

a branded world

PODCAST

with
Luiza Campos



048 | UNITING PEOPLE AND BRAND WITH
BRIAN LINTON

EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 048 | UNITING PEOPLE AND BRAND WITH BRIAN LINTON

- Luiza Campos: [00:00](#) You're listening to a branded world podcast, episode number 48.
- Announcer: [00:08](#) Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos. Hello everyone and welcome to another
- Luiza Campos: [00:30](#) Hello Everyone and welcome to another episode of A Branded World podcast. A Branded World is a member of the Alberta podcast network, powered by ATB and speaking of ATB, ATB is on a mission to transform banking by making it work for people. They do this through their customer service obsession. They really obsessed to make sure that they're doing everything they possibly can to bring the best banking for their clients and by using innovative technology with such things like robotics, ai in blockchain. So I really recommend you find out more about it and you can do so by going to atb Alpha Beta.com. And I will have this link in the show notes, so check it out. Now. In today's episode, I am talking with Brian Linton, the founder and CEO of united by blue. Now, this is a really fascinating story because united by blue started in 2009 when Brian and his cofounder Mike just had an idea, the concept of creating a company that could do good for the environment, so they started selling a couple of tee shirts and doing some local cleanups.
- Luiza Campos: [01:41](#) Their idea was that for every product they sold, they would eliminate or remove one pound of trash from waterways and as I said, they started locally, just this, just the two of them and just doing some local cleanups, but since 2009 they have stayed true to their mission and they have made every decision as a business focused on their sets of values and their mission, which is not easy for a company and they have become really successful both in achieving their mission and it being a successful company. So now united by blue, we have a few stores in Philadelphia including their flagship store, a store New York and their products are sold through other retailers in North America and they have a lot more than just a couple of tee shirts. They have camp gear and apparel

for men, women and kids, and I had the opportunity to visit one of their stores in Philadelphia and I was really taken back and how amazing the stores, not only the stories look, but the feel of the, of the store.

- Luiza Campos: [02:51](#) It's the kind of place you want to hang out at. So in this interview for me was important to talk to Brian and bring us the story of united by blue to you guys to our listeners because there's a lot of brands out there, a lot of entrepreneurs that are starting their companies and it feels unachievable, you know, to look at big international, well known and loved brands. It just feels sometimes something that you can't really relate to. But the united by blue story is I hope a story that everyone will be able to relate to. It started really small with just a couple of guys with a really cool idea in mind and they have since become this incredible company would be certified company. Their stores are Leed certified and they have an amazing team, an amazing spirit and culture to their brand. So I really hope you enjoy this interview with Brian Linton from united by blue.
- New Speaker: [03:52](#) Hi Brian. How are you?
- Brian Linton: [03:55](#) Good, how about you?
- New Speaker: [03:56](#) I am well, and I'm really looking forward to our conversation. You are of course with united by blue and I love the work that you are doing and I am thrilled to have you on the show today so we can hear more about your story and how united by blue came to be and all the wonderful work that you're doing. I thought of starting by asking you, you know, tell me a little bit about your backstory and I understand you grew up in Singapore, but if you can tell us a little bit about your backstory and what made you have such a strong interest about the environment and the ecology and the oceans and waterways in particular.
- Brian Linton: [04:37](#) Sure. So one thing that not many people realize is that Singapore, although it's known for being a technology hub and now they're, because this movie crazy rich Asians, um, it's, it's, uh, it's actually also got a large tropical fish industry. Um, so there's, there's fish farms that are basically raising different tropical fish and breeding them. And so when I was a teenager that was where my interests lie. I, I got into racing tropical fish and breeding them and participating in that, in that economy

of selling fish. And um, you know, my, my teenage bedroom was not what your typical teenage boy's bedroom instead of a video games and everything else. I had fish tanks and so I have 30 fish tanks in my bedroom growing up surrounding my bed and

