



**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

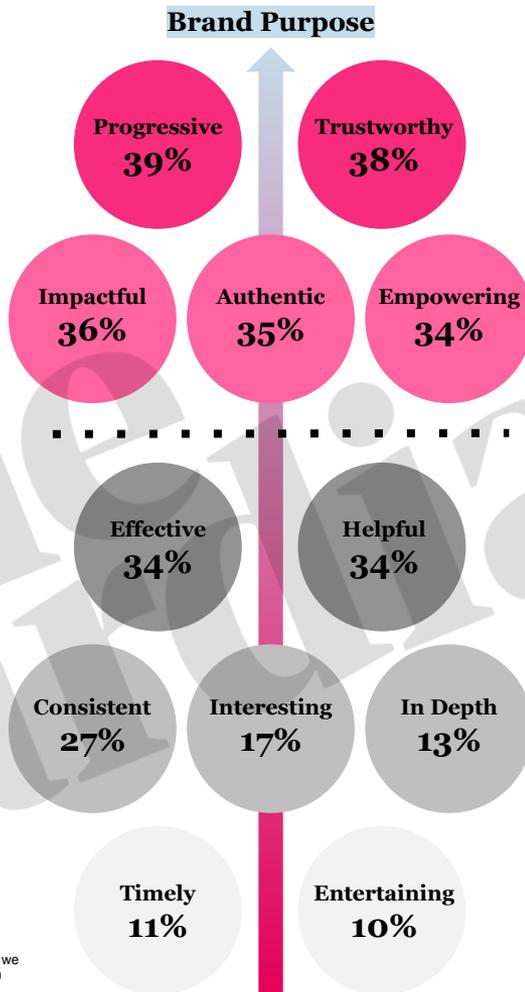


### Industry Segment

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**

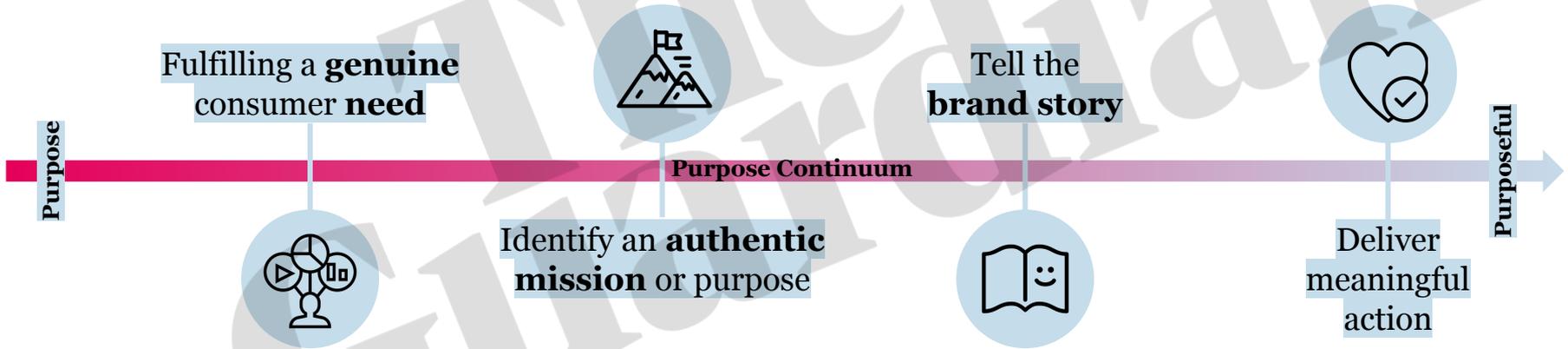
Being *genuine*  
and *transparent*  
Open to consumers  
*feedback*



