FUN or MIND criteria. (Visual 3).

If a user feels that a certain campaign (featured in a selected news) addresses some environmental issues (ECO) better than personal, spiritual or social (FUN or MIND), he/she click the ECO green boxes. The votes are being automatically calculated and their total number appears in a corresponding box. On the other hand, if a user doesn't have time to read information and rate some featured brand campaign, he can vote for a brand in general without regard to some specific criteria – simply based on one's personal perception of a brand 'culture' reflecting the attitude to that brand.

The more total votes a brand scores, the higher its rank in the chart. At the end of the year (since the project launch) Popsop is to announce the results of SBA research, define and award the best 'brand sensei's' as part of some industry event (co-hosted with a conference, such as Sustainable Brands 2012).

3. SBA is a consumer-focused research, thus we strive to engage as many people (/voters) as possible. To spread the word about the project and generate a social media buzz we offer users/readers to share the results of their voting on their pages/accounts on Facebook and Twitter (Visual 4 and 4.1).

The option to submit one's voting results to social networks is voluntary and may be ignored by a user who prefers to vote anonymously.

4.



Visual 1. SBA logo.


 Search


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Global Brands

Rate the brand —
leave your vote



Mind 0 Eco 5 Fun 6

Coca-Cola Great Britain Puts Neighbourhood Sport in the Picture

Coca-Cola Great Britain is launching a new campaign on 96-sheet billboards to raise awareness of [its partnership with StreetGames](#), the charity that provides access to doorstep sport for young people in disadvantaged communities around the UK.

To mark the partnership, Coca-Cola GB has commissioned a series of photographs featuring inspiring young people from StreetGames sport projects in England and Wales. The images, shot by leading portrait photographer Zak Waters, feature the young people showcasing sport in their local area. Those taking centre-stage range from footballers to dancers to BMX riders, all chosen because they have an inspirational personal story about how StreetGames has played a positive role in their lives.



The images will be turned into a series of 96-sheet billboards and displayed in the subjects' home cities throughout August and September, coinciding with a schedule of mass-participation StreetGames sports festivals running around the UK during the summer. The Festivals are open to StreetGames participants who attend regular weekly sessions and are a way of rewarding their attendance while also encouraging them to bring new friends to join in.



The billboard sites have been donated to the StreetGames campaign by Coca-Cola GB and are more usually reserved for images of their roster of elite athletes. The shots aim to inspire other young people to find out more and get involved with their local StreetGames projects. The chosen StreetGames participants' stories will be brought to life through a national and regional PR campaign.



Liz Lowe, Citizenship Manager, Coca-Cola Great Britain, said, "StreetGames does some exceptional work in bringing sport and dance more readily into teenagers' lives by placing it at the heart of their communities. By making it open to all, they're giving young people the chance to enjoy a whole raft of benefits that an active lifestyle brings, like friendship, better health and increased confidence. We're helping StreetGames reach out to communities and one of the things we wanted to do was to celebrate the achievements of some of the young people who have been involved. They really deserve to be the heroes of our campaign. We've chosen six but there are thousands of young people all with their own stories to tell of how getting involved in sport can change lives."

[Popsop.com](#)

3 August 2011

Tags: [Coca-Cola](#), [soft drinks](#), [youth marketing](#)

Rate the brand —
leave your vote



Mind 0 Eco 5 Fun 6

See the full chart as of 3 August, 2011

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Partner Section



Popsop deepens its study of 'brands that teach' SBA turns a user-generated ranking in 2012



Opinion

David Rogers, owner and creative partner at We Are Pure: 'UK design services for export: how to become successful working with an international client'



Take part in our small survey to help us be better Thank you!



Agency Columns

Interbrand 50' Best Global Green Brands' Ranking 2011



Polls

Will small manufacturers oust global corporations and their brands from local markets?

