



Cracking Brand Purpose

A Framework for Best-in-Class Purpose Executions

APPENDIX: INDIVIDUAL CAMPAIGN ANALYSES

APRIL 2020

New York Times; The Truth Is Hard (2017)

<https://droga5.com/work/new-york-times/>



This strategic campaign put the iconic publication at the center of a national conversation about the importance of a free press and what it means to report the truth.

Links:

- <https://medium.com/ama-marketing-news/the-new-york-times-truth-campaign-drives-digital-subscriptions-3c1fcd2cc4e9>
- <https://adage.com/creativity/work/new-york-times-truth-worth-it-perseverance/955986>

Internal

The campaign connects directly to the NYT brand and product offer – a newspaper dedicated to high quality journalism. The company’s purpose is to provide readers with the most important true stories.

Culture

In an era of disinformation and fake news, the campaign taps into a key tension that is plaguing the world – what can we trust? By going hard on their role in resolving that tension – a paper that goes after the truth – NYT positions itself as a salve to the pain of the moment.

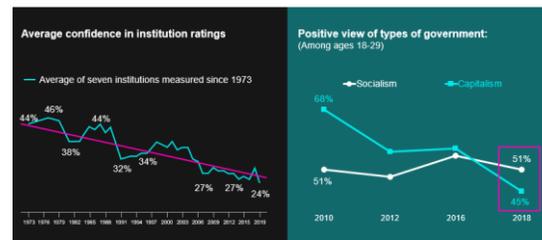
Consumer

Institutional trust is waning. The average confidence in institutions as decreased by 20% since 1973, according to US MONITOR. NY times taps into that consumer sentiment through this ad.

Impact

“In 24 hours, the “Truth is Hard” ad won more subscribers for The Times than the paper had gained in the preceding six weeks. The first quarter of 2017, when the ads debuted, was The Times’ best quarter ever for subscription growth. In the second quarter of the year, The Times passed 2 million digital-only subscribers, a first for any news organization. The “Truth Is Hard” campaign earned 5.12 billion impressions and \$16.8 million in media value.” (Source)

Big businesses are caught in the downward spiral of institutional trust



Yoplait; Mom On (2017)

<https://www.72andsunny.com/work/yoplaitmomon>



Yoplait's campaign celebrates moms who do their own thing, without having to conform to society's judgments and demands. It normalizes choices like working outside the home, staying at home, breastfeeding in public, and having kids later in life.

Links:

- <https://twitter.com/search?q=%23MomOn&src=typd>
- https://www.huffpost.com/entry/this-yoplait-ad-goes-out-to-every-mom-whos-been-judged_n_594dc22be4b02734df2a88d2

Internal

Yoplait's brand ethos has always centered around family. The brand seeks to help families connect, share and savour moments along the way. The campaign taps into the brand ethos around family in an approachable, modern way.

Culture

Parenting has become an increasingly perfectionistic pursuit. With so many published strategies and opinions to sort through, it can feel like one wrong decision could make or break your child. Yoplait taps into this core societal tension – mostly born by moms – and provides a laid back alternative to the stress: Choose what feels right to you. And that resonates.

Consumer

Among women with children, 67% think taking control of their stress is of high or extreme importance in their personal life. Among the same group 77% of moms think that health matters but that other things take priority in life (US 2019 MONITOR)

The Mom On campaign seems to really tap into the need for a simple, no frills solution to today's helicopter parenting.

Impact

“Part of the campaign included a hot-line with 1-833-Mom-Tips which received +10,000 calls. +25MM impressions, +5.7MM video views VTR of 62.34% (vs. a 41.24% CPG benchmark) and an efficient \$0.01 CPV. Yoplait reached moms, and got them to take action including influencer content generated over 154M expressions. Moms took to social to show it thorough+12K mentions of “mom tips” during the campaign.” ([Source](#))

IKEA; ThisAbles (2019)

<https://thisables.com/en/>



As part of the company's vision to "create a better everyday life for as many people as possible", IKEA created a line of accessible furniture for people with disabilities.

Links:

- <https://twitter.com/hashtag/ThisAbles?src=hash>
- <https://adage.com/article/special-report-cannes-lions/ikeas-thisables-wins-cannes-lions-grand-prix-health-and-wellness/2178341>

Internal

Ikea exists to create a better everyday life for the many. The home and lifestyle brand brings this better everyday to the many –including those with disabilities – through this action oriented campaign.

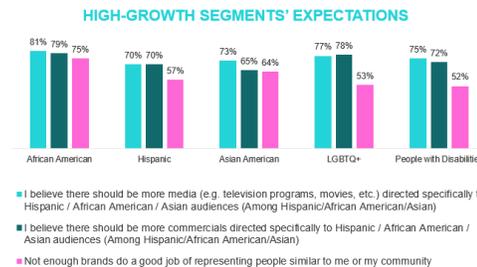
Culture

Long-standing concerns around diversity are evolving into a deeper, more thoroughly integrated form of social inclusivity. (MONITOR Energies, 2019) Ikea taps into a truer form of inclusivity by taking action towards true inclusion and telling the main story from the POV of that population.



Consumer

For years, people with disabilities have been saying they are frustrated when brands treat them as an afterthought. (US MONITOR, Polycultural Spotlight)



Impact

According to sources, ThisAbles, which originated in Israel has grown to be a global initiative and phenomenon through 3D printing. The program has resulted in a 37% sales increase in products with add-ons (compared to sales in 2018) and an increase in revenue by 33%. It has been downloaded in 127 countries to date. (Source)

Ikea's BrandZ brand purpose index increased from 117 to 120 in the course of the campaign year. (Brand Z)

Microsoft; Xbox Adaptive Controller (2019)

<https://news.xbox.com/en-us/2018/05/16/xbox-adaptive-controller/>



Launched under the tagline “when everyone plays, we all win,” Microsoft’s new videogame controller adapts to the specific accessibility needs of its players.

Links:

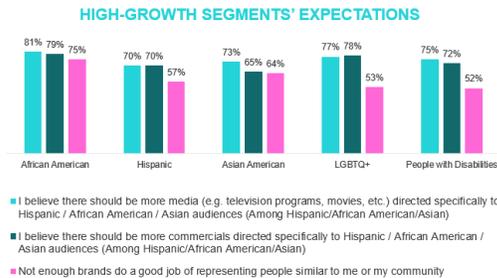
- <https://adage.com/article/special-report-cannes-lions/microsofts-xbox-adaptive-controller-wins-cannes-grand-prix-brand-experience-and-activation/2179131>
- <https://twitter.com/search?q=xbox%20adaptive%20controller>

Internal

Microsoft exists to empower every person and organization on the planet to achieve more. That is brought to life through a core set of values which include both innovation and diversity and inclusion through technology. The Xbox adaptive controller and associated campaign are a direct link to the company’s reason for being. The campaign feels tied closely to the brand’s DNA.

Consumer

For years, people with disabilities have been saying they are frustrated when brands treat them as an afterthought. (US MONITOR, Polycultural Spotlight)



Culture

Long-standing concerns around diversity are evolving into a deeper, more thoroughly integrated form of social inclusivity. (MONITOR Energies, 2019) Microsoft taps into inclusivity by taking action towards true inclusion and telling the main story from the POV of that population.



Impact

“The campaign garnered a whopping 1.1 billion impressions.” (Source)

GSK; Breath of Life (2019)

<https://www.youtube.com/watch?v=stlK7uTezgw>



GSK launched an app – “Breath of Life” – that allows people to test whether they have chronic obstructive pulmonary disease (COPD).

Links:

- <https://campaignbriefasia.com/2019/06/18/mccann-health-shanghai-picks-up-pharma-lions-grand-prix-and-gold-lion-for-breath-of-life/>
- <https://www.adforum.com/award-organization/6650183/showcase/2019?login>

Internal

GSK is a science-led global healthcare company that exists to help people do more, feel better and live longer. The “Breath of Life” campaign connects to who they are as a company and why they exist at every level.

Culture

This ad taps into the intersection of emerging cultural phenomena – on demand wellness and holistic health. Using cues from traditional Chinese blow painting, the app provides instant feedback of today’s wellness model with a nod towards ancient Chinese practice and wellness.

Consumer

64% of consumers 55+ and feel that having the tools to monitor our own health on a regular basis is **very** important. (Global MONITOR, 2019)

According to GSK, “The condition affects an estimated 100m adults in China, but only around 7% are properly diagnosed.” ([Source](#))

Impact

GSK activated on WeChat in China, for maximum impact but no publicly available metrics have been located at this time.

AirBnB; #WeAccept (2017)

<https://www.youtube.com/watch?v=yetFk7QoSck>



Airbnb transformed their own Community Commitment into a global campaign called #WeAccept to drive the conversation around acceptance and inspire real action in the wake of a xenophobia.