- Brian Linton: [05:34](#) yeah. Yeah, I would bring all these different types of fish. Really high end fish as well. I would, I would keep on growing my, my, my collection of fish and selling them and making a hobby as well as a business out of it. And the one thing I learned through the process of raising fish was efficient, clean water. It's not, it's not rocket science, but no, you can't raise fish and dirty water. And so when I started to travel around more and going around Southeast Asia and you see really dirty rivers in certain communities where you see really dirty features, you start to wonder, well, the fish can't live in dirty water, why are we treating our water? Why retreating or wild waters this way? And there's only so much we can put put into them until, until we killed him. And so. So when I came to the test to go to college and I started my business, I wanted to, I wanted to start a business that was going to ultimately help protect and conserve our wild waters or oceans and waterways. And so. So that's how sort of my, my, my passion for the aquatic world fish led to ultimately the creation of united by blue, which is both a business as well as an organization that has a really strong focus on, on conservation.
- New Speaker: [06:58](#) It's almost two businesses in one, you know, the way I see it, but we'll get to that in a little bit. But so from a young age as a teenager growing up in Singapore, it, it sounds to me that you had already that entrepreneurial spirit because you're also, you're already working with raising and selling this fish. So you had that entrepreneurial spirit from a young age.
- Brian Linton: [07:23](#) Yeah, I think so. I didn't really realize what it was when I was younger. I was just natural for me to try to make big a hobby that would also have some type of financial side to it that could finance it, you know, I, I, I had a few at a few passions and basically anything I can do to finance that and make money out of it was my initiative that I didn't know what I was doing at the time. But it turns out yeah, I was, I was being a bit of an entrepreneur than that.

- New Speaker: [07:51](#) So when you, when you went back to the US, what was, what were you studying and why did you choose to go back to the US?
- Brian Linton: [07:58](#) So by my whole family is American and I'm, I'm, I'm an American myself, but you know, group the perceived. I was always, you know, I was always sort of assumed that I would go to college here. So when I, when I was looking at different universities, I, I, I chose to go back to the US to study, um, initially in marine biology, but then as I sort of started my own business, I decided to change and I ended up getting a degree in Asian, studied Chinese language and uh, and then I had started my business when I was 19. So throughout college I was, I was running my business as well as, as well as finishing up my degree.
- New Speaker: [08:37](#) Right. And at that time, I believe the business was selling jewelry, is that right?
- Brian Linton: [08:43](#) Yeah. So the, so the predecessor to united by blue is, it's a different brand. It was, it was, it was a jewelry brand and resort accessories are flip flops and hats, belts and things like that. Very different than what you got to buy eyes. But um, the, the previous brand was what I ran during during college and it was very much still similar ethos of focused on ocean conservation, but in a much more rudimentary way, which was a financial donation. So like fiber and adversity being donated to ocean conservation and sort of what I, what I learned in that was how ineffective that ultimately is when you're doing it at a small scale. It's not that giving away money to nonprofits is a bad thing. It's just, it's, it's a lot less easy to associate anything concrete and tangible to that donation. So if you're looking for a way to have something physical to show your customers how they're purchased, the question I'm simply donating money is, is a very impersonal way, personal way of doing it. And so I did it for three, four, or five years and realized that I really wanted to roll up my sleeves and get my hands dirty and get a brand that was a lot more focused on something tangible, something physical, and I'm not giving money away, but instead internalize it and build an organization around a cause versus selling product to support another cause.
- New Speaker: [10:13](#) Yeah. So if I understand correctly, you wanted to have both the ability to have much more tangible outcomes

associated with, with your work, with the environment, but as well build a business whose purpose was beyond just selling your products and goods and make a profit, but rather have as part of your DNA that interest and that passion and actually doing something as a business to protect the environment or to clean the water systems.

Brian Linton: [10:43](#)

Yeah, you got it.

New Speaker: [10:44](#)

You know we talk a lot about in the podcast, what would I call this for purpose brand. So these are brands that I believe you're part of, one of them. And a great example of which are brands that have a higher purpose rather than making a profit. So can you tell me a little bit about, you know, how, what lane were you in college and you were doing this other business, how did the united by blue idea as the business and as a brand, you know, with that purpose in mind, how did you shape that? How did that come to be?

Brian Linton: [11:17](#)

So really what I realized when I was running this previous brand as well as when I was going into all these different retail stores, I was always selling wholesale to other retail stores. I wasn't really doing directed at the time. And what I realized was when I went and saw all these different stores, it was the outdoor stores, the stores that were selling brand Patagonia and north face, Columbia, our you name at the outdoor brands. Those were the stores that really resonated with my ethos of conservation as well as they were the stores that were the most successful in my eyes. And the that were stabled throughout the financial recession that I was. I was, I was in at the time because I started asking my brand new original brand in 2006. So I, I, I had it right before and then rode into the eye of the storm of, of the financial recession in 2008 and nine slash 10 were certainly hard times and a lot of the retail stores that I was selling the resort, the resort stores up and down the east coast for going out of business or not paying their bills.

