



PURPOSEFUL MARKETING:

Social & Environmental Responsibility and Brand Growth Are **NOT** Opposing Ideas.

EDITORIAL BOARD



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Advertisers for THE INTERNATIONALIST 1000 initiative – *1000 Marketers Around the World Reinventing Marketing*. She is the author of *The Reinvention of Marketing (Vol 1)* with chapter collaboration from some of the world's top marketers and internationalists.

She also created Ad Age International, served as Global CEO of the International Advertising Association, and is a champion for international marketing so it is credited as a significant business force for purposeful communications, consumer benefit, and brand growth.



John Keane, The Internationalist's Director of Research & Insight, played a key role in the interpretation of all survey data.

An industry veteran, he most recently served as Executive Director, Corporate Marketing and Strategy of Bauer Media Group. Prior roles include senior marketing positions at Conde' Nast Publications. John began his publishing career at Time Inc. where he served in positions in marketing, research and sales development at *People Magazine*.



ABOUT INTERNATIONALIST INSIGHTS

Building on **The Internationalist's** focus on the *people and ideas* in international marketing, **INTERNATIONALIST INSIGHTS** was developed to quickly interpret global marketing trends at scale by surveying of our worldwide audience, combined with in-depth personal interviews with individuals we have honored for their marketing contributions. Interpretation of these results and perspectives are by seasoned executives, dedicated to a big-picture view of understanding our fast-moving industry and how contemporary marketing is changing business strategy in the digital economy.

INTERNATIONALIST INTELLIGENCE BRIEFS bring together these thoughts in a regularly-published series available to subscribers.

ABOUT THE INTERNATIONALIST

The Internationalist focuses on the *reinvention of marketing around the globe* by connecting the *people and ideas* in international marketing and advertising through original content, intelligence, thought leadership, community, collaboration, and influence. Marketer driven, **The Internationalist** has become a trusted source for international best practices, and is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational brand building and aspire to world class standards. Originally created as a trade publication, **The Internationalist** connects a global audience through content and case studies in print, online and in-person – via peer-to-peer marketer events including Dinners, Think Tanks, Awards and Summits- all to better serve the needs of this fast-changing community.

PEOPLE & IDEAS

The focus of **The Internationalist** is to connect the *people and ideas* in international marketing through intelligence, community and influence. Since 2003, **The Internationalist** has honored industry pioneers who further the role of multinational marketing as *Internationalists of the Year*, *Innovators*, *Trendsetters*, *The Latin American 50*, *The Next 50*, *The Europe 50*, *The Asia 50*, *The China 50*, and *The Brazil 50*, or as winners in **The Internationalist** awards for *Media Innovation*, *Digital Solutions* or the *Marketing Makes a World of Difference* project.

Bringing together these individuals has created the foundation of a peer-to-peer initiative called **THE INTERNATIONALIST 1000**, celebrating the influence of the top 1% of the world's marketers. **THE INTERNATIONALIST 1000** initiative – *1000 Marketers around the World Reshaping the Future of Marketing* – in partnership with the **ANA/Association of National Advertisers** is a group of dedicated industry leaders who are reshaping our understanding of marketing's expanding role throughout the world.

Social Responsibility & Brand Growth are **Not** Opposing Ideas

TODAY'S MARKETERS have a sophisticated view of *purposeful marketing*. Most express clear opinions about the sheer ambition of the term, while very few (8.1%) associate it exclusively with *"donating to a charity in the name of the brand as in CSR/Corporate Social Responsibility."* A majority seek to make purposeful initiatives a part of their overall marketing goals. Yet, more than 60% also admit that they're concerned about "getting it right," and are still working to understand, explore and test the process before committing to a comprehensive program.

Interestingly, a provocative minority takes exception to the term *purposeful* – largely due to the implication that marketing was without "purpose" before purposeful became widely used by brand marketers. Some are concerned that *purposeful marketing* will become a "meaningless cliché" if it does not stem from genuine, actionable company-wide commitments. Others believe that some brands have already "taken purpose too far" by associating with issues or social causes that bear little intrinsic relationship to a product or service.

Certainly, many marketing ideals evolve – in much the same way that changing social mores shape how brands connect with consumers. Without question, today's activist social media world has already altered how people interact with brands, while dramatically shifting the rules of "doing good business." The assumption of responsibility and the adoption of greater transparency are now critical to how any brand or business plays its proper role in society. More companies are looking to embrace big, sustainable ideas that demonstrate true marketing innovation, while they also strive to deeply connect with their customers' passions and values. When done right, business growth is a result, as is "doing good" or "giving back."

“With more consumers (in particular younger demographics) practicing conscious consumerism, and our industry creating new ways to engage consumers, this is (and should be) the future of marketing. My hope is that ‘purposeful marketing’ or ‘cause marketing’ isn’t something that is an ‘other,’ but rather fully integrated into a brand’s mission and definition.”

Gillian Smith,
Chief Marketing Officer- City Year

“I find the nomenclature ‘purposeful’ to be confusing. All marketing should be purposeful, e.g. having a clear set of objectives and designed to have an effect that is measurable. ‘Cause-related’ or ‘public issues’ work are existing terms for the nature of marketing that is built on ideas that have a broader social effect.”

Tim Love, author and former
Vice-Chairman, Omnicom

This is marketing's new holy grail. In fact, *purposeful marketing* may be marketing's most significant calling – not only in contributing to making a difference and inspiring brand growth, but in putting marketing at the center of the corporation with ideals that align the C-Suite and guide the entire organization.

Definitions of “Purposeful Marketing”

The Internationalist conducted a survey in May 2017, as part of our **Internationalist Insights** series, among marketers worldwide to examine the role of *purposeful marketing* in today's business environment. When asked to specifically define *purposeful marketing*, respondents clearly felt that such efforts needed to be genuine, authentic and meaningful.

Survey participants were asked to check all descriptions that applied to their current usage and understanding of the term of *purposeful marketing*.

- 👍 The highest response (61%) went to the definition of *purposeful marketing* as “*expressing a genuine desire to make a difference as part of your company's ethos.*”
- 👍 This was followed closely by those who agreed with the following descriptions: “*an authentic idea that is consistent with your company's mission and culture*” (57%), and “*aligning all communications around meaningful core brand values*” (53%).
- 👍 At the other end of the spectrum, simply writing a check was not embraced by respondents. Only 8% defined purposeful marketing as “*donating to a charity in the name of the brand as in Corporate Social Responsibility.*”

Q1 How would you define “purposeful” marketing?

