

Sevendots Knowledge Series / Volume 2

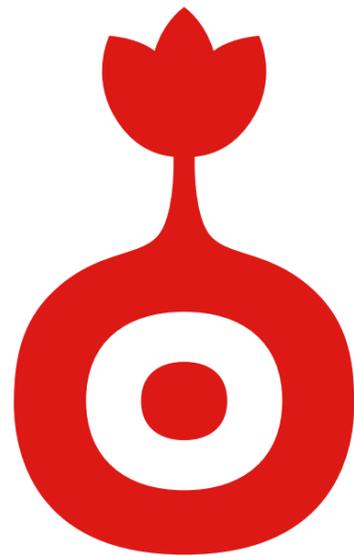
# Brand Purpose

The secret weapon of the bold

sevendots



# A growing passion for brand success



Providing relevant and actionable insight to Consumer Package Goods brand owners – to support long term growth and drive value – is our mission. This is what inspires the Sevendots Knowledge Series.

After the success of the Brand Penetration study, we are following the same trusted path for Brand Purpose: leveraging a plethora of existing literature and case studies, mining the extensive knowledge of our senior partners, engaging major brand owners to capture their experience and interviewing a global sample of marketers with the clear objective to provide a well grounded set of key actionable considerations.

This document is a quick summary of the outcome of the study and is outlining the 7 key conclusions we'd like to add to the great brand management debate.

**Please contact [info@sevendots.com](mailto:info@sevendots.com) in case you are interested in the whole outcome of the project.**

# 01

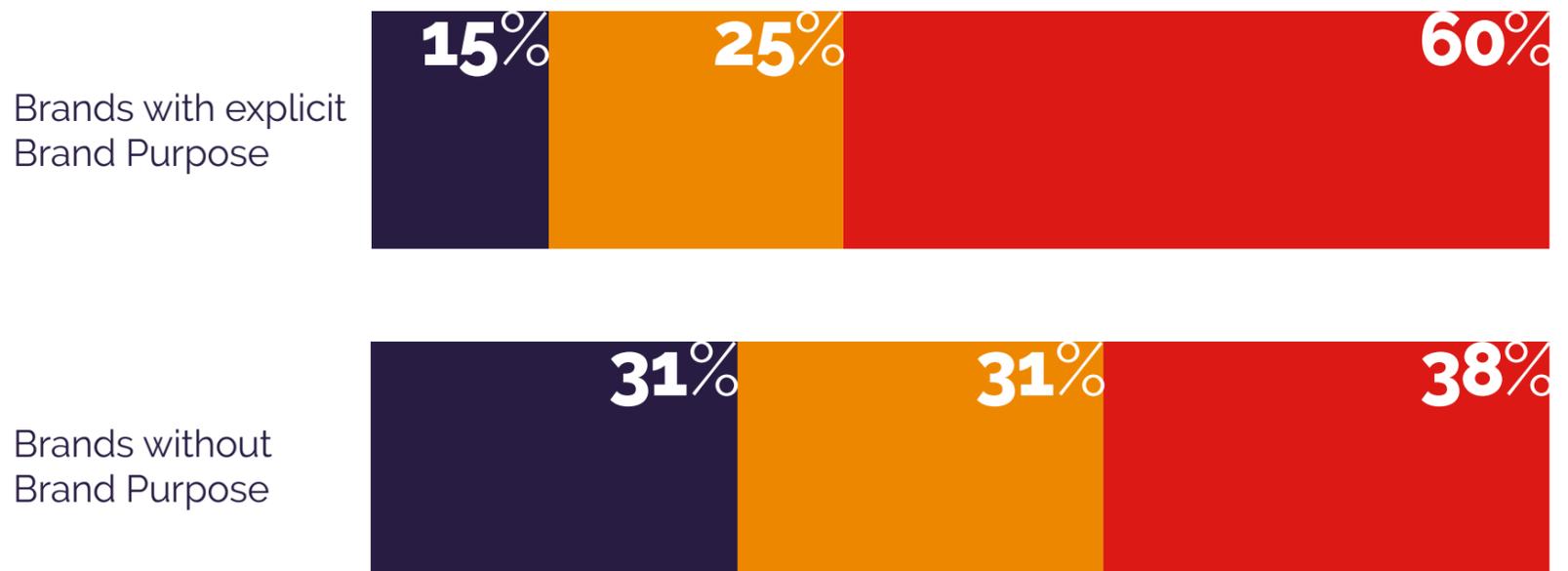
## From 'nice to have' to 'must have'

