

# CONSCIOUS INNOVATION

A brand new equation

What gets  
**YOU UP**  
IN THE MORNING?

Throughout life, there are moments when we each ask ourselves: “What gets me up in the morning?”

These moments become more frequent at times like the present, when the world is beset by so much (and such rapid) transformation (geopolitical, social and environmental).

BRIDGING  
**PURPOSE**  
with **PROFIT**

Since 2006, Mandalah has been asking the same question. In doing so, it has been trying to pave the way for a new dialogue on how businesses can be more effective protagonists in tapping into culture and being positive and constructive forces. As we embark on year 6 of our journey, we come to realize that the concept of sustainability today is about bridging the gap between PROFIT and PURPOSE. It’s about aligning MONEY with MEANING and VALUE with VALUES. It’s essentially about making sure that what gets businesses up in the morning, somehow, makes the world we live in a better, healthier, happier and more connected place.

This is why we have embraced **CONSCIOUS INNOVATION** as our positioning, our calling, our cause, our *raison d’être*.

**CONSCIOUS**  
INNOVATION

Conscious innovation means ensuring that the origins of, or motivations behind innovation are consistent with the impact of innovation, not only its ripple effects within the marketplace, but within society as a whole. Through a multidisciplinary and multicultural approach, Mandalah is helping companies of all shapes and sizes, around the world, to innovate, either making things

better or making better things. Through new products, services, branding initiatives, business models, communication strategies and processes we seek to create a more inclusive, open, transparent and sustainable dialogue between brands and the people they aim to service.

WELCOME TO A NEW WAY OF DOING WELL WHILE DOING GOOD.

#### São Paulo

Rua Madalena 284. Vila Madalena  
São Paulo, SP. Brasil. 05434-010  
T +55 11 3097 9836  
mandalahsp@mandalah.com

#### Mexico City

Alfonso Reyes 215. Int. A Col. Condesa  
Ciudad de México, México, CP 06140  
T +52 55 5533 1763  
mandalahmx@mandalah.com

#### New York

187 Lafayette St., 5th floor, Soho  
New York, USA, 10013  
T +1 212 334 6306  
mandalahny@mandalah.com

#### Tokyo

World Udagawa Building, 7th Floor  
Udagawa-cho 36-6, Shibuya-ku  
Tokyo 150-0042, Japan  
T +81 (0)3 6855 7386  
mandalahjp@mandalah.com

[www.mandalah.com](http://www.mandalah.com) | [facebook.com/mandalah](https://facebook.com/mandalah)

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conscious innovation