Please check all that apply.

Any program that enables our company or brand to meet its goals responsibly.	28.5%
Brand Initiatives that align with expressed consumer passions and interests.	30.6%
Donating to a charity in the name of the brand as in Corporate Social Responsibility.	8.1%
Expressing how the company operates sustainably.	24.4%
Aligning all communications around meaningful core brand values.	53.0%
An authentic idea that is consistent with your company's mission and culture.	57.1%
Expressing a genuine desire to make a difference as part of your company's ethos.	61.2%

Survey respondents were also encouraged to add comments, and the question of definition generated thoughtful feedback. While some felt that the term “purposeful” had simply become yet another marketing buzzword, others saw deeper meaning in the characterization of *purposeful marketing*:

“A programme that uses a cause (social, sustainable, etc.) as the vehicle for the brand’s marketing activities.”

Mats Rönne, Senior Advisor at Smart Company, Sweden & former Chairman of the Association of Swedish Advertisers

“I see big gaps in opportunities: 1. Local community purpose, 2. Health-charity based purpose (ALS, Diabetes), 3. Religious-based consumer would much rather fund good.”

Paul Ziemnisky, SVP Global Innovation at DMI/Dairy Management Inc.

Why Now? Why does “Purposeful Marketing” Matter Today?

When the world’s largest advertiser speaks, the entire marketing community listens.

Marc S. Pritchard, Chief Brand Officer for Procter & Gamble and Chairman of the ANA (Association of National Advertisers), said at the October 2016 Annual ANA Masters of Marketing conference that “*P&G embraced ‘purposeful marketing’ to invest in advertising that not only makes business better, but because advertising can be force for good.*” Ultimately, this means work that has the potential to make the world better, because when the world is more diverse and more equal, it leads to growth. “*Our voice can be used to step up on important matters such as gender equality, racial bias, diversity and inclusion, and environment and sustainability.*”

CASE STUDY: SK-II, “The Marriage Market Takeover”—China

SK-II is a Japanese prestige beauty brand owned by Procter & Gamble and marketed as a premium skin care line in East Asia and Australia, as well as in parts of Europe, and North & South America

Swedish agency Forsman & Bodenfors helped SK-II launch #changedestiny in China, as part of a global campaign to inspire and empower women to shape their own destinies. This execution shows how the brand bravely stood up for the true beauty of China’s ‘Leftover’ Women or those unmarried over age 25 in the “Marriage Market Takeover.”



Watch the video at: <https://www.youtube.com/watch?v=irfd74z52Cw>

Today, SK-II has now earned its place among P&G’s billion-dollar brands by literally touch and improving the lives and self-esteem of millions of women around the world.

There's no question that Marc Pritchard believes in the enormous potential of advertising at its best and advocates creating advertising that makes a difference. In fact, much of his address on raising the bar on creativity focused on what he described as "the craft of advertising." He made clear the difference between what he termed "*craft*" and "*crap*," and lightheartedly showed how Procter & Gamble was lured into the "content crap trap" by showing an abbreviated version of a 4-minute video for Pepto-Bismol about a boy raised by goats. The brand message, for those who endured the full video, was that Pepto-Bismol can even help a human digestive system work with an extreme "herbivorous lifestyle" when your loving parents are goats.

In tremendous contrast to the "*content crap trap*," Marc Pritchard showed examples of well-crafted P&G advertising that was inspiring, emotional and unforgettable, like the SK-II execution for China's "leftover women." This was honored in the 2017 Internationalist *Marketing Makes a World of Difference* program.

Marc Pritchard describes such examples as "*brand masterpieces on a creative canvas*," and

emphasizes that great work is the result of "*an authentic idea that uniquely finds and delivers advertising that expresses the essence of the brand*."

He adds, "*All of us in the marketing community have a choice, and we can set standards for the industry for years to come. Raise the bar to be the best... then the whole industry will rise*."

Meaningful Brands: The Intersection of Purpose and Profit?

Numerous studies have found that consumers prefer brands aligned with meaningful causes, and a majority of young people – who will soon become tomorrow's largest consumer group – believe that it's important for a company to give back to society instead of simply making a profit.

Havas Group's 2017 Study on Meaningful Brands® found that people do indeed reward products and services that add personal value and true meaning to their lives. Interestingly, meaning does indeed affect *brand value* and *economic performance*. The annual study's top-ranked leaders

outpaced the stock market by a whopping 206% over the ten-year period between 2006 and 2016. *In fact, meaningfulness in brand marketing can increase share of wallet by up to nine times.*

According to **Yannick Bolloré, Chairman and CEO, Havas Group**, "*It's no longer enough to produce products that work. Brands need to know why people care, and what makes their brands meaningful*." He emphasizes why the need for/trend/ move to meaning is so significant now: "*We live in a world of content overload. A world where every day 500 million tweets, 4.3 billion Facebook messages and 500 million hours of YouTube footage are sent, posted and uploaded. In this world, only brands that form more meaningful connections with people will prosper*."

While digital brands held the top spots in the 2017 Meaningful Brands® ranking, many traditional brands from a wide variety of categories were also well represented. The leading criteria for determining meaningfulness are the differences a brand makes in both its functional and personal benefits.

The 30 most meaningful brands of 2017 include:

- | | | |
|------------------|---------------|----------------------|
| 1. Google | 11. Colgate | 21. Walmart |
| 2. PayPal | 12. Wikipedia | 22. Amazon |
| 3. WhatsApp | 13. Audi | 23. Land Rover |
| 4. YouTube | 14. Marriot | 24. Kellogg's |
| 5. Samsung | 15. BMW | 25. Sheraton |
| 6. Mercedes-Benz | 16. Disney | 26. Gillette |
| 7. Nivea | 17. Apple | 27. Nike |
| 8. Microsoft | 18. Nestlé | 28. Honda |
| 9. Ikea | 19. Toyota | 29. Visa |
| 10. Lego | 20. Ariel | 30. 20th Century Fox |

Note: According to Havas, the 2017 Meaningful Brands® Study was the largest global analysis of its kind, featuring 1,500 global brands, more than 300,000+ participants, 33 countries, and 15 different industry sectors.

