

PURPOS  
POWER  
INDEX

STRAWBERRYFROG &  
REPUTATION INSTITUTE

# BEING PURPOSEFUL MATTERS

- ANA members voted “Brand Purpose” as 2018’s Marketing Word of the Year
- CMOs say the #1 most important thing in managing their reputation is a “higher purpose.” (Reputation Institute, 2019)
- Harvard Business School study (2018) links purpose with stock market performance. (Harvard Business Review, 2019)
- A Business Roundtable of 181 leading CEOs sign declaration of “profits over purpose” in 2019

*“Purpose is not the sole pursuit of profits but the animating force for achieving them. Profits are in no way inconsistent with purpose — in fact, profits and purpose are inextricably linked.”*

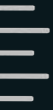
**LARRY FINK / CEO, BLACKROCK**

**The New York Times**

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



**BUT THERE'S A PROBLEM.  
NO TRUSTED, PROVEN METHOD  
FOR EMPIRICALLY MEASURING  
BRAND PURPOSE EXISTS.**



# DISCOVERY PROCESS: PURPOSE POWER INDEX™ STUDY

UNIQUE RESPONDENTS	5,700+
INDIVIDUAL RATINGS	17,500+
BRAND ENTITIES	200+
STAKEHOLDER	U.S. Gen Pop
TIMING	Sept 2019

# ELEMENTS OF THE PURPOSE POWER INDEX™

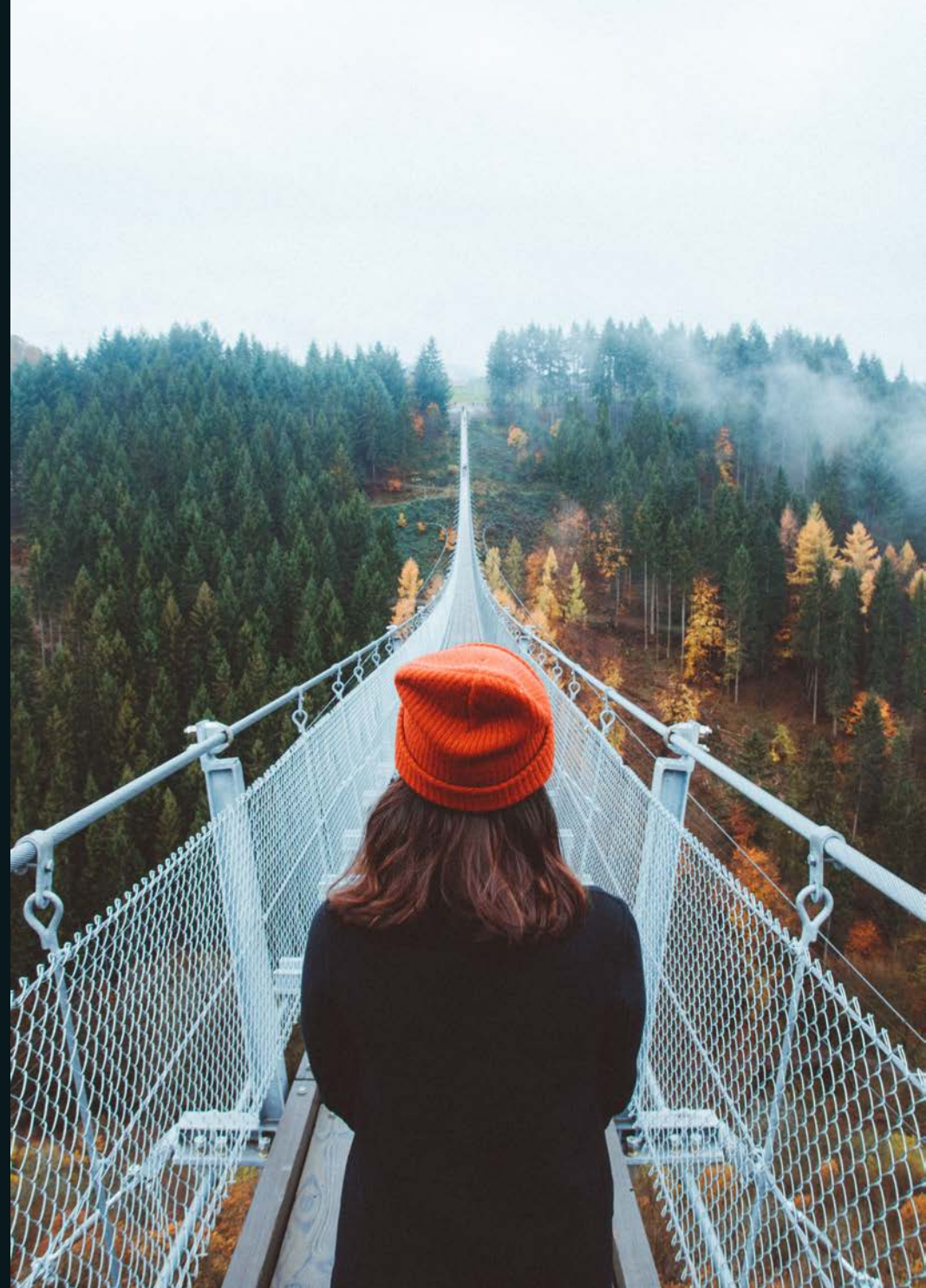
- Has a higher purpose that's bigger than just making money
- Improves the lives of people and their communities
- Is committed to changing the world for the better
- Does things that not only benefit shareholders, employees, or customers, but society as a whole

