

# GOODPURPOSE

A high-angle, wide shot of a massive crowd of people, likely at a protest or public demonstration. The crowd is dense and diverse in age and appearance. Many individuals are holding up signs and banners, some of which feature Arabic text. The scene is filled with energy and movement, with people in various poses and gestures. The overall atmosphere suggests a significant public gathering.

Edelman goodpurpose® 2012  
GLOBAL CONSUMER SURVEY

# Fifth Global Consumer Study 2012

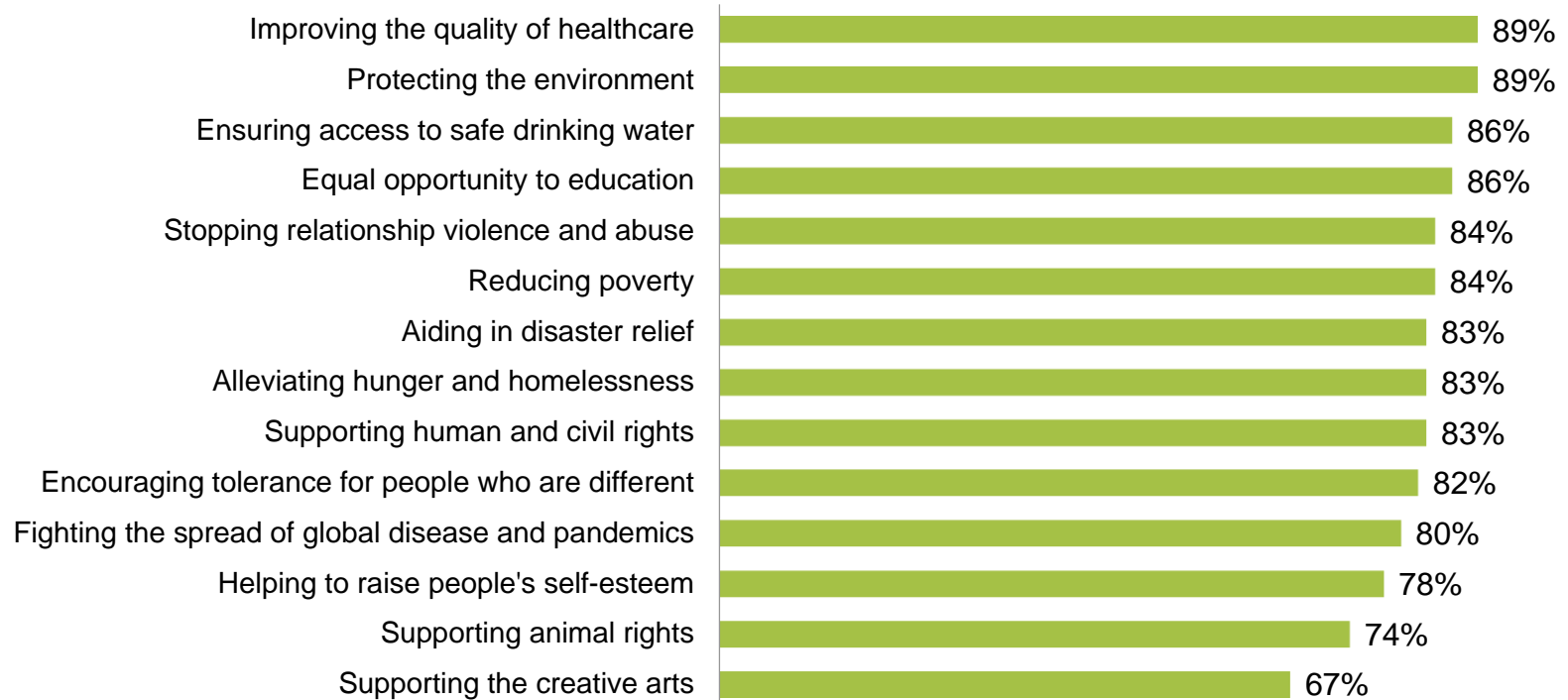
What consumers have to say...



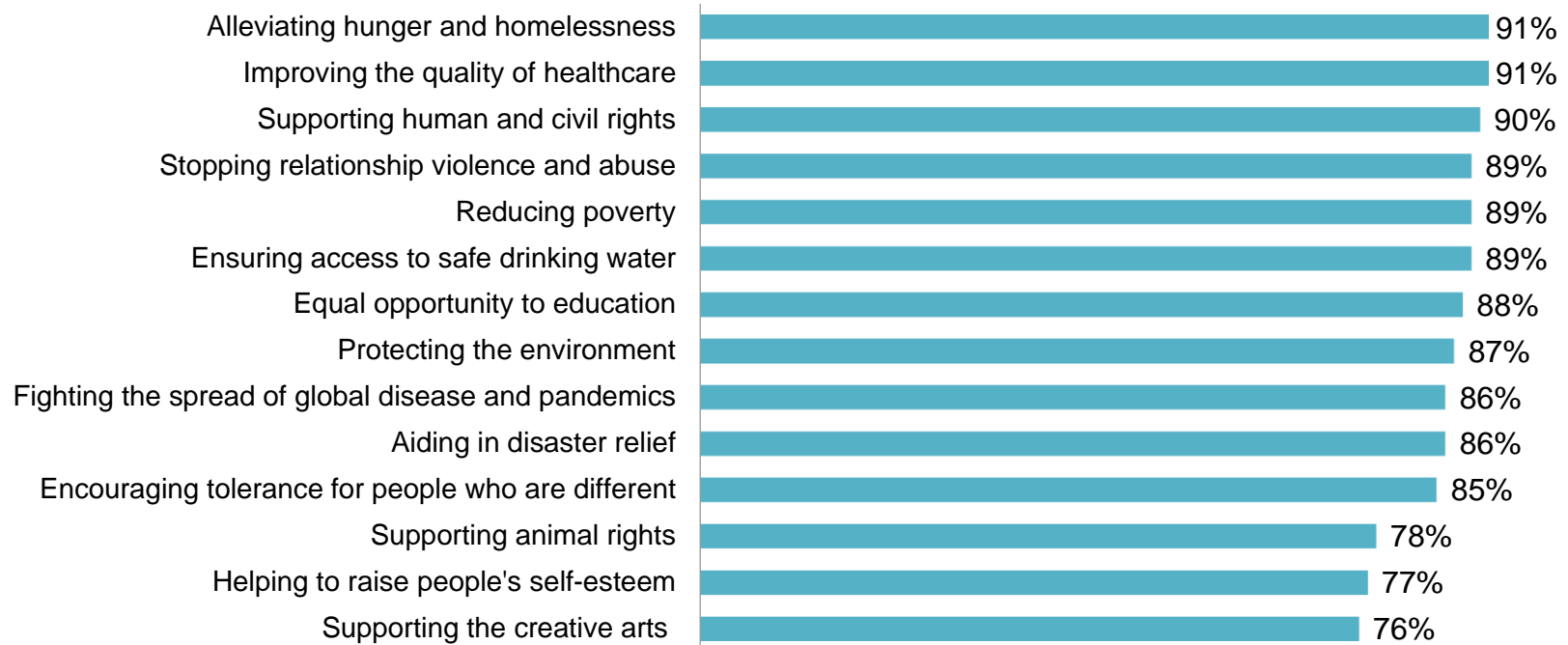
StrategyOne surveyed 8,000 consumers across 16 countries, aged 18+



# Consistent Commitment; Diverse Opportunity



# But, Differences Exist in Local Markets (US)



The Me in We

The Reengineering  
of Brand Marketing

5 Years of  
goodpurpose

The New  
Purpose Bull Markets

The "License to Lead"



# 5 Years of Purpose

## The Reengineering of Brand Marketing

# The Power of Purpose

From product innovation and R&D, to supply chain optimization and 360 marketing, our study reveals it is the **power of Purpose that is helping to drive consumer preference** in a world where trust in corporations is low and differentiation between brands is negligible

## DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE  
Together we can reduce our environmental footprint.

TAKE THE PLEDGE

# The Reengineering of Brand Marketing

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- الاستفادة من معاملات أسرع
- الحصول على عروض خاصة
- رسالة تهنئة مجانية عبر ال SMS
- دون عنام الذهبية
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NATURE NEEDS HEROES