**Brand Purpose can be a strong accelerator for growth, because it's just what consumers want to hear.**

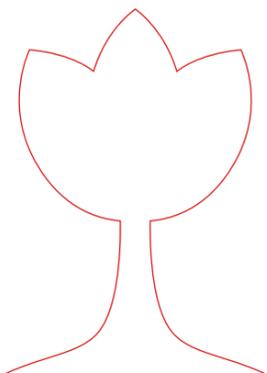
There is growing consumer expectation for brands to have a higher ambition, that goes beyond their traditional economic role. And there is no evidence that such expectation is going anywhere other than up in the future.

### Brands with an explicit Brand Purpose experience a much higher growth

How would you define the growth of your brand in the past 5 years?



🍀 Did not grow/decline    🌻 Grow slightly    🌺 Grow substantially/moderately



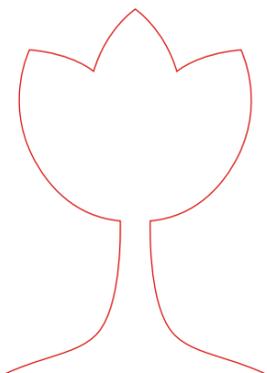
# 02

## Brand Purpose transcends Social Responsibility

(but it is better for them to be connected)

While there has been increasing visibility and support for the development of Brand Social Responsibility, it should not be a proxy for Brand Purpose.

It is quite clear that Purpose and Social Responsibility are closely aligned facets of a brand. Yet a strategy focused around Social Responsibility alone is not enough to satisfy consumer expectations from their brand.



# 03

## Purpose – one word, multiple definitions

While brand owners consistently recognize the importance and value of Brand Purpose, there are very different opinions on what it is. Everyone talks about it, but there is no consensus on its definition. We can say that there are many ways of describing Brand Purpose.

Yet the different views can be clustered into 4 different groups, journeying up a continuum of ambition.

However it is more important to have a Brand Purpose than the way you define it.

### Different Purpose definitions but more consensus on the less ambitious ones

#### Which Description Best Defines Brand Purpose?

What the brand means for the consumer, ultimate benefit



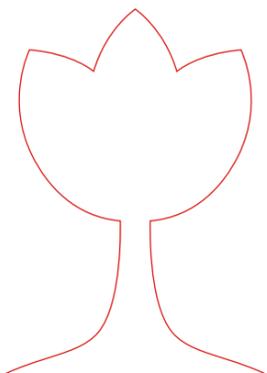
Why behind the brand, core of existence



Inspiring & relevant cause, touching consumers lives



Vocation, contribution to better world



# 04

## Your brand is more than your business

### Be open, involve other entities, deliver tangible benefits

Brand Purpose is rooted in the idea of providing a return to society that transcends the economic value of the brand. It's about authentic action not merely communication.

**Growing brands tend to have a higher consciousness of the importance of providing a return to society through Purpose. They also recognize the importance to do this in partnership with other organizations.**

Most important aspects related to Brand Purpose differences growing vs non growing brands: index average brands = 100

Provides clear return to society

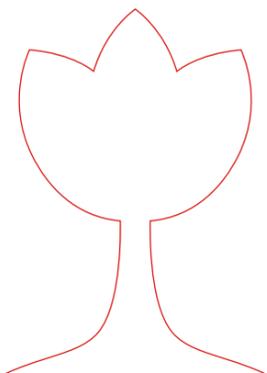


Involves other entities (NGO's, associations, ...)