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



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

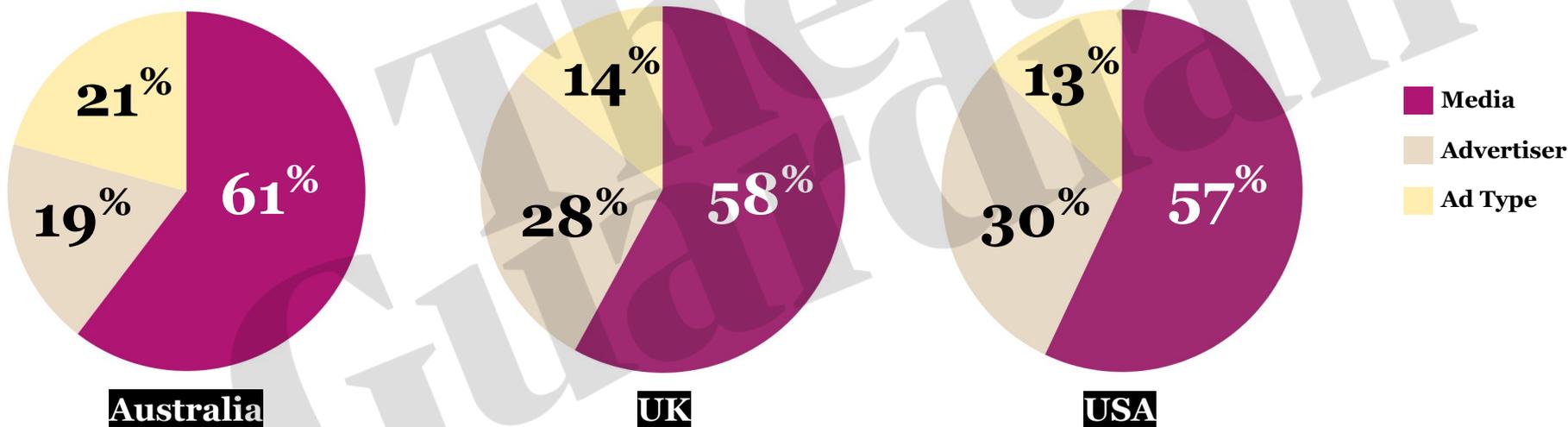
## Uplift impact of Purposeful Ads (*Guardian readers*)%

	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
<b>Australia</b>	<b>+17%</b>	<b>+17%</b>	<b>+13%</b>	<b>+20%</b>	<b>+21%</b>	<b>+31%</b>
	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
<b>Australia</b>	<b>+16%</b>	<b>+22%</b>	<b>+26%</b>	<b>+21%</b>	<b>+56%</b>	<b>+70%</b>

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

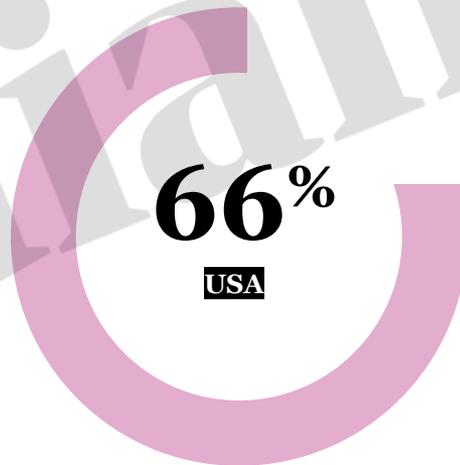
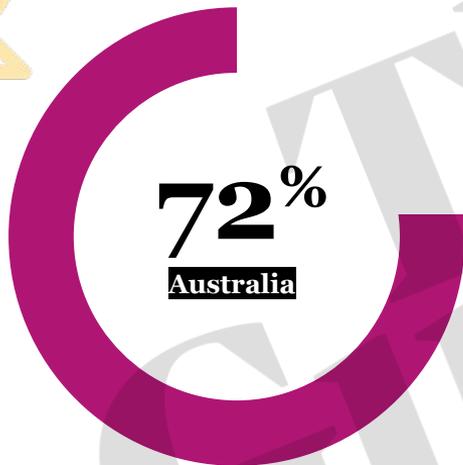
# The Media plays an important role as a delivery mechanism for brand purpose, accounting for nearly 60% of the impact

## Importance of Brand Purpose



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

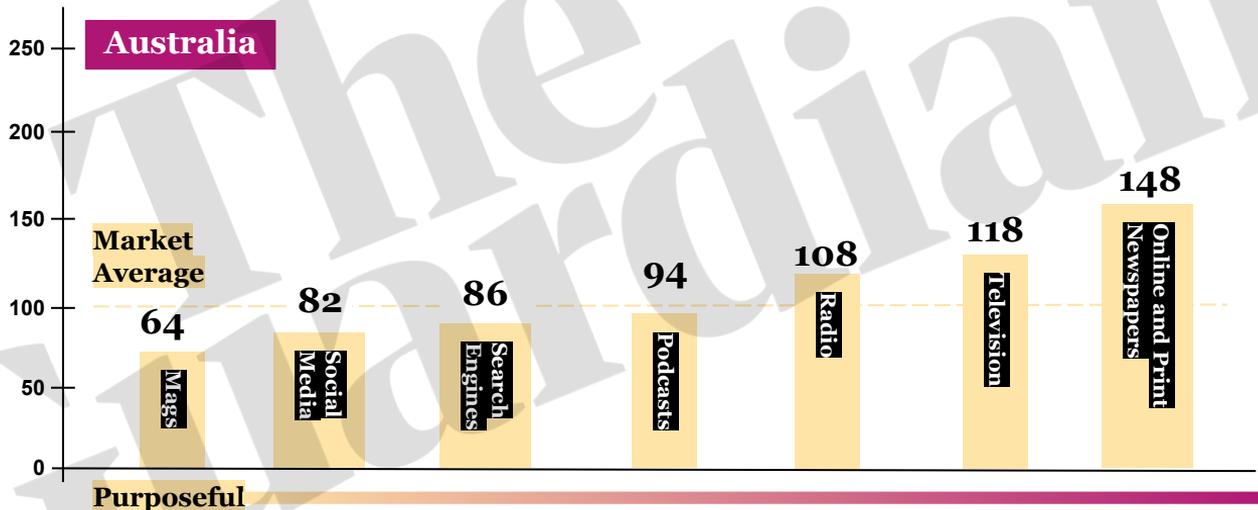
## Importance of purpose for media companies