Timberland

wrinkled?

wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

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I can help You can help You help help

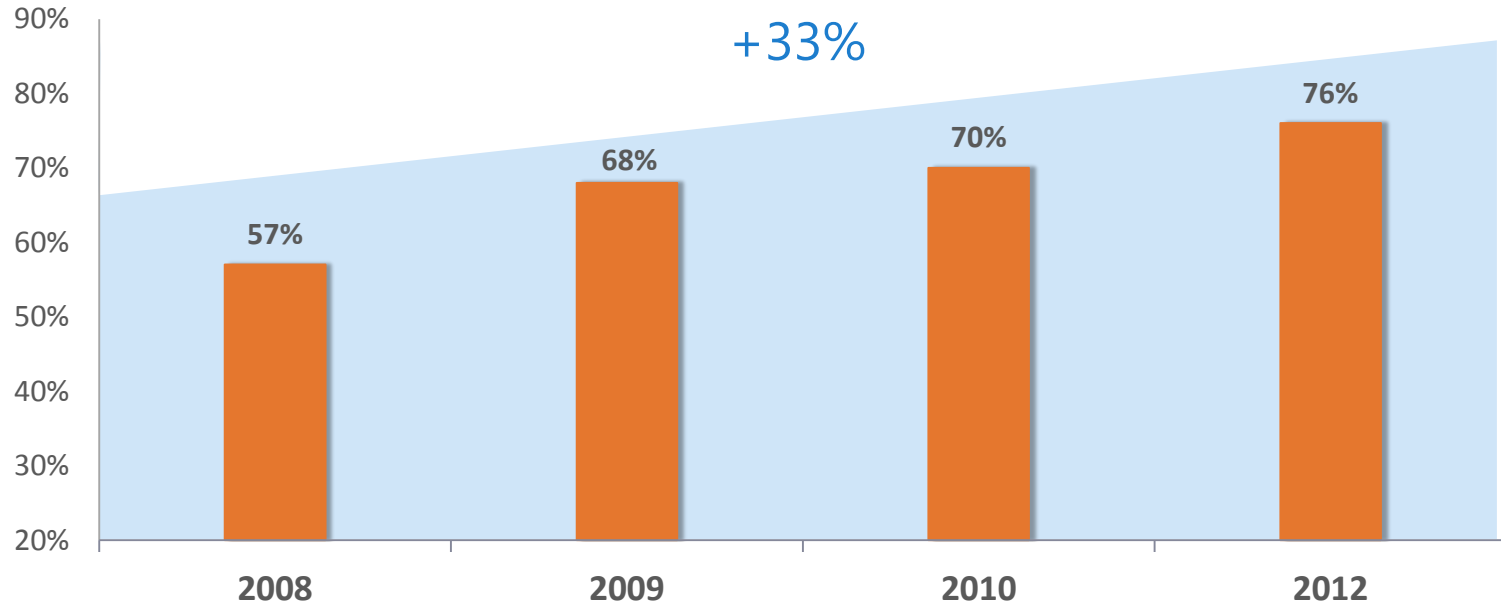
loads of hope

ORIGINAL SCENT



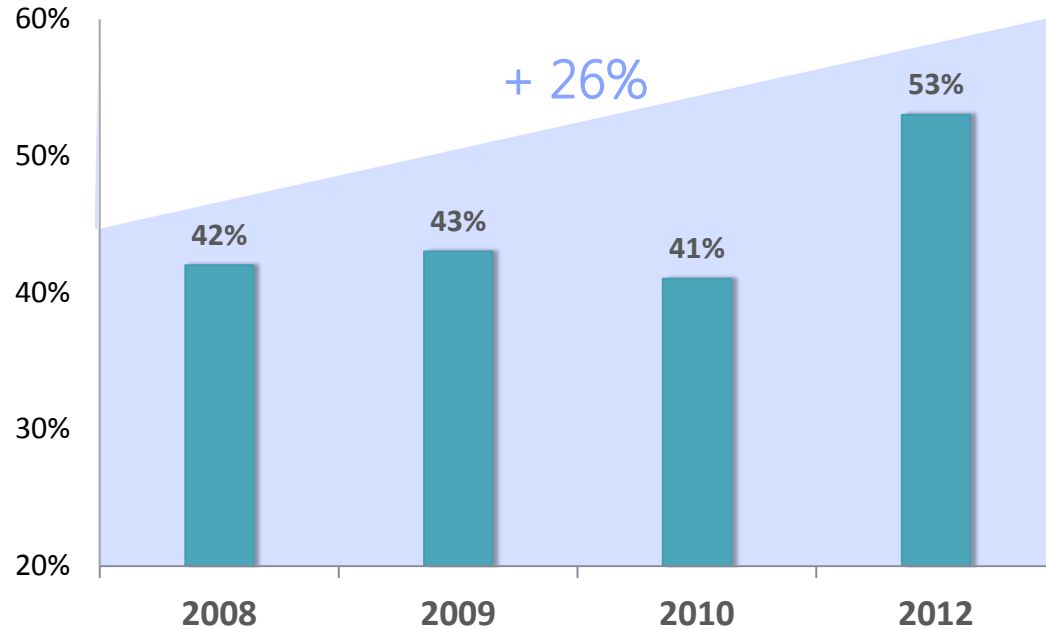
# Profit + Purpose: The New Normal

It is OK for brands to support good causes and make money at the same time



# Social Purpose as Purchase Trigger

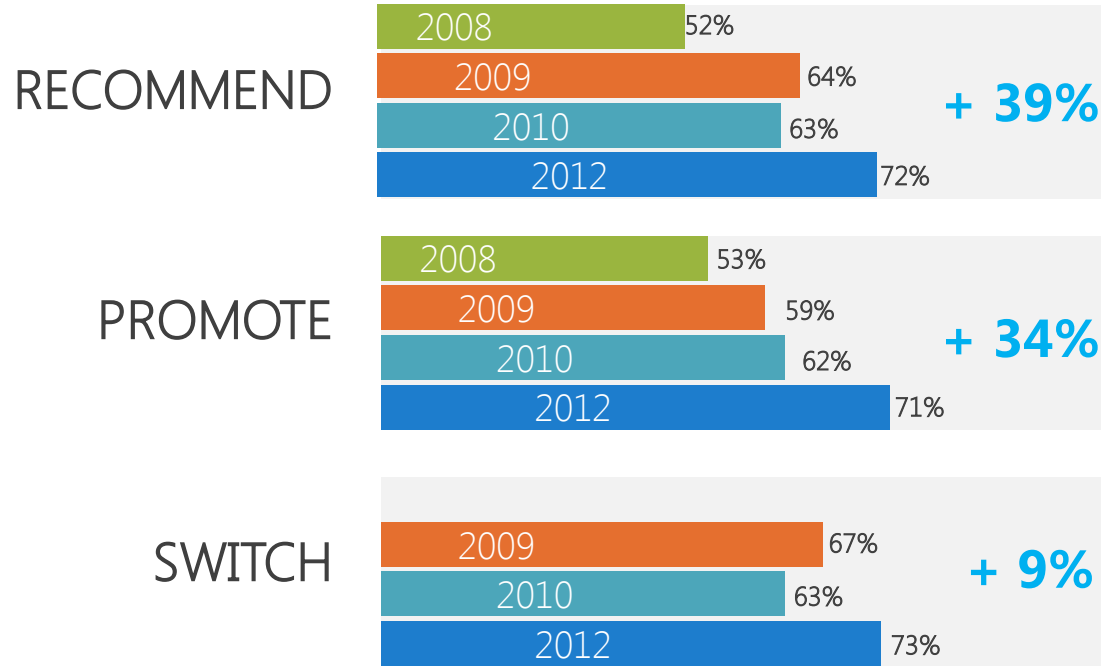
When quality and price are the same, Social Purpose most important factor



