



PURPOSE 2020

INSPIRING

PURPOSE-LED GROWTH

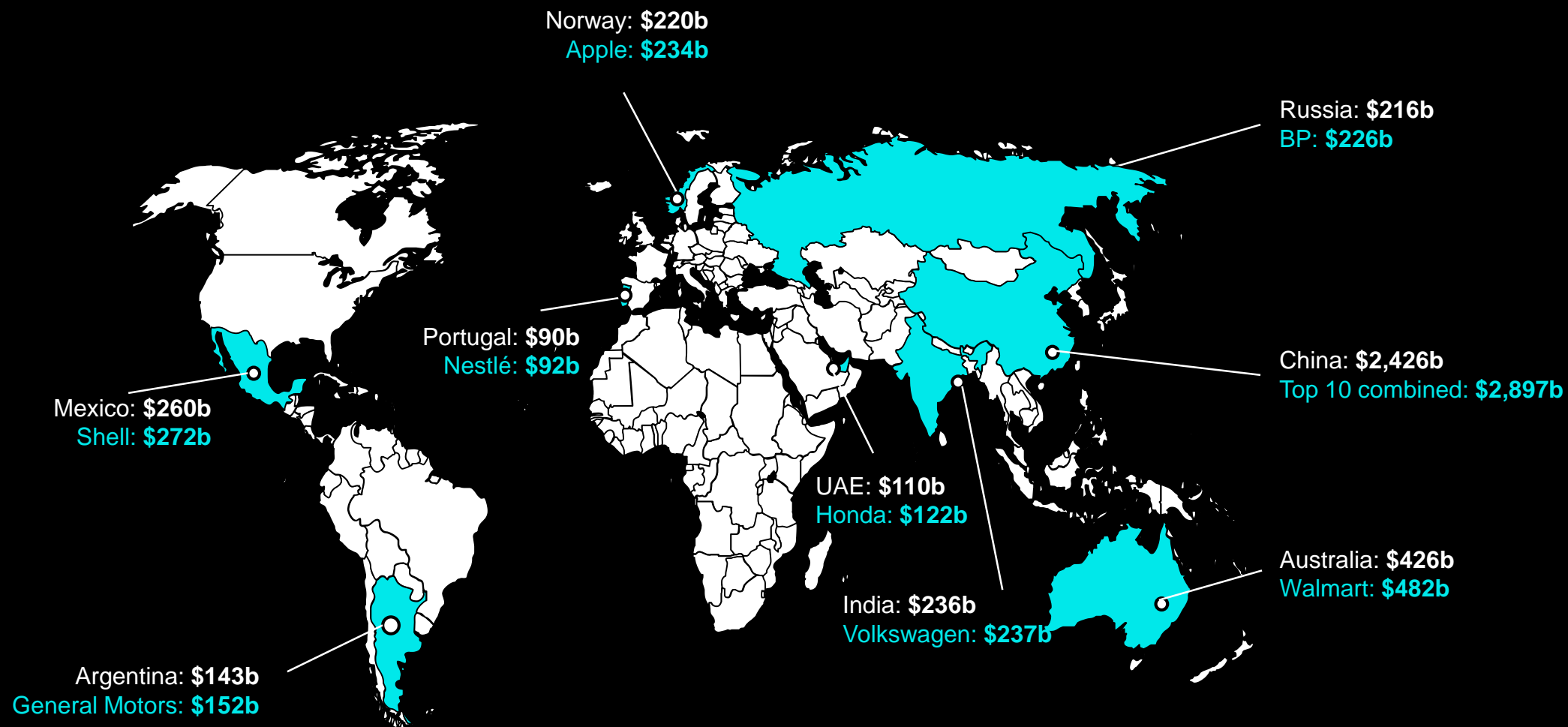
KANTAR CONSULTING

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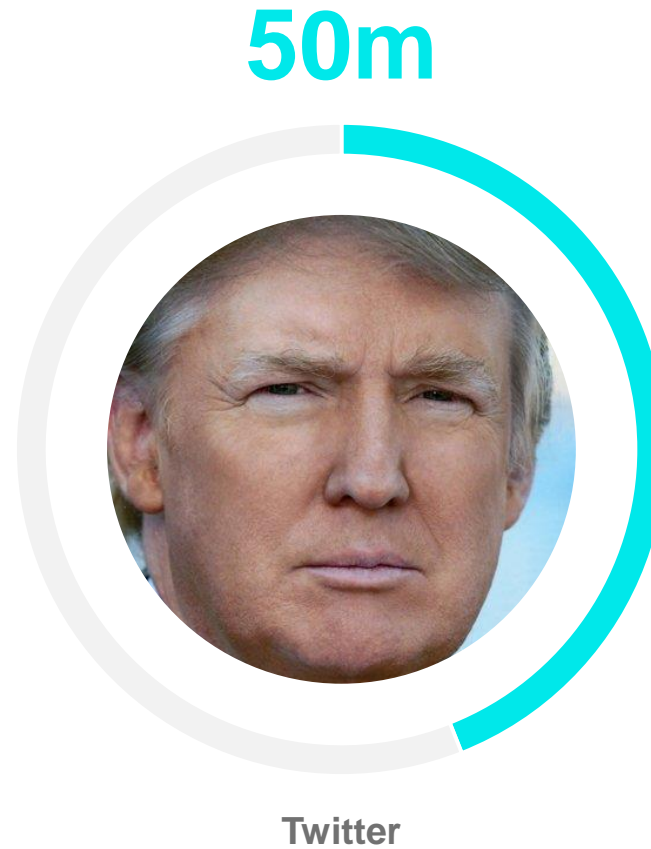


Kantar Added Value, Futures, Vermeer and Retail have joined forces to form Kantar Consulting

