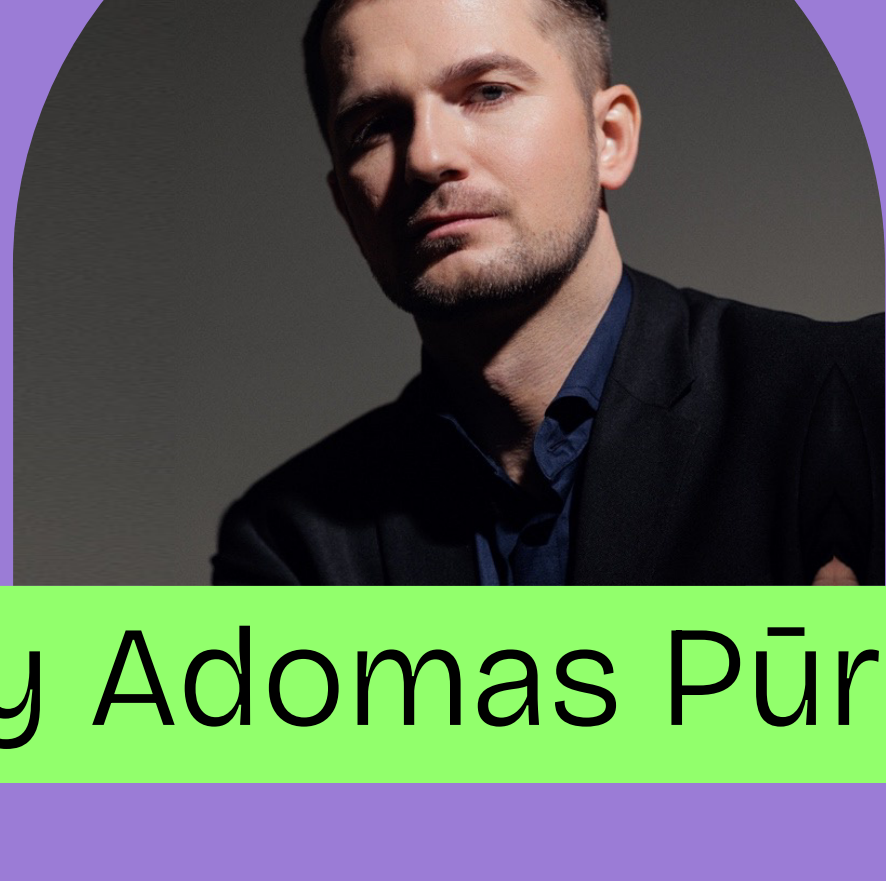


GRAMMA

a.k.a. Hierophanic Marketing



by Adomas Pūras

Published in

THE BRANDING JOURNAL



"One of the freshest concepts I've read in years"

