



# Citizens Engage!

Edelman goodpurpose® Study 2010  
FOURTH ANNUAL GLOBAL CONSUMER SURVEY





“We Make a Living  
By What We Get,  
But We Make a Life  
By What We Give”

*Winston Churchill*

# THE RISE OF GLOBAL CITIZENSHIP

**86% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests.**

Edelman 2010 goodpurpose® Study

Social media continues to drive social purpose



**A Purpose "Reset"**

**Global issues are local concerns**

**Emerging markets take the lead**

Q33. (Equal weight + more weight on society's interests) Global (excludes UAE)

# THE RISE OF THE “CITIZEN CONSUMER”



Outpouring of support for local communities affected by BP crisis

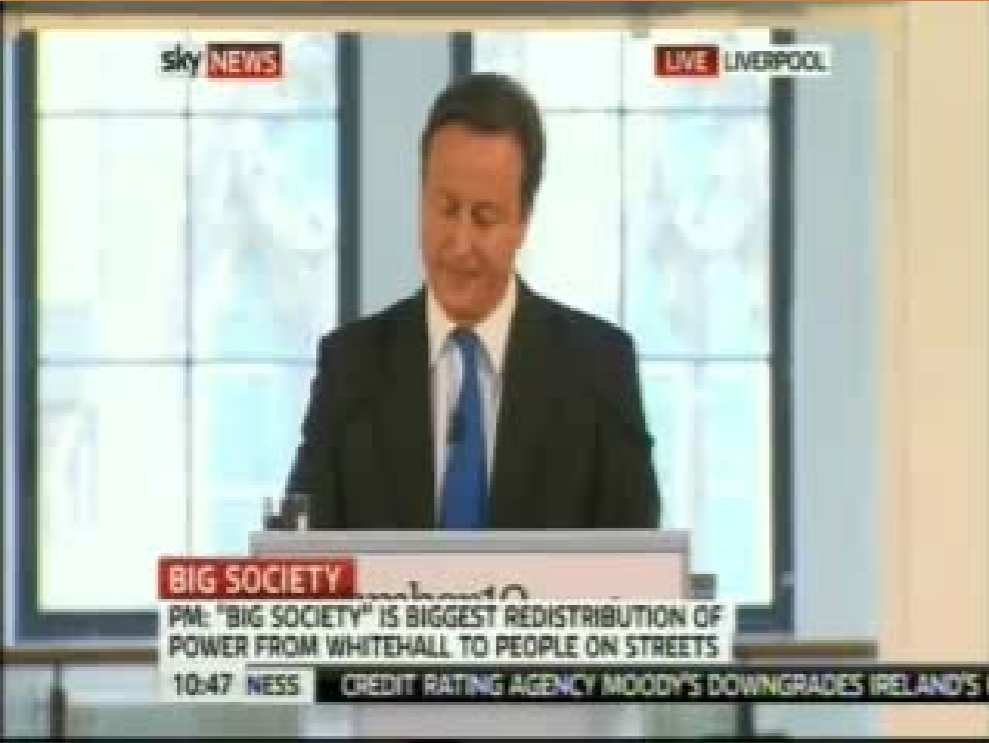
Global citizens unite around disaster in Haiti in unprecedented numbers



Citizen journalism spreads support for Iran

# GOVERNMENTS RESPOND

## UK Tories launch big society



India's Parliament introduces Bill to require largest companies to donate 2% of their net profits to CSR activities.

# BUSINESS PUTS PURPOSE OUT FRONT



## Performance with Purpose

“Our belief that our financial success — Performance — must go hand-in-hand with our social and environmental responsibilities — our Purpose.”

Indra Nooyi  
Chairman &  
CEO, PepsiCo.



# A PURPOSE "RESET"?

Can purpose drive profit?

Will marketing change from selling more widgets to providing more substance?

BACK TO BASICS?: Jobs and economic development



## 100 THING CHALLENGE

2380

f Share

[guynameddave.com/100-thing-challenge](http://guynameddave.com/100-thing-challenge)



The 100 Thing Challenge is a worldwide grass-roots movement in which people are limiting their material possessions in order to free up physical and mental and spiritual space. People who were once "stuck in stuff" are empowered to live joyful and thoughtful lives.