*(Note: PPI algorithm requires strong agreement on at least 3 of the 4 elements)*

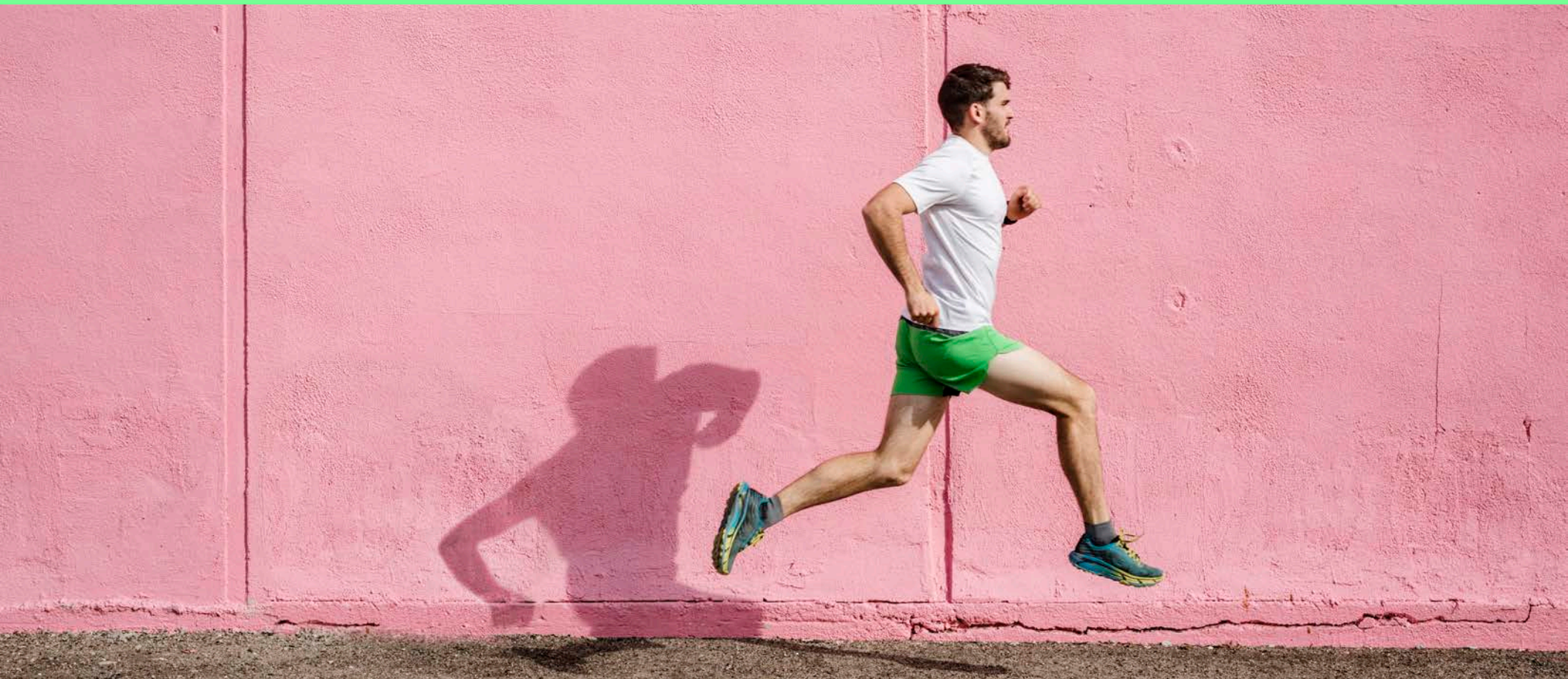


# SIX KEY FINDINGS

1. A new group of brand leaders is emerging that are NOT the usual suspects
2. Purpose crosses the political divide
3. Purpose is great for business
4. When it comes to brand purpose, category isn't destiny
5. Several well brands are not getting consumer credit for their activism
6. The strongest purpose brands do things differently



