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# PURPOSE-DRIVEN BRANDS

WALT FREESE, PRESIDENT & CEO, STERLING-RICE GROUP  
CAROL CONE, CEO, CAROL CONE ON PURPOSE



The  
**Power  
of Purpose**  
in a Transparent World







# PURPOSE

an organization's aspirational reason for being beyond profits







**This is a great time for brands, which can provide a beacon of trust for consumers. These days, CEOs don't just get judged by how well their share prices are doing, but by what impact they are having on society.**

**HOW TO GROW SUSTAINABLY IS THE BIGGEST CHALLENGE TO COMPANIES EVERYWHERE.**

Paul Polman, CEO



Unilever 





**Companies that succeed in building a profitable relationship with the external world define themselves through what they contribute, generating long-term value for shareholders by delivering value to society as well.**

Beyond CSR: McKinsey





# AN INTERCONNECTED WORLD...



# An Evolving “**CITIZEN**” Consumer



EMPOWERED

VOCAL  
CONCERNED

HUNGRY








MORE  
THAN **50%**

of millennials believe that innovation and social development should be the primary purpose of business.

— Deloitte







IT'S NOT IF, BUT  
**HOW**





# TRUST MATTERS

the reliance on the integrity, strength, ability, surety of a person or a thing





# BUILDING TRUST

## INTEGRITY



- Has ethical and transparent business practices
- Takes responsible actions to address an issue or crisis

## ENGAGEMENT



- Treats employees well
- Places customers ahead of profits

## PRODUCTS & SERVICES



- Offers high-quality products or services
- Is an innovator of new products, services or ideas

## PURPOSE



- Addresses society's needs in everyday business
- Partners with NGOs, government and 3<sup>rd</sup> parties

## OPERATIONS



- Builds integrity, engagement, innovation and purpose into its operations



# BEHAVIOR

## Based on Trust

### Distrusted Companies

-63%

Refused to buy products/services

-58%

Criticized them to a friend/colleague

-37%

Shared negative opinions online

-18%

Sold shares

### Trusted Companies

Chose to buy products/services

80%

Recommended them to a friend/colleague

68%

Paid more for products/services

54%

Shared positive opinions online

48%

Defended company

40%

Bought shares

28%





# *Campbell's* TO LABEL GMOS!



YOU HAVE  
A RIGHT  
TO KNOW!



# COURAGE



**We came to the decision that cigarettes and providing healthcare just don't go together in the same setting.**

Larry J. Merlo,  
Chief Executive of CVS

ENGAGEMENT







PRODUCTS &  
SERVICES



**LEVI'S**



**WATER<LESS™**







**The bottom line  
is just a goal.**

**The question is  
how you get there.**

**How to create balance  
between profit and a  
social conscience?**

Howard Schultz, CEO, Starbucks







**If business is to build the trust of society, it must tackle big social and environmental issues that confront humanity.**

Paul Polman, CEO, Unilever





# Unilever Sustainable Living Plan

OPERATIONS



## IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.



## REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.\*



## ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

HEALTH &  
HYGIENE

>>

IMPROVING  
NUTRITION

>>

GREENHOUSE  
GASES

>>

WATER

>>

WASTE

>>

SUSTAINABLE  
SOURCING

>>

BETTER  
LIVELIHOODS



>>

OUR PEOPLE >>






# LIFEBUOY

 Help a child reach 5  [Subscribe](#) 651

651 subscribers 3,211,131 video views

[Browse videos](#) [Help a child reach 5](#)

 TOTAL PLEDGES 00,076,797

Help every child  
celebrate their 5th birthday



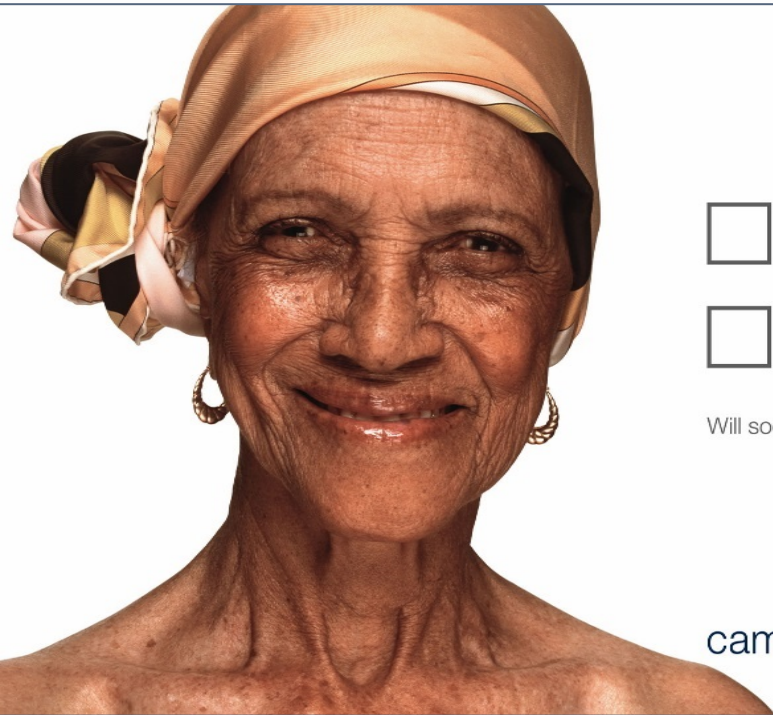


# DOVE

1 in 5 girls would consider plastic surgery.



Get involved at [www.campaignforrealbeauty.com.sg](http://www.campaignforrealbeauty.com.sg)



- ☐ wrinkled?
- ☐ wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



Wishes she  
were blonde.





**Success requires courageous leadership. We need companies to march in the vanguard and pioneer new ways of working. By doing so, they will build trust in business and will grow profitably.**

**Your contributions toward this goal are more important than ever.**

**Yes, we all have a role to play.**

Paul Polman, CEO, Unilever







# WHAT IS YOUR PURPOSE?

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