



Simon Mainwaring



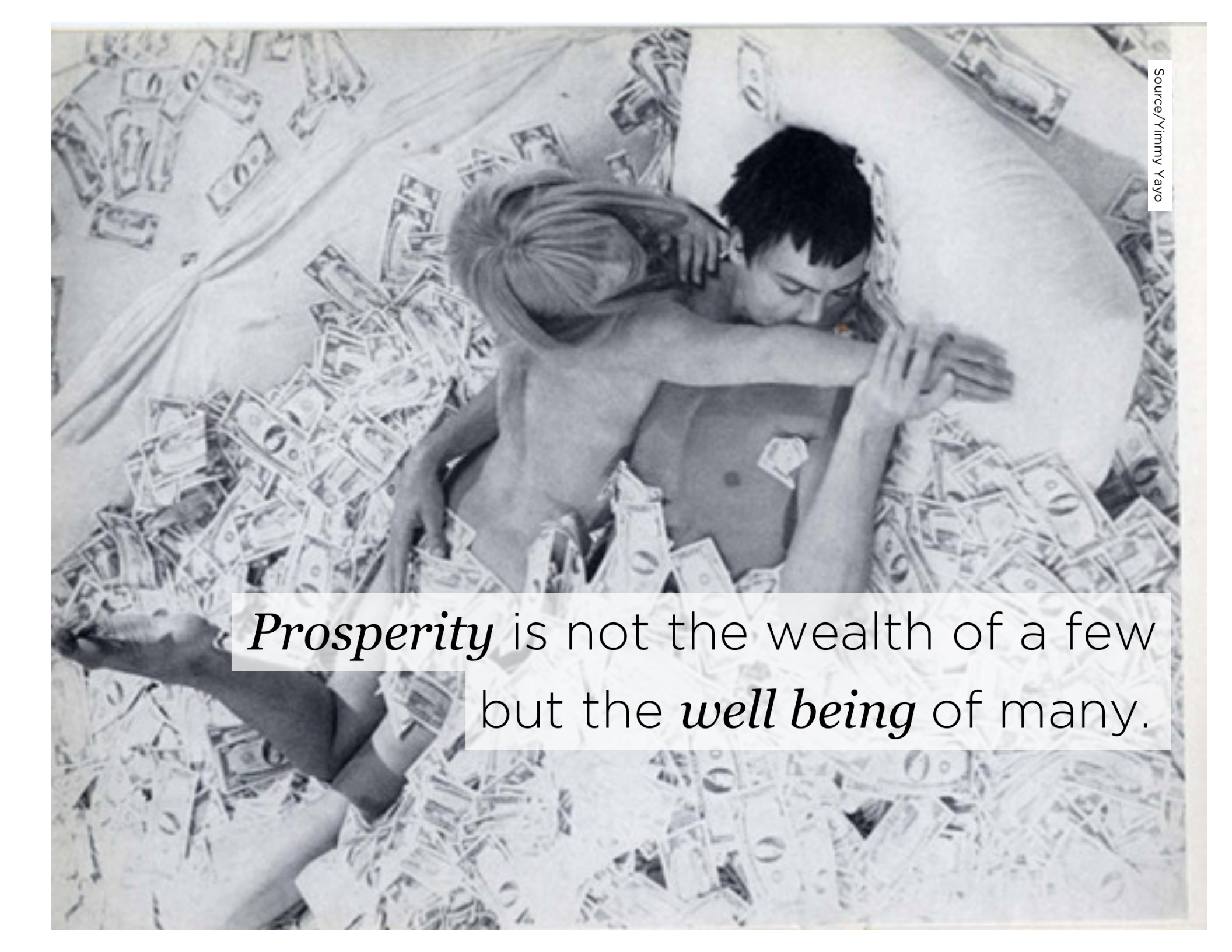
PRESENTED *June 4 2012*



# Four Alternative Futures

1. Corporations respond to expectations for greater social responsibility and government allows corporations to voluntarily meet these expectations.
2. Corporations try to adopt socially responsible practices but customers don't trust them so government and NGO's stop partnering with them creating bifurcated capitalism.
3. Companies refuse to work for global change forcing government regulation adding to expenses and fuelling customer distrust.
4. Society and corporations cannot match expectations creating a downward spiral of social responsibility plus economic, environmental and social decline.





