

Purpose Personified

An audience-first approach to
defining, communicating, and
activating your brand Purpose.

GOOD × YouGov®

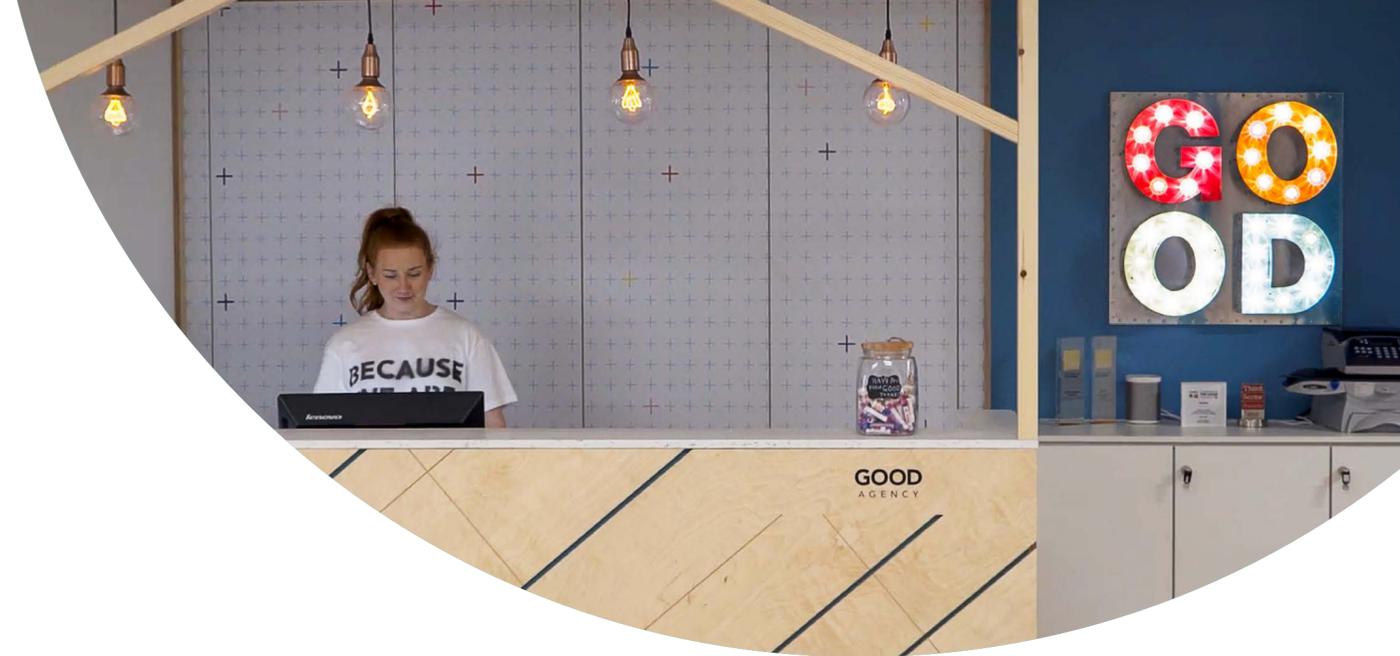
About GOOD

GOOD is the UK's No. 1 destination for Purpose.

We are a Purpose-driven strategy and creative agency with a strong legacy of working with brands and charities to create a better world.

Born Purposeful, we have amassed experience and knowledge from over 25 years in marketing and communications, helping to build brands and develop campaigns – innovating, fundraising, and collaborating cross-sector. We work with some of the world's top commercial and charity brands such as Pernod Ricard, Adecco, Quorn, Water Aid and Comic Relief.

We're passionate about creating positive change, authentic Purpose communications and real-world impact.



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Introduction

Globally and across sectors, Purpose is considered a commercial imperative, with 2 in 3 marketers regarding investment in Purpose as the primary path to recovery post pandemic. Consequently, we are witnessing an influx of brands rushing to adopt a Purpose strategy, when previously, many were unsure of its real value.

As readers of this report will know, this impetus for Purpose is people-driven. Our research confirms that 7 in 10 now agree that it is not enough for a business to just make money; they should also positively impact society and the planet. As a result, brands today are under increased pressure and scrutiny from their investors, consumers, and employees who demand and expect better.

But, as marketers, do we really understand how these stakeholders engage with Purpose? And how can brands unlock the value of Purpose by understanding the mindsets and nuances of their diverse audiences?

In this report, we uncover the facts around how people truly engage with Purpose. We go beyond the existing research to break down the broad-brush consumer trends and, in doing so, we bring to life five unique Purpose Personas.

This report aims to provide deeper insights into how people respond to Purpose, thus helping brands better understand how to connect and resonate with their audiences.



The Methodology

GOOD has partnered with YouGov, the UK's most trusted survey panel, to build a sector-leading, audience-first Purpose research study; the most robust and extensive of its kind.

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Qualitative

9 in-depth interviews from a representative range of people and perspectives

Quantitative

4700

GB 18+ sampled in 2021

5 unique Purpose Personas identified

38

bespoke questions on Purpose

260k+

existing data points on our respondents to further analyse including; demographics and lifestyle, attitudes, issues, values, media behaviour and preference, brand perceptions and consumption

The Purpose Perception 100

- The first brand ranking of Purposeful brands
- 100+ brands most committed to Purpose, in the public's mind
- Split by category

Purpose is now expected.

The idea that business has a role beyond profit used to be radical. Now, it is a given thanks to shifting sentiments and priorities.

This groundswell of public expectation is reflected in our research as we identify shifting sentiments and priorities amongst the UK population.

Our findings indicate that 2021 will be the year for action: for brands and for people.



“This year I’m likely to...”