You can pre-order my book

Is less now more?

Is purpose becoming institutionalized across corporate and marketing spectrum?

WHAT CONSUMERS HAVE TO SAY...

FOURTH ANNUAL  
GLOBAL CONSUMER STUDY  
2010



CANADA  
500

MEXICO  
500

BRAZIL  
500

UK  
500

FRANCE  
500

NETHERLANDS  
500

US  
1000

CHINA  
1000

INDIA  
500

JAPAN  
500

UAE  
250

GERMANY  
500

ITALY  
500

*StrategyOne surveyed 7,000+ consumers across 13 countries, aged 18-64*





## EMERGING MARKETS TAKE THE LEAD

Citizens in the world's fastest growing markets – China, India, Brazil, Mexico – have outpaced their peers as most engaged in supporting good causes.

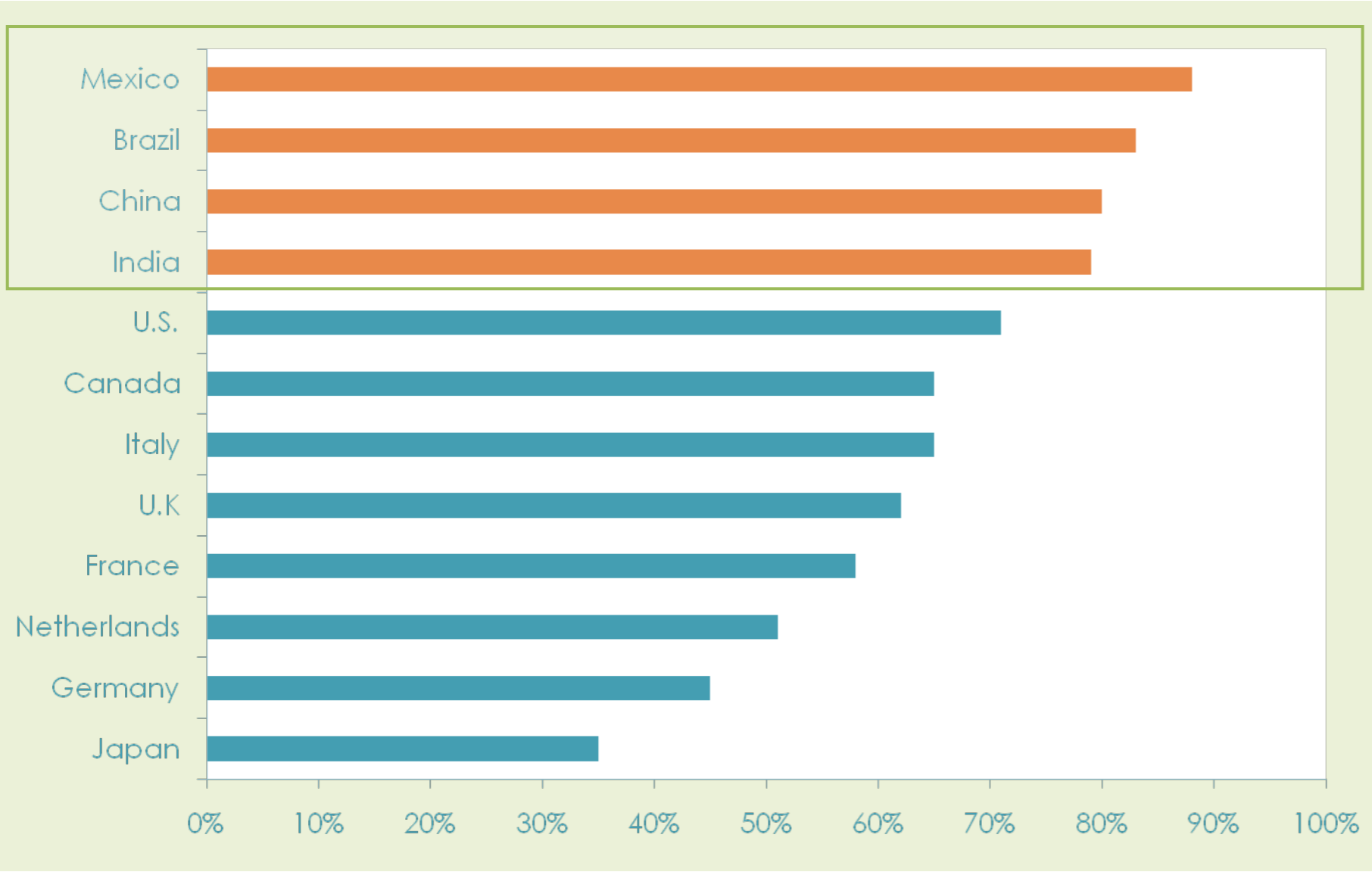
**goodpurpose**<sup>™</sup>





**“CONSUMERS IN BRAZIL,  
CHINA, INDIA AND MEXICO ARE  
