

EFFWORKS

IPA

GLOBAL

# Making Brand Purpose Pay

COMMUNICATION  
SUMMIT  
2022



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## Our Definition of Brand Purpose

A commitment to goals other than improved profits or products, involving contribution to positive social impacts across:

- Health
- The environment
- Human development
- Sustainable business practices
- or other similar areas

# This presentation

## The need to make brand purpose pay:

- Compare 47 IPA Purpose cases with 333 non-purpose cases over the last 12 years

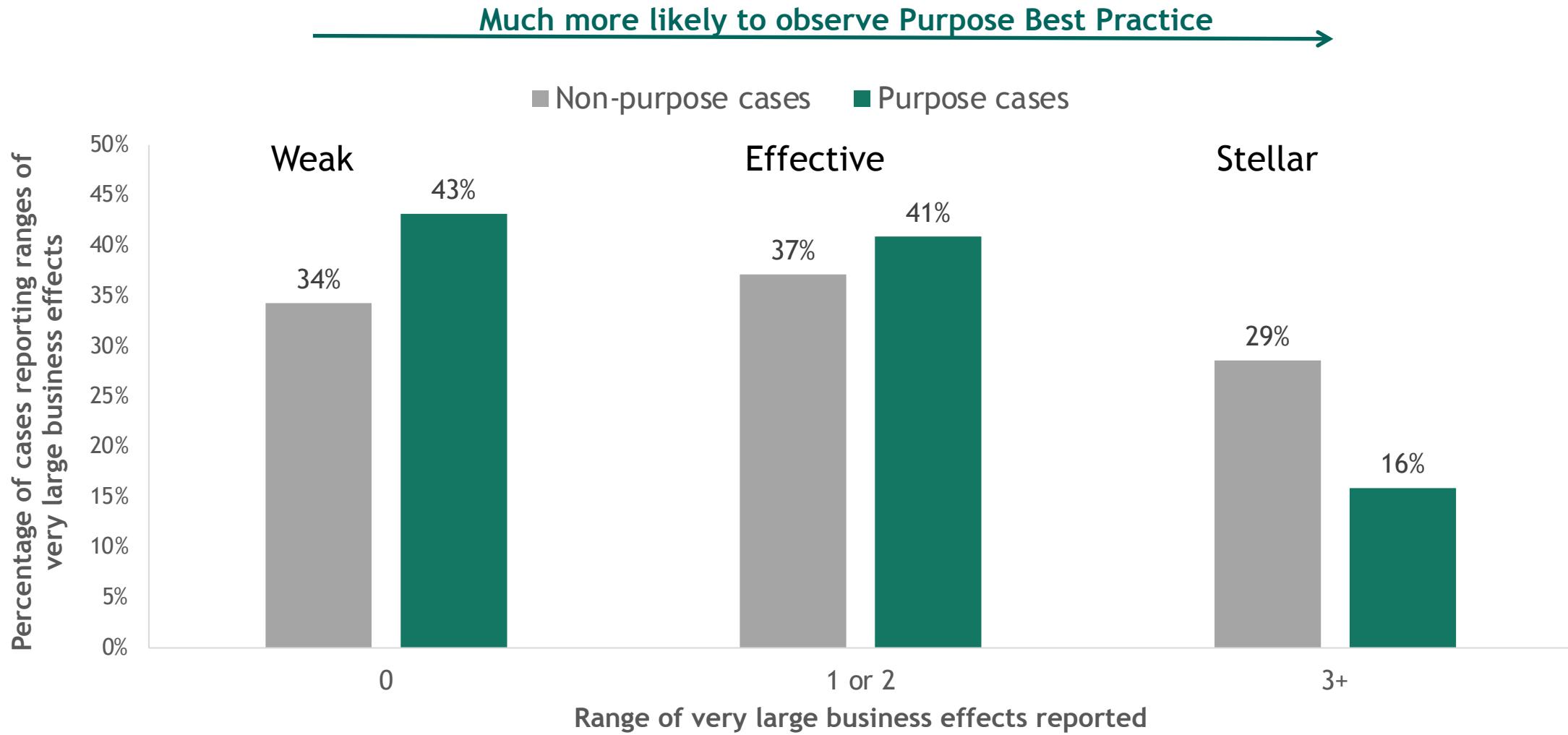
## How can Purpose improve its effectiveness act?

- Explore how the execution of purpose can transform commercial effectiveness

## The Challenge for Brand Purpose

	Average number of very large business effects reported
All non-purpose cases	1.6
Brand purpose cases	1.1

