



ICARE 5 Strategies for Purpose Led Marketing Now

Cecelia Wogan-Silva
AUG 2022

Brand purpose is more important than ever

Important to consumers



Important to business



Important **now**

64%

of consumers globally report being **belief-driven buyers** who choose, switch, and boycott a brand based on its stand on societal issues

\$250 Billion

Impact investing funds are 25% of market, assets tripling as stakeholder capitalism growing in 2020

30%+

average 5-year CAGR of companies that leveraged brand purpose strategically

75%

of DTC brands **put their brand story front and center** in everything from content to creative messaging.

... A direct economy has implications for the importance of brands' relationships based on more than product. *"The stuff is not enough"*

Behavior Shift

SHIFT
Share of **online purchases** increased

HOW COVID-19 ACCELERATES
70% of consumers say they buy more online now than before



Expectation Shift

SHIFT
Expectations of more brand relationships

What is beyond transactional product sales?

Stand out with Relationships

Differentiation efforts in a world of increasingly commoditized services often deliver *literally* a Sea of Sameness



Hotwire



HotelClub

Stay, Be Rewarded.



Expedia



despegar.com

lastminute.com

LateRooms.com

on hotels



agoda

trivago



Hotels.com



Late



venere.com





CLOROX
Kitchen
Cleaner + Bleach

CLOROX
Bleach Cream Cleaner
Limpiador en Crema con Blanqueador

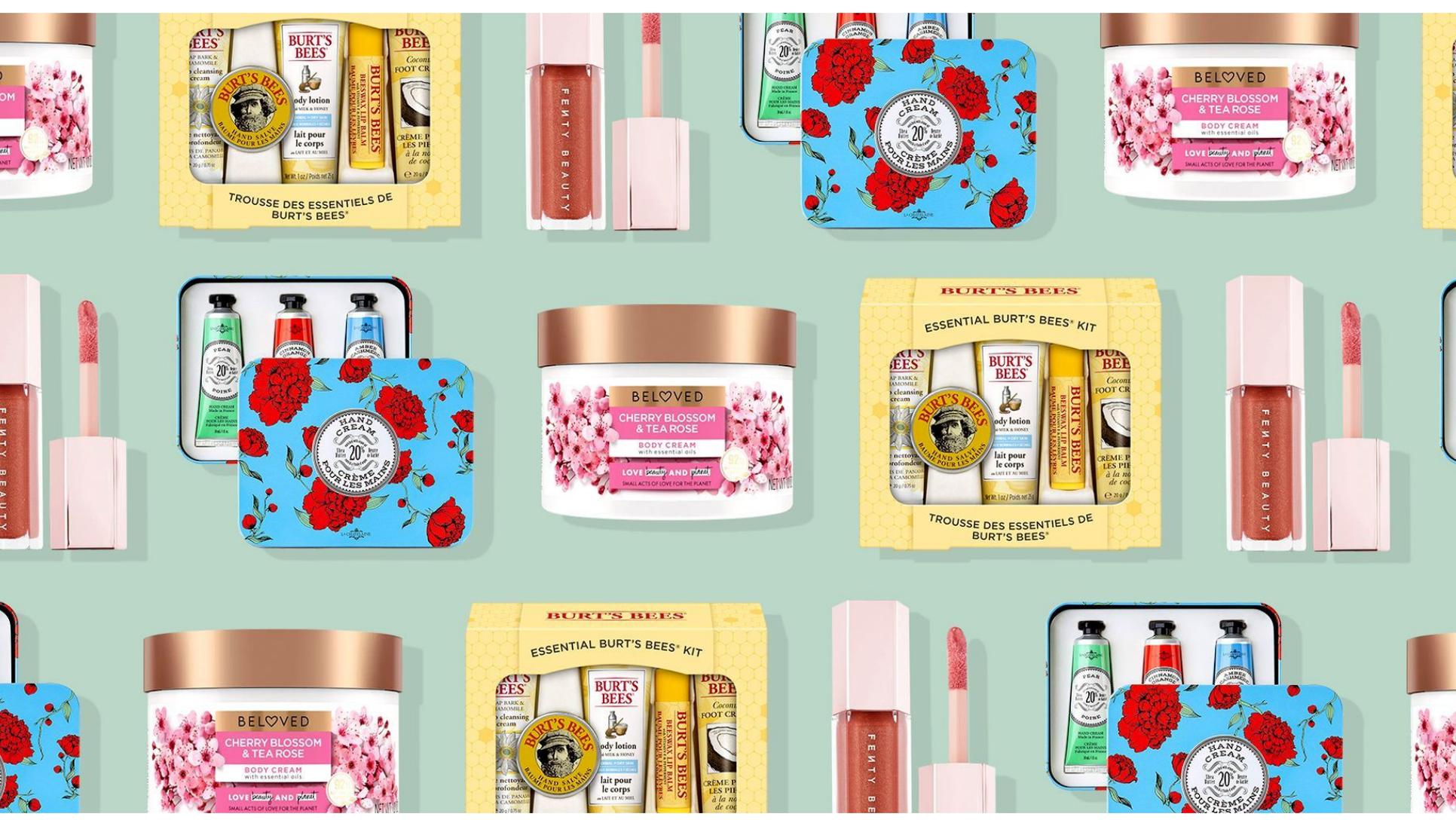
CLOROX
Disinfecting
Wipes

Pine-Sol
Cleans • Disinfects • Deodorizes
Limpia • Desinfecta • Desodoriza

Pine-Sol
CLEANS & DEODORIZES

Lysol
All Purpose Cleaner

Lysol
Professional Disinfectant Spray



... A direct economy has implications for the importance of brands' relationships based on more than product. *"The stuff is not enough"*

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Expectation Shift

SHIFT
Expectations of more brand relationships

How do you go beyond transactional product sales?
Stand out with Relationships

Purpose: what matters to the brand and why the brand matters to the world.