## Growth from 2010

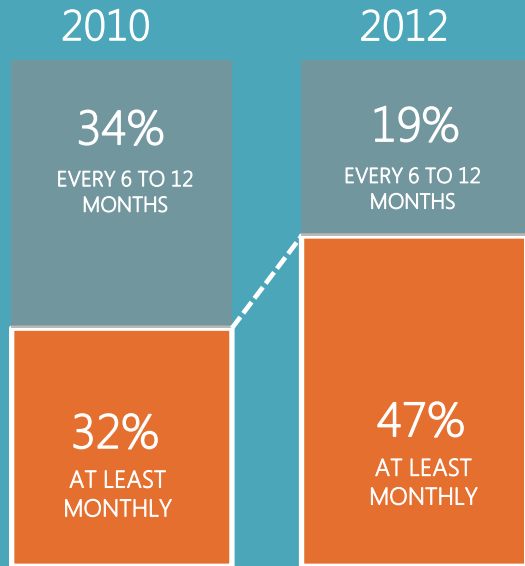
- Japan (100%)
- China (79%)
- Netherlands (43%)
- Germany (36%)
- India (43%)

# Global Consumers Prefer Purpose



# Purchase Frequency

'At Least Monthly' purchases of cause-supporting brands increased by 47% from 2010 - 2012





Strong  
Middle  
Class =  
Strong  
Country

License to Lead

Building Future Performance on Societal Actions

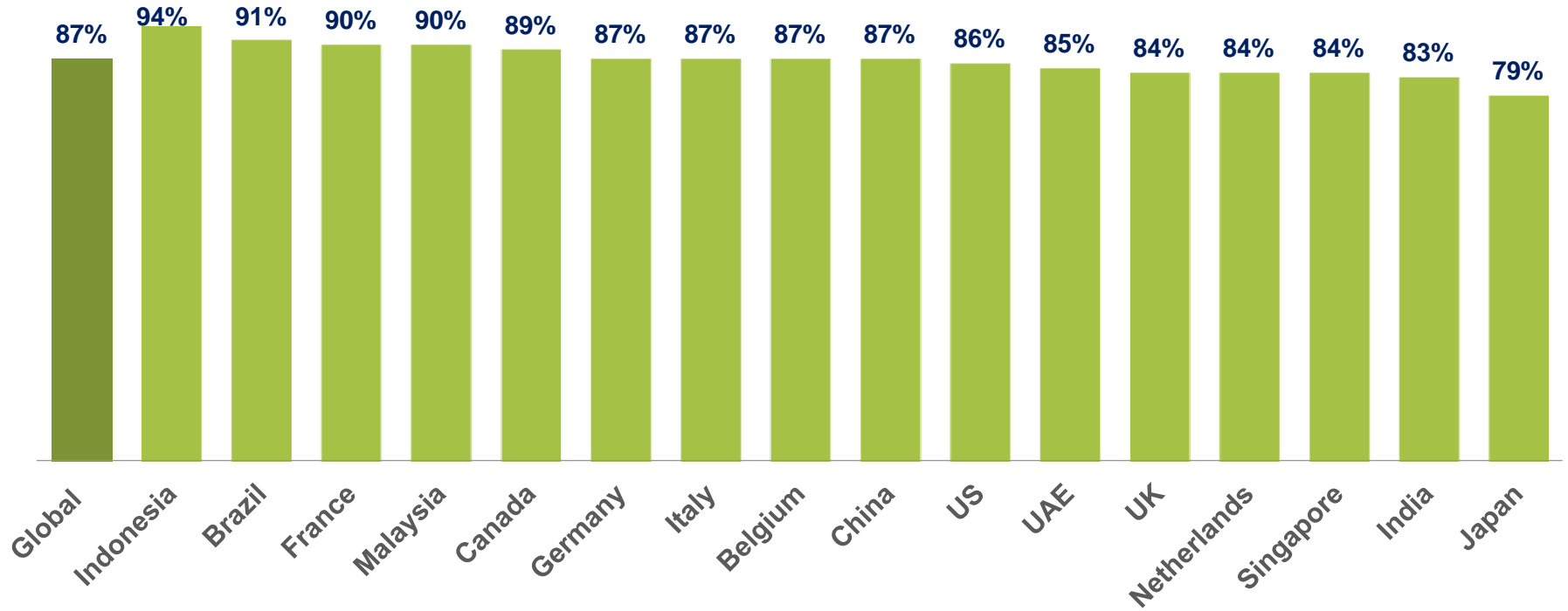
# The New Imperative

Rather than merely exercising their “license to operate,” leading brands and corporations of the future must move beyond operational imperatives and social add-on’s to establish their “license to lead.”



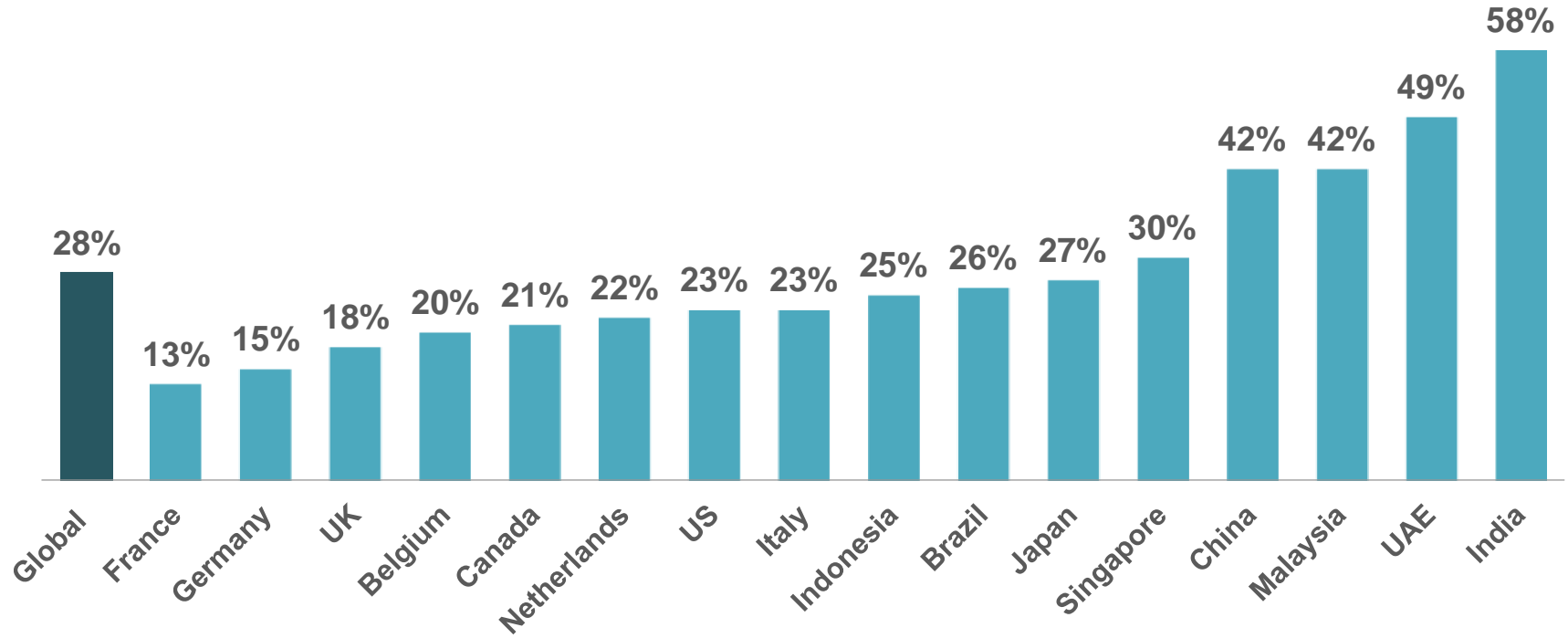
# Business vs. Society

87% globally believe business should place at least equal weight on business and society



# Business is Struggling to Meet Expectations

Only 28% believe business is performing well in addressing societal issues





# Performance Gap in Addressing Societal Issues

Gap could drive disillusionment, disengagement and distrust

**87%**

believe business should place at least equal weight on societal issues and business issues