# Why persist with Brand Purpose advertising?

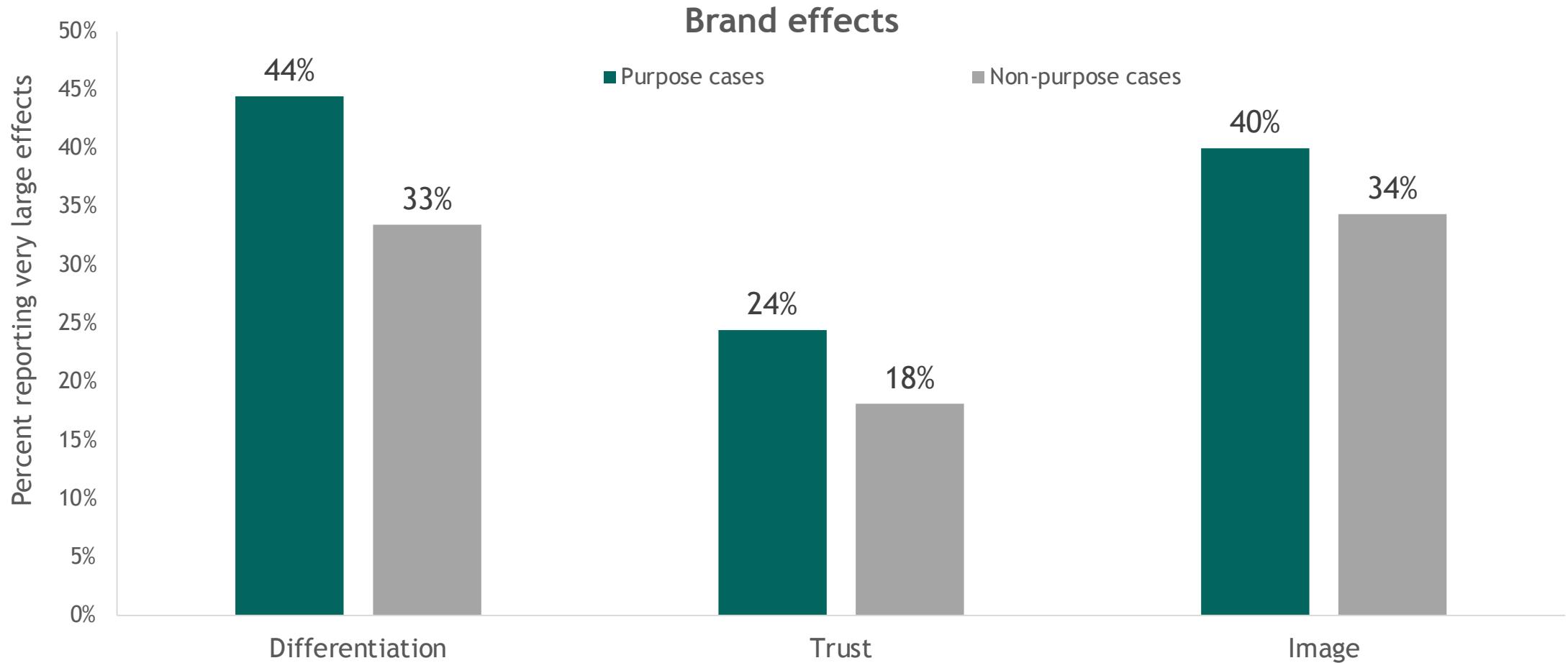


**Business Effects:** A basket of 6 metrics that report the impact of the campaign on key business success drivers

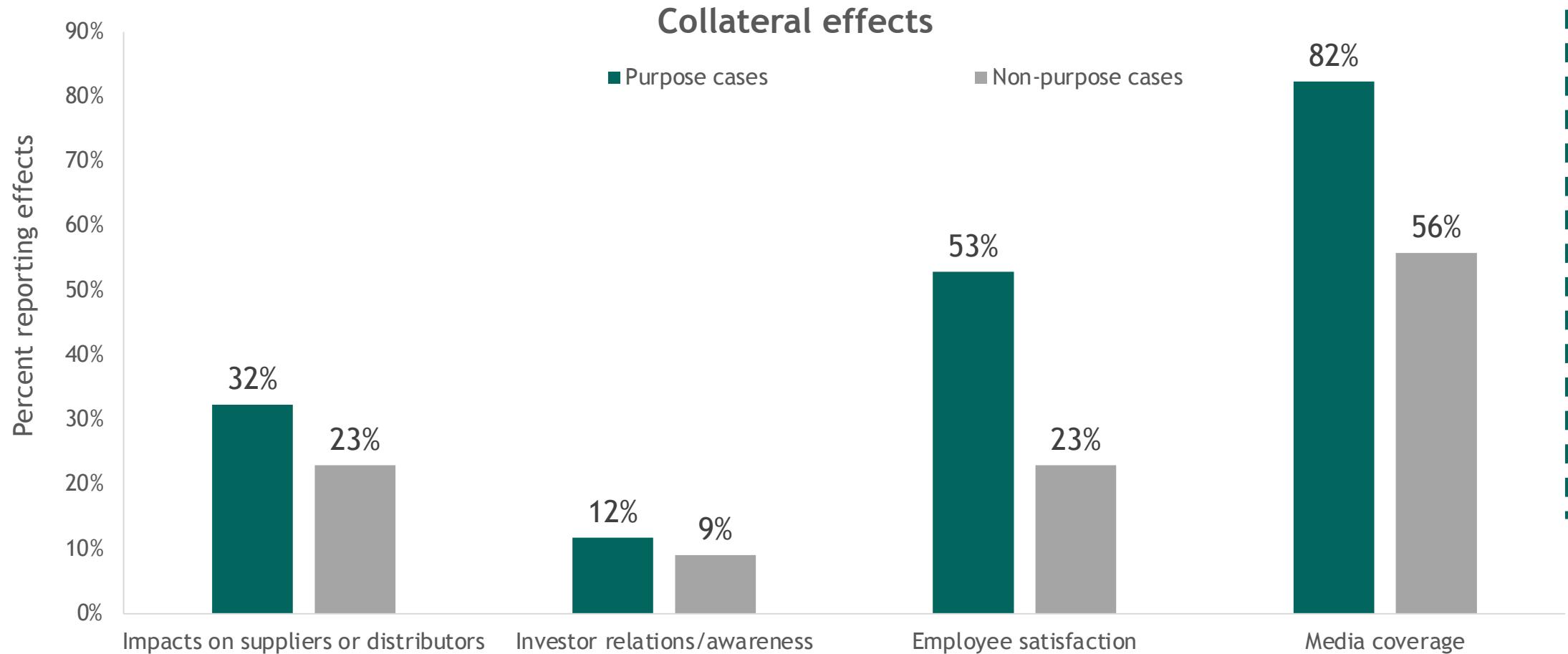
## Why persist with Brand Purpose advertising?