Links:

- <https://www.usatoday.com/story/tech/talkingtech/2017/02/05/airbnb-aims-weaccept-super-bowl-ad-refugees-immigrants/97533188/>

Internal

Airbnb's stated purpose is to create communities across the globe so that everyone can belong anywhere. Its purpose of creating a globally connected community requires acceptance at the very heart. The campaign ties back to the core of the brand promise and DNA.

Consumer

64% of US consumers consider accepting people from other cultures is of extreme or high importance in their personal life today (US MONITOR, 2019). Airbnb connects with this important quality of openness and acceptance that resonates with America's majority.

Culture

Winning in new ways in today's polycultural America requires growth through inclusion. Diversity in the United States is booming and will continue to do so in the coming decades. As it reaches a tipping point, brands face a mandate to develop inclusively in order to stay relevant and maintain engagement. Airbnb is synced in to this cultural current of inclusion with its proposition as a whole, and this campaign in particular.

Impact

"The #WeAccept campaign was Airbnb's 3rd largest driver of Earned Impressions of all-time at over 87 million. On Twitter, #weaccept was the #1 used advertiser hashtag used during the Super Bowl, as Airbnb generated over 33k tweets during the first half of the game, more than any other advertiser, with overwhelmingly positive sentiment. Reactions to the overall campaign were 85% positive (based on Airbnb internal tracker)." ([Source](#))

Volvo; Safe Cars for All (2019)

<https://www.volvocars.com/intl/why-volvo/human-innovation/future-of-driving/safety/cars-safe-for-all>



Most cars' safety measures are designed for the average adult male body. Driven by the belief that cars should protect everyone, Volvo publicly released 40 years of safety research that takes in to account all bodies.

Links:

- <https://www.caranddriver.com/news/a26892890/volvo-project-eva-initiative-safety-crash-data/>
- <https://adage.com/creativity/work/volvo-eva-initiative/2144631>

Internal

Volvo's brand DNA is rooted in safety. Since its founding in 1927 the brand has been a leader in safety, innovating safety features including their now car standard three point seat-belt, as well as advanced features like airbags. Safety is a cornerstone for how consumers view the brand and the space it takes up in the market, connecting naturally to this campaign.

Consumer

The message of safety is considered of high importance among consumers. Taking steps to ensure physical safety is considered extremely / very important to 75% of the US population. Among women that number increases by 4%. (2019 US MONITOR).

Culture

Volvo taps into a timely cultural tension around women's equality and safety, but seems to miss the mark to solving for it in a culturally resonant way.

The #metoo movement unleashed a wave of direct calls to action, with a transparent tone. The campaign's ethereal visuals and ambient music seems to miss the opportunity of tapping into the cultural moment, perhaps affecting its ability to connect with an audience.

Impact

The E.V.A. Initiative received high acclaim from industry but we did not uncover any publicly available metrics about the campaign specifically.

In the year of the campaign launch, Volvo's brand power index increased from 86 to 98 and its brand purpose index increased from 98 to 106. (BrandZ)

Pond's; See What Happens (2019)

<https://youtu.be/5dbNAfQLdgY>



Pond's encourages young women to share their true selves with the world, through a positive campaign about what happens when they are brave enough to take that risk.

Links:

- <https://www.mumbrella.asia/2019/06/pods-goes-the-purpose-driven-route-with-see-what-happens-in-multiple-markets-across-asia>
- <https://www.rappler.com/brandrap/health-and-self/240812-pods-see-what-happens-community-for-women>

Internal

Pond's mission includes "caring about the strains of everyday life." "See What Happens" taps into this mission by speaking to the everyday strain for many young women of hiding their true self.

Culture

Women around the world are finding effective new ways to exercise control over their bodies, voices and choices. (MONITOR Energies, 2019) Pond's encourages this shift, by suggesting that women take the risk of showing their true self to the world.



Consumer

80% of female consumers consider authenticity – staying true to themselves – to be a very/extremely important personal value. (Global MONITOR, 2019)

Impact

The See What Happens campaign received high acclaim from industry but we did not uncover any publicly available metrics about the campaign specifically, nor was there data in BrandZ.

Lego; Rebuild the World (2019)

<https://www.youtube.com/watch?v=zCXMx7RcZ5I&t>



The first global campaign from the brand in 30 years is focused on inspiring kids and adults alike to be more creative with their thinking.

Links:

- <https://twitter.com/search?q=lego%20rebuild%20the%20world>
- <https://www.forbes.com/sites/martywant/2019/09/19/legos-cmo-says-a-new-global-campaign-aims-to-inspire-people-to-rebuild-the-world/#73c8b9c96a47>

Internal

Lego exists to build the architects of the future. The campaign articulates the heart of their brand proposition – using creativity to rebuild the world anew.

Culture

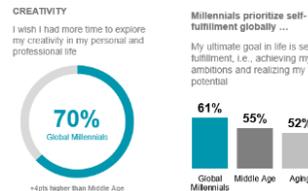
We find ourselves in a dystopian era, where we are facing environmental, political, technological and moral threats. As a response, culture is embracing creativity and imagination as a salve and solution for that which has not functioned to date. The campaign “Rebuild the World” utilizes imagination and fantasy to solve for a painful era.

Consumer

Millennials and centennials who grew up with an individualist mind-set, but many have seen their conventional economic prospects dim. This tension has produced a generation more focused on defining their own dreams and creating their own solutions. (Millennial Outlook 2018)

Impact

The Lego Rebuild the World campaign received high acclaim from industry but we did not uncover any publicly available metrics about the campaign specifically.



Aflac; My Special Duck / #Duckprints (2018)

<https://aflacchildhoodcancer.org/>



Aflac leveraged new social robotics technology to create smart stuffed animals that provide comfort for children undergoing cancer treatment. As part of the campaign, the company used the hashtag #Duckprints to raise money for childhood cancer treatment.

Links:

- <https://www.forbes.com/sites/charlesrtaylor/2019/08/27/my-special-aflac-duck-a-gold-standard-for-csr-programs/#61a6e4466fff>
- <https://twitter.com/search?q=%23duckprints&src=typd>

Internal

Aflac is an insurance company committed to preparing its customers for “whatever life may bring.” Childhood cancer is a vivid and emotional example of the tragedies life can bring that one can never be fully prepared for on one’s own. By helping families take on childhood cancer, Aflac visibly doubles down on its brand promise.

Consumer

15% of US consumers have either been diagnosed with cancer or have somebody in their household who has been diagnosed with cancer, while 72% of US consumers feel that empathy is extremely important, placing a high emphasis of building this quality in themselves. The Aflac duck taps into the real human experience of cancer while likewise tapping into the empathic response from consumers who haven’t had that direct experience.

Culture

Advances in AI and technology that can engage the senses are making new forms of connection possible, and in some cases redefining what a connection can be. (MONITOR Energies, 2019) Aflac’s MY Special Duck is one such case, creating true emotional connection between children and robotic technology.



Impact

Although business impact metrics for the My Special Duck campaign were not publicly available, Aflac has continued to extend the efforts of this campaign over the past two years. The expansion of the campaign is evidence to its continued success in driving brand equity and, we would expect, commercial opportunities.

Patagonia; Fighting for Public Lands (2017)

<https://www.patagonia.com/protect-public-lands.html>



In the only television ad the company has ever aired, Patagonia's founder urges Americans to protect public lands against the government's moves towards privatizing them. Patagonia has even begun a process to sue the Trump administration for its actions.

Links:

- <https://www.fastcompany.com/40455671/patagonia-steps-up-its-public-lands-activism-with-first-ever-tv-commercial>
- <https://twitter.com/search?q=patagonia%20fighting%20for%20public%20lands&src=typd>

Internal

Patagonia is in business to save the planet. That core brand purpose has been foundational to the brand since its founding, when it only sold tools for climbers. Today, the brand continues to champion the natural world by leveraging product, message and resources to address the climate crisis.

Consumer

57% of Americans consider appreciating and protecting nature to be a very/extremely important personal value with 53% self identifying as environmentalists. Among Millennials and Centennials this number increases by 10% with a total of 63% considering themselves environmentalists. (MONITOR 2019)

Culture

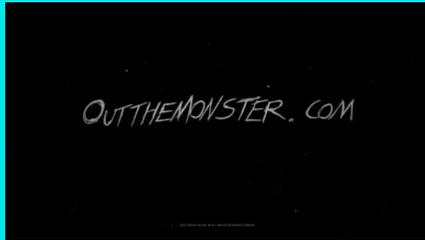
The environment is marching towards extinction and culture is taking notice. And action. Take Greta Thunberg, the 16-year old Swedish activist who marshalled teens around the world to participate in school strikes, demanding adults and decision-makers replace apathy with action. Patagonia harnesses the same activist energy in their campaign.