Only **28%** believe business is performing well

Performance lacking on addressing societal issues



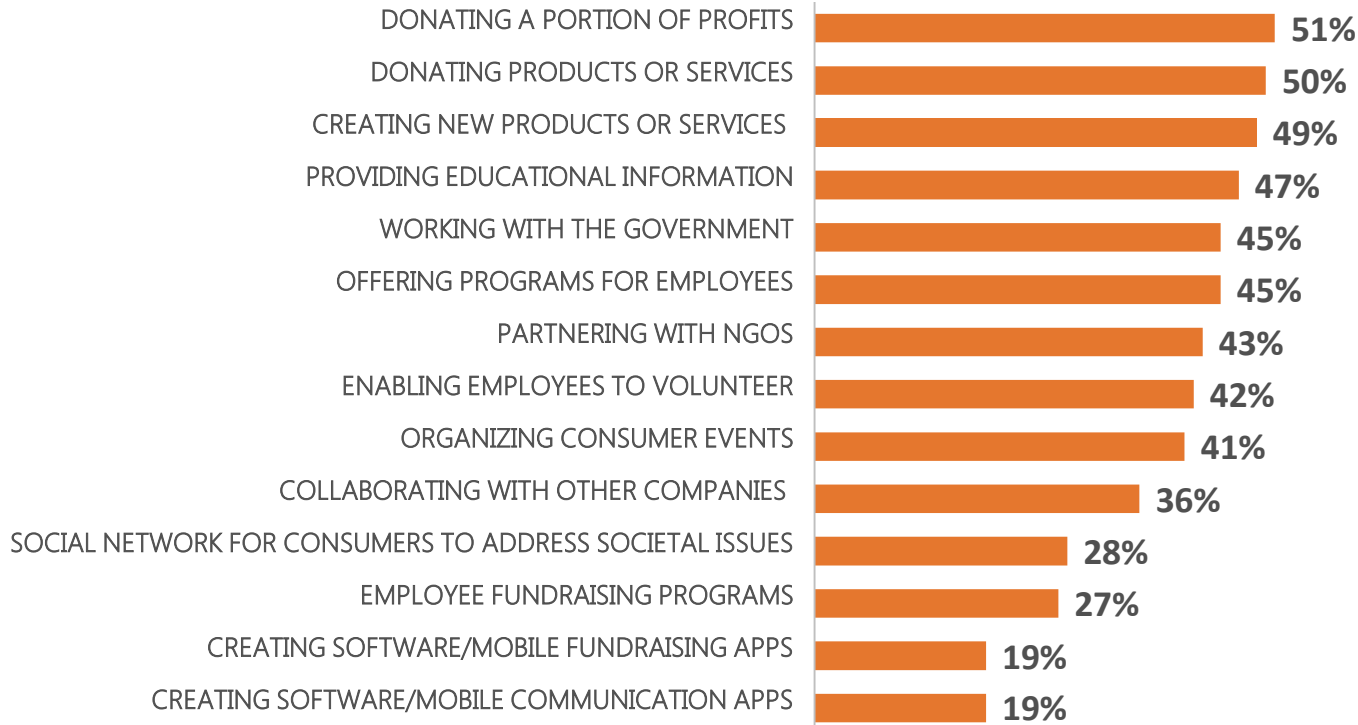
# The Role of the CEO

CEOs must think proactively about using their business to address issues



# What Should Companies be Doing?

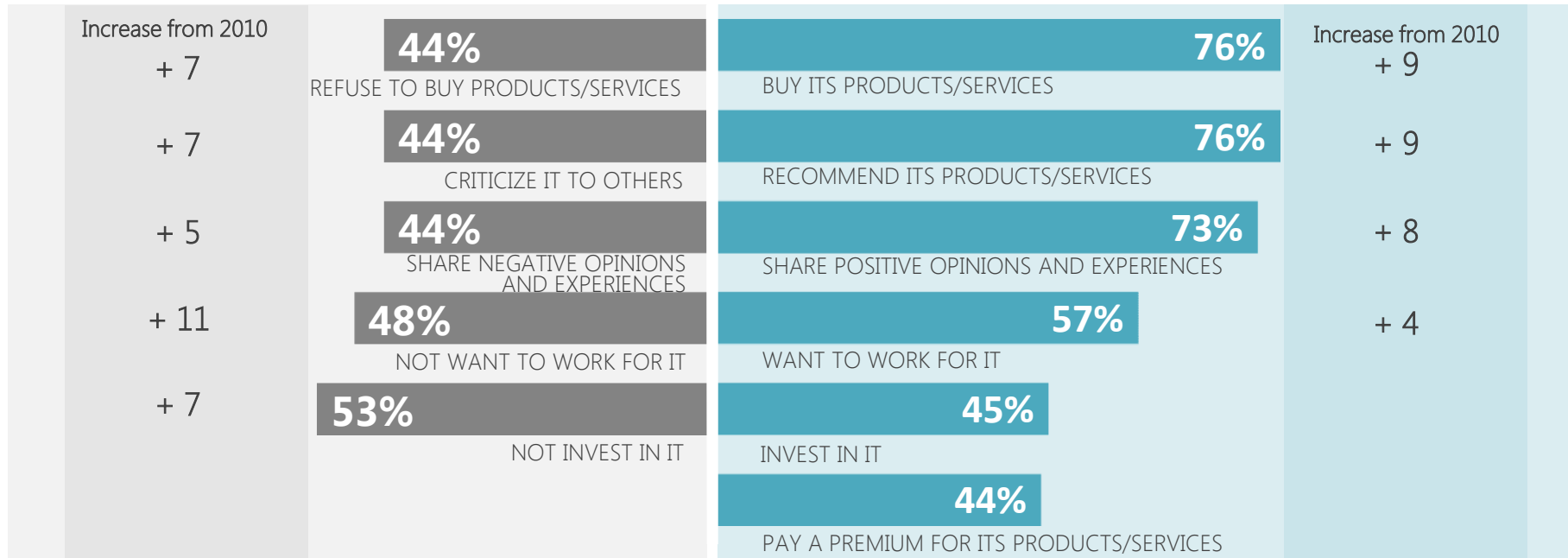
50%+ believe companies should donate a portion of profits or products/services to address societal issues



# Consumers will praise...and punish

Company that does NOT actively support a good cause —

+ Company that actively supports a good cause

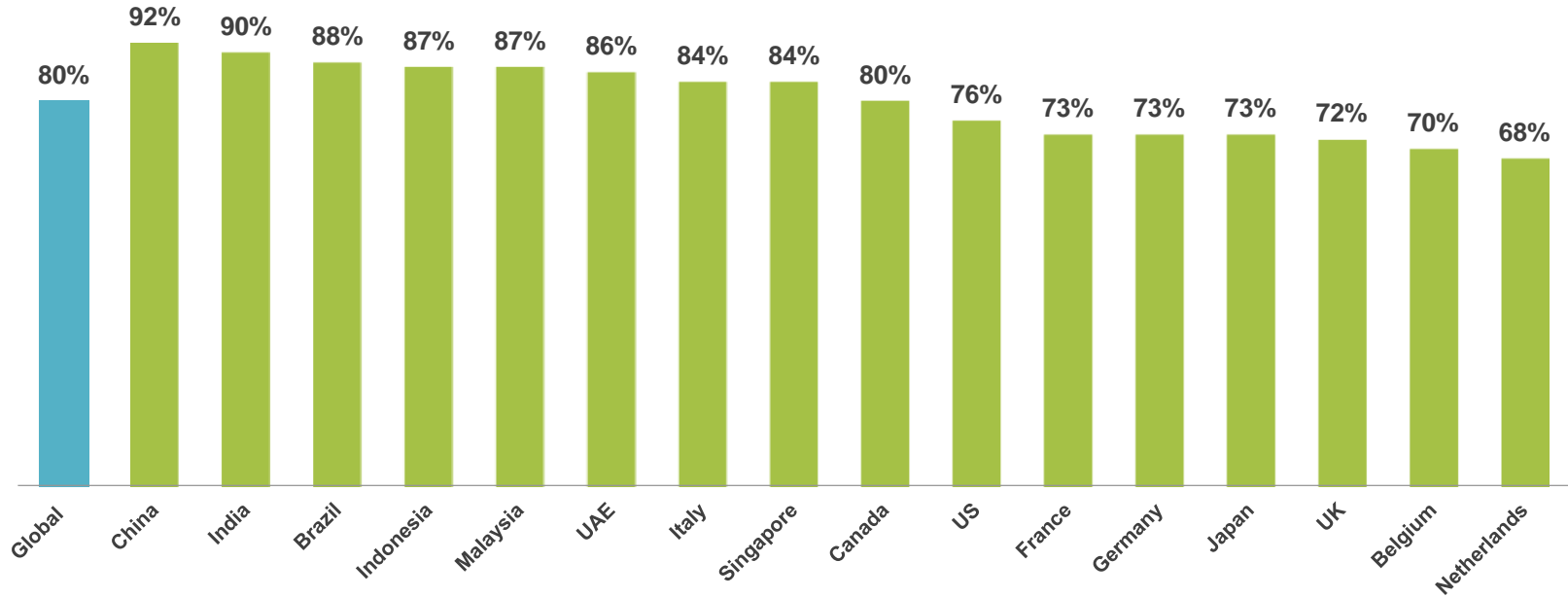


# Punishment Goes Public



# The More You Know

It is critical for companies to make consumers aware of their efforts



# Societal Performance = The Human Factor

## Current Purchase Consideration

- Works to protect and improve the environment
- Creates programs that positively impact the local community in which the company operates
- Has ethical business practices
- Takes responsible actions to address an issue or a crisis
- Addresses society's needs in its everyday business
- Listens to customer needs and feedback
- Treats employees well
- Places customers ahead of profits

