

PURPOSE PREMIUM 2020

PURPOSE MEANS PEOPLE

This year has evolved Australians' understanding of Purpose. Organisations that have proved critical in a pandemic have earned a reputational dividend - or Purpose Premium.

We interviewed 1,000 Australians about their expectations on Purpose. They told us that this year, Purpose means "people"...or more specifically, "me".

ABSENCE OF REAL PURPOSE IS A REPUTATIONAL RISK

We're rewarding organisations that stand for something, and punishing those that don't.

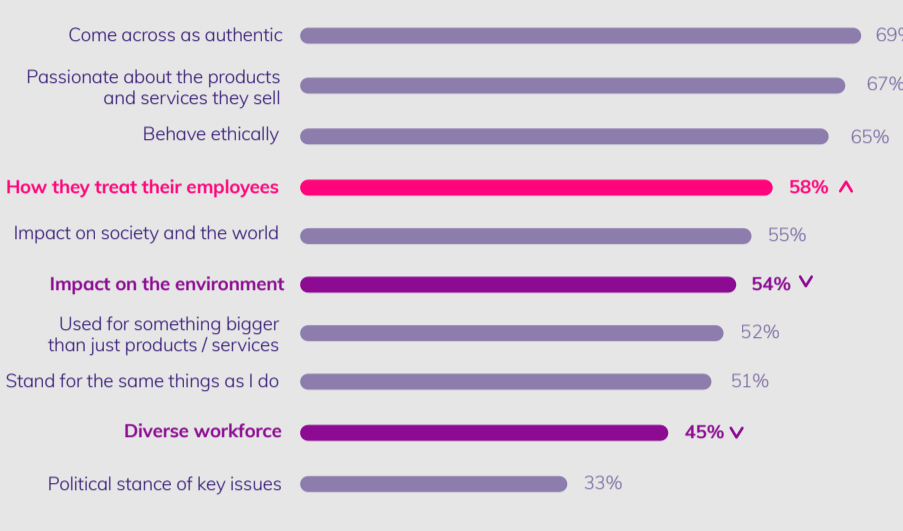
76% **76%**

"I won't buy from a company / brand if I disagree with what it stands for"

"I notice when the actions of companies / brands conflict with 'it's claimed values'"

PURPOSE MEANS PEOPLE, AND PEOPLE MEANS EMPLOYEES

This year, Australians value organisations that prioritised the needs of their employees, and customers.



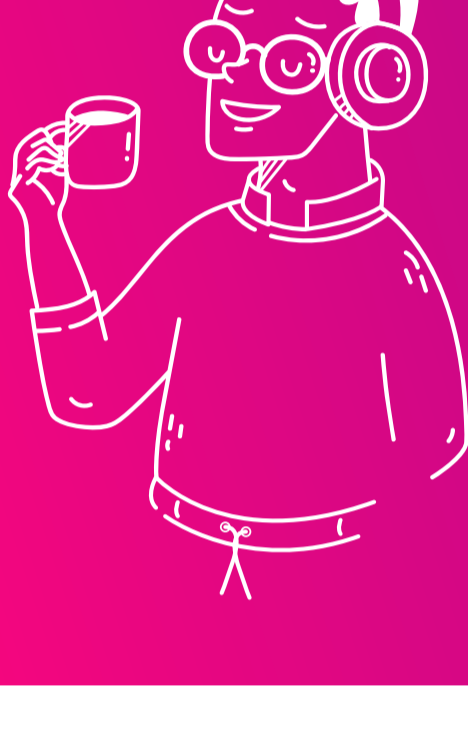
92%

"Companies must make decisions that are in the interests of their employees, even if that means losing business"

Q. Which of the following is most important when deciding to buy from certain brands over others?

IT'S ALL ABOUT ME THIS YEAR

When asked which brands they "love and respect", Australians nominated companies with direct relevance to their lives right now.



EVERYDAY NEEDS

Woolworths coles

CONNECTING THEM TO THE WORLD

Apple Google

BRINGING THE WORLD TO THEM

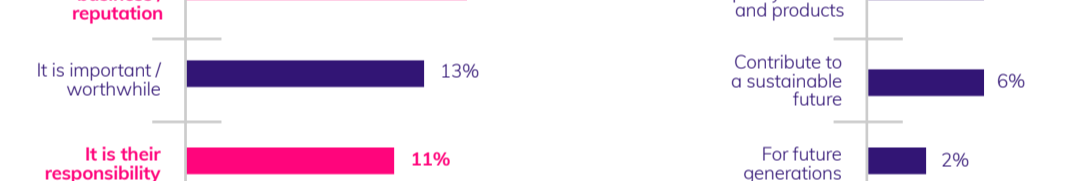
amazon ebay

LOOKING AFTER THEM IN TIMES OF STRESS

CommonwealthBank

PURPOSE IS BECOMING A GIVEN

We expect businesses and brands to behave with Purpose, to "show they care". We now believe it is simply good for business



Q. Why do you feel it is important for companies and brands to positively impact society and stand for something bigger than just their products or services?

