

Sunshine cells

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Sunshine cells



Puma, the sports company, launched a Smartphone that runs on sunshine and tells you exactly how much energy you have been saving by using this eco-friendly phone. Puma rewards users that use this phone with discounts for their online store.

Why it matters

Brands are finding new ways to demonstrate their environmental credentials, branching further out from their core identity. Are we entering an era where brands are so committed to communicating environmental responsibility that they neglect their core personality and values?

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