

DRIVING PURPOSE-LED GROWTH

PURPOSE 2020 – ROUND-TABLE-SESSION

12 April 2018
9:00 – 13:00 (including lunch)
Kantar
Kirkegata 20
Oslo

KANTAR



Agenda

Introductions

P2020 study

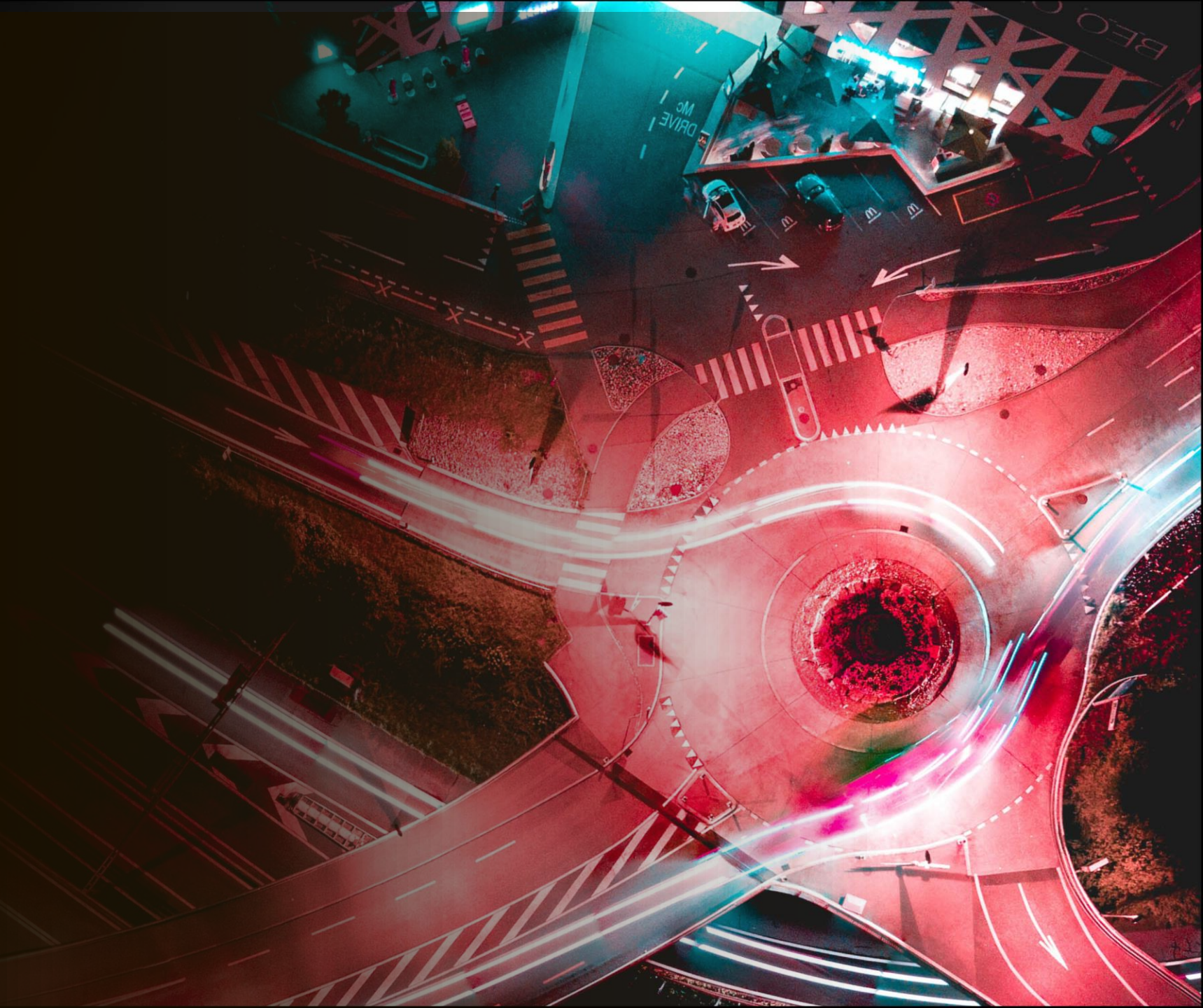
Santa Maria

Dagbladet

Whiskas

Group discussions

Lunch





PURPOSE 2020

INSPIRING

PURPOSE-LED GROWTH

KANTAR CONSULTING

KANTAR CONSULTING



Kantar Added Value, Futures, Vermeer and Retail have joined forces to form Kantar Consulting

WE EXIST TO

SWITCH ON GROWTH

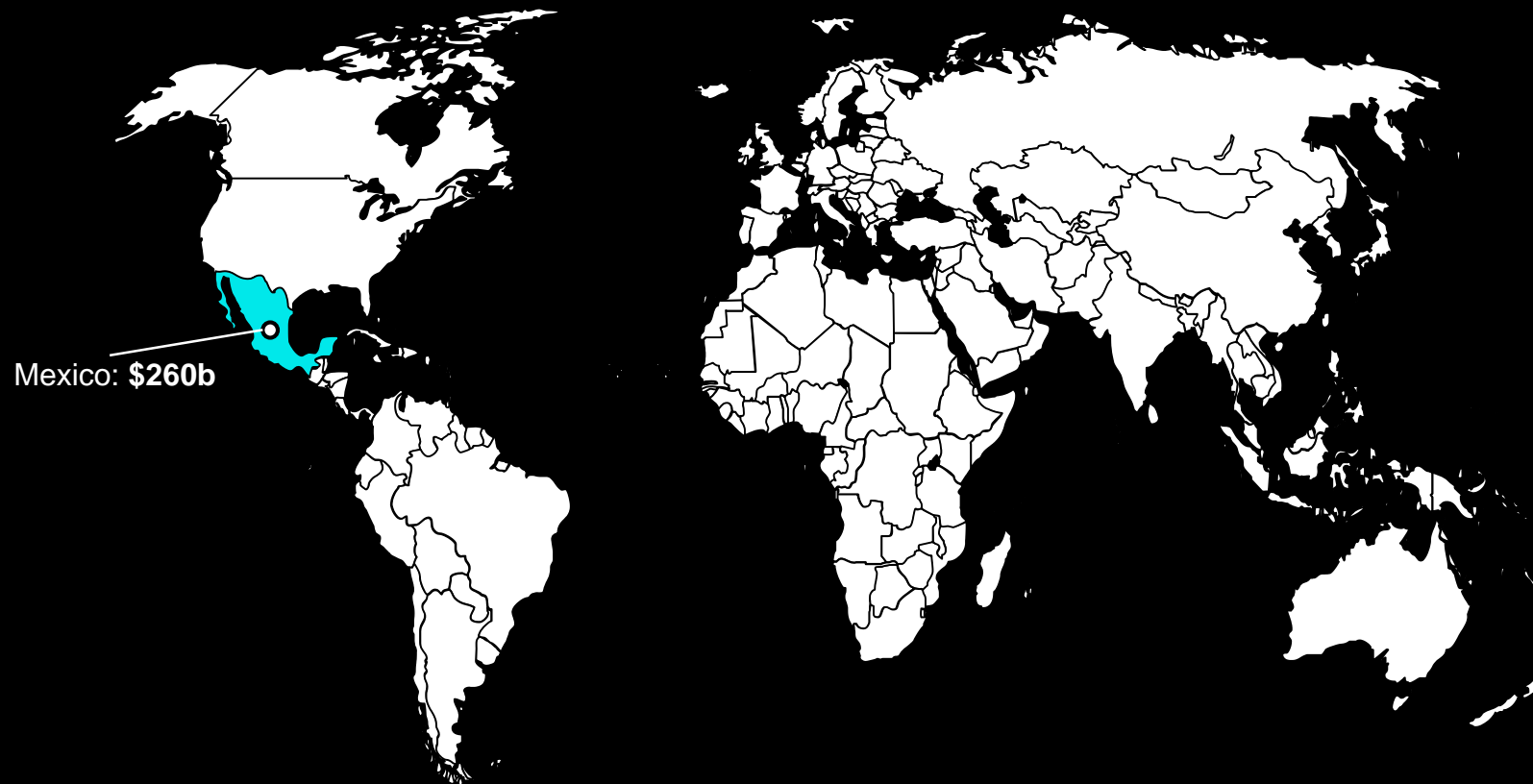
FOR CLIENTS, CATEGORIES AND PEOPLE

We are Brand and Marketing, Retail, Sales and shopper specialists & practitioners