Impact

Although it cannot be specifically correlated to the Public lands campaign, Patagonia's founder Yvon Chouinard has said publicly that whenever he stands up for his values, sales improve. ([Source](#))

Orexo; Out the Monster (2015)

<https://strawberryfrog.com/orexo>



The “Out The Monster” movement set out to erase the stigma of opioid addiction, by releasing an unbranded short film and distributing books on the subject to doctors and healthcare professionals.

Links:

- <https://www.businesswire.com/news/home/20150624006581/en/Orexo%E2%80%99s-%E2%80%9COut-the-Monster%E2%80%9D-campaign-wins-Gold-Lions>
- <https://www.prnewswire.com/news-releases/orexos-out-the-monster-campaign-wins-a-gold-lions-health-award-at-the-cannes-lions-festival-300104799.html>

Internal

The pharmaceutical company’s therapeutic focus is opioid addiction, where it takes a holistic approach addressing addiction at all phases. “Out the Monster” supports this positioning by addressing addiction on the oft-neglected social level, by trying to erase stigma around it.

Consumer

45% of Americans 18+ report that opioids are “in” within their social circles. Addiction is rampant, and a phenomenon that has the potential to effect many consumers’ lives. (US MONITOR, 2019)

Culture

Mental and emotional health disorders are coming out of the cold, with a growing emphasis on personal healing and social sharing. (MONITOR Energies, 2019) Formerly taboo topics like emotional health and drug addiction are entering the dialogue of everyday life. “Out the Monster” aims to further this cultural trend of destigmatization.



Impact

Public data on Orexo’s campaign impact was not available.

The Body Shop; In Our Hands (2016)

<https://www.marketingweek.com/the-body-shop-stores-activist-hubs>



The cosmetics retailer has refreshed its brand with the aim of turning its stores into hubs for local activist.

Links:

- <https://twitter.com/search?q=%23thebodyshop%20%23inourhands&src=typd&lang=en>
- <https://insights.newscred.com/body-shop-content-marketing-social-change/>

Internal

The Body Shop's founder, Anita Roddick, brought the organization into the world with the belief that business could be a force for good. Today, the brand stands by that commitment to enrich the world –people and planet. With an activist's heart and heritage, this campaign taps into the brand's foundational DNA .

Culture

As governments cut investments in social programs, consumers look to brands as a new source of leadership in nurturing and protecting the global community. (MONITOR Energies, 2019) The Body Shop recognizes this need from consumers and attempts to empower them towards action.

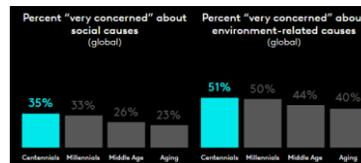


Consumer

Global MONITOR research has found the Centennial generation to be independent, assertive, and already aware of the problems in the world they will inherit. And in a majority of the markets tracked in 2019, most Centennials say that brands need to be doing their part.

Impact

Public data on The Body shop's "In Our Hands" campaign impact was not available.



Rexona; Movement for Movement (2017)

https://www.mmaglobal.com/case-study-hub/case_studies/view/50515



In an effort to make movement more accessible to people with disabilities in the Philippines, the deodorant brand partnered with a car service and created a mobile accessibility app.

Links:

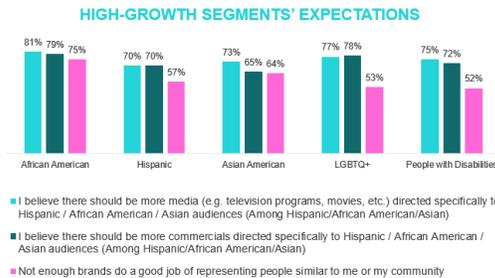
- <https://twitter.com/hashtag/GrabGerak?src=hash&lang=en>
- <https://www.marketing-interactive.com/grab-works-with-rexona-to-drive-more-inclusive-transportation/>

Internal

The deodorant & antiperspirant company has built its brand around enabling and championing physical activity -- It has used “Terus Gerak” (keep moving) as a tagline for the past three years. The movement for movement campaign is a logical extension of this purpose, bringing movement to those who need the most help with it.

Consumer

For years, people with disabilities have been saying they are frustrated when brands treat them as an afterthought. (US MONITOR, Polycultural Spotlight)



Culture

Long-standing concerns around diversity are evolving into a deeper, more thoroughly integrated form of social inclusivity. (MONITOR Energies, 2019). Rexona taps into this movement’s intersection with the market trend towards the importance of access over ownership.



Impact

At the heart of the campaign was a mobile app, Gerak that was built as a mobility assistant with Google’s voice technology. “When Rexona launched the app it reached 60.52 million consumers. Within the first 90 days of the app being live, more than 10,000 people with disabilities downloaded Gerak in the greater Jakarta area. This made it the No. 1 trending app in Google Play Store’s Travel and Local category, with a 4.4 rating” (Source)

Cadbury; There's a Glass and a Half in Everyone (2018)

<https://www.youtube.com/watch?v=l0eEqeizNCA>



Embracing its founder's legacy as a philanthropist, Cadbury Chocolate focuses its new positioning and communications on small acts of kindness.

Links:

- <https://www.marketingweek.com/cadbury-ditches-joy-positioning/>
- <https://mumbrella.com.au/cadbury-introduces-theres-a-glass-and-a-half-in-everyone-brand-platform-to-australia-502473>

Internal

The company is moving away from its long-standing positioning around joy, to instead reconnect with the philanthropic legacy of its founder, John Cadbury. The new positioning around "moments of kindness" taps into a historical equity of the brand that may not be recognizable as such to consumers but still fits with the brand they knew, while evolving its identity.

Consumer

68% of global consumers believe that they can make a difference to the world around them by the choices they make and the actions they take (Global Monitor 2019). Cadbury taps into the human belief in being able to positively impact through world through personal actions in a heart felt way.

Culture

As a reaction to the greater culture of pessimism and large scale chaos, many people seek respite in the small acts of intimacy and kindness. This accounts for why Cadbury's ad might resonate in a timely way.

Impact

Although business impact data was not publicly available, the campaign was underpinned by digital, social, PR, experiential and sampling activations, as well as a second TV advert later in the year, which generated response from industry and consumers alike.

American Eagle; AE x Me (2018)

<https://www.ae.com/us/en/x/women/featured/ae-x-me>



The clothing brand highlighted its purpose around self expression and youth empowerment by giving Gen Z consumers control of its new campaigns' creative direction.

Links:

- <https://twitter.com/search?q=%23AExME&src=typd&lang=en>
- <https://www.businesswire.com/news/home/20190124005383/en/American-Eagle-Breaks-Boundaries-Debut-New-Spring>

Internal

Championing youth self-expression is at the core of American Eagle's brand. AE x ME flows directly out of this brand equity by empowering real young people to express themselves by taking control of the brand's creative direction.

Consumer

79% of Millennials and Centennials believe feeling comfortable expressing who you are is extremely important to their personal lives (US Monitor 2019). They live by the motto "You do you," give themselves and others permission to be different, and express those differences how they see fit.

Culture

Centennials have risen onto the global scene in recent years as a vocal generation lauded for their fierce independence. AE x ME encourages this generational narrative by giving Centennials a platform to live out their every-day fashion and creativity in public.

Impact

Although the campaign impact data was not readily available, American Eagle's business aim is leading specialty retail brand for our core 15- to 25-year-old customers. This campaign was absolutely part of making that a reality by putting this new customer at the fore, giving them the platform to participate. ([Source](#))

OMO; The Kids that No One Noticed (2018)

<https://www.youtube.com/watch?v=y5G8mG7-yXw>



Unilever's detergent brand executed a large-scale stunt by making subtle changes to their packaging that raised awareness about children's need for more outdoor recreational opportunities.

Links:

- <https://lbbonline.com/news/mullenlowe-singapore-swaps-playtime-with-screen-time-for-omo-vietnam-3/>
- <http://www.joscelynheng.com/omo-kids-that-no-one-noticed>

Internal

Encouraging healthy outdoor activity is fundamental to OMO's brand purpose. The brand first drew attention to this through its "Dirt Is Good" campaign. "The Kids that No One Noticed" is an evolution of this purposeful marketing strategy, as it raises awareness about how little outdoor time children are getting in South-east Asia.

Consumer

65% of global parents worry about technology distracting from being present in the moment and 72% report that they would not enjoy spending their time in a digitally immersive environment (Global MONITOR, 2019) OMO taps into an important human desire for more time in the moment, experiencing real life, and less time online.

Culture

Many consumers are beginning to feel stifled and isolated by their screen-based social and recreational lives. Now more than ever, consumers are looking for face-to-face interactions. (MONITOR Energies, 2019) OMO taps into consumers' fear that their children will grow up into this same alienation.



Impact

The video reached out to over 400k followers on OMO's Vietnam Official Facebook Page, igniting a discussion among parents, schools, specialists, with media also inspiring families and children to put down their screens, go out and start playing again. (Source) No business impact data was accessible.

