



BAMM

WHEN PURPOSE DOESN'T DRIVE BRANDS

March 26, 2024

PURPOSE

A brand's role in the category

VS

A brand's marketable commitment to
ecological or societal cause





#01
VOTING WITH
THEIR WALLETS



UK



GERMANY

#02
PERSONALLY ACTIVE AND
EXPLORING SOLUTIONS



CHINA



MEXICO



BRAZIL



THAILAND

#03
NASCENT
INTEREST



SAUDI ARABIA



NIGERIA

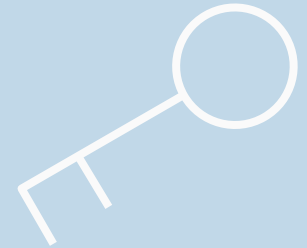
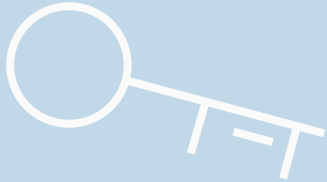


INDIA



USA

**BRAND PURPOSE IS NOT AN
INSTANT UNLOCK TO SCALABLE
APPEAL**



GOALS

Practical truth about whether Purpose-led marketing fits your brand



01

The "Born Again" brand dilemma

02

Desire still matters

03

Is your brand ready to be Purpose-led?



01

The "Born Again" brand dilemma

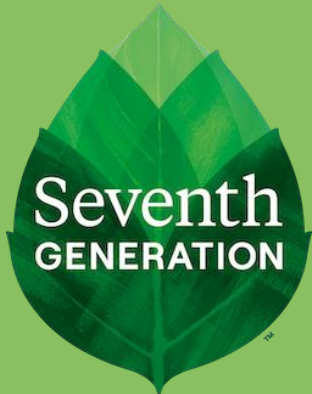
02

Desire still matters

03

Is your brand ready to be Purpose-led?







BORN GOOD



Most brands aren't
"Born Good"

And common
mistakes are made in
search of Purpose



#01

Envy the growth of disruptor brands



#02

Keen to avoid disasters



#03

Assume sales can come from people's good intentions



#04

Force corporate responsibilities onto consumer facing brands



YOUR BRAND'S
PURPOSE
IN THE CATEGORY



YOUR COMPANY'S
PURPOSE
IN THE WORLD



YOUR BRAND'S
PURPOSE
IN THE CATEGORY

How do I find an
authentic synergy
between these 2
intentions?

YOUR COMPANY'S
PURPOSE
IN THE WORLD

Certified
B
Corporation



01

The "Born Again" brand dilemma

02

Desire still matters

03

Is your brand ready to be Purpose-led?