 (Very) strong growing brands

 Average/non-growing brands



# 05

## Be true to yourself and connect to a human truth

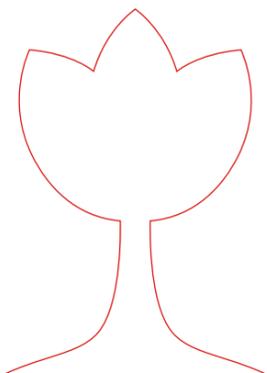
The journey to authentic Brand Purpose begins with understanding the brand's DNA. True Brand Purpose cannot simply be decided around a meeting table. It must be discovered; grounded in the brand's heritage.

And the successful journey continues by cementing Purpose to a deep human truth. Thus can it travel across the globe, be sustained across time, maximize its relevance and implement the power of its ambition.

### Brand Purpose should be linked to Brand DNA and company heritage, be sharp and easy and possibly linked to a human truth.

#### Four most important aspects related to Brand Purpose

Top 2 box scores (5 point scale)



# 06

## Walking the talk brings focus to Brand Purpose

Growing brands are consistently true to their Purpose embedded in everything they do, both internally and externally. It's about 'walking the talk.'

Brand Purpose should be the guiding light that leads all internal activities to ensure strong impact. It's not just what we say but what we do. If executed properly it helps bring focus and alignment to the organization and strengthens top line growth.

### Brand Purpose as a guiding light.

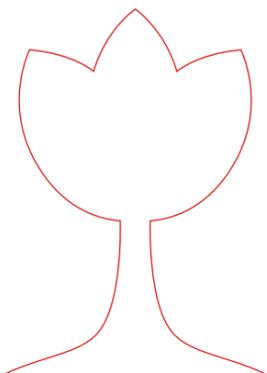
Most important aspects related to Brand Purpose differences growing vs. non growing brands: index average brands = 100

Ensuring internal consistency



 (Very) strong growing brands

 Average/non-growing brands



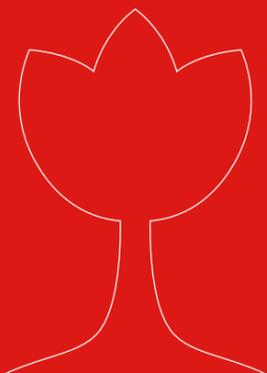
# 07

## The Brand Purpose Paradox: “The less you demand, the more you receive”

Building Brand Purpose is a marathon not a sprint. If you don't expect ROI on Brand Purpose then you will get it. If you don't look for ROI then you will find it.

“Purpose is definitely affecting brand performance but success is a natural consequence and not a target.”

Regional CMI Director – Multinational Food Company

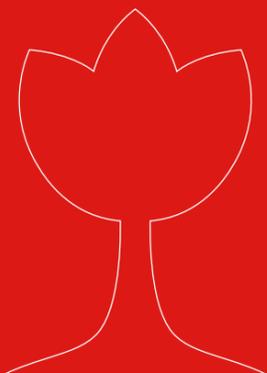


# So

## What did we base these insights on?

Sevendots insights are always based on a robust platform of knowledge, and not happy with just one source, we always want to cross-check our conclusions with other sources of information. This exercise was no exception. 5 key stages of learning fueled our final conclusions.

- 1** A detailed search and review of all relevant information sources and cases about Brand Purpose from academics, consulting firms and practitioners.
- 2** An internal survey among 27 Sevendots partners from 12 countries – with strong experience in brand and general management or in consulting and consumer research – collecting, structuring and distilling all their experience on Brand Purpose.
- 3** Qualitative interviews with more than 30 senior professionals in large CPG companies, including Nestle', Heineken, SCJ, PepsiCo, Diageo, Colgate, Henkel and Beiersdorf among others, from functions such as global and regional CMO's and CEO's, International Marketers and Global CMI.
- 4** A quantitative survey of 155 marketers and consumer insight professionals around the globe, all from leading multinational CPG companies.
- 5** And finally, an extensive search and review of case studies providing vivid support to our findings.





For a presentation of the  
whole outcome of the project  
please contact

[info@sevendots.com](mailto:info@sevendots.com)

sevendots