Secret; Equal Sweat, Equal Pay (2019)

<https://youtu.be/ZupNWWZTWWw>



P&G's deodorant brand took on the gender wage gap in a campaign that lobbied for the US Women's soccer team to be paid as much as the Men's team.

Links:

- <https://www.globalcitizen.org/en/content/pg-equal-pay-day-wage-gap-soccer/>
- <https://www.refinery29.com/en-us/2019/07/237857/us-womens-soccer-team-secret-deodorant-equal-pay-donation>

Internal

The deodorant & antiperspirant company's purpose is to help women "bring out the best in themselves" by giving them "the confidence they need to take on any challenge." The 2019 campaign furthers this purpose by fighting the gender wage gap – a challenge that women face at an institutional level.

Consumer

The current women's movement is defined by action, agency and power.

Fewer women than men believe that they ever need to compromise their principles in their lives. Accordingly, they are taking action and expect brands to do the same: 78% of women in the us wish companies and brands would "stand up for women" (MONITOR Download on Women, 2019)

Culture

Women are writing a new narrative for female empowerment and demanding that business, politics and society respect and reflect this new reality. (MONITOR Energies, 2019) Secret plays into the emphatic directness of this new wave of empowerment with its large bold-letter declarations around fairness.



Impact

Although business impact data has not been made publicly available, Secret has continued to build on its "Equal Pay" in women's sports campaign in subsequent efforts, nodding to the campaigns perceived effectiveness internally. (Source)

Chipotle; For Real (2018)

<https://ir.chipotle.com/2018-09-24-Chipotle-Launches-New-For-Real-Campaign-Placing-Its-Real-Ingredients-In-The-Spotlight>



In a bid to become a “purpose-driven lifestyle brand” Chipotle released a brand identity centered around being “real”, emphasizing their commitment to few, simple ingredients, and with the tagline “For real foods. For real actions. For real change.”

Links:

- <https://www.forbes.com/sites/teresafinn/2018/09/26/chipotle-focuses-on-radical-ingredient-transparency-in-new-ad-campaign/#3881f6c13678>
- <https://adage.com/article/cmo-strategy/chipotle-real-campaign-cmo/315036>

Internal

The commitment to “food with integrity,” has been central to Chipotle’s brand DNA for many years. “For Real” marks a doubling down on many of Chipotle’s core equities – such as transparency – with which consumers are already familiar. The language of “real” food had already been used in the 2017 “As Real As it Gets” campaign.

Consumer

45% of US consumers report making an effort to buy products that are natural, pure, and simple to be very/extremely important in their lives. (US MONITOR 2019)

49% US consumers regularly eat non-processed natural foods in order to improve their wellbeing. (Global Monitor US Sample, 2019)

Culture

At a time when consumers are embracing holistic wellbeing, natural ingredients are emerging as a proxy for good health. Chipotle employs these cultural semiotics in “for real,” simultaneously cuing health, authenticity, and sustainability.

Impact

Chipotle made a public statement that the For Real campaign had created a commercial sales lift in the days and weeks after the campaign launch. Specifically, that the campaign “helped the company’s same-store sales rise 4.4% in the quarter ended Sept. 30 and could help offset some difficult comparisons toward the end of the year” (Source)

Carrefour; The Black Supermarket (2018)

<https://www.youtube.com/watch?v=Cv7mfbJLURU>



Carrefour challenges the restrictive EU agricultural law that is a hindrance to small farmers by mounting an illegal supermarket in their own stores.

Links:

- https://www.warc.com/content/article/cannes/carrefour_black_supermarket/126838
- <https://adage.com/creativity/work/carrefour-black-supermarket/2179191>

Internal

Although not an explicitly purpose-driven company, Carrefour has been engaged in a CSR mission of sustainable development. “The Black Supermarket” campaign helps move sustainability from a CSR goal, to a part of the brand’s identity that consumers can directly engage with.

Consumer

69% of the global population ranks justice as extremely important to their personal values and 46% of global consumer would prefer to buy from smaller companies rather than larger global brands (Global MONITOR, 2019). This campaign taps into the desire for agricultural justice for small farmers, the underdogs, who consumers want to support.

Culture

By fighting alongside local farmers against the government and big agriculture, Carrefour taps into the current food culture’s narrative of the local as good and authentic. It also speaks to the growing resentment of governments and large corporations, evoking a rebellious tone similar to that of growing activist movements such as the Extinction Rebellion.

Impact

“The Black Supermarkets generated over 300 million media impressions—69 percent of which were online, driving people to the petition. In-store traffic rose 15 percent, with the produce section benefiting from a sales bump of 10 percent. It also led to an 8 percent rise in positive brand sentiment toward Carrefour, lifting its score from 65 percent to 73 percent.” (Source)

Coca-Cola; Together Is Beautiful (2019)

<https://vimeo.com/313429642>



CocaCola celebrated the 2019 Superbowl with a campaign to encourage diversity, inspired by Andy Warhol's declaration that a "coke is a coke" no matter who drinks it.

Links:

- <https://www.elitedaily.com/p/the-poem-in-cokes-2019-super-bowl-ad-is-actually-inspired-by-andy-warhol-15899027>

Internal

Coca-Cola exists to "inspire moments of optimism and happiness." The "Together is Beautiful" campaign continues a legacy of Coca-Cola campaigns that interpret the brand's optimistic purpose as one of harmony and inclusivity. It echoes the brand's controversial 2017 Superbowl campaign but presents the same ideas in a more approachable and less inflated way.

Consumer

83% of Americans believe that cultural diversity is one of the country's major sources of strength (US MONITOR 2019)

53% of Americans consider being exposed to people with different backgrounds to be very/extremely important in their personal lives. (US MONITOR 2019)

Coca-cola taps into these core American beliefs in diversity, to drive relevancy among this target.

Culture

"Together is Beautiful" speaks to a nostalgic and simple desire for harmony which resonates in an era of polarized politics and deepening divides along the lines of a multitude of identities.

Impact

In the year after the campaign launch, CocaCola's brand purpose index increased from 115 to 122. (Brand Z)

No other publicly available impact metrics were accessible for this campaign.

Olay; Face Anything (2018)

<https://www.youtube.com/watch?v=YXFGxsjBkis>



Olay encourages women to be their fullest selves in the face of the common pejorative sentiment that women are “too” much.

Links:

- <https://www.thecut.com/2018/08/olay-launches-face-anything-campaign.html>
- <https://twitter.com/search?q=Olay%20%22Face%20anything%22&src=typd>

Internal

Olay’s brand mission is to “enhance all that is beautiful in women...improving women’s skin and women’s lives.” “Face Anything” seeks to improve women’s lives by giving them the courage to express their true selves in the face of criticism. It draws attention to the variety of internal qualities that can be beautiful about women that are women are not always allowed to express.

Consumer

Centennial women are coming of age learning to exercise power and create change. 77% percent of women aged 16-21 feel that they have to take whatever they can get in this world because no one is going to give them anything (MONITOR Download on Women, 2019). Olay is tapping into that belief and empowering women to take what they want.

Culture

Women are writing a new narrative for female empowerment and demanding that business, politics and society respect and reflect this new reality. (MONITOR Energies, 2019). “Face Anything” attempts to re-write the narrative around how women perceived, by empowering them to self-describe. This, however, risks cliché or even hypocrisy in a category over-saturated with brands claiming to empower women while also upholding oppressive beauty standards.

Impact

After the year of this campaign launch, Olay's brand purpose index increased by 10. (BrandZ)

Utilizing the star power of the fearless 9 women featured in the campaign, Olay was able to generate an engagement rate of higher than 8%. ([Source](#))

MGM Resorts; Universal love (2018)

<https://www.mccann.com/work/universal-love>



MGM switched up the genders of artists who performed classic wedding songs, making the songs applicable to same sex couples.

Links:

- <https://www.adweek.com/creativity/stars-turn-wedding-classics-into-same-sex-love-songs-in-mgm-resorts-universal-love-playlist/>
- <https://twitter.com/search?q=Universal%20Love%20MGM&src=typd>

Internal

MGM Resorts exist to “entertain the human race.” Although not explicit, the notion of inclusivity is emended into this purpose. Indeed the brand has been a long-standing LGBTQ ally with a number of LGBTQ focused activations, and a strong I&D commitment. The brand is therefore historically well suited for a campaign that engages with this topic and community.

Consumer

LGBTQ+ people have waited a long time for brands to get behind their cause, support their rights, and fight on their behalf. Two thirds believe brands play an important part in the social conversation, and nearly eight in 10 say they need to see the brands they buy promoting diversity and inclusivity. (MONITOR Download on LGBTQ+, 2019)

Culture

Cultural representation of same-sex couples has entered the mainstream, but MGM recognizes that mainstream culture rarely caters to the LGBTQ community itself. The music and entertainment industries are heteronormative, and at a time when the values within these industries are being broadly questioned, activists and allies are emboldened to actively correct this heteronormativity.