Key Consumer Barriers to Living Sustainably





**“GOOD” VS “DO GOOD”
PARADIGM**



**CREATE
DESIRE
VS
BEHAVIOUR
CHANGE**



01

The "Born Again" brand dilemma

02

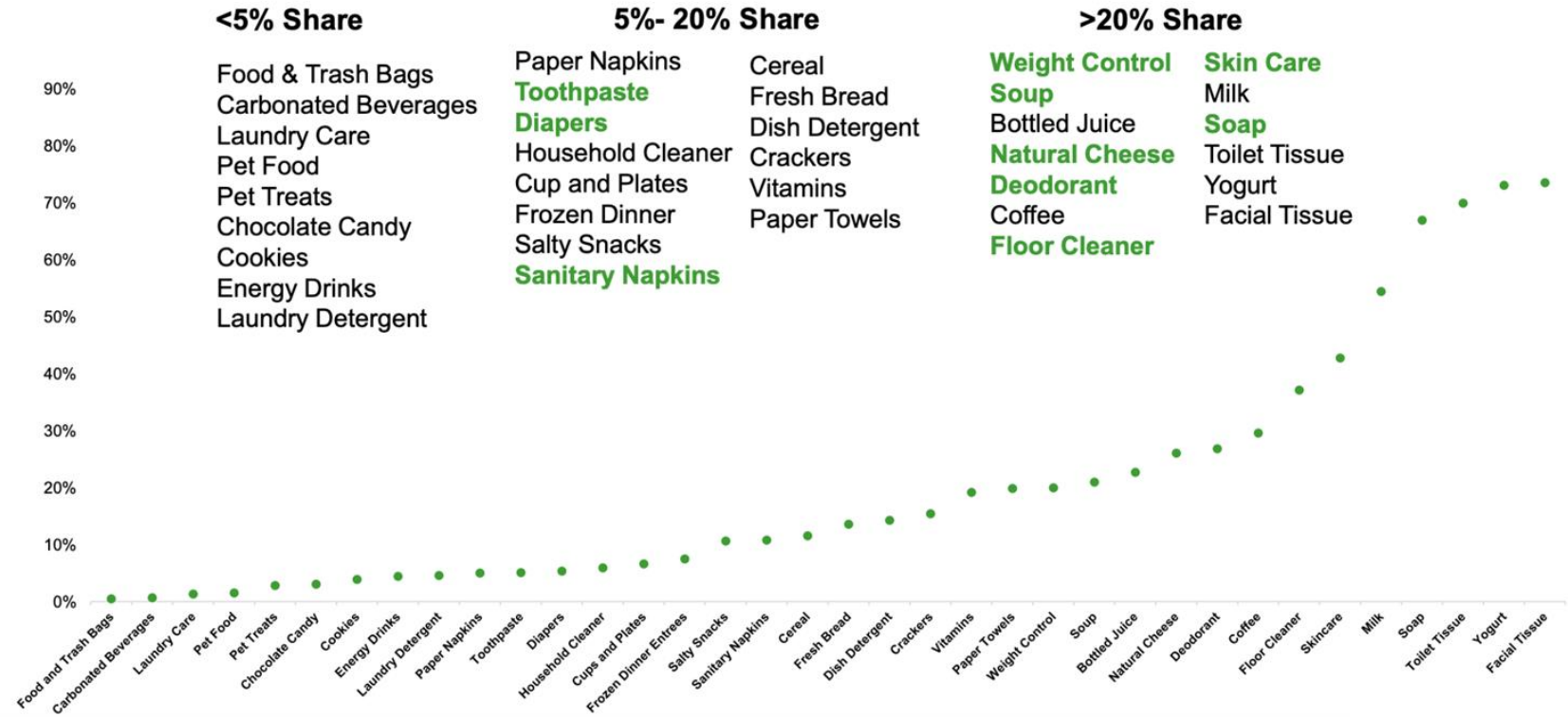
Desire still matters

03

Is your brand ready to be
Purpose-led?



Sustainable Market Share Index™ : Category performance



5 questions to assess your readiness to be

PURPOSE-DRIVEN

in your category



Defines the growth opportunity



Defines a company's readiness

5. Naturalness, Authenticity and Customer Service

4. "System 2" Shopping

3. Publicly Consumed Categories

1. Historical Tailwinds & Headwinds

2. Financially Viable & Responsible Production



Defines the growth opportunity



Defines a company's readiness



Historical Tailwinds & Headwinds

Defines market urgency and momentum



**Defines the
growth
opportunity**



**Defines a
company's
readiness**



**Financially Viable &
Responsible Production**

Crucial to consumer
affordability & profitability



Defines the growth opportunity



Defines a company's readiness



Publicly Consumed Categories

Ignites the role of shame and praise



**Defines the
growth
opportunity**



**Defines a
company's
readiness**



"System 2" Shopping

Impulse purchases are
less likely to engage in



Defines the growth opportunity



Defines a company's readiness

Naturalness, Authenticity and Customer Service

Creates the potential for a great brand purpose



**WATER. BUBBLES.
WONKY* FRUIT.**

What kind of "Purpose" would drive brand sales?

Naturalness, Authenticity
and Customer Service



"System 2" Shopping



Publicly Consumed
Categories



Historical Tailwinds &
Headwinds



Financially Viable &
Responsible Production





Naturalness, Authenticity
and Customer Service



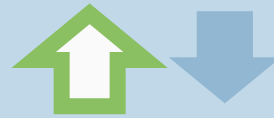
"System 2" Shopping



Publicly Consumed
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**Make your
impact
MEANINGFUL**

Get it right the first time

Play the long game

