



PURPOSE & PURCHASE

DRIVING BUSINESS IMPACT TODAY

NBCUniversal

Sparked by the 1970
Friedman Doctrine,
**FOR DECADES
COMPANIES
OBSESSED OVER
ONE THING...**

PROFITS

“The **social responsibility** of a
business is to increase its **profits**”

- **MILTON FRIEDMAN**
Nobel Prize Winning Economist

EXPECTATIONS OF BRANDS HAVE EVOLVED

Customers, investors, and employees have changed the dynamic

YESTERDAY

Profit Driven

Transactional

Functionality Focused

Limited Choices

Generalized Offerings



TODAY

Profit & **Positive Impact**

Transparent & Accountable

Functionality & **Brand Values**

Unprecedented Choice

Personalized Offerings

LEADING TO PURPOSE

BECOMING AN INTEGRAL ELEMENT OF BRAND IDENTITY

& the Driving Force of a
Company's Existence

“To prosper over time, every
company must not only deliver
financial performance, but also
**show how it makes a positive
contribution to society.**”

- LARRY FINK
CEO of Blackrock

“The future of business is *not really just*
being able to make a living for people,
and make more money, and go public,
and all those kinds of things.
**But it's actually the possibility
to make a difference in the world.**”

- EILEEN FISHER
Founder & CEO of Eileen Fisher

PURPOSE-LED BRANDS EXPLAINED

Purpose-led brands are more than what they sell.

They truly live the *why* behind their existence.

The more people [customers, investors, employees] understand,
are inspired by, and engage, the more likely the brand is to

drive change and achieve current and future success.

Today people are

4-6x

More Likely

to buy from, trust, champion,
and defend companies with
a strong Purpose

PURPOSE
IS DRIVING
PROFITS

The Time is Now
**BRANDS NEED
TO “LIVE” THEIR
PURPOSE IN THE
REAL WORLD**

76% of
Marketing
Leaders

believe their organization
has a defined purpose...

— BUT —

ONLY 10%

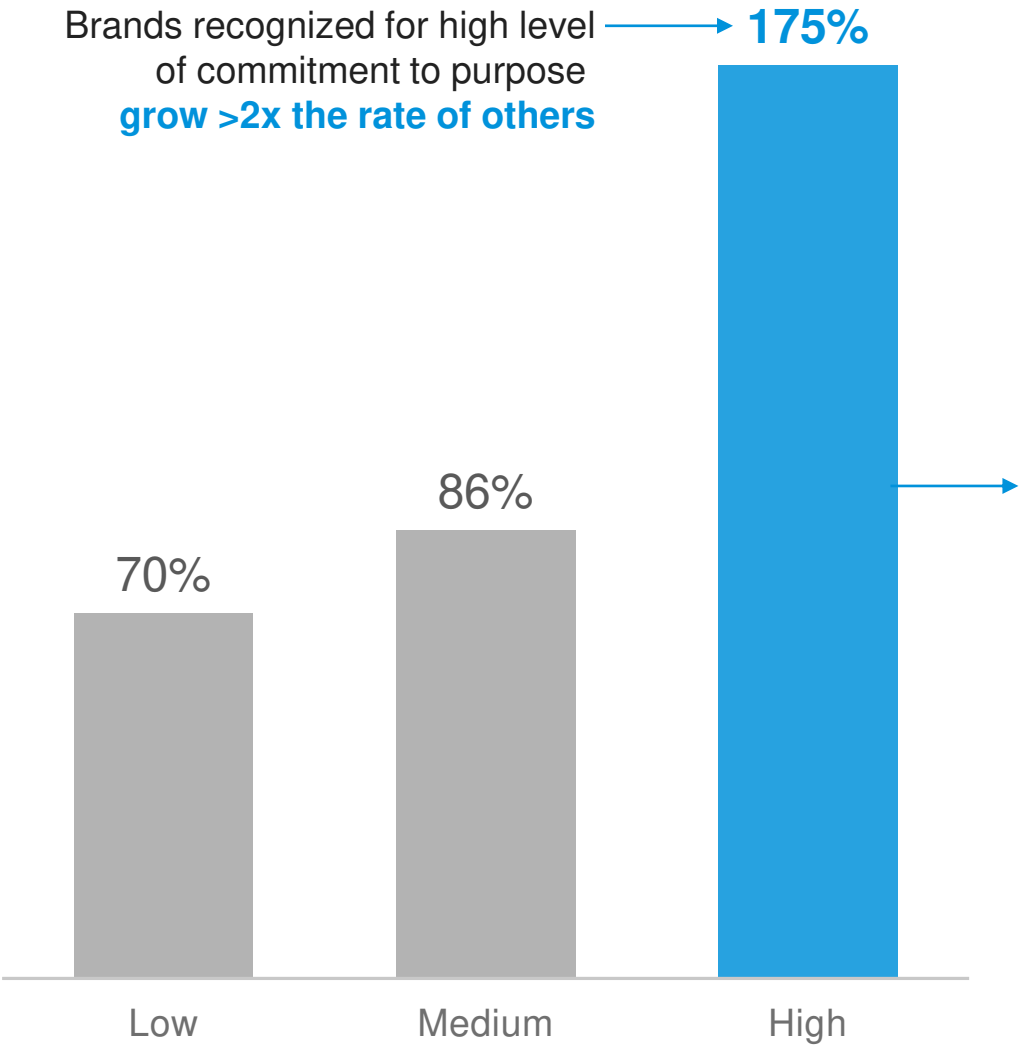
actually have a corporate purpose statement
backed by a meaningful activation plan



