

The Guardian

The *Power of Purpose*



Expectations for brands to be *purposeful* is *on the increase*, and consumers want to hear about your *purpose journey*.

Purpose has become more important and will be even more so in years to come



84%

Agree

Australians have a greater expectation for corporations to be socially or environmentally responsible today compared to five years ago



90%

Agree

Corporations will be expected to be more socially and environmentally responsible in the future

Australians do not feel that brands do a good job sharing their purpose credentials



21%

Agree

Corporations effectively communicate how they are being socially or environmentally responsible



47%

Agree

Corporations are making more of an effort to be socially or environmentally responsible today compared to five years ago

Australians are increasingly realising that their **consumer actions** have a large impact on **making a personal difference**

How impactful do you feel the below actions are in making a personal impact on social or environmental issues?

Impactful/Very Impactful

74% Choosing products and services that support the issue

74% Through personal lifestyle changes

64% Supporting and donating to charities

63% Volunteer work

43% Protesting about the issue

43% Sharing information about the issue on social media

Our Methodology

Understanding the impact of purposeful brands



Qualitative Deep Dive

3-day online community B2C,
N=15 per market
1-hour B2B interviews,
N=6 per market



Quantitative Deep Dive

15 minutes online survey
Quotas applied to
age, gender, location
Weighted to national representation
N = 1,000 per Market
(AU, UK, US)



Locations

Australia, USA, UK



Consumer Segment

Open to The Guardian,
50% Progressives

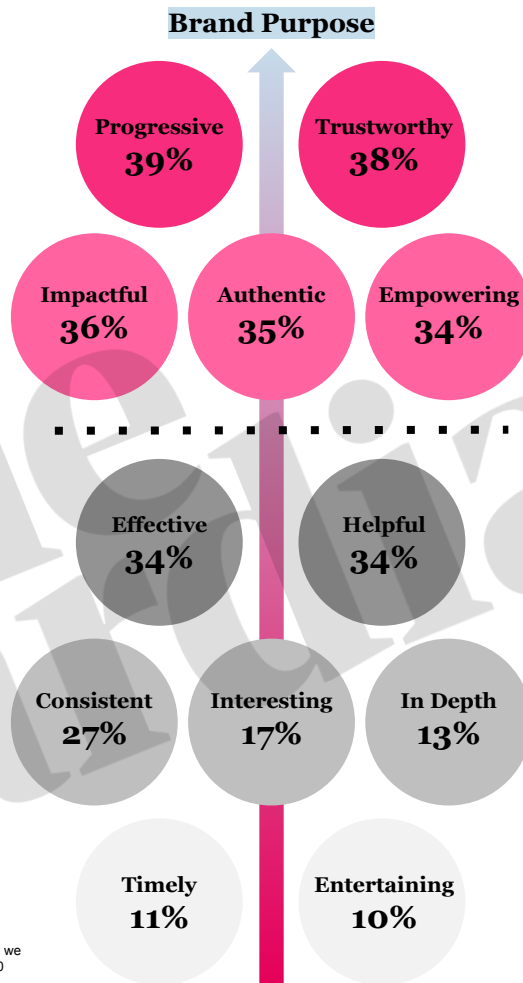


Industry Segment

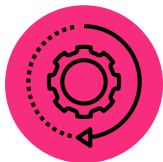
Senior client and agency
brand and media planners

What attributes define a purposeful brand?

The
pillars of purpose
centre on being
progressive,
trustworthy,
impactful
authentic and
empowering