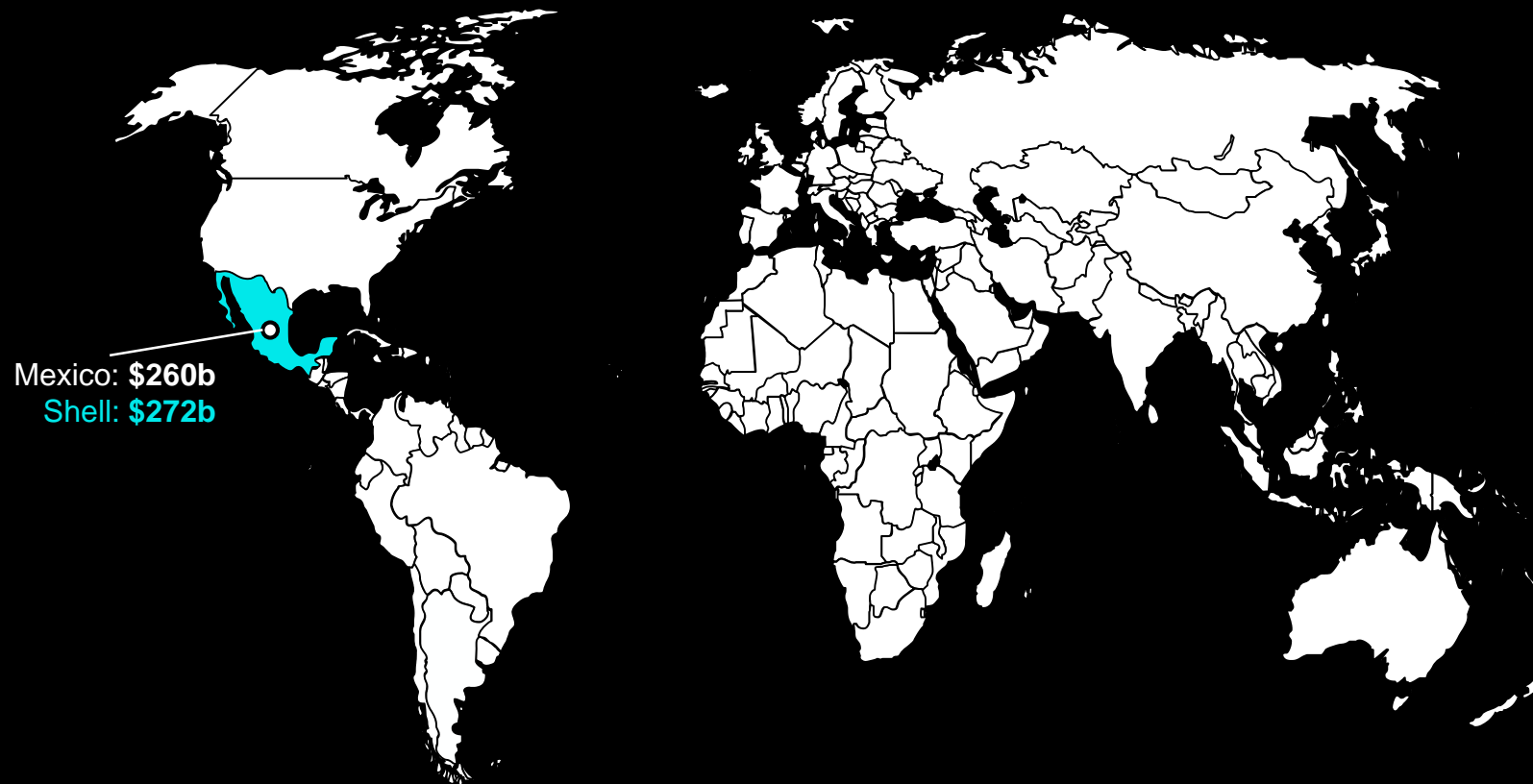
Businesses are more powerful than ever

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INSPIRING PURPOSE LED GROWTH

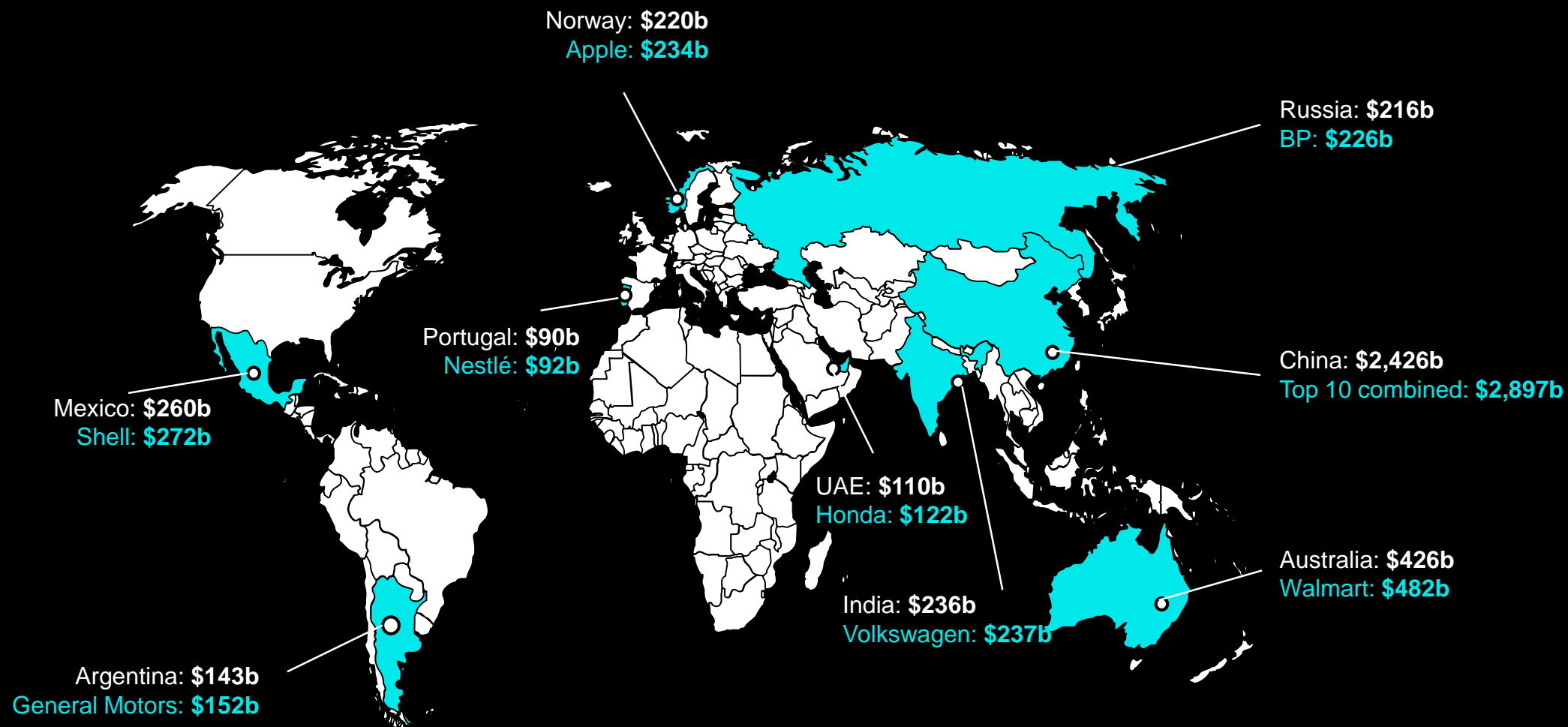


Businesses are more powerful than ever

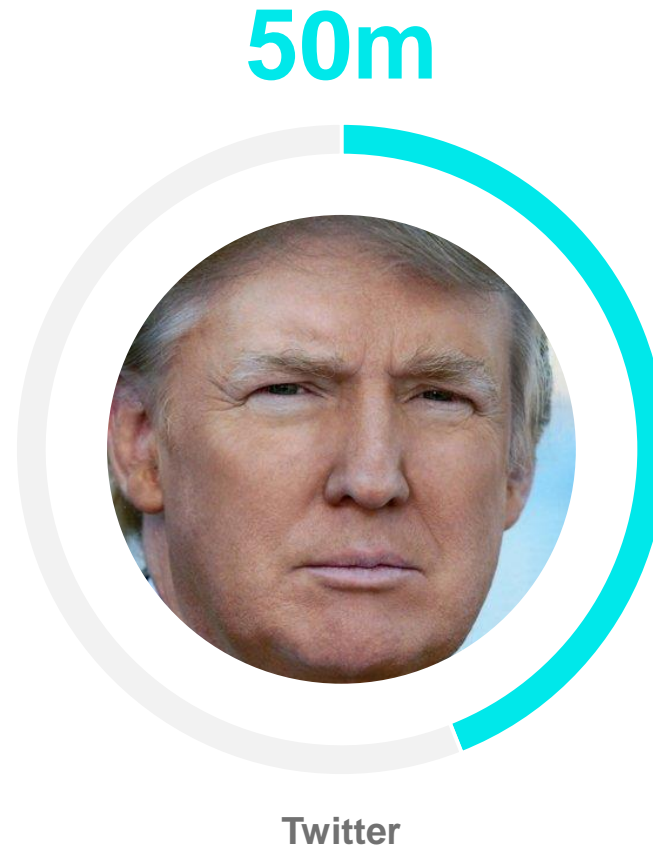
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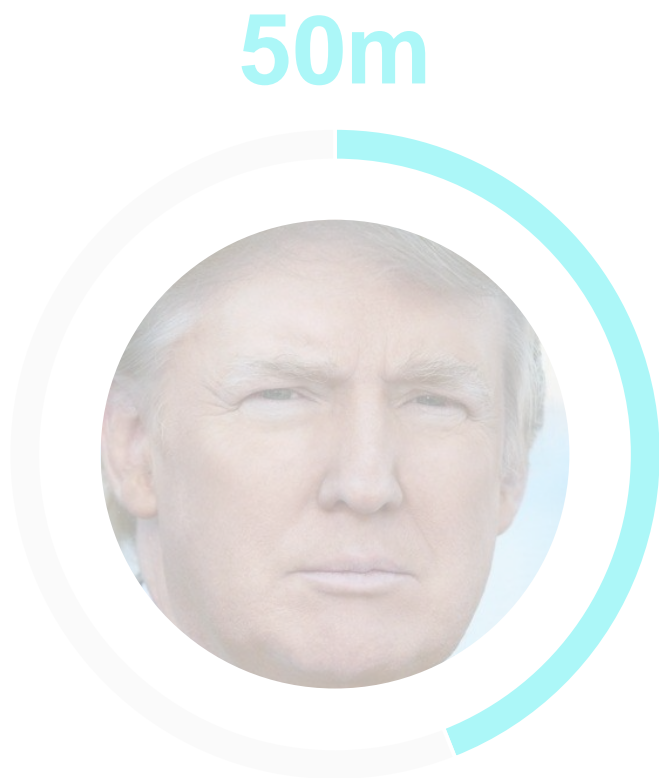
Businesses are more powerful than ever



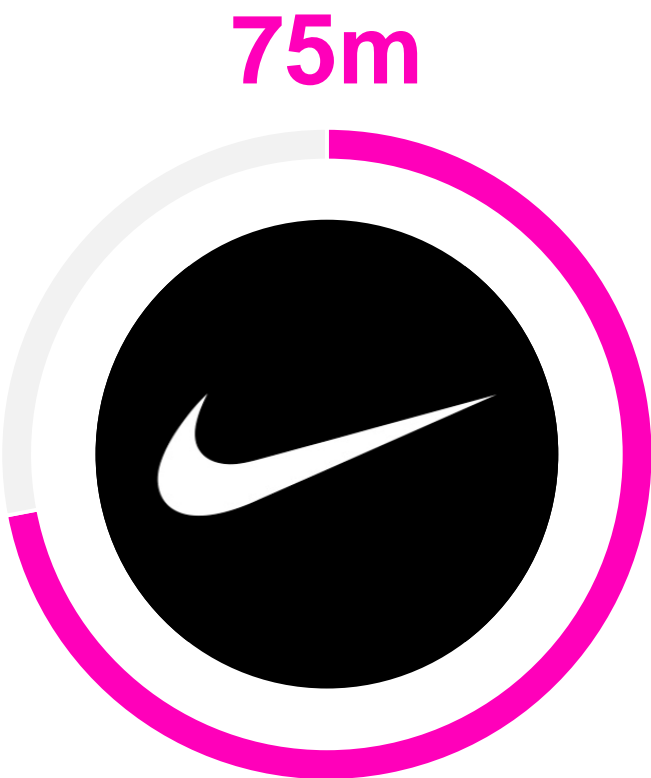
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Businesses are more powerful than ever