PEOPLE REWARD BRANDS WITH A HIGH COMMITMENT TO PURPOSE

Source: Forbes / Kantar Purpose 2020 Report. Brand Valuation is based on a combination of financial factors (future profitability) and brand factors (meaningful, different, salient) based on survey results from 3 million people across 50 countries

BrandZ 12 Year Brand Value Growth Perceived Positive Impact



High Purpose Driven Brands Included in the BrandZ Analysis



Ahead of the Curve

UNILEVER HAS SUCCESSFULLY COMMUNICATED ITS PURPOSE TO ALL KEY GROUPS: **INVESTORS, EMPLOYEES, & CUSTOMERS**

UNILEVER
**SUSTAINABLE
LIVING PLAN**
SMALL ACTIONS. BIG DIFFERENCE.

Launched in 2009, Unilever's "**purpose-led, Sustainable Living Brands**" grow

69% faster

than the rest of the business, delivering
75% of the company's growth

FINANCIAL IMPACT

Market capitalization increased
from €63B to over €100B

SAVINGS

€1.2B in efficiencies
thanks to sustainable sourcing

EMPLOYEE ENGAGEMENT

Employee engagement rose ~70%
from low 50s to high 80s

Despite Potential
Adverse Business Impact,
**PURPOSE-BACKED
DECISIONS HAVE
THE POTENTIAL
TO DRIVE CHANGE
WHILE BENEFITTING
THE BOTTOM LINE**



**CVS Pharmacy will stop selling
cigarettes and all tobacco
products at its stores nationwide**

Ending the sale of cigarettes and tobacco products at CVS Pharmacy is simply the right thing to do for the good of our customers and our company. **The sale of tobacco products is inconsistent with our purpose – helping people on their path to better health.**

Source: CVS Press Release, *Courage in business counts: How CVS turned a tobacco ban into a financial win* by Simon Sinek

CVS' Decision to Stop Selling Cigarettes Resulted in a
Positive Business, Brand, and Community Impact

RISK

Upwards of
\$2 Billion
a year in **lost revenue**

**SHORT-TERM
FINANCIAL
IMPACT**

Stock price
Dropped 1%
the day after the
announcement

**LONG-TERM
FINANCIAL
IMPACT**

1.5 years after the announcement, CVS' stock hit an
All-time High
EPS rose **70%** over the next 3 years

**COMMUNITY
IMPACT**

In the states where CVS had 15% market share or greater, the
average smoker bought five fewer packs of cigarettes, totaling
95 Million
fewer packs sold over 8 months

**CVS
BRAND
IMPACT**

Other **purpose-led companies** who had refused to do
business with CVS (e.g., Irwin Naturals and New Chapter
Vitamins and Supplements) allowed CVS to carry their
products. **This enabled CVS to offer a greater
selection of high-quality brands.**



At the Core,
PURPOSE MUST BE GROUNDED IN A FUNDAMENTAL TRUTH TO AUTHENTICALLY CONNECT WITH PEOPLE



WARBY PARKER

Founder / Origin Story

One of the **founders previously ran an eyewear non-profit** creating glasses for people who lived on \$4 a day and wondered why glasses cost so much



Societal Need / Problem

By championing a shift from animal to plant-based meat, BM set out to impact 4 global issues: **human health, climate change, constraints on natural resources & animal welfare**



☐ grey?
☐ gorgeous?