	Average number of very large brand effects reported
All non-purpose cases	1.9
Brand purpose cases	2.0

# Purpose cases have some useful strengths



# Purpose cases have some useful strengths



## **So why does Brand Purpose often fail?**

### **1. Lack of credibility !!**

- Token contribution to causes
- Inconsistent with other behaviours

### **2. Failure to observe Purpose Best Practice**

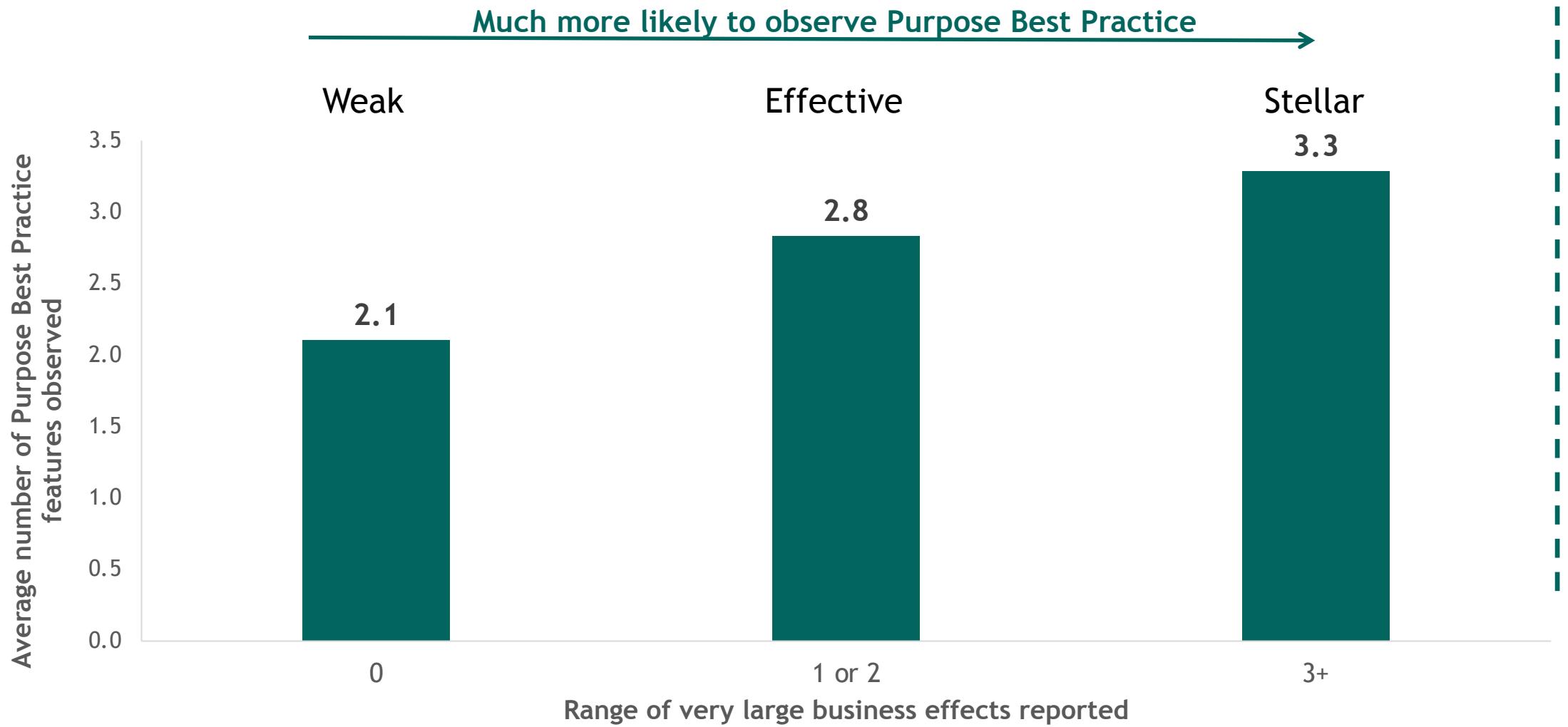
- No motivating link between the cause and product choice

## Purpose Best Practice: building the link between the cause and product choice

1. Physical availability: work closely with distributors aligned to purpose, to develop enhanced in-store presence (where applicable)
2. Mental availability & Distinctiveness: align purpose to product virtues/benefits and ensure this is credible.
3. Penetration growth: use purpose to strengthen association with category entry points.
4. Mass Appeal: align purpose to popular issues amongst target market.

