

Business Ethics and the Consumer

**How can you introduce CSR into your
brand strategy and what are the
long-term business benefits?**

given
L O N D O N

Given is a brand purpose agency.

**Everything we do is
about helping brands to
grow by doing good**



**Brand purpose
strategy**



**Innovation
for good**



**Purpose
storytelling**

2018

CORPORATE RESPONSIBILITY CONTINUES TO CLIMB THE BUSINESS AGENDA



SUGAR TAX



**SINGLE USE
PLASTICS**



**GENDER PAY
GAP REPORTING**

CORPORATE SOCIAL RESPONSIBILITY

“Managing your business in a way that takes account of social, environmental and ethical issues”

- **Built on issues**
- **Reduces negative impacts**
- **Reputation management**
- **An operational challenge**
- **Run by “CSR team”**

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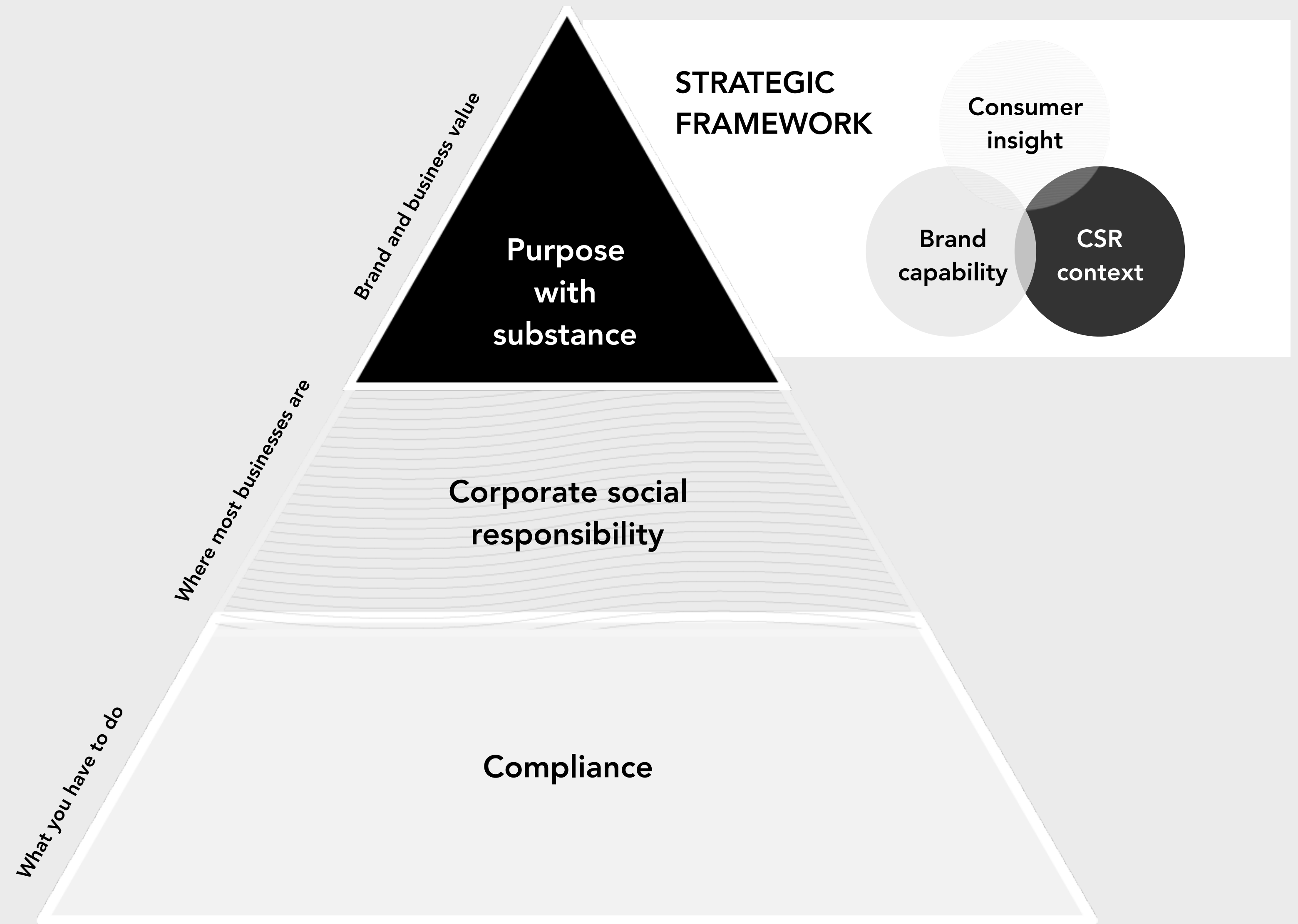


