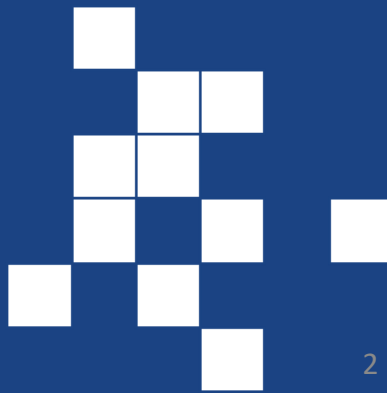


Purpose or Profit

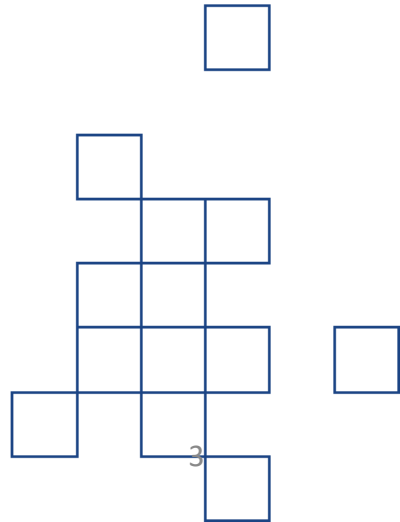


Mutuality

... a mutual benefit is a shared benefit;
a shared benefit will endure

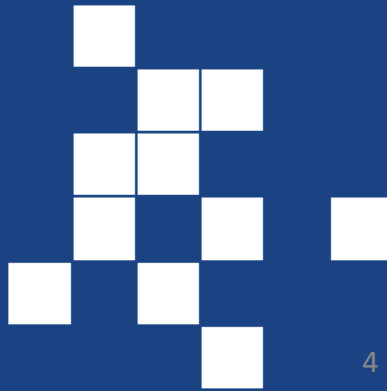


OPPORTUNITY COST



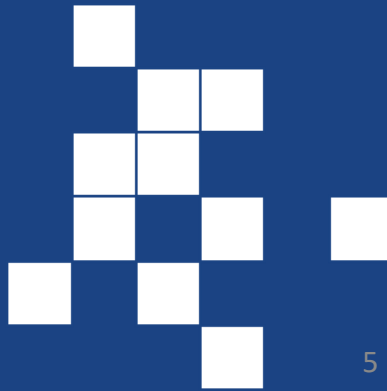
... resolved by two “mutual” objectives

1. nudging consumers to buy your brand by growing its mental and physical availability
2. nudging the world in the right direction by positively impacting the cause you are championing



The stories we tell

...how brand purpose campaigns REALLY work



They care

**Just rarely behave in
line with their attitudes**



79% of buyers say they're more likely to purchase products or services from brands whose values align with their own

64% report that they're more likely to buy from a brand that's willing to take a stance on social issues and conflict



82

MIND THE GAP

They are loyal

**To a repertoire of
brands... they find and
think of easily and quickly**



It's a repertoire world

Haircare

People who bought the category this many occasions...	...bought this [L] ^[SEP] many brands
1 time	1.0
2 times	1.3
3 times	1.8
4 times	2.0
5+ times	3.2

Breakfast cereal

People who bought the category this many occasions...	... bought this [L] ^[SEP] many brands
1-3 times	2.6
4-6 times	3.8
7-9 times	3.8
10-12 times	5.7
13+ times	6.1

Hotels

Hotel Expend (USD\$)	% of category	Avg Num of Brands
\$500 or less	12	2.7
\$501-\$1K	17	3.6
\$1K-\$2K	26	4.3
\$2K-\$3K	16	4.7
\$3K+	29	6.7

People who buy more often, buy more brands



They are loyal

**Predictably more to
large brands and less to
small brands**





Double Jeopardy in action

Deodorant

Brands	Market Share	Purchase Frequency per age group (years)						Average Purchase Frequency
		18-24	25-34	35-44	45-54	55-64	65	
Sure	20	1.9	2.7	3.1	3.3	3.0	2.6	2.8
Lynx	12	2.1	2.7	3.1	3.1	2.9	2.5	2.7
Rightguard	10	1.5	1.8	2.2	2.5	2.3	1.9	2.2
Dove	7	1.7	2.1	2.4	2.5	2.5	2.4	2.2
Sanex	4	1.6	2.1	2.6	2.5	2.4	2.5	2.3
Impulse	3	1.7	2.5	2.9	2.7	2.9	3.2	2.7
Mitchum	2	1.9	2.1	2.4	2.5	2.7	2.4	2.3
Mum	1	1.4	1.6	1.8	2.0	2.4	2.4	1.9
Old Spice	1	1.4	2.8	1.8	2.1	2.3	2.3	2.1
Imperial Leather	1	1.5	1.6	1.7	1.9	1.9	1.8	1.8
Average	6	1.7	2.2	2.4	2.5	2.5	2.4	2.3



