



# Purpose

## Is it important for brands?

India Brand Conclave

**Brands are produced/designed by producers in their factories, sold via the website or physical shelves and consumers have them on their minds and own them in their hearts.**



**Every brand, every company and every CEO  
now says that their brand has a purpose.  
Is this the Doosra or is it the straight one?**



**The role of  
marketing and  
management is  
to create new  
concepts and  
propagate them.  
like ...**



**We should  
have put  
them all on  
Jet Airways  
board!!**

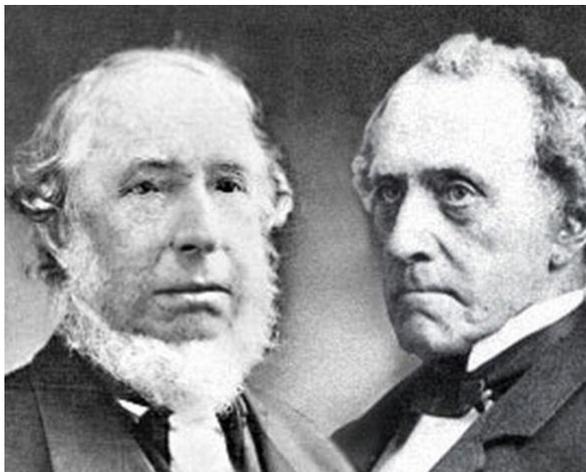
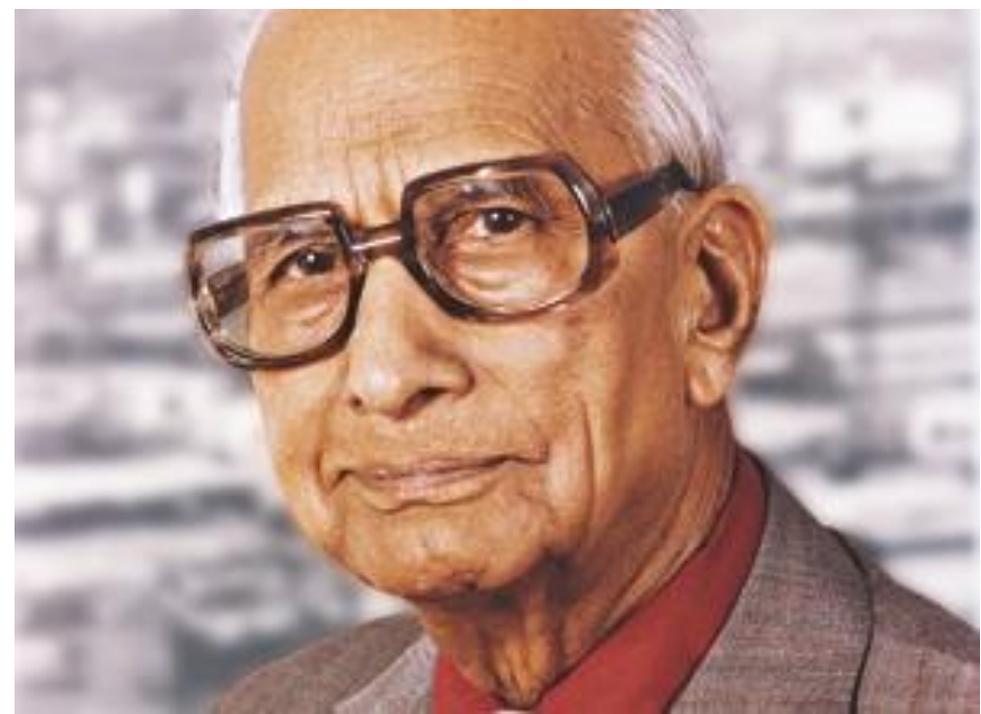
**Companies with more  
women board members  
outperform companies  
with fewer women board  
members.**



**Companies that are innovative  
outlast other companies.**

**Enron was the most innovative  
company, a year before its  
leaders went to jail.**

**The great entrepreneurs always had purpose, Tata's, Birla's, Lord Leverhulme, Procter, Gamble, Cadbury they didn't broadcast it, that's all.**





Do consumers understand  
this word called purpose?  
Or is it good copy for  
analysts and shareholders  
and activists?