PURPOSE WITH SUBSTANCE

"Using your brand to create meaningful change for people, communities and the world we live in"

- Built on insight
- Creates positive change
- Supports brand priorities
- A strategic opportunity
- Embedded across all functions

This
approach
builds on but
does not
replace CSR



87%

of global consumers believe
business should place equal
weight on societal issues
and business issues.



Edelman, 2017

**Purpose can help
build **trust** by
demonstrating
you care about
more than
shareholders**

Purpose can show
consumers that
you offer them
something **relevant**
to the issues they
care about

16-34

year olds are likely to pay more
attention to ads which
addressed significant issues, and
more likely to pay more for the
products in them as a result.



Channel 4, 2018

2/3

of consumers said they
couldn't see any difference
between banking providers.



*EY, Global Consumer Banking
Relevance Study, 2016*

**Purpose can
help your brand
stand out by
standing for
something more
meaningful**

Four ways purpose can support your brand priorities

Enhance experience

Demonstrate care across the entire customer journey

Build brand trust & love

Reinforce perceptions of quality and authenticity

Differentiate the brand

Stand out in the category by standing for something

Drive brand innovation

Experiment with new “for good ideas” in marketing

**Why do
brands get
it wrong?**



01

**When marketing
rules are applied to
something that isn't
marketing**

A large billboard stands against a clear blue sky with light clouds. The billboard's sign is white and features the text 'This is not' in a black, lowercase, sans-serif font, followed by 'ADVERTISING' in a larger, black, uppercase, sans-serif font. The billboard is supported by a dark metal structure. In the background, a dense city skyline is visible, including a church with a green roof and a clock tower in the lower left, and various skyscrapers in the distance.