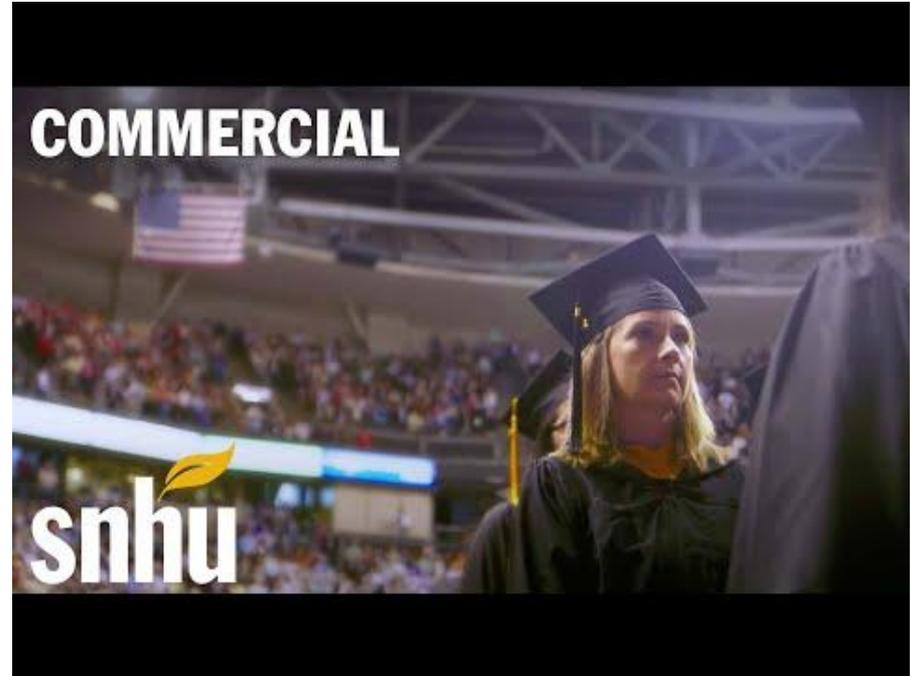
**ALL STRENGTH,
NO SWEAT**



Standing out: A shift from category benefits to brand purpose stories



Category Benefits: Convenience



Brand: Purpose

But marketing with purpose is also more challenging than ever

Brands are under more pressure to align with consumers' values

53%

of consumers who are **disappointed** with a brand's words or actions on a social issue complain about it

47%

walk away in **frustration**

17%

never **come back**



*"Millennials and Gen Z, especially, are educating themselves on what it means to be a purpose-driven company. They invest the time in **researching how products are made, how employees are treated, what the supply chain looks like**, and weigh these options against price and convenience."*

Kristin Kenney, Carol Cone On Purpose via Fast Company

And to reflect them across their business in an authentic way

64%

of consumers worry brands "trust-wash", for profit. (Kantar Sustainability Index)



*"The **“green-washing” ads are inappropriate** to solve this global problem. The challenge is to go beyond general statements and to implement **concrete action** aimed at building a culture of waste recycling."*

- Michel M., France, 35-44



The last two years
changed everything:

A collage of four images. Top left: A car interior with a woman in the driver's seat. Top right: A man in a dark shirt. Bottom left: A woman in a car. Bottom right: A man and a woman embracing.

**EVERY
COVID-19
COMMERCIAL IS
EXACTLY THE SAME**

Building a More Sustainable Food System



Frito-Lay is leveraging our scale, reach and expertise to have the greatest impact – Agriculture, Water, and Packaging – to build a more sustainable food system.

Our Company Our Brands

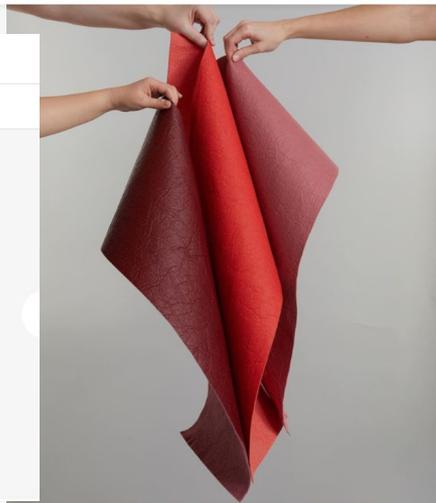
Earth Friendly All Purpose Cleaner Plus

4.7/5 ★★★★★ (554) User reviews



WATER STEWARDSHIP

VegNews



DOLE STRIKES DEAL TO TURN ITS PINEAPPLE LEAVES INTO VEGAN LEATHER

In 2022, only 15% of Cannes Grand Prix winners were *NOT* purpose-driven initiatives.

5 Best Practices for Purpose-Led Marketing



01

Courageous
Creative

02

Consistency
@touchpoints

03

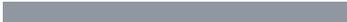
Connectors and
Connections

04

Collective
Movement

05

Call them
to Action



1. Courageous Creative



Creative drives business results

Creative is the dominant ROI driver across all media platforms, and especially so on digital.

