

Why Being A Hero Company Is Also Good For Business

PEACE CITY RESEARCH

Sources: HAVAS & Edelman

Hi Jihee, this may help the organization you were talking about to onboard companies



TRANSFORMATION GENERATION



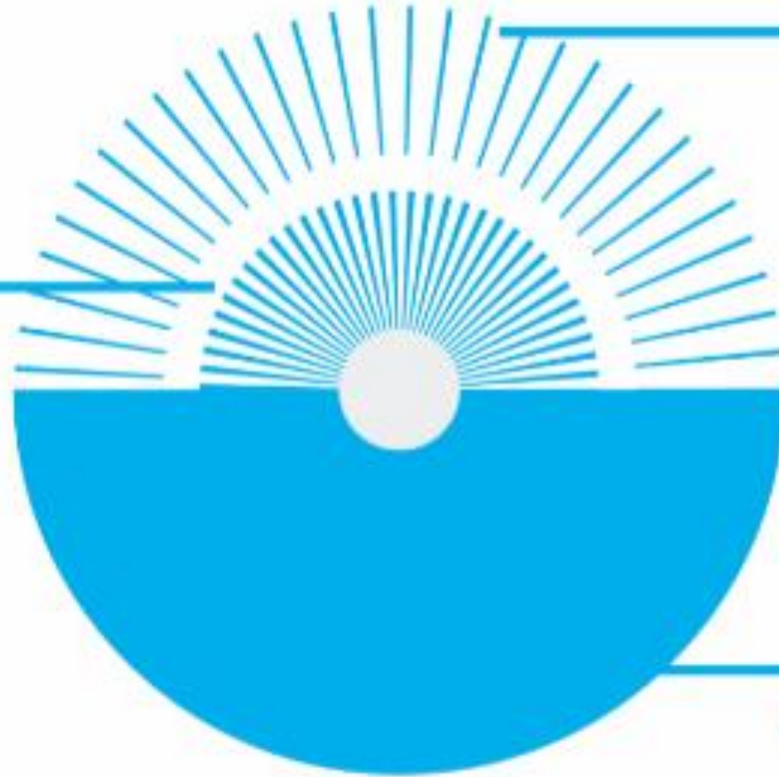
- ▶ A new kind of consumer
- ▶ All Ages
- ▶ All Backgrounds
- ▶ What they have in common: **shared values**
- ▶ They are also called **belief-driven buyers**

**50% OF BUYERS
NOW BUY ON BELIEF**

JOINERS
25%

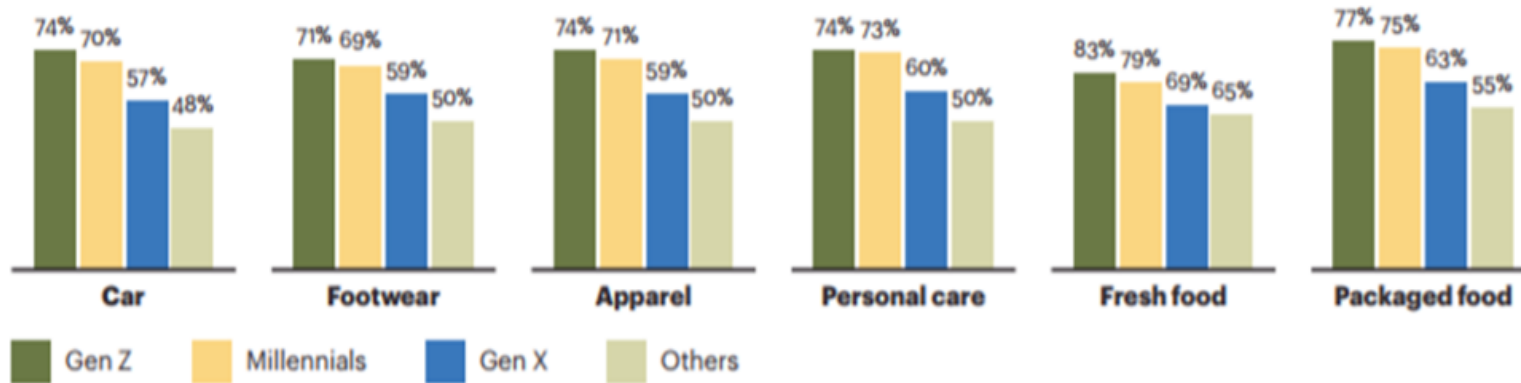
LEADERS
25%

SPECTATORS
50%



65% ARE WILLING TO PAY MORE FOR ENVIRONMENTALLY FRIENDLY & SOCIALLY MINDED BRANDS

% of respondents willing to pay more for environmentally friendly/socially minded brands



Source: A.T. Kearney analysis

A BRAND'S STAND NOW MATTERS MORE



57%

Are **buying or boycotting brands** based on the brand's position on a social or political issue.



30%

Are **buying or boycotting more** than three years ago.

Source: 2017 Edelman Earned Brand study.

