

PURPOS
POWER
INDEX



STRAWBERRYFROG &
REPUTATION INSTITUTE

BEING PURPOSEFUL MATTERS

In 2019, The Business Roundtable of 181 leading CEOs sign declaration of "purpose over profits"

The New York Times

Shareholder Value Is No Longer Everything, Top C.E.O.s Say



UNIQUE RESPONDENTS

5,700+

INDIVIDUAL RATINGS

17,500+

BRAND ENTITIES

200+

STAKEHOLDER

US Gen Pop

TIMING

Sept 2019

TOP 20 PURPOSE-DRIVEN BRANDS

seventh
generation.



method.



Wegmans



allbirds



Kellogg's



Etsy

BURT'S BEES
nature becomes you™



HOBBY
LOBBY

WARBY PARKER

Canon



PURPOSE CROSSES THE POLITICAL SPECTRUM

TOP REPUBLICAN
PURPOSE BRANDS



**HOBBY
LOBBY**

TOP DEMOCRAT
PURPOSE BRANDS



seventh
generation™

THE BAD NEWS:

When it comes to purpose, brands have a long way to go...

% AGREE ACROSS 200+ BRANDS:
“I have a clear understanding of this brand’s purpose.”

26%

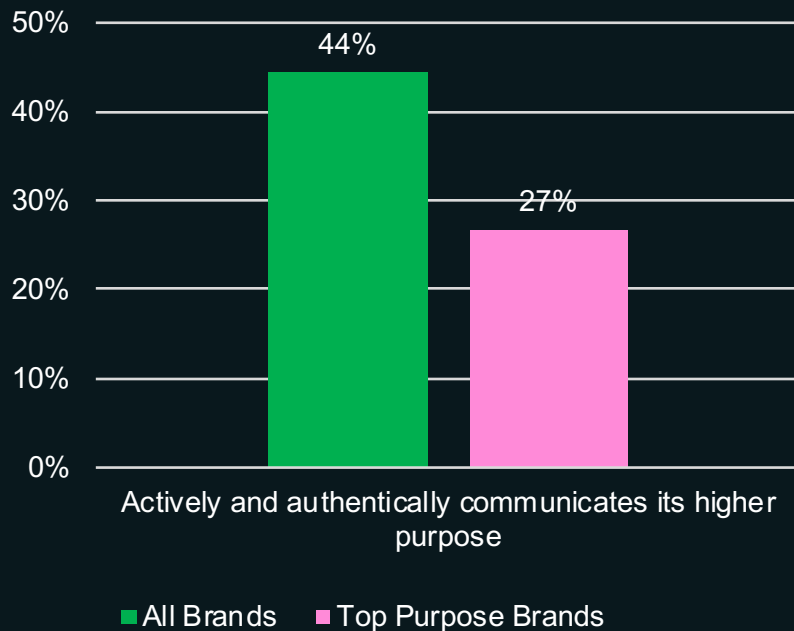
**THE GOOD NEWS:
WE KNOW WHAT LEADERS
DO DIFFERENTLY**

01

THEY OPERATE RESPONSIBLY



02 THEY COMMUNICATE AUTHENTICALLY



03 MOST IMPORTANTLY—THEY BOLDLY ACTIVATE THEIR PURPOSE



Opt Outside: Go outdoors on
Black Friday

**HOBBY
LOBBY**

Supports religious
freedom



onUp: Combatting
financial stress

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