This is not
ADVERTISING

A holistic model for delivery



02

**When CSR teams
work in silos and
do not involve
insight or
marketing**





Co-creation

**Bringing together multiple stakeholder groups
to help solve business challenges and take
advantage of opportunities.**

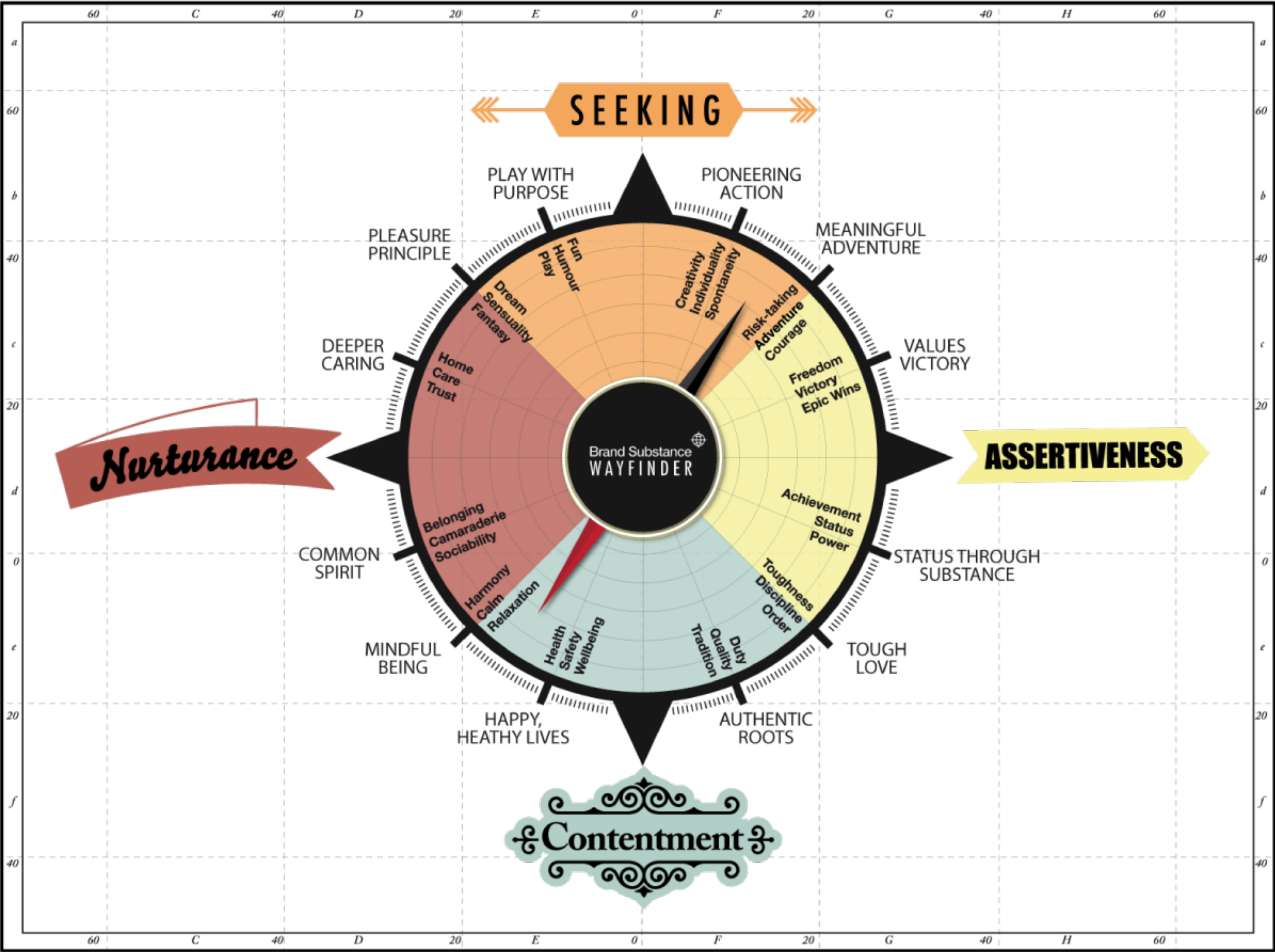