Impact

MGM “reports that that Universal Love generated 2.5bn media impressions, with the album ranked in 9th place in the Pop category on iTunes. It also increased positive perception of MGM Resorts among the LGBTQ community by 40%.” (Source)

GE; What Matters (2018)

<https://www.ispot.tv/ad/weFt/general-electric-what-matters>



GE's campaign "What Matters" reinforces the why of their company's business – "Technology is how we do things. People are why we do things."

Links:

- <https://www.adweek.com/creativity/ge-humanizes-its-technology-in-what-matters-campaign-from-bbdo/>
- <https://www.brandchannel.com/2018/02/07/ge-what-matters-020718/>

Internal

The "What Matters" campaign acts as a consumer facing purpose statement, declaring why the brand does what it does and locating a personal drive behind the business. The company, however, does not have much existing equity in being perceived as personal. This might dampen the ad's emotional resonance with consumers.

Consumer

Through this campaign GE highlights family as the thing that matters most in people's lives and with 76% of US consumer reporting that prioritizing family is extremely important to their personal lives, they've tapped into something nearly universal.

Culture

Earning consumers' trust has never been harder, but as governments around the world step back, brands are stepping forward—taking bolder stands and playing greater roles as meaningful partners to the communities they serve. (MONITOR Energies, 2019) "What Matters" is GE's attempt to present itself as one such company that is stepping forward to enable the lives of people around the world.

Impact

After the campaign launch, GE's brand purpose index increased by 2 (BrandZ). No other publicly available impact metrics were located for this campaign.

Vodafone; Seniors For Seniors (2018)

<https://vimeo.com/297730615>



Vodafone addresses the topic of age discrimination in our culture and workplaces, and the role technology has in precipitating it. Through creating a program to educate seniors by seniors, they give visibility to the issue and make efforts to resolving it.

Links:

- https://www.adsoftheworld.com/media/integrated/vodafone_seniors_for_seniors
- <https://www2.eurobest.com/winners/2018/pr/entry.cfm?entryid=2126&award=99&order=0&direction=1>

Internal

Part of Vodafone's purpose is to "build a digital society...that embraces everyone." To deliver on this mission a brand must actively embrace a key demographic that is easily left behind in digital societies: seniors. This campaign aims to do just that.

Consumer

Over 50% of consumers in Western Europe 53+ worry about being left behind by technology (Global MONITOR, 2019) Vodafone taps into this very real fear in people's lives and provides a solve for it.

Culture

Embracing their advancing years as the perfect time to throw off unwanted proprieties, older people are stepping into the spotlight with a new kind of bravura. (MONITOR Energies, 2019) Vodafone is tapping into this empowered aging by allowing seniors to be themselves around technology – a cultural arena where Seniors are often chided for being themselves.



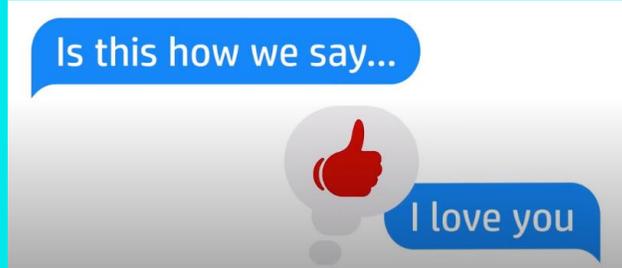
Impact

Although one can't make the direct correlation to the campaign, Vodafone notes that "ageism became a public topic as a result of our campaign, and Vodafone a good example in the context; mentions of this topic in media and social media increased with 1200%, making it the second most discussed discrimination form, after sexism, all with the right sentiment and tone of voice."

(Source)

HP; Get Real (2019)

<https://www.youtube.com/watch?v=VRsaUudoYoU>



HP's campaign urges people not to substitute real world interactions with technology.

Links:

- adweek.com/agencies/hp-technology-stripped-our-lives-authenticity
- <https://twitter.com/search?q=hp%20get%20real&src=typd&lang=en>

Internal

HP exists to “create technology that makes life better for everyone, everywhere.” “Get Real” is inspired by this purpose, as the campaign questions what technology actually makes life better and what technology gets in the way. Although the campaign can be seen as in step with the brand’s purpose, it can also appear hypocritical as the brand produces many of the technologies that the campaign criticizes.

Consumer

65% of consumers worry about technology distracting us from being present in the moment (Global MONITOR, 2019) HP taps into this tension by presenting an alternative to a tech forward life – one that happens offline.

Culture

Many consumers are beginning to feel stifled and isolated by their screen-based social and recreational lives. Now more than ever, consumers are looking for face-to-face interactions (MONITOR Energies, 2019) “Get Real” directly harnesses this cultural undercurrent against the omnipresence of technology. Many of the campaign’s criticisms of reliance on technology, mirrored criticisms that older generations leverage against Gen Zers and millennials, causing the campaign to appear condescending and out of touch to many.



Impact

Although no publicly available metrics were accessible about the campaign, HP did opt to continue the “Get Real” thematic in their 2019 holiday campaign.

Tesco; Little Helps (2018)

<https://www.youtube.com/watch?v=BjdAdE1ixJ4>



Tesco partners with Jaime Oliver to activate on their Little Helps program. Oliver created a curated set of recipes and tips that highlight healthy ways to cook from scratch.

- <https://www.bbc.com/news/business-45470250>
- <https://www.jamieoliver.com/features/jamie-oliver-partners-with-tesco/>

Internal

Tesco's brand is positioned around "Little Helps" – the grocery chain is known for helping to make life a little better through the small things. They want to make it easier for the nation to eat well and lead healthier lives. The campaign with Jaime Oliver is a direct extension of their central proposition.

Culture

Food has evolved rapidly as a cultural space within the past few years. With cultural codes developing around consciousness, sustainability, wellbeing, and indulgence. This campaign focuses only on relatively traditional recipes without tapping into any vital aspects of today's food culture.

Consumer

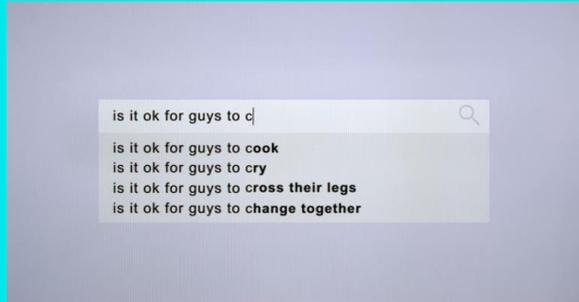
Maintaining a well balanced diet has a high degree of importance for 76% of consumers. Additionally, 78% of consumers prefer natural or fresh foods over convenient or indulgent foods. (Global MONITOR 2019)

Impact

Tesco expected the results of the Jamie Oliver partnership and the little helps tips to be mostly ingrained as a "mindset change" ([Source](#)). There was no other public data directly related to this initiative, however, there has been much evidence to the Little Helps positioning furthering business growth.

AXE/Lynx; Is it OK for Guys... (2017)

<https://www.unilever.com/news/news-and-features/Feature-article/2017/is-it-ok-for-guys-axe-says-yes.html>



The deodorant brand's ads vividly demonstrated the ways in which boys fall victim to rigid, judgmental, social norms around what it means to be masculine.

Links:

- <https://www.adweek.com/brand-marketing/axe-tackles-toxic-masculinity-by-revealing-how-deeply-young-men-struggle-with-it/>
- <https://www.teenvogue.com/story/axe-ad-shows-how-toxic-masculinity-impacts-boys>

Internal

Axe exists to give guys the confidence to look, smell and feel their best. In 2016 they launched a "Find Your Magic" campaign that leaned into expressing one's individuality. The brand has a history of championing men, and as that definition has changed over time, the brand has as well.

Consumer

Men and masculinity continue to become increasingly complex as gender barriers are both breaking down and being reinforced in equal intensity. Some men feel left behind by today's marketing and advertising. Making them feel included means understanding them beyond their demographic stereotypes. 61% of Millennial Men, for example, say that they are in touch with their feminine side. Axe recognizes this shift. (MONITOR US Download on Men 2017)

Culture

The dark side of masculinity is becoming a site of a cultural dialogue which has had the unintended effect of alienating many men. AXE, however, tells the story of toxic masculinity in a way that appeals to men and boys, helping them understand that they too are oppressed by toxic masculinity, and encouraging them to no longer feel constrained by outdated gender norms.

Impact

After the campaign launch, Axe's brand power score increased from 91 to 132 and its purpose index increased from 94 to 106.(BrandZ) These substantial increases are very likely tied to the campaign and its clear stand for purpose.

Burger King; #feelyourway (2019)

<https://www.youtube.com/watch?v=PjxRU EA0Tdo>



During Mental Health Awareness Week Burger King challenged the cultural notion that happiness is the ideal, as well as their rival's most famous meal with their #feelyourway campaign.