1 in 2

Take part in a positive action through my employer, if I get a chance

3 in 5

Boycott a brand because of their negative impact

2 in 5

Talk about a brand’s action or inaction with loved ones

3 in 5

Switch to a similar brand with more positive impact

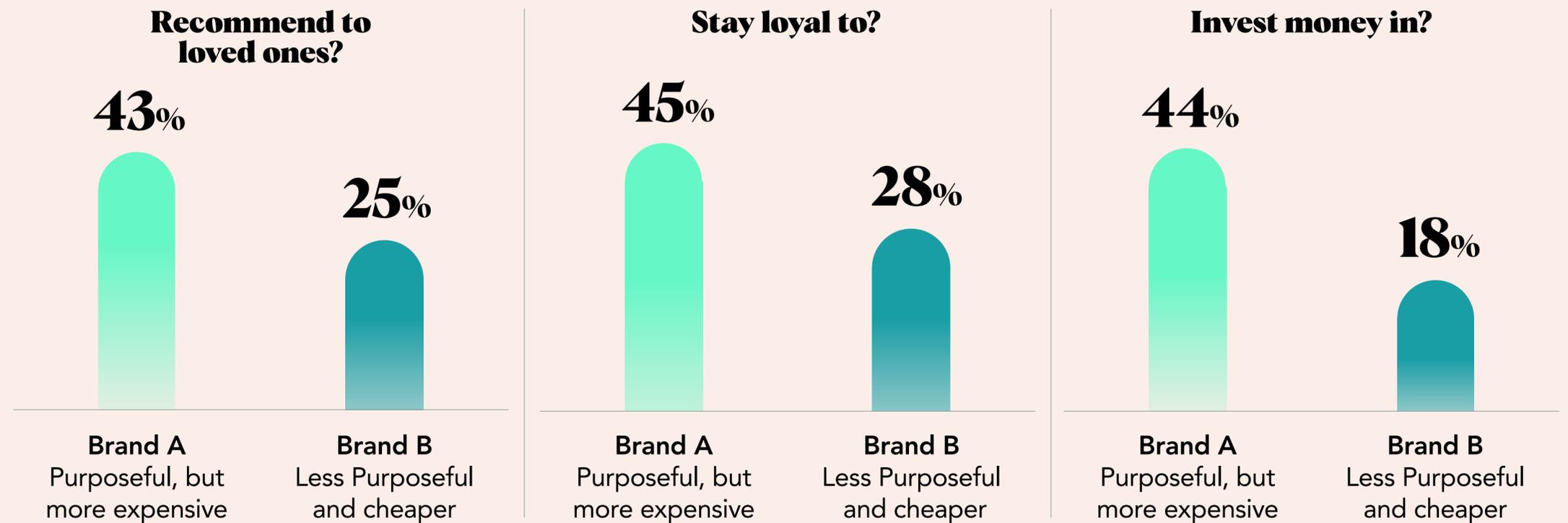
Purpose gives brands meaning.



This drive to action happens because Purpose creates more meaningful relationships with brands in people's minds.

Our research reveals that even with price premiums, we are more likely to recommend, stay loyal to, and invest in Purposeful brands.

“When comparing two similar brands, how likely are you to...”



Purpose must be unique.

Our research reveals that 2 in 3 believe that Purposeful communications all look the same.

To achieve standout in an increasingly crowded market, it is therefore crucial that brands define and activate their Purpose in a way that is meaningful and relevant to their audiences.

Understanding who these audiences are and how they respond to Purpose is the first step to creating a Purpose that is unique and distinguished against a backdrop of sameness.



The Purpose Adoption Curve

Our research confirms the hypothesis that people are adopting Purpose at different rates and for different reasons.

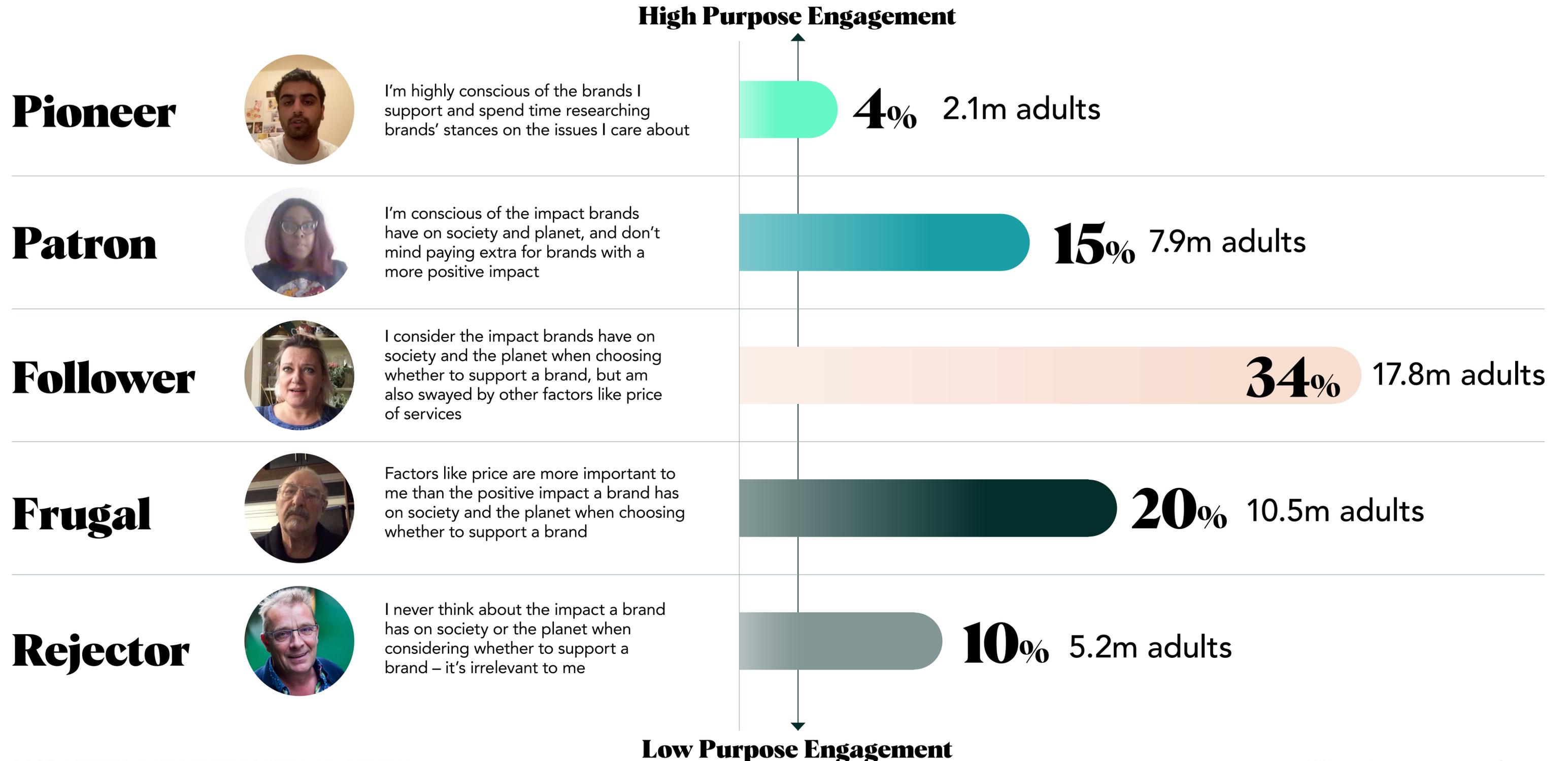
Based on these findings, we have developed a Purpose Adoption Curve; a tool that clusters audiences into segmented personas based on how they evaluate and interact with Purposeful brands.