*Prosperity* is not the wealth of a few  
but the *well being* of many.

# Citizen Activism



# Domestic Activism



# Cyber Activism

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## Anonymous - Message to the American People

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Uploaded by [anonymous04210](#) on Dec 3, 2011

Dear brothers and sisters. Now is the time to open your eyes!

In a stunning move that has civil libertarians stuttering with disbelief, the U.S. Senate has just passed a bill that effectively ends the Bill of Rights in

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Top Comments

anonymous is the modern : robin hood, ezio/altair, they are our modern heroes who risk putting themselves on the line to help us.

[990tz99](#) 3 hours ago 55

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**1,000 Days Later...**

by ForAmericaInc  
11,557 views Promoted Video

**Anonymous - Message To Obama**

by xen0nymous  
191,224 views

**Will Smith supports Anonymous!**

by chanologyASSIST  
2,360,382 views

**Anonymous: SOPA passed. We are**

by AnonymousNoShit  
1,101,493 views

**ANONYMUS ARRESTED FBI / FBI ARRESTA A**

by acertsidell  
328,210 views

An aerial photograph of a densely populated hillside city, likely San Francisco, showing a vast expanse of buildings and streets winding up a steep slope. The image is used as a background for a text overlay.

A global community requires  
an *expanded* definition  
of *self-interest*.

# What today's consumer *thinks*



*“Only 28% of consumers worldwide think that companies today are working hard to solve the big social and environmental challenges people care about.”*

**Havas Media ‘Meaningful Brands’  
Global Report**



*“64% believe most companies are only being responsible to improve their image.”*

**Havas Media ‘Meaningful Brands’  
Global Report**



*“Most people would not care if 70% of brands disappeared in the future.”*

**Havas Media ‘Meaningful Brands’  
Global Report**



# What today's consumer *wants*

86%

*"86% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests."*

**Edelman GoodPurpose Report**

93%

*"93% would buy a product associated with a cause; 65 have already purchased a cause-related product in the last 12 months."*

**Cone/Echo Global CR Opportunity Study**

57%

*"57% of global consumers feel they can make a company behave more responsibly."*

**Havas Media 'Meaningful Brands' Global Report**

# What today's consumer *will do*



*“62% of global consumers would switch brands, 62% would recommend a brand, and 61% would promote a brand that has a good cause behind it.”*