Brian Linton: [12:20](#)

And it was a very challenging time. But the stores that, you know, the very key stores that I was 70 that were successful and exciting and so, so quite busy and I'm doing well during the time where the outdoor stores. And that's because during hard times, health and wellness and being outdoors is still very, um, it's still a popular thing. You know, it's almost, it was, it was

benefited by the recession in a way because it helps people transition away from more of a, uh, a consumeristic, a sort of mindset to a more buying less but buying quality and, and enjoying those things outdoors. And so, so the outdoor industry was, was, was really where I, I latched onto because I felt like it really embodied what I believed in. It also embodied the conservation he pissed as well as it was this whole industry and in an economy that at the time was really, really struggling.

Brian Linton: [13:13](#)

So it was in 2009, but I started to think about starting a new brand that was in response to both changing industries, getting out of the resort industry and getting into the outdoor industry as well as creating a brand with a more concrete focus on conservation, giving money away anymore. But it's at internalizing it and rolling up our sleeves and organizing and hosting beacon waterway cleanups on an ongoing basis. So really it was, it was in that year that I started to put together that plan and then 2010 launched united by blue or mission of trash for every product sold as being a lifestyle outdoor brand. And really what the ultimate goal of being the generational outdoor brand for the millennial consumer. So, you know, when you look at taft outdoor brands, um, you know, they're, there are various different generations. Boomers mostly is where we saw a lot of brands that are now very popular come out of and now it's, now it's time to really, you know, create a brand that is known as, as that millennial generations brand and that's where united by blue is deficient. Did you sell,

New Speaker: [14:22](#)

how did to start united by blue too because you had to figure out so many things. As I said, it's almost to two organizations in one because you manufacture and sell the product and you also do these cleanups, you have different cleanup crews that do this cleanup, so you have to worry and ice all of that. So how did you source out, you know, all, all the logistics behind it, you know, and because you are, you have such a focus in the environment that adds a much higher levels of complexity in terms of the materials that you source for the products that you, that you do, the actual manufacturing process. So can you tell me a little bit about that?

Brian Linton: [15:07](#)

Sure. I mean, you know, it's taken time early on it was fairly, fairly straightforward and rudimentary. We started

with graphic tee shirts, so from a sustainability standpoint, we're always focused on you can organic cotton and we and we started with um, you know, focus on doing grassroots cleanup activities and more or less a regional, local area. So I think it's always, it's always, it's always important to see how long things take and how, how great things don't happen overnight. And you know, we're, we're, we're into our ninth year now of operations and you know, I would say that the first five years were very much foundational in terms of figuring out how to, how to do things, figuring out how to grow things, figuring out how to make product with a long, extensive background in product sales or branding. Um, you know, my education and go to brands is really building grants, um, you know, so, so I've never worked for anybody other than myself, which is, which is always a blessing and a curse in my opinion. And so, you know, as far as figuring, yeah,

New Speaker: [16:18](#) you learn by doing right. And that comes along with a lot of mistakes,

Brian Linton: [16:22](#) but, um, I think you learn a lot more by, by doing it the way that I've done it. I mean, I, I can point to so many instances where I would have done things differently in retrospect, but, um, you know, I, if I, if I didn't have that opportunity to, to, to fall on my face and admit mistakes, I probably, I probably wouldn't have the same sort of outlook on, on how to build a company and how, how, how to measure success even so, um, but going out of the blue really has been a process and I would say that the first, the first five years were foundational, making mistakes, figuring things out in the last three years have been really where we've seen a lot of our growth because we really, you know, not only have we made better products at better supply chain out, a better opportunity to for distribution, but we've also been able to attract really great talent. It really good people on the team. Personally, I don't have, you know, I'm not, I'm more of a business guy and I don't love her nature than I am a designer or you know, some somebody that's super creative. So we've been fortunate to have great designers on board, people that are focused on the product. Um, and, and, and say that's where our focus is on making sure that we have a great team and great product because if those two things happen, we can, we can build a pretty, uh, pretty amazing brand around those things.