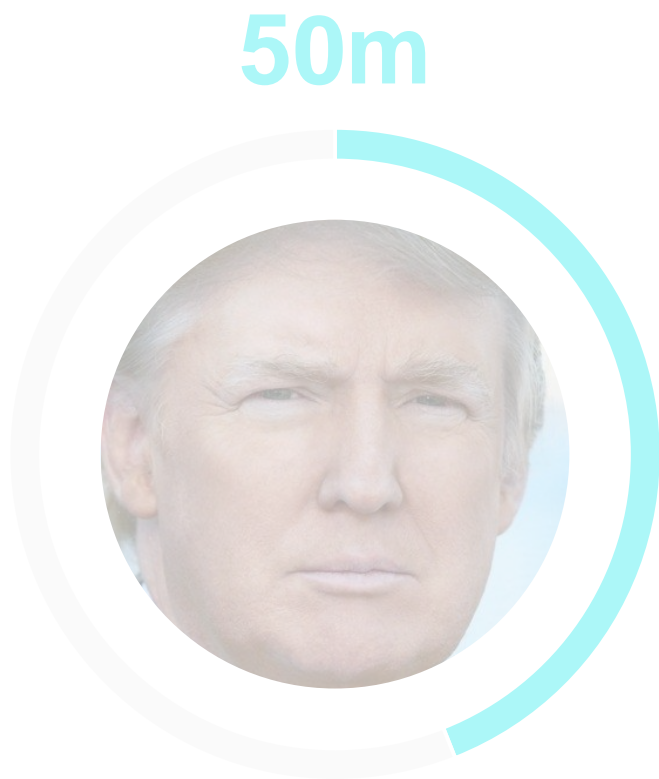
Businesses are more powerful than ever



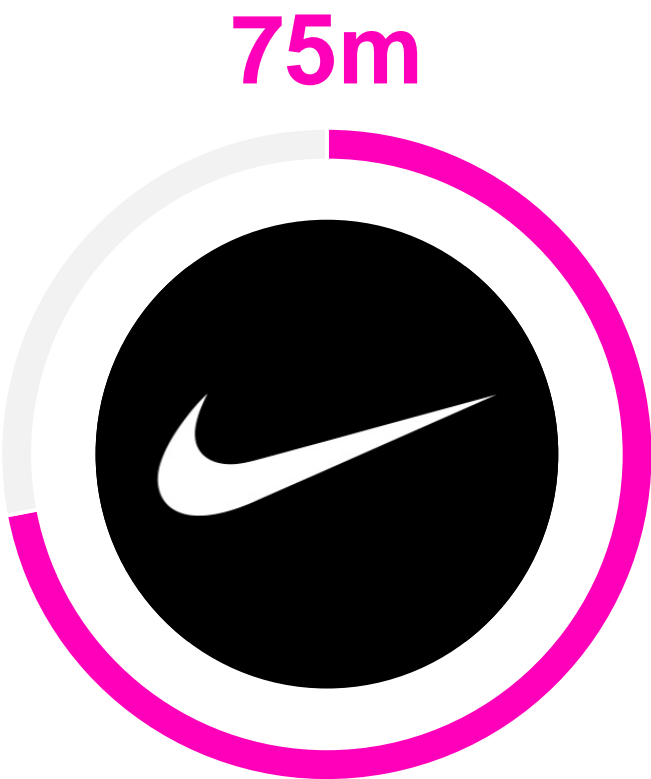
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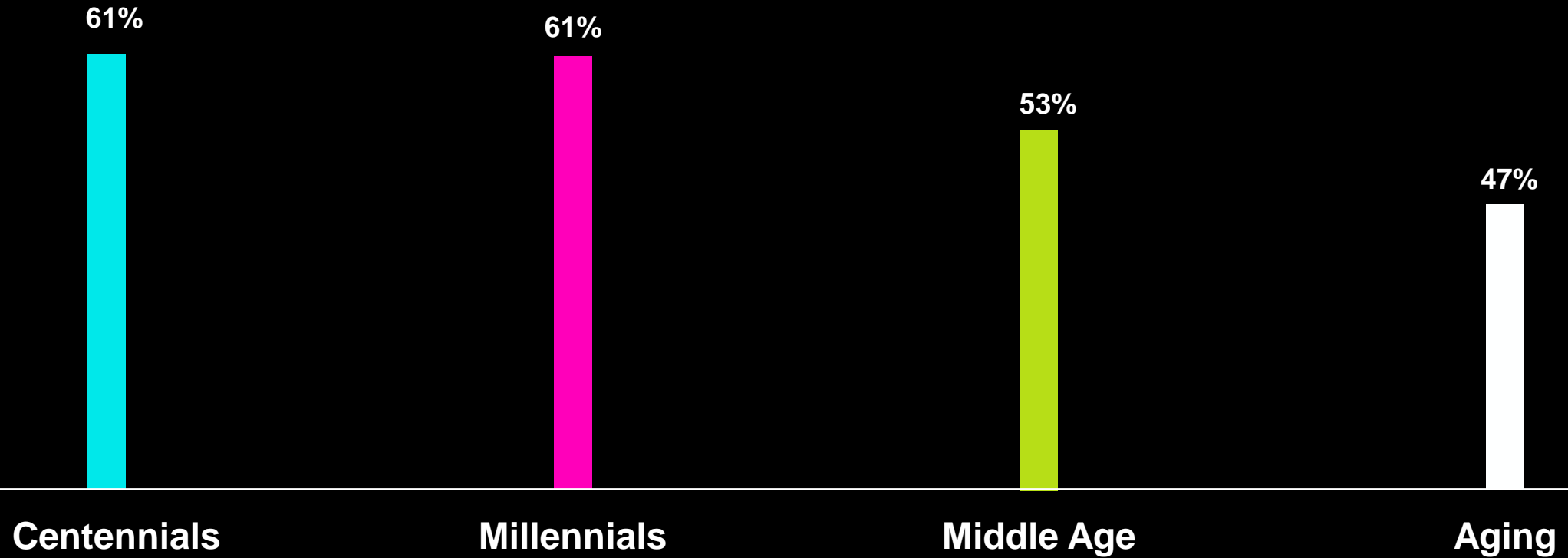
Twitter



Instagram

Increasingly, people expect companies to use this power responsibly

“I like brands that have a point of view and stand for something”

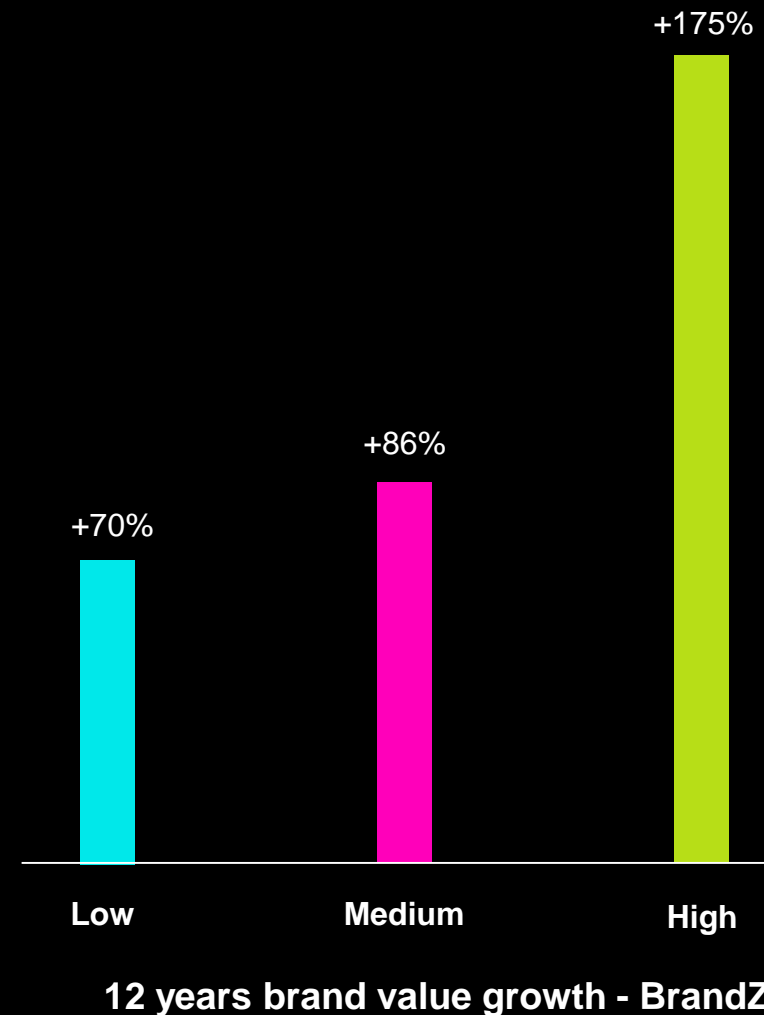


Purposeful Positioning is a key value driver



Without a sense of purpose no company either public or private, can achieve its full potential. It will ultimately lose the license to operate from key stakeholders

Larry Fink,
CEO BlackRock



THE **WHY** OF PURPOSE IS CLEAR

Today, employees
want to do more
than just sell cars.

And today
consumers want
to buy more than
just a car.



But it is still a buzz word with a lot of criticism



PURPOSE

Why you exist: the
positive impact
in people's lives and
the world they live in

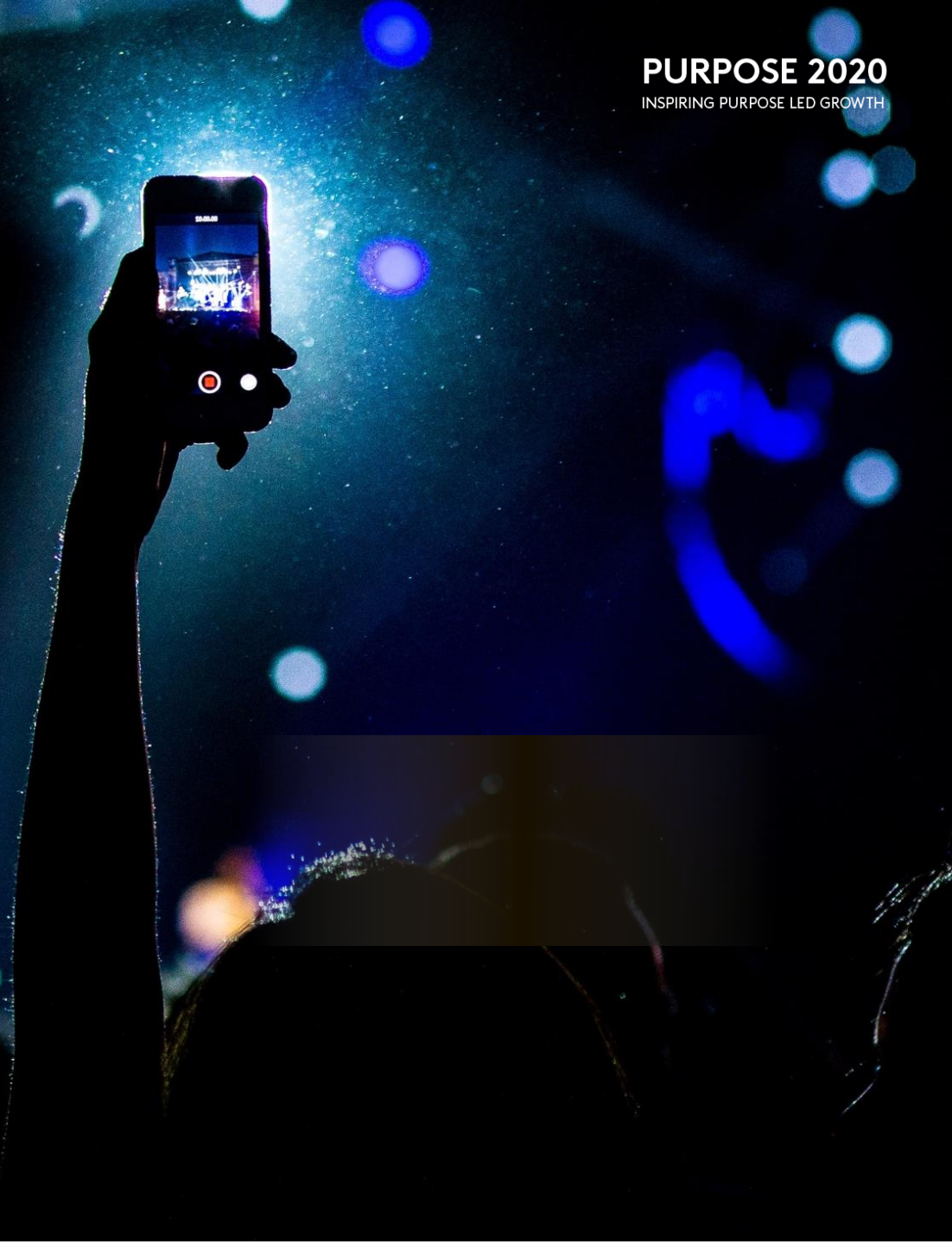


The challenges are the **WHAT** & the **HOW**

I'm in a category that simply
cannot have a positive impact.