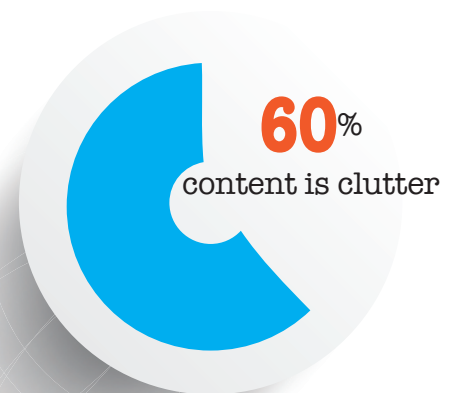
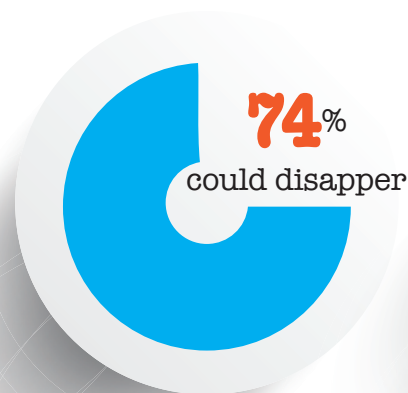
However, the greatest “wake-up call” of the Meaningful Brands® Study lies in 3 critical facts:

👉 People wouldn't care if 74% of the brands they use just disappeared.

👉 75% of us expect brands to make more of a contribution to our wellbeing and quality of life, yet only 40% believe brands are doing so.

👉 60% of content produced by brands is considered as poor, irrelevant or had failed to deliver.

The Wake-Up Call



While meaning and purpose are now essential to brand health, it's clear that getting such marketing right is difficult when consumers have high expectations of both brand values and deliverables.

The High Stakes of Getting It Right

Our own **Internationalist Insights** survey to the global marketing community on *purpose* also echoes of the complexity involved in creating a successful initiative. When asked whether their company is currently involved in any type of purposeful marketing, 38% of respondents agreed that it is “*one of our key marketing goals.*” Yet the remaining majority of 62% admitted that they were either working to understand, test or explore the process, while others *were not yet involved in purposeful marketing.*

Q2 Is your company involved in any type of purposeful marketing?

Yes, it is one of our key marketing goals.	38.0%
We are working to understand and test the process.	20.0%
We plan to explore it further and include future initiatives.	16.0%
We’ve yet to get involved in purposeful marketing.	20.0%
No Response.	6.0%

There is clearly underlying concern about the high stakes of “getting it right.” Undeniably, it is a tall order to resonate with a majority of customers and not alienate others, structure internally for maximum impact, assure all stakeholders that a program is authentic to brand values, and can strongly deliver on *doing good* and driving growth.

Delivering against the goals of *purposeful marketing* is clearly a worldwide ambition. In fact, marketers in areas of the globe that see the greatest human needs are initiating more programs that give back to local communities. They’ve also seen the results of brand growth as a direct consequence.

One sweeping example is a campaign with origins in the Middle East by the Ooredoo Group. **The Internationalist** awarded this “Stand for Good” program with a gold in our 2016 Media Innovation awards.

Philanthropy, public service and all forms of charitable giving are important to corporations and the people they serve, and even becoming increasingly identified with specific brands. *Purposeful marketing* does not mean that every ad message is linked to a charity or cause. It does mean, however, that even the most mundane types of advertising can aspire to make a difference by expressing ideas or sentiments that matter to people in the same way that a brand matters to them.

Some brands simply find ways of demonstrating their benefits with both innovation and consideration for

human needs. And that's exactly what the Beiersdorf brand, NIVEA, did for its suncare products in Brazil as a test on Rio's beaches.

According to **Joanna Monteiro, Creative Vice President at NIVEA's agency- FCB Brazil** in a statement: *"Protecting and caring is something we learn from an early age. This emotional bond is what this Nivea action offers. Through the magic of technology, children can see the sun's effect on the skin of the doll."*

The Nivea Doll project has gotten tremendous acclaim for doing good. It won at Cannes, and it topped the list for the recent Good Report, which identifies campaigns that promote social responsibility. It worked in terms of business results, too.

Social Transparency Intersects with Social Responsibility

In today's consumer-as-advocate world, it could be argued that every brand should have a corporate social responsibility initiative. However, does it also mean that every CSR mission should be seen as a marketing opportunity?

Keith Weed, Chief Marketing & Communications Officer of Unilever, knows something

CASE STUDY: Ooredoo, "Stand for Good" — the Middle East, North Africa and Southeast Asia

Telecom provider Ooredoo wanted to connect with customers across its 10 active markets in the Middle East, North Africa and Southeast Asia to reinforce the company's commitment to local communities and important Ooredoo social initiatives that supported the brand value of "human growth."

Ooredoo used mobile gaming to engage and educate customers about programs ranging from medical care to women's education to refugee assistance. By linking Ooredoo's sports sponsorship to the idea of virtually defending a football pitch, a customer could act like a player and literally defend a good cause that mattered to them for as long as 12 hours. The more they played and defended their pitch or cause, the more they helped, so that a child in Indonesia received free medical care or a refugee in Iraq was able to call home. Every time they stood for good, dreams could come true by igniting their passion and generosity.

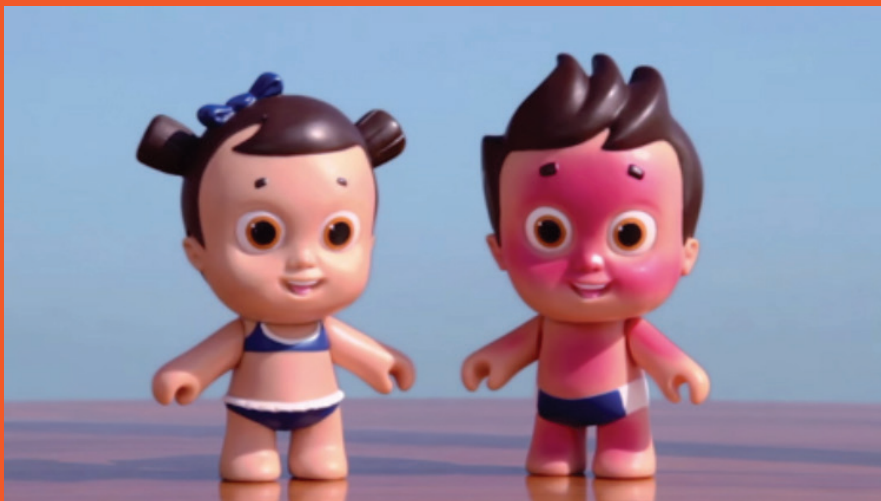


"Stand For Good" enabled Ooredoo to demonstrate their proof of commitment to the customers and communities they serve, while it raised positive interest in the brand. During the 6 weeks of the campaign, more than 14,000 people participated in the "Stand For Good" challenge and 1,320 stood their ground for 12 hours, amounting to 15,840 hours, or 660 days, or 22 months of goodwill.

