



MUTUALLY BENEFICIAL MARKETING TAKES FLIGHT

How companies, brands and consumers are elevating social purpose to build trust, good business and shared interests

New findings from the Year-3 (2009) Edelman goodpurpose study



The background is a vibrant, abstract composition of overlapping, semi-transparent geometric shapes and light trails. The colors range from warm oranges and yellows to cooler blues and purples. The light trails create a sense of motion and energy, while the geometric shapes, including squares and triangles, add a structured, architectural feel. A central horizontal band is highlighted in a light, semi-transparent grey, serving as a backdrop for the main text.

MOMENTUM GROWING FROM ALL CORNERS

GLOBAL CALL FOR PUBLIC SERVICE AND SOCIAL PURPOSE



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GLOBAL CALL FOR PUBLIC SERVICE



OFFICE OF PUBLIC ENGAGEMENT CREATED

Our commitment to openness means more than simply informing the American people about how decisions are made. It means recognizing that government does not have all the answers, and that public officials need to draw on what citizens know.

President Obama, 1/21/09

United States Government – www.whitehouse.gov

“We can no longer afford indifference to the suffering outside our borders, nor can we consume the world's resources without regard to effect. For the world has changed, and we must change with it...”

U.S. President Barack Obama



“It is in the interest of the enterprise to take care of the economic and social environment. To create value for shareholders but also to create value and wealth for customers, employees and regions where the companies operate because our company is an economic and social project.”

Franck Riboud, CEO, Danone



“By reducing energy intensity alone, China can save 620 million tons of standard coal in the five-year period (2005-2010), equivalent to cutting 1.5 billion tonnes of carbon dioxide emissions.”... “ We will vigorously develop renewable energy...”

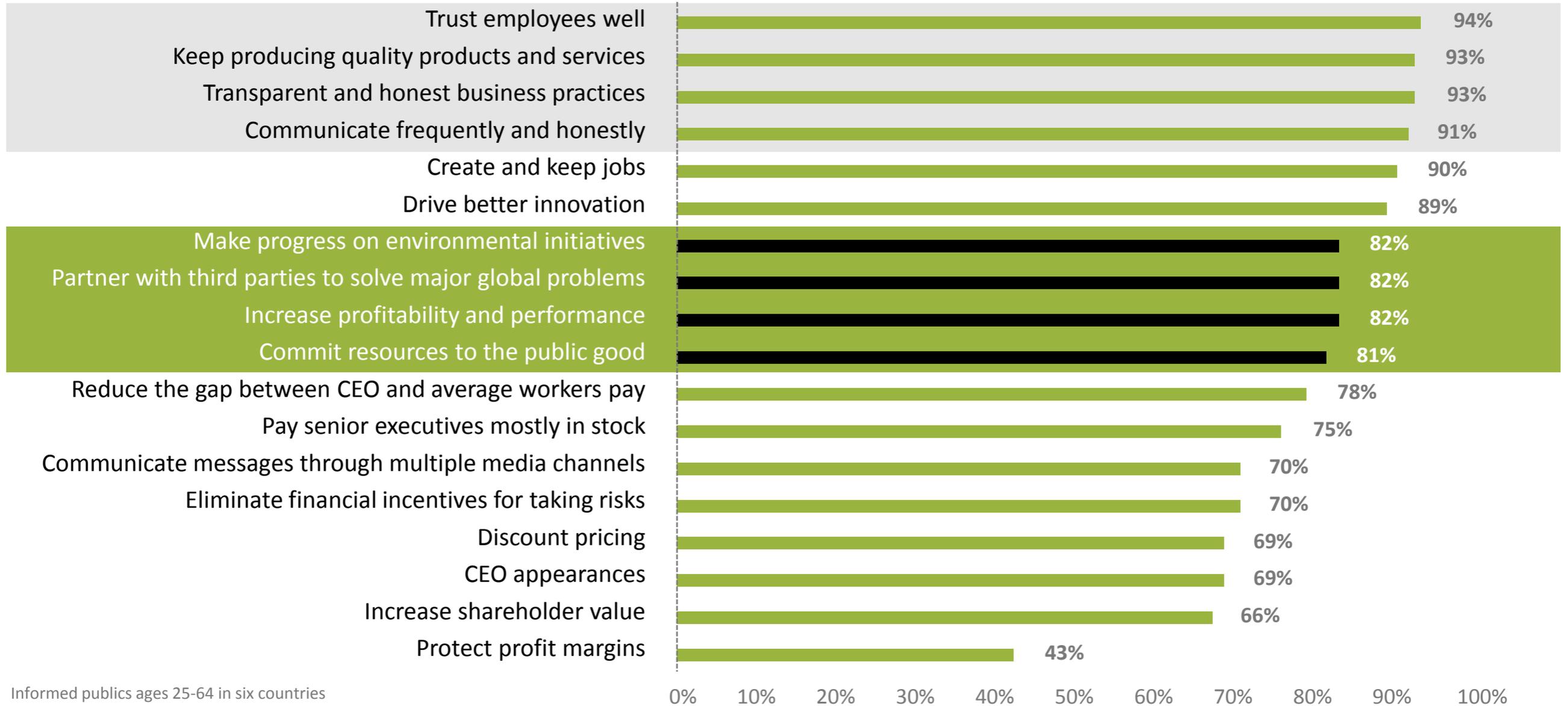
Chinese President Hu Jintao

United States Department of Defence
http://www.dodmedia.osd.mil/DVIC_View/Still_Details.cfm?SDAN=DFSD0407946&JPGPath=/Assets/2004/Air_Force/DF-SD-04-07946.JPG

GOOD CITIZENSHIP CREATES TRUST



Question: Would trust a company more or less for taking each of the following actions?



Informed publics ages 25-64 in six countries
Responses 6-9 only on 1-9 scale; 9 = highest

SIGNIFICANT CHANGES AFOOT:



Brands are expected to play greater role in social issues and companies expected to devote equal attention to society and business needs

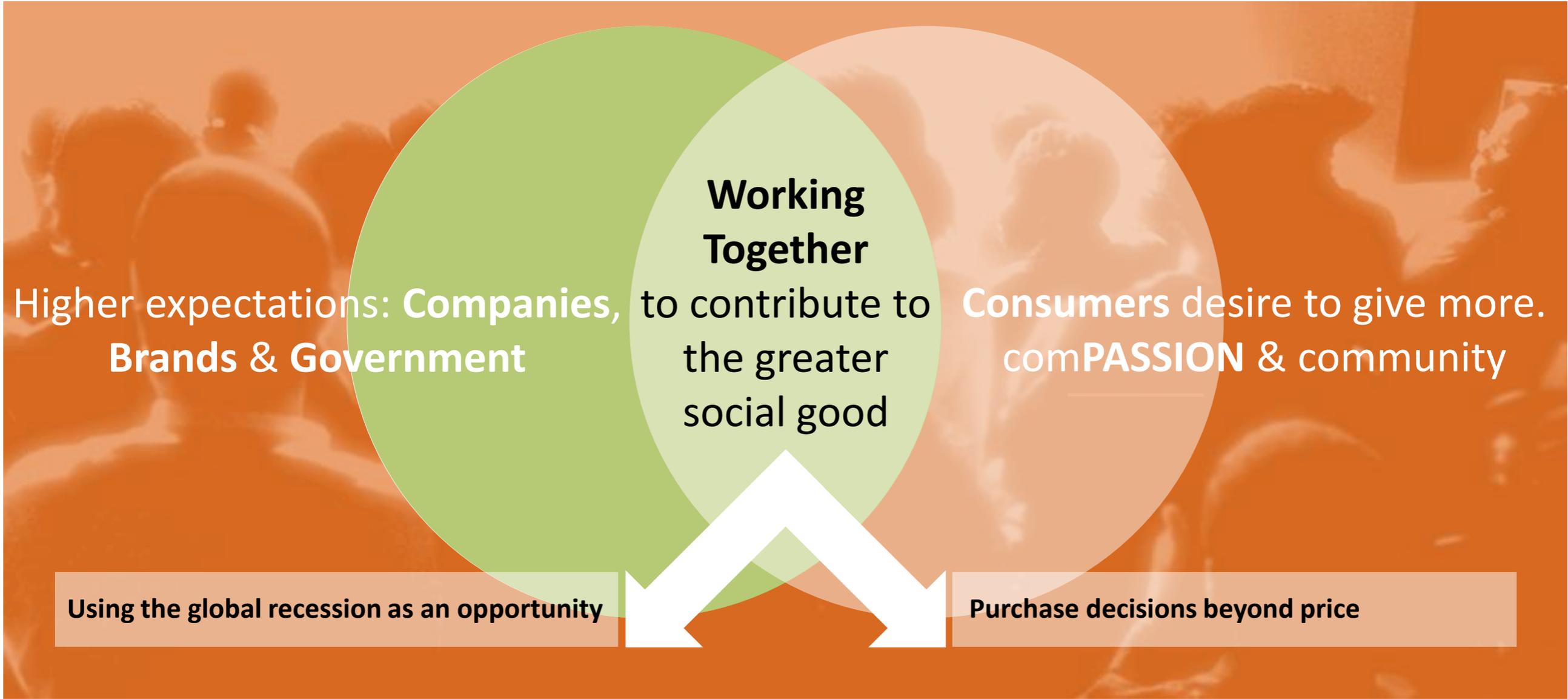
Social purpose is the new social status

Mutual Social Responsibility and Return on Involvement are shifting the CSR/Cause conversation

Consumer values shift: economic and values reset (less may really be more)

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THE EVOLVING ENVIRONMENT...