My brand was founded to make
money – hardly purposeful...

We have the purpose on
paper... But now what?



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INSPIRING PURPOSE LED GROWTH

Purpose 2020 is the next deep-dive in our thought leadership

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INSPIRING PURPOSE LED GROWTH

MARKETING 2020

ORGANIZING FOR GROWTH

What does it take to win?

How to organise strategy, structure and capability for growth?

The biggest and most global marketing thought leadership initiative ever



INSIGHTS 2020

DRIVING CUSTOMER CENTRIC GROWTH

What are the drivers of Customer Centricity?

How to build an Insights Engine?

Deep-dive on Customer-Centricity



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INSPIRING PURPOSE LED GROWTH

What it means to be Purpose-led?

How to get there?

Deep-dive on Purpose-led growth

PROPRIETARY STUDIES

587 Stakeholder Interviews

20,626 Survey Respondents

SPECIFIC DEEP-DIVES

100 Company Deep-dives

AMA Member Survey

OUR EXPERIENCE

More than 200

Purpose projects worldwide

FMCG



Consumer Tech



B2B



Financial Services



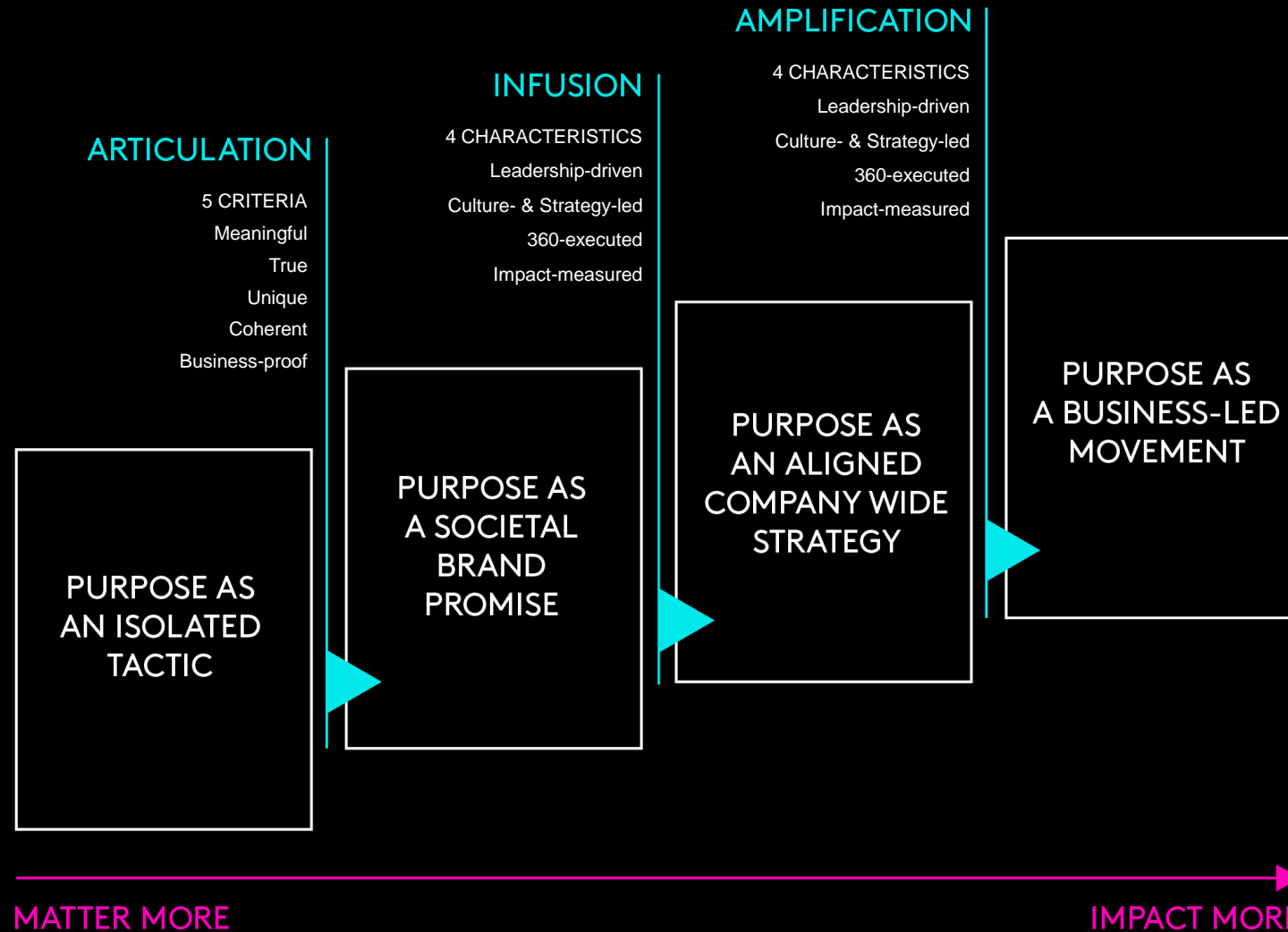
Pharma/OTC



Retail



The Journey towards purpose-led growth has four stages...



Articulation is about
defining what you stand
for and the role you want
to play



DEFINING PURPOSE

Key criteria & challenges

➤ **MEANINGFUL**
through societal tension
& localisation



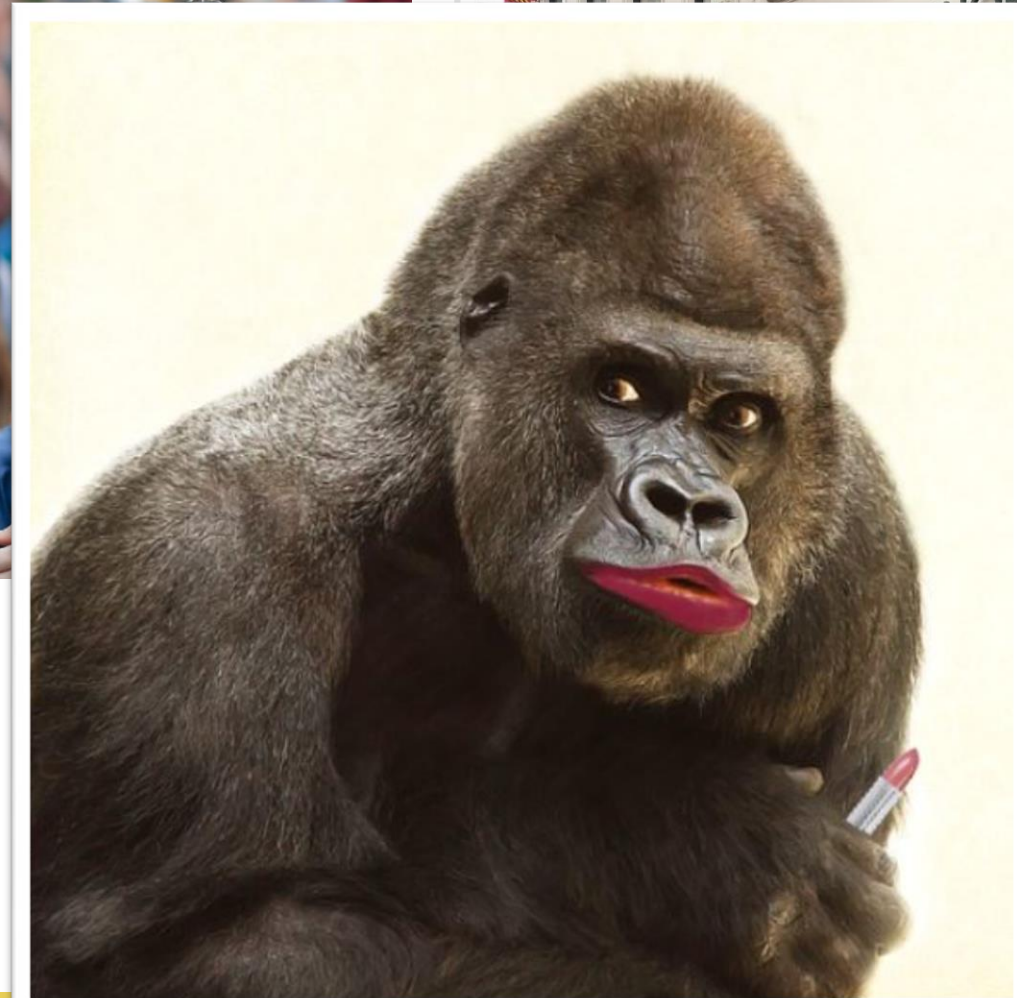
DEFINING PURPOSE

Key criteria & challenges

> **MEANINGFUL**
through societal tension
& localisation

> **TRUE**
to brand character
& company

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INSPIRING PURPOSE LED GROWTH