## Building Future Purchase Intent

- Treats employees well
- Listens to customer needs and feedback
- Works to protect and improve the environment
- Has ethical business practices
- Takes responsible actions to address an issue or a crisis
- Places customers ahead of profits
- Creates programs that positively impact the local community in which the company operates
- Addresses society's needs in its everyday business



# Take Note: Be More Human



**Zappos**  
com  
POWERED by SERVICE™



Not Just A Career, A Cause.





# The New "Purpose Bull Markets"

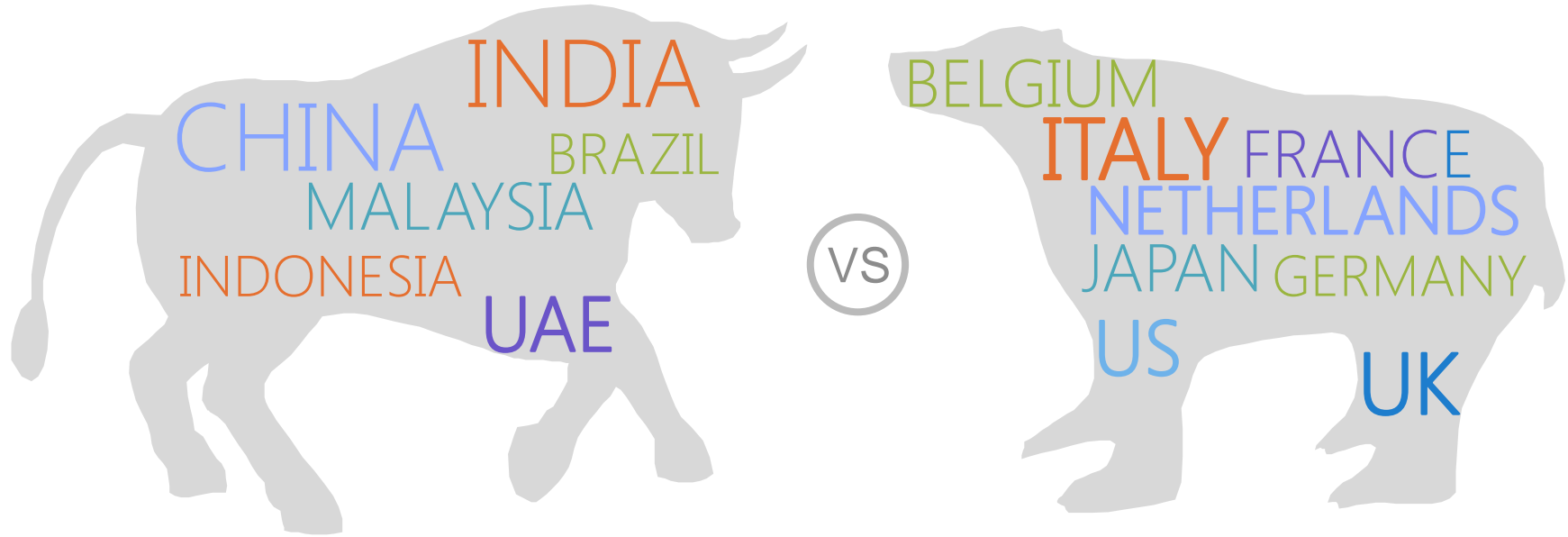


# Bullish on Purpose

Consumers in Rapid Growth Economies (RGEs) have much higher expectations of and engagement with brands and corporations on societal issues.



# Who are the Purpose Bull Markets?



# Empowered to Make a Difference

■ Purpose Bull Markets ■ Purpose Bear Markets

**COMPARED TO FIVE YEARS AGO,  
'PEOPLE LIKE ME' NOW HAVE MORE POWER  
AND INFLUENCE TO MAKE A DIFFERENCE**



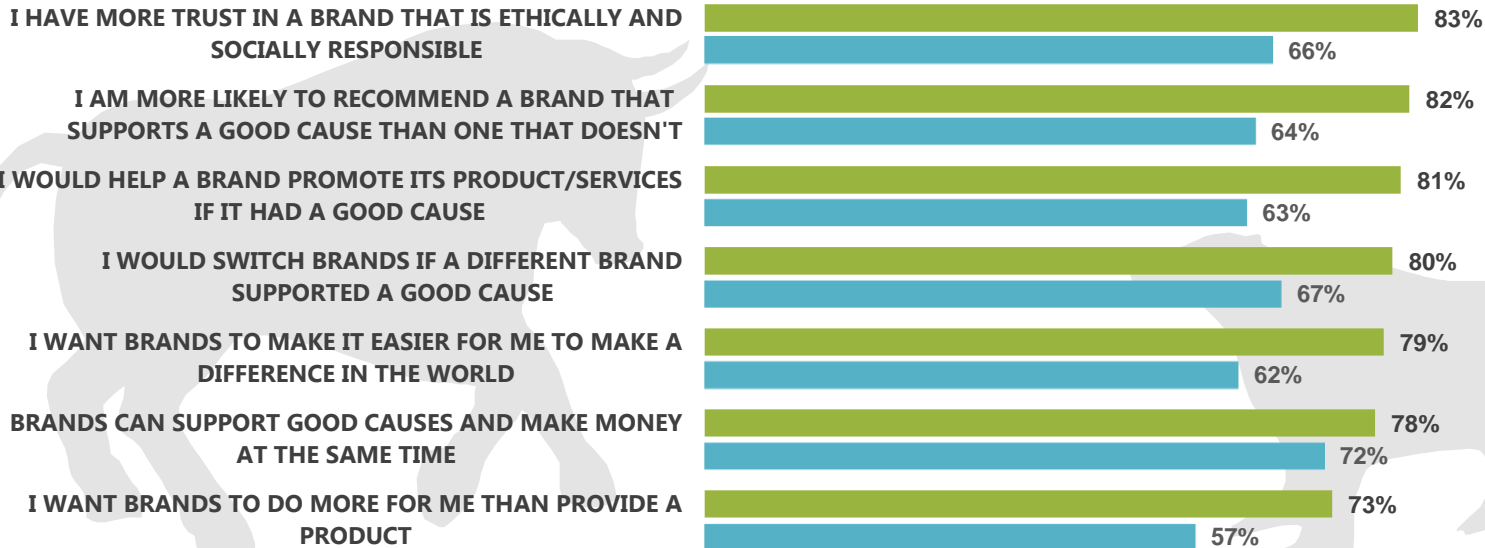
**THE RESPONSIBILITY OF  
'PEOPLE LIKE ME' HAS INCREASED**



