

BANGS

STAND ON ISSUES



BANGS Brand Essence

At the core of the BANGS brand is our mission, encapsulated in our slogan “Stand on Issues.” BANGS is an organization that chooses to affect social growth and spread positivity through retail.

In a generation characterized by brands “doing good”, we refuse to settle for anything less than real, sustainable change. Partnership. Empowerment. Education. These are the essence of why BANGS functions.

We do not force our organization’s relevance in communities around the globe. We partner with nonprofit organizations who have relationships and cultural understanding for the areas in which they function.

We do not take away pride by dropping off unsolicited aid and material goods. We align ourselves with organizations whose comprehensive programs instill self-reliance and empowerment.

We do not consider short-lived programs social development. We believe investing in education as a long-term solution is the key to eradicating complex social issues.

No charity. No give aways.

Partnership.
Empowerment.
Education.

STAND ON ISSUES, to help others stand on their own.

Tone of Voice

BANGS speaks directly to 18–30 year old changemakers.

BANGS speaks in a fun, colloquial tone. We are light hearted and work to find positivity (without trivializing) in even the most serious of situations. We spread inspiration, drawing from the simplicities in life. BANGS is witty and humorous without ever being accusatory or bullying.

We believe that a message is better read when it’s simple, easy to understand, and very clearly directed to changemakers.

Who is a BANGS changemaker?

A BANGS changemaker is an 18–30 year old hip individual who wants to positively impact our global community. Changemakers are fun loving, energetic people who engage in all aspects of life with passion. They are known for their positivity, their deep connection to respective communities, and have vibrant energy people are drawn to. BANGS changemakers are eternal optimists who choose to believe humanity is, by and large, good.

BANGS changemakers inspire those around them and believe in the power of individual action, knowing their personal contributions can lead to a more powerful, better, and equal world. Changemakers seek knowledge; constantly engaging in all aspects of life and discovery, pursuing interactions with new ideas and situations. Changemakers live in a sea of endless possibility with the world at their fingertips.

Changemakers tend to have a socially driven world-view that leads their interests to a range of topics including social enterprise, fair trade, human rights, and the nonprofit community. Changemakers choose to stand on issues, knowing humanity is linked across the global by our hope and imperfections.

As a consumer, changemakers like their purchases to contribute to something other than a profit-driven motive. They are interested in connecting their personal ideology to their outward appearance, and are attracted to BANGS because the shoes allow this connection to be made.

BANGS changemakers have been accused of being naïve once or twice, but make the conscious decision that life is better when lived with a smile on your face. So, all you changemakers out there, stand with us.

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