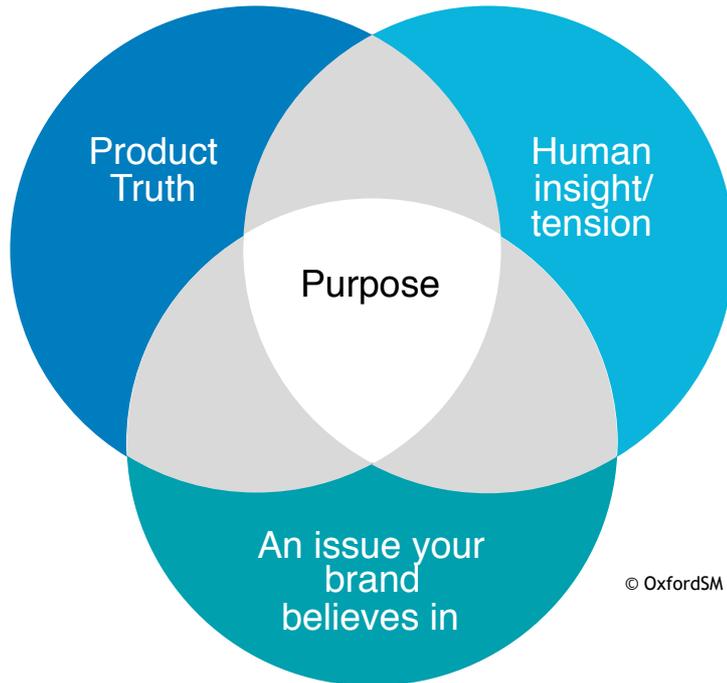


The top half of the slide features a solid blue background. Overlaid on this background are several faint, white, semi-transparent geometric shapes, including a large circle on the left, a cross-like shape in the center, and a square-like shape on the right. These shapes are slightly offset and have a soft, ethereal appearance.

# Embedding purpose to drive growth

November 2018

# The OxfordSM Purpose Triple Lens™



Helps the brand to answer the question “WHY do we do this?”

# How does it help?

A purposeful brand positioning will help you to supercharge your growth through:

Delivering category  
cut through

In 2018 Unilever's most sustainable brands grew **46%** faster than the rest of the business and delivered **70%** of its turnover growth<sup>1</sup>.

Creating emotional  
connection with  
your brand

**1 in 2** People are **belief-driven buyers**. They choose, switch, avoid or boycott a brand based on its stand on societal issues<sup>2</sup>

Providing internal fuel

Help you to attract and retain talent - employees who derive **3x** meaning from their work report almost **twice the job satisfaction** and are more likely to stay with their organization<sup>3</sup>

*1: Unilever Sustainable Living Plan 2018*

*2 Edelman Earned Brand Report 2017*

*3.: Harvard Business Review*

# Our approach

# Developing Purposeful Brand Positioning



The magic is in deep understanding of both the issue that matters to your target and your brand challenge, and making a powerful connection between them

This is where we will focus our work

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This is sometimes called Story Doing rather than story telling

# There are 3 critical success factors developing your purpose

1

Involving **strong representation from a cross-functional team throughout**, from defining your business challenge, completing the necessary customer immersion to understand the issues and shaping your purposeful brand positioning

2

Allocating **sufficient time to complete a deep dive** into the issues that really matter to your customers and making sure these resonate across geographies and different customer segments

3

Trusting in a **proven and established process** that has been deliberately designed to lead you to a purposeful brand positioning in the most efficient and effective way

# The output

# At the end you will have a set of clear deliverables

## 4 critical deliverables

Unified brand challenge

A single articulation of the problem the brand must solve

Issues that Matter to our Target Customer

Identification of the issues beyond the category that matter to your customers that the brand could help solve. Each Issue will be backed up by a comprehensive deep dive which summarises the issue area.

2 joint working sessions:

Each with approx. 20 attendees from the team who need to own the output.

In Workshop 1 we will find our customer insight and the customer tension points and start to capture our purpose ideas

In between workshops we will conduct customer research to test the most powerful customer tension points and issue area

In Workshop 2 we will Consolidate our learning and complete the positioning and purpose

A new brand positioning on a page

The workshop outputs will be translated into your brand positioning and purpose on a single page along with an internal selling story to share with internal stakeholders

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