WHAT DO CONSUMERS SAY, DO AND DEMAND OF BRANDS

Survey says...



StrategyOne surveyed 6,000+ consumers across ten countries, aged 18-64

2009 GOODPURPOSE STUDY AREAS

Most important changes
from last year

Social purpose is the
new social status

Overcoming Obstacles:
Global Recession

Higher expectations
from government,
companies & brands

Compassion Rising:
Consumers want to
contribute more

WHY ITS MORE IMPORTANT THAN EVER TO PUT MEANING INTO MARKETING



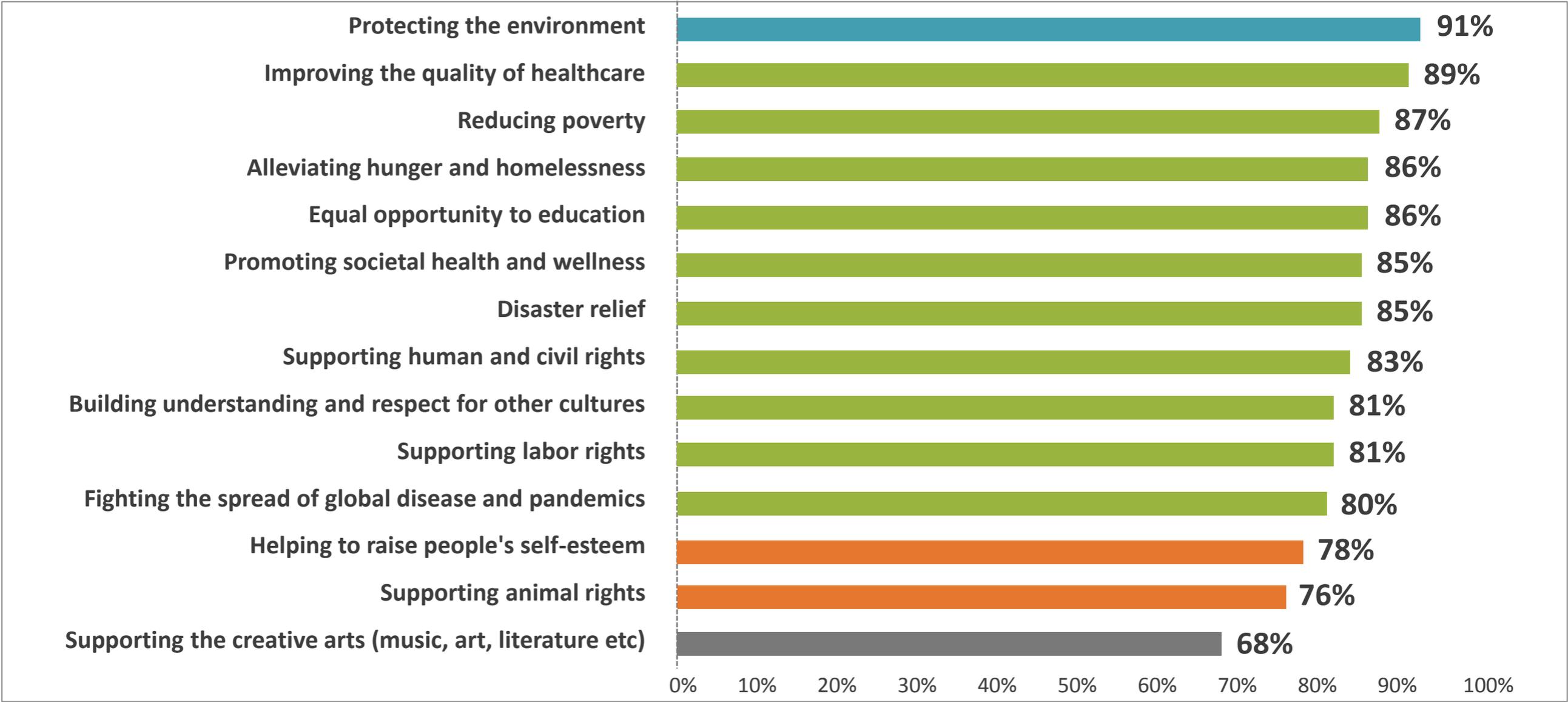
Only **16%** of people find contentment from the shopping experience (last year it was 25%)

71% think brands/companies spend too much on advertising and marketing and should put more into good causes – last year 62% did

64% of consumers would **recommend** a brand that supports a good cause – up from 52% last year (up 26% in Germany, 10% in the UK)

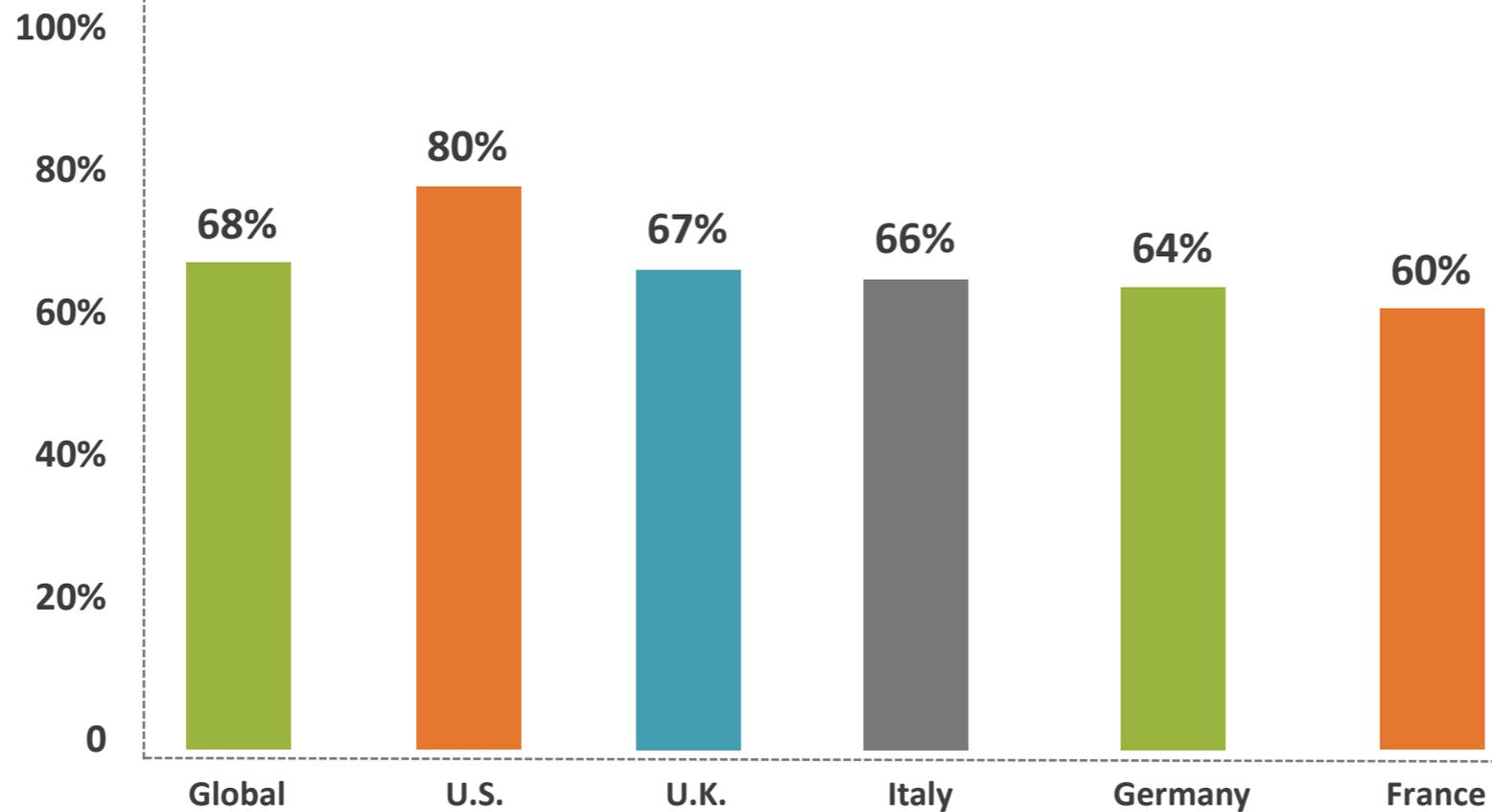
59% of consumers would help a brand **promote** its products if there was a good cause behind it (up from 53% last year)

WHAT CAUSES DO CONSUMERS PERSONALLY CARE ABOUT?