All Media

Creative 49%

Media 36%

Brand 15%



Digital Media

Creative 89%

Media 6%

Brand 5%



Courage/Surprise

- After instructing people to do the exact opposite, the Company revenues grew about 30% to \$543 million in 2012..



patagonia
patagonia.com

Courage/Surprise

- 31% increase in sales
- \$150M+ earned media
- \$6 billion brand value increase



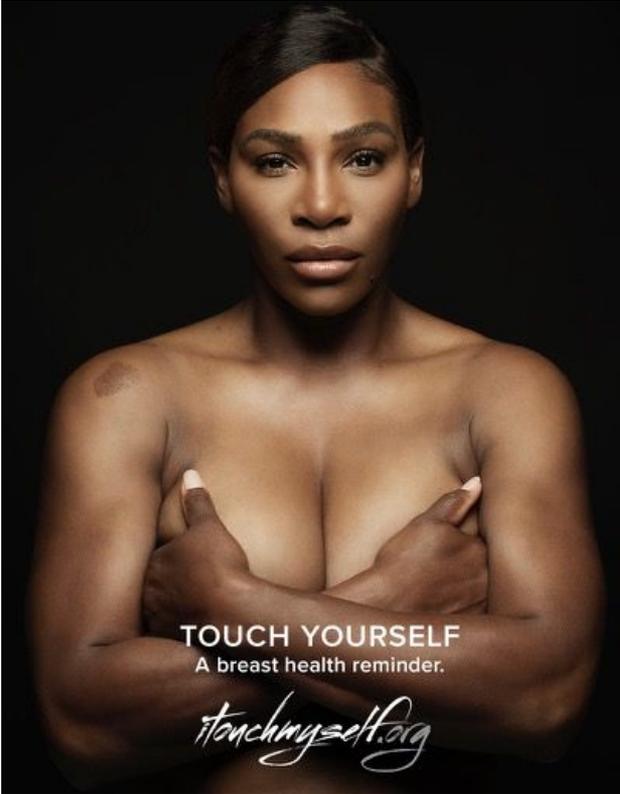
"You can't try and go down the middle of the road. You have to take a stand on something, which is ultimately I think why the Kaepernick ad worked."

--Phil

Knight

Google

Courageous creative is integral to brand product /offering



Success is tied to thoughtful connection between purpose and business...Ad performance declines when unrelated