Consumer Insight

The initial insight behind the True Beauty campaign was that **only 2% of women consider themselves beautiful**

Purpose-Led Brands
**CAN BUILD OFF
THESE TRUTHS
TO CONNECT WITH
COMMUNITIES IN
MEANINGFUL WAYS**

COMMUNITY RESPONSE

81%

of Multicultural consumers are more loyal to companies who prioritize the community's wellbeing over business

Community-Centric Consumer Insights



Congress introduces
The CROWN Act of 2019
to end hair discrimination
nationwide!



A **Black woman** is

80%

more likely to **change her natural hair** to meet social norms or expectations at work¹

Black women are

1.5x

more likely to **be sent home** or know of a Black woman sent home from the workplace **because of her hair**¹

Purpose-led Brands can Range from

DRIVING SOCIETAL CHANGE TO ENRICHING PEOPLE'S LIVES

Society-Centric

brands strive to solve more macro-level problems impacting society or the world as a whole



Community-Centric

brands offer products or services to enrich consumers' lives, help them achieve certain goals, or give them a sense of belonging

Balancing Purpose & Profit

ACROSS CATEGORIES, BRANDS DRIVE PROFITS ALONGSIDE THEIR ARTICULATED PURPOSE



To grow our business,
while decoupling our
environmental footprint
and **increasing our
positive social impact**



To use our business
resources **“to save
our home planet”**



To inspire and nurture
the human spirit –
**one person, one cup
and one neighborhood**
at a time



Commitment to the
**best ingredients,
nutrition for everyone**



**Empowering people
to be the best version
of themselves**
anywhere, anytime

Society-Centric



To create a world
where you can
belong anywhere



**To move the world
forward** through the
power of sport

WARBY PARKER

To offer designer eyewear
at a revolutionary price
while **leading the way
for socially conscious
businesses**



To empower
**creative exploration
and self-expressions**



To be **essential to our
customers** by providing
products and services
to **help them achieve
their aspirations**

Note: These mission statements sourced from the brands' public information

Purpose-led Brands COMMUNICATE THEIR PURPOSE ON A LARGE & SMALL SCALE

Focused Audiences & Tailored Comms

Broad Audiences & Broad Comms



Connect the world through fitness, empowering people to be the best version of themselves anywhere, anytime