MAKE MONEY AND DO GOOD IS A WIN-WIN

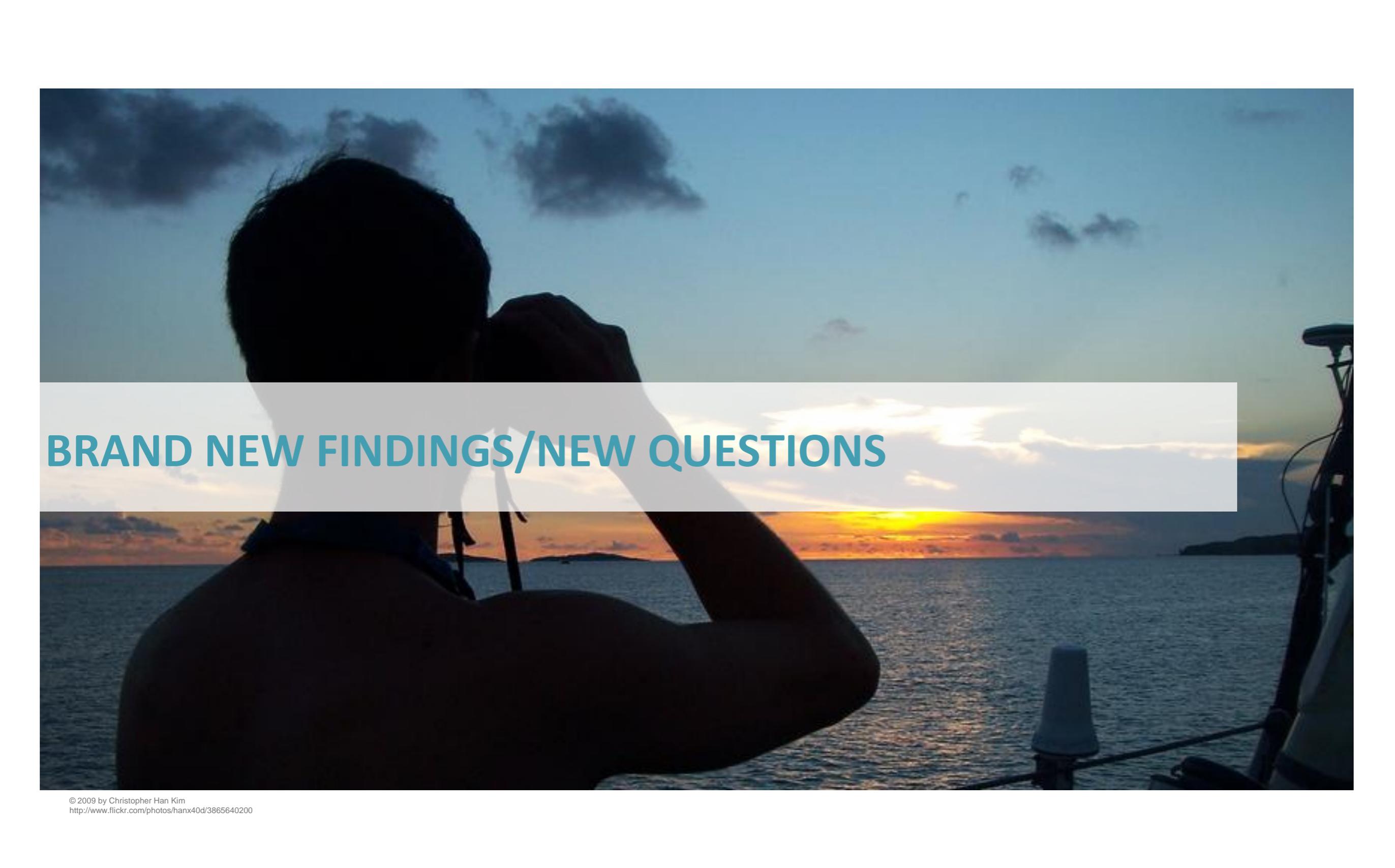
68% of consumers globally are fine with brands that support good causes and make money too



A NEW VALUE PROPOSITION: CONSISTENT FOR 2-YEARS RUNNING

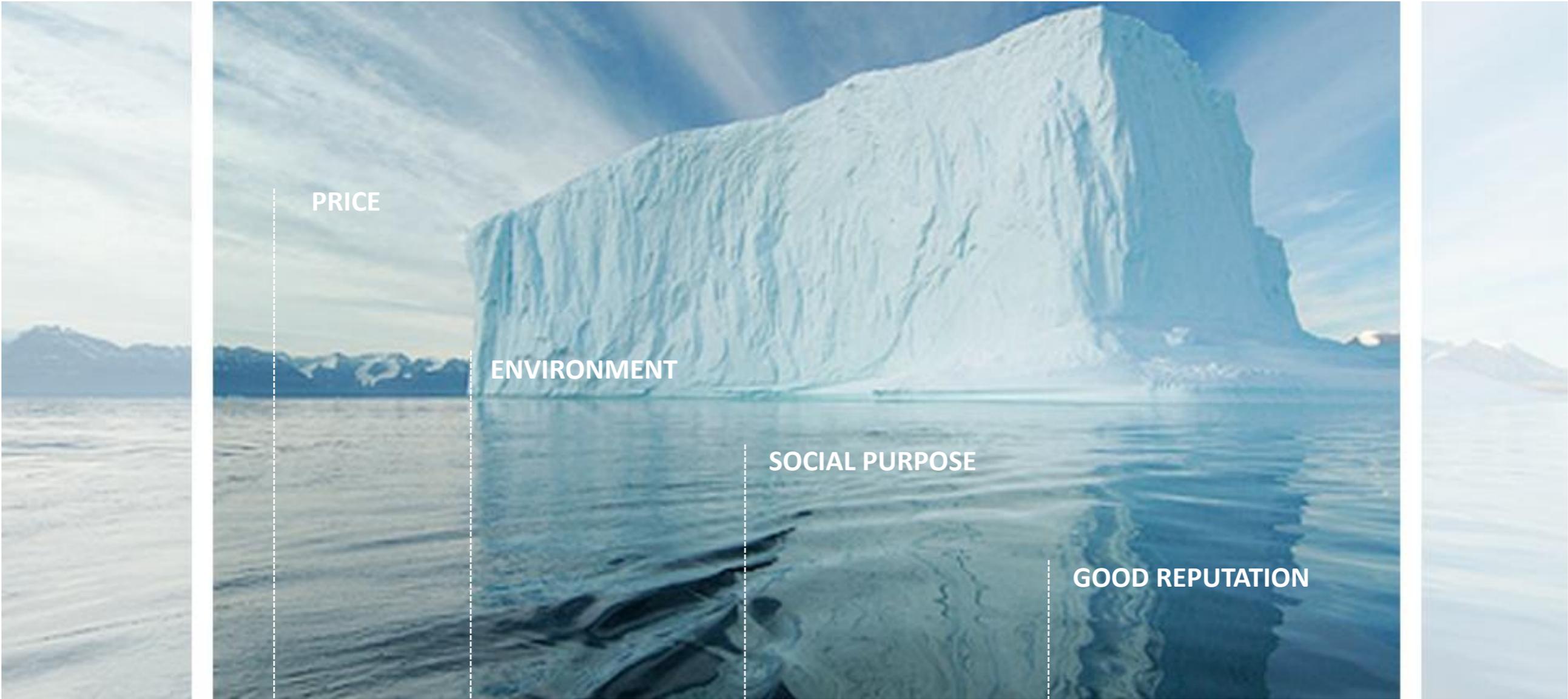
When choosing between two brands of similar quality & price, a social purpose ranks highest at **43%** and is placed higher in order of importance above design & innovation (34%) and brand loyalty (24%)



A photograph of a person on a boat, seen from behind, looking through binoculars. The person is silhouetted against a bright sunset over the ocean. The sky is a mix of blue and orange, with some clouds. The water is dark blue. The boat's railing and a white buoy are visible in the foreground.