# 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

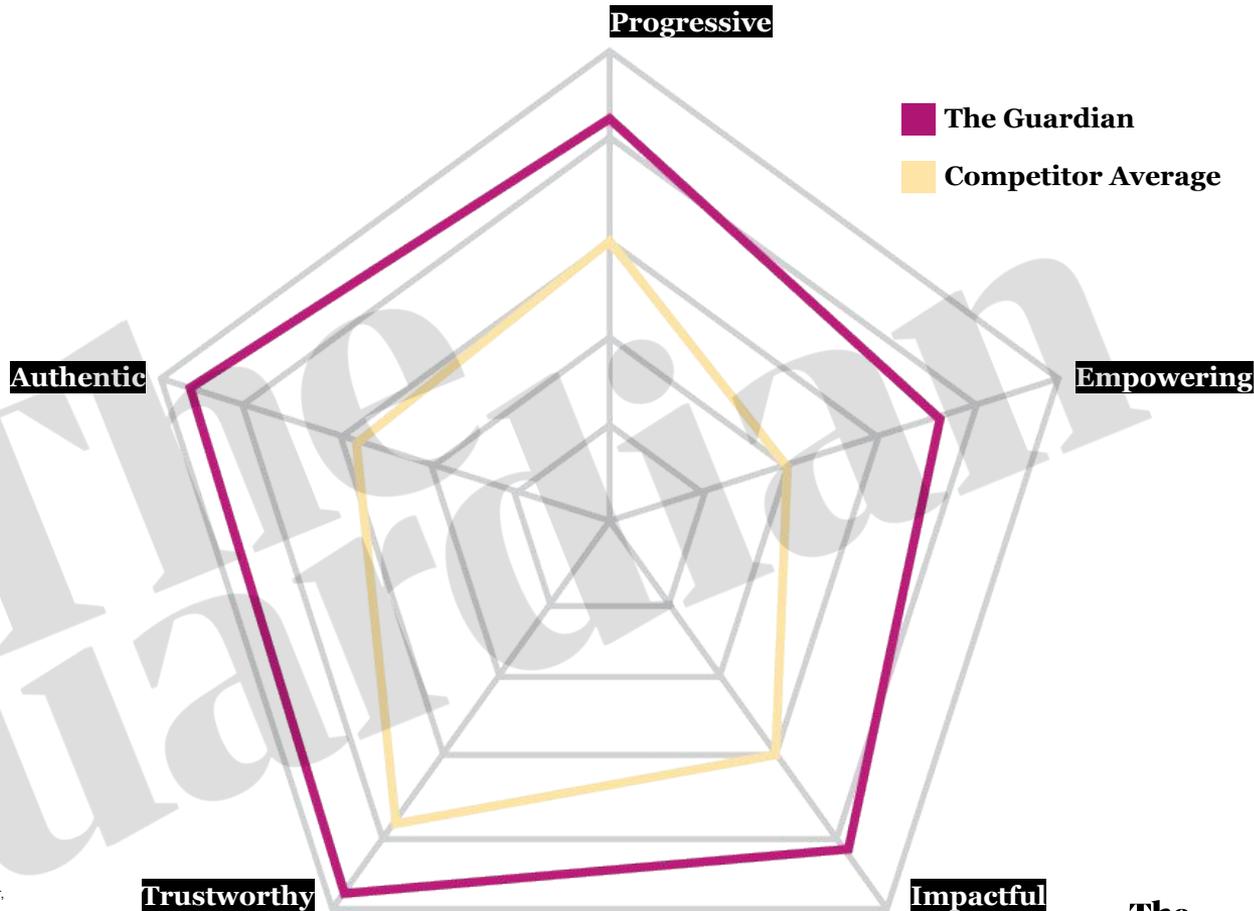
## Purposeful media index

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

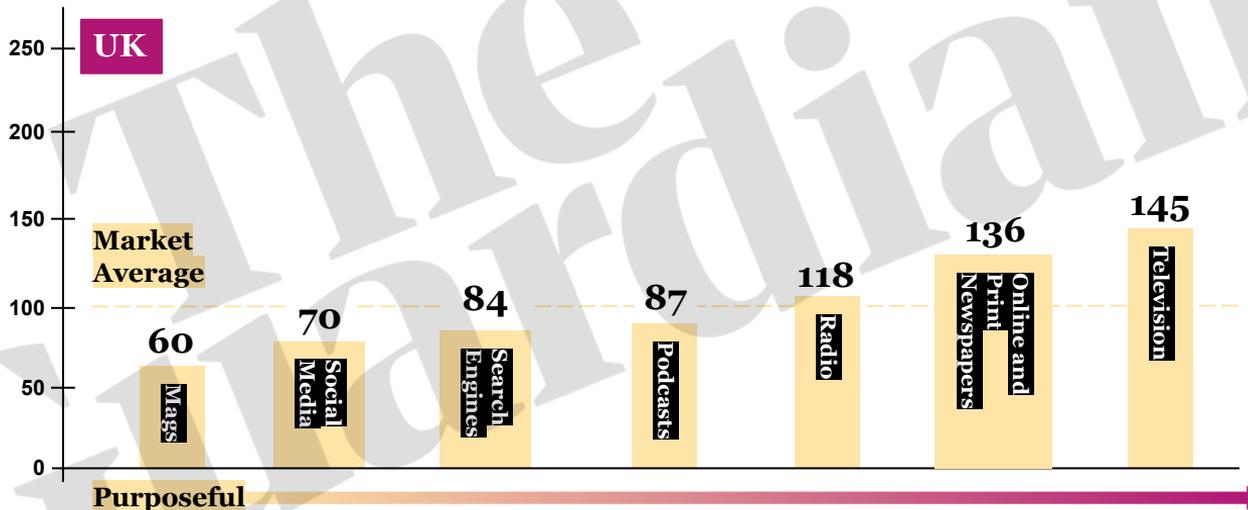


Source: 2021 Guardian Purpose Study conducted by Ipsos S8. How often, if ever, do you access information about news and current affairs from the following Q2. Which attributes do you