MORE LIKELY TO PURCHASE  
AND PROMOTE BRANDS THAT  
SUPPORT GOOD CAUSES,  
OUTPACING THEIR PEERS IN  
THE WEST.”**

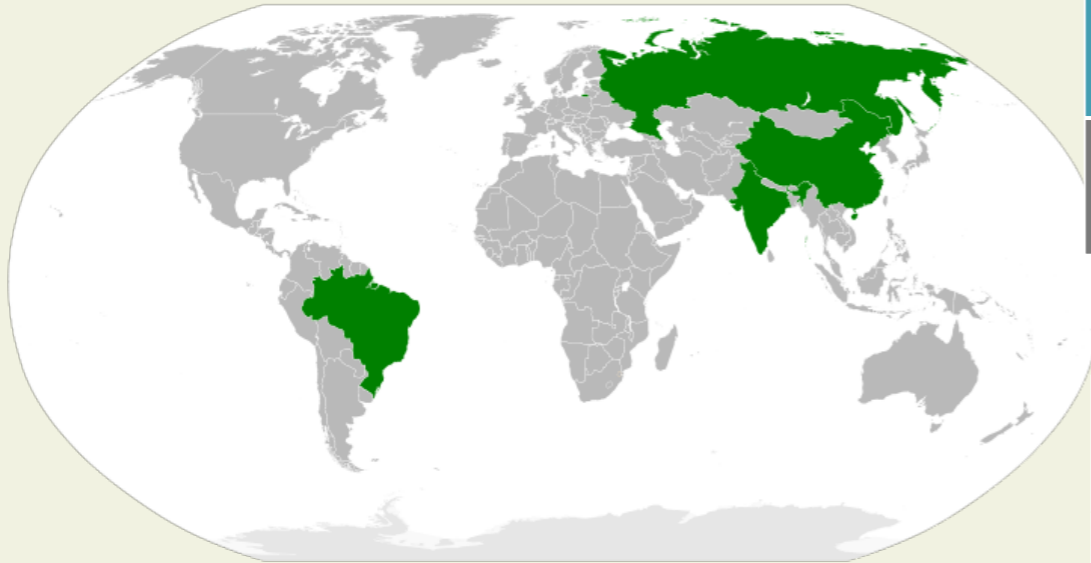
# EMERGING MARKETS ARE MOST WILLING TO BUY BRANDS THAT SUPPORT GOOD CAUSES



Consumers who buy a brand that supports a good cause at least every twelve months.

Q20. (Net: at least every twelve months)

# EMERGING MARKETS TAKE ACTION TO SUPPORT SOCIAL PURPOSE BRANDS



More than 7 in 10 consumers in the emerging markets would take action to support social purpose brands.

INDIA  
78%

GLOBAL  
62%

“I would switch brands if a different brand of similar quality supported a good cause.”

CHINA  
77%

GLOBAL  
62%

“I am more likely to recommend a brand that supports a good cause than one that doesn’t.”