- <https://www.vox.com/the-goods/2019/5/2/18527110/burger-king-unhappy-meals-steakumms-sad-brand-twitter>
- <https://twitter.com/search?q=%23FeelyourWay&src=typd>

Internal

Burger King built its positioning around “have it your way”, which connects, albeit tangentially, to the #feelyourway campaign. The brand doesn't have any direct connection to mental health or wellness, making it feel like a perhaps inappropriate stretch.

Consumer

17% of younger (Centennial and Millennial) Americans suffer from an anxiety disorder, and 15% suffer from depression. Meanwhile, 74% of all Americans think improving your mental health is extremely/very important to improving your general sense of wellbeing (US MONITOR 2019). Burger King sought to tap into the high level of importance placed on mental health today through this campaign.

Culture

Mental and emotional health disorders are coming out of the cold, with a growing emphasis on personal healing and social sharing. (MONITOR Energies, 2019) #Feelyourway attempted to speak to this rise in social consciousness, but overlooked the lived experiences of people with mental health disorders by treating the subject flippantly and suggesting that disorders like depression are equivalent to being in a bad mood.

Impact

The campaign received a high level of backlash from consumers on social, though no concrete business impacts were reported in connection to the campaign.

Schweppes; The Dress for Respect (2018)

<https://www.youtube.com/watch?v=Lljf3C0KzH0>



Schweppes raised awareness about sexual harassment with a social experiment involving a sensor-equipped dress that measured the amount of unwanted contact received by the women who wore it.

Links:

- <https://twitter.com/hashtag/thedressforrespect>
- <https://www.vox.com/the-goods/2018/11/29/18118402/ogilvy-schweppes-smart-dress-harassment>

Internal

Schweppes is the producer of the world's first carbonated beverage, for over 230 years the brand has been bringing drinkers refreshing bubbles. Oft used in mixed drinks, the brand is connected to a culture of nightlife, giving it some license to explore the topic of this campaign, albeit tangentially.

Consumer

The current women's movement is defined by action, agency and power.

Fewer women than men believe that they ever need to compromise their principles in their lives. Accordingly, they are taking action and expect brands to do the same: 78% of women in the US wish companies and brands would "stand up for women" (MONITOR Download on Women, 2019)

Culture

"The Dress for Respect" attempts to join the cultural conversation around sexual harassment and was lauded by some for this reason. Its execution was received as tone-deaf and insulting by others who pointed out that the campaign attempted to "objectively prove," something that is an everyday experience for most women, which if the company took their word for it, would be proof enough.

Impact

Although the campaign generated engagement from consumers and industry alike, it is unclear what additional business impacts the campaign had beyond sparking conversation. No metrics were identified.

Nike; Believe in Something (2018)

<https://www.adl.org/resources/tools-and-strategies/nikes-ad-and-believing-in-something>



Nike featured the quarterback and civil rights activist Collin Kaepernick in a controversial campaign that encouraged people to champion a purpose, no matter the sacrifice.

Links:

- <https://www.adweek.com/brand-marketing/with-nikes-longstanding-brand-purpose-featuring-colin-kaepernick-made-perfect-sense/>
- <https://www.fastcompany.com/90399316/one-year-later-what-did-we-learn-from-nikes-blockbuster-colin-kaepernick-ad>

Internal

Nike exists to bring inspiration and innovation to every athlete in the world. They made a choice to take a side on a controversial issue that was deeply connected to their brand purpose – inspiring every athlete.

Consumer

52% of Americans believe that brands have an important part to play in the social conversations around issues like #metoo and race relations and 41% seek out brands that reflect their values (US MONITOR 2019). By Nike taking a stance on a polarizing issue, it appealed to consumers who seek brands who take a stand while creating an easy alliance with their own values.

Culture

By featuring Colin Kaepernick in the campaign, Nike took a proud and unequivocal stand in the national conversation about race, police brutality, and the #BlackLivesMatter movement. This had polarizing effects, provoking strong emotional reactions on both sides and generating national conversation around the brand.

Impact

The business impact of the Nike campaign was undeniably positive, despite mixed reactions from consumers. In the year after the campaign launch, Nike's brand purpose index increased by 20. (BrandZ) That is a remarkable and unprecedented increase in such a short period of time.

HSBC; We are Not An Island (2019)

<https://www.thedrum.com/creative-works/project/j-walter-thompson-hsbc-we-are-not-island>

~~WE ARE NOT AN ISLAND. WE ARE A COLOMBIAN COFFEE DRINKING, AMERICAN MOVIE WATCHING, SWEDISH FLAT-PACK ASSEMBLING, KOREAN TABLET TAPPING, BELGIAN STRIKER SUPPORTING, DUTCH BEER CHEERS-ING, TIKKA MASALA EATING, WONDERFUL LITTLE LUMP OF LAND IN THE MIDDLE OF THE SEA. WE ARE PART OF SOMETHING FAR, FAR BIGGER.~~

The British bank created a series of advertisements that championed the idea of being a global citizen. This drew divided reactions in light of the UK's heated debate over Brexit.

Links:

- <https://www.thedrum.com/news/2019/01/07/hsbc-says-we-are-not-island-campaign-isnt-about-brex-it-amid-twitter-criticism>
- <https://www.thetimes.co.uk/article/not-an-island-hsbc-bank-advert-is-ridiculed-bkb8hbvv7>

Internal

HSBC is a global financial org, operating in 65 countries/territories. The brand seeks to help businesses thrive, economies prosper, and people fulfil their hopes and ambitions. The campaign taps into who they are as a global brand, as well as their lineage as a UK company.

Consumer

The country is closely split around the issue of globalization. 55% of UK consumers believe that globalization has had a positive impact on them and their country. However, 45% believe that globalization has had a negative impact.. (Global Monitor 2019)

Culture

Although the brand explicitly denied that “We Are Not an Island” was in direct reference to Brexit, the campaign was still widely interpreted as HSBC voicing its opinion on this polarizing national debate. It therefore drew strong reactions.

Impact

According to the campaign's agency, The campaign is making concrete contributions to HSBC's business growth, including a 50% increase in account openings, increased brand awareness scores and improved customer recommendation scores. (Source)

Lush; #SPYCOPS (2018)

<https://www.youtube.com/watch?v=E19S8FVbA4E>



The bath accessory company lead a polarizing campaign to raise awareness about human rights violations by undercover police.

Links:

- <https://www.theguardian.com/media/2018/jun/01/cosmetics-retailer-lush-criticised-by-police-over-spycops-ad-campaign>
- <https://www.brandwatch.com/blog/lush-spycops-campaign>

Internal

Lush exists to make fun and luxurious beauty products while taking care of our world and community. Nestled in their “How To” section on the website you can find guides to choosing a moisturizer and being a trans ally, a bridge which perhaps paved their way to this campaign, which seemed to overreach.

Consumer

45% of UK Consumers like brands that have a point of view and stand for something. (Global MONITOR 2019), but this campaign doesn't speak to a specific consumer need, perhaps influencing how much success the campaign had.

Culture

As a result of the #BlackLivesMatter movement calling attention to police violence, a fierce cultural debate has arisen around the role of the police and the ethics of their actions. #SPYCOPS tapped into the timely emotions surrounding this issue. The campaign therefore alienated people who unequivocally support the police, but created brand champions among the victims of unethical undercover police actions, and their allies.

Impact

Although there are no available metrics about business impact, there was an increase of overall mentions. Although the majority were negative, one third were positive, so response increased for Lush overall according to Brandwatch. ([Source](#))

MasterCard; World Cup Meals Campaign (2018)

<https://www.thedrum.com/news/2018/06/02/the-worst-marketing-ive-ever-seen-mastercards-world-cup-childrens-meals-campaign>



During the 2018 world cup MasterCard offered to donate 10K meals to children in need for each goal scored by Messi or Neymar Jr, causing consumers to ask why MasterCard wouldn't just donate the meals regardless of the soccer players' performance.

Links:

- <https://www.newsweek.com/mastercard-s-anti-child-hunger-campaign-leo-messi-and-neymar-hit-social-media-953394>
- <https://www.foxnews.com/sports/mastercard-scraps-world-cup-meal-donation-campaign-after-outrage>

Internal

Mastercard wants to transform the way we live, to create more meaning from the moments. That is the backbone of their “priceless” positioning, which had it been better executed could have connected with a partnership of the World Food Program.

Consumer

64% of US consumers believe that if the opportunity arises, most businesses will take advantage of the public if they feel they are not likely to be found out. That lack of trust towards large corporations is perhaps created by campaigns like this one by Mastercard which feels opportunistic and inauthentic.