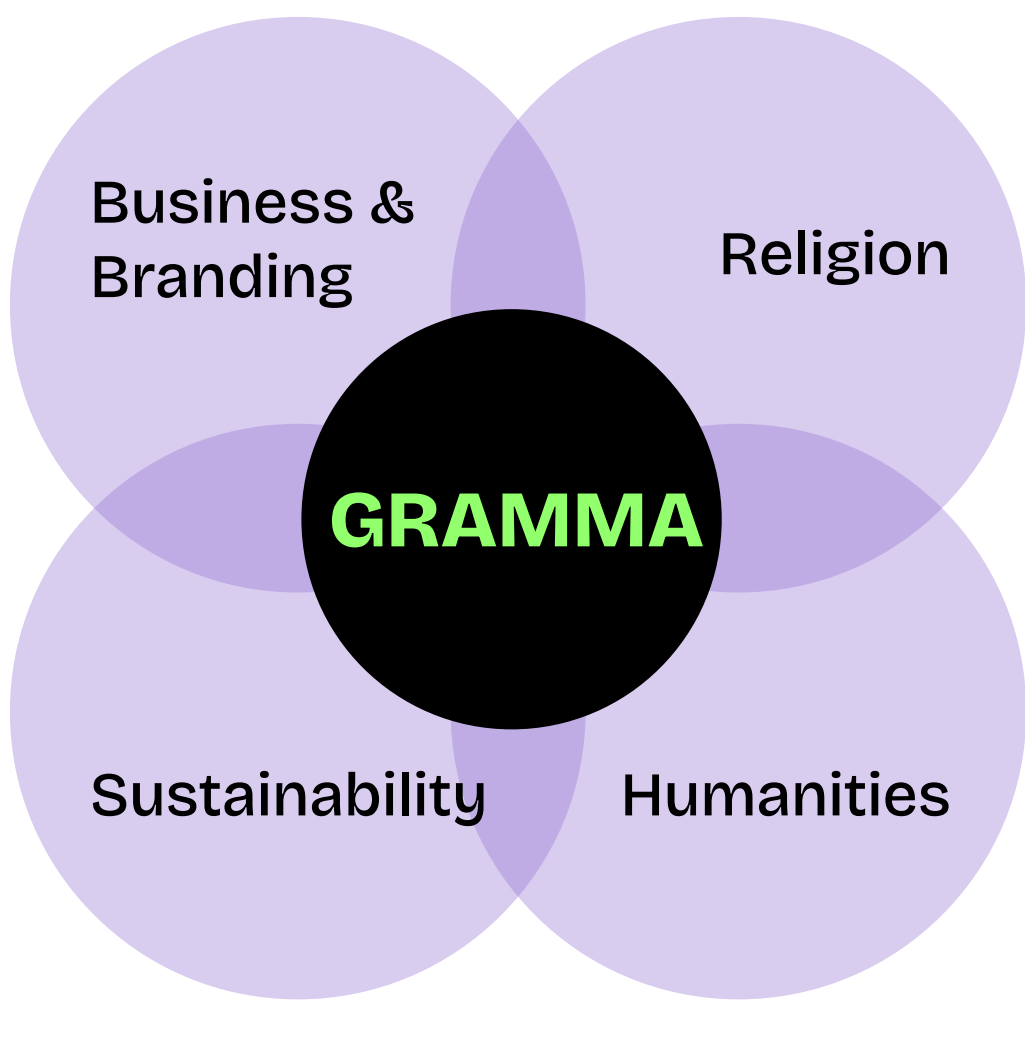
Marty Neumeier

In a world thirsty for meaning, new moral horizons, and a livable future, branded products have a new role to play.

Inspired by the concept of **hierophany** — coined by religion historian Mircea Eliade to describe how everyday things

once revealed the sacred — the GRAMMA model reimagines branded objects as **carriers of spiritual experience and sustainable agency**. It offers a new, unexpected synthesis of **distributed sustainability, secular spirituality, and capitalism**.