BRAND NEW FINDINGS/NEW QUESTIONS

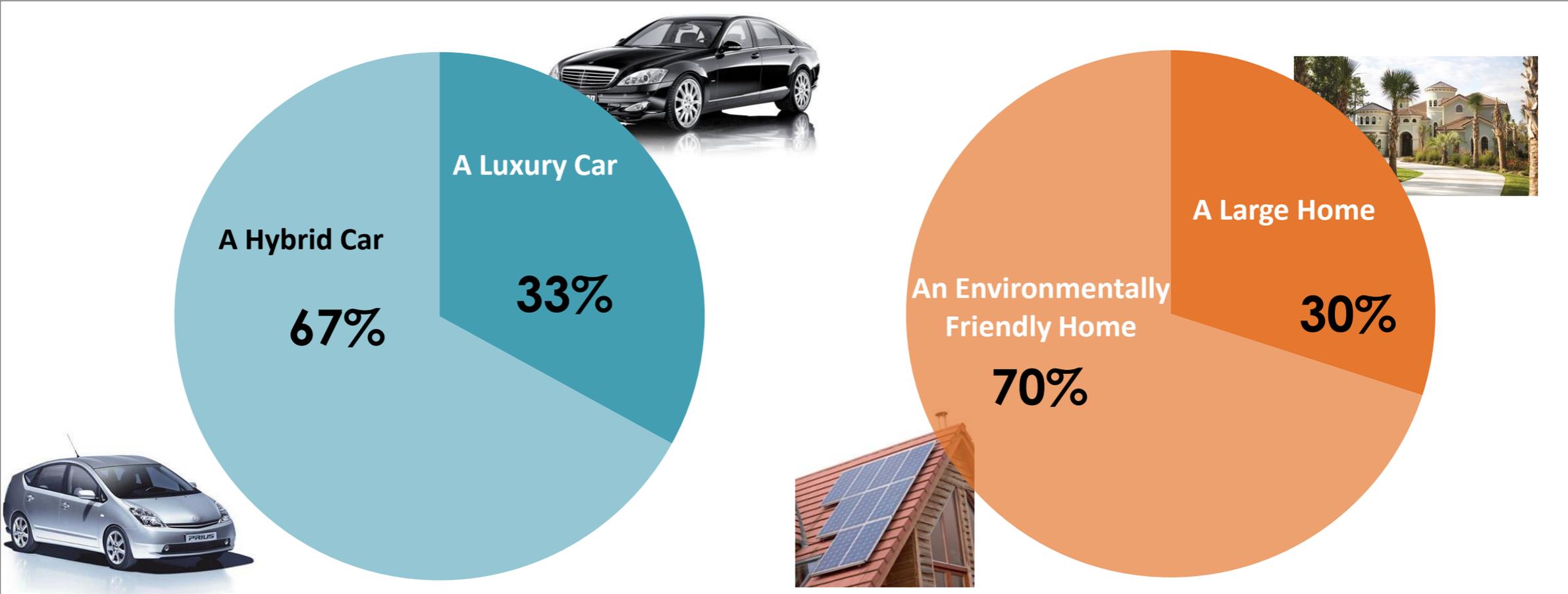
PRICE IS ONLY THE TIP OF THE ICEBERG



© 2005 Rita Willaert
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SOCIAL PURPOSE IS NEW SOCIAL STATUS

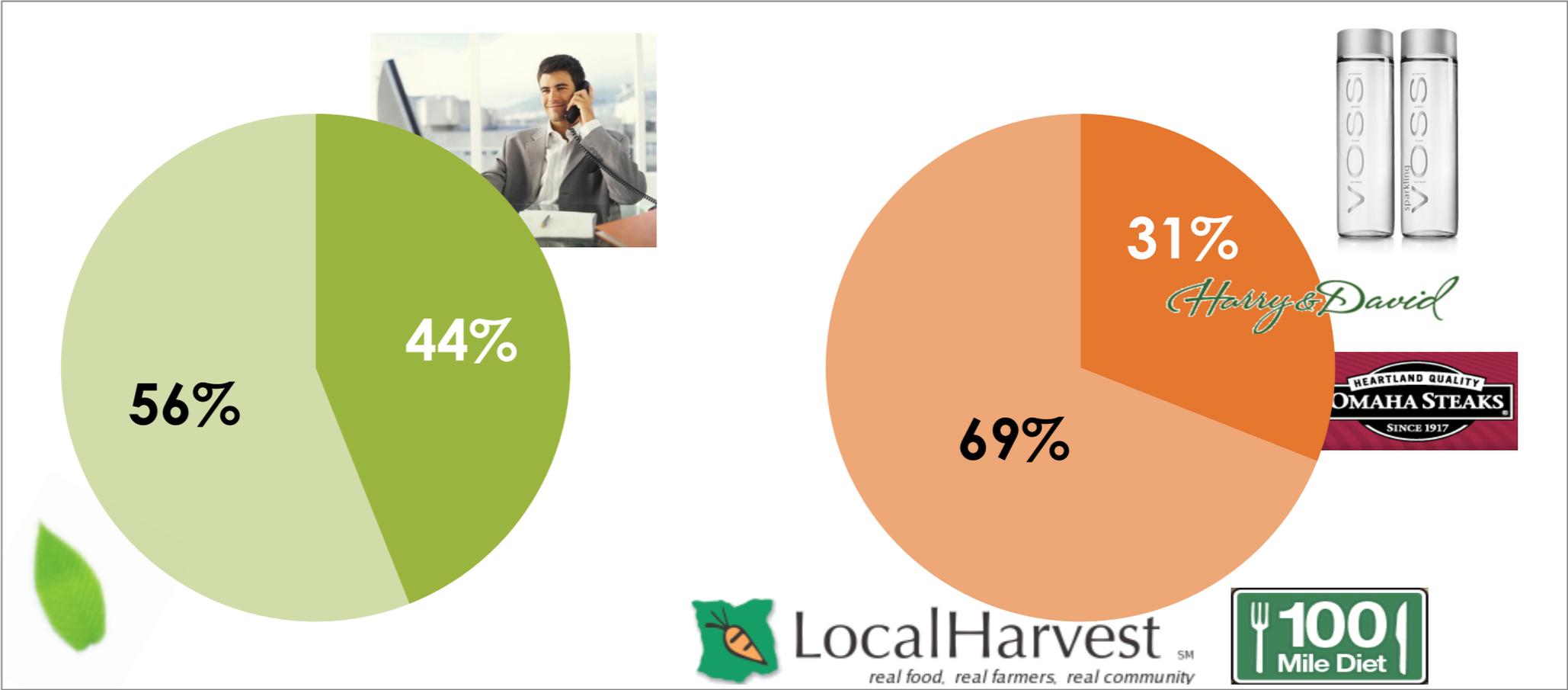
If cost were not a factor, which of the following would you prefer to have?