Core

Overperforms

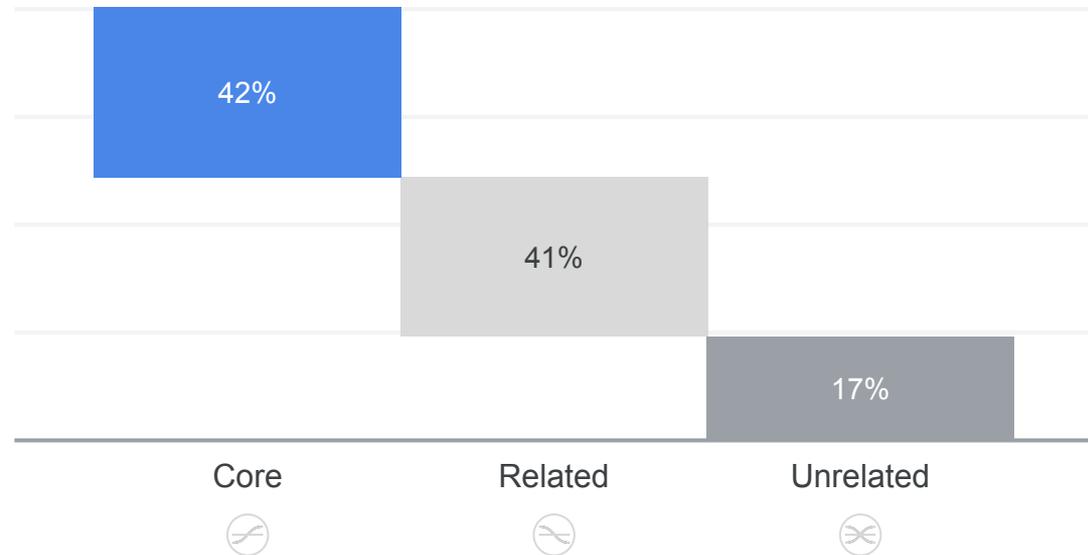
Ex: Instacart + Feeding America



Related/unrelated

Mixed results

Ex: AutoParts and Gender

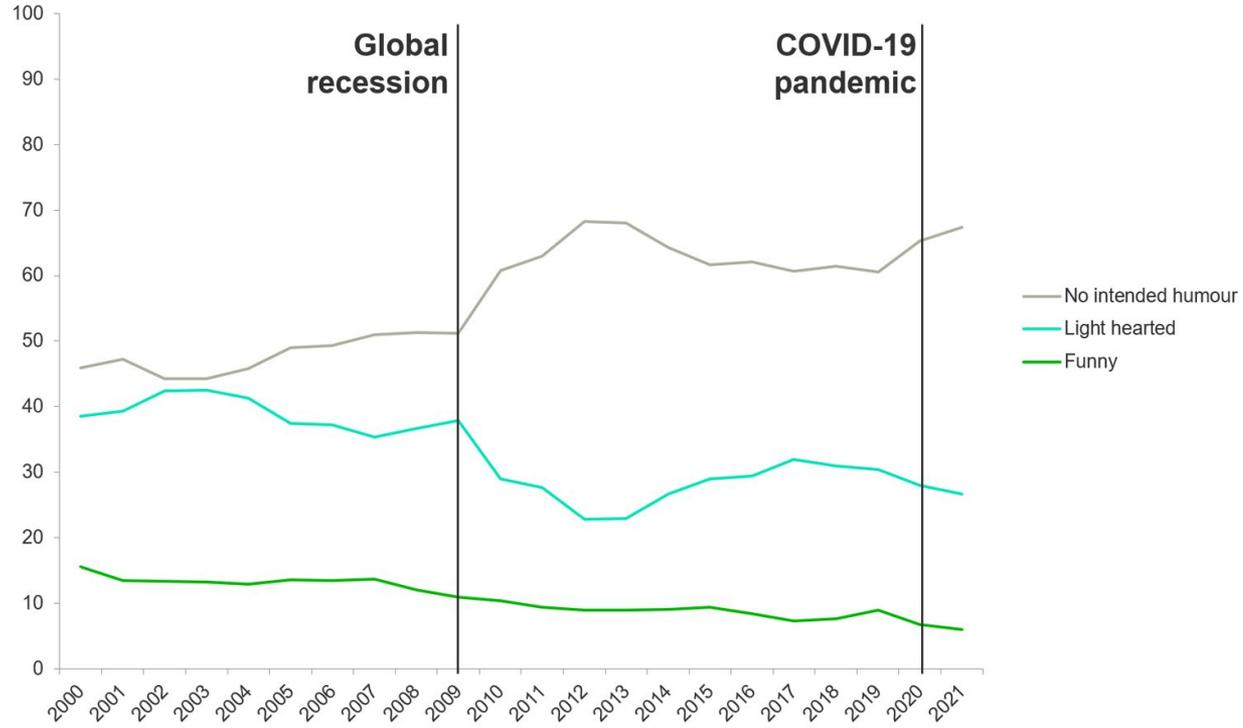


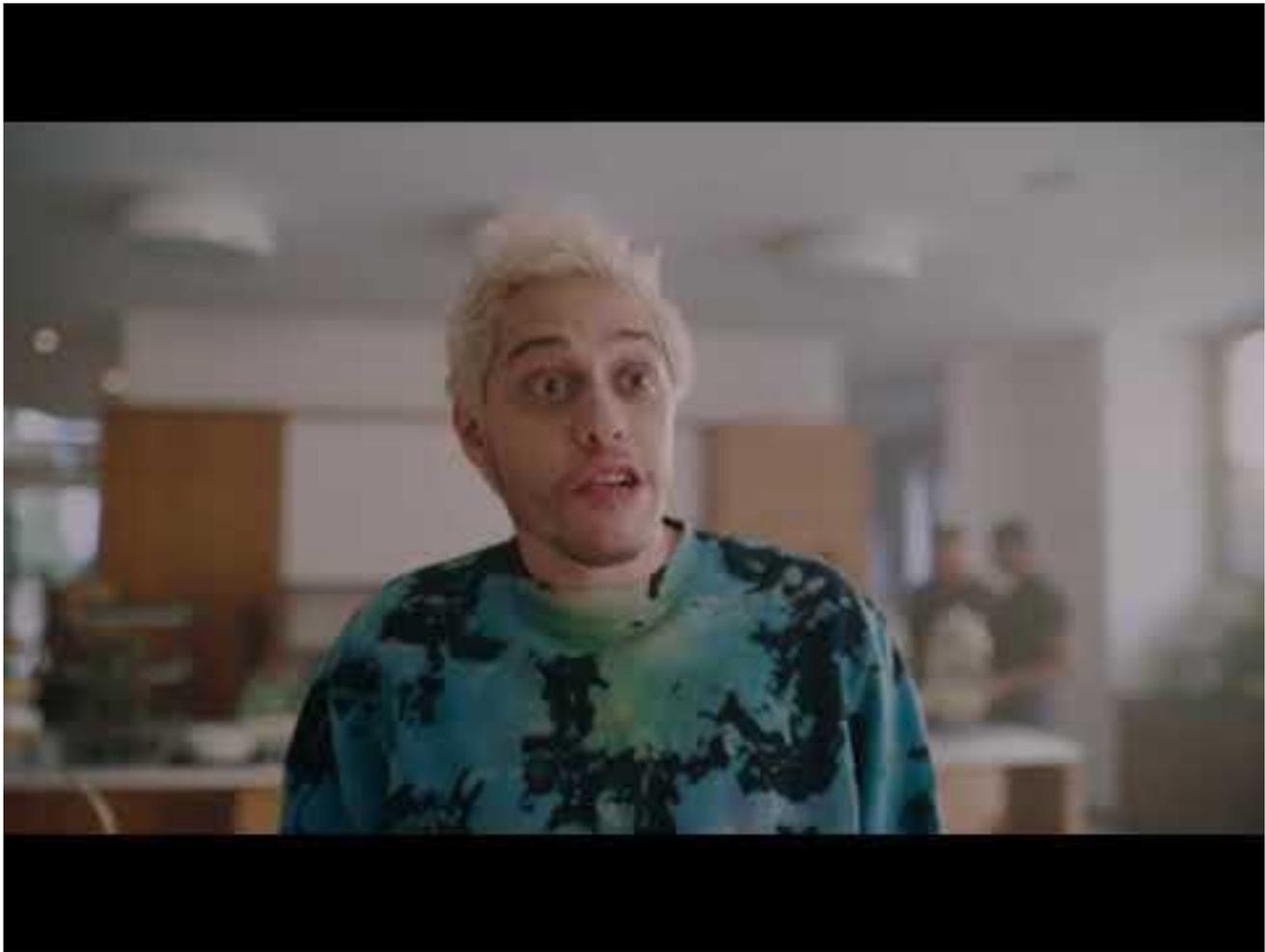
Courageous Creative avoids the “McLachlin Effect?”