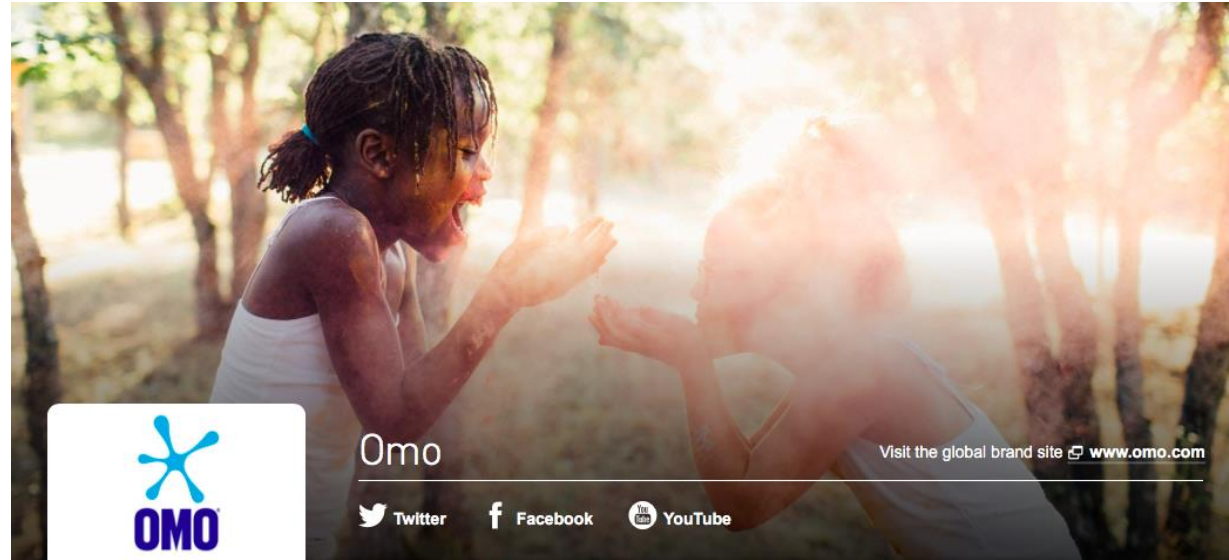


DEFINING PURPOSE

Key criteria & challenges

- > **MEANINGFUL**
through societal tension
& localisation
- > **TRUE**
to brand character
& company
- > **UNIQUE**
within the category

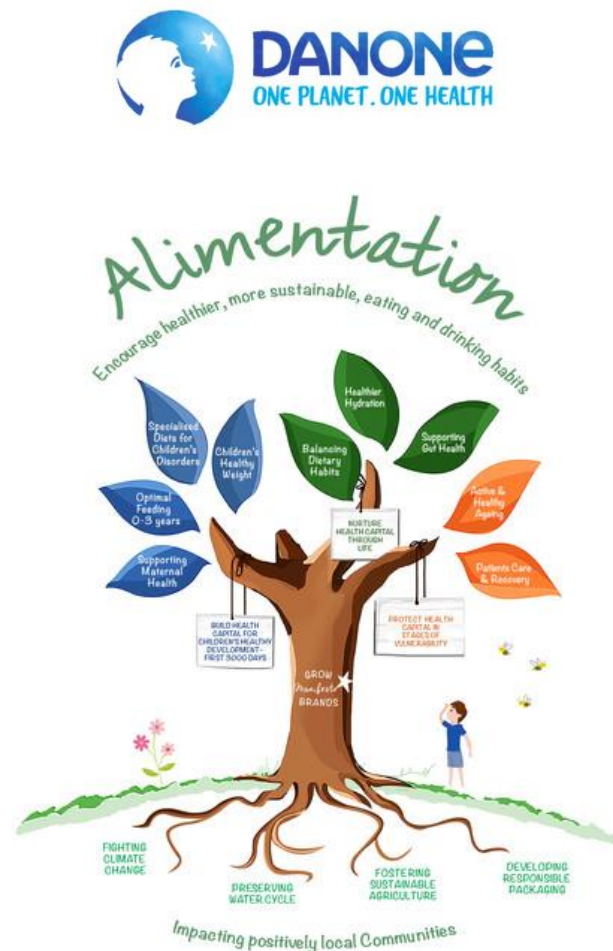
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INSPIRING PURPOSE LED GROWTH



DEFINING PURPOSE

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- **MEANINGFUL**
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- **TRUE**
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within the category
- **COHERENT**
on company & brand-level



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DEFINING PURPOSE

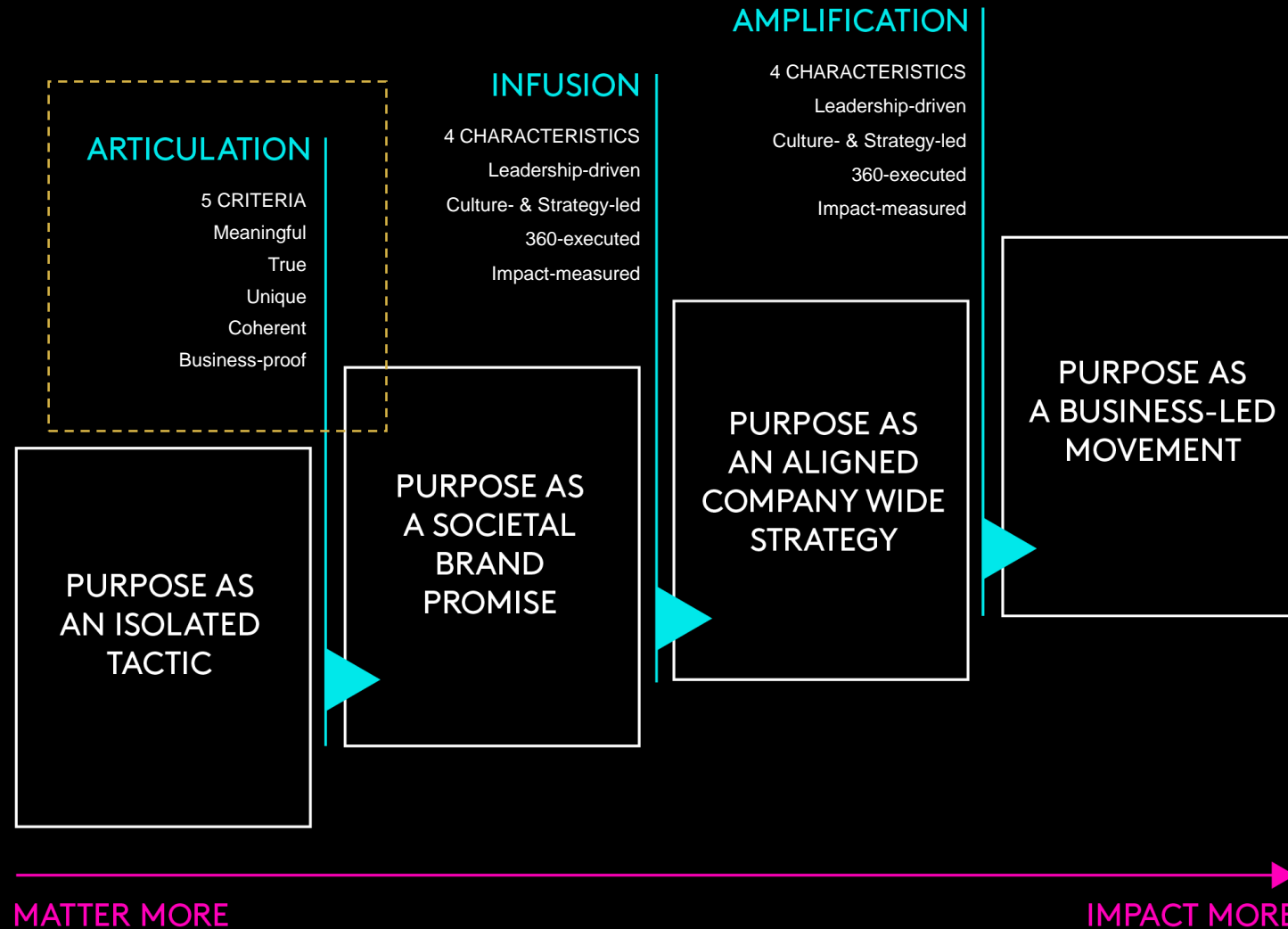
Key criteria & challenges

- > **MEANINGFUL**
thru societal tension & localisation
- > **TRUE**
to brand character & company
- > **UNIQUE**
within the category
- > **COHERENT**
on company & brand-level
- > **BUSINESS-PROOF**
for long-term growth & impact



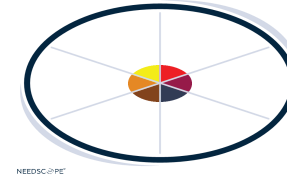
Double the growth
and
halve the footprint

The Journey towards purpose-led growth has four stages...