associate with each of the following sources of news and current affairs? Based on Regular Readers Base: AU n=1,030

# 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

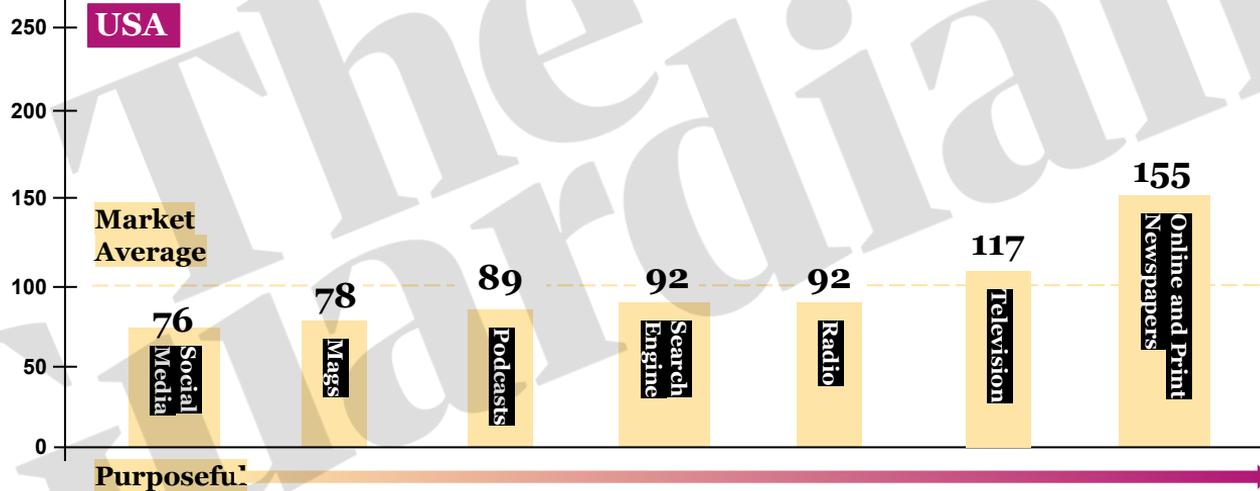
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# 7 implications for marketers

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  
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