- New Speaker: [17:49](#) Yeah. And that's exactly why I was asking you and how you started because a lot of entrepreneurs and a lot of people out there who have a passion and have an idea to create a business, but it's so easy to feel overwhelmed or to feel that you have to have all the right pieces in place before you can start. And given examples like United Blade, they blew that. You can just start and you learn as you go, which may not be ideal because this, as you were saying, it comes with mistakes, but you'll learn so much and is using your strengths. Attracting the team with their own strengths, but that share that same passion, that same vision and values that will really help you build that brand. Right?
- Brian Linton: [18:32](#) Yeah, for sure. For sure. Exactly. As an entrepreneur you have to, you have to really building question duties and um, and that's always going to be an ongoing challenge. It never, I don't think it ever ends finding the right people for the right jobs and advance in the organization through, through bringing in skills that you don't have as an entrepreneur. And I think that the best entrepreneurs and the best business people recognize whether it's position and try and try not to do everything. And that's, that's that, that's what holds a lot of companies back. Sometimes it's one. No, they're not trusting enough to put it, to put their trust in other people better.
- New Speaker: [19:19](#) That's a difficult thing to do. You know that it's important. It's vital. Can you tell me a little bit about, you know, if you can share with us that the values, the vision of united and how do you attract that talent, you know, how do you know that you are attracting the right people that share those values are and how do you go about making sure that everyone understands, not only understands the values of the company that are able to live by those values. So if you can tell us about that whole process, that would be great.
- Brian Linton: [19:53](#) Anybody that comes to United by blue really at the core they do, they do have a passion for making the world a better place. Um, I, I don't think that I can say here that doesn't share that desire whether or not it's super evident outward or if it's more inward everyone wants to be here because of the mission and because they're ultimately working for a company that was doing more than just trying to make money. You know, who doesn't exist to do a fake people at the top money. That's never been the case. And I know people that are here can, can sort of

see that. They can take, they can, they can feel that in an authentic way and because there's more to it than, than, than money and there's, there's, there's an ultimate goal of leaving the world better than we found it. I think that it sort of has a natural selection process as a result and, and, and we don't really attract those candidates that don't feel that way and you attract them into the interview process. Usually they're fairly quickly weeded out because you can get a sense for people really quick and we're really focused on hiring people that are aligned culturally and making sure that anybody that comes into this company is, is ultimately aligned and how they view the world and how they view work and how they do you know, how to, how to grow a brand as well. So I would say that the really the key is alignment on mission and alignment on sort of outlook on the world and the rest sort of shakes out as a result.

New Speaker: [21:31](#) Can you tell us what the mission is? What is the vision for it?

Brian Linton: [21:35](#) So our mission is, our mission is very simple to remove a pound of trash from oceans and waterways for every product sold, but at the core of that is, is, is a deeper sense of responsibility and a philosophy around the idea that um, you know, an outdoor brand exists to enjoy the outdoors and therefore we have to, we have to protect the outdoors and we have to conserve the outdoors. So the name itself is also very reflective of what we stand for and it's being united by blue. So the sense of the sense of unity is, it's sort of embodied by the, the, the ideas and ideals of community and, and our, our events are all community driven volunteer events that we come together around. So really, really the, the sense of unity and being united and joining forces with other people. And really at the end of the day, conservation and preservation of, of the outdoor doesn't happen by any one individual person. It's a collective community effort and sort of, it's, it's everybody's responsibility to come together and be a part of that. And that's what united by blue stands for at its deeper, deeper sense shelf. Um, is, is, is the sense of community coming around. I a unified cause of conservation.

New Speaker: [22:52](#) I think it's beautiful and I think it takes everyone right? And a lot of times people feel completely overwhelmed with environmental problems we are facing in the field that they can't contribute. But as little as you can, it

makes a difference. So I, I think it's a good concept to you. So you, you have beautiful stores. I had the opportunity to visit one of your stores in Philly, in Walnut Street and they're gorgeous and you can really feel, you can get that sense of what you stand for just by entering the story itself, just by the materials that he used, the type of photography that you have in the stores and all of that. So can you tell us a little bit about that? Because I, I, there's also, you also have coffee shops so can tell us why coffee, why do you have coffee, coffee shops in your stores?