**Edelman GoodPurpose Report**



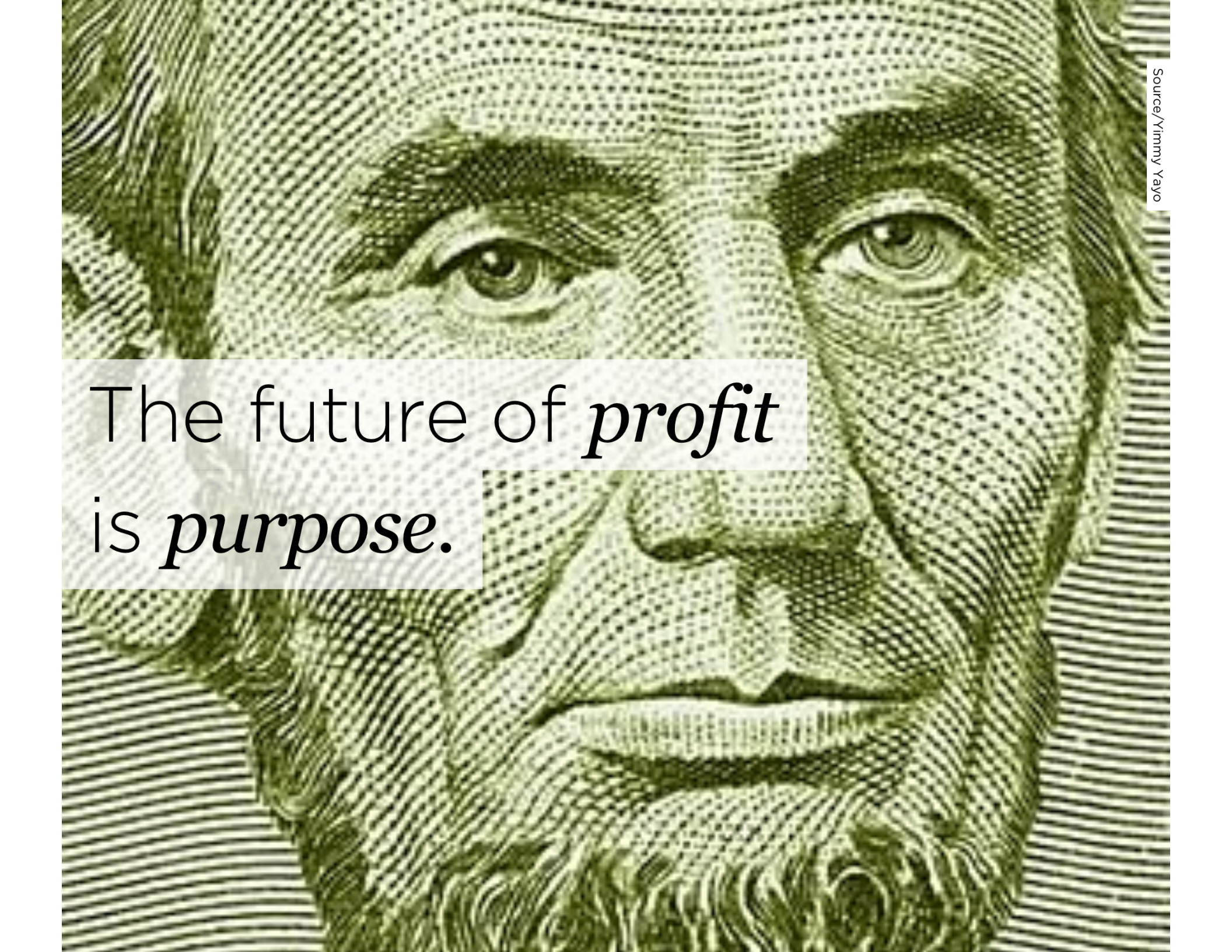
*“66% buy product, 66% recommend products, 64% share positive opinions about companies and products with a purpose.”*

**Edelman GoodPurpose Report**



*“71% believe brands and consumers could do more to support good causes by working together.”*

**Cone/Echo Global CR  
Opportunity Study**



The future of *profit*  
is *purpose*.

# Here's why:

*Key benefits from purposeful marketing and engagement include:*



Clarity of  
business  
strategy



Employee  
retention,  
satisfaction,  
productivity

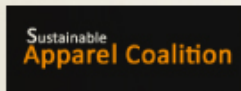
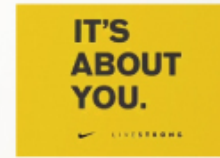


Consumer  
goodwill,  
loyalty,  
profits



Brand  
awareness, PR,  
community  
engagement

# What *brands* are listening?



# Return On Investment (ROI)

## *The Stengel 50*

- 50,000 brands
- 10 years of empirical research
- B2B, B2C, 100M+ to >\$100B, 30+ countries
- 50 fastest growing brands between 2001-2011
- Over last decade 400% more profitable than S&P 500
- Cause/effect relationship between brand's higher purpose/financial performance

*Accenture  
Airtel  
Amazon.com*

*Apple  
Aquarel  
BlackBerry  
Calvin Klein  
Chipotle  
Coca-Cola*

*Diesel  
Discovery Communications*

*Dove  
Emirates  
FedEx*

*Google  
Heineken  
Hennessy*

*Hermès  
HP  
Hugo Boss*

*IBM  
Innocent  
Jack Daniel's  
Johnnie Walker  
Lindt*

*L'Occitane  
Louis Vuitton  
MasterCard  
Mercedes-Benz  
Method  
Moët & Chandon  
Natura  
Pampers  
Petrobras  
Rakuten Ichiba  
Red Bull  
Royal Canin  
Samsung  
Sedmoy Kontinent  
Sensodyne  
Seventh Generation  
Snow  
Starbucks  
Stonyfield Farm  
Tsingtao  
Vente-Privee.com  
Visa  
Wegmans  
Zappos  
Zara*



# Return On Investment (ROI)

## *Meaning*

These brands systematically improve our personal and collective wellbeing and are rewarded by stronger brand equity and attachment.