BRAZIL  
80%

GLOBAL  
61%

“I would help a brand to promote their products or services if there is a good cause behind them.”

Q16. (Top 2 box, Agree)

# EMERGING MARKETS EXPECT BRAND INVOLVEMENT IN GOOD CAUSES

8 in 10 consumers in the India, China, Mexico and Brazil expect brands to donate a portion of their profits to support a good cause.



“I have more trust in a brand that is ethically and socially responsible.”

Brazil: 81%  
China: 78%  
Mexico: 78%  
India: 77%

Global: 65%

Q17. & Q16. (Top 2 box, Agree)

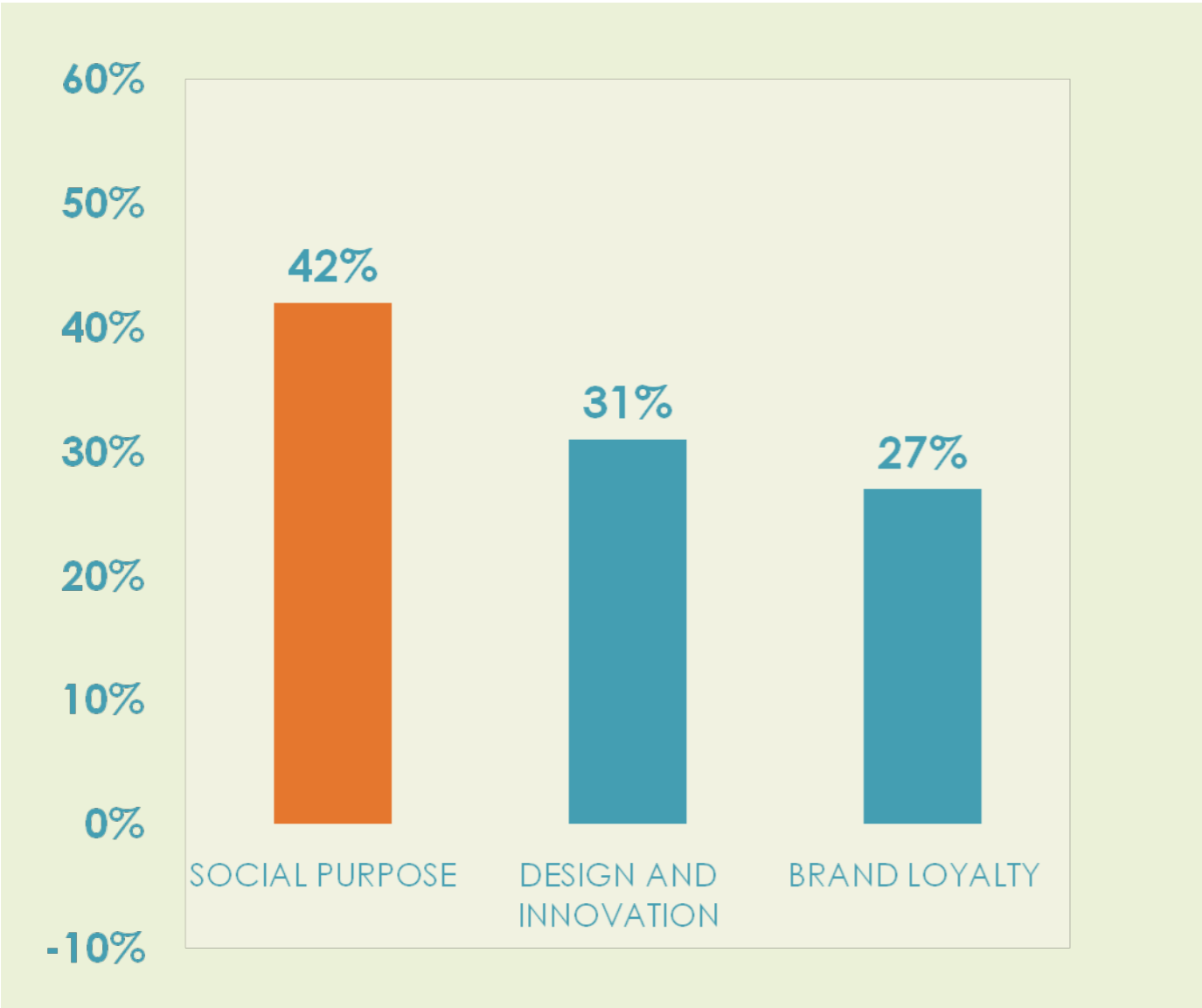
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## THE FIFTH “P” OF MARKETING IS PURPOSE