They notice

**Only what helps them
to complete their
shopping task**





They will be moved by emotional appeals



We need emotions to
stay alive...
positive and at scale



**You don't want
to be a country
song.**

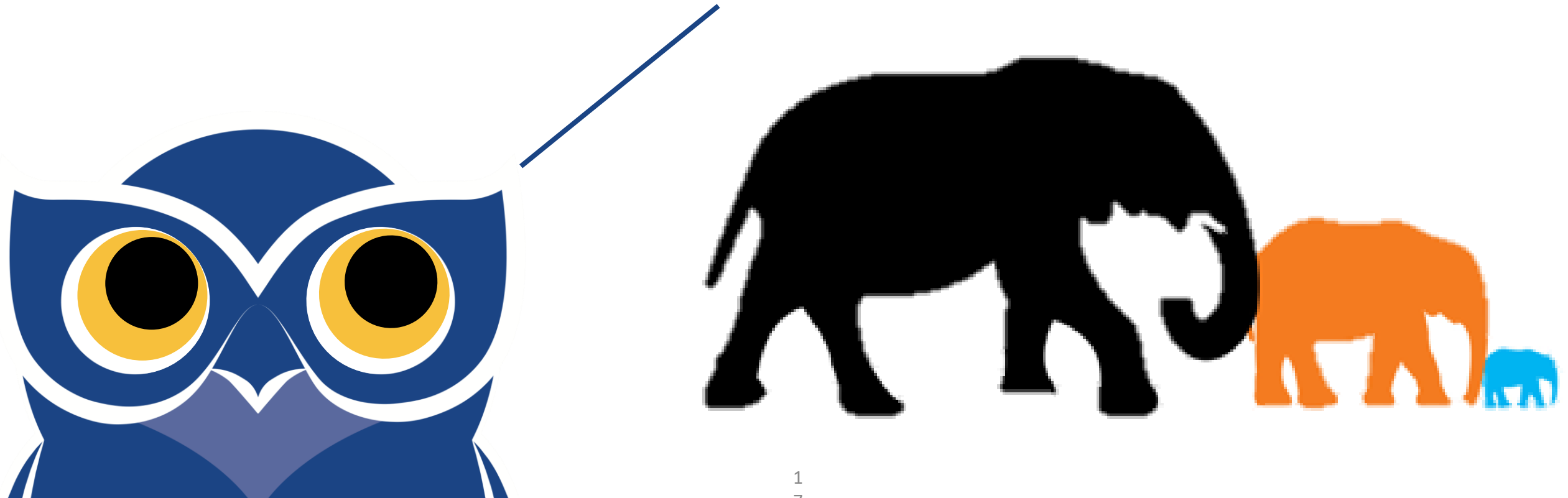


University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

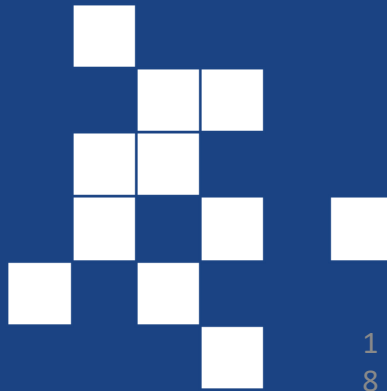


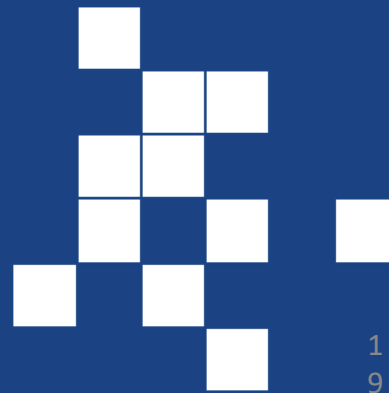
Purpose campaigns REALLY work by nudging lots of people