Failure to observe these leads to poor outcomes

# The importance of Purpose Best Practice



**Business Effects:** A basket of 6 metrics that report the impact of the campaign on key business success drivers



## Purpose Best Practice:

### 1. Physical Availability

## ---SK II: The Purpose Opportunity ---



# SK II: The Purpose Opportunity



"I don't want to get married for the sake of getting married. That won't make my life happier."

— Li Yu Xuan, 32 years

# SK II: Building Physical Availability



Store Takeovers



Retail OOH

# Skittles: Building Physical Availability

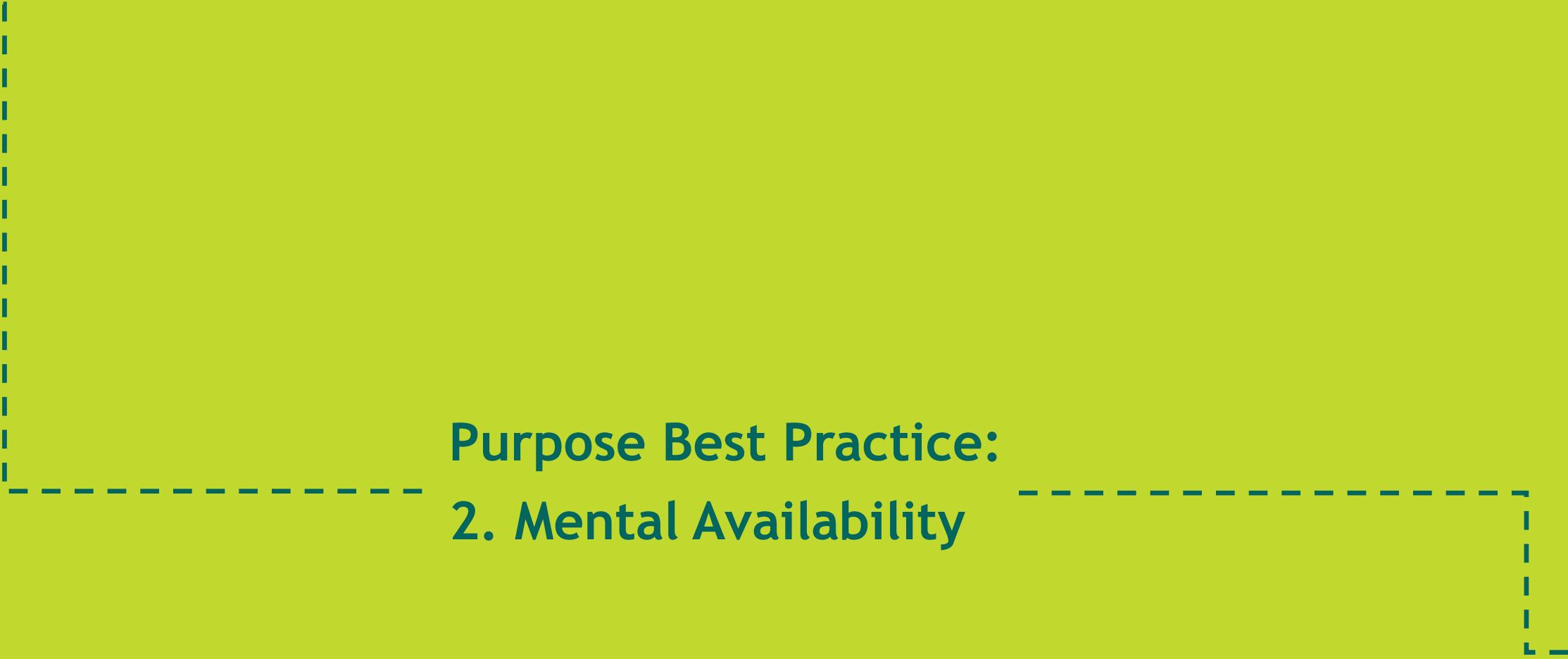


Tesco In Store Activation



Point-Of-Sale





**Purpose Best Practice:**

**2. Mental Availability**

# Dove: Aligning Purpose with product virtues

## Self-esteem & The Campaign for Real Beauty



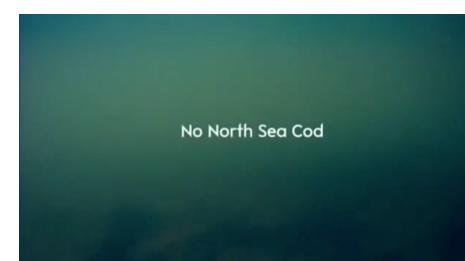
Choose Beautiful



Sketches

# Waitrose: Aligning Purpose with product virtues

Sustainable foods and great quality



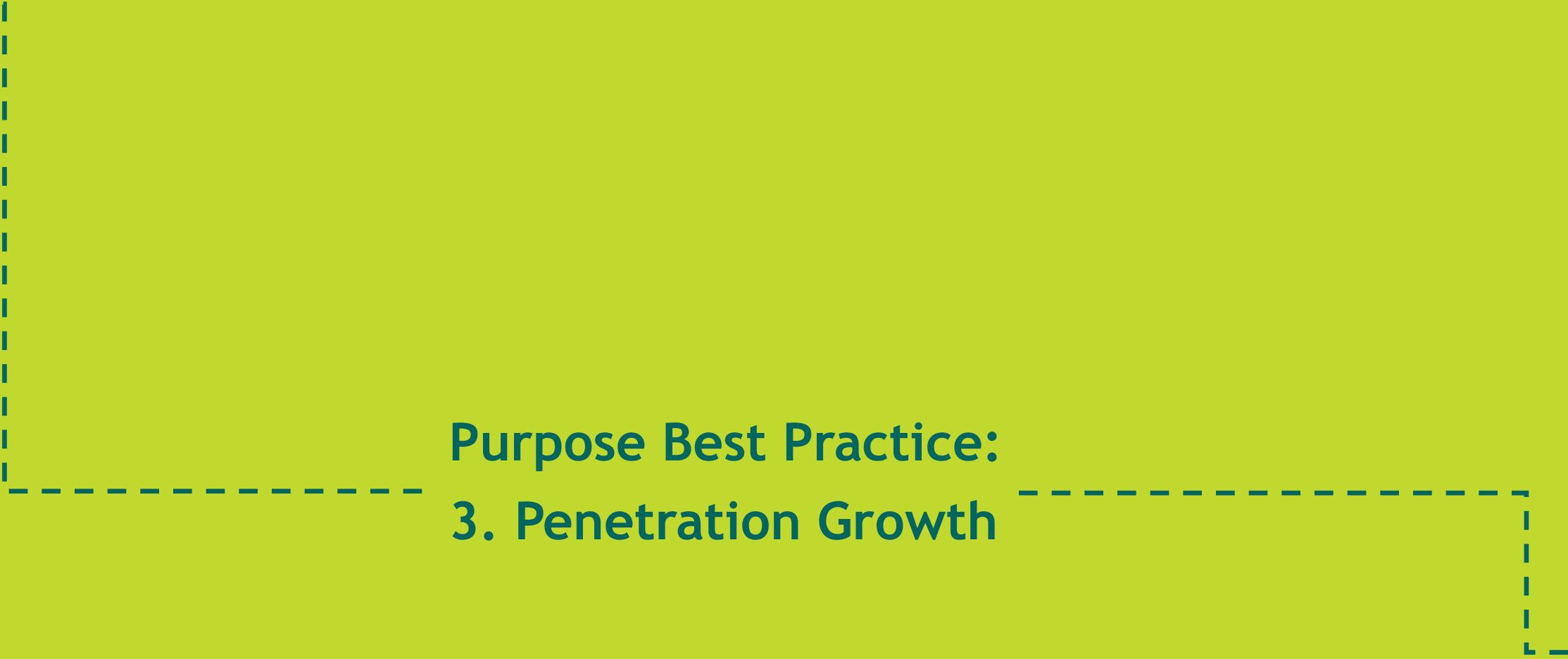
Fish TVC

# Lifebuoy: Aligning Purpose with product virtues

Infant mortality and germ protection soap



Help a child reach 5 video