Purpose is now the fifth “P” of marketing. It is a vital addition to the age-old marketing mix of Product, Price, Placement and Promotion.



# GLOBALLY, SOCIAL PURPOSE REMAINS KEY PURCHASE MOTIVATOR



When choosing between two brands of equal quality and price...

Social purpose continues to rank as the number one deciding factor for global consumers above design, innovation and brand loyalty.

Q23. (First ranked response) Global (excludes UAE)

# CONSUMERS TAKE ACTION TO SUPPORT COMPANIES WITH PURPOSE

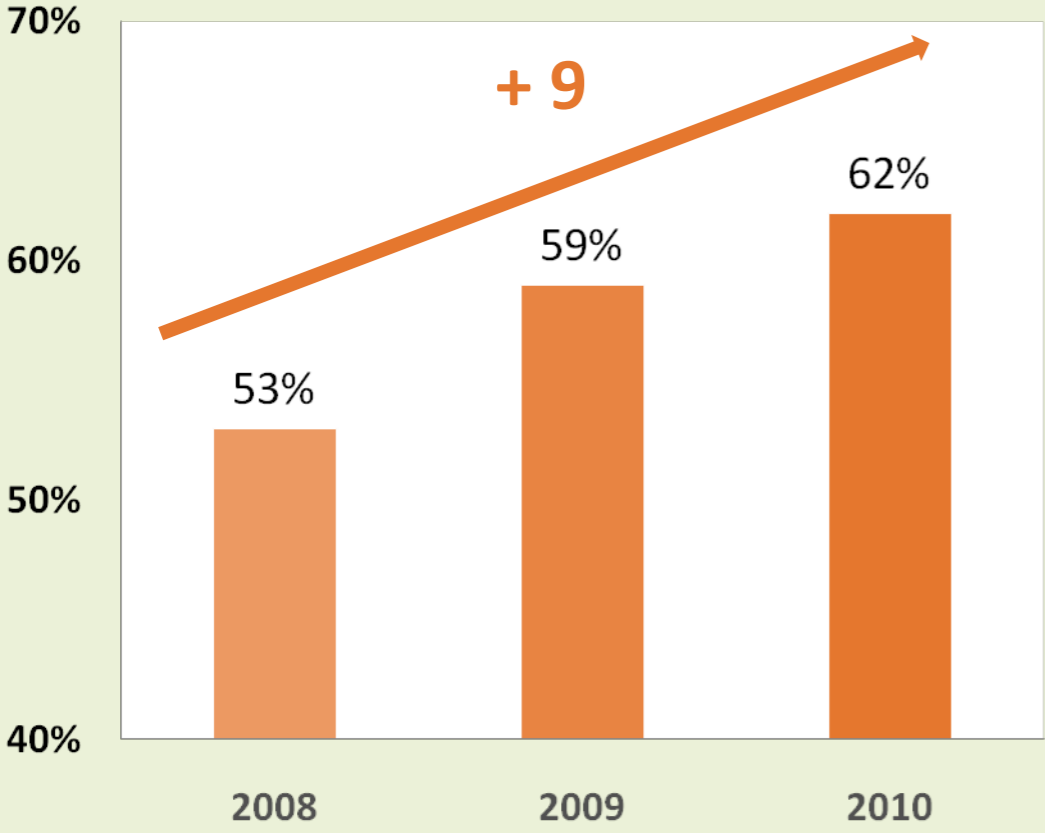


Q39-44. (Top 2 box, Likely) Global (excludes UAE)