Brand Purpose

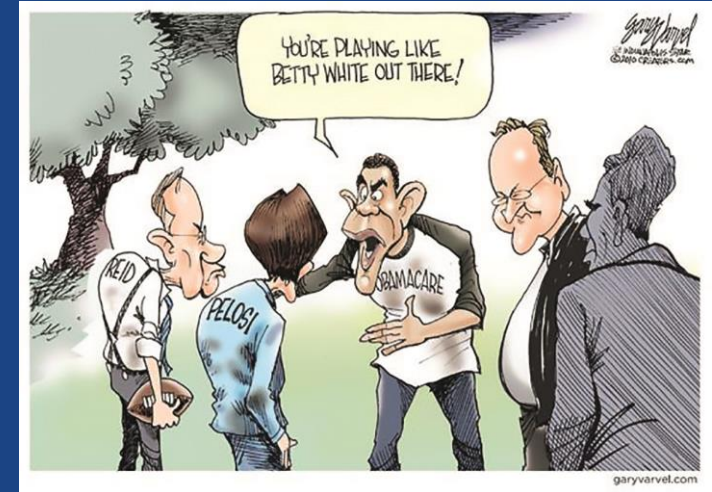
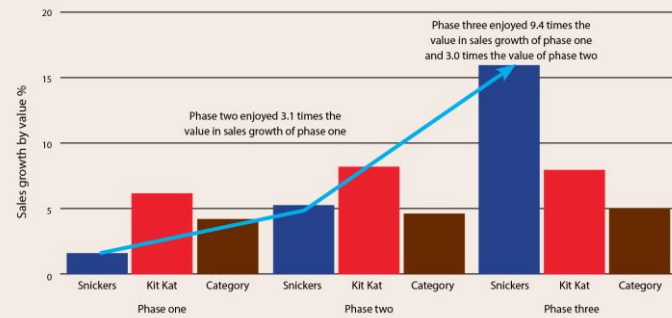
... should be fit for purpose!



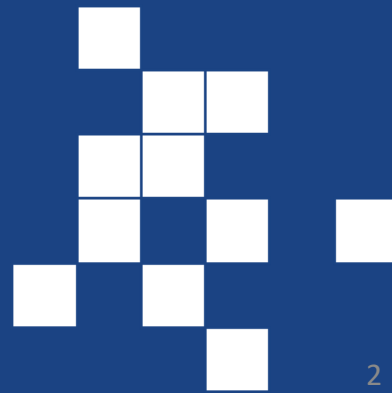


**YOU'RE NOT YOU
WHEN YOU'RE
HUNGRY.™**

SNICKERS

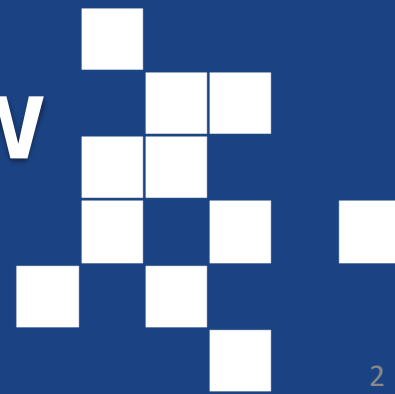


- ✓ **craft a universally compelling idea**
- ✓ **distinctively yours**
- ✓ **with longevity**
- ✓ **internally motivating**
- ✓ **quantifiable business (and purpose) goals**
- ✓ **transparent results (& active partnerships)**
- ✓ **learn, test & learn**





Give the Rainbow, Taste the Rainbow



An aerial photograph of a vibrant coral reef in clear turquoise water. Several divers are visible swimming over the reef. The coral appears healthy and dense in some areas, while other areas show signs of degradation or bare rock.

“ The ocean’s power of
regeneration is remarkable -
if we just offer it the chance.”