Lighten Up

The use of humour has declined





2. Consistent at every touch point



Successful brands tell purpose-led stories clearly and consistently across all touchpoints



Source: Individual company website; C Space interviews (N=500)

Example: BrushBox, UK



1

"I saw a **banner ad** on a website I was browsing, about how they are saving the environment and how we can take part in this initiative as consumers."

2

"I clicked on that ad, **opened the website** of BrushBox and the first look was really good"

3

"I liked that they [Brush Box] sell toothbrushes made with 100% wooden handles and 65% Bio-based BPA-free bristles. Their mission to save the environment with this concept made my want to buy this **product**."

4

"I then also checked their **mission and benefits** section"



Save

Q Search Log In Sign Up

Size Guide

ADD TO BAG

91 people are looking at this item right now.

Want this item today? Text us.

Select a size for curbside pickup near you.

DETAILS

Model is 5'7" - Wearing size 29 Regular

Straight fit. Sits at high waist. Rise: 11". Inseam: 28 1/2". Leg Opening: 13 3/8" (size 28).

Comfort stretch: 98% cotton, 2% elastane. This premium 11 oz Japanese denim has an authentic feel with a touch of stretch. Machine wash cold inside out, tumble dry low.

Made in Bien Hoa, Vietnam. [See the factory >](#)

Safer For The Environment: Our denim mill partner recycles 98% of their water using reverse osmosis filtration and keeps byproducts out of the environment by mixing them with concrete to create building materials.

Reduced CO2 Emissions: The LEED-certified factory that makes our denim uses renewable energy and air drying to reduce its CO2 emissions by 80%.

Questions about this item? [Text us >](#)

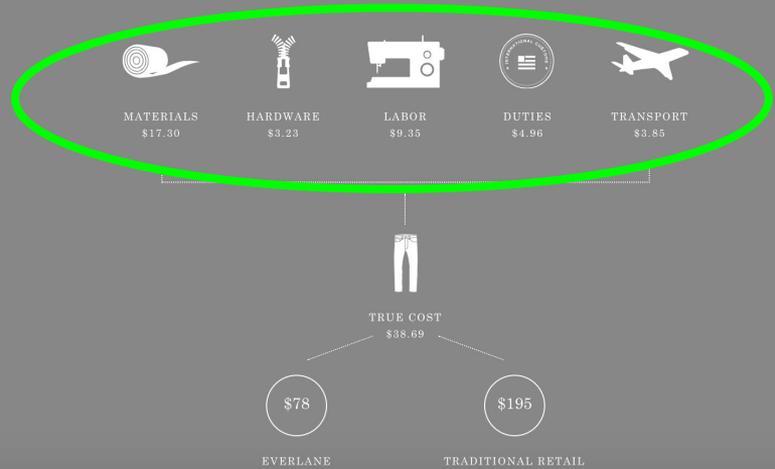
DESCRIPTION

Your best butt—minus the waist gap. Featuring the same super-high rise, classic straight leg, and raised back hook seam as our Cheeky Straight Jean, the Curvy Cheeky Straight Jean is specifically designed for hourglass shapes. With an adjusted hip-to-waist ratio, this rendition creates a form-hugging fit through the hip and thigh. Plus, it features our specially engineered Happy Pockets, which are set higher and closer together to give your backside a bouncy, lifted look.

EVERLANE

Transparent Pricing

We believe customers have the right to know what their products cost to make.



About 6,550,000 results (0.56 seconds)

Suggested based on your recent activity:

Your Search activity | Feedback

[everlane](#) [instagram](#)

Ad · [www.everlane.com/](#)

Everlane Official Website - Designed to Last

Timeless Pieces Made with High Quality Materials Designed to Last for Years. The Finest Materials. No Traditional Retail Markups. Free US Shipping. Types: Backpacks, Accessories, T-Shirts, Sweaters, Dresses, Women's Clothing, Men's Clothing, Gift Cards.

[San Francisco](#) · 2 locations nearby

Women's Apparel

Shop Women's Wardrobe Essentials: Shirts, Pants, Cashmere and More

Women's Shoes

100% Hand-made Italian Shoes Flats, Heels, Boots, Loafers & More

Men's Uniform Collection

12 Everyday Pieces Tested To Last. Basics You Can Count On.

Women's Denim Guide

Our Denim Just Fits. Shop To Find Your Perfect Pair Of Jeans.

[www.everlane.com](#)

Everlane

Shop **Everlane** now for modern essentials. We make the most beautiful essentials, at the best ~~factories, without traditional~~ markups. Free shipping on 2+ items.

Women

Explore the Everlane collection of Women's Apparel including ...

Sale

Shop our selection of basic women's essentials at a discount.

Men

Explore the Everlane collection of Men's Apparel including ...

[More results from everlane.com »](#)

Shoes

... of women's shoes including slippers, sneakers, flats, boots ...

Radical Transparency

Ethical factories. Radical Transparency.

New Arrivals

Discover our new arrivals of women's apparel including ...

Everlane

Clothing retail company

[everlane.com](#)

Everlane is an American clothing retailer that sells primarily online. The organization is headquartered in San Francisco, California and also has stores in New York City, Boston, Los Angeles, and Palo Alto. The company was founded with the mission of selling clothing with transparent pricing. [Wikipedia](#)

CEO: [Michael Preysman](#) (2010 -)

Founded: 2010

Headquarters location: [San Francisco, CA](#)

Revenue: 40 million USD (2017)

Area served: [United States](#)

Founders: [Michael Preysman](#), [Jesse Farmer](#)

Profit

Marketing strategy

Executive team

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Everlane
Exceptional quality. Ethical factories. Radical transparency.
evrln.co/corduroy-easy-pant



Our Team



ReNew



Slack a S...