**Purpose Best Practice:**

**3. Penetration Growth**

# Lifebuoy: Purpose linked to Category Entry Points

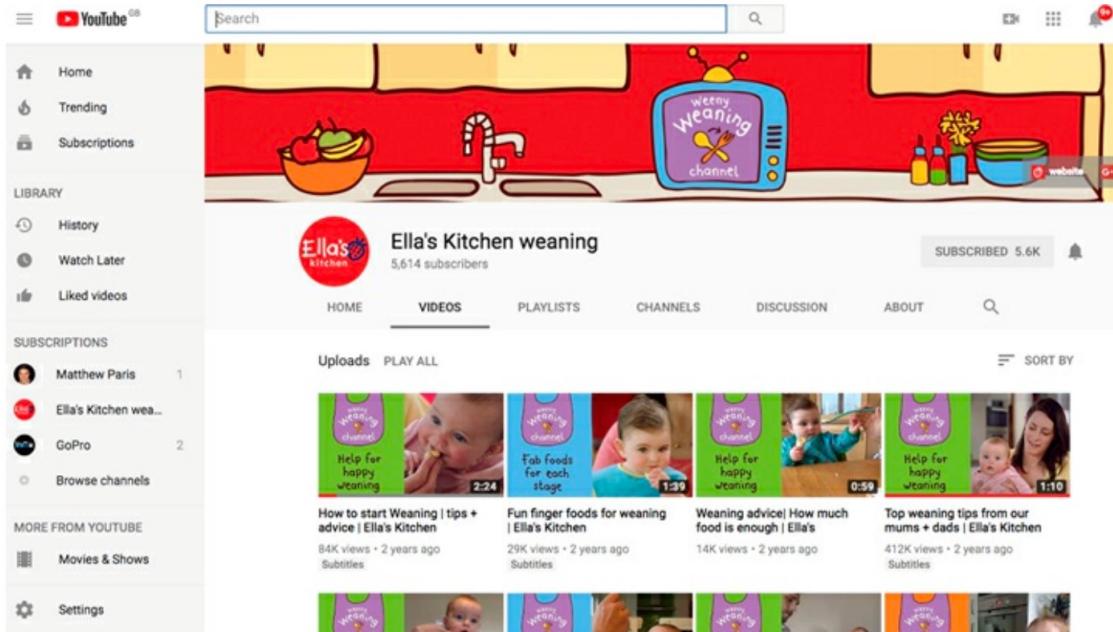
Help a child reach 5



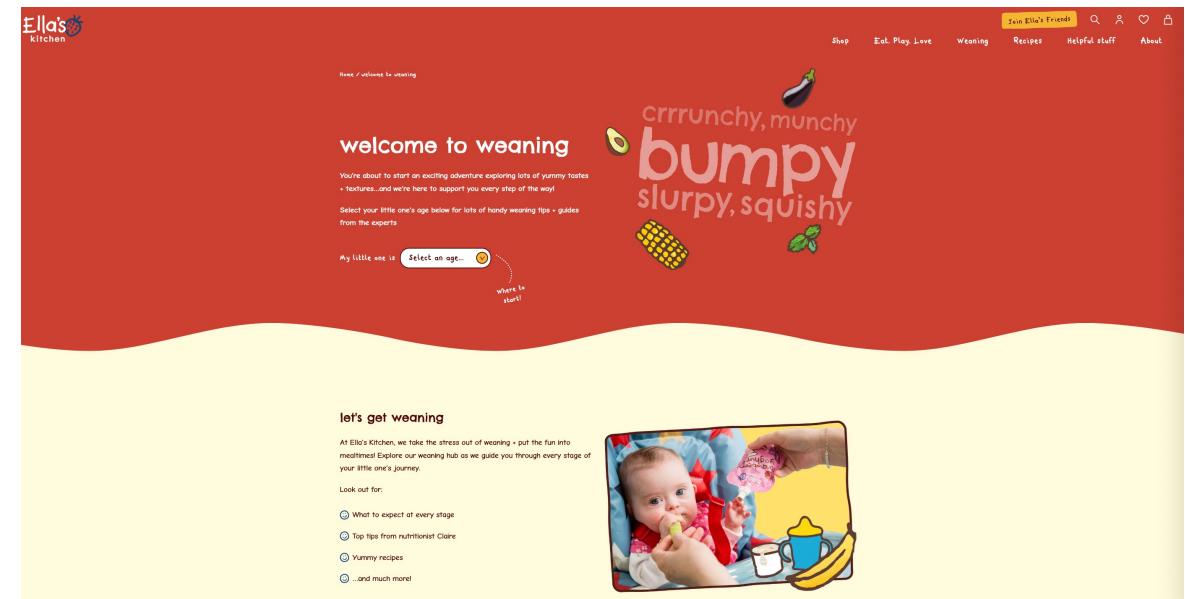
Infant hand hygiene

# Ella's Kitchen: Purpose linked to Category Entry Points

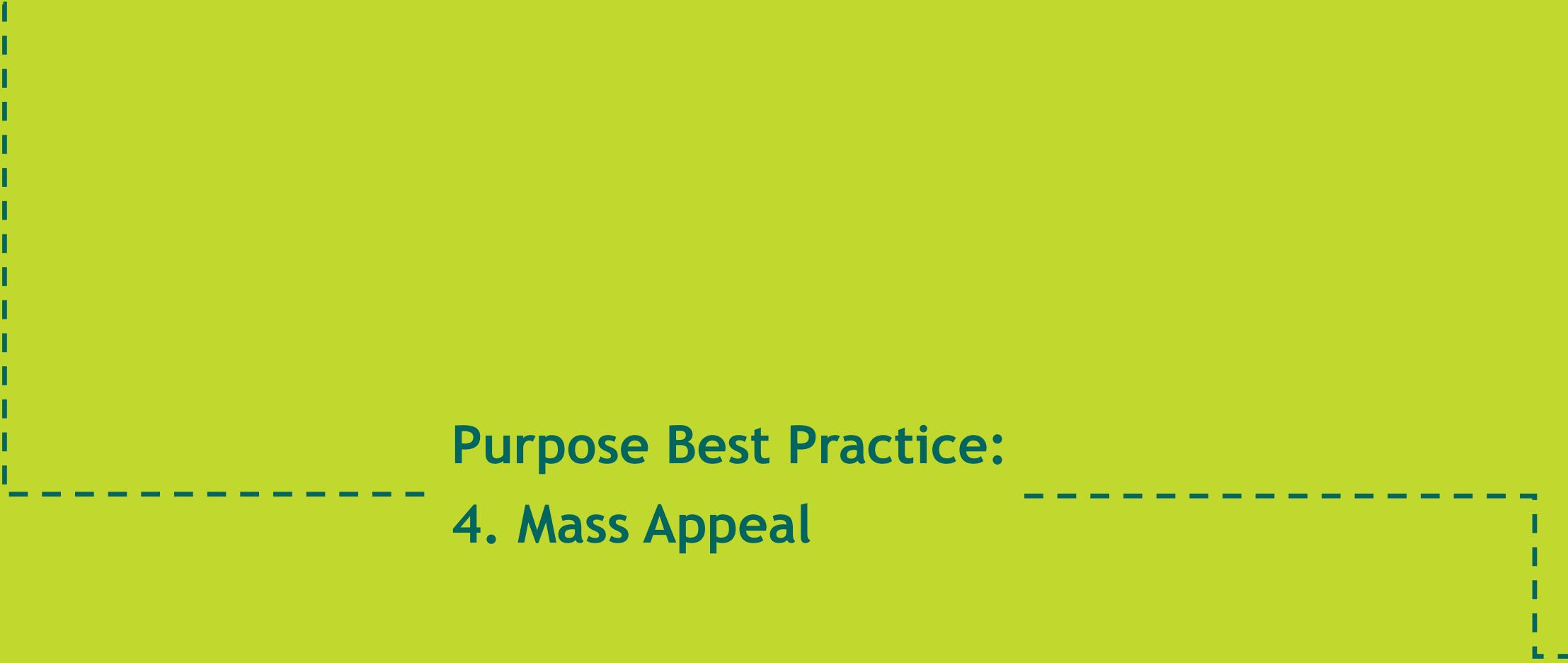
## Weaning programme



Advice for Mums: weaning channel



Advice for Mums: website



**Purpose Best Practice:**

**4. Mass Appeal**

# Volvo: Aligning Purpose to relevant popular issues

## Omtanke and the Living Sea Wall



Omtanke TVC