Personalized
E-mail Marketing



Micro-influencer Network
2.3 Million Social Followers



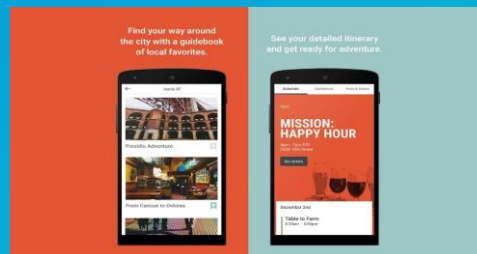
"We All Have Our
Reasons" Campaign



"It's You. That Makes
Us" Campaign



*We Believe in a
World Where People
Belong Anywhere*



Personalized / Localized
Travel Recommendations



Neighborhood Guides
for popular cities



"Made Possible by
Hosts" Campaign



Olympics Sponsorship
through 2028

THERE ARE UNIVERSAL TRUTHS TO SUCCESSFULLY COMMUNICATING BRAND PURPOSE

To both activate and drive impact at the societal and community level



Be
**Authentic
& Inspire**



Define Goal
& **Publicize
Your Impact**



Differentiate
Amongst Peers



Clearly
Articulate
Your Purpose



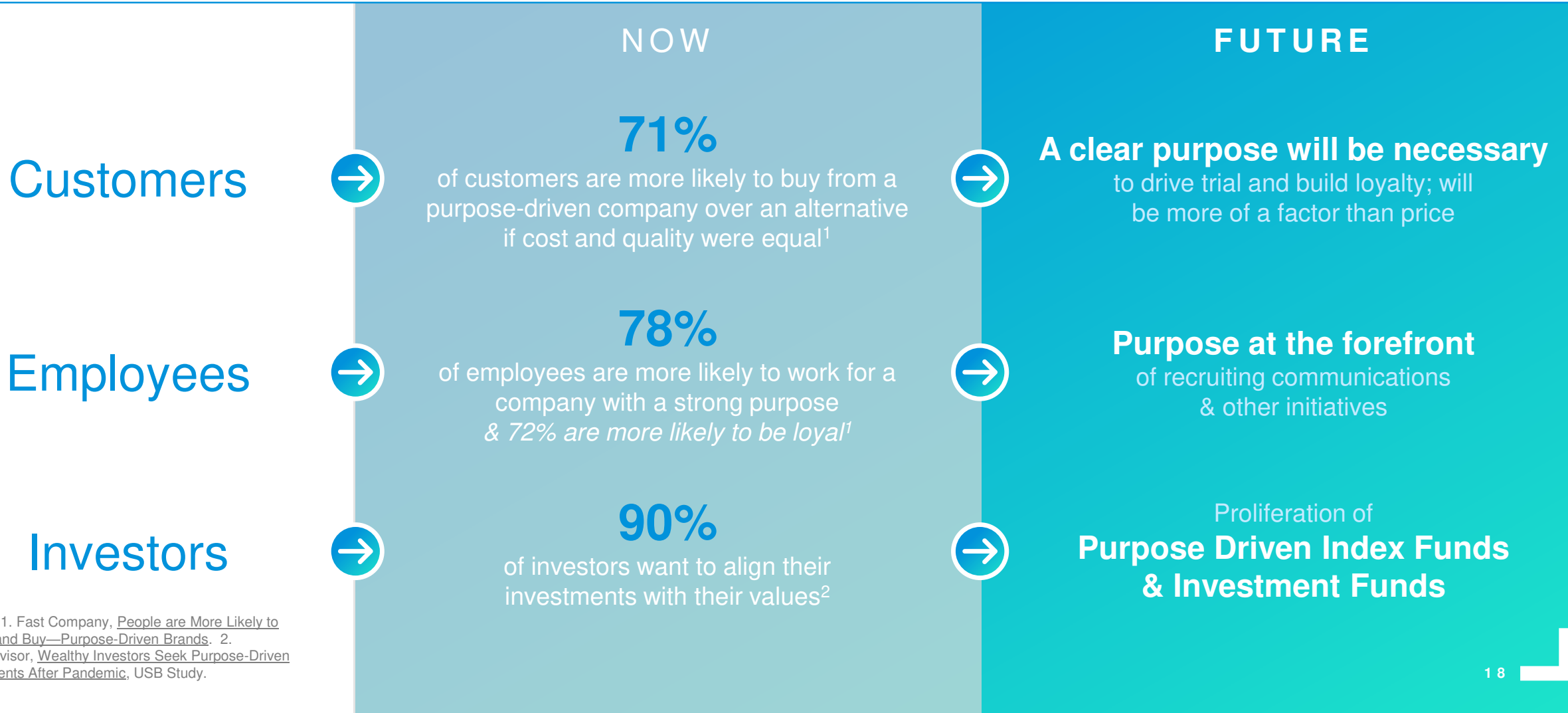
**Fuel
Conversation**
& Start a
Movement



Maintain
Consistent **360
Communication**

PURPOSE-LED BRANDS WILL CONTINUE TO GROW

Given the Rising Influence of **People**



Source: 1. Fast Company, People are More Likely to Trust—and Buy—Purpose-Driven Brands. 2. ThinkAdvisor, Wealthy Investors Seek Purpose-Driven Investments After Pandemic, USB Study.

MARKETING IMPLICATIONS

Key Takeaways



Purpose-led brands will become more prevalent

As people continue to have more influence, and businesses realize ***purpose is not at the expense of profits***



People's buy-in drives success

Brands are no longer set apart from key groups
– customers, investors, employees



Purpose is authentic to the brand

There is a spectrum of purpose-led brands, each purpose needs to be authentic and lived "inside-out"



A mix of broad and focused media is a must

As brands need to both activate and drive impact at the societal and community levels





THANK YOU

NBCUniversal

ADAM DANIELE, MEGAN RYAN, CORY HINTON, LOGAN KNISELY, EITAMAR NADLER