# Passion in Action

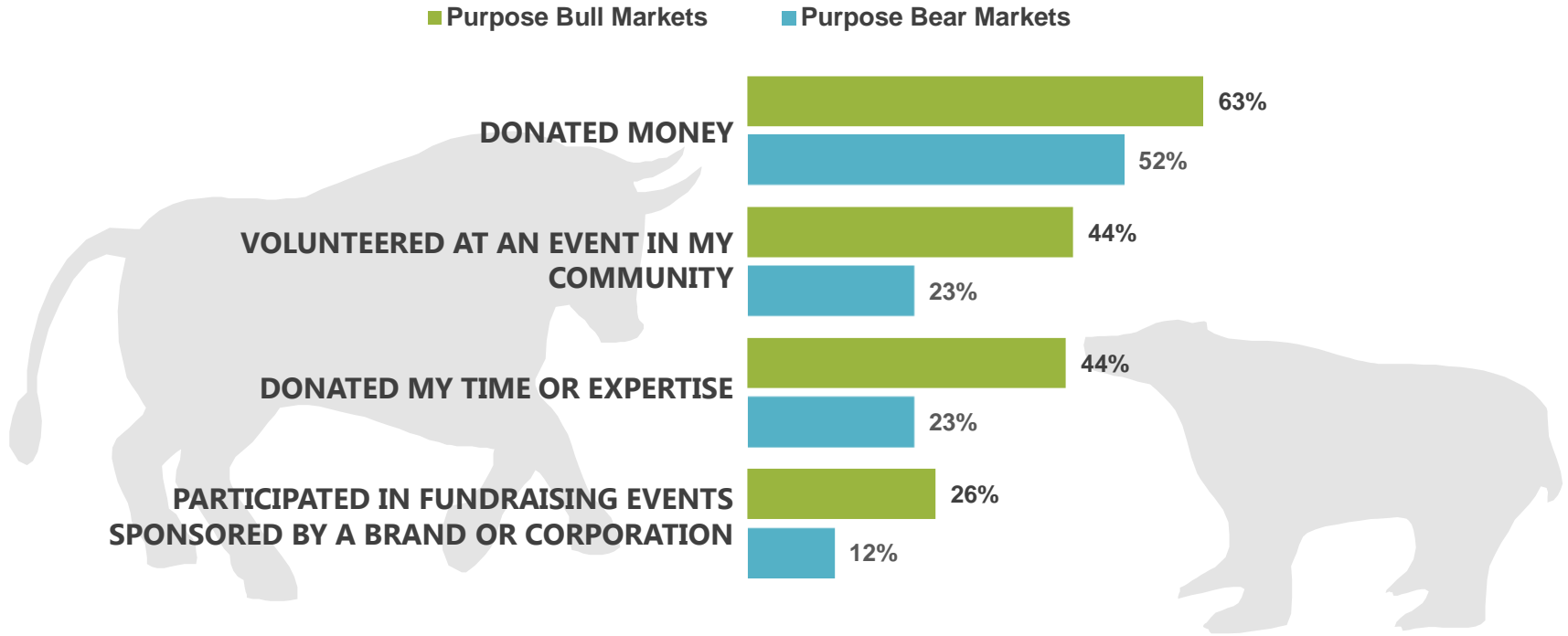
## Bull Market consumers contrast those in Bear Markets

