

BUILDING LOYALTY WITH AUTHENTICITY

PURPOSE WITH INTENTION

WHAT A PURPOSE DRIVEN BRAND NEEDS TO KNOW IN TODAY'S DYNAMIC WORLD

PURPOSE

WHAT'S THE WHY?

Brands will need to align culturally with their customers. Companies who do this will find it easier to retain existing customers and attract new ones.

We know from past recessions that existing trends tend to be accelerated and people seek comfort and nostalgia from their product choices.

Given this, we expect both of the trend of comfort and the trend of purpose driven brands to expand.

Brands who DON'T embrace purpose will not reach their full potential.

According to Deloitte, brands with purpose also report **30% higher** levels of innovation and **40% higher** workplace retention.

62%

Consumers want companies to take a stand on current and broadly relevant issues like sustainability, transparency or fair employment practices.

-Accenture 2018 Global Consumer Pulse Research

PURPOSE

FINDING THE WHY

Defining your brand's "Why" is the place to start.

It can be this simple. You make pizza.

Do you make pizza because pizza equals celebration? Community?

Do you make pizza because you cherish the international range of ingredients? Or maybe the fresh, local ingredients?

Do you make pizza because the endless choices represent exploration?

All of these reasons for making pizza are the start of defining your purpose and putting purpose back into everything you do.

Every brand has purpose, it's time to rediscover it.

62%

Consumers want companies to take a stand on current and broadly relevant issues like sustainability, transparency or fair employment practices.

-Accenture 2018 Global Consumer Pulse Research

PURPOSE

WHAT RESONATES?

While consumers want brands who align and they want to know who their allies are, it's important for brands to choose purpose that allows for a broad range of ideal customers.

Look for universal values. They can be aspirational too. Maybe you're a local pizza place that celebrates exploration. Or maybe you're a beverage company who celebrates internal strength and resilience.

Conversely, a breach in trust can do more brand damage to its competitiveness. While purpose enhances consumer trust, and can give a brand additional breathing room during a crisis, the brand must treasure that trust.

64% of consumers find brands that actively communicate their purpose more attractive (Accenture 2018 Global Consumer Pulse Research)

65%

of consumers want to buy from a company who treats its employees well.

-Accenture 2018 Global Consumer Pulse Research

62%

of consumers want to buy from a brand who has ethical values and demonstrates authenticity in everything it does.

-Accenture 2018 Global Consumer Pulse Research



“Companies that lead with purpose and build around it can achieve continued loyalty, consistency, and relevance in the lives of consumers.”

–Deloitte/2020 Global Marketing Trends

PURPOSE

PRIORITY 1: ASPIRATIONAL AUTHENTICITY

Seek values which are aspirational and foundational.

**WHEN WE SEEK
TO DISCOVER
THE BEST IN
OTHERS, WE
SOMEHOW
BRING OUT THE
BEST IN
OURSELVES.**

-William Arthur Ward

Coca-Cola has developed one of the world's most purpose-driven aspirational messages: we bring joy. One of the greatest ads of all time, Coca-Cola's "I'd like to Buy The World a Coke" reinforce the brands global connection mission. Coca-Cola has continued to incorporate global acceptance and happiness in choices ranging from packaging choices to ad platform choices. Coca-Cola is willing to stand behind its core beliefs that joy incorporates love and acceptance. Today, Coca-Cola is one of the globe's most valuable brands, beating it's closest competitor Pepsi by multiple hundreds of millions of dollars in brand value. Coca-Cola gets more brand value and more ROI out of its campaigns because of purpose.

PURPOSE

WHAT DOES AUTHENTICITY MEAN?

Be perfectly clear about who you are, what you stand for and be ready to stand behind that purpose.

It isn't enough to take an occasional stand, it's important that the value system you identify be embraced from the C-suite throughout the brand. Everyone within the brand must be empowered to act within the brand's purpose.

66% of people say that what attracts them to certain brands over others (beyond price and quality) is the brand has a great culture - it does what it says it will do and delivers on its promises. *(Accenture 2018 Global Consumer Pulse Research).*

But choose carefully, only **37%** of respondents said they choose a brand based on a political stance close to their hearts. This leaves brands in an interesting position today because so many purposes are also political.

pur•pose | 'pərpəs

the reason for which something is done or created or for which something exists. Brands who identify and act on the reason makes a brand relevant.

PURPOSE

PRIORITY 1: ASPIRATIONAL AUTHENTICITY

Seek values which are aspirational and foundational.

Suburu's "Love. It's What Makes a Suburu" was inspired BY customers, not just for them. Suburu found its customers loved the outdoors and they loved their pets.

Sales and marketshare have tripled since this campaign launched.

**THEY ALWAYS
SAY TIME
CHANGES
THINGS, BUT
ACTUALLY HAVE
TO CHANGE
THEM YOURSELF.**

-Andy Warhol

PRIORITY 2: CREATING ORGANIZATIONAL AUTHENTICITY

DEFINE THE INTERNAL MANTRA

When employees are faced with judgement calls, what's the question or rallying cry they should base their decisions on?

DEVELOP INTERNAL EMPATHY

Develop systems and processes for executives and employees to walk in one another's shoes to enhance internal empathy. Internal empathy lends itself to external (customer) empathy.

SHARE THE STORY

Show your empathy with data and storytelling. Ensure consumers can come along with you. You'll enable advocates to tell your story and reinforce their decision to choose your brand.

REDEFINE THE CUSTOMER

View your customers as part of your brand. Ensure the customer voice is heard throughout the organization.

“Those (brands) who fail to identify & articulate their purpose may survive in the short term, but over time, people are likely to demand more.”

-Deloitte/2020 Global Marketing Trends

PRIORITY 3: CREATING MARKETING & COMMUNICATIONS AUTHENTICITY

SEEK TO UNDERSTAND

To align purpose with consumers, it's important to understand your consumers and what's important to them.

REINFORCE PURPOSE IN COMMUNICATIONS & ADVERTISING

Internal AND external communications and choices should align with the stated purpose. Business partners, advertising placements and spends should reinforce company values.

SHARE THE STORY

Ensure your purpose-driven success is celebrated. Share good examples of purpose success internally & externally.

The marketing department should work with C-suite to ensure the consistency is articulated throughout.

REDEFINE THE CUSTOMER

Marketing is the company's most important brand & customer ambassador.

Commit to customer listening and incorporating their voice into your brand choices. Ensure the customer voice is heard throughout the organization.

PURPOSE

TELL YOUR STORY

While it's important to identify your authentic purpose, it's equally important to celebrate it.

When a purpose is authentic, there are endless ways to activate & inspire advocates & employees.

Campaigns take on a fresh perspective and fit into modern culture in so many ways. Suddenly finding people and places who reflect your purpose are easy to identify.

Responding to customer feedback or even criticism is easier since there is purpose in the answer.

With purpose, creating content quickly, to respond to a cultural movement is within reach.

66%

of consumers
struggle to name
companies that are
purpose driven.

*-Sustainable Brands Good Life
Study*

ITS AN INSIDE OUT JOB

While you may not have the branding and ad budgets of the case studies and consulting firms presented here, that shouldn't stop you from finding and living into purpose.

In fact, because your brand is more nimble and closer to your consumers, it's both more important, and in many ways, more attainable for you.

From discovery to storytelling, Poodle Mafia has been working with purpose driven brands since its inception in 2008.

We balance purpose with elegantly aggressive strategies. Learn about our [purpose here](#).

LET'S CONNECT:

Avaans Public Relations
avaansmedia.com