SIGNALS DEMONSTRATE OVERALL RESPONSIBILITY



"Responsibility" is the icing on the reputation cake. Signals of responsible behaviour reassure consumers your organisation takes a Purpose-driven approach overall.

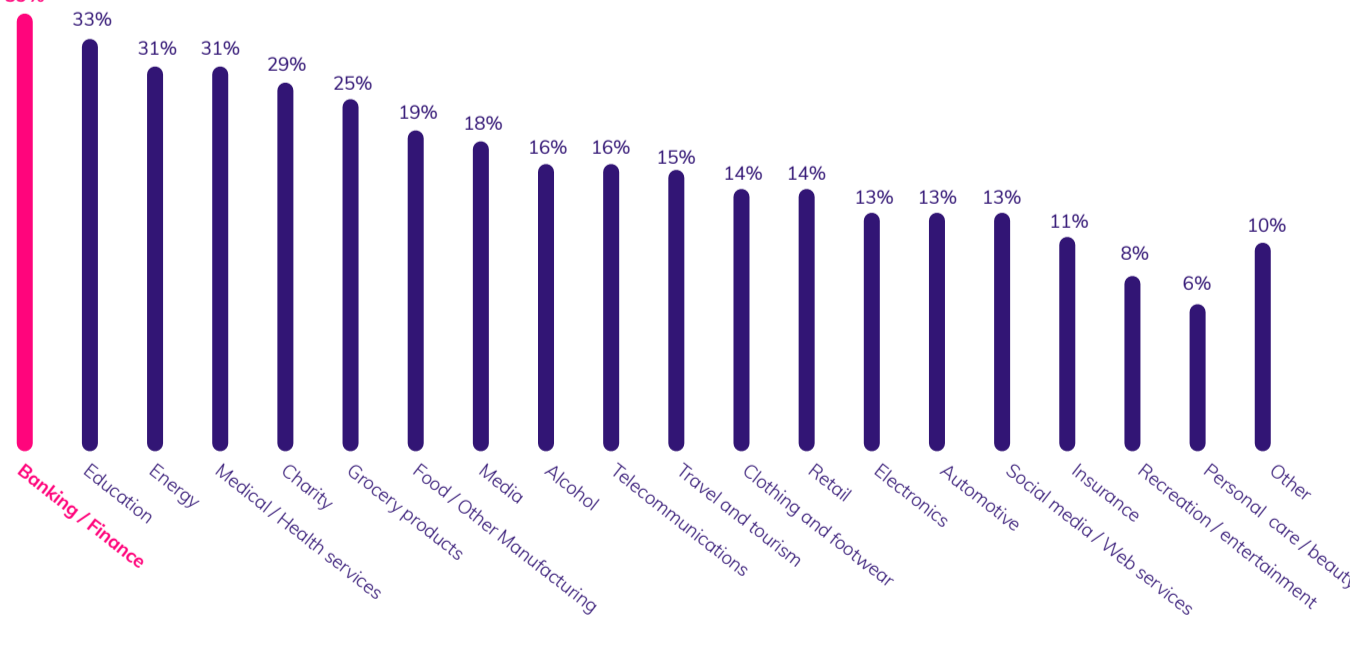
76% of 18-29 year olds

report they look for certifications that indicate a company / brand's ethical credentials



AUSTRALIANS ALIGN "CRITICALITY" WITH PURPOSE

If Australians think they really need your organisation, it is easier for them to see you as Purpose-driven. The banks stepped up this year to help customers, and reaped a reputational reward.



Q. In which of these sectors do you think it is most important for companies/brands to positively impact society?

WHO CARES AND WHO DOESN'T?

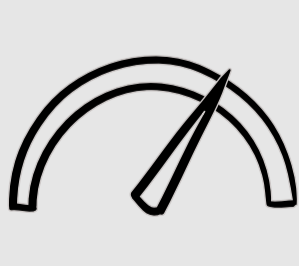
WHO CARES:

Different groups care more about Purpose - and will have different views on what it means.



THOSE INVESTED IN THE FUTURE

Young people, people with kids



LEFT AND RIGHT

People at the extremes of the political spectrum



PEOPLE WITH NO MARGIN FOR ERROR

Those hit hardest by COVID-19

WHO DOESN'T:

10% of Australians do not agree it's important for organisations to positively impact society.