Distilling the 5 pillars of *purpose*



Progressive

Constantly ***evolving***
Adapting to change
Creating ***influence***



Trustworthy

Being ***reliable***
Having a sense of
authority



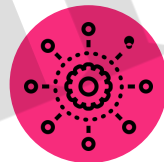
Empowering

Provide information
and tools to facilitate
decision making



Authentic

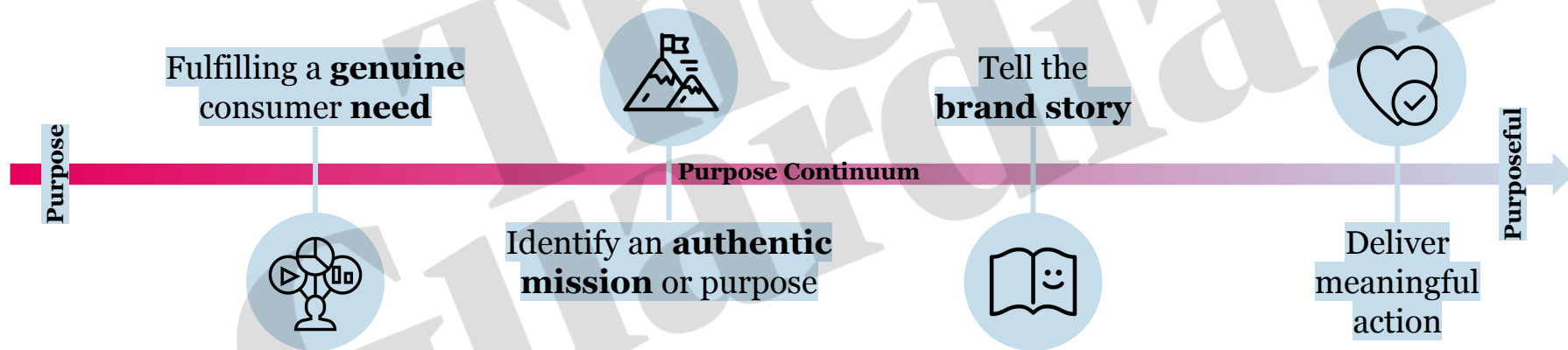
Being ***genuine***
and ***transparent***
Open to consumers
feedback



Impactful

The cause
and effect of
decisions made

The journey of a **purposeful brand** starts from utility and evolves to more about **empowerment** and a *value exchange*



Purpose helps to
establish connections,
trust and change
perceptions - with
 Guardian readers this
 is more acute.

The more purposeful an advertiser
 is perceived to be, the more likely
 you are to...

T2B on 5 point scale

<i>Have positive feelings towards the advertised brand</i>	62%	53%
<i>Trust the advertised brand</i>	55%	47%
<i>Change my opinion of the advertised brand</i>	51%	45%
<i>Search online for more information about the brand</i>	67%	56%
<i>Visit the advertised brands website</i>	63%	52%
<i>Visit a store/ location of the advertised brand...</i>	59%	45%

and it *drives key funnel metrics* such as consideration trial and purchase...

The more purposeful an advertiser is perceived to be, the more likely you are to...

T2B on 5 point scale

Consider buying / using the advertised brand	58%	50%
Trial the product /service being advertised	61%	50%
Buy the product /service being advertised	58%	46%
Mention the brand to family friends or colleagues	58%	48%
Subscribe to/follow the brands on social media channels	53%	34%
Share a post/blog on social media channels	46%	27%

This audience profile underpins the impact on brand funnel metrics of ads which are carried under this masthead

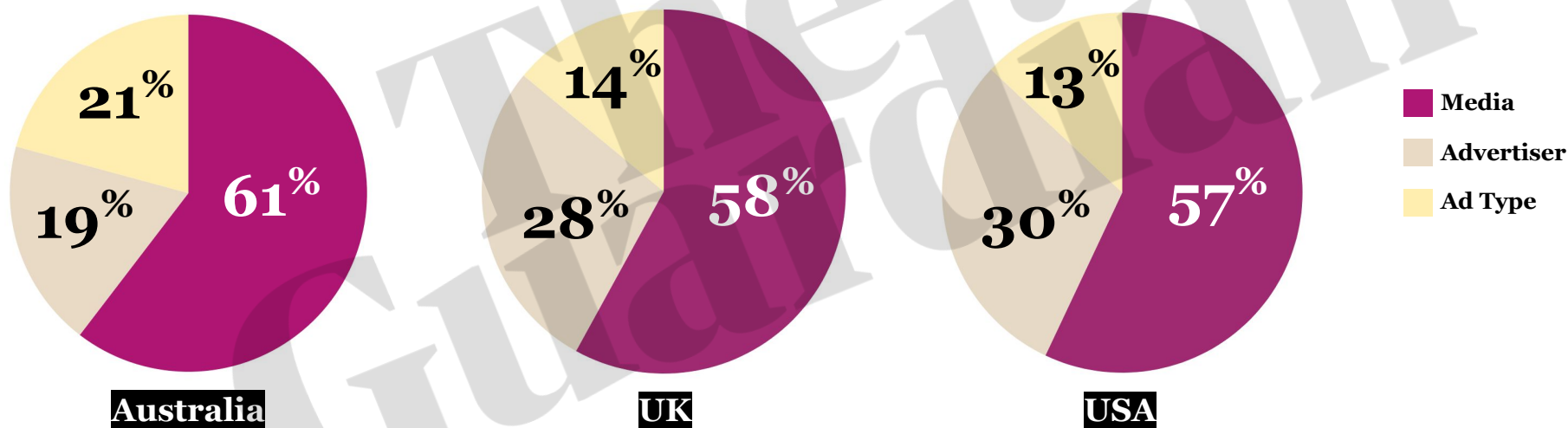
Uplift impact of Purposeful Ads (*Guardian readers*)%