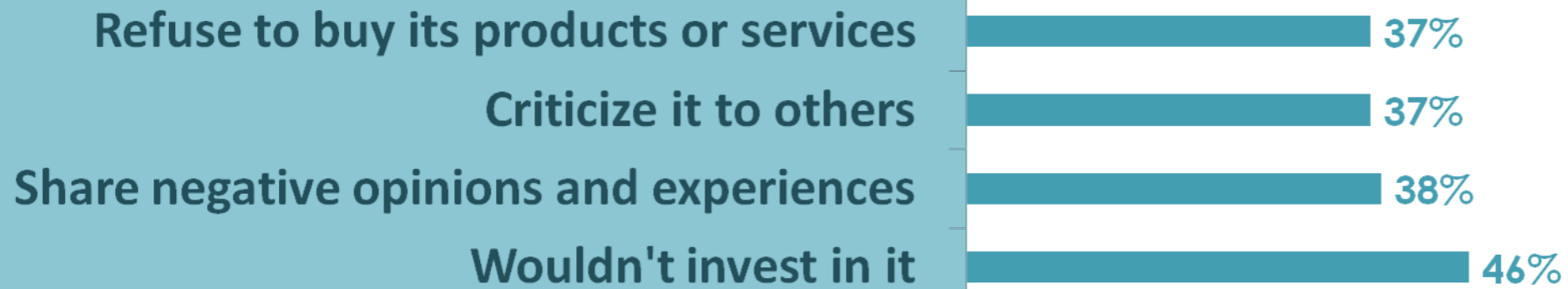
# CONSUMER WILLINGNESS TO PROMOTE BRANDS WITH A CAUSE JUMPS

“I would help a brand to promote their products or services if there is a good cause behind them.”



Q16. [TRACKING] (Top 2 Box, Agree) Global (excludes Mexico, the Netherlands, UAE)

## ... BUT ALSO WILLING TO PUNISH



Q45-49. (Top 2 box, Likely) Global (excludes UAE)

# CONSUMER ACTIONISM

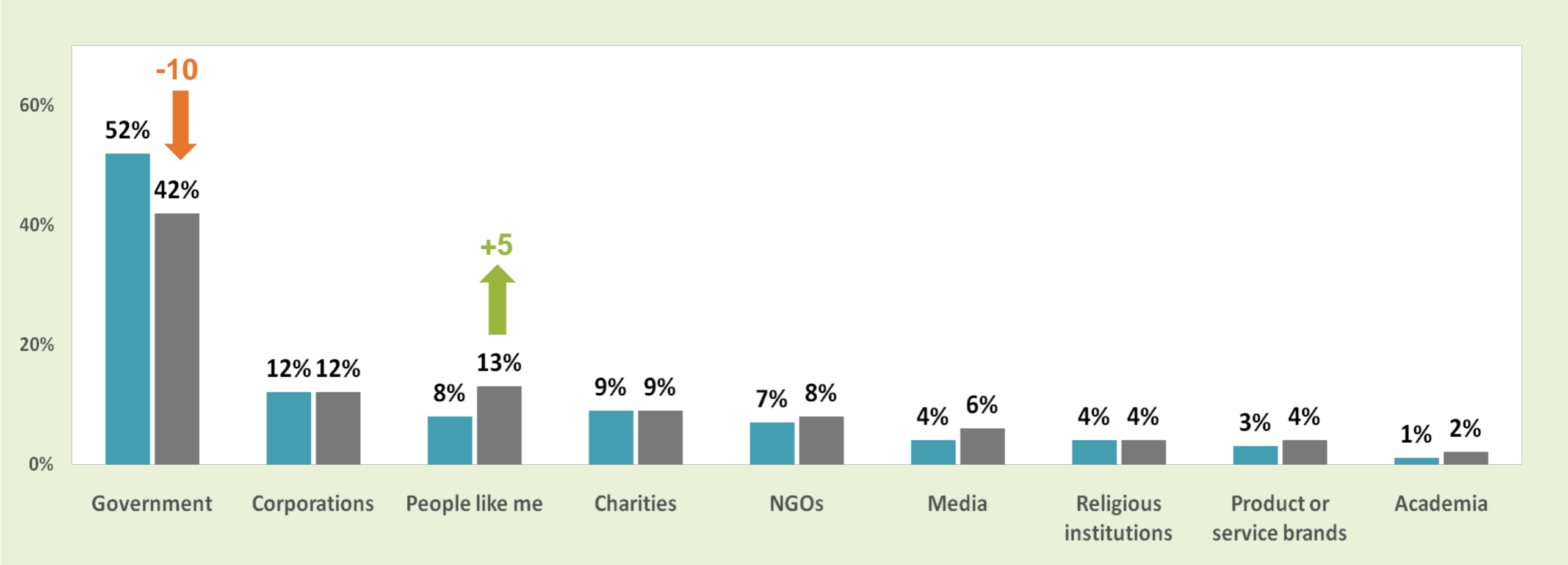
Consumers want to work alongside brands and corporations to develop the best ideas for solving the world's problems, then tackle them head on.