03

**When you rely on
the conventional
signifiers of
“purpose” led
branding**



Wayfinder

A tool to help
make your
purpose
distinctive



Status through Substance

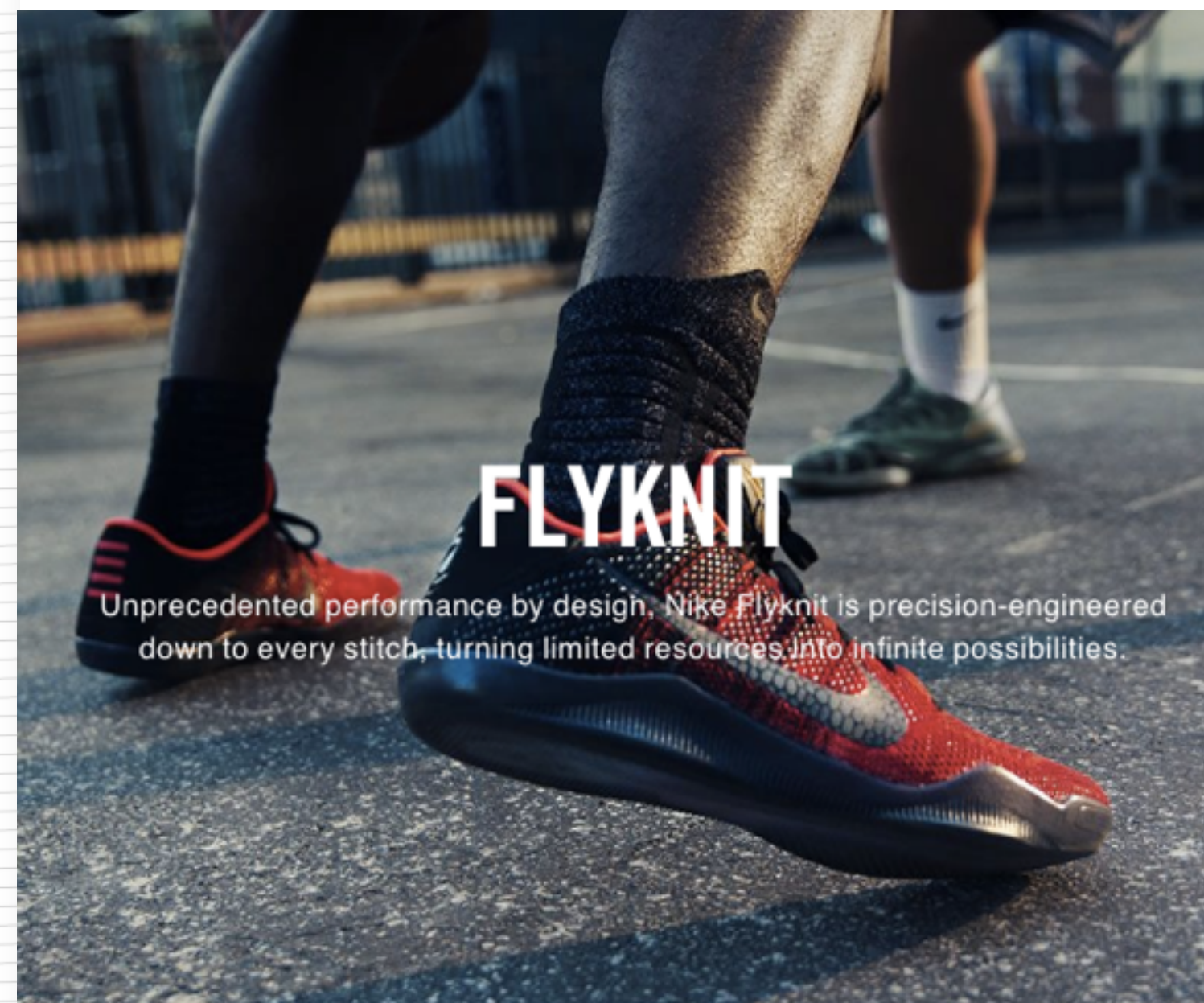
Achievement, Status, Power



Making meaningful status more visible, emphasising the thrill of achievement