CASE STUDY: Nivea, “Nivea Doll”—Brazil

Protecting children while on the beach is at the heart of NIVEA Sun Kids’ mission. Yet, parents often struggle to get excited children to stay still long enough to properly apply sunscreen. The NIVEA Doll – made with UV-sensitive material that turns red through sun exposure – teaches children the importance of sunscreen without having them experience the pain and damage of a sunburn first-hand.

If a child uses sunscreen on the doll, it will be protected from sunburn, and if they miss applying it to a portion of the doll’s skin, that section will quickly turn beet-red. (A sunburnt doll also goes back to normal when sunscreen is re-applied, so it can be used again.)



The NIVEA Doll is the world’s first UV-sensitive toy ever produced. After a successful test launch, the NIVEA Doll was made available for sale in leading Brazilian stores in a promotional package for NIVEA’S Protect & Hydrate SPF 50. Now, Beiersdorf is rolling it out to other markets.

about CSR. He was a champion for embracing the cause of sustainability at Unilever in a corporate precedent that was fully-integrated and truly all-encompassing. Today, all of the company’s operations are focused on sustainability – in sourcing, in production, in global jobs. The announcement of Project Sunlight several years ago, along with its 4-minute video – “Why Bring a Child into This World,” underscores one of most comprehensive programs for driving consumer-led growth that is economically, environmentally and socially sustainable.

“Purposeful only exists if the company’s operations are aligned. Otherwise, it is ‘aspirational’ or idealistic messaging.”

Tina Adolfsson, Founder- ACT-group Consulting

Keith Weed often speaks about “Crafting Brands for Life” as Unilever’s marketing strategy for sustainable living. At the heart of this dramatic, large-scale project are two pivotal elements:

1. It is not a “CSR” (Corporate Social Responsibility) program. In fact, Unilever dismantled their CSR department to demonstrate that “crafting brands for life” is not an “add on,” but an essential part of the Unilever ethos.

2. The marketing department is the lead for sustainability. For other organizations that would like to follow Unilever's example, this means internal realignment and an entirely new strategy to "reinvent marketing" in a way that changes how people engage with brands.

Unilever brands, especially Lifebuoy soap, have also made extraordinary efforts in delivering on brand purpose through relevant ideas that lead to improving lives and even growing brands in some of the world's poorest regions. This recent Lifebuoy initiative called "The Story of an Unborn Child: Chamki" was honored with a Grand Prix in **The Internationalist Awards for Innovation in Media**.

How Good Intentions Go Bad

Sometimes, even the most well-intentioned efforts to connect brands with causes in a purposeful way can end up backfiring.

Starbucks faced serious backlash when it encouraged baristas to initiate conversations about race with patrons waiting in line. While sentiment behind the effort may have been well-meant, many astonished customers turned to Twitter to ask why a coffee retailer would insert itself into a debate as politically-charged as race relations in America.

Today, consumer criticism is fast and sharp, while consumer praise is often fast and complicated. But is the reactionary social media outpouring also simply short-lived?

Take the recent discussion of Pepsi's "polarizing" video featuring Kendall Jenner as a model that leaves work to join a protest. While the immediate consumer reaction was akin to the response to Starbucks' race conversation faux pas, 44% of consumers surveyed still said that they saw Pepsi in a more positive light after watching the ad,

CASE STUDY: Lifebuoy, "The Story of an Unborn Child: Chamki" —India

The absence of basic hygiene is the reason nearly 6 million children die every year in India before their fifth birthday. About half of these deaths occur because of infectious syndromes like diarrhea and pneumonia, which can be prevented with a simple habit of hand washing.

Lifebuoy wanted to reach out to and educate the larger masses in India on the importance of hand washing in the neo natal stage of a child. "The Story of an Unborn Child: Chamki" was designed to encourage handwashing to save the lives of children and was told through the eyes of a little girl, Chamki, who simply wanted to live to be 5 years old.



Watch the video at: https://www.youtube.com/watch?v=VsnP_6kdtDY

In India alone, 6.34 million households were single-handedly protected by Lifebuoy. Lifebuoy became the 3rd most purchased FMCG brand in the world, gaining penetration in 24 million households.

according to research by YouGov, one of the most widely-cited trackers of brand sentiment in America.

At the same time, Heineken's "*Worlds Apart*" commercial was initially acclaimed for promoting a positive message by inviting strangers with contrasting political viewpoints to resolve their differences over a beer. Yet, LGBTQ activists criticized the ad by claiming it bungled the transgender message, while other advertising commentators disparaged it for misusing a marketing budget to create political conversation, rather than generate sales.

Operating at the speed of real-time is undoubtedly complex and often contradictory. So, in the midst of this confusion, let's turn to Barbie...

Barbie – for the most part – received strong praise for this initiative that many mothers thought long overdue in terms of providing their daughters with a more realistic body image. (Yet versions of the doll over the years also taught little girls that Barbie could be a doctor, an astronaut, or even Chancellor of Germany with the Angela Merkel edition!)

A clever video geared to moms also brought back Barbie to Ruth Handler's original intention: "My whole philosophy of Barbie was that through the doll, the little girl could be anything she wanted



to be. Barbie always represented the fact that a woman has choices."

So here are the new Barbie versions to reflect that there is more than one body ideal for women:

And here is another campaign for Dove intended to celebrate diversity through the packaging of their Body Washes.