Using NeedScope for Articulation of brand purpose

Don't start with WHY



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IDENTIFY NEEDSTATE

Identify optimum needstate based on category needs, opportunity sizing, current positioning and competition



DEVELOP POSITIONING

Develop ideal emotive platform as basis for positioning – using NeedScope Brand Builder



SELECT SOCIETAL ISSUE

Select best societal issue for the brand, using heritage and social tension

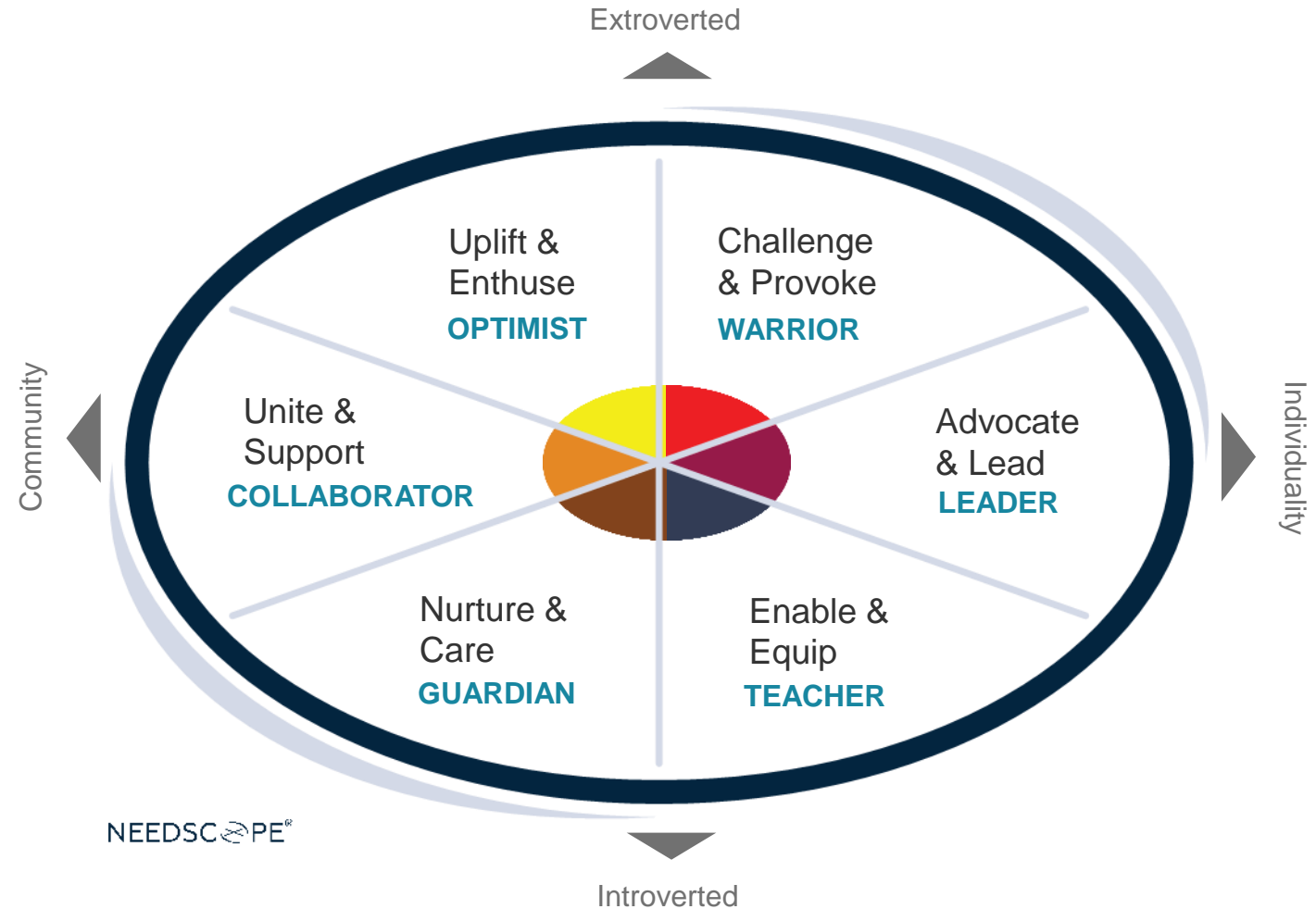


INTEGRATE BRAND PURPOSE

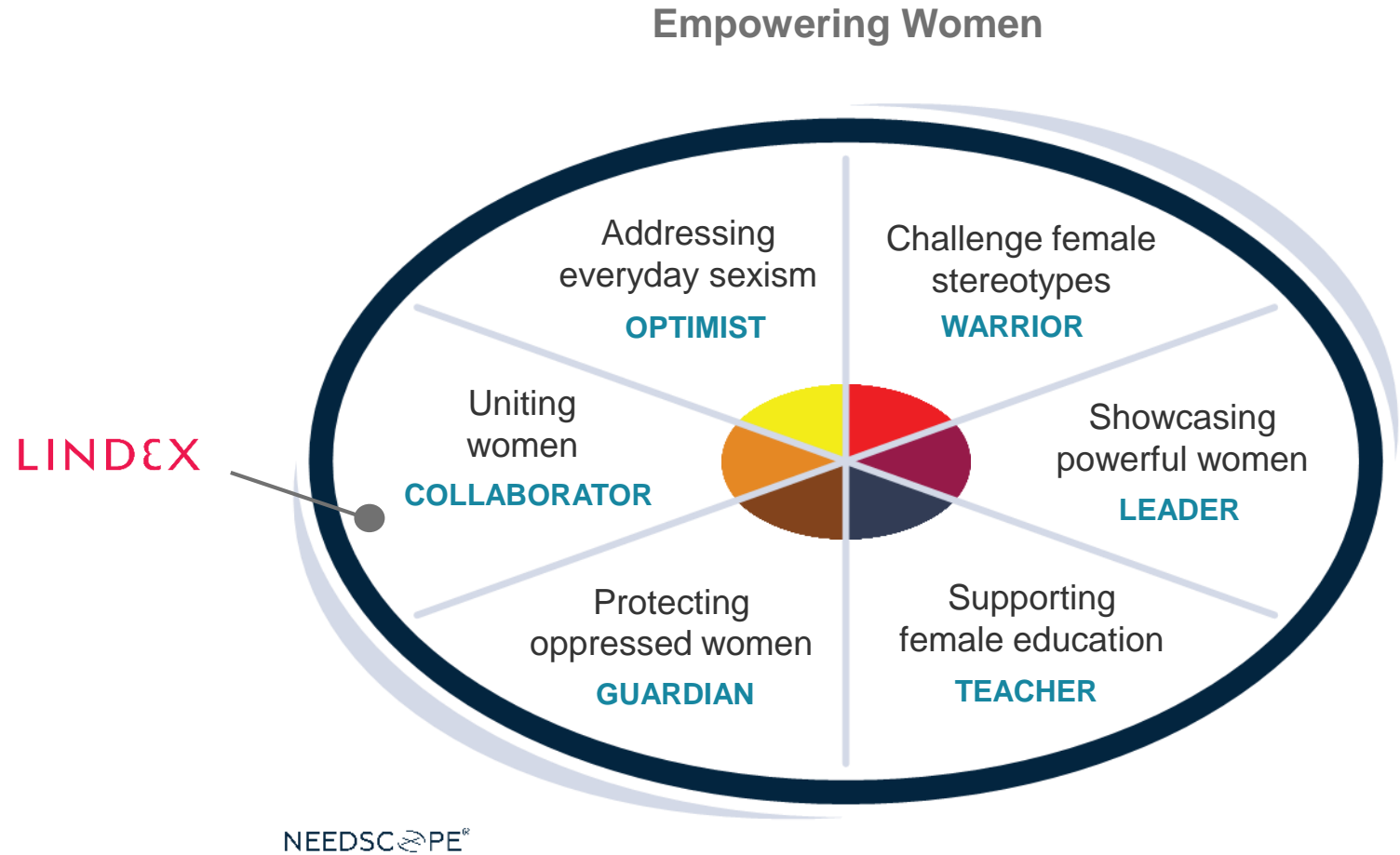
Develop into a fully integrated brand purpose that aligns with every element of the brand

NeedScope guides alignment of brand purpose

- Ensure you focus on something that is right for your brand – and consumers.
- Giving you credibility to talk about it – it is true to your brand personality.
- A well – chosen purpose feels intuitively right to consumers, no explanation needed.
- Brand purpose is not a substitute for powerful brand positioning – it's just another expression of it.



