idh
transforming markets

IDH, a global organization transforming markets.







Brand Positioning

Who we are

We are the Collaborative Change Agent. We communicate with empowering simplicity and champion inclusivity, courage, and integrity

What we do

We leverage the power of markets to create better jobs, better incomes, a better environment and gender equality for all

How we act

By convening, co-creating and co-financing inclusive and sustainable solutions that catalyze change at scale

Why we exist

We do this to put people, planet, and progress at the heart of markets

2.1 — Brand Positioning on a page

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Why

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Audiences

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Primary

Our primary focus is on people who have the most influence over global supply chains

Investors

Impact investors, pensions, lenders, and insurers that want to invest in a better world

Corporations

That control large percentages of commodity supply chains and apply business and farming models that have large effects on people and planet

Policy Makers

That determine how their nations' and the companies and workers within them engage with and receive goods from global markets

Secondary

While vital to our success, our communication is not orientated towards stakeholders that have little or no influence over global supply chains

Funders

That keep us in operation and help us scale change

Civil Society Orgs

That provide critical information and perspectives on realities in the field

Values

Brand Values



Courage

We empower courageous people around the world to act as agents of positive change in the face of intimidating challenges



Integrity

We are independent, credible, and trustworthy to all stakeholders, including ourselves



Inclusivity

We build broad alliances based on mutual respect to create and implement sustainable solutions

Tone of Voice

Empowering Simplicity

We empower audiences to take collaborative action. We strive to include everyone in our thinking through clear, accessible and encouraging language and invite them to join us in having difficult discussions and creating powerful solutions to lead to lasting change. We use American English in our communication.

Refreshingly clear

We avoid jargon and stand out with language that creates clarity through openness and accessibility.

Realistically optimistic

In the face of increasingly complex challenges, we communicate optimism about the power of courage and ingenuity to create bold solutions. But we are never naive.

Creatively provocative

We create the spark that ignites thought and action, encouraging people to face inconvenient truths and consider radical solutions.

Archetypes

Our Brand Archetypes

PRIMARY

Creator

To those who seek a step-change, we are the innovative Creator, synthesizing information into new ideas that unlock big opportunities.

SECONDARY

Sage

To those we are a knowledge partner—the reassuring Sage.

From our vast network, we collect large amounts of data and convert it to insights, clarifying the opaque, illuminating the obscure, and reducing perceived risks.

IDH's public-facing brand is rooted in the Creator archetype. But to some stakeholders we communicate more through the filter of the Sage archetype.

Guiding Beliefs

Our guiding beliefs

The fundamental convictions that led to the creation of IDH and that continue to guide us today


We believe the world is not black and white
- we see it in color.



We believe in the power of human ingenuity to create solutions to complex problems.


We believe that better solutions are created
when diverse people come together to collaborate.



We believe markets have the power to make trade more inclusive and sustainable.



But markets are driven by the pursuit of efficiency and short-term profit maximization, without concern for people and planet.



So we believe conscious intervention is needed to shift the private sector’s focus toward the long term, for public good.


That’s what we call progress.