# A NEW KIND OF BRAND LEADER HAS ARRIVED



# TOP 20 PURPOSE-DRIVEN BRANDS

seventh  
generation™

TOMS  
One for One

method.

REI

Wegmans

Stonyfield  
ORGANIC

USAA®

allbirds

Chick-fil-®

BEN & JERRY'S

THE  
NORTH  
FACE

Kellogg's

ups

Etsy

BURT'S BEES  
nature becomes you™

Microsoft

HOBBY  
LOBBY

WARBY PARKER

Canon

Kimberly-Clark



# THE 2019 PURPOSE POWER 100

1		2		3		4		5		6		7		8		9		10	
11		12		13		14		15		16		17		18		19		20	
21		22		23		24		25		26		27		28		29		30	
31		32		33		34		35		36		37		38		39		40	
41		42		43		44		45		46		47		48		49		50	
51		52		53		54		55		56		57		58		59		60	
61		62		63		64		65		66		67		68		69		70	
71		72		73		74		75		76		77		78		79		80	
81		82		83		84		85		86		87		88		89		90	
91		92		93		94		95		96		97		98		99		100	

# PURPOSE CROSSES THE POLITICAL SPECTRUM

TOP REPUBLICAN  
PURPOSE BRANDS:



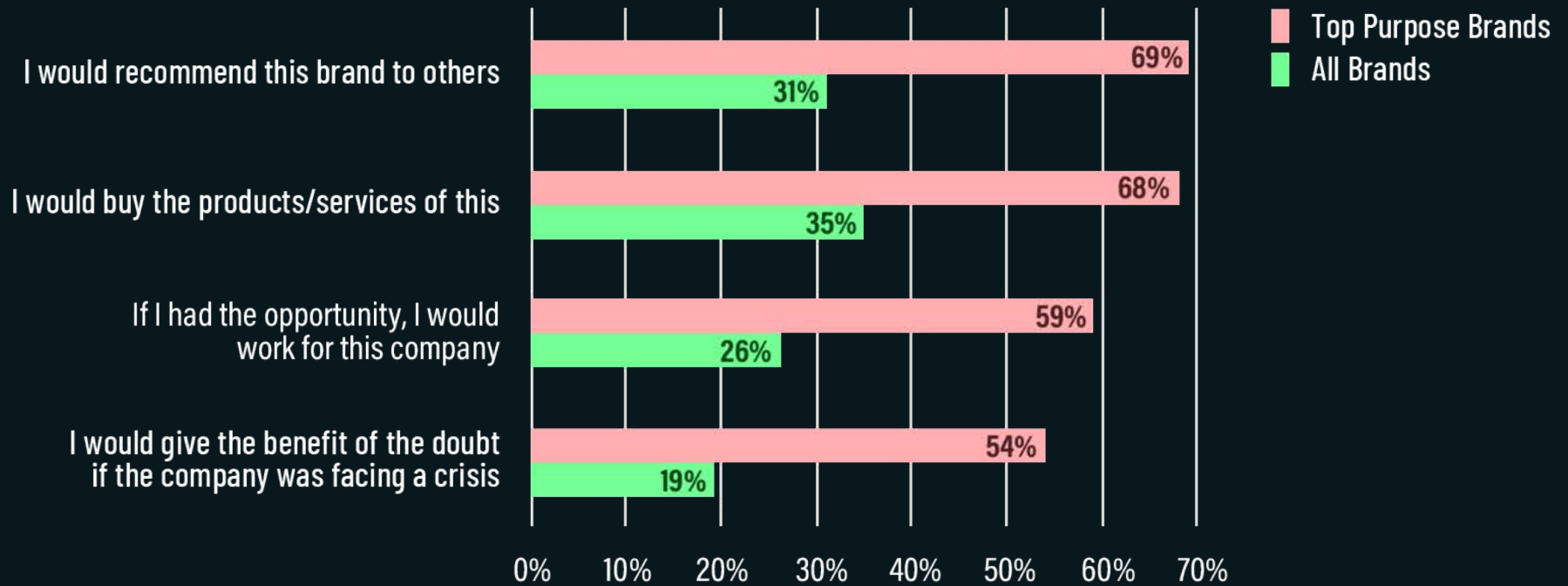
TOP DEMOCRAT  
PURPOSE BRANDS:



One for One














# PURPOSE IS GREAT FOR BUSINESS



# WHEN IT COMES TO BRAND PURPOSE, CATEGORY ISN'T DESTINY

Some may think that because a brand competes in a less reputable industry like fast food, it's at an automatic disadvantage in being seen as purposeful. The Purpose Power Index™ study shows that's actually not the case:

	FINANCIAL SERVICES	FAST FOOD	AUTOMOTIVE	SOCIAL MEDIA
PURPOSE LEADERS				
PURPOSE LAGGARDS	 		 	 

# SEVERAL WELL-KNOWN BRANDS DON'T GET CREDIT FOR THEIR ACTIVISM



25%

agree "is involved in gun safety/rights issues"

# WHAT DO TOP PURPOSE-DRIVEN LEADERS DO DIFFERENTLY?

# FIRST, THEY GET THEIR UNDERLYING PURPOSE RIGHT

+15% CLEAR

I have a clear understanding of what this brand's purpose is

+19% MEANINGFUL

This brand's higher purpose is meaningful to me personally

+15% MOTIVATING

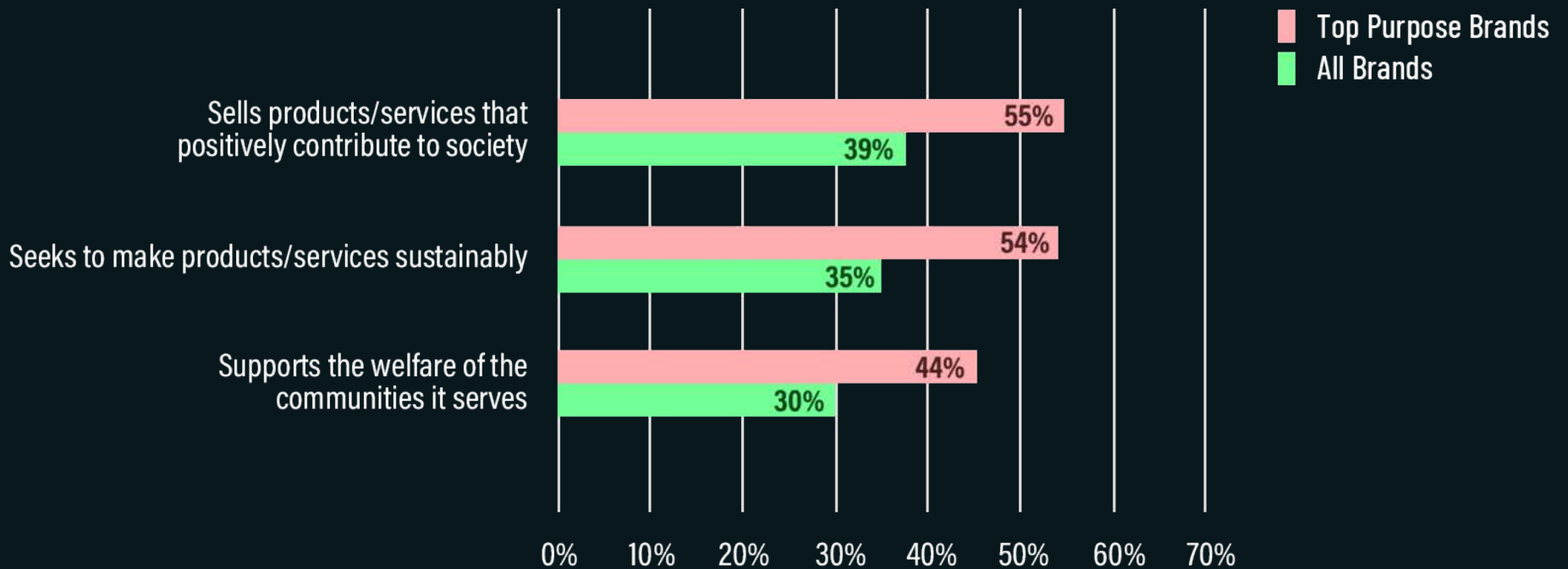
This brand's higher purpose motivates me to buy or use their products/services