	Have positive feeling towards the advertised brand	Trust the advertised brand	Change my opinion of the advertised brand	Search online for more information about the brand	Visit the advertised brand website	Visit a store/ location of an advertised brand
Australia	+17%	+17%	+13%	+20%	+21%	+31%
	Consider buying/using the advertised brand	Trial the product/ service being advertised	Buy the product/service being advertised	Mention the brand to family, friends or colleagues	Subscribe to/follow the brand on social media channels	Share a post/blog on social media about the brand
Australia	+16%	+22%	+26%	+21%	+56%	+70%

Consumers are increasingly aware that a *brand's purpose* is measured through not just what you say but the whole supply chain

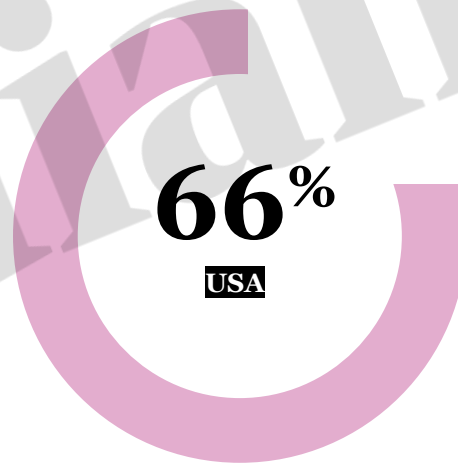
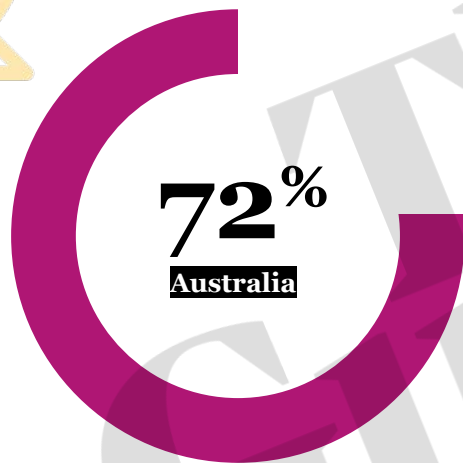
The Media plays an important role as a delivery mechanism for brand purpose, accounting for nearly 60% of the impact

Importance of Brand Purpose



7/10 people agree it's important for
media companies to act in a purposeful way

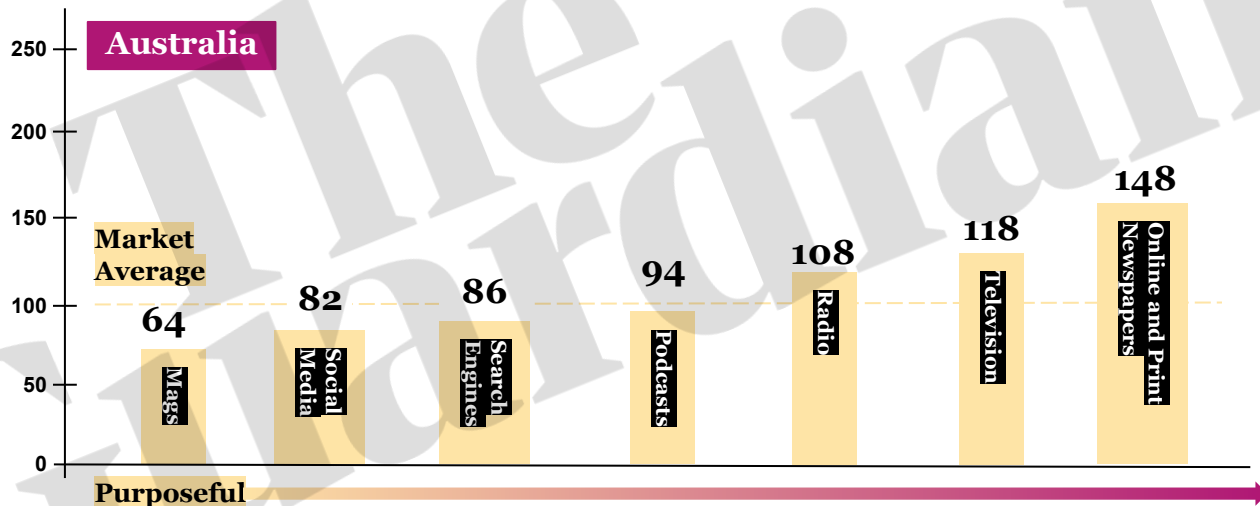
Importance of purpose for media companies