Across this Adoption Curve, we have identified five unique Purpose Personas; from change-making 'pioneers' to sceptical 'rejectors' and everyone in between.

In the next section, we will meet these Personas in more detail.



The Purpose Adoption Curve



Pioneers

An exclusive cohort of discerning culture-leaders who are liberal, optimistic, expressive and, on occasion, guilty consumers



2.1m
(4%)

“Social media helps you spot red flags. There’s lots of Google Drive docs that have compilations of really ethical brands”

“My house mate was buying Nespresso pods from Amazon and I convinced them to switch to Grind pods who source coffee ethically and pay a living wage”

Pioneer, Male, 22, Bristol

[▶ Watch the interview highlights](#)

Most likely demographic

- +3 Millennial
- +2 London
- +2 Labour voter 2019
- +2 ABC1

Top issues

- +5 Green Energy Priority
- +5 Sustainable Retail
- +4 Environmental Policy
- +5 Redistribution of wealth
- +4 Multiculturalism
- +4 Climate Change
- +4 Gay Marriage
- +3 International Development
- +3 Housing

Attitudes

Discernment

- +5 I consider myself more fashionable than most people
- +4 I can’t resist expensive products
- +4 I have expensive taste
- +5 I tend to avoid high street chains
- +4 I make an effort to support local business

Culture leaders

- +4 I’m always aware of what pop up events are near me
- +3 I trust products recommended by influencers

Expressive

- +4 I like to stand out
- +4 Companies should be able to express how they feel on a topic
- +5 I don’t see my lifestyle represented in advertising
- +4 I have lots of gay friends

Optimism

- +4 I’m confident and excited about my future
- +4 I love my job
- +4 I seek out challenging situations

Guilt

- +5 I feel guilty when consuming meat and dairy
- +4 I spend a lot on clothes

Purposeful brands



Most likely media



Pioneers

Co-create Purpose

As the most engaged Purpose Persona, Pioneers will actively seek out brands that commit and outwardly demonstrate their Purpose. Get it right, and they will be your brand's biggest champions.

They seek:

- Radical Reinventions
- Exclusive Experiences
- Alleviating Guilt
- Creative Collaborations



Depop Black on Depop

After Black users of the site spoke out about their experiences of racism, Depop worked with Black sellers to create a series of films coinciding with Black Pound Day, encouraging people to spend money with Black sellers.



Bodyform The Pain Dictionary

Sanitary Products brand Bodyform, co-created "The Pain Dictionary" with women to change the story on Endometriosis and create new ways of communicating their pain. This was then turned into a real and virtual experience; The Pain Museum.

Patrons

Conscious consumers that are curious, compassionate and connected to their local community



7.9m
(15%)

“It’s important for me to shop ethically. I’m fortunate – I’m aware of issues and have resources available to make that choice. Not everybody does”

“I love the fact [LUSH] give the picture of the person who made the product and when they made it. It makes you think it’s a human thing, not just pure consumerism”

Patron, Female, 30, South East

[▶ Watch the interview highlights](#)

Most likely demographic

- +2 Millennial + Gen X
- +3 Female
- +2 London
- +2 SE / SW
- +2 ABC1
- +2 Lib Dem voter 2019
- +2 Green voter 2019
- +2 Labour voter 2019

Top issues

- +11 Climate change
- +9 Sustainable retail
- +9 Green energy priority
- +6 Fracking
- +4 Wind power
- +4 Abortion restrictions
- +4 NHS privatisation
- +3 Wealth tax
- +3 Redistribution of wealth
- +3 Multiculturalism
- +3 Fox hunting ban

Purposeful brands



Most likely media



Attitudes

Inclusive

- +7 I like to surround myself with different cultures and ideas
- +6 Brands should think about diversity and inclusion when putting on events
- +7 Employers don't do enough to make the workplace accessible for disabled people
- +4 Movements like #metoo have successfully raised issue of sexual violence

Empathetic

- +4 Children understand more than their parents give them credit for
- +2 I think in general people are good
- +8 I like to come back from holiday having learnt something
- +4 I'm concerned social media overly tailors to my interest

Community minded

- +3 I feel safe in my community
- +8 I'm happy to volunteer my time for good causes

Provenance

- +8 I like to support local business
- +10 I like to look out for where my food is grown

Patrons

Funding Purpose

Patrons will put their money where their mouth is. They enjoy shopping but are conscious consumers. Align with their values and you will have a loyal audience, willing to pay a premium for your products.

They seek:

- Human Connection
- Premium Quality
- Prominent Provenance
- Community Roots



Sheep Inc.

Sheep Inc. is a premium and sustainably sourced knitwear brand that builds a connection between customer and suppliers by featuring a named sheep with every jumper dispatched.