David Attenborough, Blue Planet



MARS





Clear business objectives & transparency of metrics



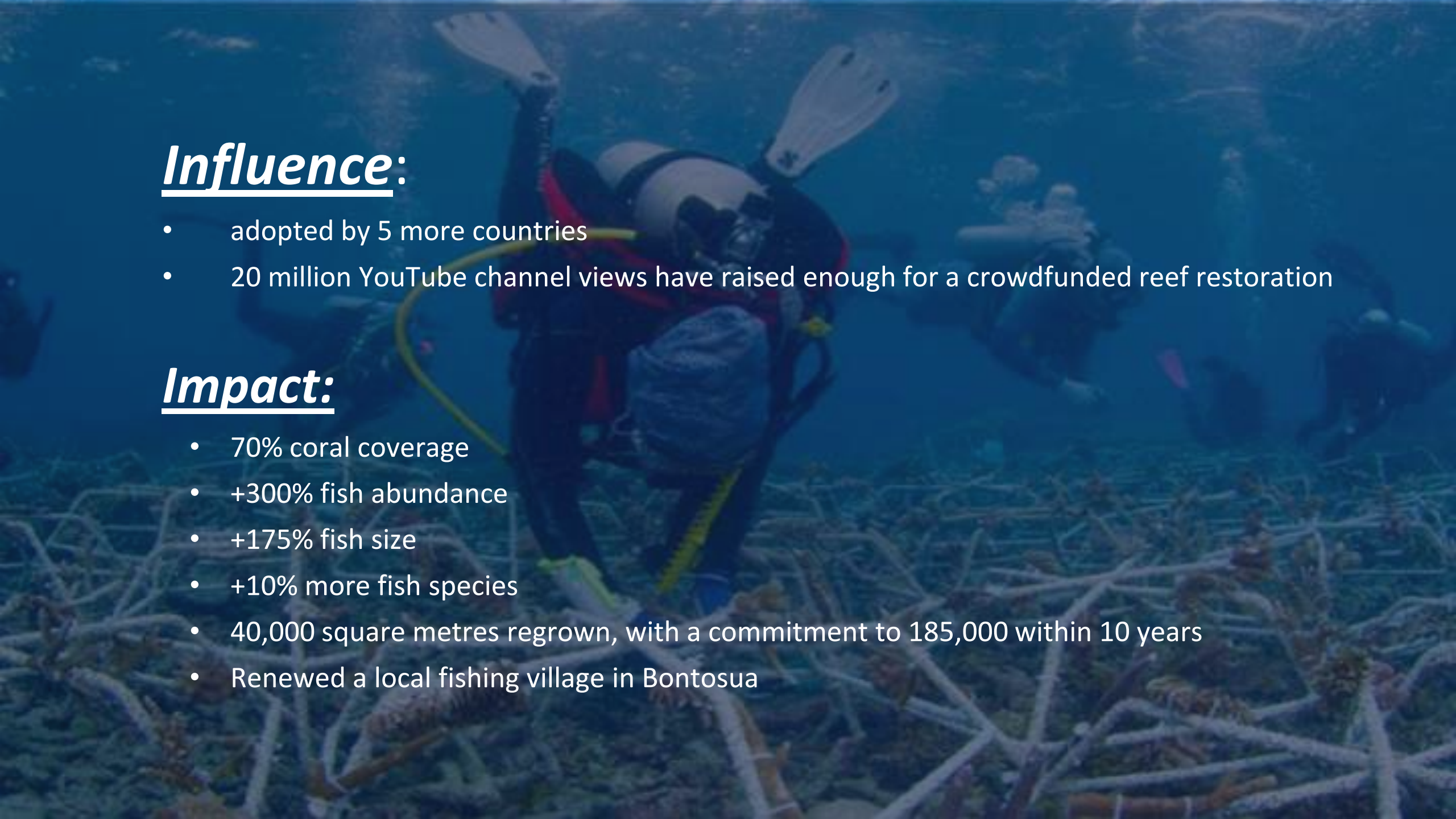
Enables you to deliver
EXCEPTIONAL EXECUTION

Expect What You Inspect



You can *EXPECT* good...
when you *INSPECT*
good being *NUDGED*



A background image showing several divers underwater on a coral reef. The water is blue, and the coral is visible on the seabed. One diver in the foreground is wearing a red and black wetsuit and a white tank. Other divers are visible in the background, some further away.

Influence:

- adopted by 5 more countries
- 20 million YouTube channel views have raised enough for a crowdfunded reef restoration

Impact:

- 70% coral coverage
- +300% fish abundance
- +175% fish size
- +10% more fish species
- 40,000 square metres regrown, with a commitment to 185,000 within 10 years
- Renewed a local fishing village in Bontosua

You can ***EXPECT*** sales growth...
when you ***INSPECT*** how key levers
of mental & physical availability
have been ***NUDGED***



The background of the slide is a blue-tinted photograph of several divers underwater. They are wearing scuba gear, including masks, snorkels, and fins. The divers are positioned at various depths, with some appearing closer to the camera and others further away. The water is clear, and there are some rocky or coral-like structures visible at the bottom.

Earned Media:

2.5 billion media impressions
18 million YouTube views
278,000 hours of content watched

Retailer Integration:

Sales building displays with physical and on-line retailers
Reduced % of volume sold on deal
Retailer awards in France and Australia with corresponding increase in brand visibility

ROI on paid media:

Russia: +46% sales lift; ROI of 3.92:1
Germany: +3% sales lift; ROI of 3.3:1
France: +3% sales lift; ROI of 2.57:1



- ✓ **craft a universally compelling idea**
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