+17% DIFFERENTIATING

This brand's higher purpose sets it apart from other brands

*% Difference, Top Purpose Brands vs. All Brands*

# THEY OPERATE HONORABLY





# THEY ARE RECOGNIZED FOR TAKING ON SOCIETAL ISSUES

#1 BRAND

SUPPORTS LGBT RIGHTS



INNOVATES SOLUTIONS  
TO ADVANCE MANKIND



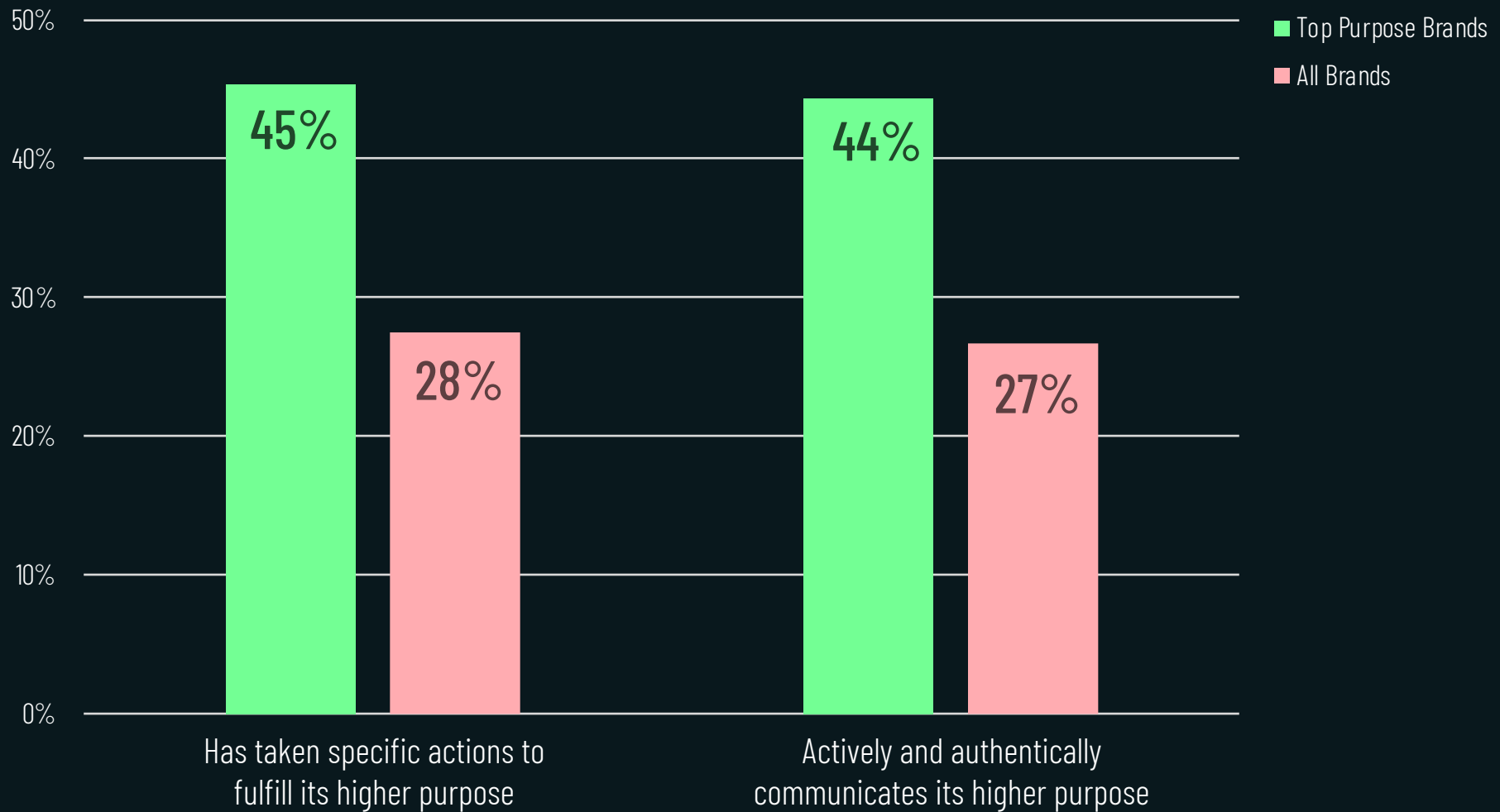
PROMOTES GENDER EQUALITY



SUPPORTS RELIGIOUS  
FREEDOM



# THEY ACT BRAVELY AND COMMUNICATE AUTHENTICALLY



THANK YOU