Lush Afro HairLab

Responding to a gap in their range, Lush worked with Black colleagues and leaders in Black haircare to produce a new range of Afro Haircare products with premium ingredients. The range appears at the forefront of their advertising, featuring the product creators themselves.

Followers

Savvy shoppers trying to better themselves, relying on expert opinions and brands they already know and love



“ I speak to my friends. I speak to my family. I’m very meticulous about purchasing. I’m happy to spend money but conscious never to waste money”

“ It is important [to shop ethically]. It’s not always easy. And if there’s a choice, I would always choose the ethical option.”

Follower, Female, 34, North East

[▶ Watch the interview highlights](#)

Most likely demographic

- +6 Female
- +2 Millennial
- +4 Lib Dem voter 2019
- +2 Labour voter 2019
- +2 Green voter 2019
- +4 ABC1
- +3 East Midlands
- +1 South East

Top issues

- +5 Green energy priority
- +4 Corporate regulation
- +4 Climate change
- +3 The EU
- +2 Fox hunting ban
- +2 Animal testing restrictions

Attitudes

Smart shoppers

- +5 I’m always on the look out for special offers
- +4 I enjoy testing new products before they go on sale
- +4 Loyalty programmes are a great way to reward customers
- +3 I’m selective over the events I attend

Opinion seekers

- +6 I like to get advice before buying new things
- +4 I never make a big purchase without being well informed
- +6 The views of experts are important in government decision making
- +5 I value the opinion of experts in choosing products

Self improvers

- +8 I’m working on being a better person
- +3 You have to work hard to make family work
- +6 Wearable devices can encourage you to live more healthily
- +5 I worry about how long I spend on social media

Purposeful brands



Most likely media



Followers

Normalising Purpose

Followers are the largest cohort of our study and represent the 'mass' market. Sceptical by nature, they rely on 'social proof' and will look to the consumption habits of Pioneers and Patrons to validate their purchases. Price is important, so they will need to be convinced that your brand offers quality as well as Purpose.

They seek:

- Expert Opinions
- Personal Growth
- Social Reassurance
- Savvy Value



Lloyds The M Word

Lloyds place financial wellness at the forefront of their advertising, encouraging everyone to have difficult but important conversations about money – supported by resources online for financial conversations around key events like having a baby.



Ikea Buy Back

IKEA has launched a scheme in 27 countries to buy back second hand IKEA furniture for up to half the original price. The initiative launched on Black Friday with a 'Buy Back Friday' event whilst encouraging footfall to store and online for new sales too.

Frugals

Thrifty and patriotic people, established in their routine, alienated by change and sceptical about political posturing



10.5m
(20%)

“Price for me is definitely the most important thing... When I’m shopping in Aldi I’m doing a rough estimate in my head of what I’m spending”

“[Purpose] makes me think well of a company but not more likely to buy their products. I buy products not brands. It’s quality and price for me”

Frugal, Male, 60, Hull

[▶ Watch the interview highlights](#)

Most likely demographic

- +3 Male
- +2 Baby Boomer
- +2 Grown up children
- +4 Conservative voter 2019
- +2 Brexit Party voter 2019
- +2 West Midlands

Top issues

- +2 School Discipline
- +2 Criminal Justice
- +2 The EU
- +1 The Monarchy
- +1 Immigration

Attitudes

Nostalgic

- +4 They don’t make things like they did in the past
- +6 People get too easily offended these days
- +3 I don’t like to plan too far into the future
- +4 The value of family has declined over past decades
- +3 I’m afraid of change

Cynical

- +4 Reality will always beat ideals
- +4 The Olympics is too politicised
- +3 Brands shouldn’t take a stance on political issues
- +3 There’s little difference between the main parties

Routine

- +2 I want to recycle but it’s too much effort
- +4 I’ve learnt to accept healthy eating isn’t for me
- +3 I like to stick to my routine

Frugal

- +3 Success is best measured by wealth
- +6 I look for the lowest prices when I go shopping
- +3 Success comes from hard work more than fortune
- +6 Young people want everything handed to them
- +5 I’m always on the look out for special offers

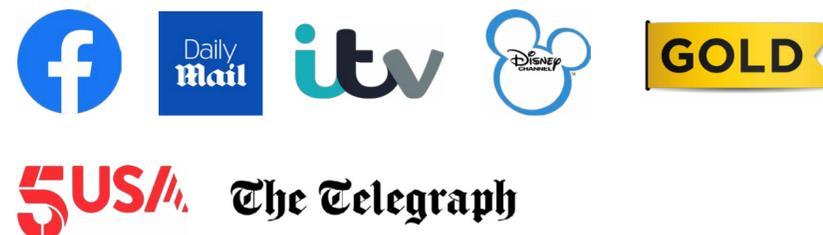
Patriotic

- +5 I’m proud to be British
- +3 I get patriotic among sports events

Purposeful brands



Most likely media



Frugals

Receiving Purpose

Frugals would like Purpose to come to them. They are extremely price-sensitive and resistant to change, so appreciate brands that make ethical actions easy and accessible.

They seek:

- Easy Convenience
- Minimal Disruption
- Practical Common Sense
- Heritage, not Revolution



Uber Vaccine Rides

Uber offers £15 off to those who need to get to vaccination centres.



Easyjet Access

Gathered together an independent advisory group, led by David Blunkett to improve the experience of disabled passengers on air travel.