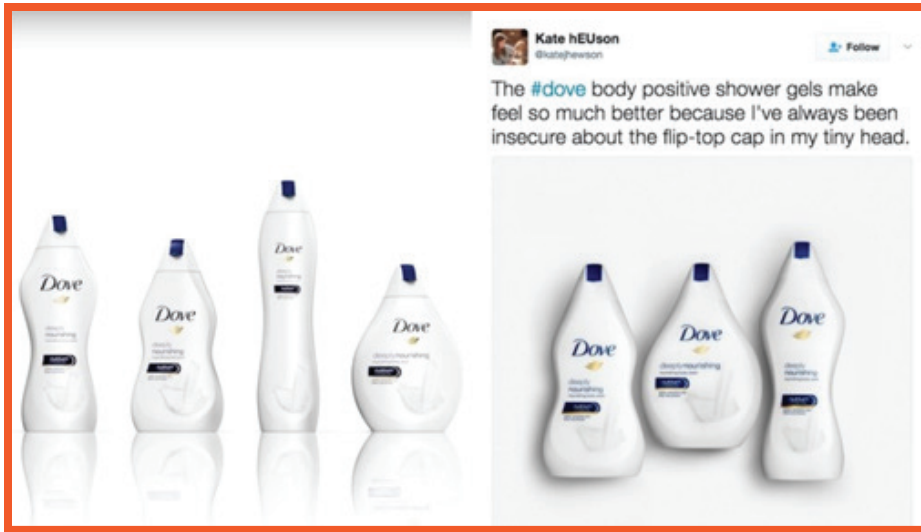
Social media reaction was

immediate and stinging as follows:

The #dove body positive shower gels make me feel so much better, because I've always been insecure about the flip-top cap in my tiny head.

For more than a decade, Dove's "Real Beauty" campaign has been hailed as an example of socially-conscious advertising. But despite





the mixed reactions to the bottles, a survey by Washington, D.C.-based digital media and research company Morning Consult found:

- 👍 82% of people still have a favorable view of Dove.
- 👍 41% of those surveyed said the bottles gave them a more favorable view of the brand.
- 👍 Forty-one percent of survey respondents said that it made no difference either way.
- 👍 Just 3% of respondents said the bottles gave them a “much less favorable view” of Dove, according to the survey.

Today’s responsive social media world has dramatically affected marketing specifically and business in general. While viral movements like the “Ice Bucket Challenge” underscore how the Internet is a powerful driver of action and activism, sometimes the fastest social reactions to brands’ efforts just tell part of a story.

Shifts in “What is Authentic?”

In the wake of the 2016 political year, there has been a tangible shift in perception among consumers regarding what constitutes an authentic expression of a brand, especially when associating with causes that may not be an essential part of a brand’s DNA. Pivotal cultural or political moments tend to have an energy of their own, and in those moments, some brand connections can seem opportunistic at best, particularly if a cause has little to do with a brand’s core business or values. Opportunism and authenticity rarely go hand-in-hand.

A study by Traction, the highly-awarded San Francisco interactive ad agency, found that consumers are increasingly skeptical of companies that use issues or causes to promote products. In fact, 41% of the survey’s

respondents agreed to some degree that cause marketing is “just spin,” and 25% admitted to being annoyed by it.

“Social media has ensured that people’s BS detectors are high,” said Adam Kleinberg, CEO of Traction in a Digiday interview.

It can be understood why some marketers are now hesitant to highlight a social cause in a today’s politically-charged environment. They fear that taking a stand on an issue could create backlash and alienate an undetermined number of customers.

However, it can be done.

“Purposeful means organizing, acting and communicating around an idea that is bigger than (just) making money. At the end of the day, it’s the actions that count, not the promises.”

JP Kuehlwein, author, **Ueber Brands**, and CEO, **Prestige Brands**

Airbnb is a company built on the premise of the acceptance of others through their unique home-host business model. Their core philosophy and advertising tagline of “belong anywhere” also authentically translated to supporting a social cause with LGBT rights.

When it was announced that Caitlyn Jenner, former Olympic medalist, would be awarded the Arthur Ashe Courage Award at

the ESPYs – the sports world’s equivalent of the Oscars, several brands told organizer ESPN they would have to pull their advertising to avoid controversy.

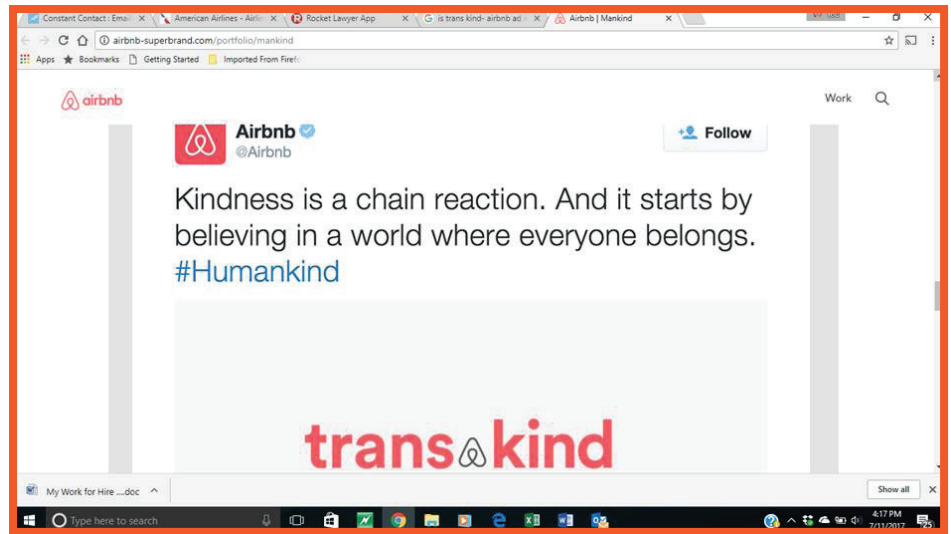
Airbnb saw it as a perfect moment to bring true meaning to how *acceptance* is the foundation of their business. If Airbnb wanted to grow the belief that all people can belong anywhere, then it needed to stand up and stand out in this conversation and show the same courage Caitlyn displayed with her announcement.

Using a variation of their spot, “Is Man Kind?,” Airbnb added “Is Trans Kind?” followed by “Belong Anywhere.” Airbnb naturally became part of the conversation about inclusion, and within hours of the awards, sentiment for the brand’s effort shot up to 90% positive.

Watch the video at: <https://www.youtube.com/watch?v=jcVFigGq1Iwatch?v=irfd74z52Cw>

Changing Behaviors: The Millennial Effect

Despite some “cause fatigue” in light of today’s political climate, numerous studies continue to assert that *consumers prefer brands aligned with meaningful causes*, and a majority of young people believe it’s important that a *company give back*



to society instead of just making a profit.