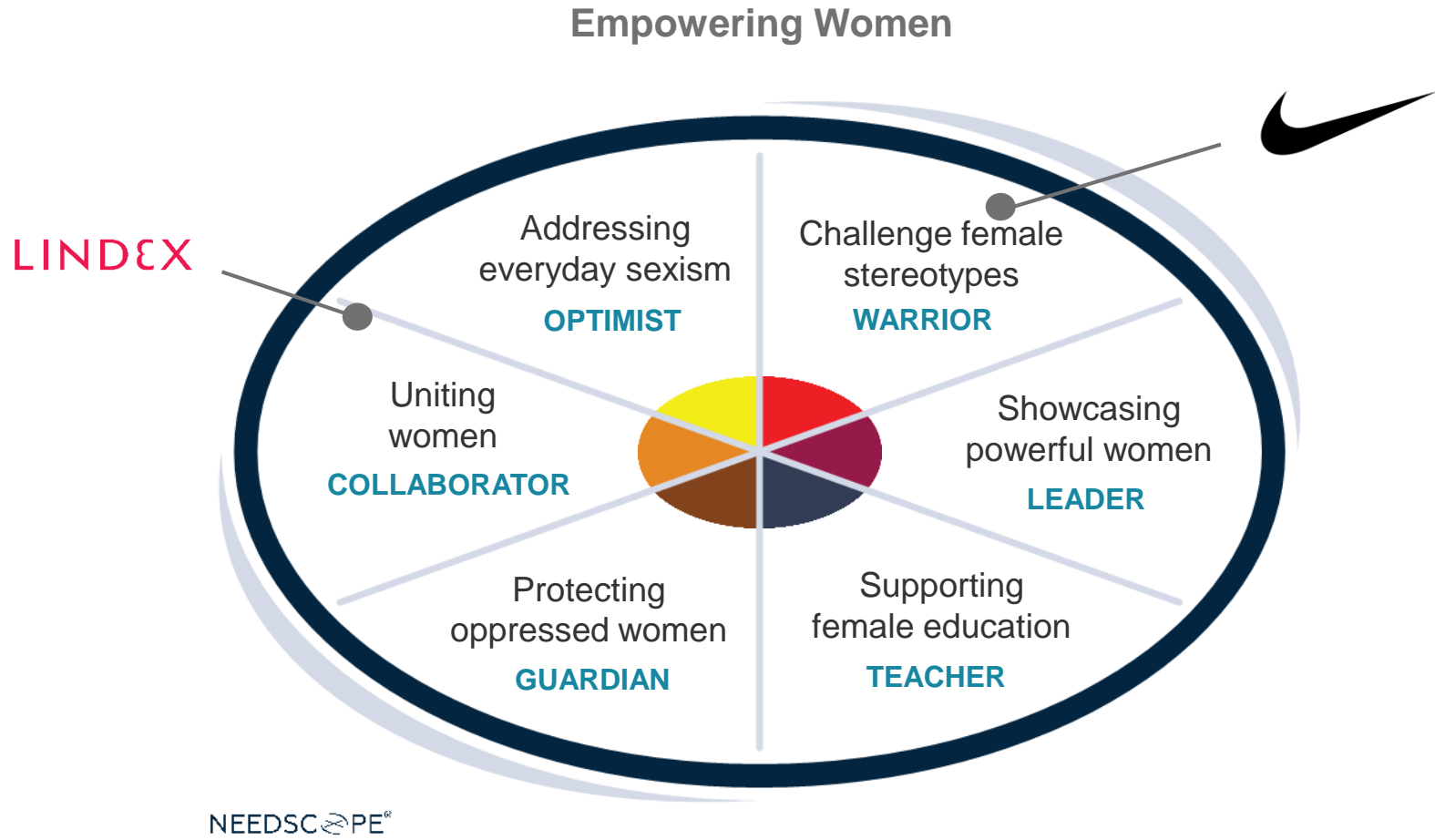
How your brand activate your chosen purpose is critical



A low-angle shot of a woman with long brown hair, wearing a light-colored hoodie, looking upwards with a concerned expression. The scene is dimly lit, with a bright light fixture visible in the upper left corner casting a glow on the ceiling. To the left, a window with white frames is visible, showing a dark blue night sky. The background includes a doorway and some dark furniture on the right side.

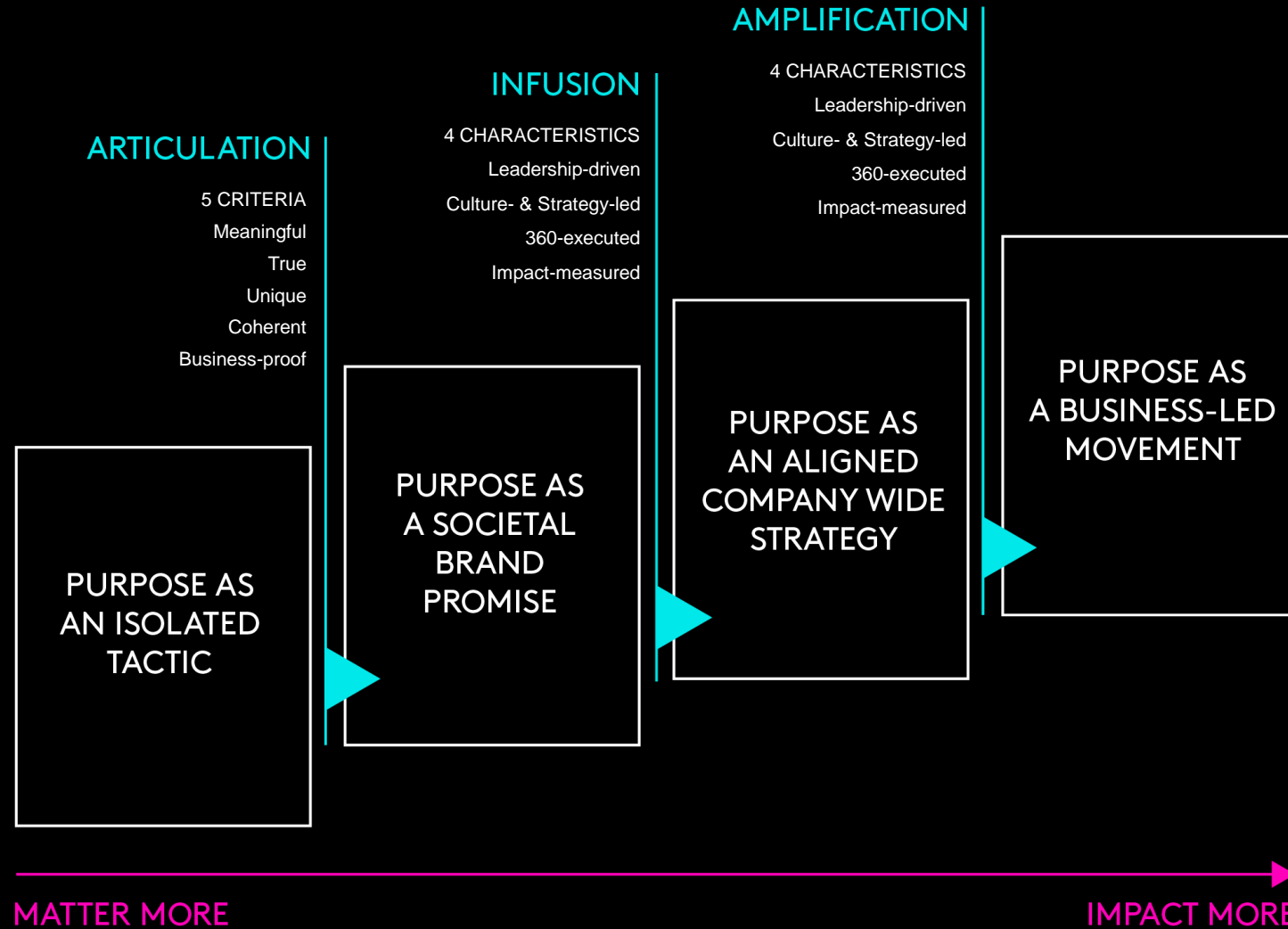
LINDEX

How your brand activate your chosen purpose is critical

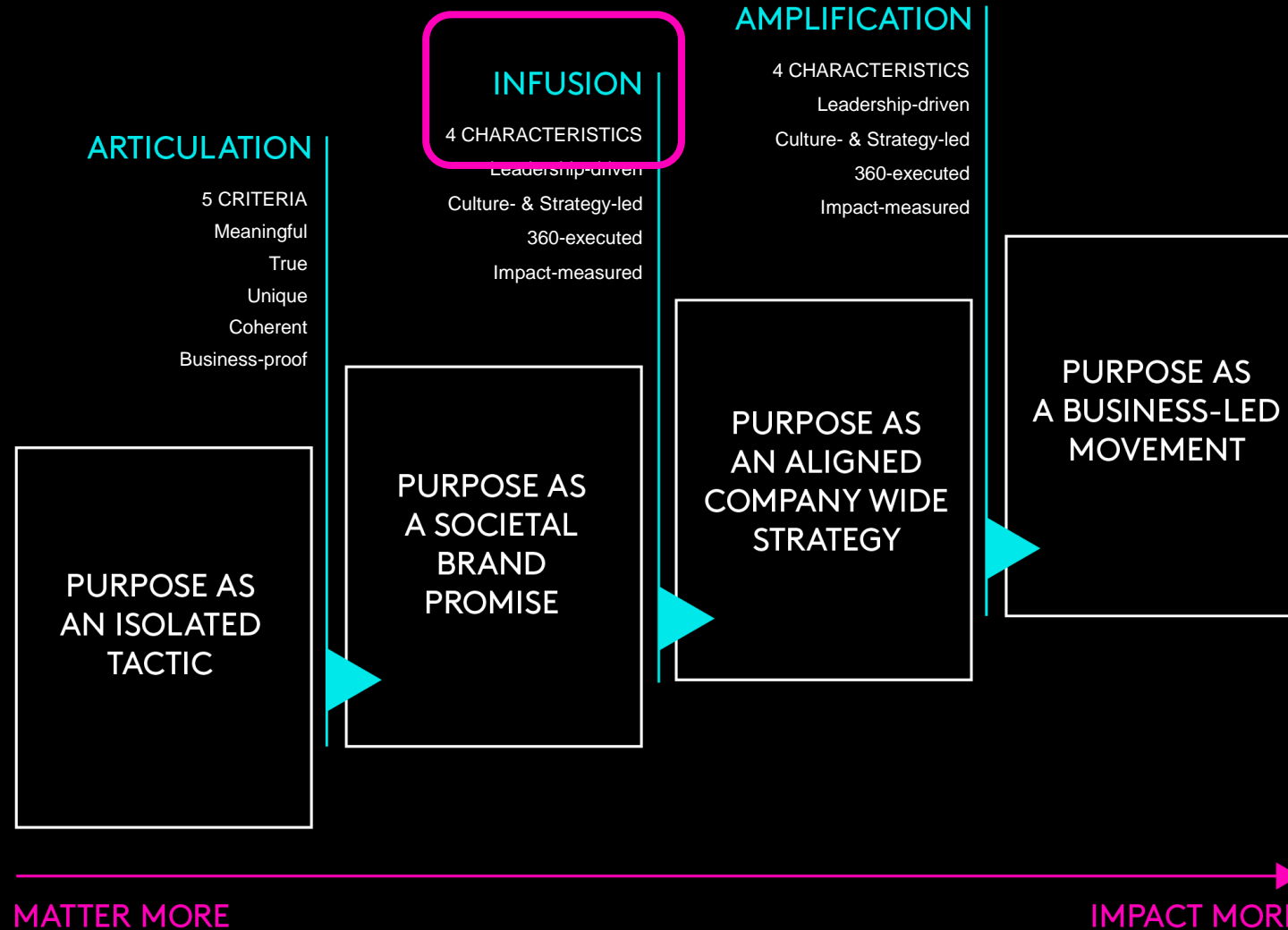




The Journey towards purpose-led growth has four stages...