Rejectors

Confident, self-reliant people who challenge the need for brands to take any action on social issues



5.2m
(10%)

“ I regard all this sort of thing purely as propaganda. Go woke, go broke ”

“ I use a brand for their product. I don't give a sh*t about their virtue signalling ethics. Sell me a good product or don't ”

Rejector, Male, 60, York

Most likely demographic

- +5 Male
- +2 Baby boomers
- +2 Grown up children
- +1 C2DE
- +1 Yorkshire and Humber
- +1 West Midlands
- +3 Conservative voter 2019

Top issues

- +5 Immigration
- +4 Political Correctness
- +2 Prisons
- +2 School discipline
- +2 The Monarchy
- +2 Railway Nationalisation
- +2 Scottish Independence

Attitudes

Confident

- +9 People worry too much about the environment
- +3 Insurance is for unlucky people
- +4 People only worry about data privacy if they have something to hide
- +3 I'm confident and excited about my future
- +2 I really should gamble less than I do

Flash

- +4 I have expensive taste
- +1 I tend to choose premium products
- +3 Success is measured by wealth
- +3 I like driving fast
- +3 You're only as old as you feel

Cynical

- +2 I think ads are a waste of time
- +2 I rarely notice who sponsors an event
- +8 I don't think brands should express views on political issues
- +7 Transgender people are just confused
- +4 Most marriages end in divorce
- +4 Mental illness isn't a real illness
- +5 Stereotypes about other groups are usually true
- +4 I am pretty judgemental

Purposeful brands



Most likely media



Key Learnings

Across our five Purpose Personas, we identified four common themes that emerge concerning people's relationship with Purpose. We break these findings down by Persona in the next few pages.

● Strongly agree ● Agree

Commitment

Brands need to make bigger commitments



I trust a brand more if they have a long heritage of good



Authenticity

What a brand does is more important than what it says



I'm sceptical when a brand tells me they do good



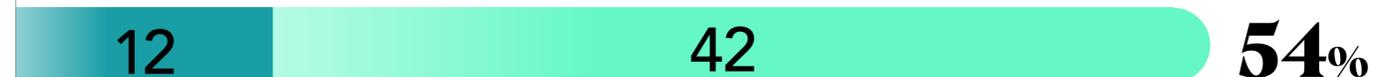
Value

I assume a Purposeful brand costs more



Convenience

I want to shop ethically but don't have time or money



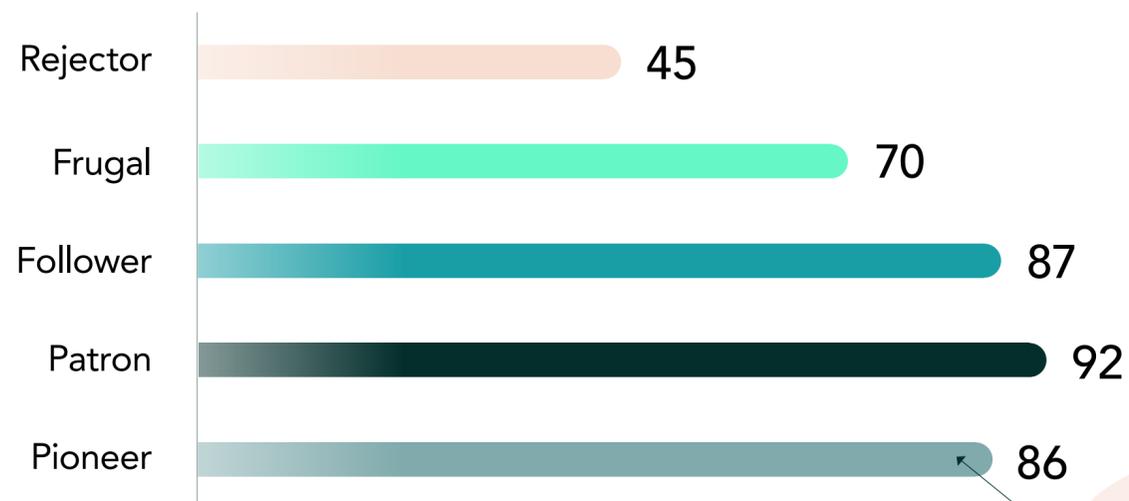
1 | Commit big

People almost universally believe that brand Purpose should be long-term and ambitious.

When assessing a brand's ethical and Purposeful claims, our personas all want to know that they are part of a longer-term commitment, not simply a flash in the plan.

74% agree

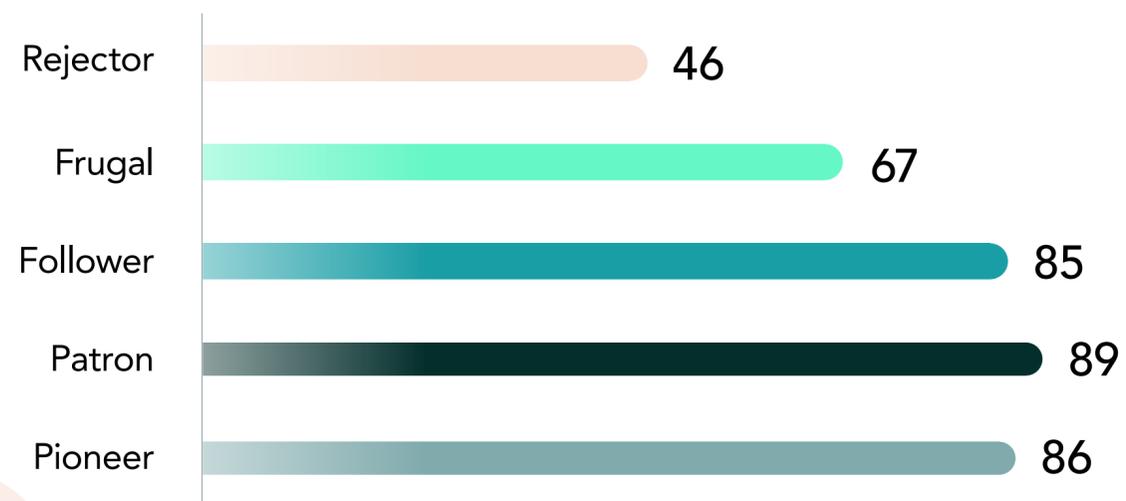
Brands need to make much bigger commitments than they currently do if we're going to solve today's problems



Purpose champions expect greater commitments from brands

72% agree

I would trust a brand more when they talk about Purpose if they have a long history of doing good



