Citizens Engage! Edelman goodpurpose® Study 2010
FOURTH ANNUAL GLOBAL CONSUMER SURVEY
“We Make a Living By What We Get, But We Make a Life By What We Give”

Winston Churchill
THE RISE OF GLOBAL CITIZENSHIP

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

Edelman 2010 goodpurpose® Study

Social media continues to drive social purpose

A Purpose “Reset”

Global issues are local concerns

Emerging markets take the lead

Q33. (Equal weight + more weight on society’s interests) Global (excludes UAE)
THE RISE OF THE “CITIZEN CONSUMER”

Outpouring of support for local communities affected by BP crisis

Global citizens unite around disaster in Haiti in unprecedented numbers

Citizen journalism spreads support for Iran
GOVERNMENTS RESPOND

UK Tories launch big society

India’s Parliament introduces Bill to require largest companies to donate 2% of their net profits to CSR activities.
“Our belief that our financial success — Performance — must go hand-in-hand with our social and environmental responsibilities — our Purpose.”

Indra Nooyi
Chairman & CEO, PepsiCo.
A PURPOSE “RESET”?

Can purpose drive profit?

Will marketing change from selling more widgets to providing more substance?

Is purpose becoming institutionalized across corporate and marketing spectrum?

BACK TO BASICS?: Jobs and economic development

Is less now more?

100 THING CHALLENGE

guynameddave.com/100-thing-challenge

The 100 Thing Challenge is a worldwide grass roots movement in which people are limiting their material possessions in order to free up physical and mental and spiritual space. People who were once “stuck in stuff” are empowered to live joyful and thoughtful lives.

You can pre-order my book

2380
StrategyOne surveyed 7,000+ consumers across 13 countries, aged 18-64
EMERGING MARKETS TAKE THE LEAD
Citizens in the world’s fastest growing markets – China, India, Brazil, Mexico – have outpaced their peers as most engaged in supporting good causes.
“CONSUMERS IN BRAZIL, CHINA, INDIA AND MEXICO ARE MORE LIKELY TO PURCHASE AND PROMOTE BRANDS THAT SUPPORT GOOD CAUSES, OUTPACING THEIR PEERS IN THE WEST.”
Emerging markets are most willing to buy brands that support good causes.

Consumers who buy a brand that supports a good cause at least every twelve months.

Q20. (Net: at least every twelve months)
EMERGING MARKETS TAKE ACTION TO SUPPORT SOCIAL PURPOSE BRANDS

More than 7 in 10 consumers in the emerging markets would take action to support social purpose brands.

- INDIA: 78%
- CHINA: 77%
- BRAZIL: 80%
- GLOBAL: 62%

Q16. (Top 2 box, Agree)

“**I am more likely to recommend** a brand that supports a good cause than one that doesn’t.”

“I would **switch** brands if a different brand of similar quality supported a good cause.”

“I would help a brand to **promote** their products or services if there is a good cause behind them.”
EMERGING MARKETS EXPECT BRAND INVOLVEMENT IN GOOD CAUSES

8 in 10 consumers in the India, China, Mexico and Brazil expect brands to donate a portion of their profits to support a good cause.

“I have more trust in a brand that is ethically and socially responsible.”

Brazil: 81%
China: 78%
Mexico: 78%
India: 77%

Global: 65%

Q17. & Q16. (Top 2 box, Agree)
THE FIFTH “P” OF MARKETING IS PURPOSE

Purpose is now the fifth “P” of marketing. It is a vital addition to the age-old marketing mix of Product, Price, Placement and Promotion.
GLOBALLY, SOCIAL PURPOSE REMAINS KEY PURCHASE MOTIVATOR

When choosing between two brands of equal quality and price...

Social purpose continues to rank as the number one deciding factor for global consumers above design, innovation and brand loyalty.

Q23. (First ranked response) Global (excludes UAE)
CONSUMERS TAKE ACTION TO SUPPORT COMPANIES WITH PURPOSE

66%
BUY its products or services

66%
RECOMMEND its products or services

64%
SHARE positive opinions and experiences

Q39-44. (Top 2 box, Likely) Global (excludes UAE)
CONSUMER WILLINGNESS TO PROMOTE BRANDS WITH A CAUSE JUMPS

“I would help a brand to promote their products or services if there is a good cause behind them.”

Q16. [TRACKING] (Top 2 Box, Agree) Global (excludes Mexico, the Netherlands, UAE)
... BUT ALSO WILLING TO PUNISH

Refuse to buy its products or services 37%
Criticize it to others 37%
Share negative opinions and experiences 38%
Wouldn't invest in it 46%

Q45-49. (Top 2 box, Likely) Global (excludes UAE)
CONSUMER ACTIONISM
Consumers want to work alongside brands and corporations to develop the best ideas for solving the world’s problems, then tackle them head on.
Which one of the following entities do you think should be doing the most to support good causes?

Q7. [TRACKING] Global (excludes Mexico, the Netherlands, UAE)
CONSUMERS WANT TO PARTNER WITH BRANDS

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

63% want brands to make it easier for them to make a positive difference

Q17. & Q16. (Top 2 Box, Agree) Global (excludes UAE)
64% believe it is no longer enough for corporations to give money; they must integrate good causes into their everyday business.

61% have a better opinion of corporations that integrate good causes into business, regardless of why they do so.
GREEN AS ECONOMIC LEVER
Citizens believe that sustaining the environment can help grow the economy.
71% of global consumers believe projects that protect and sustain the environment can help grow the economy. Demand highest in emerging markets and US.
GOVERNMENT AND CORPORATIONS MUST PLAY ROLE

72% expect corporations to take actions to preserve and sustain the environment

73% agree government and business need to work together more closely to ensure the environment is protected

Q32. & Q57. (Top 2 Box, Agree), Global (excludes UAE)
PUBLIC SUPPORT FOR ENVIRONMENTAL LEGISLATION IS STRONG

64% would support legislation that requires corporations to meet certain environmental standards even if it would negatively impact a corporation’s profits.

62% would support legislation that requires government to fund partnerships between public and private organizations to help protect the environment.

Q57. (Top 2 Box, Agree) Global (excludes UAE)
Helping brands and companies integrate purpose into their core business proposition and marketing efforts.
<table>
<thead>
<tr>
<th>APPLY</th>
<th>“MUTUAL SOCIAL RESPONSIBILITY”</th>
<th>People, companies, and brands working together to take action and effect positive social change for mutual benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATCH</td>
<td>YOUR BUSINESS PURPOSE TO A HIGHER SOCIAL PURPOSE</td>
<td>Identify your social issue, and ownable, galvanizing idea</td>
</tr>
<tr>
<td>ENGAGE</td>
<td>YOUR PUBLIC</td>
<td>Foster a deeper emotional connection and develop sustainable brand loyalty</td>
</tr>
<tr>
<td>MEASURE</td>
<td>“RETURN ON INVOLVEMENT”</td>
<td>Conversation, Participation, Membership, Purchase, Repurchase</td>
</tr>
</tbody>
</table>
“BE THE CHANGE YOU WISH TO SEE IN THE WORLD.”
MAHATMA GANDHI