

Your Brand Purpose beyond making money

A photograph of a rural setting, likely in a developing country. In the center, a man in a blue t-shirt and brown pants stands barefoot next to a hand-operated water pump. A large blue plastic bucket sits on the ground in front of him. To the left, a woman in a colorful patterned dress is seen from the back, carrying a child on her back. The background shows dry grass, trees, and a simple brick building. The overall scene is dimly lit, suggesting an overcast day or a shadowed area.

Brand Purpose



**The reason you exist
beyond making money**

Four categories of great purpose

The Good

Service to others – improving health, education, communication, and quality of life

The True

Discover and furthering human knowledge

The Beautiful

Excellence and the creation of beauty

The Heroic

Courage to do what is right to change and improve the world

Examples of great brand purpose

Airbnb To make people around the world feel like they could belong anywhere

Amazon To be the Earth's most customer-centric company

Disney To use our imaginations to bring happiness to billions

Dove To achieve real beauty and build self-esteem

**“ Companies with a purpose last.
Brands with purpose grow.
People with purpose thrive. ”**

Leena Nair is the first female, first Asian, and youngest ever Chief Human Resource Officer of Unilever: “My purpose: to ignite the human spark for a better business and a better world.”



It's time to celebrate

_ TEAM EXERCISE _

Let's celebrate the life of your brand

It's 25 years in the future. What year is it? What does it look like? What does it smell like? What can you hear? Live it. Breathe it in.

Your company has come to the end of its journey, and what a story it has been. Now, it's time to celebrate. Our job is to summarise the company's most outstanding achievement, explaining how it changed the world, helping people, or both.

In teams of three, write three to five short paragraphs (no bullet points, please) about how people will remember your company. It can be aspirational but achievable. Don't worry about refining your ideas or statements – you do this later.

Let's celebrate the life of {BRAND}

We'll listen to each statement to see how they land with us.
Let's discuss this. Do we get excited, passionate, and emotional about them? What can we build on?

Once complete, we'll go into our groups and write three purpose statements based on the discussion in 20 words or less.

You can use the formula below if it helps:

To

<ACTION VERB>

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