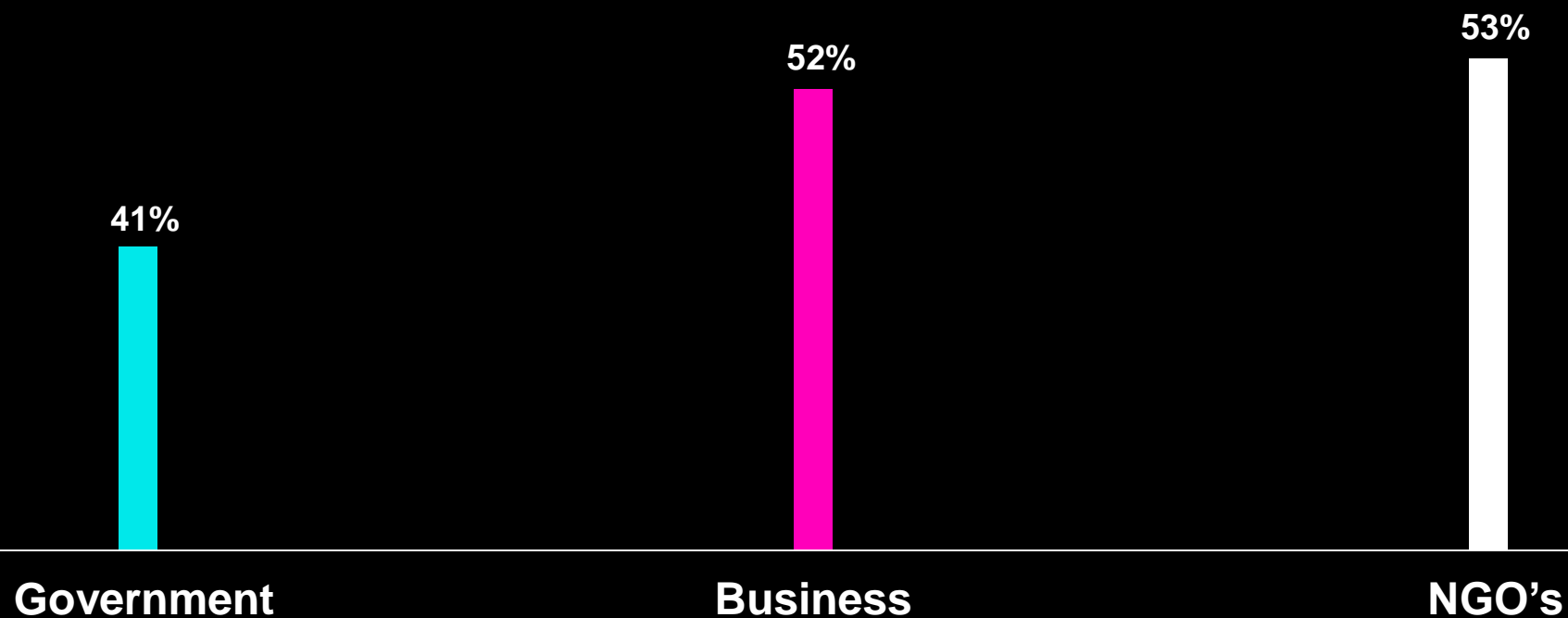
Twitter



Instagram

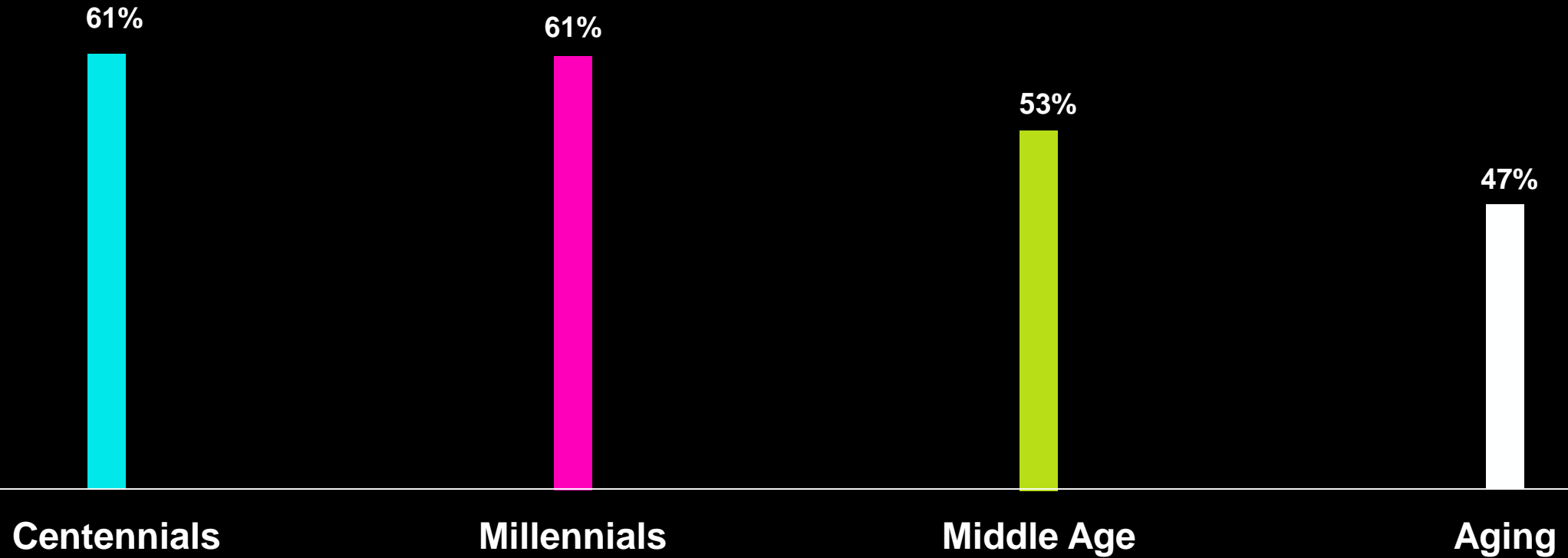
Businesses are more powerful than ever

Trust in institutions



Increasingly, people expect companies to use this power responsibly

“I like brands that have a point of view and stand for something”

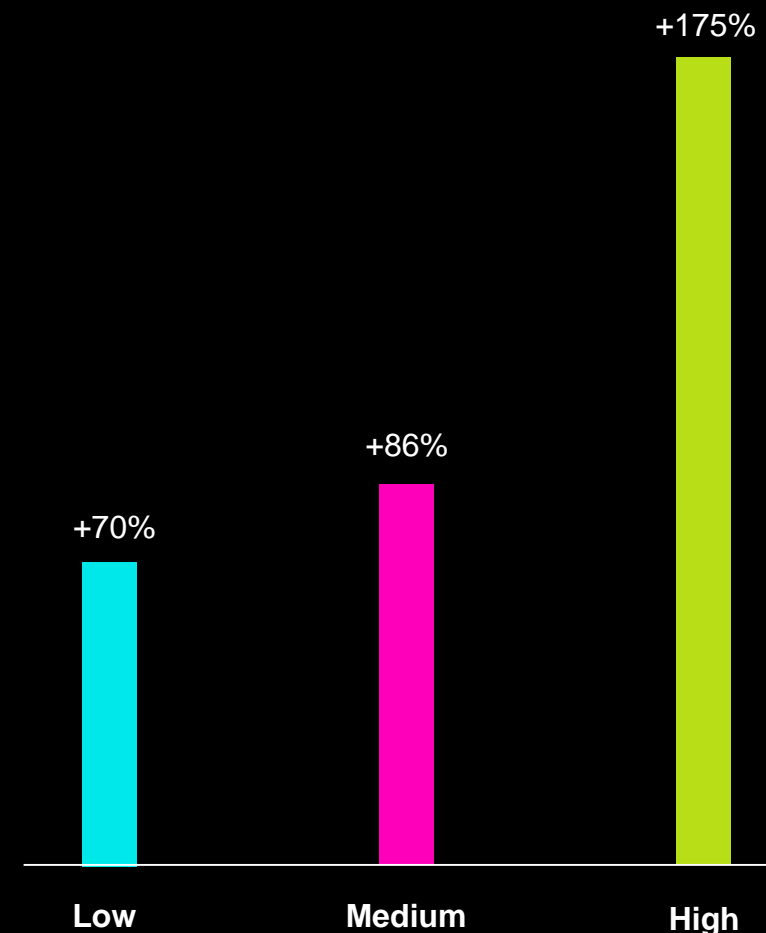


Purposeful Positioning is a key value driver



Without a sense of purpose no company either public or private, can achieve its full potential. It will ultimately lose the license to operate from key stakeholders

Larry Fink,
CEO BlackRock



12 years brand value growth - BrandZ

THE **WHY** OF PURPOSE IS CLEAR

Today, employees
want to do more
than just sell cars.

And today
consumers want
to buy more than
just a car.