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# CONSUMERS FEEL MORE EMPOWERED TO SUPPORT GOOD CAUSES

Which one of the following entities do you think should be doing the most to support good causes?



Q7. [TRACKING] Global (excludes Mexico, the Netherlands, UAE)

# CONSUMERS WANT TO PARTNER WITH BRANDS

**71%** believe brands and consumers could do more to support good causes by **working together**

**63%** want brands to make it easier for them to make a positive difference



Q17. & Q16. (Top 2 Box, Agree) Global (excludes UAE)

# CONSUMERS EXPECT CORPORATIONS TO INVEST IN PURPOSE

64% believe it is no longer enough for corporations to give money; they must integrate good causes into their everyday business



61% have a better opinion of corporations that integrate good causes into business, regardless of why they do so

Q32. (Top 2 Box, Agree) Global (excludes UAE)

## GREEN AS ECONOMIC LEVER

Citizens believe that sustaining the environment can help grow the economy.

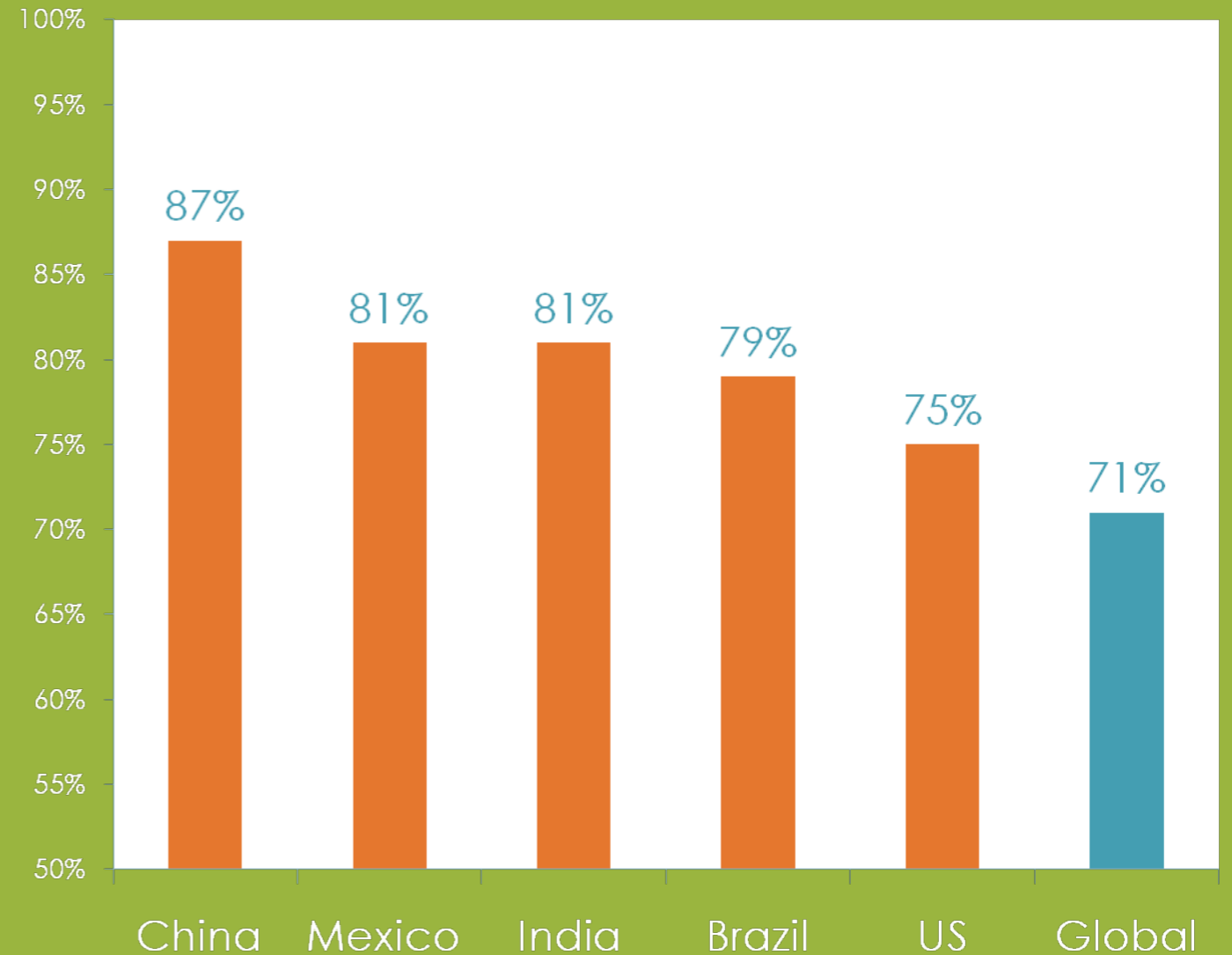
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# “GREEN IS GREEN”