When matching media against *pillars of brand purpose*, magazines and social media by themselves are less aligned, with news media holding a *firm position* in the market

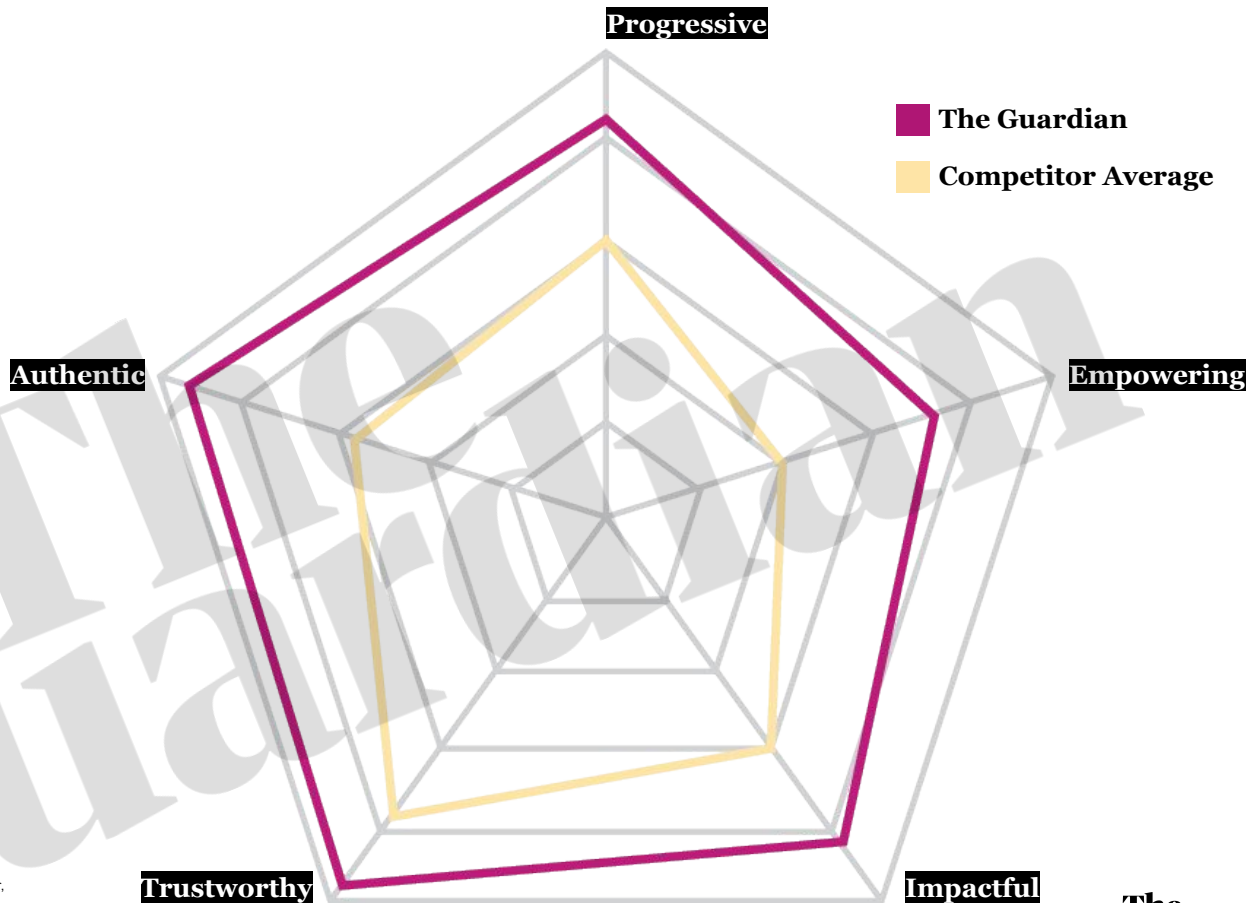
Purposeful media index

Based on the 5 key pillars of purposeful brands: **Progressive, Trustworthy, Impactful, Authentic, Empowering**



When compared to other news publications, The Guardian leads in all of the *purpose pillar traits*