But it is still a buzz word with a lot of criticism



PURPOSE

Why you exist: the
positive impact
in people's lives and
the world they live in



Purpose is not CSR, nor the vision or mission... but it is closely connected

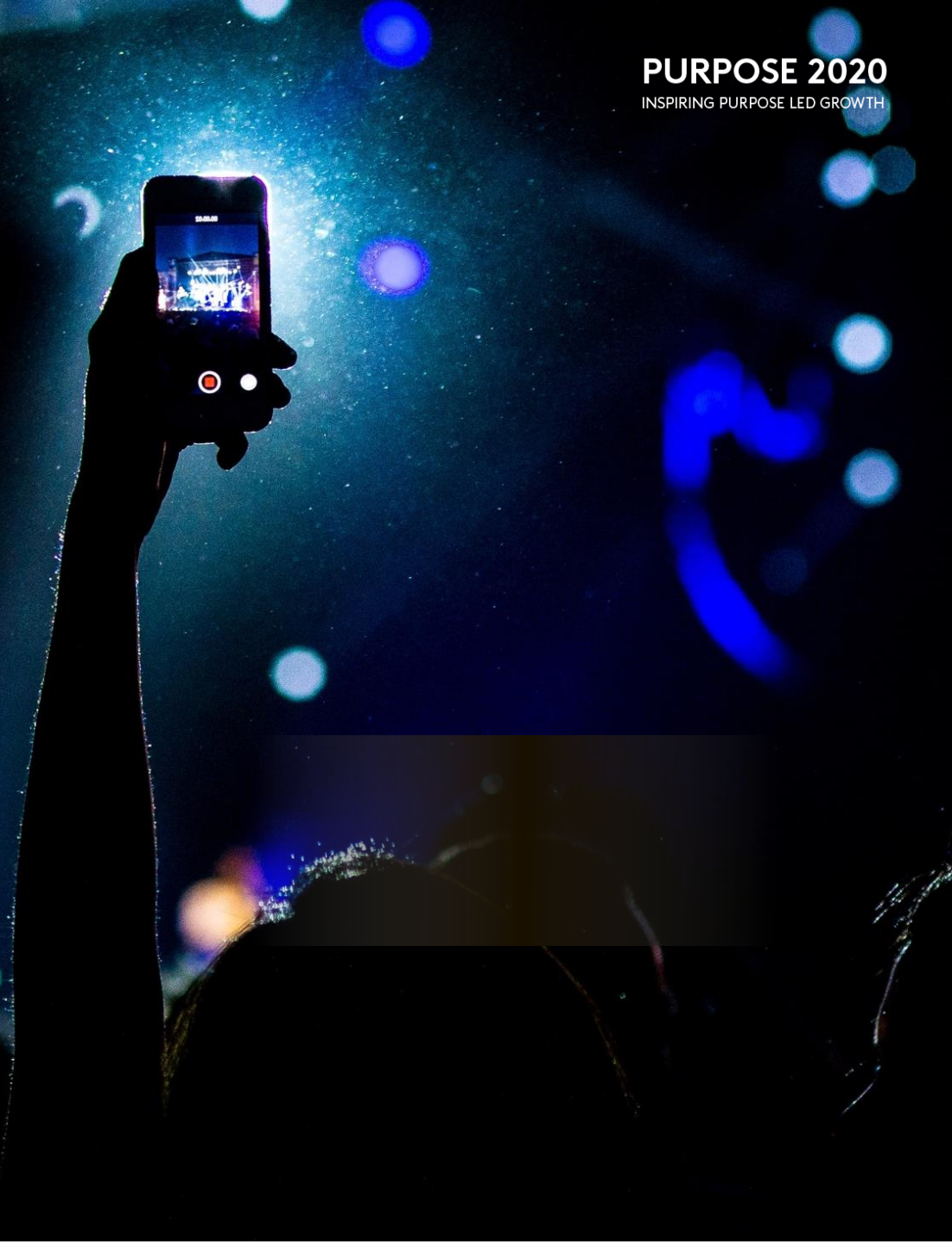


The challenges are the **WHAT** & the **HOW**

I'm in a category that simply
cannot have a positive impact.

My brand was founded to make
money – hardly purposeful...

We have the purpose on
paper... But now what?



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Purpose 2020 is the next deep-dive in our thought leadership

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MARKETING 2020

ORGANIZING FOR GROWTH

What does it take to win?

How to organise strategy, structure and capability for growth?

The biggest and most global marketing thought leadership initiative ever



INSIGHTS 2020

DRIVING CUSTOMER CENTRIC GROWTH

What are the drivers of Customer Centricity?

How to build an Insights Engine?

Deep-dive on Customer-Centricity



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What it means to be Purpose-led?

How to get there?

Deep-dive on Purpose-led growth

PROPRIETARY STUDIES

587 Stakeholder Interviews

20,626 Survey Respondents

SPECIFIC DEEP-DIVES

100 Company Deep-dives

AMA Member Survey

OUR EXPERIENCE

More than 200

Purpose projects worldwide

FMCG



Consumer Tech



B2B



Financial Services



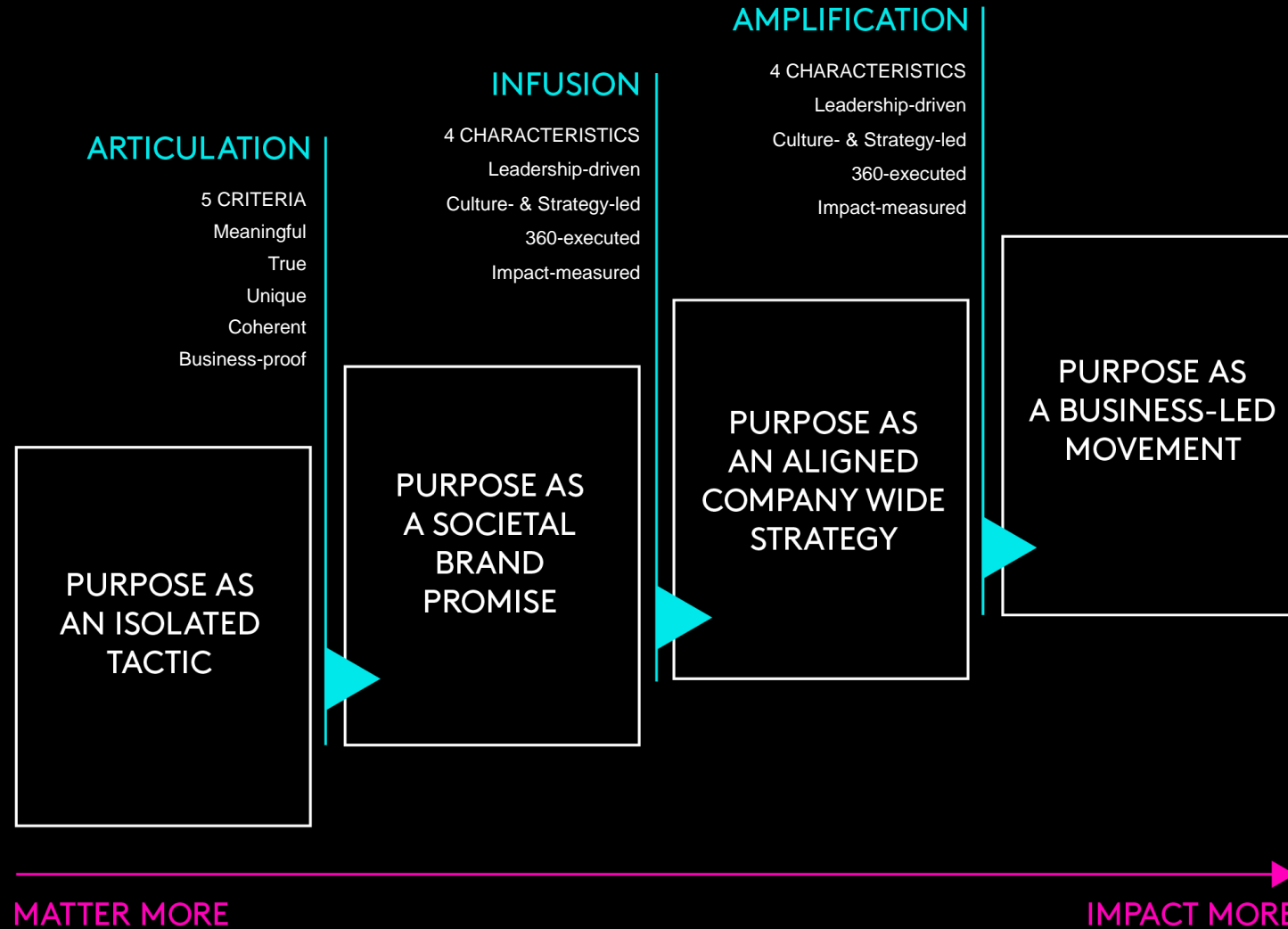
Pharma/OTC



Retail



The Journey towards purpose-led growth has four stages...