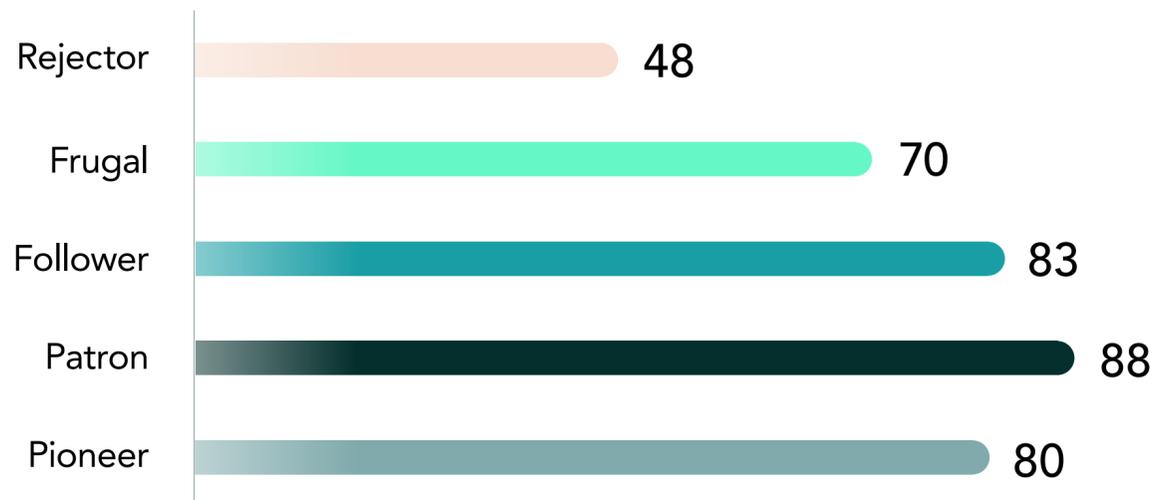
2 | Demonstrate your claim

Across each persona, our respondents told us that they are sceptical when brands talk about the good they do. Surprisingly, this was equally true for the highly-engaged profiles as it was for the disengaged groups.

To overcome this scepticism, brands need to work hard to ensure their Purpose is authentic. What you do is more important than what you say.

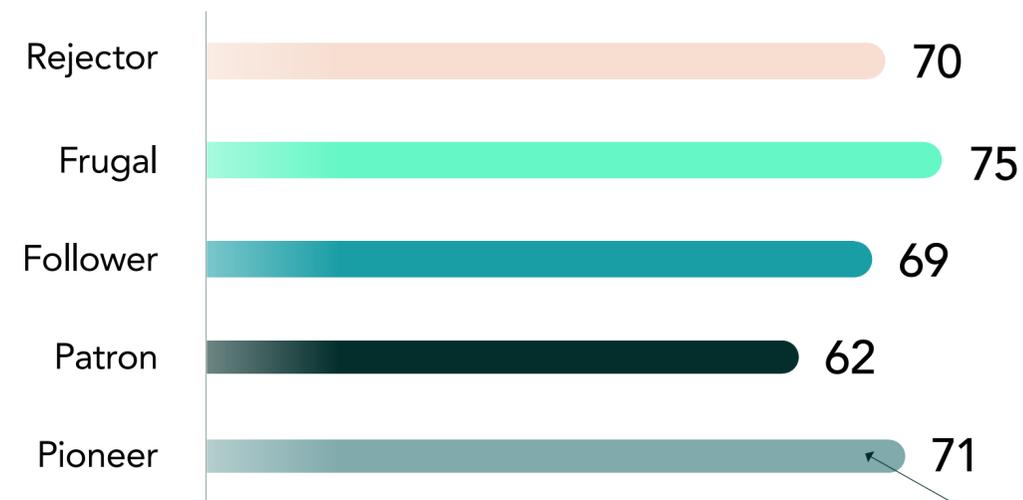
71% agree

What a brand does to solve social issues is more important than what it says it has done