Yet, according to the Cassandra Report, an authority on emerging trends, generational insights and youth behavior, younger generations are not only turned off by advertising and marketing in general, but they also are consuming less. An extraordinary 90% of those surveyed in the U.S. and the U.K. want to reduce consumption. Plus, a majority of millennials are trying to distance themselves from overt marketing messages in an effort to avoid purchasing unnecessary goods.

“Purposeful means establishing the brand based on how it will contribute to culture and people vs. market to them.”

Olga Osminkina-Jones, Vice President Global Marketing- Hydration (Waters of the World and Make My Own) – PepsiCo

The challenge is that marketers must now seek new ways to connect meaningfully with increasingly “ad-skeptical” consumers. It can be done – largely by authentically tapping into a Millennial passion. And it can change behavior as demonstrated by this wonderful example from Romania that won an Internationalist Gold Award for Innovative Digital Marketing Solutions, as well being honored as one of our dozen annual *Marketing Makes a World of Difference* case studies in 2016.

While we talk of some “cause Fatigue” in the U.S., it’s interesting that in Romania, young people’s attention needed to be drawn to a specific social cause in order to stimulate them to take real action. Big music events such as Untold are typically magnets for large enthusiastic crowds, with young people relating more easily

CASE STUDY: National Institute for Blood Transfusion, “#paywithblood”—Romania

Young people typically love music and music festivals, with many willing to do anything to get there – even give their own blood. Recognizing this phenomenon, the National Institute for Blood Transfusion in Romania embarked on an inventive campaign to increase blood donation: #PayWithBlood.

Romania was in crisis, ranking second to last in Europe for active blood donors with only 1.7% of the population donating blood. Young people in particular were ignoring this important cause with only 0.2% every having given blood. The goals of the #Pay-WithBlood campaign were to change the mentality of young people and get them to donate for the first time, in hopes of generating a cultural shift in attitudes toward blood donation.

“Untold” is Romania’s largest music festival and one of the most talked about events of the summer, attracting fans

from all of the world with tickets quickly selling out. With thousands of Romanian youths desperate to attend this festival, the campaign offered one free ticket in exchange for one blood donation – all they had to do was register and donate at one of 42 National Blood Centers.

Watch the video at: <https://www.youtube.com/watch?v=CzRxFm-Chi8w>

One particularly innovative aspect of this campaign was the fact that the tourniquet they used while giving blood doubled as their festival wristband – this wouldn’t simply give teens a unique story to tell but it would also turn

anyone who wore their wristband after the festival into an ambassador for the cause – extending the blood donation message free of charge. For the first time, Romanians could literally pay with blood.

The results were exceptional – young people started donating blood. Almost 2,000 people donated blood in just over two weeks, 10x the average summer number. Demand for wristbands were so high that transfusion centers had to extend their opening hours and regional hospitals ran out of space for blood bags. Since the campaign, 3,192 lives have been saved with blood transfusions.



CASE STUDY: Shell, #makethefuture"—Global

Shell is a modern company dedicated to addressing the world's future energy needs, but it's hard to convince Millennials that it's anything but an old "big oil" behemoth. It's also difficult to reach an 18-34 target – who will be the next generation of business decision-makers – with traditional media.

Shell's multi-year #make-thefuture initiative is a huge umbrella with multiple campaigns and initiatives with innovations like Pavegen tiles, which use the kinetic energy of footsteps to generate electricity.

Shell broke through to an audience that didn't trust it with a global Millennial initiative that featured seven bright energy ideas, six international artists, five continents and one purpose: a global collaboration to support cleaner energy.

At the heart of the effort was a #makethefuture video that uses animation and a rendition of American Authors' hit "Best Day of My Life" performed by artists from six continents as it showcases a range of energy innovations. The artists include Jennifer Hudson from the US, as well as Luan Santana, Pixie Lott, Steve Aoki, Tan WeiWei and Yemi Alade.

Watch the video at: <https://www.youtube.com/watch?v=eC-s8kqUng4s>

The results were that Shell's reputation has been re-energized! The audience exposed to the campaign were 80% more likely to view Shell as actively addressing future energy needs and over 3x as likely to feel this way compared to Shell's nearest competitors.

Plus, the video was shared 4.1 million times, making "Best Day of My Life" the 9th most-shared brand video in the world last year.



to humanitarian actions. By exploiting local culture (e.g. Dracula) into a humanitarian call-to-action, the #PayWithBlood campaign added relevancy and support to a crucial social problem.

So moving beyond the land of Dracula, let's look at how a large multinational corporation rallied Millennials from around the world to care about energy renewal. This effort from Shell was cited as one of 12 winning Internationalist 2017 *Marketing Makes a World of Difference* case studies.

Lessons from Brands Based on Purpose: Marketing Matters

Of course, there are brands whose entire system of values is based on purpose. Patagonia is one – from the very origin of the name, the passions and accomplishments of its founder Yvon Chouinard, to a company-wide a commitment to make quality outdoor products responsibly and with respect for the very environment that's at the heart of its exploration promise.

While it can be argued/would seem that brands like Patagonia have an easier job aligning behind purposeful branding, without sophisticated marketing and evolving, responsive programs, these brands would not be as meaningful or enduring or aspirational. Their lessons can translate/inspire brands whose functions may be more utilitarian.

Patagonia, in particular, has not stood still in its commitment to purpose. The brand advocates a “buy less” philosophy and shocked Black Friday shoppers in 2011 with an ad titled, “Don't Buy This Jacket” in the *New York Times*. It has since encouraged customers to sit out Cyber Monday. Through its Worn Wear program, Patagonia teaches customers how to repair, resell and recycle their “tired, well-loved Patagonia clothing” while encouraging



them to consider the costs of over-production and over-consumption. The company has created North America's largest repair center and provides mobile repair vehicles to restore damaged products – free of charge.

Some may think that such efforts don't align with a profit-driven company dependent on retail sales. Yet the brand has been rewarded with higher sales and greater profitability every year.

Rick Ridgeway, Vice President of Public Engagement for Patagonia, talks passionately about the benefits of designing products that will last. “As the usable lifetime of our products increases, the lifetime

environmental footprint decreases.” Interestingly, it’s also created cult-like consumer demand in a disposable goods world. Today, responsible innovation may be a more realistic sustainability goal for clothing makers. Certainly, it points to how brand growth and environmental responsibility are NOT opposing ideas.