Is it just **PuRpOSE**?  
Some wordsmithing?

**Statutory warning: I am not saying purpose is unimportant, I am saying that tagging a brand with a purpose statement doesn't guarantee success.**

**I did a survey to check for myself.**

# **SURVEY**

# Survey Question: What is Brand Purpose?



# Survey: What does brand purpose mean to you?

- **Not sure**
  - **Brands that serves some purpose of greater good of mankind, change things differently, makes people do things differently**
  - Loyalty
  - **No idea**
  - Security, commitment and assurance
  - To bring about a change for the better
  - **The vision of the brand. The brand's intention of making a contribution to the world. The 'Why' as defined by Simon Sinek.**
- A reason for a brand to exist beyond sales
  - Its a statement of belief, of hope, of pursuit.
  - **to make money**
  - It's all about Quality and trust
  - Something much more than just commercial value of the brand
  - **Brand purpose to me personally is the very essence of brand existence that creates a bond with the customers by leaving a strong feeling of trust in their hearts.**



**56% of consumers will  
stop buying brands that  
are unethical**

**91% of global consumers are willing to switch to a brand that supports a cause**



**Most consumers believe that brands cannot solve society's problems even if they claim to do so.**



**What the  
world needs**

**What you are  
good at**

**What you are  
passionate  
about**

**P**

I checked a few examples- **Uber, Apple, Indian Express** to see if consumers get the brand purpose of the brand/institution.

**Survey Question:  
What is Uber's brand purpose?**



# Uber's brand mission

Make transportation as reliable as running water, everywhere, for everyone



**Survey Question:  
What is Apple's brand purpose?**



# Apple brand purpose

To empower creative  
exploration and expression



**Survey Question:**  
**What is the Indian Expresss' brand purpose?**

The logo for The Indian Express, featuring a small icon of a hand holding a torch to the left of the text. The text is split into two parts: "The Indian" in a black serif font and "EXPRESS" in a bold, black, all-caps sans-serif font. The entire logo is set against a light gray rectangular background.

The Indian **EXPRESS**

A solid blue arrow pointing from the logo box on the left towards the brand purpose text on the right.