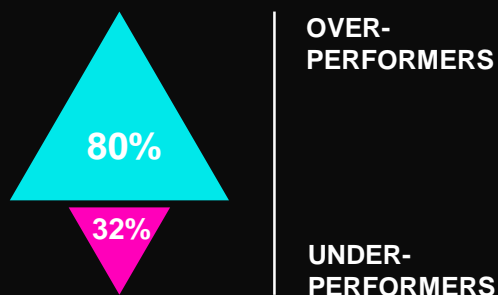


The Journey towards purpose-led growth has four stages...



Infusing purpose touches everything...

Everything we do is linked
to a clear purpose



How to do this?

INFUSING PURPOSE

Key characteristics

➤ **LEADERSHIP-DRIVEN**
underpin the priority and
company wide impact



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C-level is driving the
Brand Purpose

85%

58%

"Our Vision is that by 2020, nobody should be
seriously injured or killed in a new Volvo car."

Håkan Samuelsson, CEO, Volvo Cars



INFUSING PURPOSE

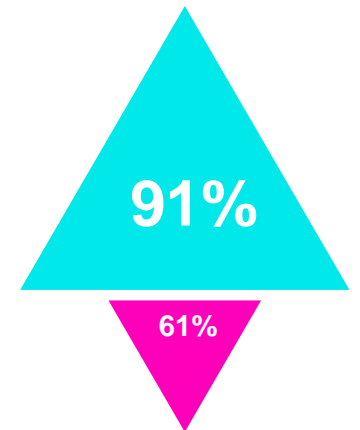
Key characteristics

- **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- **CULTURE- & STRATEGY-LED**
engage the heart & the mind



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INSPIRING PURPOSE LED GROWTH

Our culture is
predominantly focused
on a shared vision



INFUSING PURPOSE

Key characteristics

- > **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- > **CULTURE- & STRATEGY-LED**
engage the heart & the mind
- > **360-EXECUTED**
substantiate the Purpose

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INSPIRING PURPOSE LED GROWTH



INFUSING PURPOSE

Key characteristics

- **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- **CULTURE- & STRATEGY-LED**
engage the heart & the mind
- **360-EXECUTED**
substantiate the purpose
- **IMPACT-MEASURED**
demonstrate impact & learn

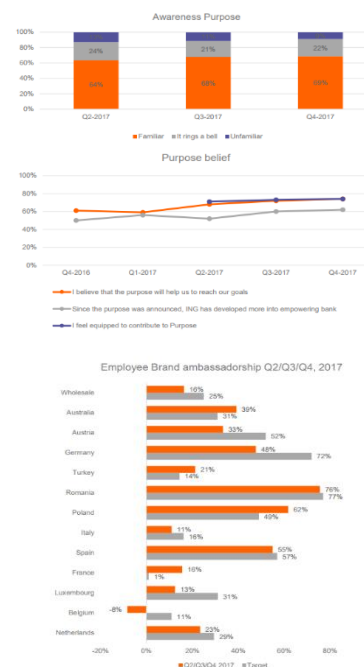
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Empowering people to stay a step ahead in life and in business.

Are we the most empowering bank?