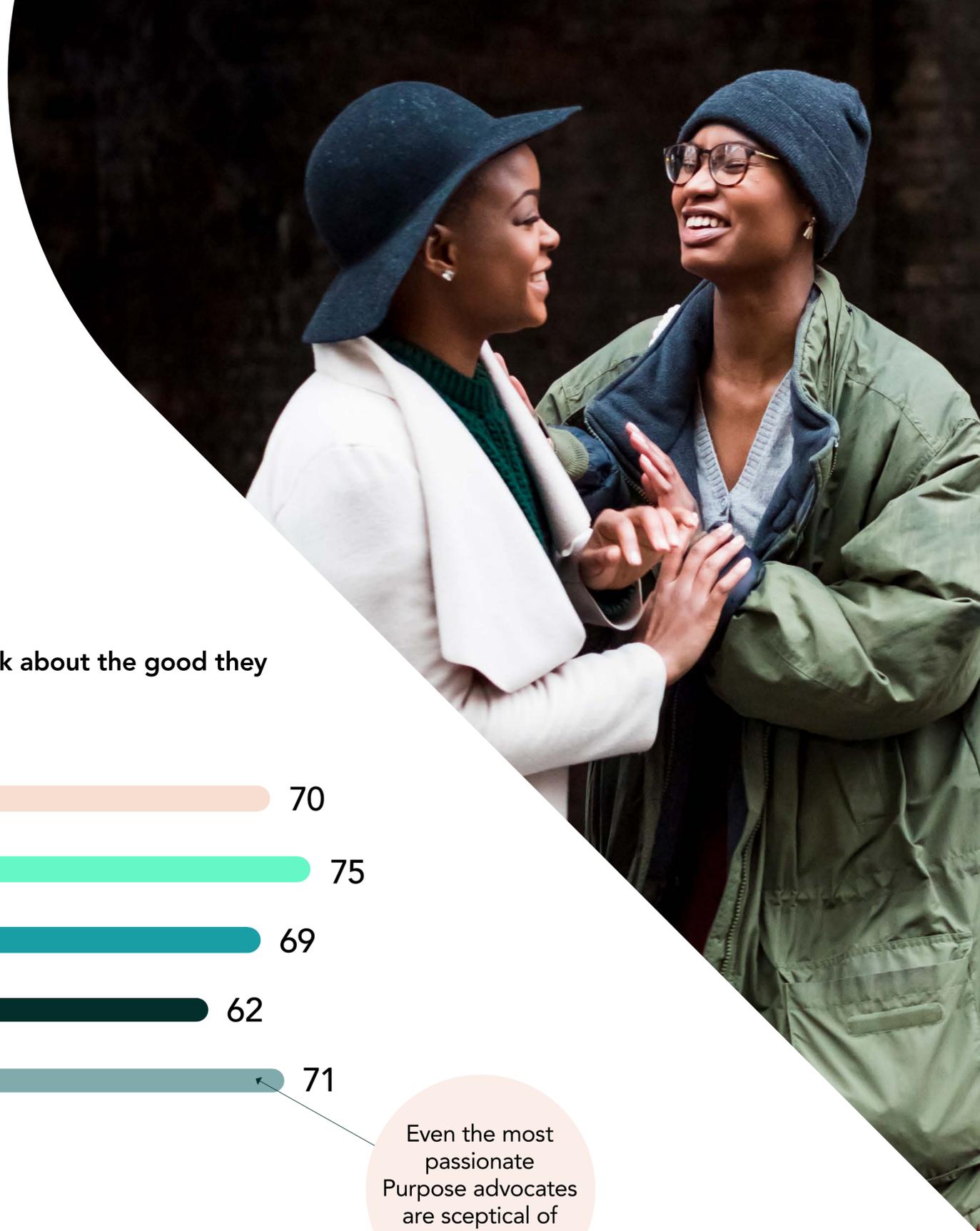


68% agree

I'm sceptical when brands talk about the good they do in the world



Even the most passionate Purpose advocates are sceptical of Purpose-wash



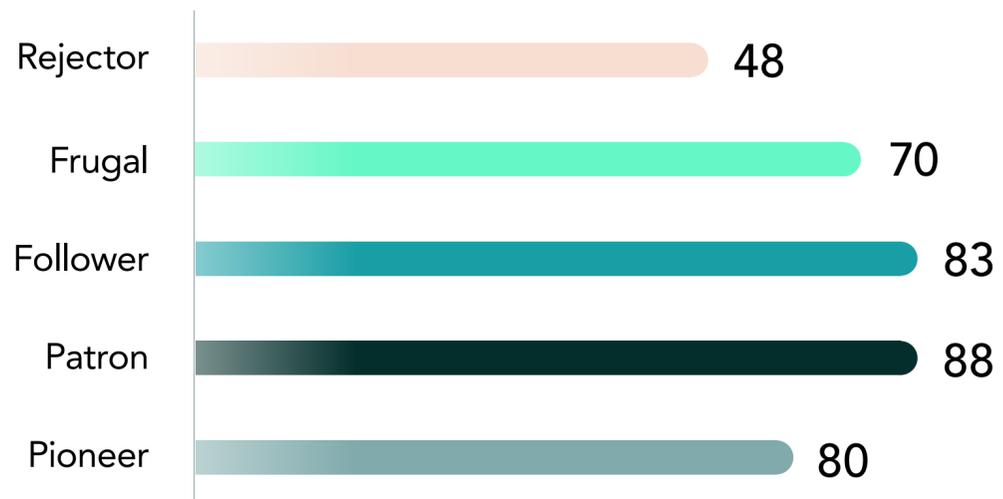
3 | Consider Price Premium

Most people assume that a Purposeful brand would offer a more premium product, and therefore cost more. This assumption could be either a positive or a negative, depending on how your brand is positioned.

The more highly engaged groups are very willing to pay the premium for a more Purposeful brand, the less engaged and more mass-market groups were not.

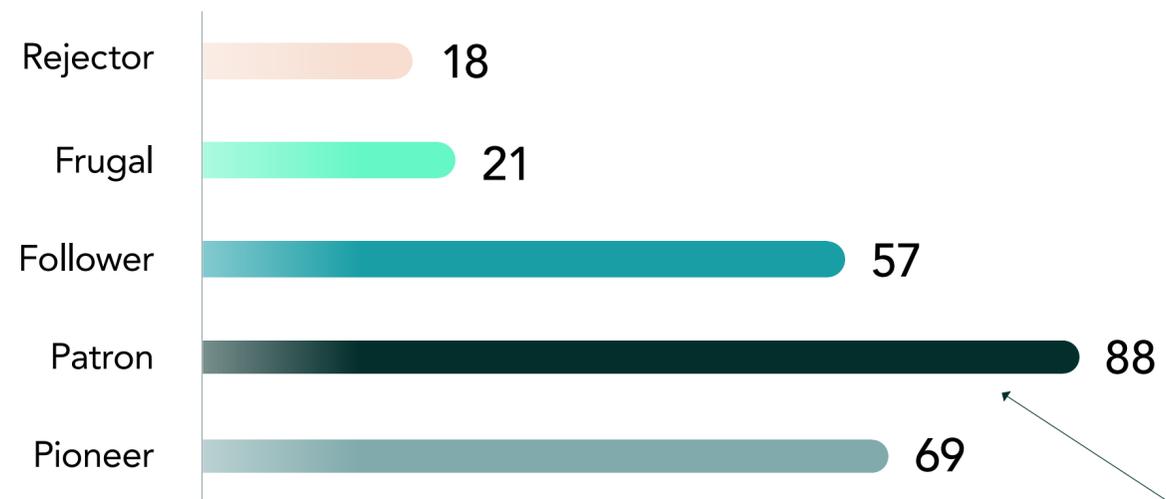
64% agree

If a company makes a positive impact on people or planet, I believe this company's products/services would cost more



45% agree

I'd be willing to pay a premium for a brand that had a positive impact on people or planet