A Fresh Idea in a World of Repeats

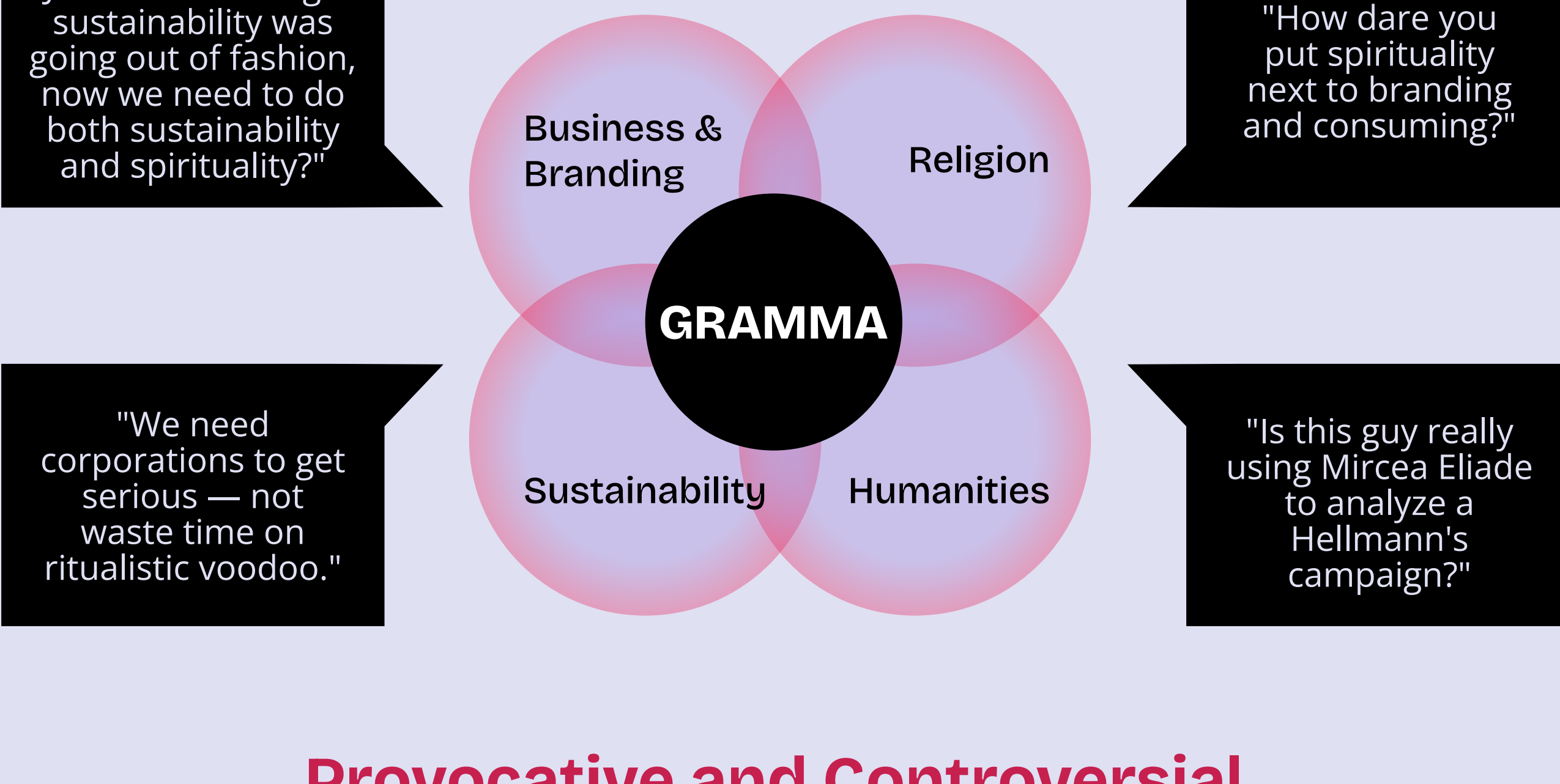


GRAMMA feels fresh and exciting — a tasty cocktail blended from four distinct cultures: Business & Branding, Religion, Sustainability, and the Humanities. The curious and open-minded from each culture — and from the general public — will appreciate the boundary-breaking and discover possibilities they hadn't considered before.



But the Best Ideas Don't Just Resonate. They Piss People Off

The purists and hardliners in each culture will be offended. That's how you know the idea works!



"Just when I thought sustainability was going out of fashion, now we need to do both sustainability and spirituality?"

"How dare you put spirituality next to branding and consuming?"