THE WAKE-UP CALL



People wouldn't care if 74% of the brands they use just disappeared.



75% of us expect brands to make more of a contribution to our wellbeing and quality of life, yet only 40% believe brands are doing so.



60% of content produced by brands is declared as poor, irrelevant or failing to deliver.

75% EXPECT BRANDS TO MAKE A CONTRIBUTION TO OUR WELLBEING

DATA BY HAVAS GROUP

Your consumer relationship

Meeting their growing *expectations?*

62% will not buy if a brand fails
to meet societal obligations

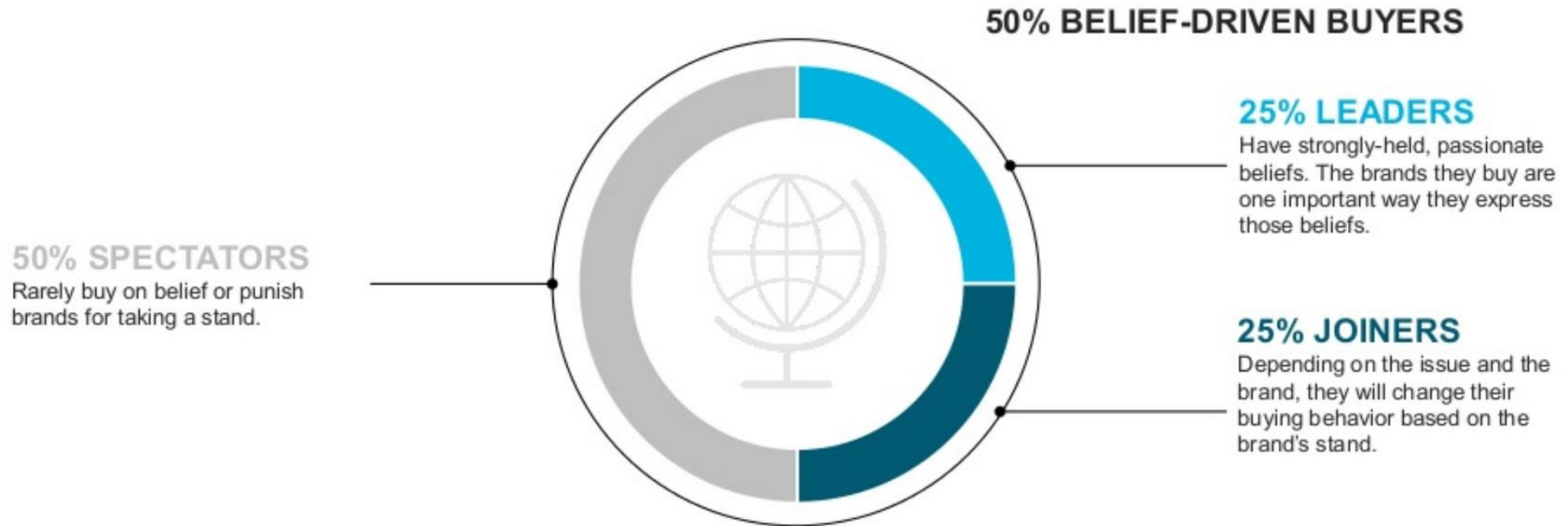
60% doing good should be
part of a brand's DNA

55% brands can do more to solve
societal ills than government

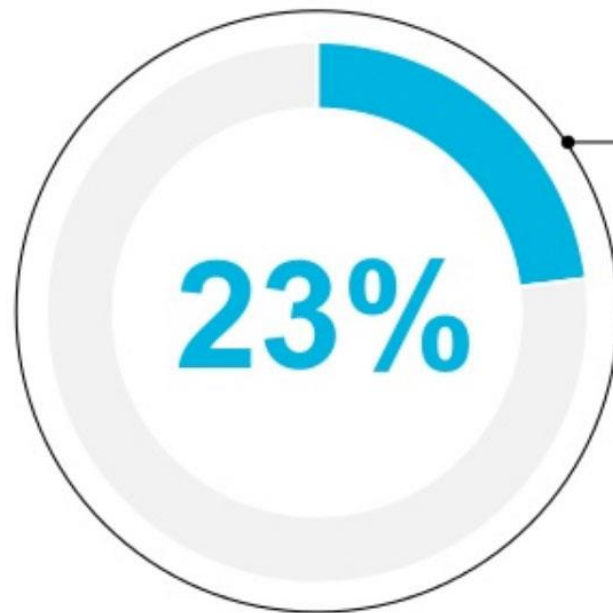


HALF SAY THEY ARE BELIEF-DRIVEN BUYERS

DO YOU CHOOSE, SWITCH, AVOID OR BOYCOTT A BRAND BASED ON ITS STAND ON SOCIETAL ISSUES?