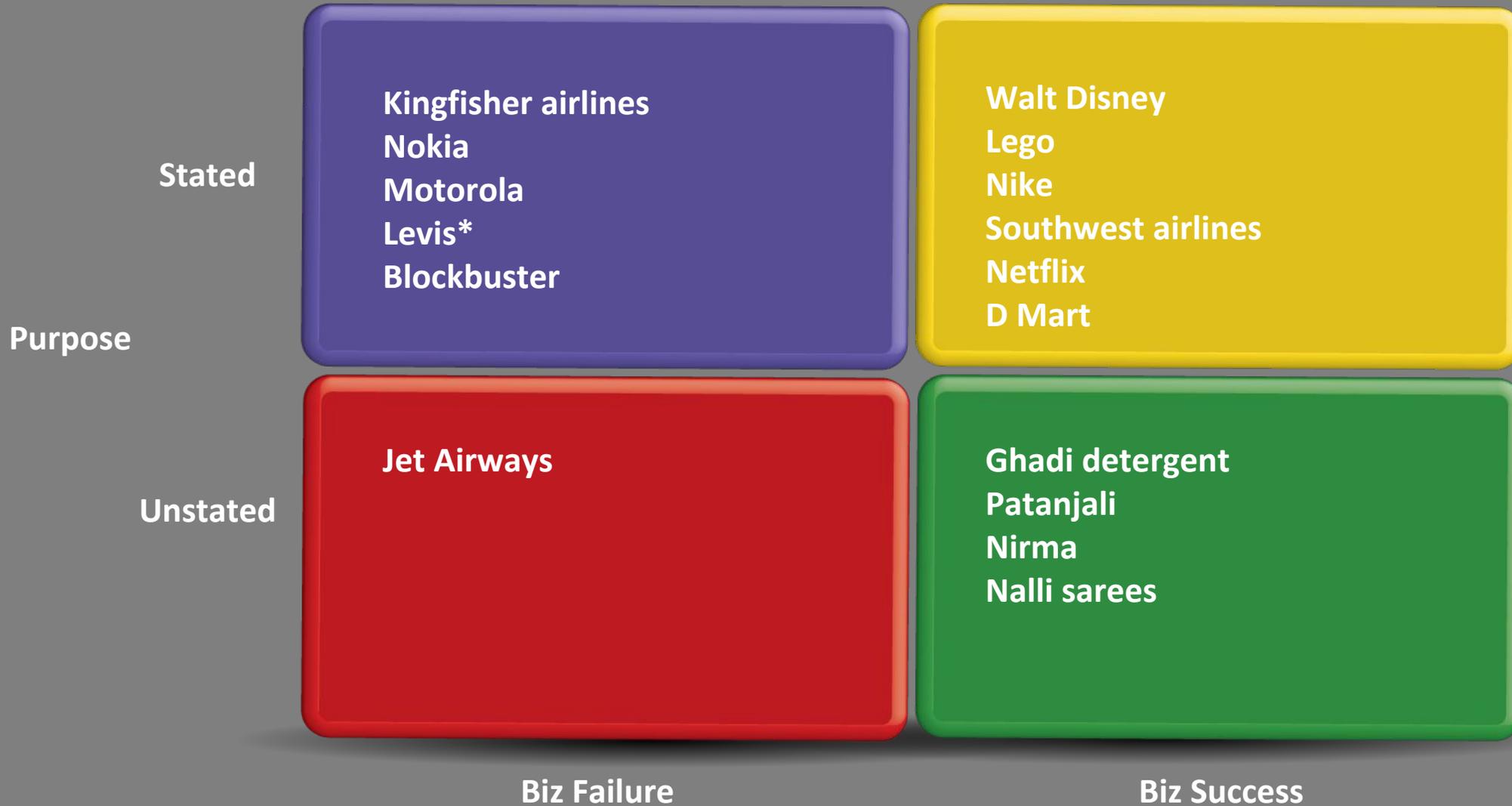
**Indian Express  
brand purpose**

Journalism of Courage



**Fashion Brands: Beware  
Purpose is crucial in this industry**

# Purpose and Success





## **A terrible company purpose**

'No child left behind, no  
child hungry by 2020'

One Great example

'Helping people live healthier lives'