SOCIAL PURPOSE IS THE NEW SOCIAL STATUS

If cost were not a factor, which of the following items would you prefer to have?
Designer brand (31%) vs. a brand that supports the livelihood of local producers (69%):

56% of respondents desire a job that allows them to give back to society vs. 44% who value personal achievement success more



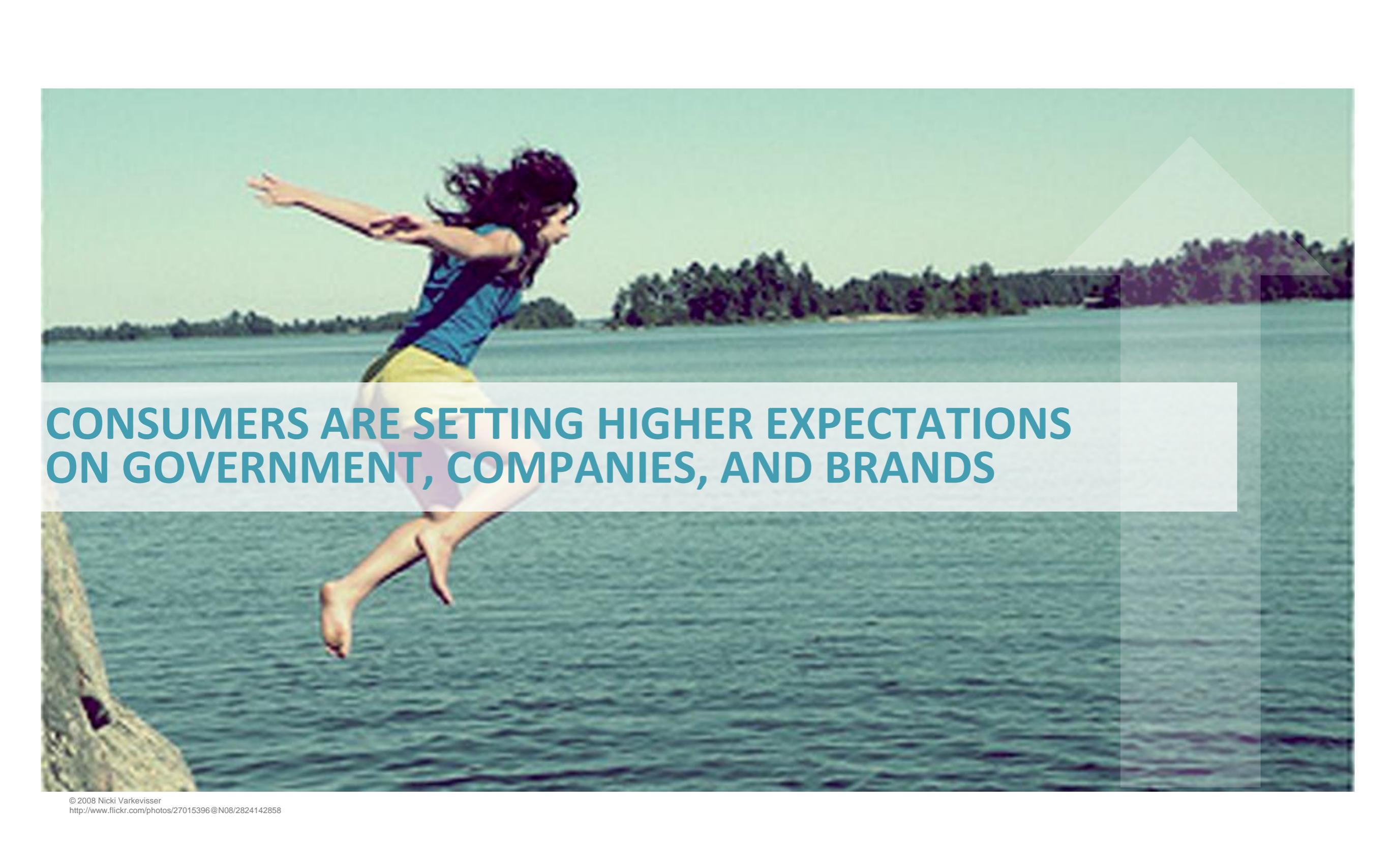
SOCIAL PURPOSE IS THE NEW SOCIAL STATUS

68% of people feel it is becoming more unacceptable in their local community not to:

- Make efforts to show concern for their environment
- Make efforts to live a healthy lifestyle

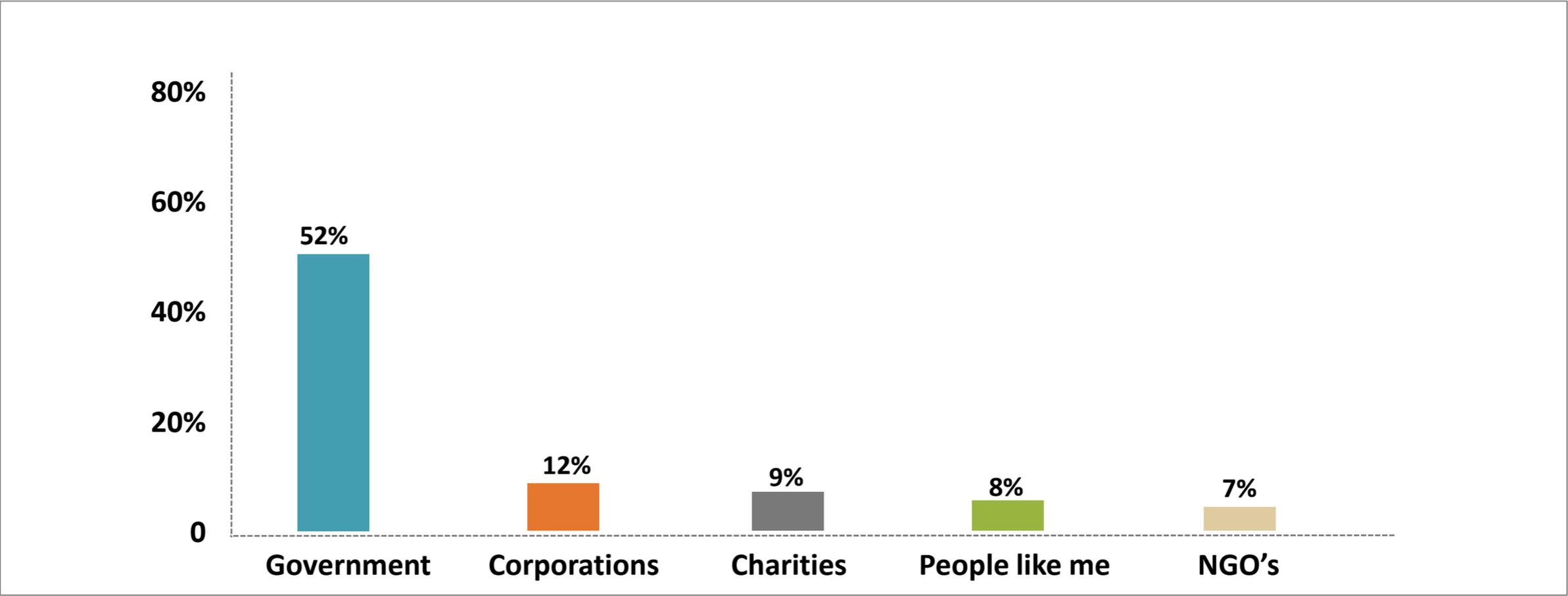


© 2007 by Dolan Halbrook
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A woman with long dark hair, wearing a blue top and yellow shorts, is captured mid-air as she jumps from a rock into a large body of water. The background shows a clear blue sky and a distant shoreline with trees. The image has a light blue overlay on the right side and a semi-transparent white box containing the main text.

CONSUMERS ARE SETTING HIGHER EXPECTATIONS ON GOVERNMENT, COMPANIES, AND BRANDS

WHICH ENTITY SHOULD BE DOING THE MOST TO SUPPORT GOOD CAUSES?



COMPANIES EXPECTED TO DO MORE...

A shift from a shareholder to **stakeholder society** is apparent

Over half of consumers (56%) believe **the interests of society and the interests of businesses should have equal weight** in business decisions

66% of people globally (67% in the U.S., Canada, France and 69% India) believe it is **no longer enough** for corporations to simply give money away to a good cause; they need to **integrate good causes into their day-to-day business**

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AND THE REWARDS?



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59% of people globally (61% in the U.S., 51% in Germany, 58% in Italy, 64% in India, 65% in China, 52% in Japan) have a better opinion of corporations that integrate good causes into their business, regardless of the reasons why they do so

Nearly two thirds of people (65%) have more trust in a brand that is ethically and socially responsible

During this recession, 57% of consumers believe a company or brand has earned their business because they have been doing their part to support good causes

EXPECTATIONS ON BRANDS ARE HIGH



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Nearly *six out of ten* consumers (**58%**) are looking for **brands to do more for them** than just provide them with a product or service

64% of consumers say they expect brands today to do something to support a good cause

SWITCH STRATEGY?