■ Purpose Bull Markets    ■ Purpose Bear Markets



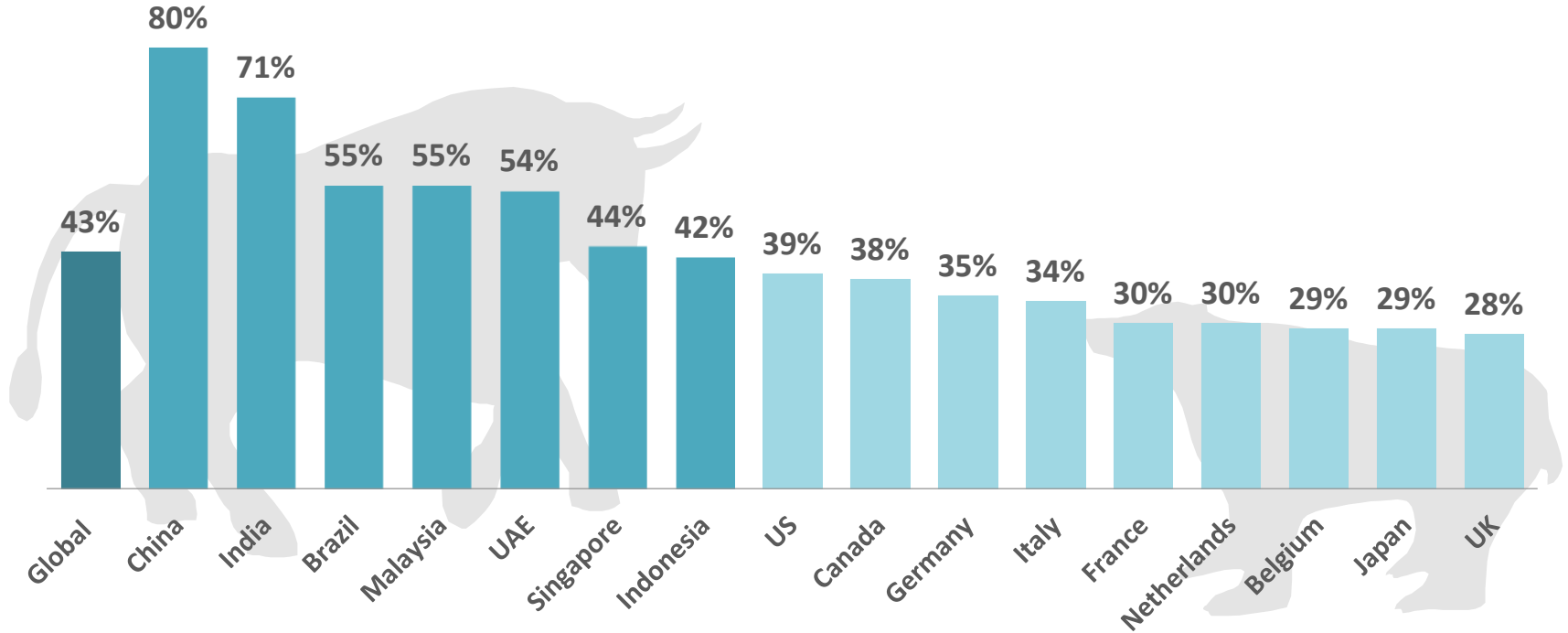
# Responsibility at Work

Bull Market consumers are more likely to donate and personally participate



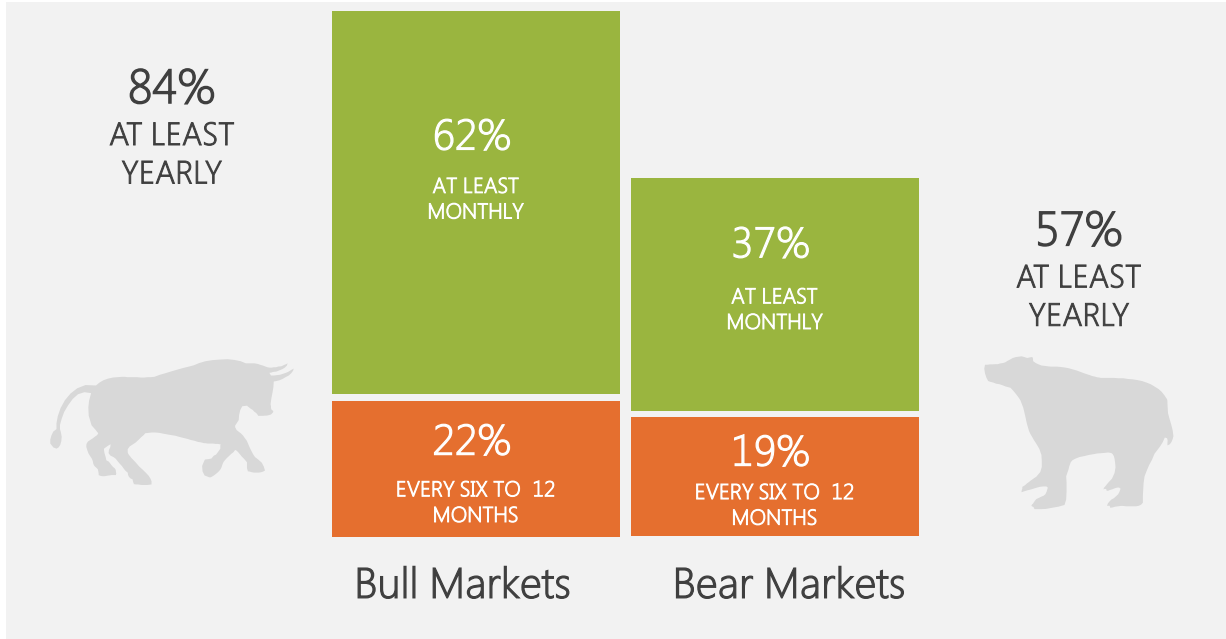
# Paying for Purpose

Bull Market consumers more willing to pay a premium for Purpose



# Preference in Practice

## Bull Market consumers' cause-related purchases



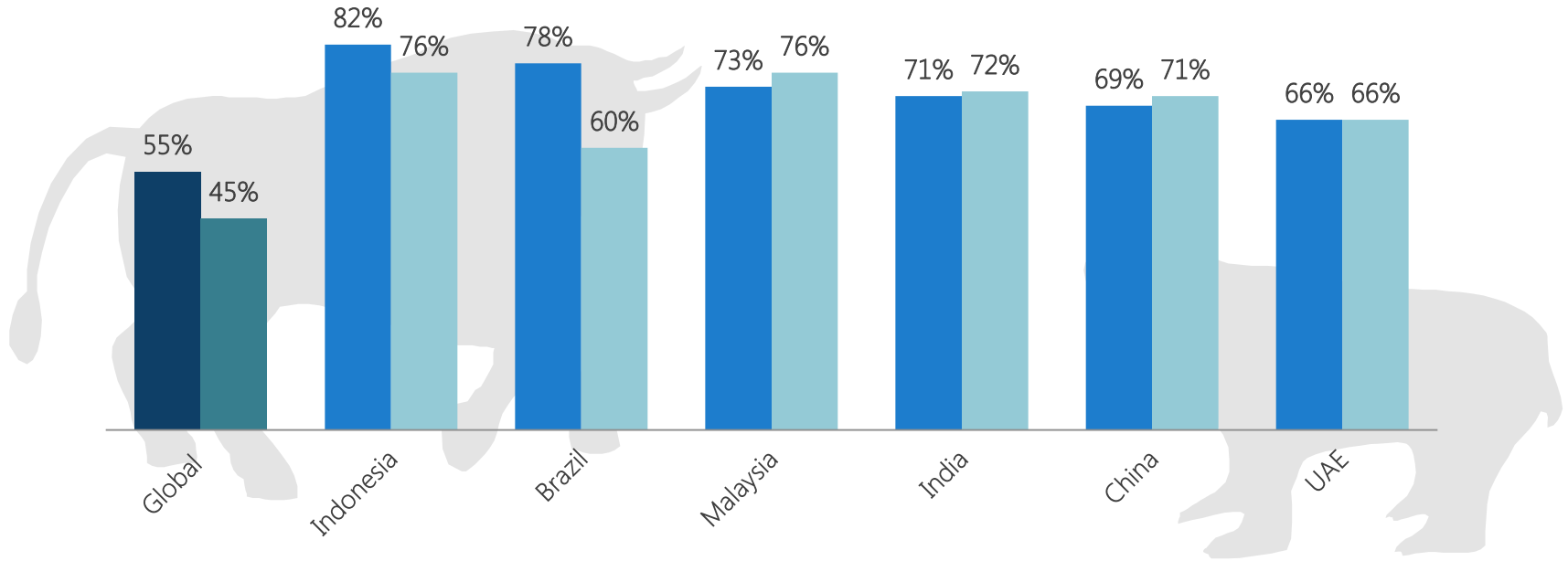
\*Note: 'At least yearly' NET may not add to the total due to rounding



# But...activity not limited to offline

## Technology in societal action

■ At least monthly Internet use    ■ Use mobile at least yearly



# Discovering the "Me in We"



# Defining the Me in We

As the disparity between the haves and have not's continues, more and more consumers are discovering the **me** (personal need) in the **we** (the common good)...Purpose Gets Personal.



# The Globalization of Need

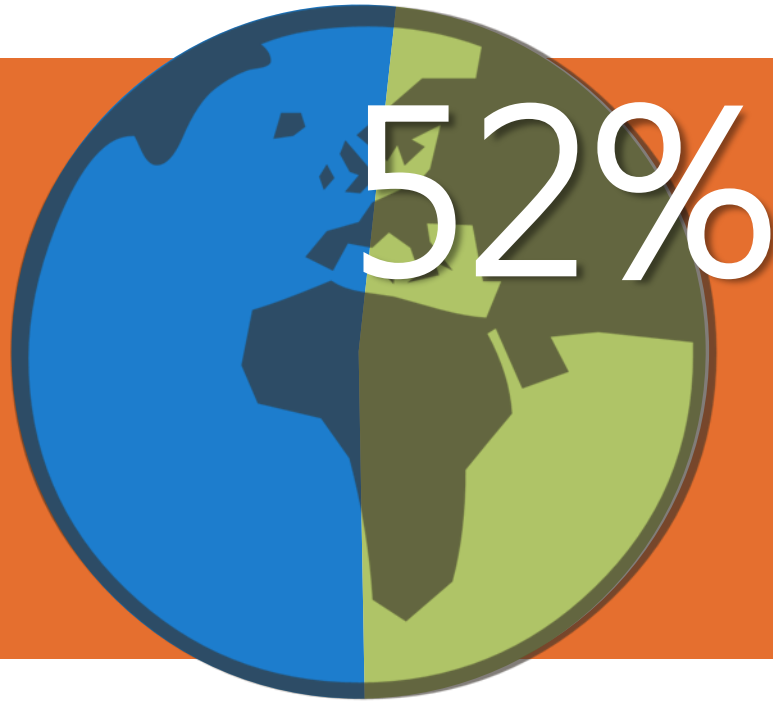
Because of the global recession, societal issues are hitting close to home



**85%**

of those surveyed around the world say they have been affected by the economic downturn in some way.

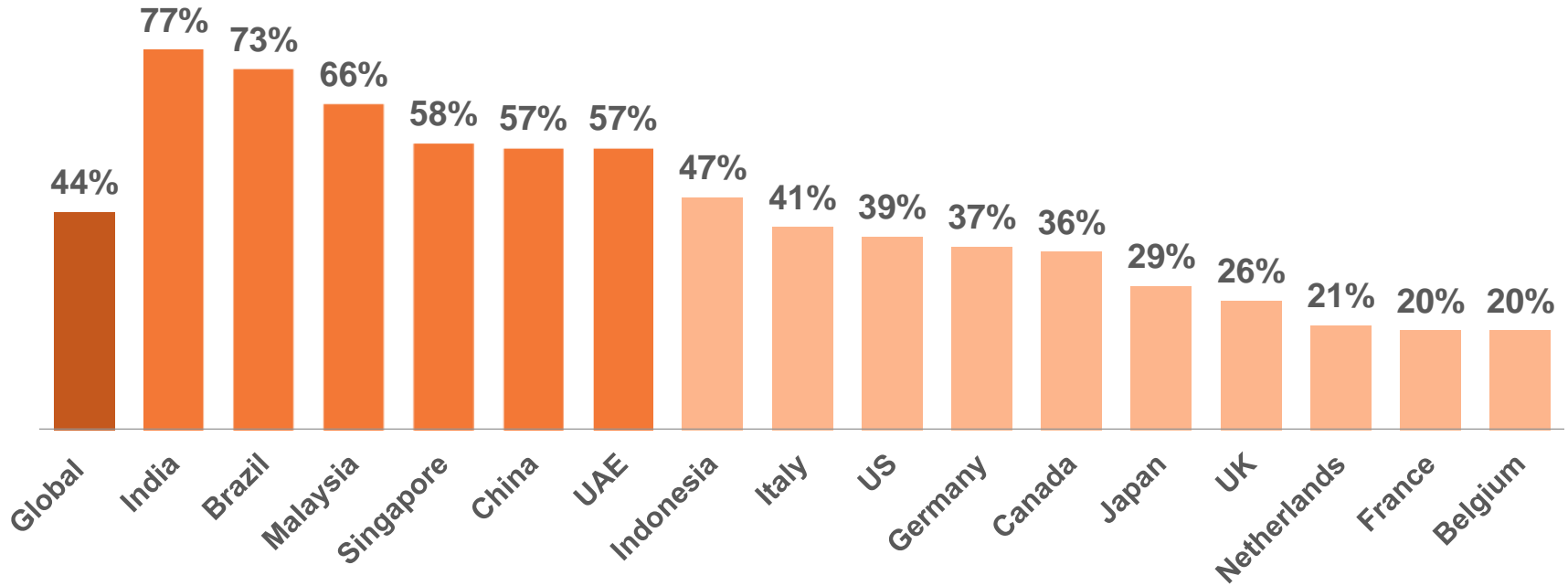
# Balancing Me and We



of global consumers believe it's equally important to address issues that impact me personally and society overall.