SPEAK UP, AND THEY WILL PAY A PREMIUM



OF BELIEF-DRIVEN BUYERS

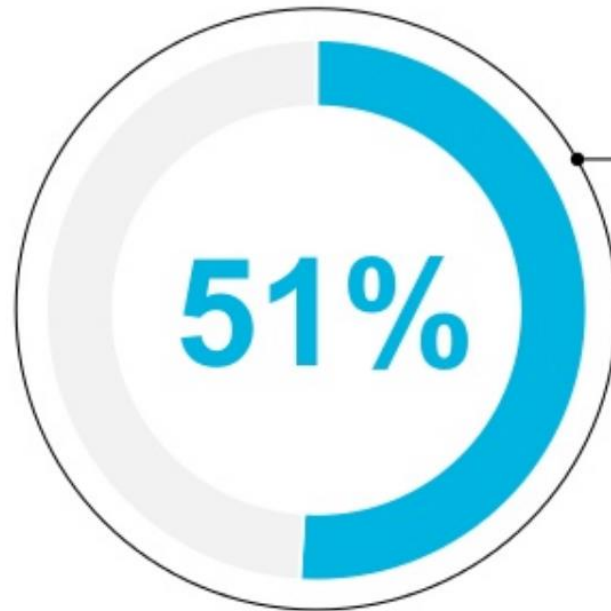
Will pay a 25% premium
for a brand that supports their position on an issue

BRANDS GAIN

2x

more than
from Spectators

SPEAK UP, AND THEY WILL BUY LOYALLY



OF BELIEF-DRIVEN BUYERS

Buy only that brand

Buy more often

Buy first

Stay loyal

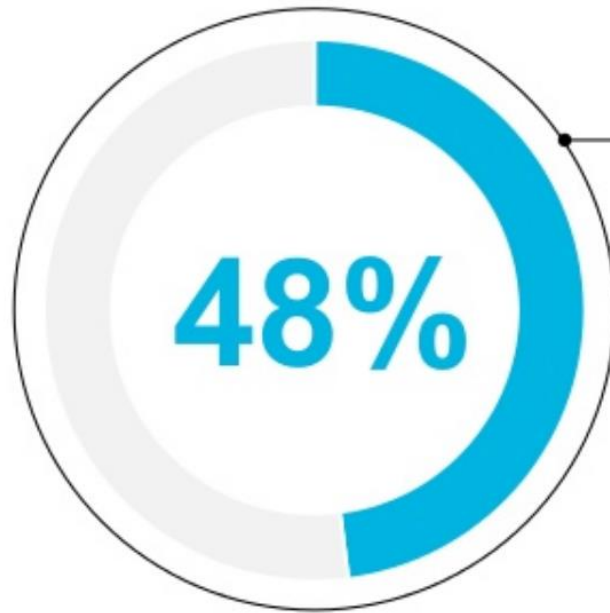
when a brand supports their position on an issue vs. staying silent

BRANDS GAIN

2x

more than
from Spectators

SPEAK UP, AND THEY WILL SPEAK FOR YOU



OF BELIEF-DRIVEN BUYERS

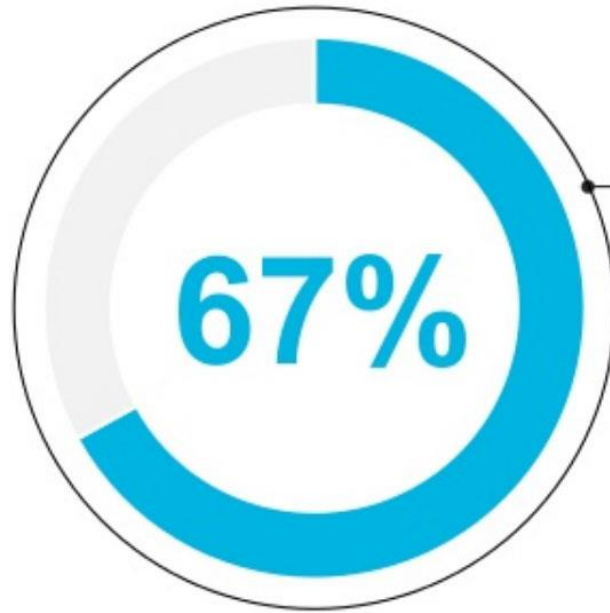
Advocate for the brand
Defend it against critics
Criticize competitors
when a brand supports their position on an
issue vs. staying silent

BRANDS GAIN

2x

more than
from Spectators

GET IT RIGHT, AND WIN NEW BUYERS



OF BELIEF-DRIVEN BUYERS

Bought a brand for the first time because of its position on a controversial issue

BRANDS GAIN

10x more than
from Spectators



HERO STORIES CREATE
BRAND EQUITY

Brands with a purpose set on improving our quality of life outperform the stock market by **120%**.



HERO STORY

Example

**HERO STORIES
ARE NARRATIVES**

**THAT BUILD
BRAND EQUITY**

**AROUND VALUES
THAT MATTER TO
TODAY'S CONSUMERS**

(THE TRANSFORMATION GENERATION)