63% of consumers want brands to *make it easier* for them to make a positive difference in the world

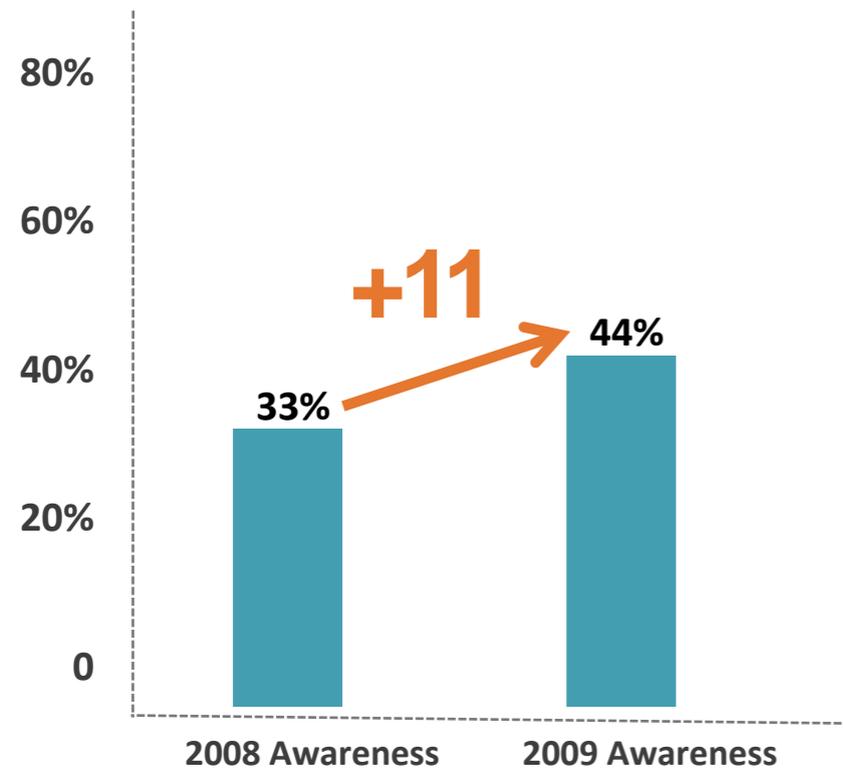
Two out of three people (67%) would switch brands if a different brand of similar quality supported a good cause



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INCREASED AWARENESS OF BRANDS CONTRIBUTION TO GOOD CAUSES

AWARENESS OF BRANDS ACTIVELY SUPPORTING GOOD CAUSES



60% of people believe that product brands **actively support good causes**

44% of people are aware of brands that actively support good causes through their products and services, up from 33% in 2008



OVERCOMING OBSTACLES...

Global recession

THE GLOBAL RECESSION IS CREATING LIMITATIONS...



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70% agree their ability to give money to community causes has been limited to the current state of the economy

33% of people have **given less financial support** due to the current economic down turn.

This rises to **51% among U.S. respondents.**

Of the 15% of people less involved in good causes this year, the effects of the global economic crisis is the leading reason to be less involved with **51% stating not having enough money**

HOWEVER, PEOPLE ARE STILL GIVING...

31% of people are more involved in good causes than a year ago

53% of people have given more time in support of good causes this year because they have not been able to give as much money

56% of people have tried to do more to support good causes in the past year because charities and other non-profit organizations have suffered in this economic environment

BRANDS ARE PROVIDING PEOPLE WITH AN OPPORTUNITY TO CONTINUE GIVING

In the past year, **six out of ten consumers (61%)** have bought a brand that supports a good cause **even if it was not the cheapest brand.**



GAINING MORE THAN JUST PROFITS...

During the recession, **65%** of people have **remained loyal to a brand or company** because it supports a good cause

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A silhouette of a person with their arms raised in a gesture of triumph or joy, set against a bright, cloudy sky. The person's head is visible at the bottom center, and their arms extend upwards and outwards. The overall mood is one of positivity and achievement.

CONSUMERS WANT TO CONTRIBUTE MORE TO THE GREATER SOCIAL GOOD

EXPECTATIONS ON ONESELF

Eight out of ten people



Are willing to change their consumption habits if it can help make tomorrow's world a better place to live (83%)

Believe supporting a good cause makes them feel better about themselves (82%)

MOTIVATIONS BEHIND SUPPORTING A GOOD CAUSE



52% of people are personally involved in supporting a good cause

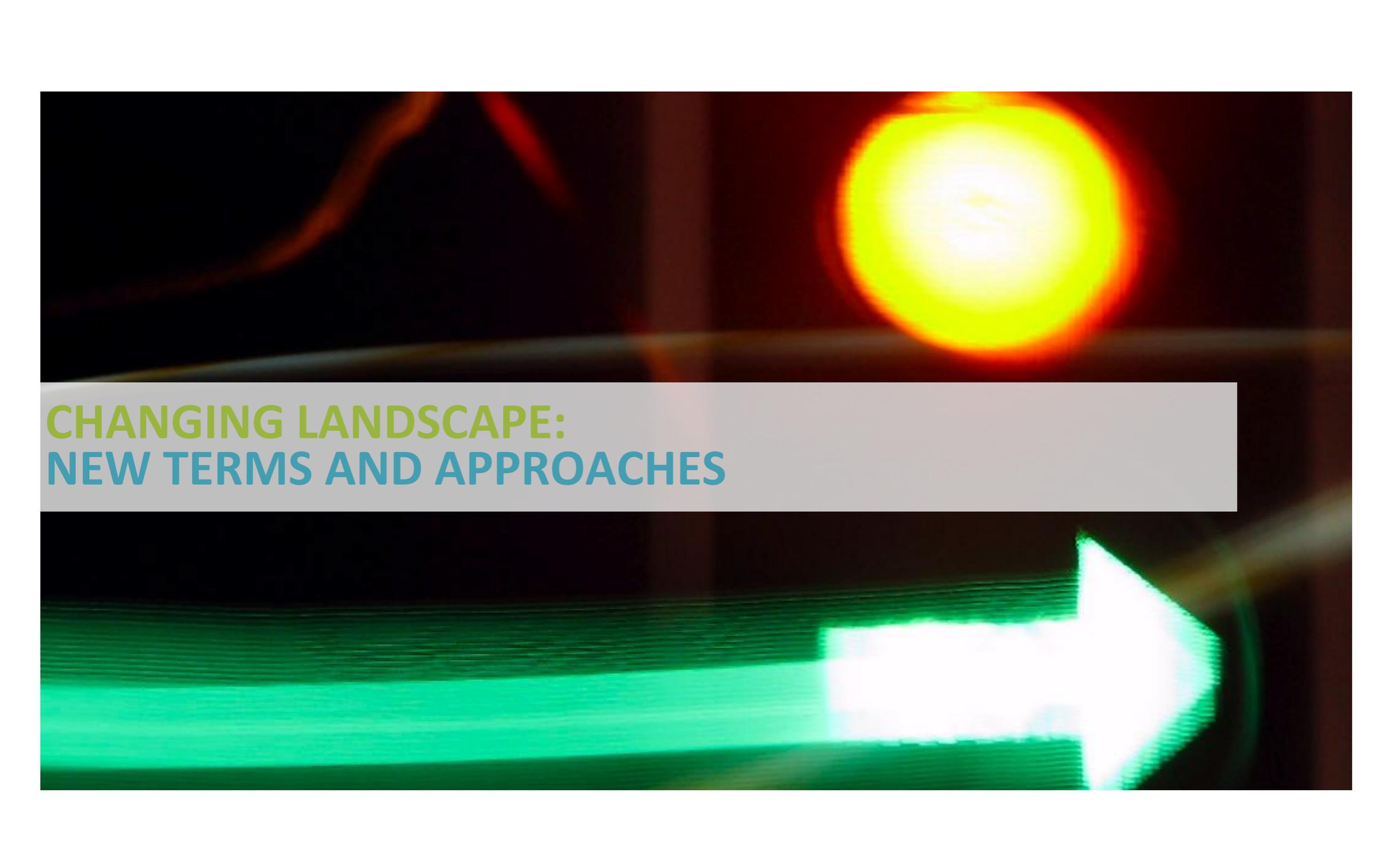
People cited the following reasons for becoming more involved in a good cause this past year:

44% wanted to make a difference

30% found a good cause they liked a great deal

Eight in ten feel **they can personally make a difference** by supporting a good cause **(80%)**

comPASSION

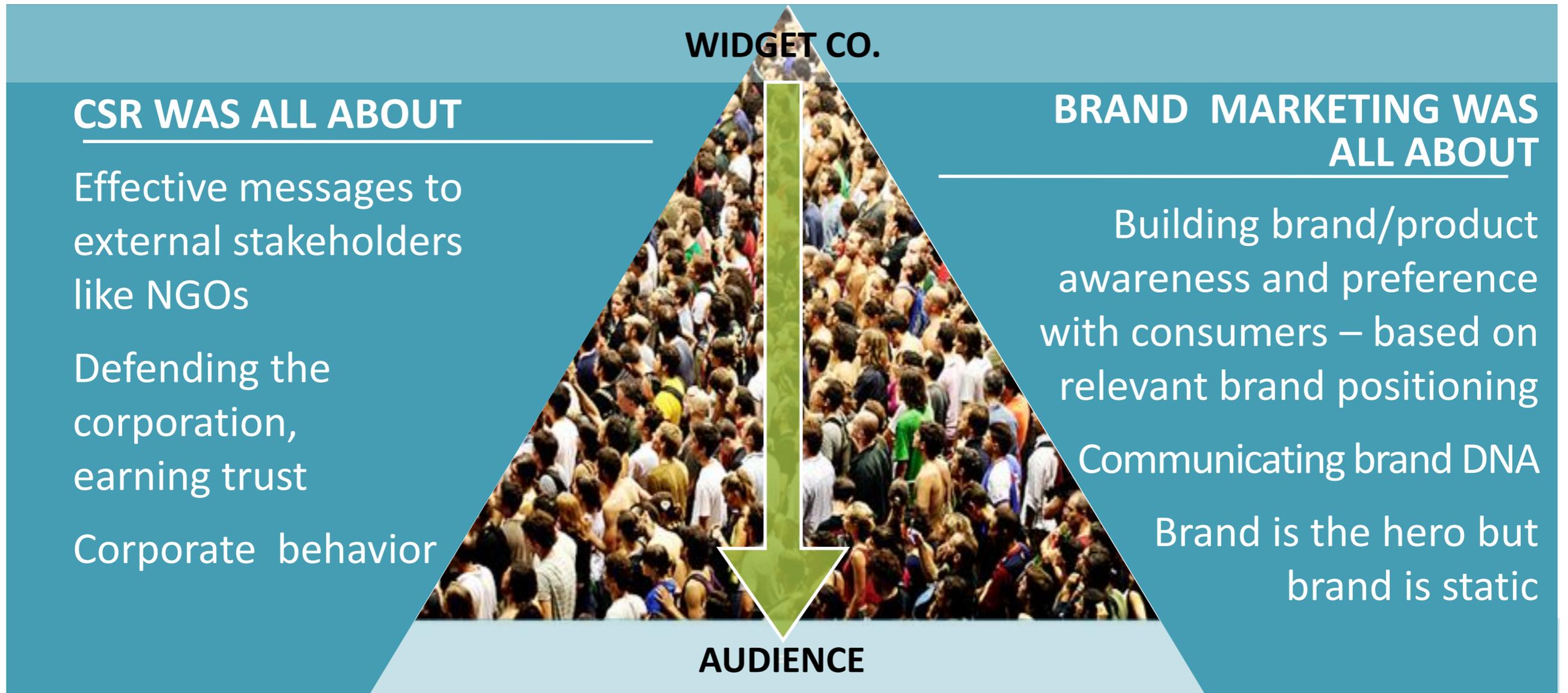


**CHANGING LANDSCAPE:
NEW TERMS AND APPROACHES**

PUSH THE RESET BUTTON...