ACLU



Organic ...



Store Saf...



Product ...

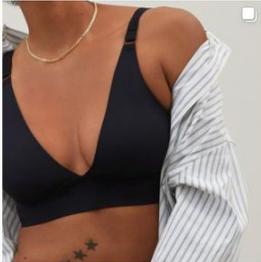
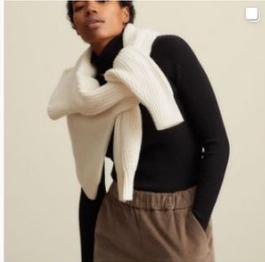
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USA

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[Our Impact](#) ▾



[Our Story](#) ▾

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P&G's 2021 Annual Report

[EXPLORE THE REPORT](#)



What can we help you find?





procter & gamble



[All](#) [News](#) [Maps](#) [Images](#) [Books](#) [More](#)

Tools

About 25,900,000 results (0.99 seconds)

<https://us.pg.com>

Procter & Gamble

Our goal is to use every opportunity we have—no matter how small—to set change in motion. To be a force for good and a force for growth.

Brands

P&G products have made a name for themselves by combining ...

Who we are

Click here to find out who we are and what we do. At Procter ...

Contact us

P&G Professional is the division of Procter & Gamble which serves ...

P&G History

For over 180 years, we've challenged the norm and ...

[More results from pg.com »](#)

People also ask

What are 3 brands that Procter & Gamble owns?



Why is P&G a bad company?



Procter & Gamble



Corporation

pg.com

The Procter & Gamble Company is an American multinational consumer goods corporation headquartered in Cincinnati, Ohio, founded in 1837 by William Procter and James Gamble. [Wikipedia](#)

Stock price: [PG](#) (NYSE) \$147.40 +0.84 (+0.57%)

Nov 15, 4:02 PM EST - Disclaimer

Headquarters: [Cincinnati, OH](#)

CEO: [David S. Taylor](#) (Nov 1, 2015–)

Customer service: [1 \(513\) 983-1100](#)

Founded: October 31, 1837, [Cincinnati, OH](#)



P&G (Procter & Gamble) ✓

66.9K subscribers

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P&G | Widen the Screen ▶ PLAY ALL

Let's widen the screen, so we can widen our view of the joy, beauty, and vastness of Black life. Hear about the importance of authentic Black stories being seen on screen. Learn more at...



Procter & Gamble | Widen the Screen

P&G (Procter & Gamble) ✓
361K views · 7 months ago



Procter & Gamble | Widen the Screen: Episode 1

P&G (Procter & Gamble) ✓
19K views · 7 months ago



Procter & Gamble | Widen the Screen: Episode 2

P&G (Procter & Gamble) ✓
39K views · 7 months ago



Procter & Gamble | Widen the Screen: Episode 3

P&G (Procter & Gamble) ✓
17K views · 7 months ago



Queen Collective Tangled Roots | Presented by Procter & Gamble

P&G (Procter & Gamble) ✓
1.4K views · 4 months ago



Queen Collective If There is Light | Presented by Procter & Gamble

P&G (Procter & Gamble) ✓
308 views · 4 months ago

It's Our Home. ▶ PLAY ALL

There has never been a more critical time to work together and make a real difference. It's Our Planet. Our Home. And Our Window Is Now.



Procter & Gamble | #ItsOurHome - Small Action...

P&G (Procter & Gamble) ✓



P&G Sustainability | Our Carbon Neutral Commitment

P&G (Procter & Gamble) ✓



P&G Sustainability | It's Our Home

P&G (Procter & Gamble) ✓



Invitation Climate

P&G (Procter & Gamble) ✓
707 views · 1 year ago



Enlightened Leadership: It's Our Home Summit

P&G (Procter & Gamble) ✓



proctergamble Follow

1,275 posts 169k followers 233 following

P&G (Procter & Gamble)
Improving everyday life since 1837. #LeadWithLove
linkin.bio/fig-proctergamble



P&G Innov...



P&G Brands



P&GHerita...



LeadWithL...



#ItsOurHo...



ForceForG...



HHM

POSTS

REELS

VIDEOS

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Tanya Stephens
Senior Innovation Leader, Procter & Gamble
COVID-19 Solution Seekers

3. Connectors & Connections



These connections create a responsibility to stay informed

50%

of consumers say they feel **“satisfied”** about being able to easily access information as it allows them to understand global issues

Having a sense of knowing what’s happening worldwide further **reinforces their sense of responsibility**, to learn from and contribute to the conversation on global issues

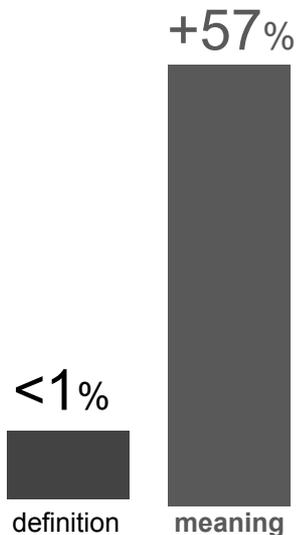


“Feeling connected to issues gives me a sense of empathy and compassion and understanding to people I don’t know and whose lives might seem so different to mine on the exterior but underneath it all we’re really a lot alike. It makes me want to continue to seek out news stories and information about what people are going through in other parts of the world, it makes me want to learn more about people in other countries and to hopefully be able to learn from them as well.”