Price is clearly a huge polarising factor amongst the Personas



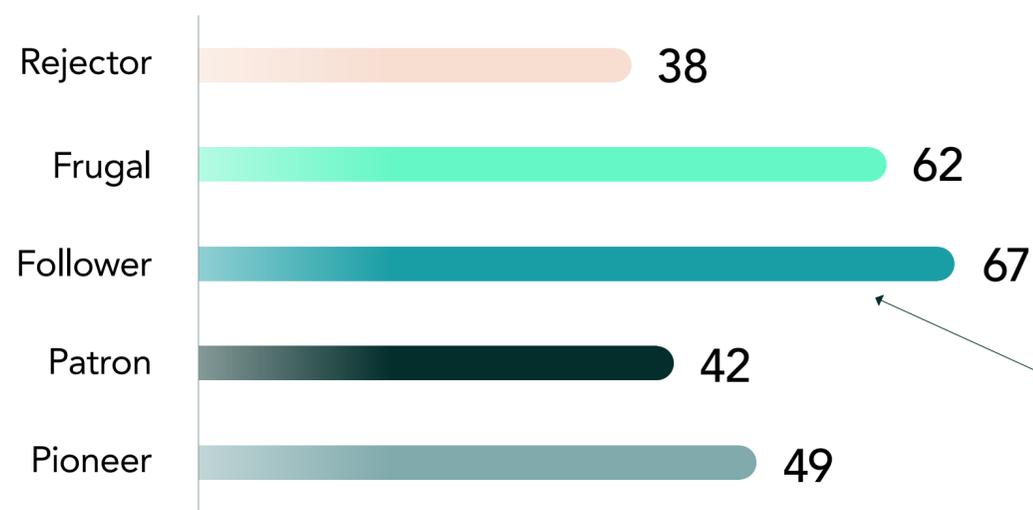
4 | Make it seamless

Our mass-market “Followers” and “Frugals” admitted that they would like to shop more ethically, but they don’t have the time or money to do so. So, if you want to reach these groups, convenience is critical.

Brands need to make doing good more accessible to reach beyond the Purpose champions, into the busy and price-sensitive public.

54% agree

I'd like to shop ethically but I don't have the time or money



Price sensitive Frugals and Followers are most in need of solutions that make good more convenient



The Perceived Purpose 100

Our research includes a ranking of 100 brands perceived to be Purposeful.

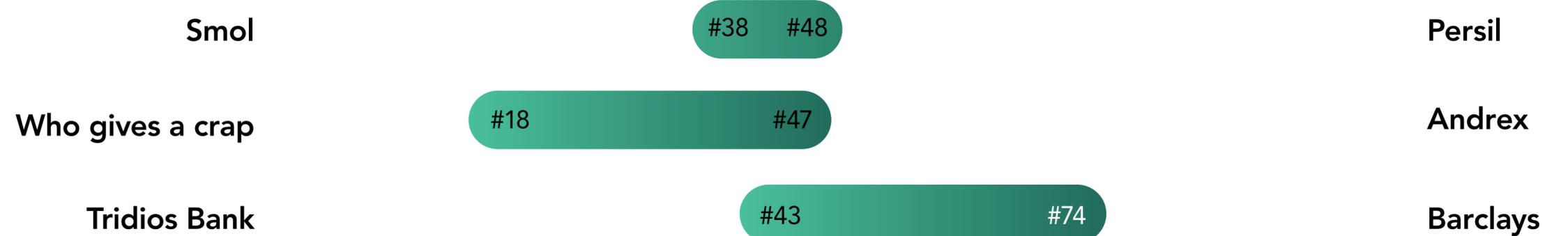
We asked our 4,700 survey respondents to name the first brand(s) that comes to mind when thinking of businesses committed to doing good for people or planet. Responses were aggregated and ranked by spontaneous awareness count.

The results from this question will form the basis of a separate report. In the meantime, here are some of the highlights:



The challengers

Purpose helps challengers cut-through. It provides smaller, relatively newer companies with a competitive edge – allowing them to challenge bigger brands.



Consistency and longevity brings credibility

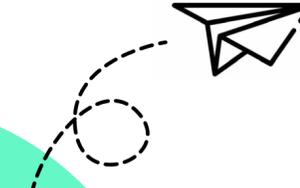
Those 'born with' Purpose assume more credit than those who find it later in life. The longer you are committed to Purpose, the stronger the association.



Unlocking Purpose Potential

Each persona, with their unique values, mindsets, and attitudes, will respond differently to brand expressions of Purpose. We have identified a number of processes for brands to unlock the potential of their Purpose across the Adoption Curve.

Armed with this insight, brands can be confident that their Purpose strategy and activations will create value not just for the business, but for all stakeholders.



Discover how your brand can unlock the value of its Purpose via GOOD's Purpose Accelerator. Get in touch: hello@goodagency.co.uk

What next?

With insights from the five Purpose Personas, and an awareness of the brands getting it right, here are five key questions to ask yourself as you begin or continue your Purpose journey.

1

Audiences

Which of the Purpose Personas will you mobilise and how?

2

Scale

Could you scale-up your positive ambition, working with partners?

3

Heritage

Is there a Purposeful story in your heritage to give you deeper credibility?

5

Cut-through

Does the creative expression of your Purpose feel authentic and differentiating?

4

Evidence

What evidence of positive impact can you demonstrate to a sceptical public?

Unlocking true value from Purpose.

We offer a number of services for brands on their Purpose journeys; from those just beginning and unsure where to start, to those who have developed their Purpose and require support activating and communicating it.

Get in touch with hello@goodagency.co.uk to find out more about the below four services.

1

Bespoke 1-2-1

A deeper exploration and discussion of the findings from this research, in the context of your current challenge, to better differentiate your brand vs. the competition.

2

Brand Segmentation Overlay

Overlay your own audience segmentation onto our Purpose Personas to understand and connect more deeply with your customers, employees and investors.

3

Bolt-on Research

Order a bolt-on piece of research, specific to your Brand, to complement findings from this research.

4

Purpose Accelerator

Let us take you on the Purpose journey using the GOOD Purpose Accelerator Model.

Contributors



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Get in touch

To speak to us about this research, or to discuss how GOOD can help you unlock value from your brand's Purpose, please contact hello@goodagency.co.uk.

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