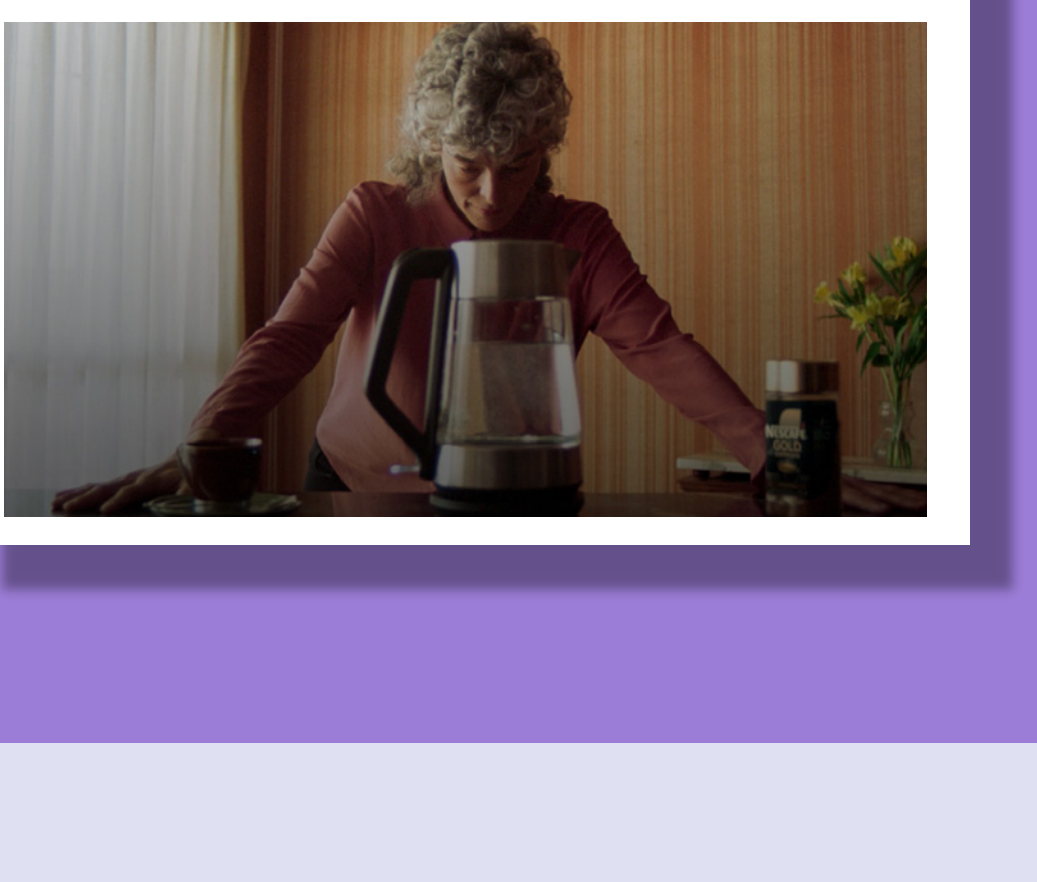
"We need corporations to get serious — not waste time on ritualistic voodoo."

"Is this guy really using Mircea Eliade to analyze a Hellmann's campaign?"

Provocative and Controversial

Where It Was Featured — and the Heavyweights Who Loved It

The idea has been outlined in eight articles published in Sustainable Brands, The Branding Journal, and my own Magic in Crisis Substack publication.



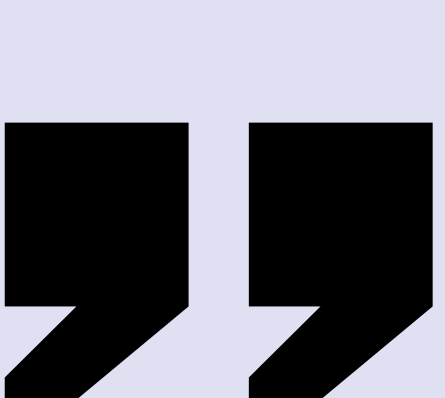
...and has received strong public praise from leading voices in branding and sustainability:



Marty Neumeier

(Author of The Brand Gap and Zag; widely regarded as the father of modern branding)

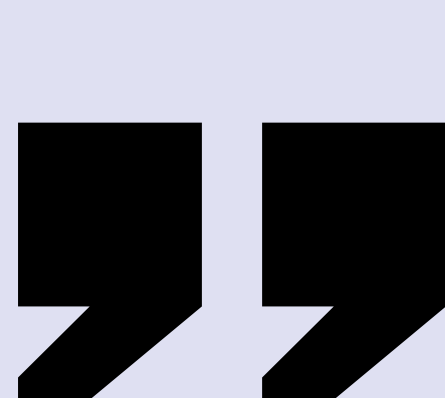
"Branders: This fascinating take on charismatic brands, written by Adomas Pūras, is **one of the freshest concepts I've read in years**. It's based on the ancient idea of hierophanies. Take 5 minutes and see what you make of it."



