

🎬 Kiss the Ground – CULTure Case Study

Course: Marketing Strategy & Sustainability | University of New Haven
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🧭 Why CULTure in the Classroom

Sustainability is not just an environmental issue — it is a cultural, economic, and leadership challenge. I use the CULTure framework to help students explore how brands and movements **Connect, Understand, Lead, and Transform** by aligning purpose with measurable impact.

Through the lens of *Kiss the Ground*, students examine how storytelling, science, and grassroots action combine to inspire global change and how marketing can amplify a mission without diluting authenticity.

🌍 The CULTure Framework

Connect	Understand	Lead	Transform
Build trust & shared purpose	Decode context & science	Model vision & inspire action	Create systems change & legacy

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🌱 Why I Use This Film in Marketing & Sustainability

Kiss the Ground is a documentary that reframes the climate crisis through the lens of regenerative agriculture. Narrated by Woody Harrelson, it demonstrates how restoring soil health can reverse global warming — and how a clear, hopeful narrative can mobilize audiences and influence policy.

We use this film to explore:

- How a complex scientific solution can be communicated simply and emotionally
- The role of brand storytelling in advancing a global movement
- How partnerships, influencers, and grassroots campaigns accelerate adoption
- The balance between urgency and optimism in marketing for change

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💡 Teaching Prompts & Discussion

- How does *Kiss the Ground* connect scientific credibility with emotional resonance?
- What marketing strategies make the message feel urgent yet hopeful?
- How can brands adopt regenerative principles without greenwashing?
- In what ways does cultural intelligence shape environmental storytelling across regions?

✍️ Student Reflections – Marketing & Sustainability Class

- “This case showed me that optimism can be a powerful driver for environmental change.”
- “Marketing for sustainability works best when science and story go hand in hand.”
- “Kiss the Ground proved that you could inspire global action without relying on fear.”