TENA MEN EXISTS

Articulation is about defining what you stand for and the role you want to play

To help men master their incontinence and re-gain control of their lives



DEFINING PURPOSE

Key criteria & challenges

➤ **MEANINGFUL**
through societal tension
& localisation



DEFINING PURPOSE

Key criteria & challenges

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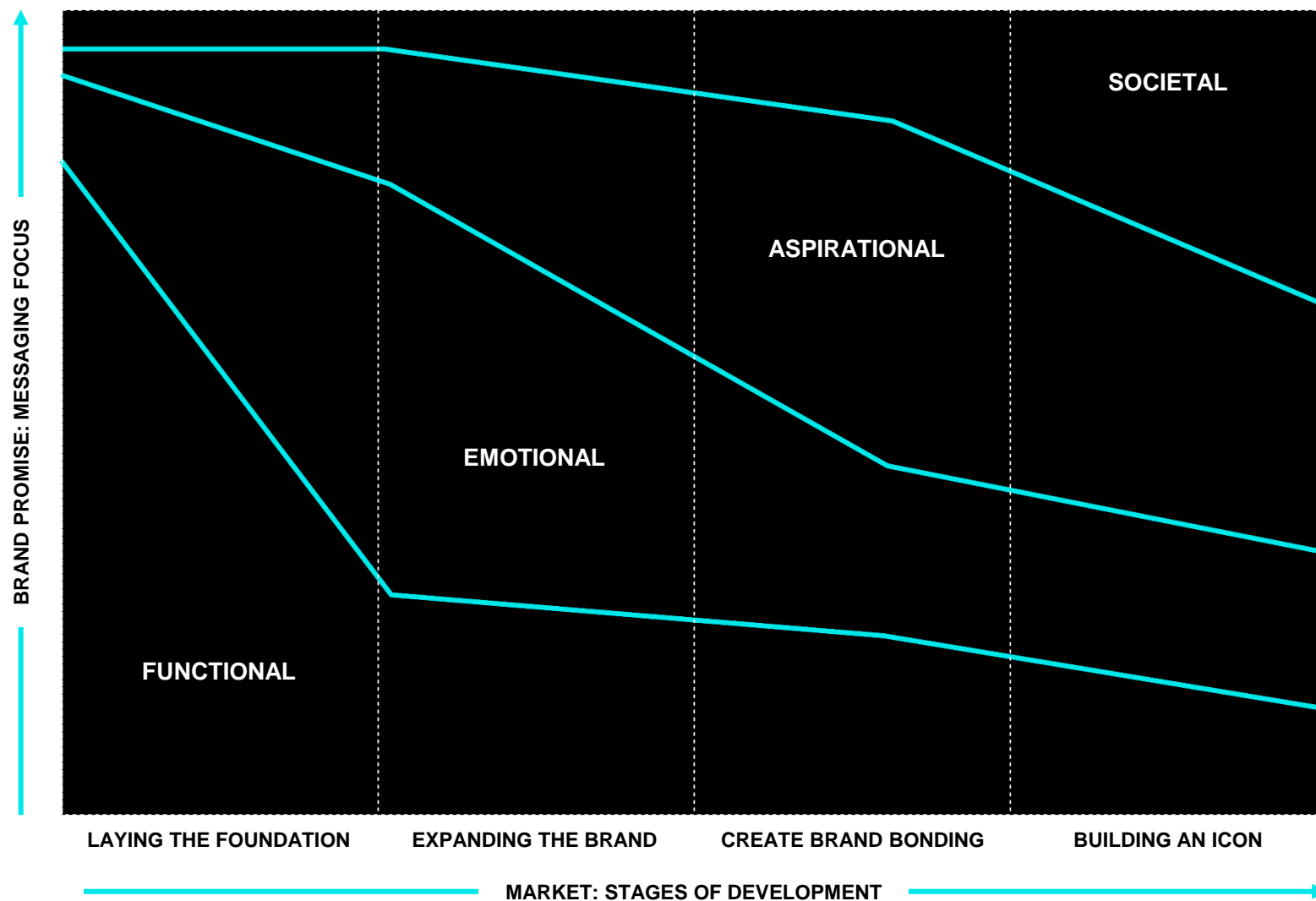
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DEFINING PURPOSE

Key criteria & challenges

> **MEANINGFUL**
through societal tension
& localisation

> **TRUE**
to brand character
& company



**“Not being authentic and true
to yourself is a very dangerous
zone for a brand to be in”**

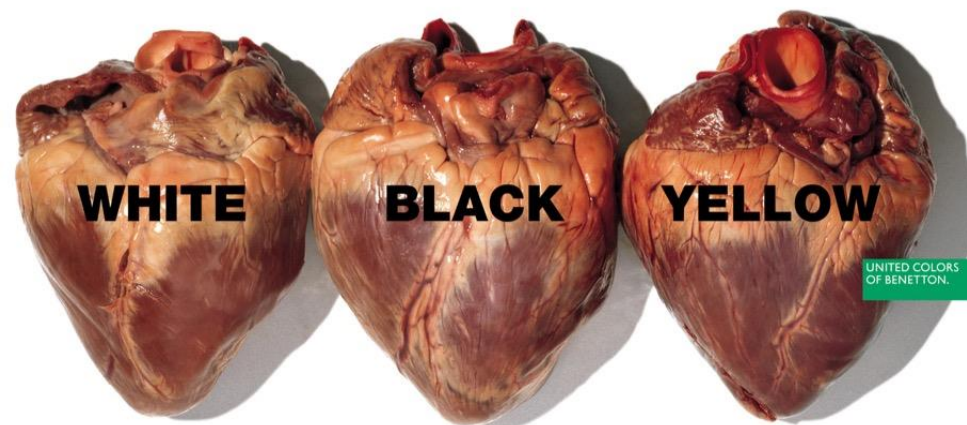
DEFINING PURPOSE

Key criteria & challenges

- > **MEANINGFUL**
through societal tension
& localisation
- > **TRUE**
to brand character
& company
- > **UNIQUE**
within the category

PURPOSE 2020

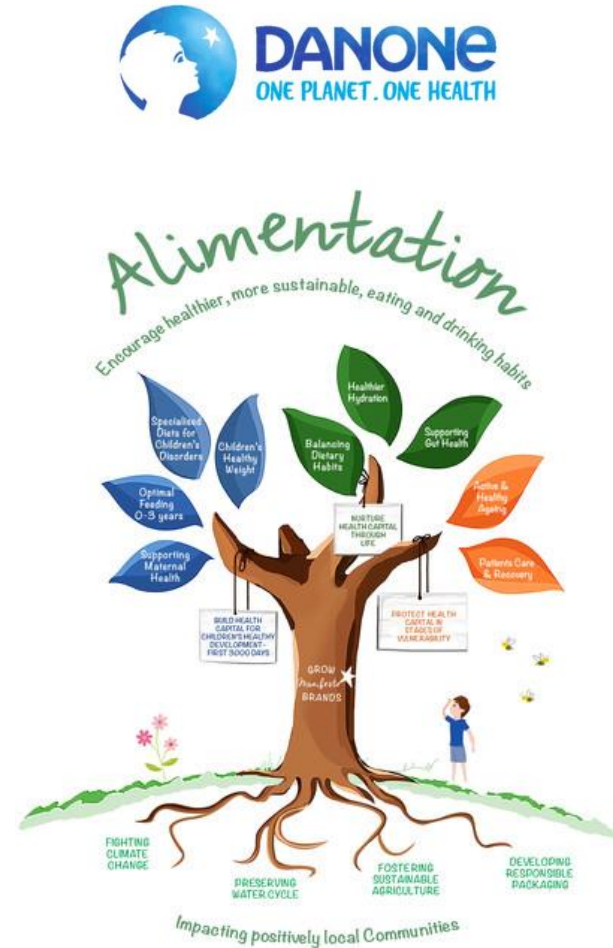
INSPIRING PURPOSE LED GROWTH



DEFINING PURPOSE

Key criteria & challenges

- **MEANINGFUL**
through societal tension
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- **TRUE**
to brand character
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- **UNIQUE**
within the category
- **COHERENT**
on company & brand-level



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INSPIRING PURPOSE LED GROWTH



DEFINING PURPOSE

Key criteria & challenges

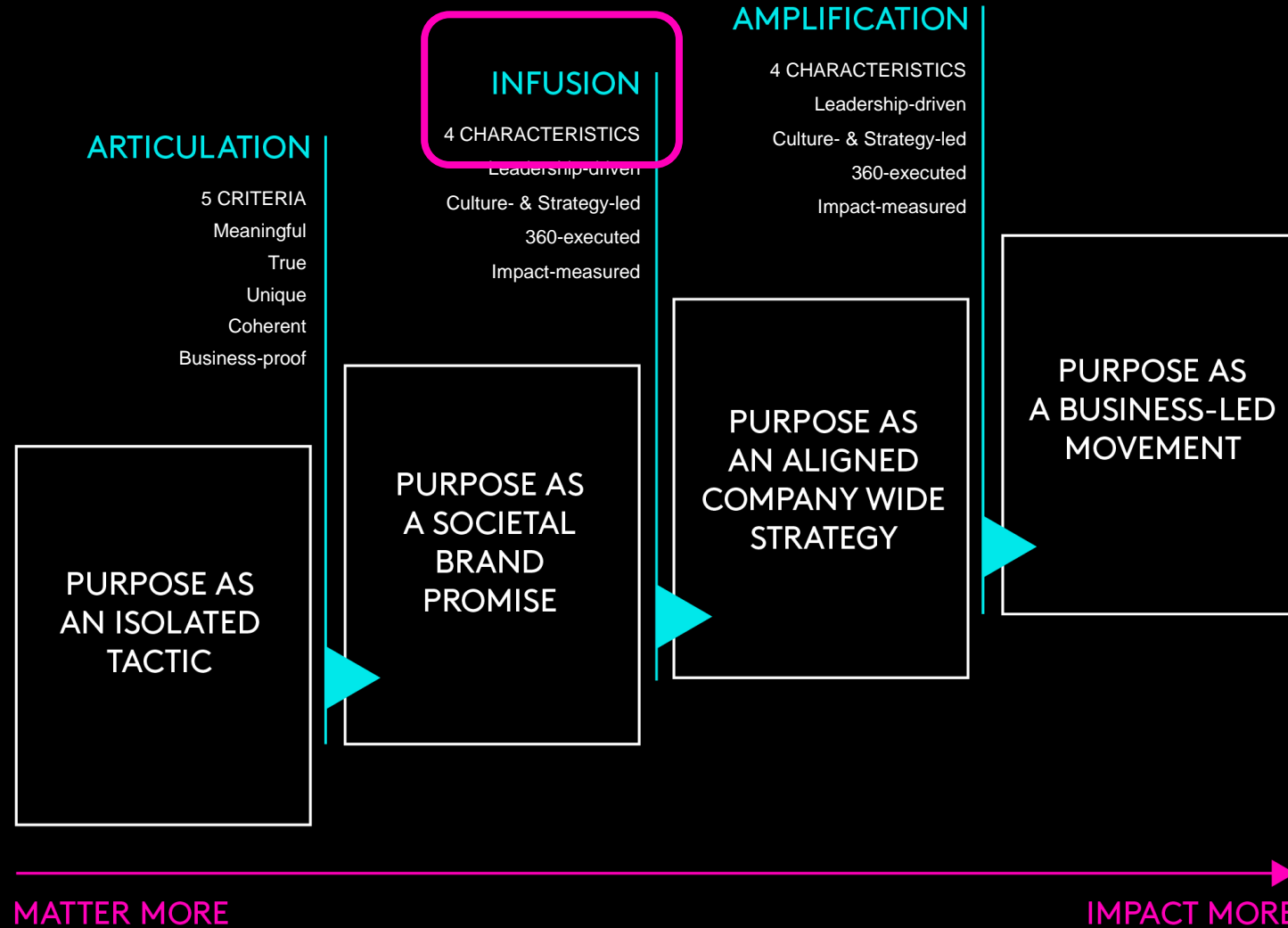
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thru societal tension &
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- > **TRUE**
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& company
- > **UNIQUE**
within the category
- > **COHERENT**
on company & brand-level
- > **BUSINESS-PROOF**
for long-term growth & impact



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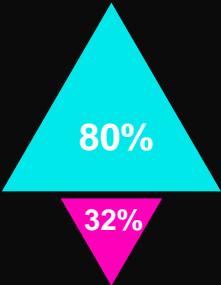
Double the growth
and
halve the footprint

The Journey towards purpose-led growth has four stages...