71% of global consumers believe projects that protect and sustain the environment can help grow the economy

Demand highest in emerging markets and US.



Q57. (Top 2 Box, Agree) Global (excludes UAE)



# GOVERNMENT AND CORPORATIONS MUST PLAY ROLE

72% expect corporations to take actions to preserve and sustain the environment

73% agree government and business need to work together more closely to ensure the environment is protected



Q32. & Q57. (Top 2 Box, Agree), Global (excludes UAE)

# PUBLIC SUPPORT FOR ENVIRONMENTAL LEGISLATION IS STRONG



**64%** would support legislation that requires corporations to meet certain environmental standards even if it would negatively impact a corporation's profits

**62%** would support legislation that requires government to fund partnerships between public and private organizations to help protect the environment

Q57. (Top 2 Box, Agree) Global (excludes UAE)

## SO, HOW CAN YOU ENGAGE?

goodpurpose®

Helping brands and companies integrate purpose into their core business proposition and marketing efforts.



# THE GOODPURPOSE POINT OF VIEW

|                |   |  |
|----------------|---|--|
| <b>APPLY</b>   | <b>“MUTUAL SOCIAL RESPONSIBILITY”</b>                   | People, companies, and brands working together to take action and effect positive social change for mutual benefit |
| <b>MATCH</b>   | <b>YOUR BUSINESS PURPOSE TO A HIGHER SOCIAL PURPOSE</b> | Identify your social issue, and ownable, galvanizing idea  |
| <b>ENGAGE</b>  | <b>YOUR PUBLIC</b>                                      | Foster a deeper emotional connection and develop sustainable brand loyalty   |
| <b>MEASURE</b> | <b>“RETURN ON INVOLVEMENT”</b>                          | Conversation, Participation, Membership, Purchase, Repurchase  |

radical curious sharp moving brea  
asting noignant furious shared

“BE THE CHANGE YOU WISH TO SEE IN THE WORLD.”

MAHATMA GANDHI

creative legendary engaging vivid  
colorful introspective nourishing  
informative giving energizing funn  
visionary dramatic current provoca  
original instinctive satisfying vast  
dynamic beautiful bright engaging