Living Sea Wall project

# Aligning Purpose to relevant popular issues

Velvet: tree planting



SPC: local farming



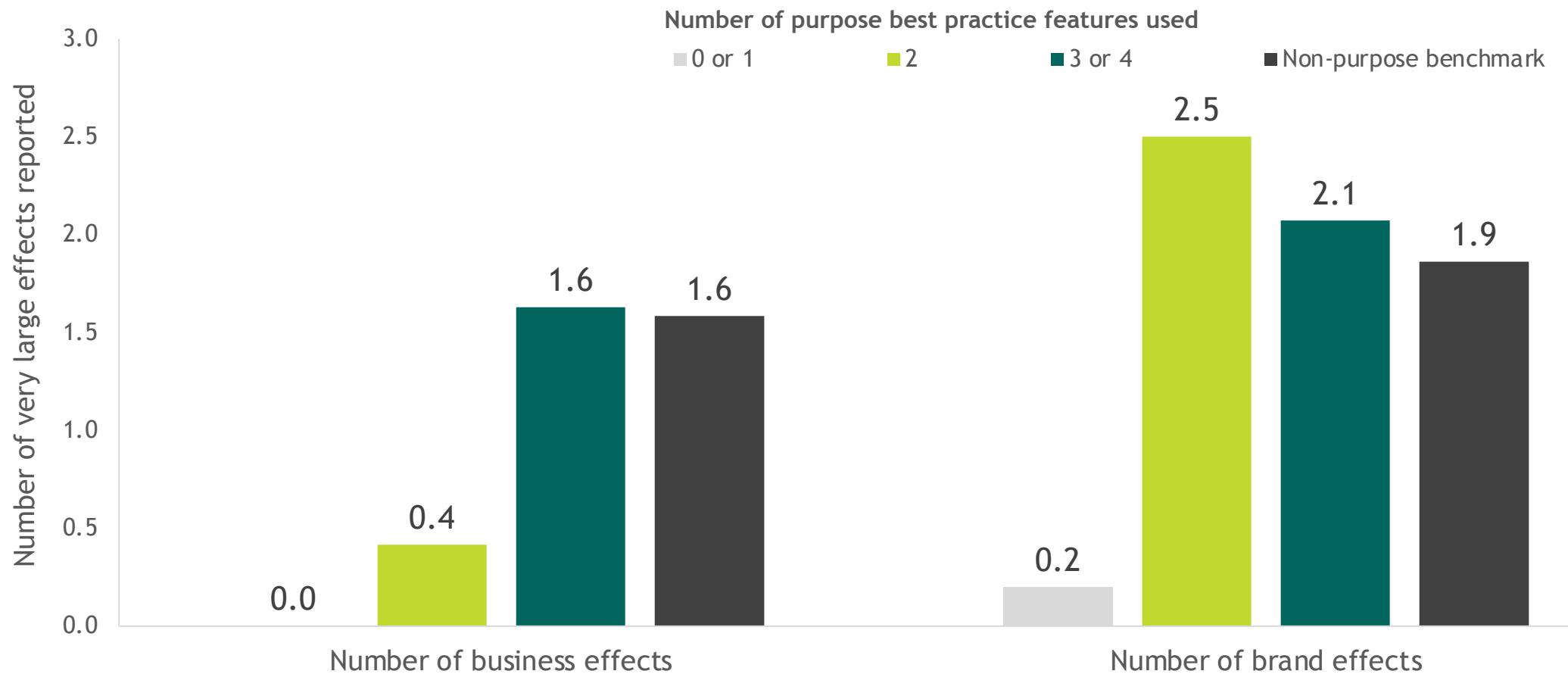
Velvet TVC

SPC packaging

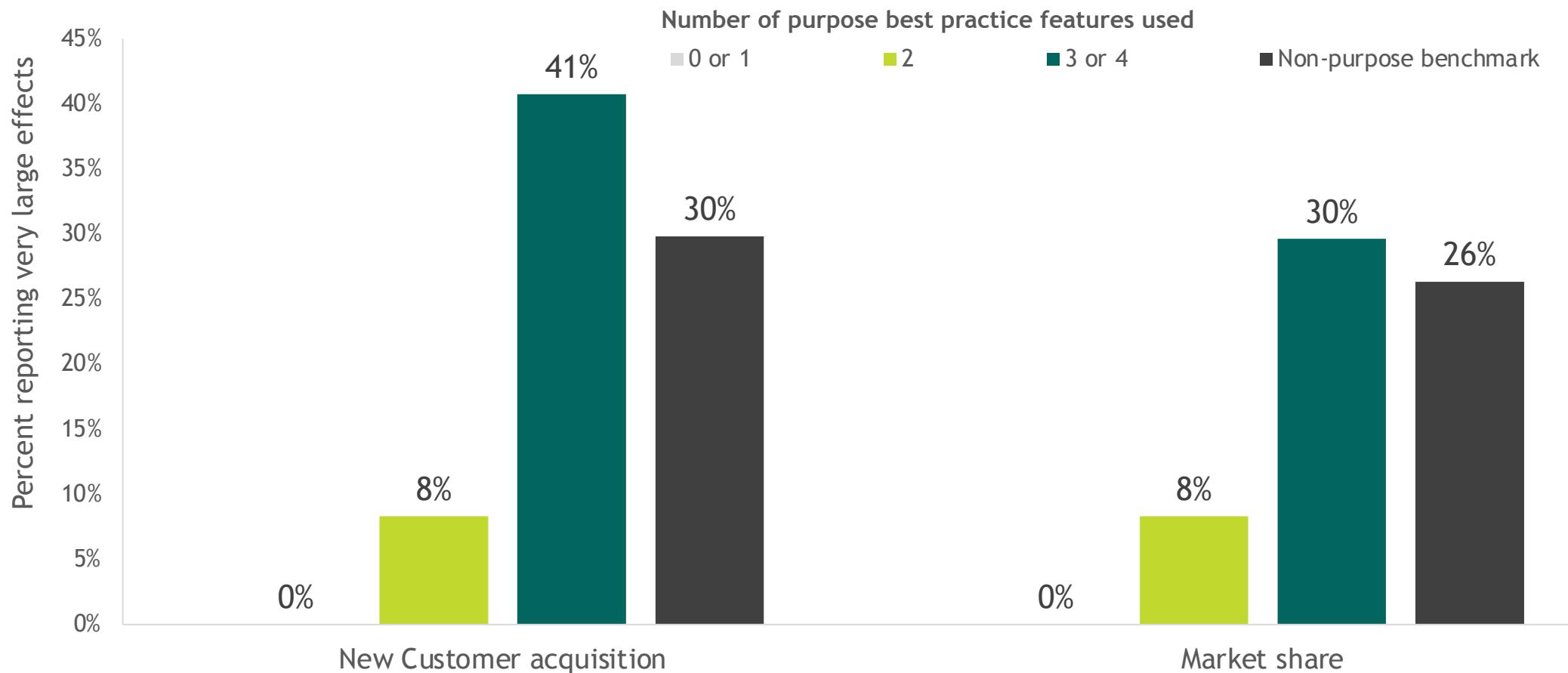


## Purpose Best Practice: Impact on Effectiveness

# Purpose best practice effectiveness and brand power



# Purpose best practice drives trial & share



## --- Rules for making Brand Purpose pay ---

1. Choose a cause that can be aligned to product choice: contribute meaningfully to it
2. Ensure your organization is fully behind it and will commit to appropriate behaviour
3. ‘Sweat’ the association with the cause to build distribution, strengthen product reputation, attract new customers and broaden brand appeal: this will not happen automatically
4. Maintain some conventional brand messaging in your communications plan

## --- So, Brand Purpose is? -----

1. A complete waste of money that should always be discouraged? NO
2. A fantastic new tool that all brands should embrace? NO
3. A potentially useful new tool that should be used selectively alongside conventional advertising when it can help effectiveness? YES

THANK YOU