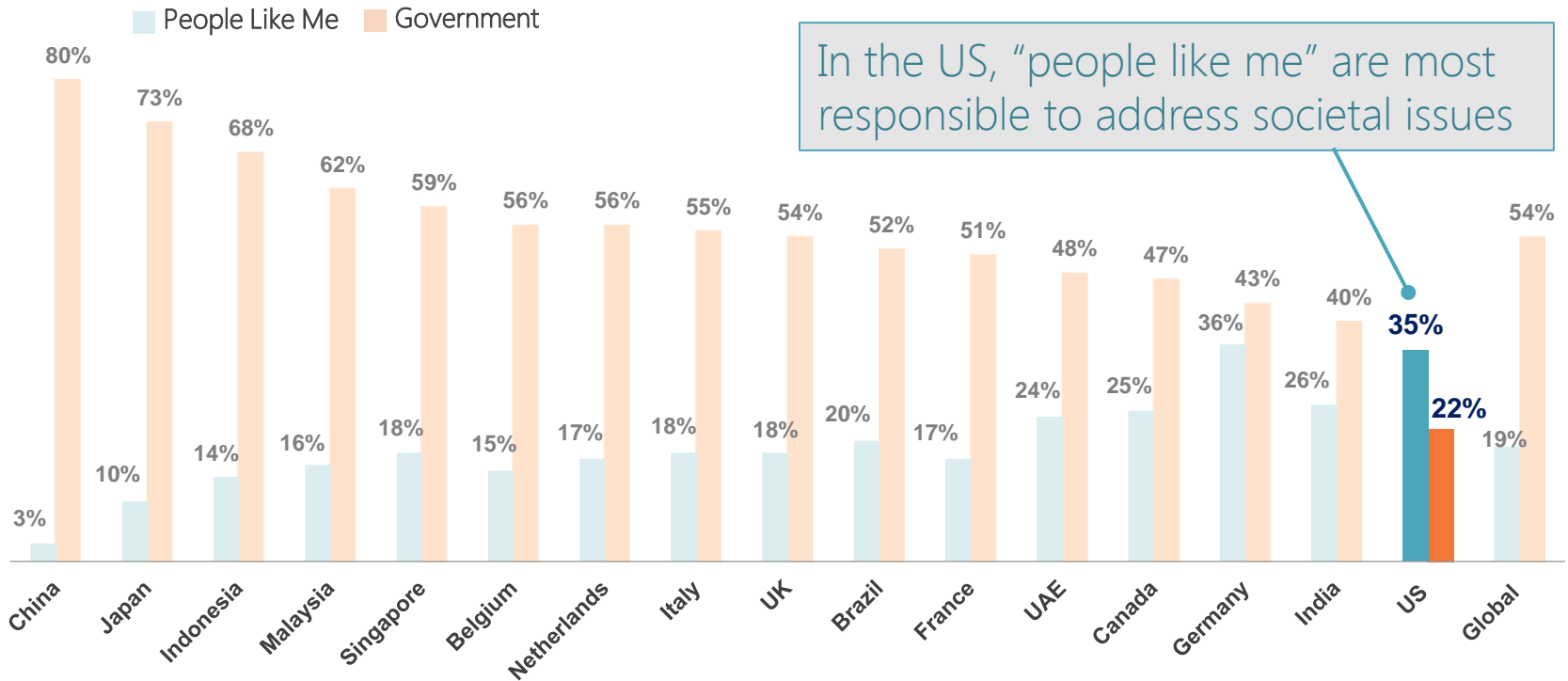
# Me: Empowered

'People like me' now have more power and influence to make a difference



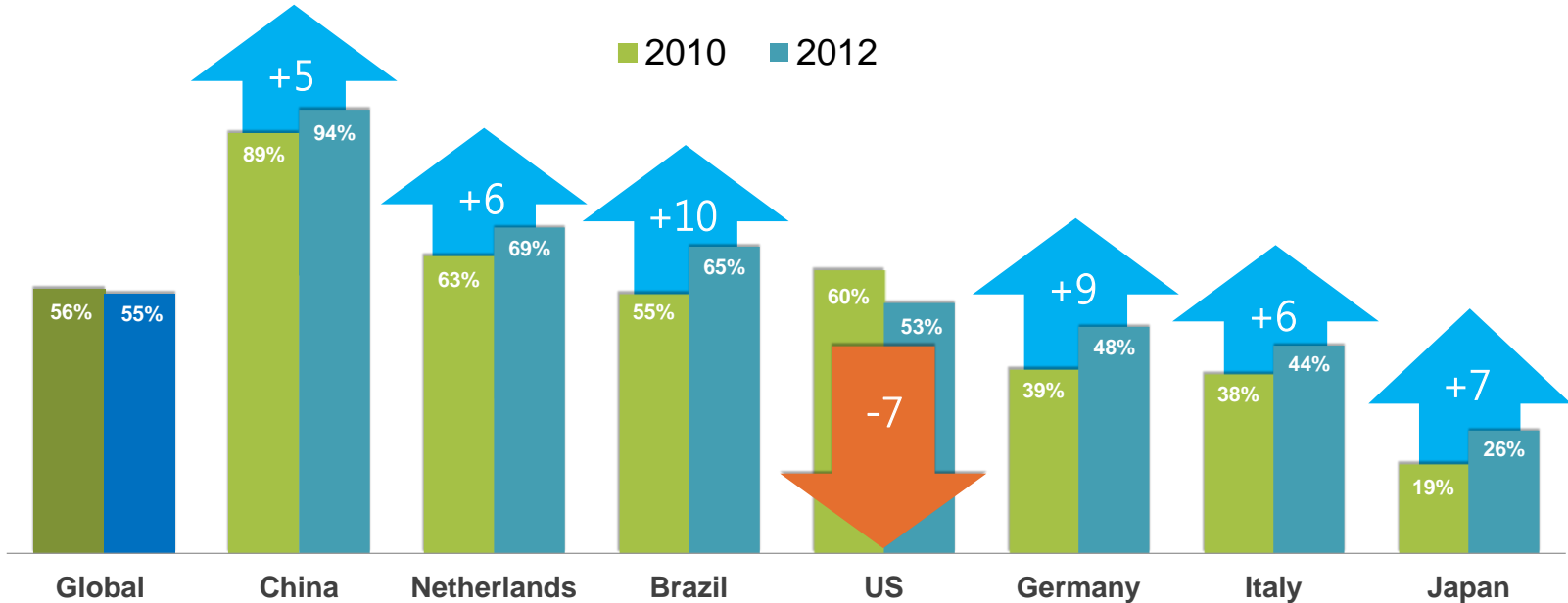
# Me: On the Rise

Who should be most responsible to address societal issues?



# Me: Involved

Personal involvement in good causes on the rise in most markets, except US





# Purpose is Personal

Economic uncertainty is redefining what we consider "cause"



# Me: in Action

**89%** of global consumers take part in activities to address societal issues.



72% in US  
recycle regularly

63% of Brazilians  
voiced their concerns

77% of Chinese  
donated money

75% of Germans  
take actions to  
conserve energy



Turning Insights into Action

# 5 Years of Learning

1

Purpose key driver in reengineering brand marketing

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2

Purpose definitive purchase trigger

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3

Largest growth markets bullish on Purpose

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4

Operational excellence + societal performance rewarded

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5

Corporations earn License to Lead via Purpose

# Not IF, but HOW...

LEAD	Powerful programs are leader led
CONSTRUCT	Start with depth, not scale
CUSTOMIZE	Customize for local execution
COLLABORATE	Work with NGOs, colleagues, competitors
MEASURE	Build performance measures up front
NARRATE	Story, story, story
ENGAGE	Employees, partners, consumers
EVOLVE	Evolve programs to stay relevant

What's Your Purpose?