Values Victory

Freedom, Victory, Epic wins



High stakes associated with winning, success breeding success

Tough Love

Toughness, Discipline, Order



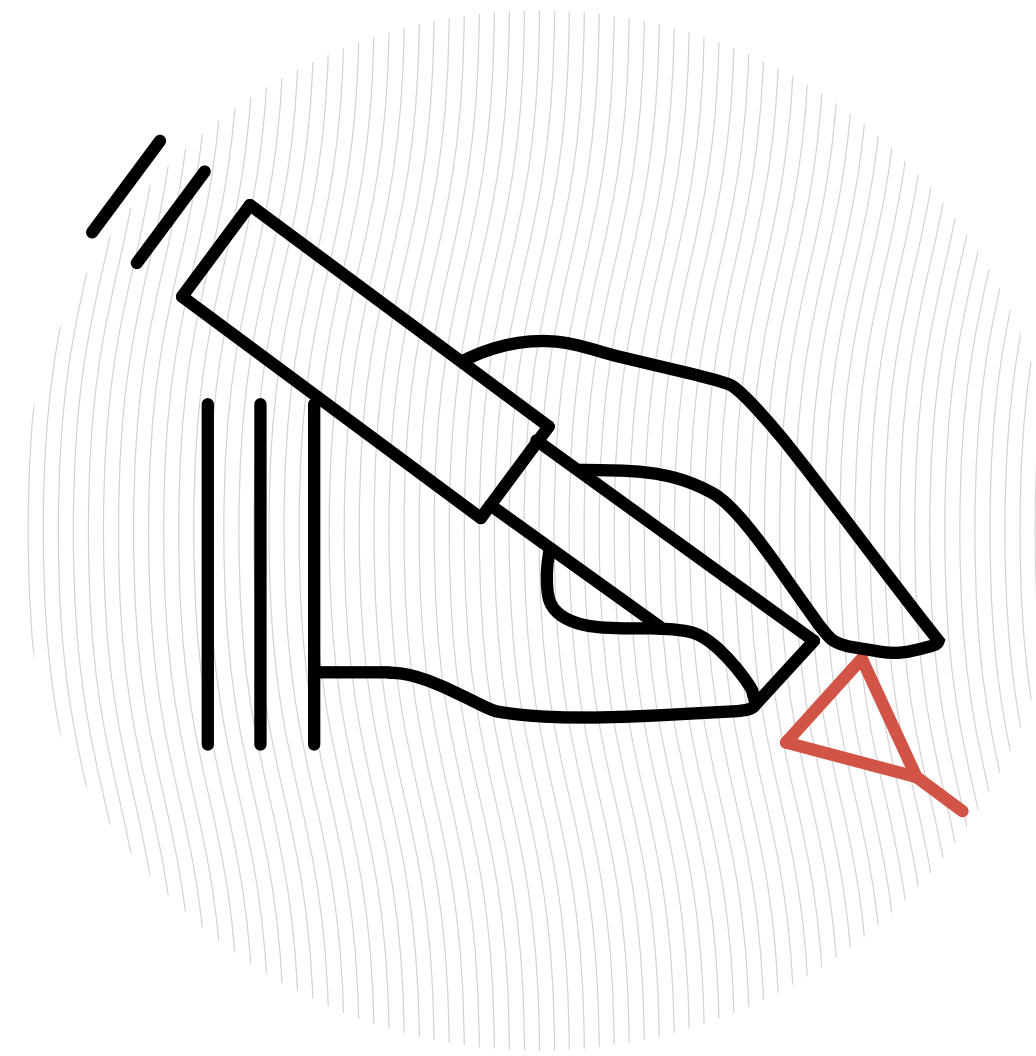
Have a strong rallying cry and show the rewards of being disciplined