Culture

MasterCard attempted to capitalize on the cultural memes around Messi and Neymar Jr.'s football prowess. The brand's promise to donate meals based only on the players' success, however, only served to draw attention to the fact that the campaign was primarily a publicity stunt and that MasterCard did not not genuinely care about the people they were donating meals to. In a world already distrustful of large corporations, this caused righteous anger against the brand.

Impact

Although business impact metrics associated to the campaign could not be located, Mastercard's decision to pull the campaign shortly after it went live is indicative that the impacts would not have netted positively.

MasterCard; Do Black (2019)

<https://www.youtube.com/watch?v=Ug5k1j5CfM8>



MasterCard partnered with FinTech startup Doconomy to create a credit card that effectively limits the users' carbon footprint.

Links:

- <https://www.fastcompany.com/90344150/this-credit-card-wont-let-you-buy-anything-else-after-youve-hit-your-annual-carbon-limit>
- <https://www.forbes.com/sites/davidebanis/2019/06/05/this-eco-friendly-credit-card-puts-a-limit-on-your-carbon-emissions/#7915f18c538a>

Internal

Mastercard wants to transform the way we live, and their Black Card provides a new way to consider payments that limit the carbon footprint. Deeply connected to their proposition and role in payments, the Black Card execution rings true to the brand.

Consumer

46% of consumers have made it a top priority to live a more environmentally conscious lifestyle. 44% have taken small actions as part of their daily routines to use fewer resources as part of their efforts to help the environment (Global MONITOR 2019). Mastercard found a way to support consumers in making choices they can feel good about through this powerful purpose execution.

Culture

Rising awareness about the global climate crisis has sparked widespread cultural action in the form of climate strikes and movements such as the Extinction Rebellion. Do Black speaks directly to the cultural anxiety around the climate, and offers a simple way to help for people who are worried about the effects of their consumption patterns.

Impact

Specific business impact metrics were not available for this campaign, however, the brand itself has linked their social impact to the UN Climate Change Secretariat by enhancing the work against climate change to help mitigate the environmental impact of consumption on a global scale. ([Source](#))

J&J; Take Care of You Your Whole Life (2019)

<https://www.ispot.tv/ad/oi4A/johnson-and-johnson-a-take-care-of-you-your-whole-life-company>



In a TV ad “The Baby Company” highlights the fact that it sells products to take care of people throughout their entire lives and for a wide range of circumstances.

Links:

- <https://twitter.com/search?q=take-care-of-you-your-whole-life%20company&src=typd>

Internal

A household name in baby care, J&J’s campaign that launches their purpose of taking care of people throughout their lives connects closely to the brand’s promise and proposition. The ad however, misses the potential hypocrisy of touting J&J’s psychopharmaceutical care, given the company’s contribution to the national opioid epidemic.

Consumer

US consumers want to live long and healthy lives. Indeed, it’s a top motivator to improve or maintain their health for 83% of the population. A long life, in which one is healthy throughout, is aspirational for most Americans and J&J taps into this desire, framing itself as a support along the way.

Culture

By highlighting the wide array of life circumstances under which people need care, the campaign speaks to an increased interest around the representation of diverse struggles. However, the ad had blindspots: When mentioning HIV, the ad displays footage of a person of color – a frustrating cliché for many.

Impact

We were unable to locate any impact metrics for the J&J Take Care of You Your Whole Life campaign.

Gillette; The Best a Man Can Be (2019)

<https://www.youtube.com/watch?v=koPmuEyP3a0>



P&G's shaving brand took accountability for its historically sexist advertising in a polarizing television ad that encouraged men to stand up to the pressures of toxic masculinity.

Links:

- <https://www.thecut.com/2019/01/gillette-the-best-men-can-be-commercial-backlash.html>
- https://www.buzzfeed.com/ikrd/gillette-advert-toxic-masculinity?%3Fbftw&utm_term=4ldqfp#4ldqfp

Internal

For years Gillette leaned into precision product focused messaging, with their tag line “a best a man can get”, claiming superiority over competitors. This campaign took their focus on quality/potential and men from a product to a person focus, while still leveraging their legacy. It also sought to take accountability for and correct its past sexist advertising, by championing a non-toxic masculinity.

Consumer

52% of Americans believe that brands have an important part to play in the social conversations around issues like #metoo and race relations. (US MONITOR 2019)

Men and masculinity continue to become increasingly complex as gender barriers are both breaking down and being reinforced in equal intensity. (MONITOR US Download on Men 2017)

Culture

The campaign directly addresses the cultural conversation around toxic masculinity, explicitly naming the #metoo movement. Gillette takes an unequivocal stand that men can do better and should raise their boys outside of harmful masculine norms. The campaign was predictably polarizing, and generated a national conversation around the brand.

Impact

According to one study on the impact of the ad for influencing purchase, the scores were slightly lower than exposure to the Gillette logo alone. ([Source](#)) The highly polarizing subject created strong positive and negative responses, but business results seemed to remain neutral in the end.

Herbalife;

#missingtype (2018)

<https://www.youtube.com/watch?v=IBqtxcvGCaQ>



Herbalife linked up with the American Red Cross to bring awareness to blood shortages and encourage donations.

Links:

- <https://ir.herbalife.com/news-releases/news-release-details/herbalife-nutrition-partners-american-red-cross-missingtype>
- <https://www.bloomberg.com/press-releases/2019-06-14/herbalife-nutrition-partners-with-american-red-cross-on-missing-types-campaign-to-increase-awareness-for-much-needed-blood>

Internal

Herbalife exists to help people achieve healthy active lives. The #missingtype partnership with the Red Cross connects to their core proposition of “health”, although its proposition could be better honed to create an even more meaningful connection to the brand.

Consumer

45% of US consumers consider making an effort to improve their wider community to be extremely important to their personal lives (Global Monitor). The desire to be altruistic in our larger communities, to give back, is a part of being human and connected. What this campaign doesn't tap into is a growing concern in closer communities – those that people can see, experience and connect with in real life. There is a level of anonymity to Herbalife's campaign that perhaps makes it less relatable to today's consumer.

Culture

Health and wellness has evolved rapidly as a cultural space within the past few years. It has found a new focus on self-care, and a holistic approach to wellbeing that includes the psychological. This campaign focuses only on the physical (and specifically medical) aspect of wellbeing and therefore does not tap into any vital aspects of today's culture.

Impact

“During the campaign, nearly 300,000 generous blood donors signed up to give, with over 40,000 of those appointments generated by new blood donors, an eight percent increase above typical appointment levels.” That said, the campaign was supported by over a dozen other companies including Facebook and Amazon, so it is difficult to know how much Herbalife's role was part of that success. ([Source](#))

Bank of America; What Matters Most (2018)

<https://www.youtube.com/watch?v=PcYtVtYICBE>



Bank of America refreshed its positioning around empowering its consumers to do what matters most to them. A TV ad features CEO Brian Moynihan discussing how the bank listens to find out what matters most for different customers.

Links:

- <https://www.businesswire.com/news/home/20181116005439/en/Bank-America-Unveils-New-Brand-Positioning-%E2%80%93>

Internal

Bank of America exists to help make financial lives better through every connection. This campaign seeks to emphasize the element of “connection”, with the CEO listening to customers to understand what matters most to them.

Consumer

79% of Americans believe that companies that make a sincere effort to be part of or invest in their community deserve their loyalty (US MONITOR 2019). Bank of America seeks to demonstrate that loyalty in this campaign that is aimed to be focused on them. At the same time, there is waning institutional trust and without a concrete action plan behind BOA’s rhetoric, the ad may not speak to consumers in a meaningful way.

Culture

Earning consumers’ trust has never been harder, but as governments around the world step back, brands are stepping forward. “What Matters Most” is an attempt to position BOA as one such brand, playing a greater role as meaningful partners to the people it serves (MONITOR Global Energies 2019)). However, as the ad is a conceptually-focused monologue delivered by BOA’s CEO, it risks coming across as removed from the actual lives of ordinary people, which could explain the ad’s lack of emotional resonance.

Impact

Co-head of Consumer and Small Business at BofA, told Euromoney after the launch of the new purpose with this campaign that “Our latest data is that 81% of customers now rate us nine or ten on a ten-point scale.” The bank has also received high scores from several external sources. (Source)

National Geographic; Planet or Plastic? (2018)

<https://shortyawards.com/3rd-socialgood/national-geographic-planet-or-plastic>



With single-use plastic consumption reaching critical levels, National Geographic launched Planet or Plastic? a global commitment and multi-platform initiative aimed at addressing this pressing problem.

Links:

- <https://www.nationalgeographic.com/environment/planetorplastic/>

Internal

According to CMO Jill Cress, the brand has always “stood with science and the facts...[and] there is a ton of science around climate and what’s happening. We’ve started a dialogue around that.” Indeed, protecting the earth, is a logical action for a brand that tells stories about the earth and its inhabitants.