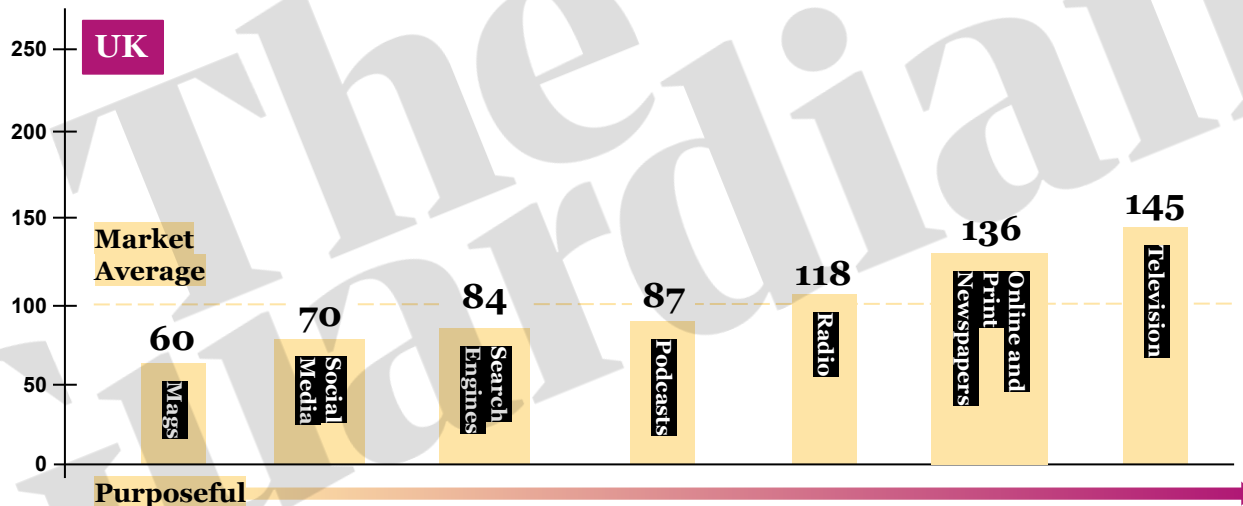
Attributes associated with news and current affairs sources



When matching media against *pillars of brand purpose*, online and printed news and TV are seen as purposeful, but social media and magazines are less aligned with purpose

Purposeful media index

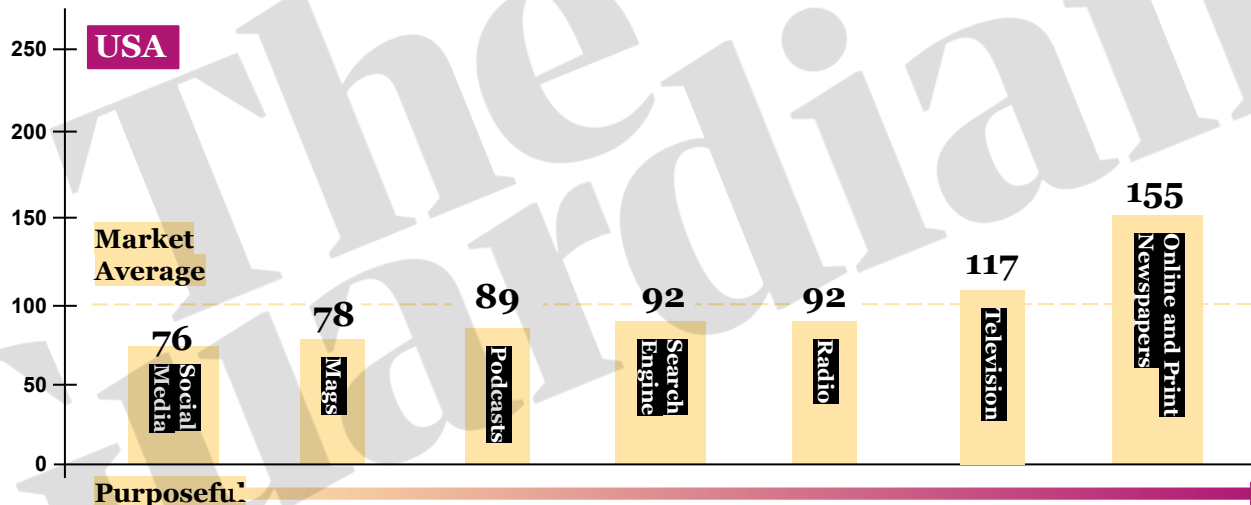
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7 implications for marketers

1

What is your story?

Brands need a clear understanding of how they will create profit and create change

2

Curate your audience

It's not about largest reach, meaningful reach is more important.

3

Be willing to engage

Be willing to engage your consumers in your brands purpose journey!

4

Do, then tell

Take them on the journey.

5

Shift your 'call to action'

The call to action for a purposeful campaign should be 'join this cause', not 'buy this product'.

6

Execution must reflect purpose

All elements of the campaign must work cohesively, not contradicting your purpose.

7

Share your impact

Consumer wants to feel that they have made the right decision and contributed to your cause.

The Guardian

The Power of Purpose

For the full presentation please contact
advertising.aus@theguardian.com