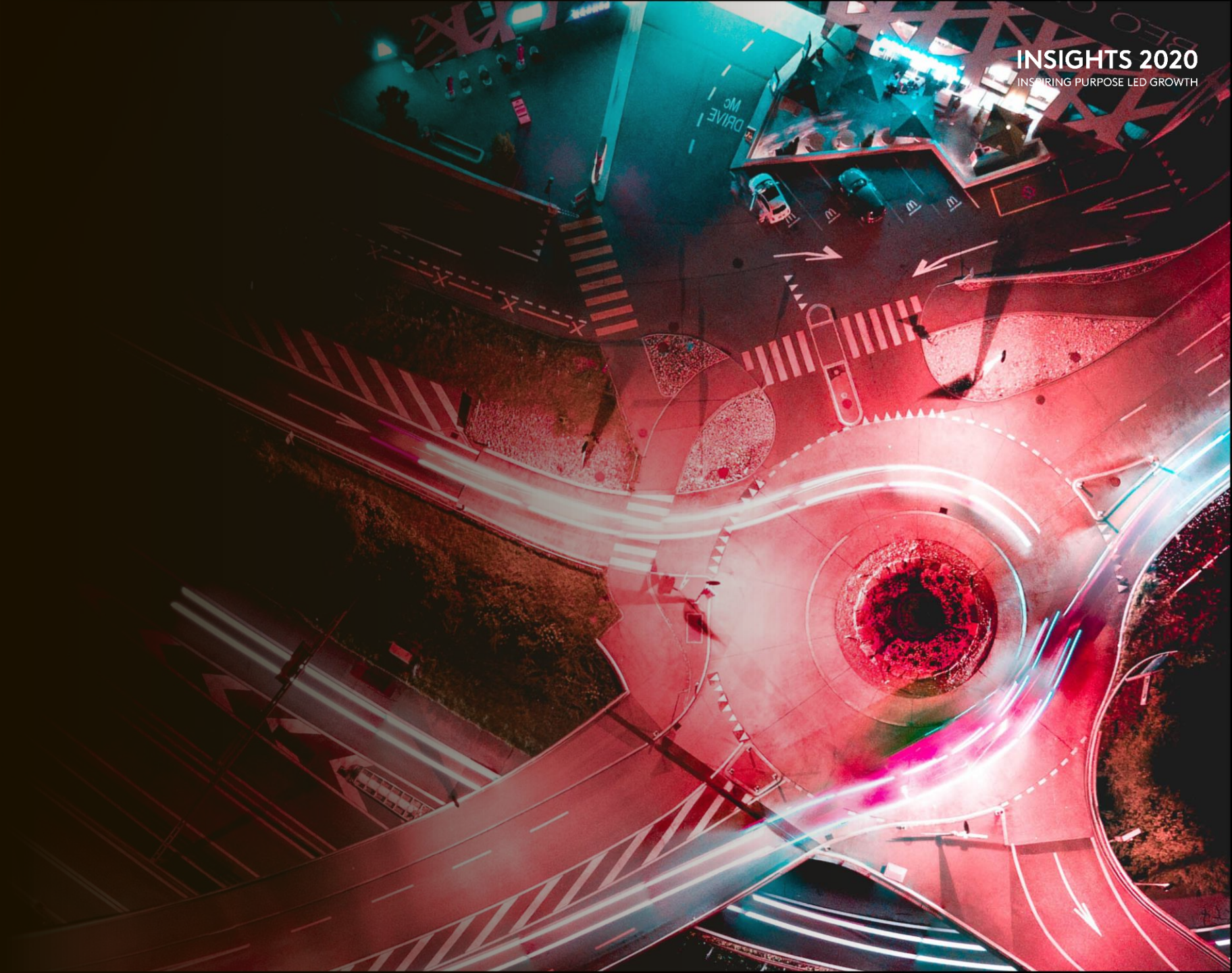
internally



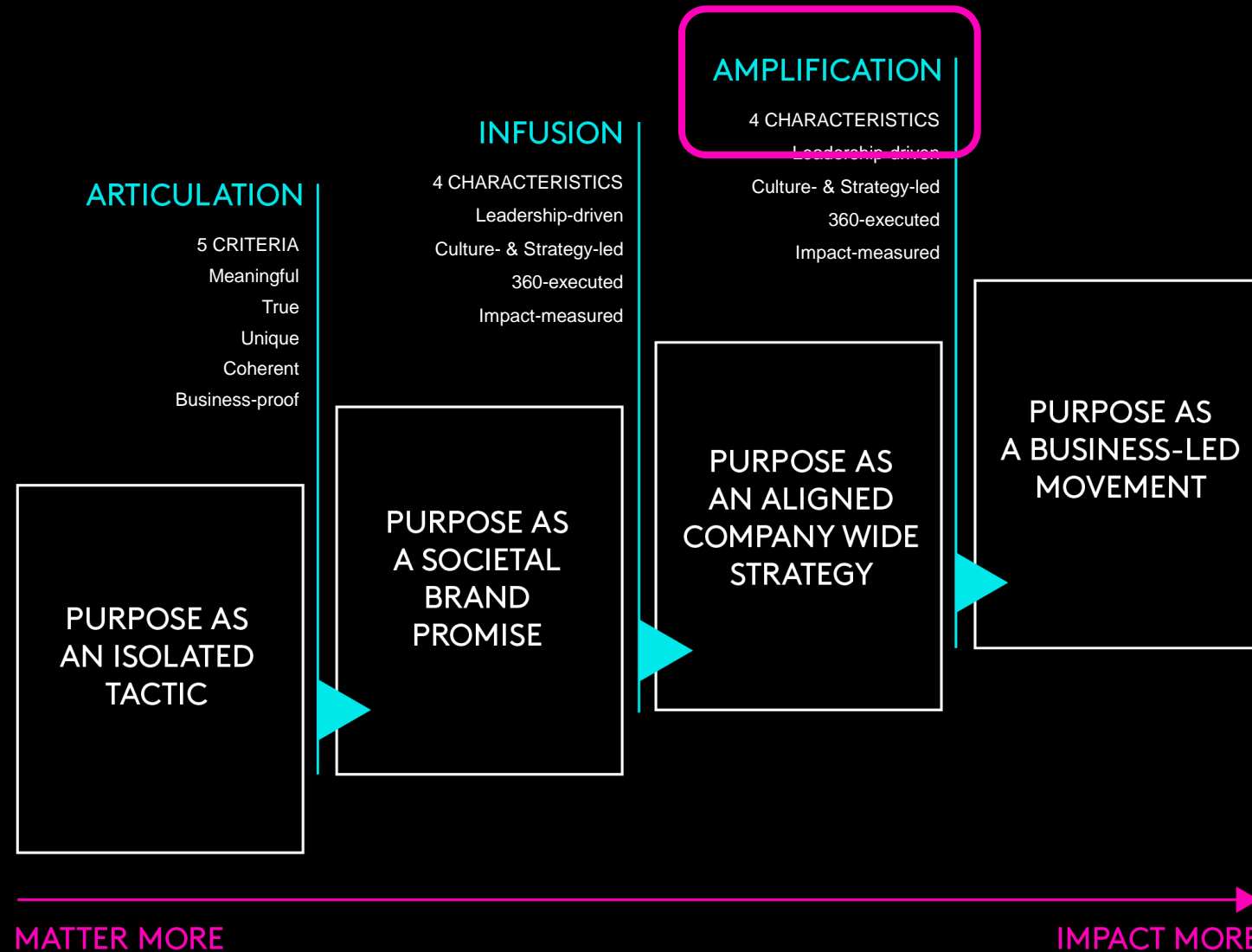
externally



Infusing is about
mobilising and
involving
everyone,
everytime,
everywhere in
everything



The Journey towards purpose-led growth has four stages...



AMPLIFYING PURPOSE

Key drivers



INSPIRATIONAL

Role-modelling

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AMPLIFYING PURPOSE

Key drivers

- **INSPIRATIONAL**
Role-modelling
- **COLLABORATION**
with game-changers

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE



"Anyone supporting our cause is welcome to join – suppliers, consumers, competitors"



**100% slave
free the
norm in
chocolate**

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AMPLIFYING PURPOSE

Key drivers

- > **INSPIRATIONAL**
Role-modelling
- > **COLLABORATION**
with game-changers
- > **FUELLING**
The cultural conversation

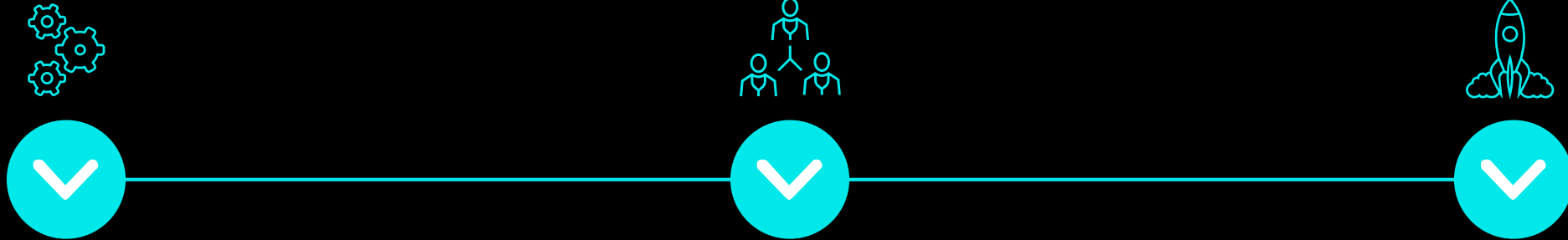
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INSPIRING PURPOSE LED GROWTH





**Amplification is
about
creating a
movement**

In conclusion



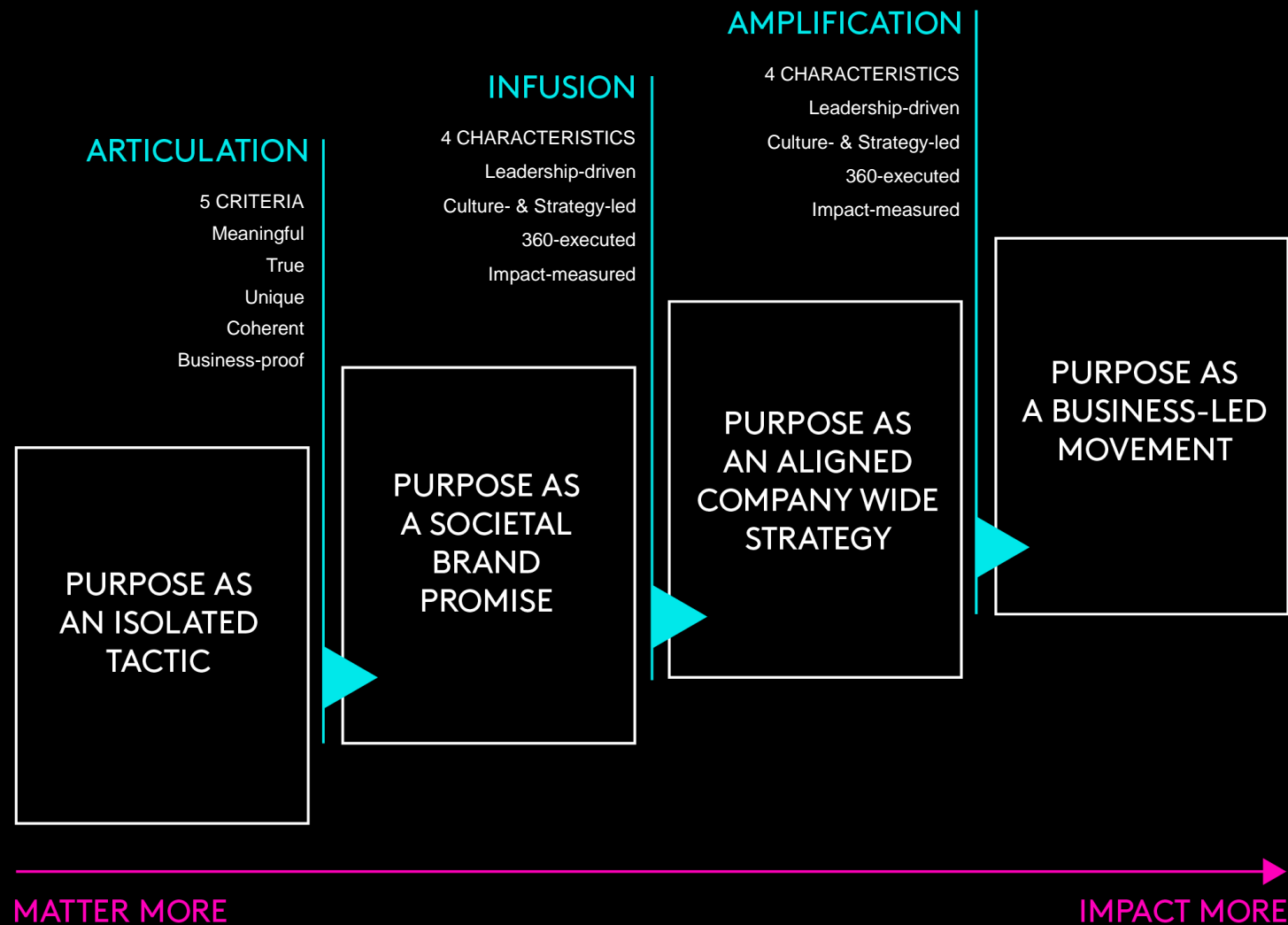
Brand Purpose is a buzz word with lots of confusion because it is often misunderstood, abused or wrongly executed
=> 5 criteria are identified for a world class articulation

Overperformers differentiate themselves by the ability to infuse it throughout the organisation
=> 4 characteristics have been showcased

The best in class Brands are able to rally their purpose beyond themselves
=> 3 drivers are enabling such an impact



The Journey towards becoming Purpose-led



Final words

- 1. Aim high and keep your feet on the ground**
- 2. Reverse the 80/20 – Infusion is key**
- 3. Be a leader – brave, committed and persistent**

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INSPIRING

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