Robert Jones

(Former Wolff Olins strategist; Professor of Brand Leadership, author of Oxford's Branding: A Very Short Introduction)

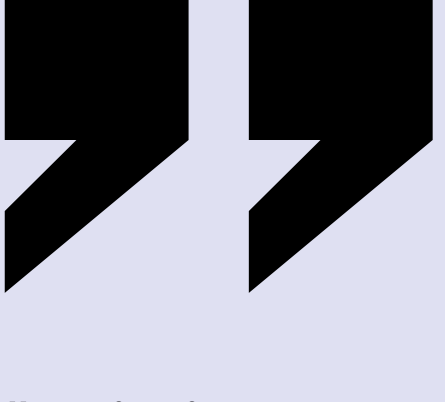
"Hierophany. No, I'd never heard this word either, till I read this article by brand strategist Adomas Pūras. This article sensibly recommends that companies **give sustainability tangible, useful forms, rather than talking about it in the abstract**."



Paul Randle

(Berry-AMA Book Award winner, co-founder of Sustainable Marketing Compass)

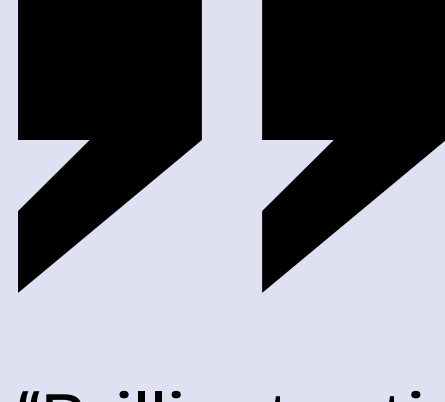
"Thoughtful and inspiring piece from Adomas Pūras on how marketers can **reframe their thinking**. A brilliant thought exercise that can help you break your own Business-as-Usual thinking."



Juli Schulz

(VP Strategy & Programs, Better Food Foundation, plant-based food NGO)

"This is a wonderfully inspiring, must-read for any creative in CPG."



Alexis Eyre

(Berry-AMA Book Award winner, LinkedIn Top Sustainability Voice)

"Brilliant article."