Culture

The environment is marching towards extinction and culture is taking notice. And action. Take Greta Thunberg, the 16-year old Swedish activist who marshalled teens around the world to participate in school strikes, demanding adults and decision-makers replace apathy with action.

Consumer

57% of Americans consider appreciating and protecting nature to be a very/extremely important personal value. (US MONITOR, 2019)

46% of consumers have made it a top priority to live a more environmentally conscious lifestyle. 44% have taken small actions to use fewer resources as part of their daily routines in order to help the environment. (Global MONITOR 2019)

Impact

Although no business impact data has been reported, according to the Shorty Awards, “*Planet or Plastic?* content has garnered an estimated 881 million impressions throughout owned and earned Facebook, Twitter, Instagram, YouTube and Snapchat posts.” (Source)

Levi's; It's Your Vote (2018)

<https://www.ispot.tv/ad/dmJv/levis-use-your-vote-song-by-aretha-franklin>



Levi's leaned into its longstanding legacy of self expression to encourage citizens of the world to exercise self expression through getting out the vote.

Links:

- <https://adage.com/article/cmo-strategy/levis-promotes-vote-campaign/315040>

Internal

Levi's started as an invention for the American worker and became the uniform of progress. Self proclaimed, "the purest wearable form of authentic self-expression", they tap into this equity of expression and progress to encourage voting in an authentic way.

Consumer

Self expression is king among the trend setting centennial and millennial generations. 79% believe feeling comfortable expressing who you are is extremely important to their personal lives (US Monitor 2019). Levi's taps into this human truth and makes a case for self expression through voting ahead of critical elections in the US and abroad.

Culture

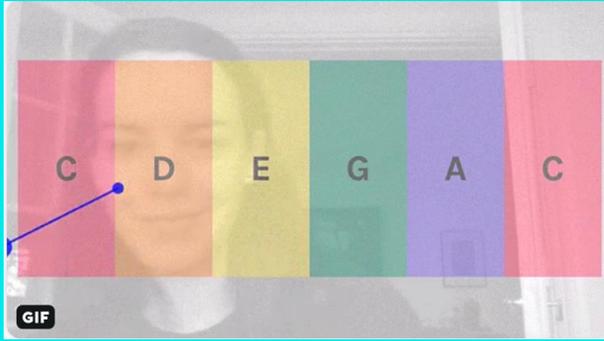
Although this is not the focus of the campaign, the visuals portray a vast and diverse America engaging in the democratic process, helping re-write the narrative of a homogenous, white America that has come under mainstream criticism in recent years.

Impact

Although business impact measures were not available, early voting rates among young adults were up significantly in the 2018 election cycle when this campaign launched. ([Source](#))

Google; Creatability (2018)

<https://experiments.withgoogle.com/collect/creatability>



Google's Creatability explores how the internet and artificial intelligence make the ability to create art – music, painting, and more – accessible to people with various disabilities.

Links:

- <https://twitter.com/search?q=%23creatability&src=typd&lang=en>
- <https://www.itsnicethat.com/news/google-creatability-accessibility-cannes-lions-digital-190619>

Internal

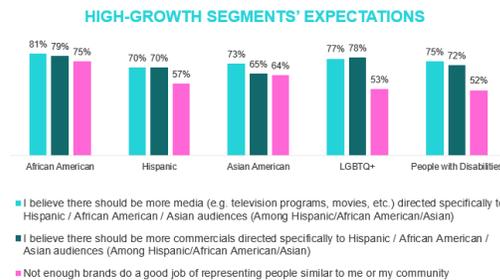
Google wants to make the world's information accessible and usable to everyone. The Creatability platform leans into the brand's accessibility objectives and leverages their expertise in technology to do so in a way that is tied to the brand's core DNA.

Culture

Long-standing concerns around diversity are evolving into a deeper, more thoroughly integrated form of social inclusivity. (MONITOR Energies, 2019) Google is driving inclusivity by making the creation of art accessible to people with disabilities. This enables them to tell their own stories and therefore become a greater force in the culture.

Consumer

For years, people with disabilities have been saying they are frustrated when brands treat them as an afterthought. (US MONITOR, Polycultural Spotlight)



Impact

Business impact data was not accessible for this campaign, however, the experiments have been shared openly and additionally Google released the open-source code and tutorials for others to make their own projects, hoping the initiative will have a longevity.

Bumble; The Ball Is In Her Court (2019)

<https://www.youtube.com/watch?v=PQcXpoWlwXo>



Bumble encourages women to seize opportunities even before they present themselves in an emotional campaign with sports hero Serena Williams at the helm.

Links:

- <https://www.forbes.com/sites/yolarobert/1/2019/03/20/serenawilliamsbumblefundinvestor/#618d2b235281>
- <https://twitter.com/search?q=%23serenawilliams%20%23bumble&src=typd&lang=en>

Internal

The dating app turned business platform, Bumble centered its proposition on letting women make the first move. A larger message of empowering women and girls fits naturally with who they are and what they stand for.

Consumer

Centennials, America's youngest generation, have come to expect change at the speed of digital. They're comfortable taking the lead on social change and are driven by their unwillingness to wait for comparatively slow institutions to evolve and adapt. 77% of them feel that they have to take whatever they can get in the world because no one is going to give it to me (US MONITOR 2019). Bumble's campaign taps into exactly that sentiment with its call to action of taking the first move.

Culture

Women are writing a new narrative for female empowerment and demanding that business, politics and society respect and reflect this new reality. (MONITOR Energies, 2019). "The ball is in her court" capitalizes on Serena Williams' cache as a pop-cultural feminist symbol to help re-write the norms of women traditionally being discouraged to take initiative.

Impact

Business impact scores were not available, but the campaign received overwhelmingly high engagement after its SuperBowl spot and with integrated social. ([Source](#))

P&G; The Talk (2017)

<https://www.youtube.com/watch?v=ovY6yjTe1LE>



P&G releases a call to action to #talkaboutbias in their campaign “The Talk” which features black families having difficult conversations about racism.

Links:

- <https://twitter.com/search?q=%23thetalk%20%23p%26g&src=typd&lang=en>
- https://www.washingtonpost.com/video/business/procter-and-gamble-the-talk-ad/2017/08/04/52345b76-7940-11e7-8c17-533c52b2f014_video.html
- <https://www.campaignlive.com/article/why-p-g-stood-its-controversial-ad-the-talk/1485501>

Internal

P&G is the world’s largest consumer goods company and home to iconic, trusted brands that seek to make life a easier in small but meaningful ways. The brand’s “Black is Beautiful” campaign, launched 10 years prior set a precedent for the brand speaking about race.

Consumer

79% of African Americans believe that very few brands genuinely care about the state of African American communities, and 75% are frustrated that brands treat people like them as an afterthought (US MONITOR 2019). P&G is tapping into a very important human truth by bringin into focus an issue that is close to the hearts and minds of many POC.

Culture

The past few years have seen an increase in mainstream representation of the Black American struggle, “The Talk” follows in this trend speaking in no uncertain terms about the reality of these struggles. While this visibility was validating for many, others criticized the ad for not including any representation of black fathers, and therefore playing into the harmful “absent black father” stereotype.

Impact

Lela Coffey, Brand Director for Multicultural Beauty for P&G, has said that they “don’t have sales data to directly tie back but what we know is the chatter that we see online and the comments that we see on the My Black is Beautiful platform indicate very positive responses.” ([Source](#))

REI; #OptOutside (since 2014)

<https://www.rei.com/opt-outside>



For the past five Black Fridays, REI has closed its stores and given its employees a paid day off, encouraging consumers to #OptOutside by enjoying nature and supporting the environment.

Links:

- <https://www.fastcompany.com/90271139/how-rei-is-keeping-the-optoutside-magic-alive-on-black>
- <https://www.bigcommerce.com/blog/rei-optoutside-campaign-bucks-tradition/>

Internal

The campaign is an invitation to join hands with REI in its fight against an environmentally harmful consumer culture by spending a day appreciating and taking care of nature. This directly actions the brand's purpose of inspiring and equipping people for "a lifetime of outdoor adventure and stewardship."

Consumer

57% of Americans consider appreciating and protecting nature to be a very/extremely important personal value. (US MONITOR, 2019)

42% of Americans considerspnding time in nature to be a very/extremely important part of their personal lives.

Culture

The growing ranks of urban dwellers are embracing opportunities to return to nature, and get in touch with a lost part of themselves. All around culture, the "great outdoors" is helping to draw attention to causes, and it lends an element of fun, surprise, and adventure that sparks interest and conversation. (Kantar Global Energies 2017)

Impact

"REI reported a 9.3% increase in revenues and a 7% increase in comparable store sales in 2015 [the second year of the campaign], but its biggest accomplishment was a 23% uptick in digital sales... The customer engagement aspect of the campaign was tremendous, with REI reporting that 1.4 million people posted the #OptOutside hashtag on their social pages." (Source)