- Elizabeth G., United States, 35–44

Staying informed requires a deeper understanding of issues and what they mean

Search language and questions asked suggest consumers are looking for **more than basic definitions and information**



Example Searches

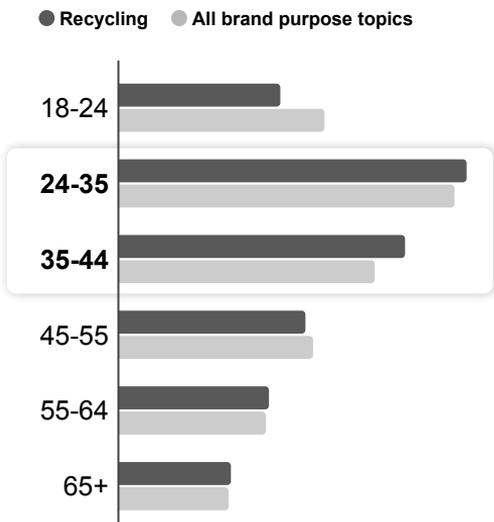
global warming meaning
waste meaning
sustainable meaning
sustainability meaning
plastic meaning
sustainable development meaning

Example Questions

US, Recycling

how is plastic recycled
how much plastic is recycled
what happens to recycled plastic
how are plastic bags recycled
where does recycled plastic go

High interest videos on YouTube, particularly with younger audiences, show consumers want to **learn the causes and the impact** of issues they care about



Recycling - Part 1
+31M+ views · WHY

But staying informed can be overwhelming and even undermine their confidence

Pressure to consult more sources



"To have an objective view...I think I must read many different sources: internet, newspapers, magazines, social media. Ensuring the plurality of views seems to be the best way to stay informed."

- Michel M., France, 35–44

Social networks are one of the most important news sources for

59%
of Gen Z

48%
of Millennials

Uncertainty on who to trust



"I wish there was a way to not have to always question everything that is going on. I wish I could read something and just know it to be right/true."

- Steve D., United States, 25–34

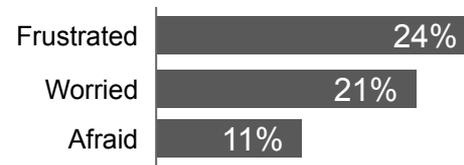


"It can be frustrating to find out how valid/factual/truthful some sources are."

- Elizabeth G., United States, 35–44

Frustration that they may be missing something

As a result of not knowing who to trust to inform their opinions, consumers most often feel:



"I use more sources when forming my opinions on the issue. It gives me a sense of satisfaction. It reduces the chances of any kind of mistake."

- Dheeraj M., India, 35–44



It Gets Better
75M Views



Dove Beauty Sketches



Raised over

\$20M

in less than 3 months

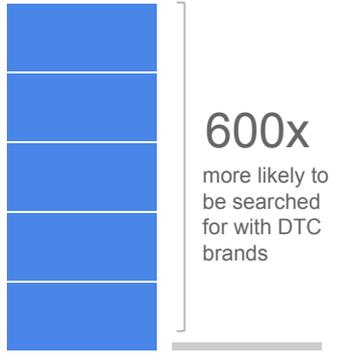
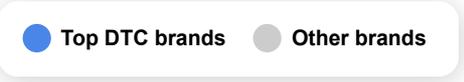
 **MrBeast**
28.6M Fans

4. Collective movement

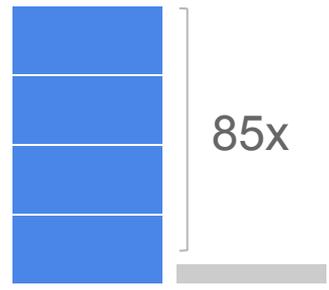


Customers want to be part of something

RELATIVE SHARE OF “BRAND + _____” SEARCHES
FOR DTC BRANDS VS. ALL BRANDS



Brand + social media
instagram
twitter
youtube
reddit



Brand + aesthetics
design
logo
packaging
colours



Brand + merchandise
hoodies
tote bags
stickers
wallpaper

Source: Google search data (2019-20). Note: “Merch” excludes retail category; C Space consumer survey for US, UK & IN. N=1,050 (2020)

8/10

Millennials/Gen Z agree with the statement

“I’m more loyal to brands that make me feel like I’m part of their community”

What does this look like in real life?

EXAMPLE SEARCHES:

- “billie youtube channel”
- “careof instagram”
- “glossier design”
- “harry’s packaging”
- “soylent tee”

Purpose can often feel distant, like the brand is presenting to us

74%

of purpose ads on YT in 2020 **talked at** the audience



Comcast
Letters of Change

Brands can make more of a connection by addressing the audience directly and inviting them to participate

Only

13%

of purpose ads on YT in 2020
spoke to the audience



Clean & Clear
Be You | Dillon

From Message to Movement





Join the Movement to Reimagine Justice!



It's time to take a hard look at our criminal justice system and how it's impacting communities. Take action now to reimagine criminal justice!

156091 Signatures

Join the Movement!

Full Name *

Zip * city and state not required

Phone

Email *

Submit →

- Send me emails about this campaign
- Send me text messages about this campaign

Share with Others
[Twitter](#) [Facebook](#)

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We're proud to be partnered with Color of Change, the nation's largest online racial justice organization. Their Winning Justice campaign is working to end the most unjust, unconstitutional, destructive, and racist practices of prosecutors: money bail, over-charging, over-sentencing, over-policing, the war on drugs, attacking immigrants, sending our kids to adult prisons, and keeping secrets about what's really happening in their offices and in police departments.