Infusing purpose touches everything...

Everything we do is linked to a clear purpose



OVER-PERFORMERS

UNDER-PERFORMERS

Identifying Values

Our Values

Ownership
We are accountable for our actions and outcomes, and strive to deliver their best by creating "exceptional positivity".

Innovation
We work to break the status quo (challenge ourselves) by finding ways to improve all business processes - for the best possible customer experience and to achieve the highest safety standard.

Partnership
We know that the road to shared success is through collaboration and mutual respect.

Communityship
We honor our word and strive to serve our people, our customers and our community.

Customer-Centricity
We will win by having a deep understanding of customers' needs and exceeding their expectations every day.

Translating Values into

Using "culture boarding" to cultivate brand enthusiasts, incite awareness, and recruit candidates that embody our core values

People join cultures not companies

87%
Joined a company specifically because of cultural fit

80%
Have left a company specifically because of its culture

1. Translating values into behaviors

2. Role Playing

3. Personal Commitments

4. Learning about our brand

Recruiting Brand Enthusiasts

Building the brand from the "inside-out" by maintaining a strong focus on Employer Branding

Branding isn't everything...

But everything is branding

Sign up today!

Cascading in an Easy & Inspiring Manner –

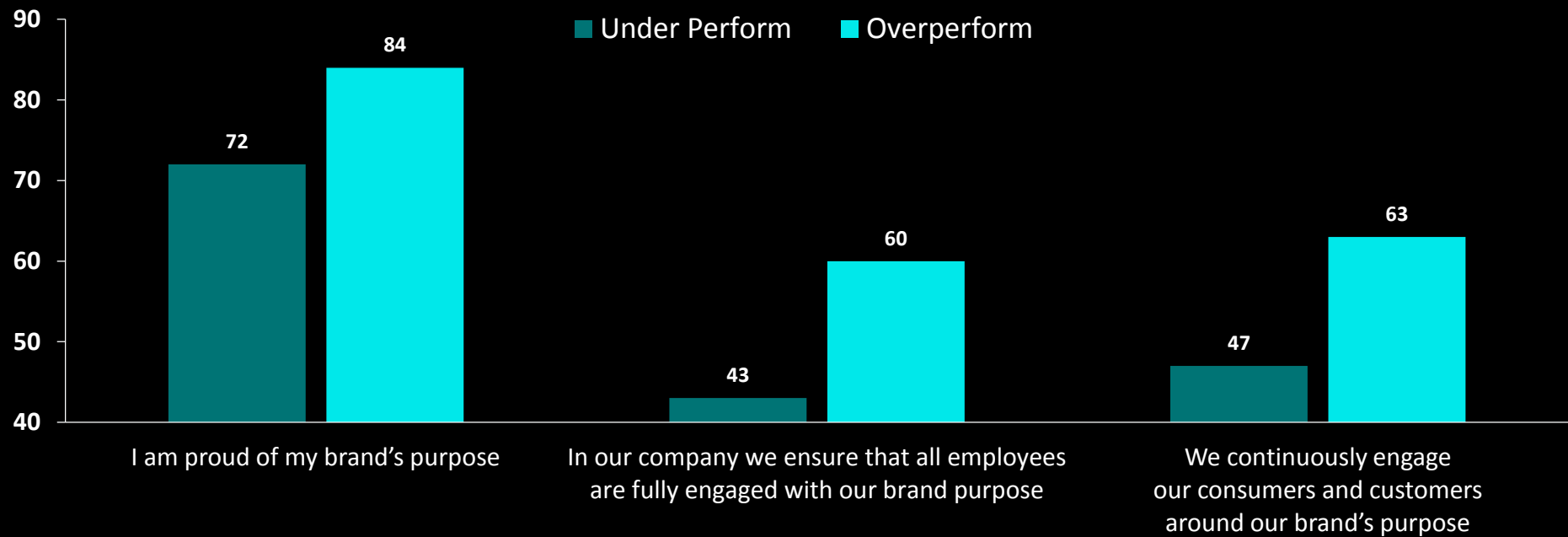
New Shell Polymers Brand SharePoint Site

START BELIEVING IN WHAT'S NEXT

Introducing Shell Polymers. A new way of doing business, from an industry leader. With the latest technology, accelerated logistics and a customer-first philosophy, Shell Polymers is changing the way business gets done. Learn more about how we're bringing you an enriched customer experience at [shell.us/polymers-WE](#). Or visit us at booth 314001, located on the first level of the South Hall.

SHELL POLYMERS
MAKING THE EXPERIENCE MATTER

The key challenge is to engage at a personal, company level and beyond



How to do this?

INFUSING **PURPOSE** IS ABOUT

Everyone | All functions (beyond marketing)

Everything | All propositions

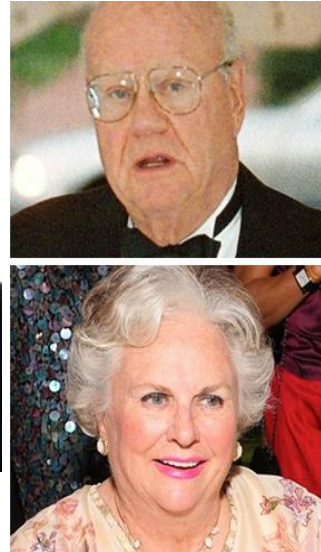
Everytime | All decisions

Everywhere | All markets

INFUSING PURPOSE

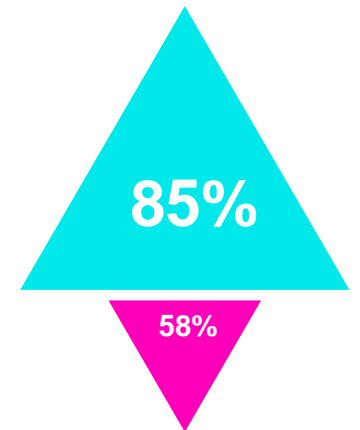
Key characteristics

> **LEADERSHIP-DRIVEN**
underpin the priority and
company wide impact



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**C-level is driving the
Brand Purpose**



INFUSING PURPOSE

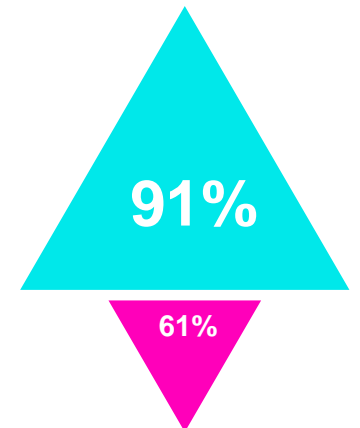
Key characteristics

- **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- **CULTURE- & STRATEGY-LED**
engage the heart & the mind



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INSPIRING PURPOSE LED GROWTH

Our culture is
predominantly focused
on a shared vision



INFUSING PURPOSE

Key characteristics

- > **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- > **CULTURE- & STRATEGY-LED**
engage the heart & the mind
- > **360-EXECUTED**
substantiate the Purpose

PURPOSE 2020
INSPIRING PURPOSE LED GROWTH



HELP PROTECT A TIGER

Wild tigers are endangered. Whiskas® is proud to be working with WWF to support their global Tigers Alive programme, because just as little cats need love and care, so do tigers in the wild.

[Home](#)
[The Story](#)

 **WORKING TOGETHER TO HELP TIGERS THRIVE**  **HELP PROTECT A TIGER**

WWF can't save tigers without you:
[Adopt a tiger](#)

INFUSING PURPOSE

Key characteristics

- **LEADERSHIP-DRIVEN**
underpin the priority and company wide impact
- **CULTURE- & STRATEGY-LED**
engage the heart & the mind
- **360-EXECUTED**
substantiate the purpose
- **IMPACT-MEASURED**
demonstrate impact & learn

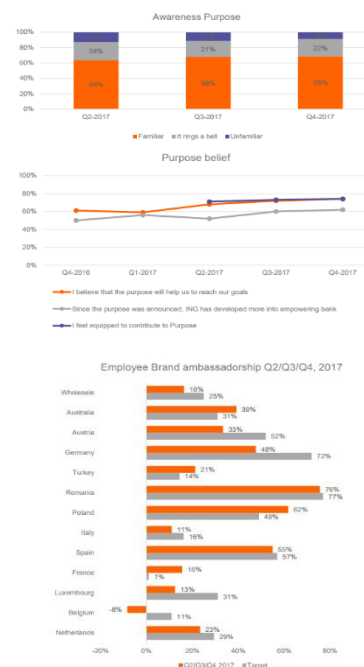
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Empowering people to stay a step ahead in life and in business.

Are we the most empowering bank?