Brian Linton: [23:49](#)

It goes exactly back to the idea of community and the idea that copy and community are really tied together in a, in a, in a special way. So when you go into a store on main street, it's a very, very personal experience. Not, it's not where you would hang out with your friends for a prolonged period of time, if not where you're going to. You're going to schedule to meet people for, you know, a, a work session or for coffee with friends, you know, they're, they're very, in a way stores are impersonal and sterile coffee. On the other hand is, is, is, it's an experience. It's more about sitting with people and you know, spending time with other people. And again, going back to the idea that any conservation or any, any positive thing for the world happens because of people coming together. You know, we wanted to create a space where people could come together and you know, the majority of people are not sitting there trying to figure out ways to solve all the issues in the world.

Brian Linton: [24:56](#)

It provides a platform for community and bringing people together. And that's why we have copy, it's to bring people together, it's to bring people into a more personal experience with each other as well as the brand. And it's done a good job on that in the sense that, you know, our stores attract much more diverse crowd, you know, not everybody's going to be buying our products and that's okay. Like at the end of the day, like we also want to be, we want to be a place where diversity is embraced. It's about the community as adding food and beverage to this brings in a more diverse crowd that, you know, not all going to buy our products. Like we know we don't, we don't expect everybody to die, you know, an outdoor product from us. But coffee is more universal. It and allows people to interact with the brand as a result as well.

- New Speaker: [25:43](#) I think it's such a brilliant idea. I think Brian, you have done something that so many brands, particularly retailers that have brick and mortar retailing shops want to do, which is obviously attract people and have them hang out in their space. But this concept of the coffee shop is beautiful because you do that, you do get people to come and hang out on your space and almost making it sort of, as you know, as their own space because we all get used to, to different coffee shops and we spent a lot of time there. We have meetings, we do work. So it's a way that it becomes, as you said, much more personal. It's this space that it's now they become a lot more familiar with and even if they don't purchase anything from your brand, they interact with your brand, they understand your brand and they understand who you are and what you stand for. And of course they, you know, they, they can talk about it with, with their. So I just, I think it's such a brilliant concept and so true to who you are as a brand, you know, we'll have been able to build that community to really bring people together and, and it's about conservation and it's about the environment, not just selling products. So I think it's genius. I love that concept.
- Brian Linton: [27:04](#) Thank you. I appreciate that.
- New Speaker: [27:05](#) Can you tell us a little bit more about, you know, what are the processes that you have in place, because I know you're a b certified corporation, which is a very rigorous process to go through and I imagine particularly so for, for organizations like yours who sell products or who have manufacturing as part of their business and your stores are also lead certified. So can you talk to us a little bit about that?
- Brian Linton: [27:34](#) Sure. I mean, you know, being a b Corp is, is sort of reflective of how we look at the business as a whole. It's, it's not just about sustainability is not just about one, one, one particular thing, you know, a brand that a brand that uses organic cotton or recycled materials, the pen, you know, it doesn't use a renewable energy in their facilities or you know, has bottles of water that they hand out to guests, you know, lobby, you know, intuitive. Right. So, so, so to be sustainable nowadays you have to think more holistically about the entire organization and, and, and how. So the importance of being a b Corp certified is that it's more holistic view of, of the company as a whole. It's not just about any one particular part of it.

- New Speaker: [28:27](#) Can you tell us a little bit about both the types of products you you offer as well as about the cleanups, you know, what kind of, what are those like and where do you do them?
- Brian Linton: [28:41](#) So we, we make a wide range of products. Everything from tee shirts, bags to stainless steel, insulated cops too, you know, kid stuff. And so essentially the, um, the products really are, are, are lifestyle products for the outdoors there. There's something that you can wear to work or were fair to were to name the coffee shop but then also were outdoors camping for the weekend. Um, and so the, the idea of versatility in our products is very important. Um, and uh, and then on the cleanup side of things, you know, a big part of our, of our, uh, posting cleanups is done with our distribution network. So we work with our retail partners. We have about a thousand stores now that carried out by food products, so the back part of the business is far bigger than even our stores are, our three stores that we run, we sell that many anymore and what's great about sort of the way that the network works with that, our distribution is also where we can do cleanup, so we might have distribution in North Dakota and that allows us to do a cleanup there. Whereas, you know, we would never be able to do one there if we didn't have that wholesale distribution as well.
- New Speaker: [30:00](#) So you coordinate these cleanups with the other companies that are resellers that you have a connection with and they are basically all over the US.
- Brian Linton: [30:08](#) Yeah. We were the ones that organize them and find them and then they become, they become the home base for recruiting volunteers, you know, they hang posters in their stores, they talk about it with her associates. So yeah, it becomes, it becomes a really, in a very, uh, very, uh, impressive network of potential partners to do our cleanups with because we have such a broad distribution network.
- New Speaker: [30:31](#) It's a great idea and a great way for a brand to have a much larger impact because obviously by collaborating and partnering with others that you do business with and have them connect with their network, you can have such a higher impact than you would otherwise. So it's a very, very clever way. And again, a way that you are living those values of building communities.