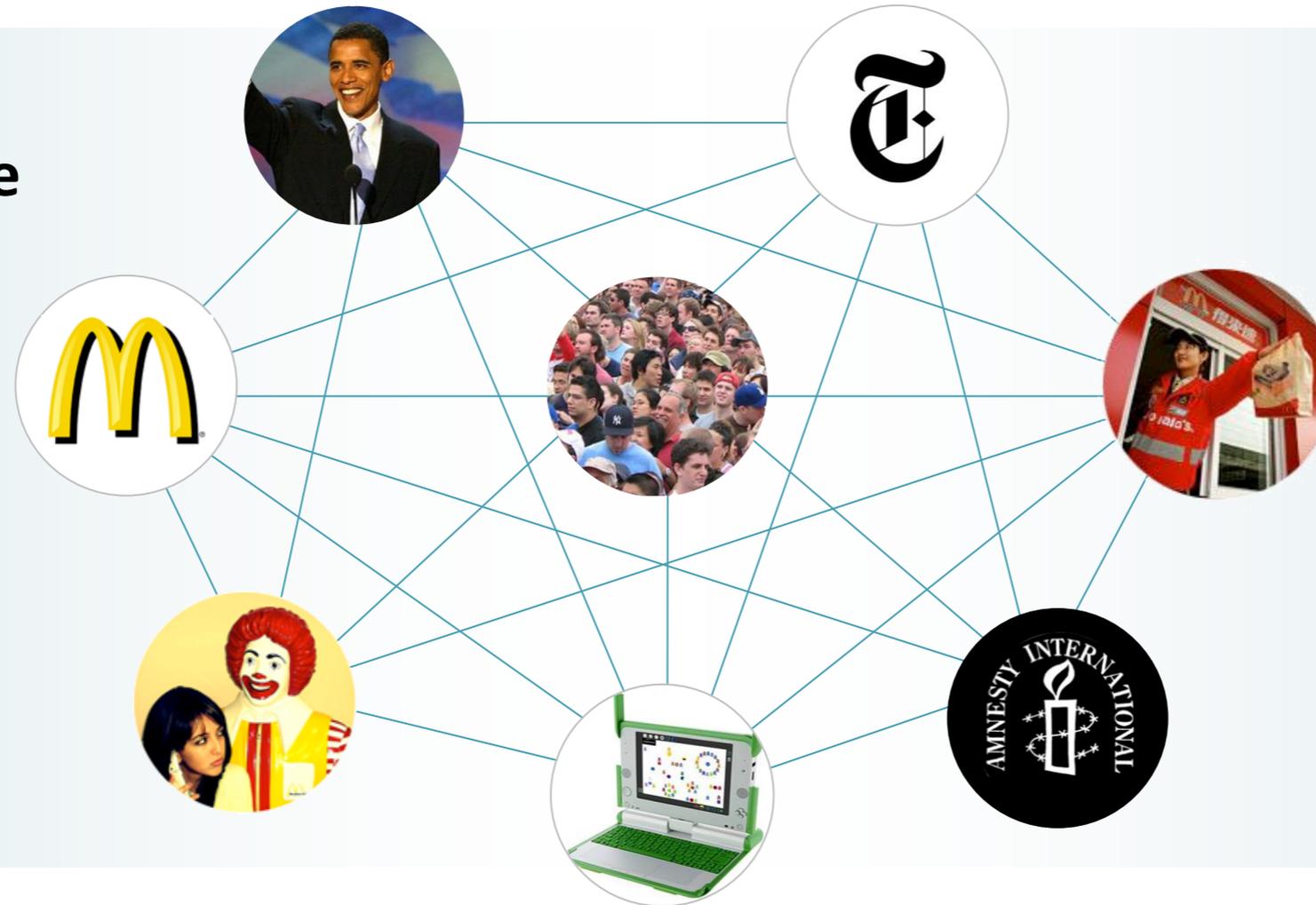
RESET

IN THE ERA OF TOP-DOWN-COMMUNICATIONS



IN THE ERA OF THE CROSS-INFLUENCING ENVIRONMENT: ENTER THE SOCIALIZED BRAND

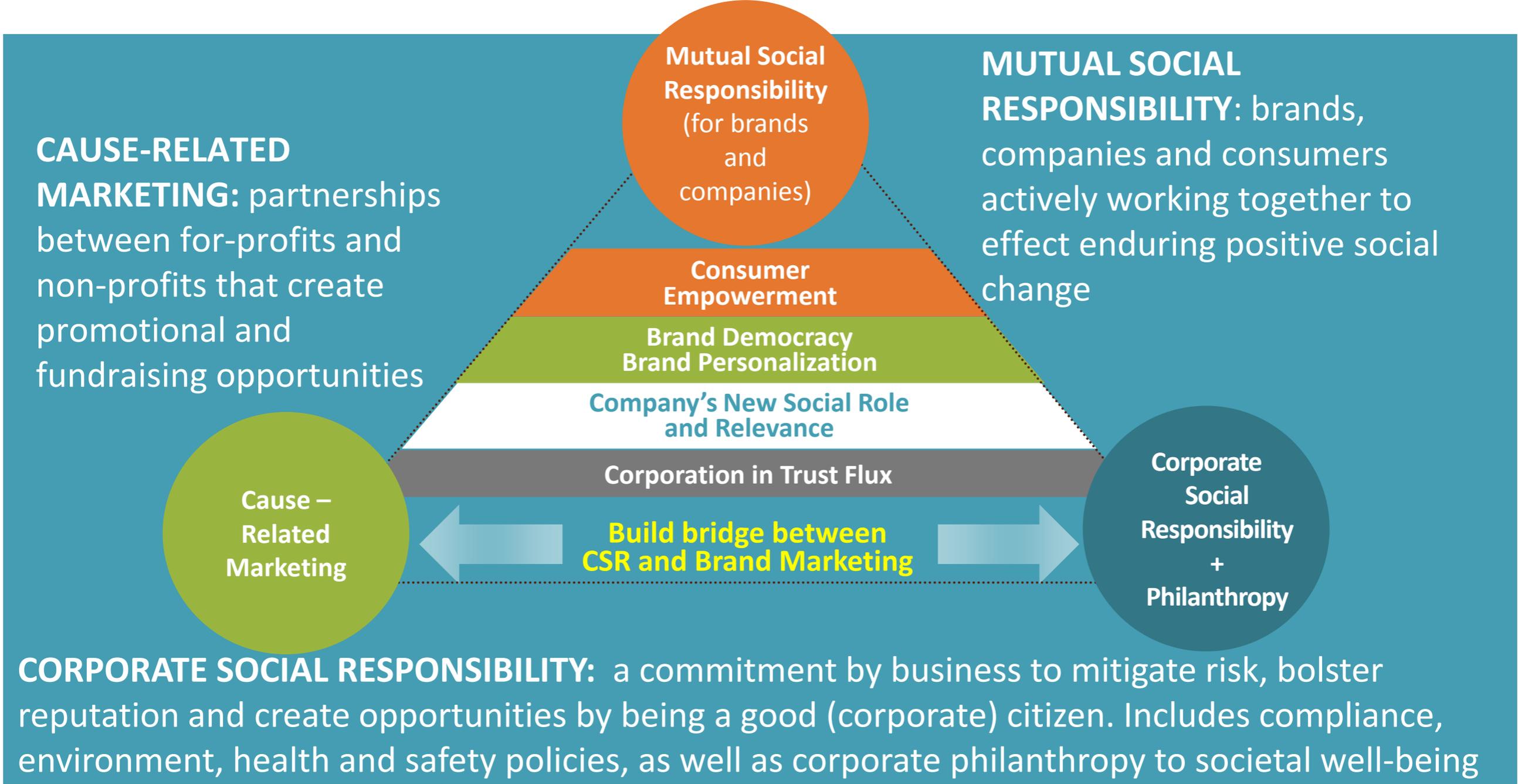
**CSR + Brand
Marketing move
together**



**Brand becomes
a catalyst and
needs to be
socialized**

It is all about mutual benefit and mutual purpose

TIME FOR A NEW SOCIAL PURPOSE BUSINESS PARADIGM



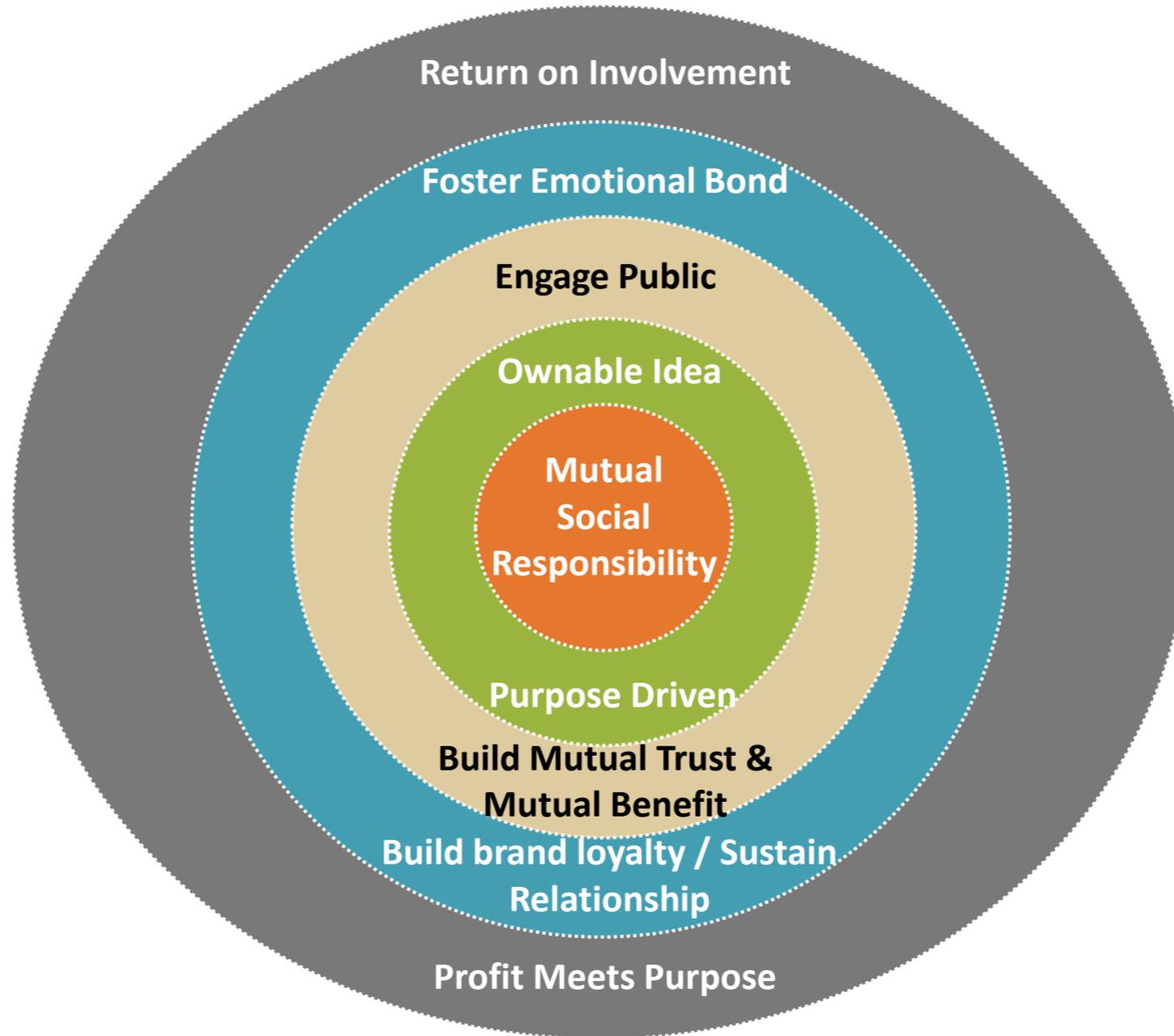
A MUTUAL SOCIAL RESPONSIBILITY INITIATIVE



goodpurpose =
Helping brands and
companies put purpose
closer to their core proposition

People, companies and brands working together to take action and effect positive social change for mutual benefit

POINT OF VIEW



NEW R.O.I.?

Financial: reason to buy and profit incentive

Brand differentiation + stakeholder engagement

Halo effect and pride

Brand catalyst for consumers

Why not “Return On Involvement?”

ROI metric: conversation, interaction, co-creation, involvement, membership, brand loyalty, purchase and re-purchase



BRANDS ARE STEPPING IN AND STEPPING IT UP

BRANDS AND COMPANIES WEIGHING IN MANY DIFFERENT WAYS...



FIVE KEY CONCLUSIONS

- 1** Consumers want brands to pay equal attention to both social and business concerns
- 2** Social purpose can be a key driver in energizing consumers to recommend and promote a brand
- 3** Social purpose platform must be authentic and reflect core brand purpose and premise (rational and/or emotional)
- 4** MSR is the new CSR for brands: Partnership and Participation
- 5** Return on Involvement must be credible and measurable

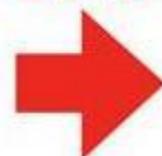
WE CANNOT AFFORD TO WAIT



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[AWEARNESS](#) > [TAKE A STAND](#)

WALK THE TALK. TALK THE WALK.



United we stand up for others.

Many people want to give back but they don't know how. That's why we've created the AWEARNESS Alliance - a dedicated coalition of volunteers who strive to make a difference. Right here, right now, you can "walk the talk" by finding rewarding volunteer opportunities that fit into your busy schedule. Or, if you prefer to "talk the walk", sign up to the AWEARNESS blog and help write the wrongs.

-  [VOLUNTEER NOW](#)
-  [AWEARNESS ALLIANCE](#)
-  [JOIN OUR BLOG](#)



[VOLUNTEER NOW](#)
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LIVE IT: SEE THE RESULTS

A single 140 character message on a January night sparks, 1,000 Twitterers to volunteer to organize local events and raise money for Charity Water. One month later, people from 202 cities around the world gather on a single night, online and off. \$250K dollars, 55 wells and 17,000 lives improved - all stemming from a single tweet and \$10 donations.



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