As a newer, disruptor brand, Airbnb, has another mission in regard to purpose. According to Jonathan Mildenhall, Chief Marketing Officer of the worldwide accommodations network, *“Airbnb can be the first community-driven superbrand.”*

Ask Mildenhall how he’ll get there, and he’ll probably tell you *“by eradicating strangers through one guest in one home at a time.”* In fact, as a 21st century brand that’s resonating well with Millennials, Airbnb views itself at the center of contemporary hospitality with a mission to open the world to cultures and humanity by encouraging people to open their minds to stay in the homes of others. Or, expressed more eloquently, *“to open your door and create a world where anyone feels that they can belong anywhere.”* Perhaps a lofty goal, but Airbnb is very serious about achieving it. And they’re doing so by creating their own marketing playbook.

Mildenhall, who spent a decade at Coca-Cola in Atlanta following an early career at several top London creative agencies, believes that a brand should *“stand for something.”* He adds, *“Millennials want brands that share their same set of human values. This requires marketing that matters as it also pushes the human race forward.”*

Airbnb is undeniably committed to an ethos of connecting people so that they can belong anywhere. In an effort to turn strangers into friends, Airbnb invited its global community to undertake personal and creative acts of hospitality through their #OneLessStranger social challenge. The company gave \$10 – or the equivalent in foreign currency – to 100,000 Airbnb members worldwide, totaling \$1 million. They asked that the money be used for a unique act of kindness as part of a global movement to help rid the world of strangers. Creative gestures of hospitality could range from using the funds to buy items for a local senior center to purchasing ingredients for baked goods to give to those in need.

Few brands have managed to combine for-profit business with a level of accessible philanthropy that underscores a genuine spirit of giving. **TOMS** has achieved success



and admiration, because its model has the potential to do enormous good. Yet the company is also built with a passionate entrepreneurial business sense and strong 21st century marketing principles grounded in social media, mobile, and digital content. TOMS is actually changing the world a little at a time, and the company demonstrates that business has the power to make an incredible difference – both at scale and in the day-to-day lives of many of the world’s poorest citizens. In fact, TOMS leadership team would argue that business is the only way to create the means to give sustainably. As a rapidly-expanding One-for-One giving company, TOMS has awakened other businesses to also think beyond the basics of corporate social responsibility.

Founded in 2006 by Texas entrepreneur Blake Mycoskie, TOMS represents the evolution of a new business model of increasing interest

in today's socially-responsible world. TOMS is a for-profit company that sells shoes, eyewear and coffee with a giving component. When the company sells a pair of shoes, for example, a second pair is given to a child in need. One for One. The giving shoes are shipped to a recipient country, where an NGO partner picks them up, transports them to their community, and distributes the shoes to children in need. And California-based TOMS currently gives in 60 countries.

To date, over 75 million pairs of shoes have been given to children in need through humanitarian organizations that incorporate shoes into their community development programs. The shoes may be used as a trigger to encourage parents to take children to clinics, or enable kids to attend school, or prevent illness in a country like Ethiopia where medical groups are working to raise awareness of podoconiosis, a disfiguring foot disease prevented by simply wearing shoes. In concert with Save the

Children, TOMS has given 100,000 pairs of shoes to displaced Syrians at the Zaatari refugee camp in Jordan.

TOMS is now creating local jobs by manufacturing shoes in a number of countries where they give- – Kenya, India, and Haiti, where an artist collective is customizes TOMS shoes for a specialty line. The company is also producing other types of shoes of use in different terrains, climates and seasons, such as winter boots for markets like Afghanistan, Kyrgyzstan, Nepal, Tajikistan, as well as India and Pakistan.

The original TOMS shoes are based on Argentina's alpargata design. In fact, part of the TOMS' logo incorporates the Argentinian flag, emphasizing the roots of the company's giving efforts. The name TOMS itself refers to shoes for a better tomorrow or **TOM**orrow **S**hoes.

Since 2011, TOMS has also been selling eyewear, and again helping to improve or restore the eyesight of people in the developing world – directly helping over 200,000 individuals

in 10 countries through various vision programs. TOMS has trademarked the term One for One®, and will likely expand the concept to products outside the lifestyle-fashion space, as they have done recently with coffee, or "Coffee for You; Water for All." With each purchase of a bag of TOMS coffee, the company provides one week of clean water to a person in need.

TOMS' latest initiatives include programs for safe births in areas where infection is a leading cause of death among mothers and newborns and anti-bullying through the purchase of the TOMS High Road Backpack Collection to help provide the training of school staff and crisis counselors in preventing and responding to instances of bullying.

While these generous businesses have helped to shape how notions of purposeful marketing can evolve to bring value to all brands, they'd admit that strong, aligned marketing strategies are at the core of their ability to function as they do.

Interestingly, as *purpose* shapes big-picture brand thinking, for-profit companies can learn from the new marketing strategies of *not-for-profits*. According to **Steve Fuchs, CEO of True North Inc.**, a remarkable agency that's innovating digital and video campaigns for inspiring organizations like Make-A-Wish and Doctors Without Borders and big commercial brands like Disney *"Today, there isn't a single brand that can afford to waste any marketing or media resources. We've applied 20 years of helping non-profit organizations make a meaningful difference by raising funds and awareness through marketing. Now, we're finding those values and strategies apply more than ever to the for-profit world."*

Balancing Sustainability & Marketing Smarts

Having a sustainable brand is wonderful. Aligning its marketing around purpose can make a difference to the world.

While many brands are looking to find their place in a sustainable future, few can truly say that their product portfolio has a positive impact on many of the global environmental issues facing the planet today. The Denmark-based ROCKWOOL Group, without question, is one of the world's most extraordinary and truly sustainable companies. As the world leader in the manufacture of stone wool products, the company's diverse brands literally protect life, one's assets, and even the environment through water-repellant, fire-proof and thermally-efficient building insulation and other products that control noise and vibration.