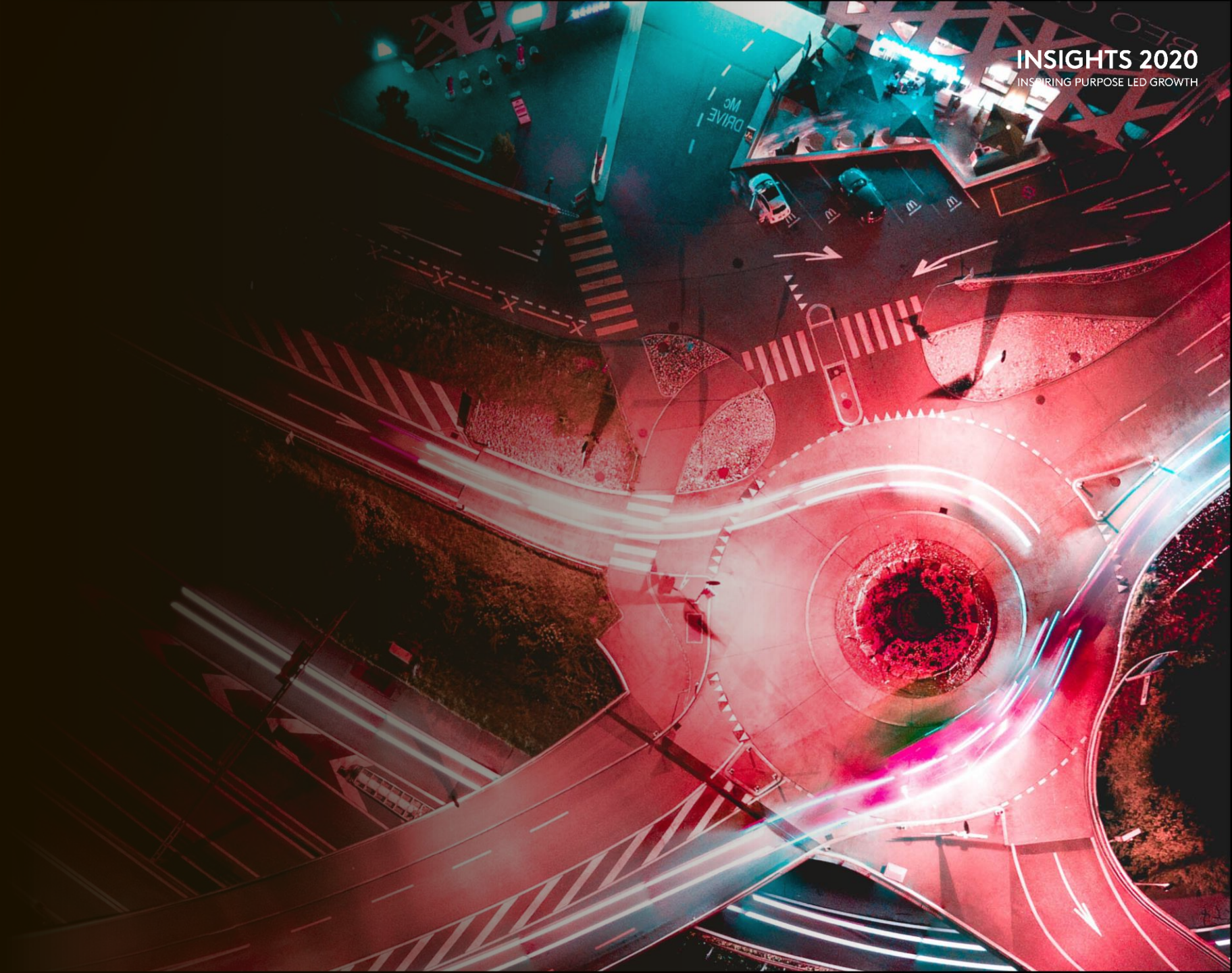
internally



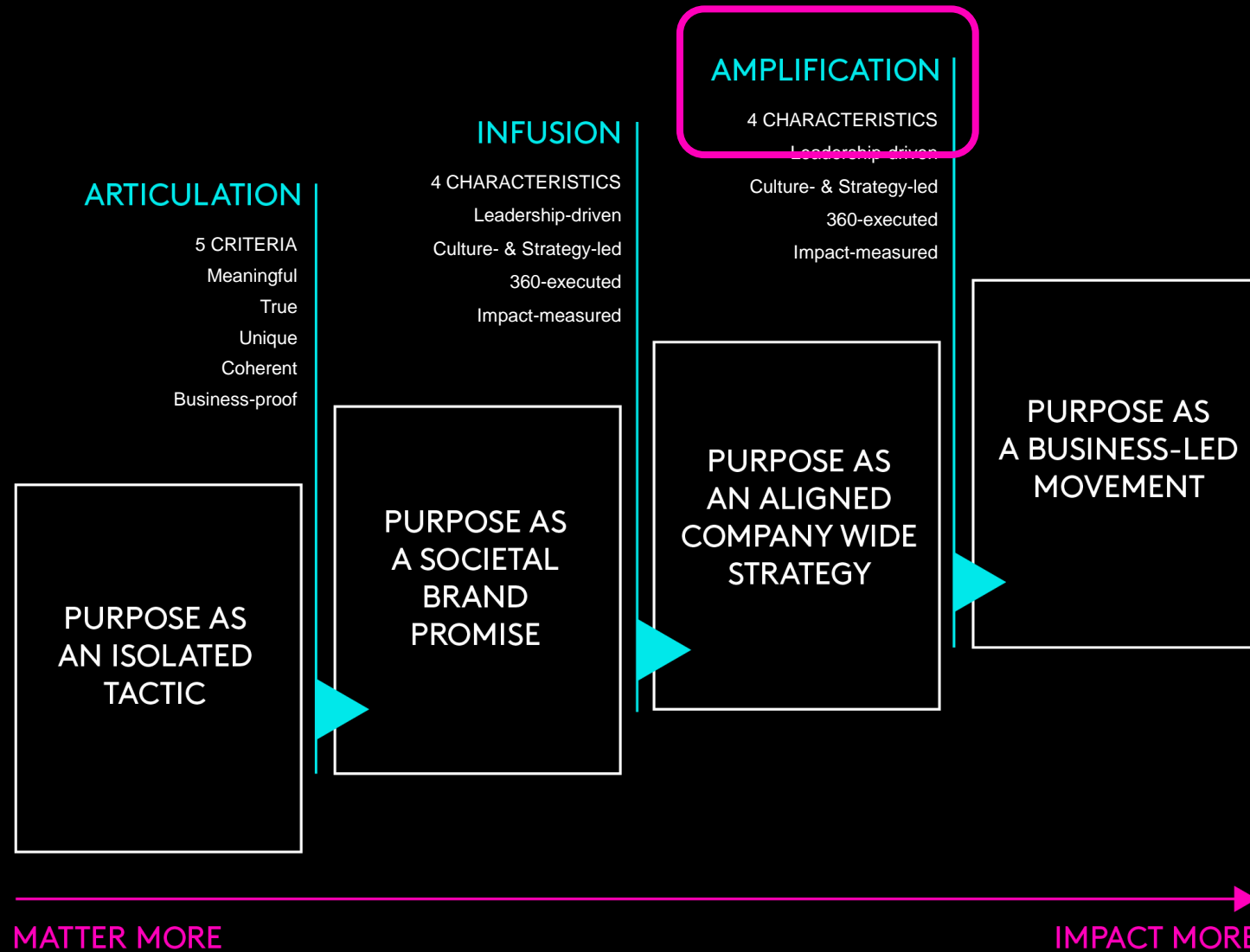
externally



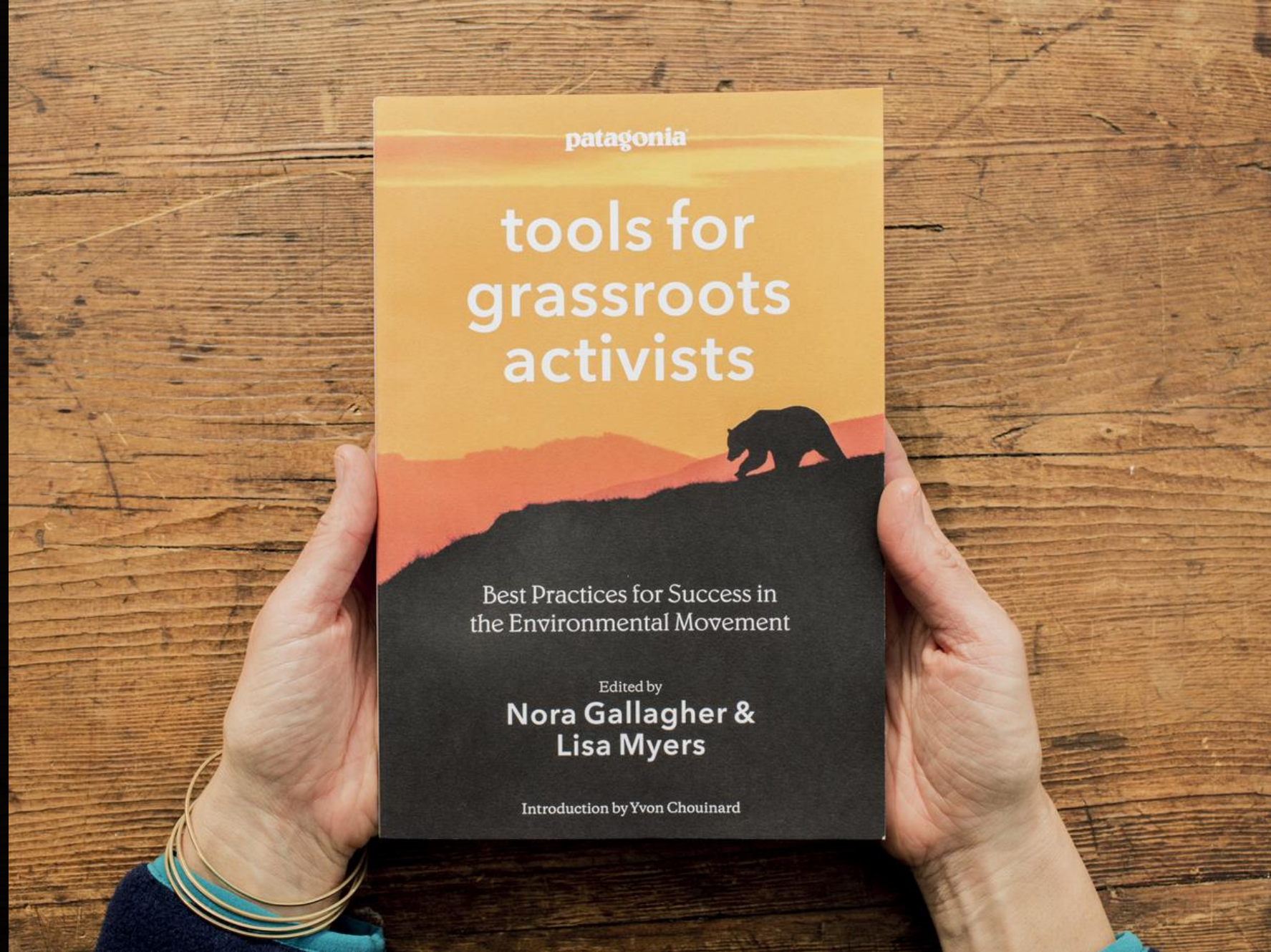
Infusing is about
mobilising and
involving
everyone,
everytime,
everywhere in
everything



The Journey towards purpose-led growth has four stages...



Amplification
is about going
beyond the
brand and the
company...