*Ikea*

*Google*

*Nestlé*

*Danone*

*Leroy Merlin*

*Samsung*

*Microsoft*

*Sony*

*Unilever*

*Bimbo*

*LG*

*Philips*

*Apple*

*P&G*

*Mars*


*Volkswagen*

*L'Oreal*

*Wal-Mart*

*Carrefour*

*Coca-Cola*



The success of your business will be in direct proportion to the emotional impact you have on your customers.

The emotional impact on your customers will be in direct proportion to the social impact of your purpose.

The social impact of your purpose will be in direct proportion to the success of your business.





*Economic, social, moral, ethical*  
and environmental sustainability.

# 7 core values of purposeful brands

- *Sustainability* (environmental/social/economic/moral/ethical)
- *Fairness of reward* (distribution between suppliers/employees/investors/management)
- *Fiscal Responsibility* (externalities/mistakes/shareholders)
- *Accountability* (brands/consumers trust/goodwill/transparency)
- *Purposefulness* (beyond the brand to world changing ideas)
- *Engagement* (investment in relationships over sales)
- *Global Citizenry* (global community responsibility/industry-wide solutions)



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 CONTRIBUTORY CONSUMPTION

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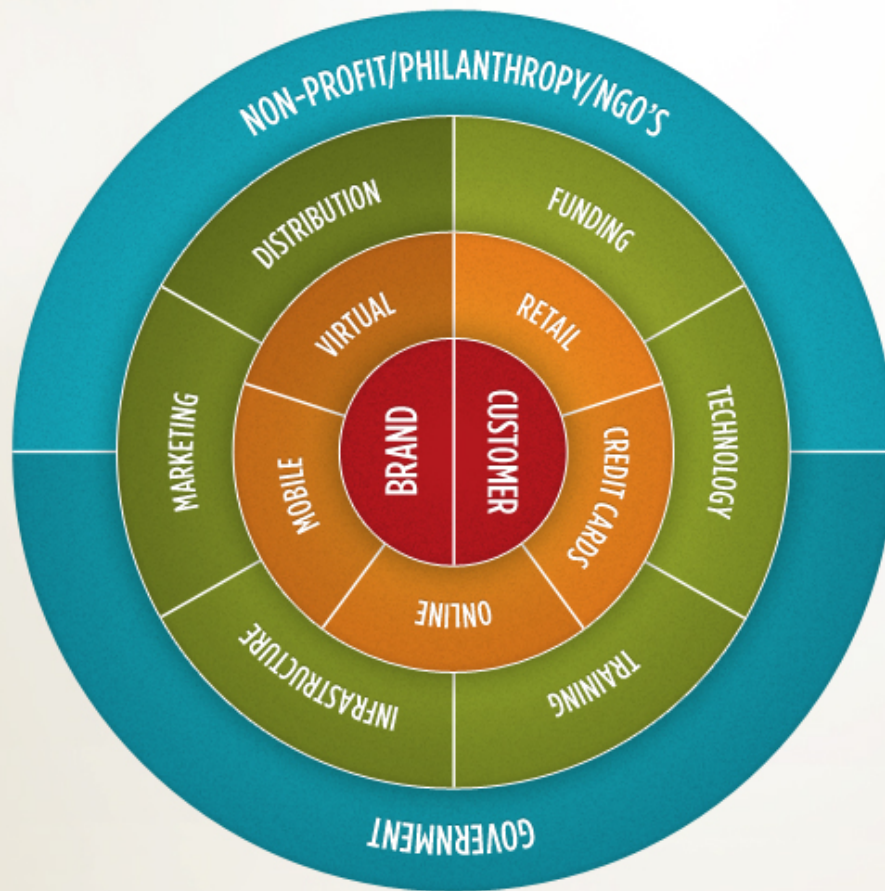




-  BRAND/CUSTOMER PARTNERSHIP
-  CONTRIBUTORY CONSUMPTION
-  GLOBAL BRAND INITIATIVE

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- GLOBAL BRAND INITIATIVE
- NON-PROFIT, PHILANTHROPY, NGO'S, GOVERNMENT

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- GLOBAL BRAND INITIATIVE
- NON-PROFIT, PHILANTHROPY, NGO'S, GOVERNMENT
- GLOBAL CRISES AND EMERGENCIES

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REMEMBER THAT U'RE NOT DOING IT  
FOR MONEY

The *evolution* of *revolution*  
is *contribution*.





## *The Revolution will be Branded!*

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