[Learn more about the movement to reimagine criminal justice!](#)

home / products / glossiwear

GlossiWEAR

It all started with our original grey Glossier Sweatshirt, made for our team in 2014. Our community caught wind and wanted in on the action. One sweatshirt led to another and GlossiWEAR was born! We're not done experimenting yet - check back for more!



🚚 Free shipping on orders over \$30 ✕

Shop All Glossiwear

5 Items

Sort by: Product Type ▾



Top Rated

The Beauty Bag
permanent collection

Add to Bag

\$28



Top Rated

7 sizes available

Original Pink Hoodie
permanent collection

Select Size ▾

Add to Bag

\$45



Top Rated

Water Bottle
permanent collection

Add to Bag

\$15



Top Rated

7 sizes available

Glossier Sweatshirt
permanent collection

Select Size ▾

Add to Bag

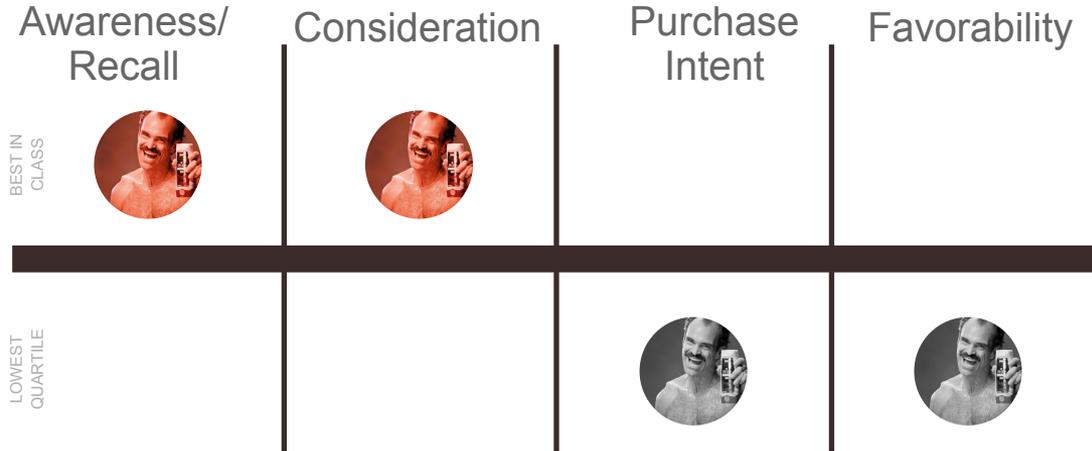
\$40

5. Call to action



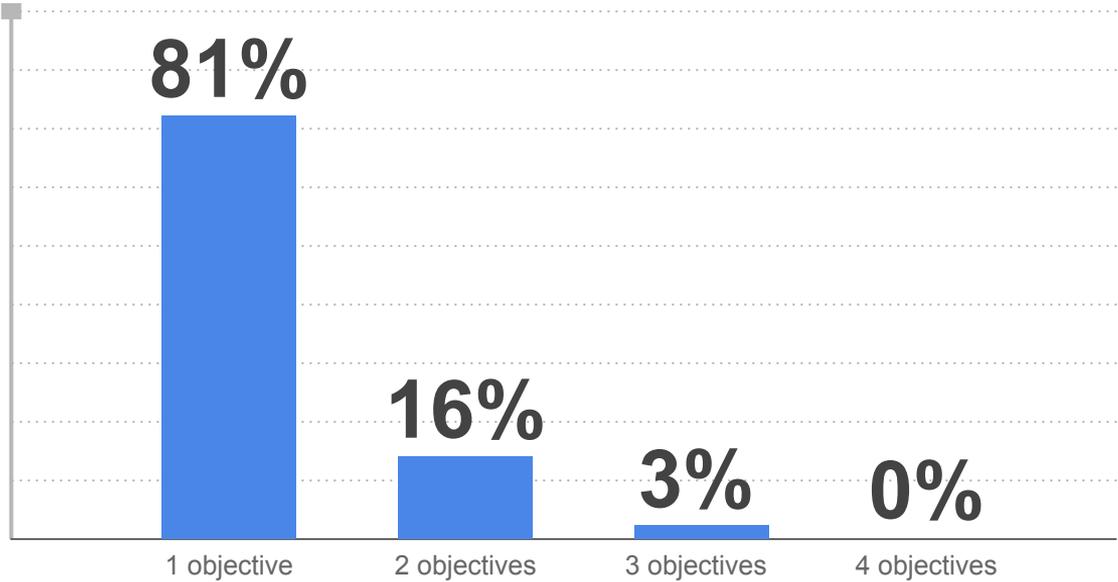
One Size (Ad) Does Not Fit All


Old Spice



Pick your objective.
Top performing ads only do one thing well

Creative attributes by business objectives



Create for Objective



Awareness Entertains - gets attention. "Look at Me!!"



Consideration Shows Benefits – "Let me explain"



Direct Response highlights a benefit and makes strong call to action "Let's go!"



Actionable Takeaways



5 Actions for Effective PLM Advertising



01

Courageous Creative

Creative for fame distinguishes effective from lukewarm PLM. Everybody is talking sustainability and it's not a differentiator - Aim for Bold.

02

Consistency

Silo'd campaigns confuse. To create constant mental availability insist on every touch point carrying message forward.

03

Connectors

Real people, real trusted sources, are major motivators for consumers. Begin with influencers and create a feedback loop.

04

Collective Movement

Social proof and belonging. Facilitate group action and belonging through on-ramps – contests, affirmations, invitations

05

Call to Action

Telling the world what you do is fine. But for impact, tell them what you want them to do!





Thank you!
cecelia@google.com