- Brian Linton: [30:58](#) Yeah, exactly.
- New Speaker: [30:59](#) What has been the hardest challenges you have faced in, in, you know, in building this brand?
- Brian Linton: [31:06](#) The hardest challenges are balancing, building the brand, focusing on the business fundamentals and I'm still making sure that day to day we're building something that we're proud to be proud and proud to say is responsible. Responsibility is, is not, is not the easiest. It's not the path of least resistance. I'll put it that way. You know, there's always easier ways to do things that are least, that are less responsible for it are cheaper. You know, we use, we use wind and solar in our facility, so like our, our office at our stores and so, but that's more expensive, you know, it's easier to just, you know, just use the normal power from the power grid versus paying for, for something more expensive or it's easier to source conventional product versus organic cotton. So I think that's the responsibility aspect is definitely a challenge in part because the world is not built to be responsible. The world is built, the irresponsible and only are the ones that have to put in more effort.
- New Speaker: [32:04](#) It's so much easier. It's so much cheaper to build a business that doesn't have to focus on, doesn't have to be responsible that way. So why do it?
- Brian Linton: [32:16](#) you know, it matters at the end of the day. Like, you know, if you have any, any sort of. Again, again, it's sort of about being a part of a community and being united by something. And uh, you know, I, I, I started this before I had kids, but now that I have kids as well, like it matters the more you know, you can see how like the humanity of the world, you know, where the were the one driving force for good and bad. And you know, if we, if we, if we're not responsible, if we don't take care of things, if we don't, if we don't try to fix what's broken and solve the issues of our past, we're basically setting ourselves up for the immense failure and, and longterm suffering and not just us but the entire world. So. So I think, I think, I think we can no longer argue the fact that humans are a very destructive species. It's really important for us, especially our generation, you know, people that are now, they're in their twenties and thirties and forties. People that still have considerable life ahead of them. Our building families and starting to really look at the world in a different way. We have to be the ones that

make this change. We can't put it off because it'll be too late.

New Speaker: [33:35](#) I couldn't agree with you more. I think that brands can be a force for good or bad and I think it is really important for brands to, for businesses to play the role that they need to play in shaping the future we want to have and I really applaud businesses like united by blue for, for taking that challenge because it is, as you mentioned, so much harder than just to run any other business, so I really applaud you for for doing that and I think that there is consumer demand and there is a social pressure that I believe will just grow with time for people to, for consumers to vote with their dollars on businesses like yours, on businesses that they know are doing good for the environment and not just being good for business but good for the environment and for the people as well. So what should we look forward for in the future for united by blue,

Brian Linton: [34:36](#) we are coming out with some amazing products that are not just to look at, but they're also the most sustainable products that we can possibly make. One of the things that's coming out this fall is a base and fiber insulated jacket, a new one that's super, super, super on point in terms of styling, but also more affordable than anything we've ever done without her were before. And what I mean by Bison is we literally share a bison, American, Bison, Buffalo, and and use the fiber. It's a byproduct of the meat industry and historically it's been wasted so it's been thrown away and we've, we've, we've developed a way to create jacket installation as a sustainable alternative. So instead of using stuff down or who's down or something that is raised in a sustainable way, we're using where you invite some fiber and making an installation, you call it p 100 fell and putting that into jackets and we've done that for the last couple of years, but they've been much higher end jackets, event, you know, \$500, \$600 jackets and a little bit hard for our normal consumer to get into. And so having a lower price point item,

New Speaker: [35:43](#) you can reach a much wider audience with a lower price.

Brian Linton: [35:47](#) The broader. It's a broader thing, you know, jackets or \$228 retail this this winter and the baskets are \$150. I just think in the short term, I'm really excited about some of these products that are coming out and then in the

longterm I'm just really excited about the direction that we're going and some of the partners that we're working with. You're going to see us around a lot more in 2019 and you'll see us in a potentially a location that you would have expected to csn, nontraditional stuff, you know, uh, more, more action oriented stores as well as, as well as some, some types of stores that are more mainstream. So you're going to see the brand a lot more. And that's exciting to me because the more people we can expose it to not only to more trash can we pick up, but also the more people that we can educate about the issues of Ocean and water polution.