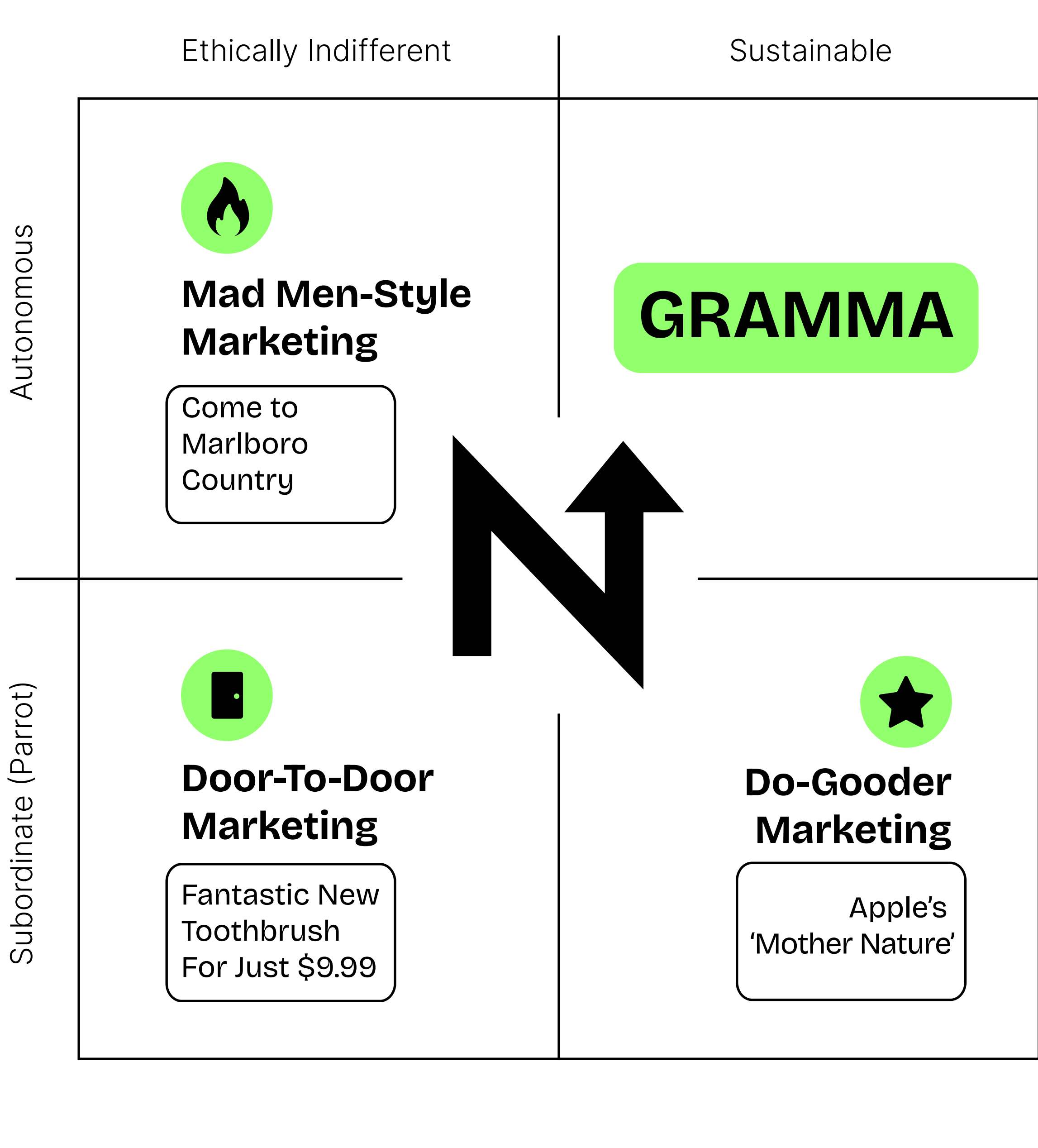
Why GRAMMA?

It's an acronym formed from the model's three principles:

- 01. Gatekeeper Role** Introducing the world of hierophanies and reimagining products as gateways from profane consumption to 'sacred' impact.
- 02. Actionable Magic** Showing how brands can fill people's lives with meaning and green superpowers.
- 03. Marketing Autonomy** Liberating green storytelling from the soul-crushing bureaucratic shackles of corporate sustainability.

Positioning the Concept in the Larger Debate

Marketing was 'good' when it was bad. Once it tried to be good, it turned 'bad'. GRAMMA corrects this, advancing marketing to its next stage of evolution



Magic in Crisis
by Adomas Pūras

A fast-growing Substack exploring branding, culture, sustainability, and the magic of everyday life.

Launched just a few months ago, it's already showing standout engagement:

- Average of 42 comments and likes per article
- Open rate consistently above 40% (well above industry average)

Selected Talks

My recent talks on GRAMMA and sustainability communication:

- Chief Sustainability Officers' Club, organized by Coca-Cola HBC, Vilnius (April 2025)
- ISM University of Management and Economics, Vilnius (April 2025)
- Sustainable Brands Turkey, international conference, Istanbul (October 2025).
- Green Claims in Advertising, conference organized by Lithuanian Responsible Business Association, Sustaining and Lithuanian State Consumer Rights Protection Authority, Vilnius (March 2026)

About the Author

I'm Adomas Pūras, Managing Partner at Black Florence, a brand strategy studio I co-founded in Vilnius over 12 years ago. I hold a PhD in social sciences from Vilnius University and a magnum cum laude MA from Utrecht University. My work has also appeared in international, peer-reviewed, Scopus-indexed academic journals. While that academic background is useful, my mission today is a practical one. I aim to show how brands can stay relevant by distributing sustainable agency and everyday magic through world-class green storytelling.



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Ready to make sustainability your brand's superpower? Let's work together