AMPLIFYING PURPOSE

Key drivers



INSPIRATIONAL

Role-modelling

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AMPLIFYING PURPOSE

Key drivers



INSPIRATIONAL

Role-modelling



COLLABORATION

with game-changers



"Anyone supporting our cause is welcome to join – suppliers, consumers, competitors"

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AMPLIFYING PURPOSE

Key drivers

- > **INSPIRATIONAL**
Role-modelling
- > **COLLABORATION**
with game-changers
- > **FUELLING**
The cultural conversation

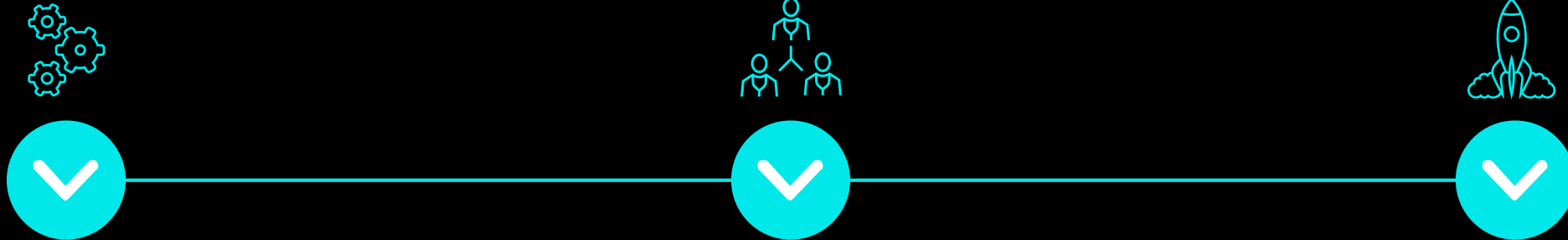
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Amplification is
about
creating a
movement

In conclusion



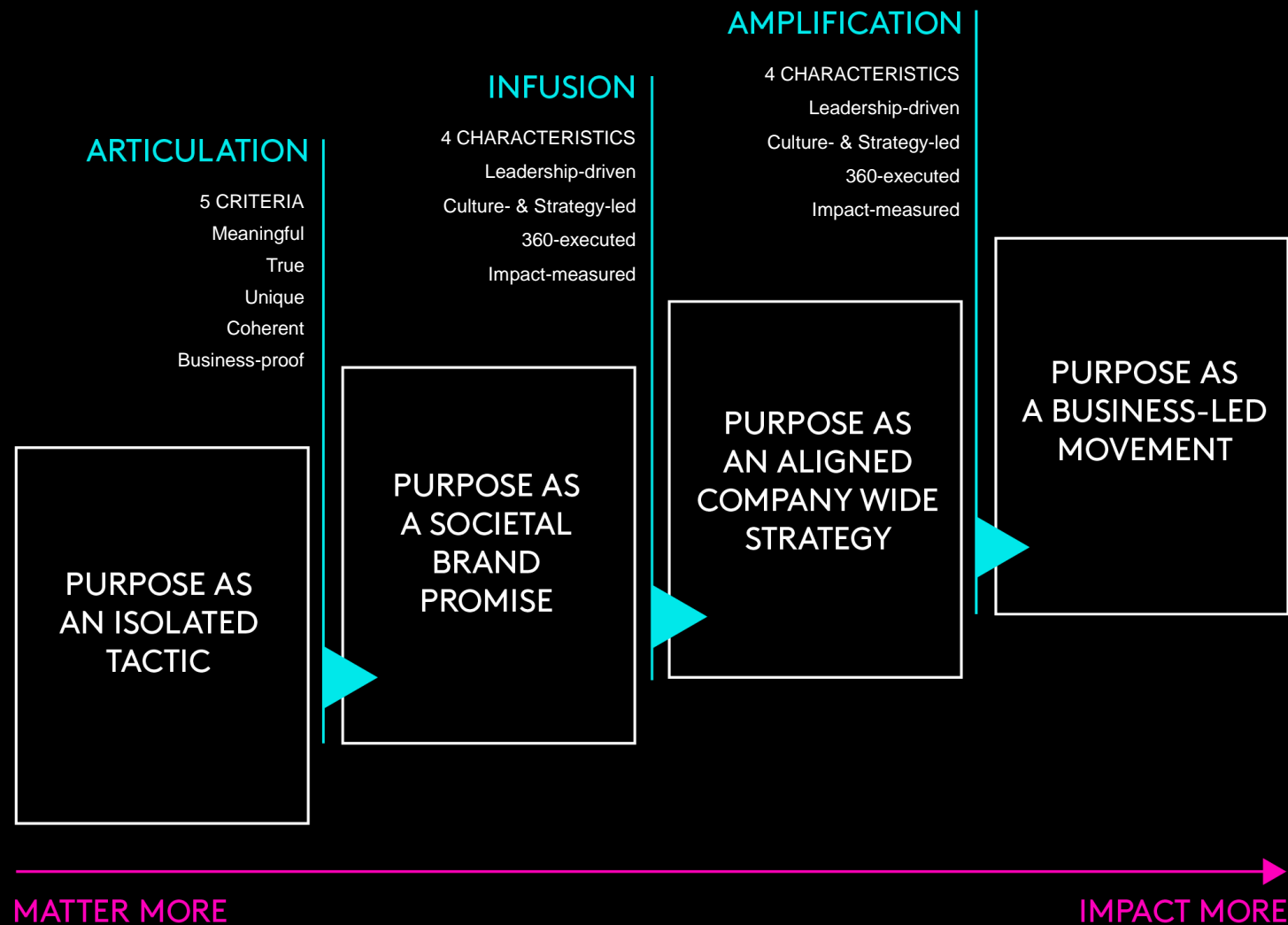
Brand Purpose is a buzz word with lots of confusion because it is often misunderstood, abused or wrongly executed
=> 5 criteria are identified for a world class articulation

Overperformers differentiate themselves by the ability to infuse it throughout the organisation
=> 4 characteristics have been showcased

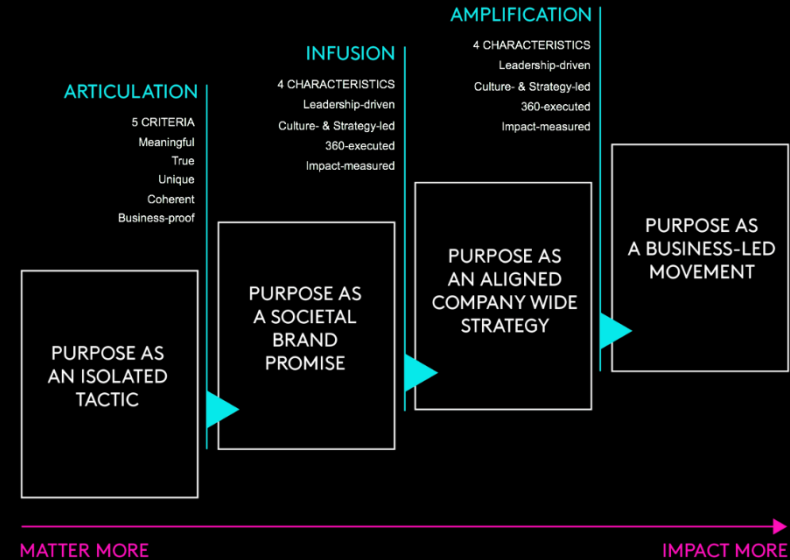
The best in class Brands are able to rally their purpose beyond themselves
=> 3 drivers are enabling such an impact



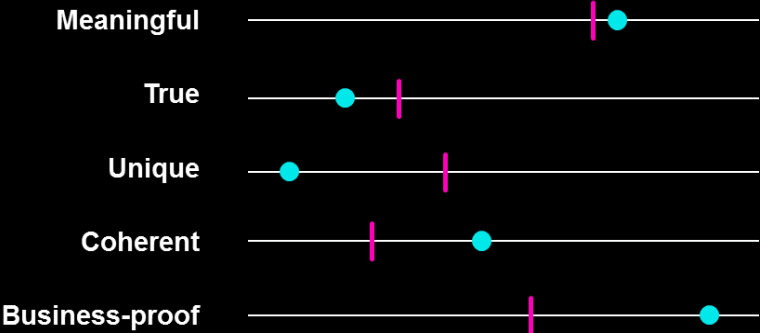
The Journey towards becoming Purpose-led



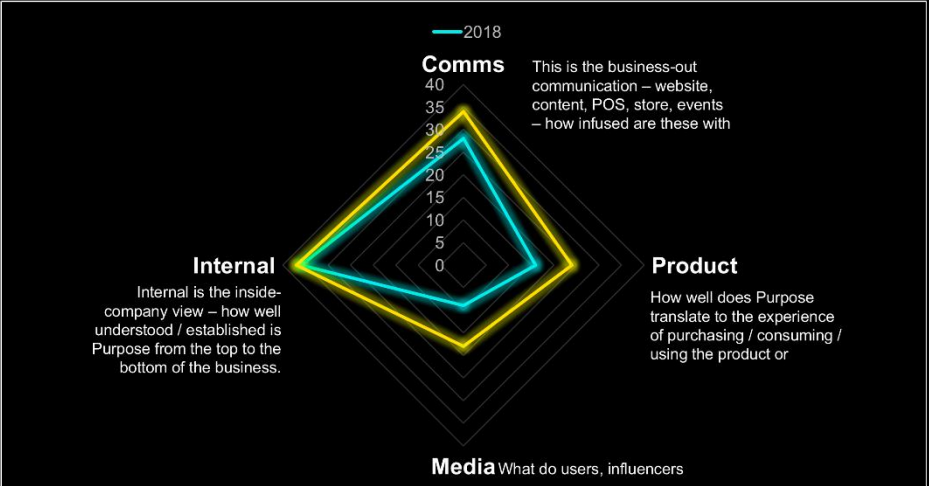
Impact sessions to position your company on progression map and define roadmap



Articulation Diagnostic



Infusion diagnostic



PURPOSETM LOCALIZER

Find & Localise
incl. Tension detector

PURPOSETM MOBILIZER / ACTIVATOR

Infuse & Rally

EXPERIENCETM BUILDER

Design & Activate

Final words

1. Aim high and keep your feet on the ground
2. Reverse the 80/20
3. Be a leader

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INSPIRING

PURPOSE2020@KANTARCONSULTING.COM

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