New Speaker: [36:32](#)

If you were to give any advice for any young entrepreneur or anyone out there who's looking at building a brand, what would you say to them?

Brian Linton: [36:43](#)

Don't be. Don't be impatient. You gotTa be patient, you gotTa, you gotTa have a longterm focus on, on brand building. Brands don't brands, they're not born overnight, no matter how many, you know, overnight success stories, you read overnight successes take 10 years. I like the idea that the idea that you can, you can just create a brand and immediately see amazing traction because you go to a trade show or something like that is, is more, more, more or less like winning the lottery, but if you stick it out and you really focus on, on being consistent and being true to yourself, um, you know, I, I believe that anybody can get, can build a great brand or build an amazing brand that has a good impact, but it takes time. Know it's taken me. Um, started started with my first friend in 2010 or 12 years ago and I still feel like I'm only touching the tip of the iceberg when it comes to building this brand. I'm so sorry. I think patience and discipline and, and follow through is, is incredibly important for brand building.

New Speaker: [37:47](#)

I agree. And it's sometimes when you don't see that success immediately or as soon as you'd like it to see, it's easier to to lose focus of that mission or to make choices that are not consistent with your values, that I completely agree with you that even though they're much harder staying true to your values is what in the end will make you a much stronger brand and brand that really attracts people, not just because of the products you sell that because they share the same values you do, so it's a much deeper connection.

- Brian Linton: [38:21](#) You Got It.
- New Speaker: [38:22](#) Brian, can you let us know where people can find out more about you and about united by blue?
- Brian Linton: [38:28](#) Yeah, the best place to find out more information, infer information there about all of our different products as well as their history, as well as our upcoming cleanups at as well as all of our social media feeds. Particularly instagram and facebook are great places to follow up.
- New Speaker: [38:50](#) It is an awesome website actually, so I would highly recommend anyone to check it out. You have some amazing information as well as the photos and the products are gorgeous and they're just beautiful, so I will highly recommend and I'll have the link in the show notes for sure. Brian, thank you so much. I really appreciate your taking the time to to talk to us today and share a little bit of the brand story of the united by blue and I greatly admire the work you're doing and I wish you all the best.
- Brian Linton: [39:21](#) My pleasure. Thank you so much.
- Luiza Campos: [39:23](#) And there you have it. I hope you enjoyed this interview with Brian Linton from united by blue. It is a really cool brand and if you ever you feely, I highly recommend you checking out their stores. They're really well done and I will have the links in the show notes to their website as well as their social media platforms, so to check that out, please go to a branded world podcast.com and I'll have those links there. Now if you're enjoying the podcast, I would really love to have you do two things. One is to please leave a review in apple podcasts. Doing so, really help bring the podcasts to the attention of others who may also enjoy it, and the second one is to shared with a friend. Just let one person that you think would like or could benefit from listening to the podcast. Tell them about a branded world.
- Luiza Campos: [40:17](#) I really appreciate you listening and if you have any advice or if you have any recommendations on who I should interview, you can also leave me a message or email your recommendations. We would love to hear from you. And finally there's another podcast that I want to bring to your attention. This podcast is called back to school again, which is about people who made the decision in Midlife to return to school, either to pursue a

new type of career to augment their current career or two, just for the sheer challenge of learning something new. It's really interesting he chronicles or personal journey of host Katrina Ingram, who is backing school herself after more than two decades away. It features conversations with a wide range of midlife learners who are currently enrolled in post secondary studies or have recently completed a postsecondary degree. The podcasts share their stories, what brought them to this moment, how they balanced the responsibilities of school work and family, and where they hope their educational pursuits, we'll take them, the podcast is available now on apple podcasts, Google podcasts, and most other podcatchers. You can also find the episodes and the show notes at [back to school again, dot Ca](http://backtoschoolagain.ca). Back to school again is presented by norquest college and is an affiliated member of Alberta podcast network. Find it and our other affiliates, including a branded world@Albertapodcastnetwork.com. Thank you so much for listening. And until next time,

Announcer:

[41:54](#)

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