- No doubt they will
- Local manufacturers are becoming more powerful, but will never 'replace' global brands
- They will, unless global brands become 'globalized'

Vote

Expert Columns



Kathy Oneto
Anthem Worldwide

Cities Branding For Economic Development

Cities are applying the basics of branding to accomplish their goals—whether that be to attract investment or human capital or to draw more tourists. From India and China to Russia and the UK, we see cities taking different approaches to brand development to improve each city's overall "brand" image.



Cheryl Swanson
Toniq LLC

Toniq Trends: Summer 2011

We all know global warming is not just hoax, this planet is getting hotter by the nanosecond and we can feel it. With summer in full swing, we have noticed that everything is now sweat-proof! From sunscreen to mascara, you can get hot, steamy and sweaty while looking good and staying protected.



Darren Foley
Pearlfisher

Democracy, Design and Disappearing Icons

In a fast moving world, we are increasingly torn. Used to an ever-changing landscape, bored with what we know and unchallenged without constant change. On the other hand, we crave familiarity, yearning for what we have lost and seeking out experiences that feel authentic. Iconic brands bridge this gap for us, they lead the way while at the same time anchoring us.



Alasdair Lennox
Fitch Europe

Visual 2. A page with the rated news (SBA voting boxes are above and under the text of a news).
<http://popsop.com/48155>



Liz Lowe, Citizenship Manager, Coca-Cola Great Britain, said, "StreetGames does some exceptional work in bringing sport and dance more readily into teenagers' lives by placing it at the heart of their communities. By making it open to all, they're giving young people the chance to enjoy a whole raft of benefits that an active lifestyle brings, like friendship, better health and increased confidence. We're helping StreetGames reach out to communities and one of the things we wanted to do was to celebrate the achievements of some of the young people who have been involved. They really deserve to be the heroes of our campaign. We've chosen six but there are thousands of young people all with their own stories to tell of how getting involved in sport can change lives."

[Popsop.com](http://popsop.com)

3 August 2011

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**Rate the brand —
leave your vote**



[See the full chart as of 3 August, 2011](#)











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Visual 2. 1. The bottom of the rated news – after a user has voted.
<http://popsop.com/48155>

SBA'12 SBA'11

Popsop deepens its study of 'brands that teach': SBA turns a user-generated ranking in 2012

The game has changed: SBA'12 is to see some major updates and improvements in regards to methodology and representation of our 'brand sensei's' research. Now YOU can vote for your favourite 'sensei' brand.

#	Brand	Total Votes	Mind	Eco	Fun
1		23	Mind { 15 }	Eco { 6 }	Fun { 2 }
2		20	Mind { 12 }	Eco { 7 }	Fun { 1 }
3		15	Mind { 3 }	Eco { 7 }	Fun { 5 }
4		12	Mind { 10 }	Eco { 1 }	Fun { 1 }
5		11	Mind { 4 }	Eco { 4 }	Fun { 3 }
6		6	Mind { 5 }	Eco { 0 }	Fun { 1 }
7		5	Mind { 4 }	Eco { 0 }	Fun { 1 }
8		3	Mind { 2 }	Eco { 0 }	Fun { 1 }
9		3	Mind { 2 }	Eco { 1 }	Fun { 0 }
10		3	Mind { 2 }	Eco { 0 }	Fun { 1 }

Visual 3. Full ranking page.
<http://popsop.com/sba-2012-survey>



Visual 4. The voting results have been submitted to Facebook.



Visual 4.1. The voting results have been submitted to Twitter.



Popsop Ltd registered in England no. 07397900, registered address at 1-3 floor, 124 Baker Street, London, United Kingdom, W1U 6TY.
Tel. +44 (0) 20 7193-0876

5. Contacts

SBA manager, Popsop Editor

Ekaterina Belan

kate.belan@popsop.com

Popsop Ltd.

1-3 floor, 124 Baker Street, London, United Kingdom, W1U 6TY

Tel: +44 (0)20 7193 0876