Stone wool is a versatile material made from a natural and abundant resource – volcanic rock, which is comprised largely of basalt and chalk and in abundant supply throughout the world. It is created by melting the rock at high heat, and then blowing it into a spinning chamber to create cotton-candy-like fibers. Applications for stone wool include ROCKWOOL's thermal insulation,

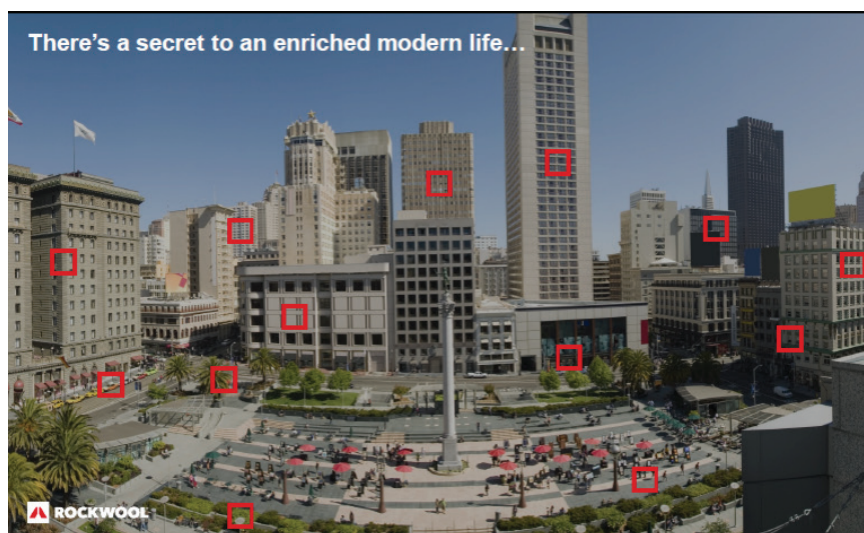
filtration, soundproofing, and even a hydroponic growth medium. And it is entirely recyclable and reusable upon disposal.

In a newly-created position **Mirella Amalia Vitale is Senior Vice President of Marketing, Communication and Public Affairs for the ROCKWOOL Group**, and is leading the charge to globalize marketing efforts and drive the company's re-positioning as a truly global brand with a strong sustainability agenda and an increased customer-focused business approach.

She has focused on the company's efforts on purposeful marketing through a global effort called "Modern Living." According to Mirella Vitale, *"We are committed to enriching the lives*

of everyone who comes into contact with our products. Our portfolio is perfectly suited to tackle many of today's biggest sustainability and development challenges. From energy consumption to noise pollution, water scarcity to flooding, our solutions help our customers address many of the big issues of modern living. Our range of products address the diversity of the world's needs, supporting our stakeholders in reducing their own carbon footprint along the way."

This shift of centralizing the company's marketing around a purpose for greater good has created exceptional results in less than a year in ROCKWOOL's native Denmark, a country that leads in



overall sustainability initiatives. ROCKWOOL is up in the Danish Sustainability Ranking with their highest percentage increase (30%) in one year, and it is now – for the first time – within the ranking of the Top 20 Brands in that country.

The Evolution of Purposeful Marketing

In our May 2017 survey, we also asked global marketing community “*Is purposeful marketing a fad or the future of marketing?*” Respondents overwhelmingly felt that *purposeful marketing* is the future (79% agree) as opposed to simply being a fad (21%).

“The only aspect of it that makes it a fad to me is the nomenclature. It is not unlike the move from having a vision statement, then a mission statement and then a statement of purpose. There are some reasons for this evolution in reflecting the transparency and direct access consumers experience with brands in a post-digital world.”

Tim Love, author and former Vice-Chairman, Omnicom

Q3 Is purposeful marketing a fad or the future of marketing?

Fad	20%
Future	76%
No responses	4%

Again, the comments were telling:

“It is becoming a price-of-entry for marketing.”

Andrew Bennet, Global Operations Director – WPP Team Danone SPAIN

“Authenticity will be the key differentiator.”

Samuel Johnson, Vice President, Global Marketing at Ryder System, Inc.

“Needs to be engrained into brands DNA for future generations.”

Angie Liang, Vice President- Edelman Intelligence

“This is the only way.”

Z.Kusic – RUSSIA

“Neither, it will be niche for many years to come. We are involved with purposeful marketing at the corporate level, yet varied at the brand level. But no brand does it globally. There are only market specific efforts, and they tend to be in developed economies.”

Carmen D’Ascendis, Global Brand Director- Brown-Forman Europe

“For some, it has always been the right way to do the right thing; it is now gaining more popularity as a philosophy underpinning marketing’s expanding mission.”

Perry Kamel, CEO- LiveSolutions

“No other time in history have consumers so wanted to see

right through you. They are asking questions. What’s your brand’s impact on the planet? How do you source your materials? What’s your role as a global citizen? Consumers aren’t taking anything at face value anymore.

You can try with all your might to find the purpose behind your brand. And you can interpret your purpose in a number of ways. But all you need to do is find the people behind your brand. Either the people who make your brand go, or the people who benefit from it. And when you bring that to the public, they respond. People don’t respond to lip service. People respond to people.”

Steve Fuchs, CEO of True North Inc.

According to **David Hessekziel, President of the Cause Marketing Forum**, there still may be some *“lousy, low-est-common-denominator, highly promotional, short-term and opportunistic branded cause marketing*

efforts, but we have come a long way since the initial days when every brand was for breast cancer awareness and everything was plastered with a pink ribbon.”

Purposeful marketing or brand building has evolved because we are seeing – to paraphrase P&G’s Marc Pritchard – that it has not only become a force for good, but also a force for growth. We’ve come to see the concept evolve because it is now linked to actions and outcomes.

Without question, brands and authentic, meaningful, purposeful marketing efforts can make a world of difference. In fact, purposeful marketing may indeed be marketing’s most significant calling – not only in contributing to making a difference and inspiring brand growth, but in putting marketing at the center of the corporation with ideals that align the C-Suite and guide the entire organization – for the good of all constituents and stakeholders.

SURVEY RESPONDENTS: Geographic Breakout

INTERNATIONALIST INSIGHTS surveys provide a snapshot of views among the global marketing community. The respondent base for this survey was truly international in nature – with 43% of respondents indicating that they have global responsibility for their brands. North America (35%) and Europe (20%) ranked as the next highest geographic areas of responsibility for this respondent base.

Global	42.8%
North America	34.6%
Latin America	8.1%
Europe	20.4%
Asia Pacific	4.0%
Middle East	2.0%
Other	6.1%