HOW TO GET IT RIGHT?



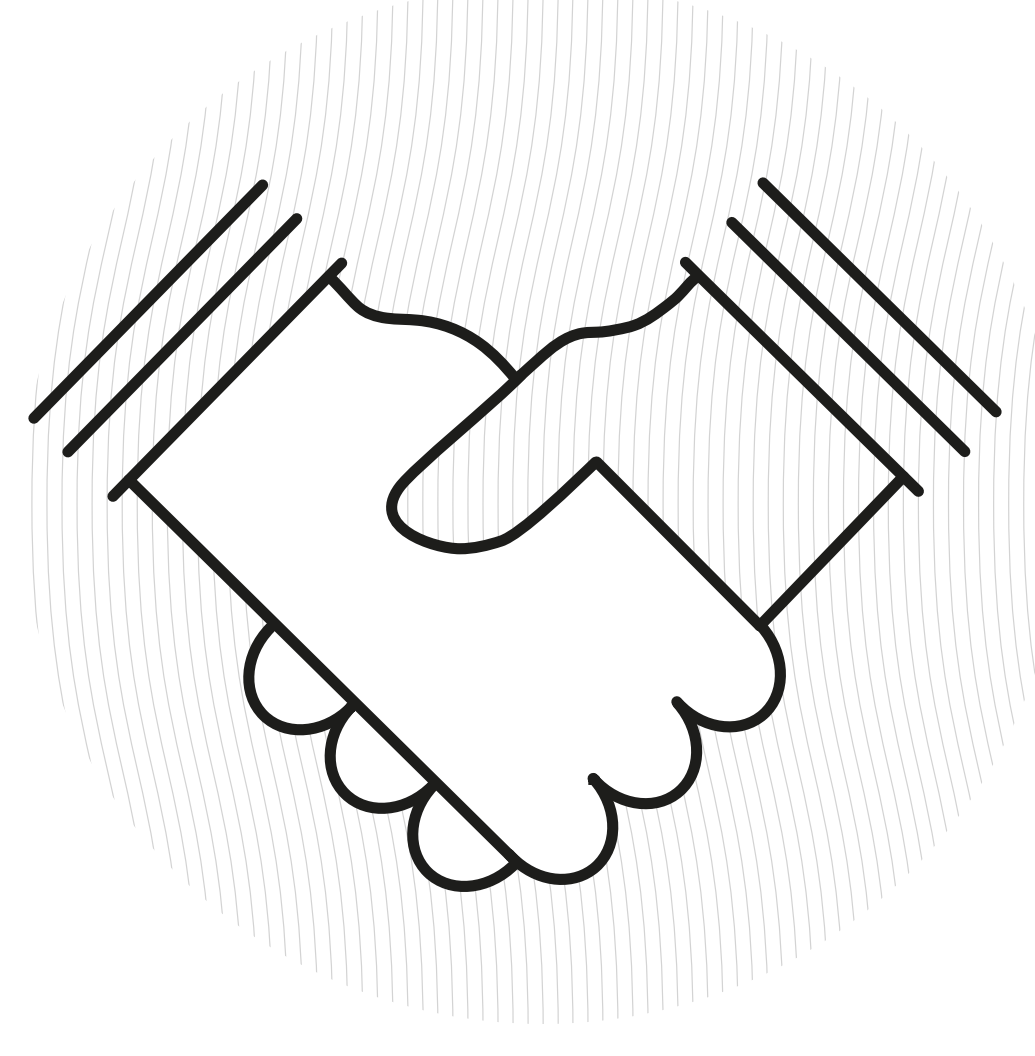
01

**Bake in the
substance**



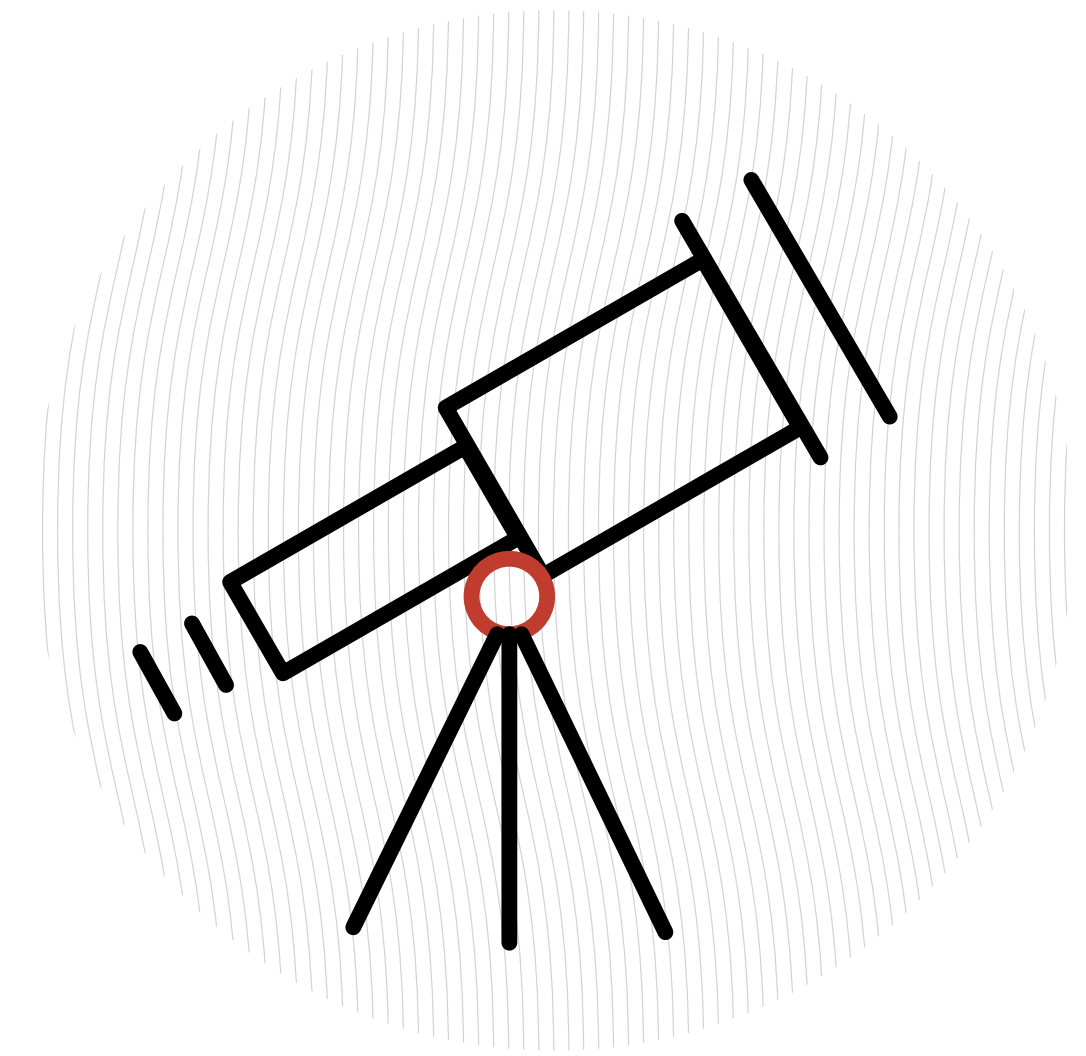
02

**Build on
your brand**



03

**Collaborate
and engage**



04

**Trial and
learn**

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Thank you!

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