



# THE GOOD *Manifesto.*

## WHAT DOES IT MEAN TO BE GOOD?

It's a deceptively simple question, but one we've been asking since the dawn of time. In today's messy, confusing world, it's more important than ever that we all take some time to consider what being good really means. And as a brand, it's a question we can't shy away from tackling. Every morning we spring out of bed, ready to enjoy Good Soda, chat to Good Folk and celebrate Good Deeds. But, we're not naive or arrogant enough to think we can define the very idea of being good. So we've asked you, the Great British Public, what good means - what defines a good person and what makes a Good Deed.

We've used what you told us to create something special - our very own Good Manifesto. It's our humble contribution to helping the world understand what good really means - a set of pledges and principles we'll live by as a brand, seeking out others doing the same and give them a well-deserved pat on the back.



GOOD SODA. GOOD FOLK. GOOD DEEDS.

# Good Folk.

Being a good person isn't always easy. But here's what we pledge to do, ensuring we're always moving in the right direction.

01

## *Never lie*

It sounds an obvious place to start, but good people don't lie. They're honest, even when it's hard to be. So we pledge to do the same - we'll never leave information out or only tell half the story.

02

## *Strive to do good*

We all know someone who loves to talk about how good they are, but never does anything to back that up. We know we have to be different. We'll always back up our commitment with actions, and promise to dedicate time every day to Good Deeds.

03

## *Keep life balanced*

We're all under pressure, but being good doesn't mean spending every waking second attempting to change the world. Part of being a good person is making time for everything that matters in life - whether that's setting some time aside to indulge with friends or dedicating a full day to do nothing but binge watch that trashy series we all love.

04

## *Never turn our back*

What marks out a truly good person? Someone who sticks by your side through thick and thin. It's an admirable quality and one we'll strive to live up to, supporting everyone we know.

05

## *Believe in others*

Everyone has it in them to be a good person and we pledge to support anyone who is sincere in their desire to make the world a better place - we'll celebrate people for their actions and words.



# Good Deeds.

What makes a Good Deed? Here's how we'll decide if something we've done deserves to be called a Good Deed.



01

## *Done to help someone else*

Helping ourselves is great, but it's not a Good Deed. A Good Deed makes someone else's day better - so we pledge that Soda Folk will work with all our employees and partners to find ways to make someone else's life better every day. And we'll never be afraid to ask for help when we need it.

02

## *Done without asking*

Good Deeds aren't done because someone puts us on the spot or asks us to help - they're done because they're the right thing to do. So we promise to surprise and delight our Good Folk - whether that's a colleague, family member or stranger.

03

## *Done with no expectation of reward*

If you're expecting payment, it's not a Good Deed. So we promise to do our Good Deeds with no expectations of thanks and we'll champion people who do the same.

04

## *Done without obligation*

A true Good Deed is done without pressure or compulsion. It's something we choose to do because it's the right thing to do, not because we feel an obligation to an individual, group or society to get something done. So we promise never to put pressure on people to do good - instead we'll ceaselessly champion people who do Good Deeds because they choose to make the world a better place.

05

## *Size doesn't matter*

Even the smallest gesture can make a massive difference to someone's day - so we promise never to forget about the little things. While we might not be able to offer hugs as freely as anyone would like right now, we'll find other small ways to make a difference - from lending our Netflix login to a friend who needs some downtime, through to putting our neighbour's bins back when we move our own.