**1. Writing a purpose statement is an easy  
FAD, living it is very difficult.**



**PEPSICO**



**Nestlé**



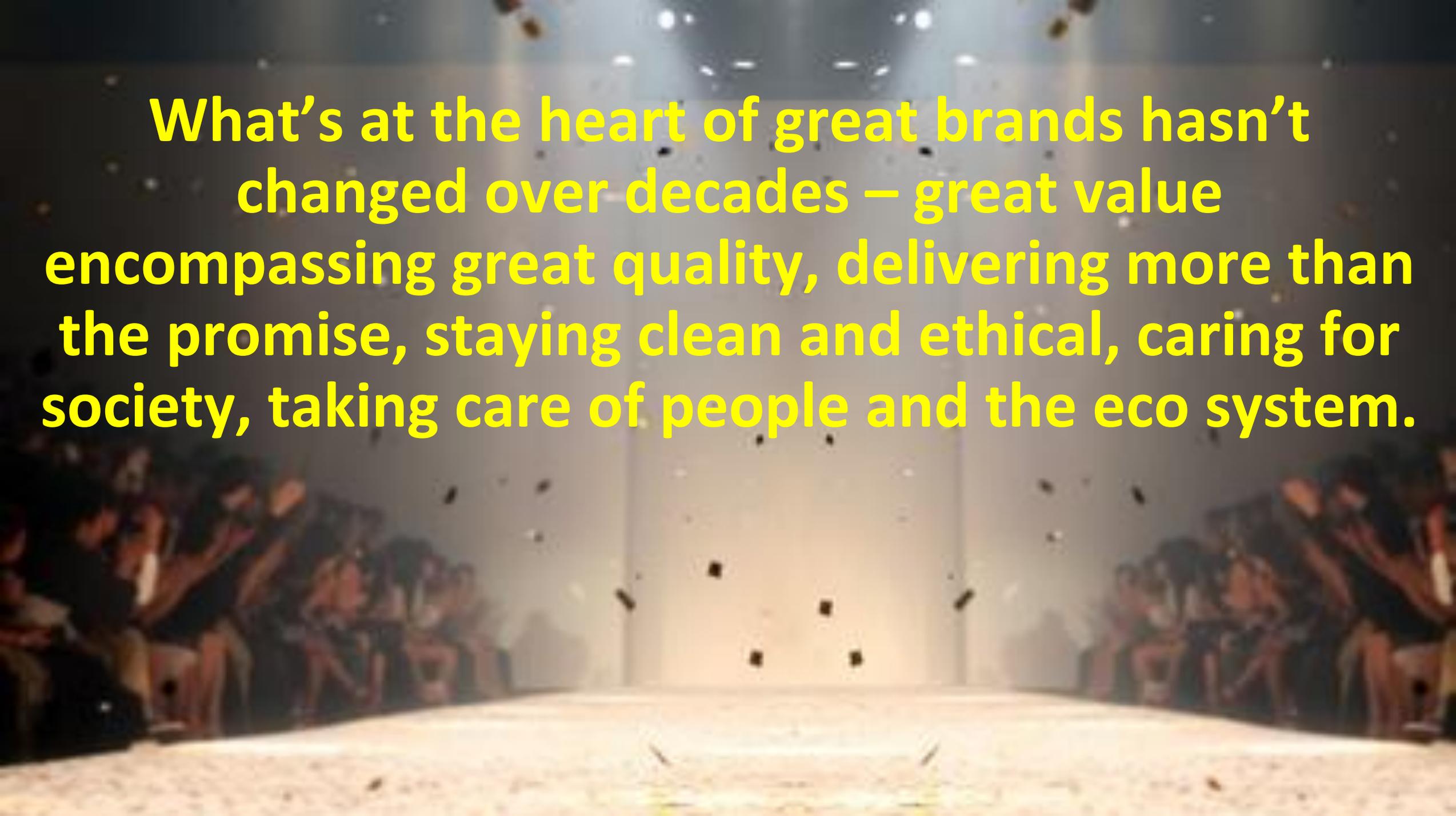
*Unilever*

**2. The challenge between living a company purpose, a country purpose and brand(s) purpose. One of them will be bland**

**3. Purpose is a binary game – either you do it or you don't, there are no shades of grey.**

**4. Purpose must finally give you social value and hence social capital**





**What's at the heart of great brands hasn't changed over decades – great value encompassing great quality, delivering more than the promise, staying clean and ethical, caring for society, taking care of people and the eco system.**

# Summary

- Is the concept of purpose new?
- Do consumers understand purpose?
- Is purpose the core and does it help growth?
- Challenges with purpose

# **Back Up of brand purpose examples**

**Survey Question:  
What is Google's brand purpose?**



# Google brand purpose

To organize the worlds  
information and make it  
universally accessible and  
useful



**Survey Question:  
What is Facebook's brand purpose?**



**Facebook's brand  
purpose:**

**Personal  
engagement in  
an online space**



**Survey Question:  
What is Dove's brand purpose?**



## **Dove's brand purpose**

Improving the confidence  
of girls around the world



**Survey Question:  
What is the United Nation's purpose?**



**United  
Nations**

## **The actual purpose as stated by the UN**

1. Maintaining world wide peace and security
2. Developing relations among nations
3. Fostering cooperation between nations in order to solve economic, social, cultural or humanitarian problems.
4. Providing a forum for bringing countries together to meet the UN's purposes and goals

