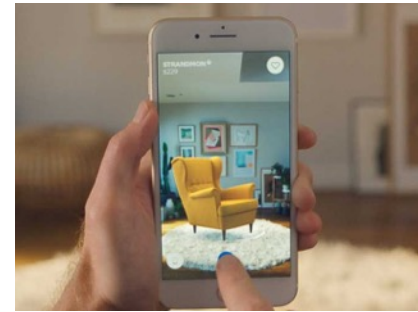


KANTAR | :) **Affectiva**

**Brand Purpose:
Don't fake it to make it**

Graham Page,
Global Managing Director of Media Analytics,
Affectiva

Purpose is powerful, right?



Strong evidence for the value of brand purpose

PURPOSE 2020
IGNITING PURPOSE LED GROWTH

Consumer
Demand



84%

Employee
Preference



3X

Financial
Performance

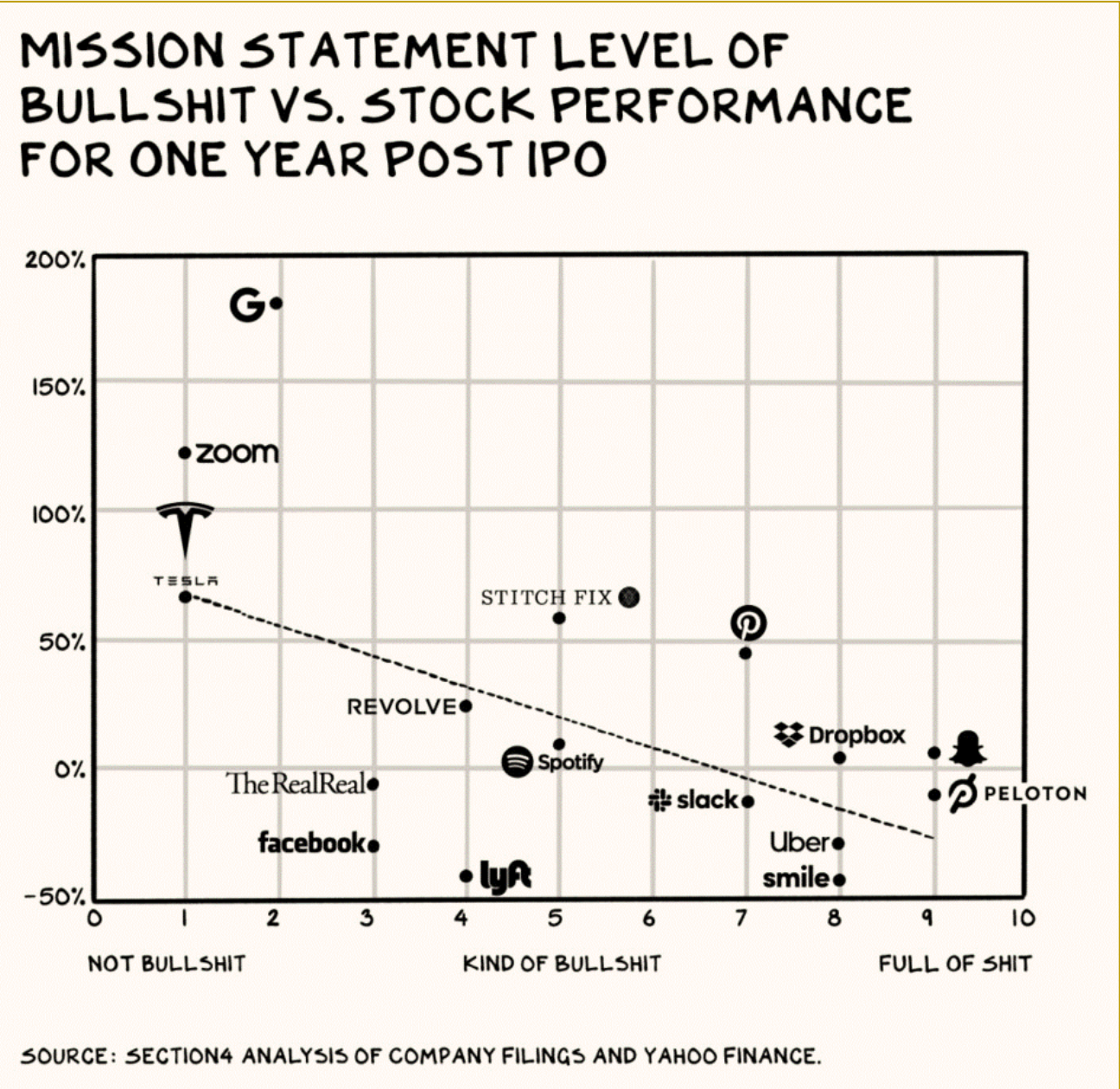


212%



Grand missions may not always lead to business success...

Source: Scott Galloway, Business Insider, Sept 2019



When Purpose goes bad



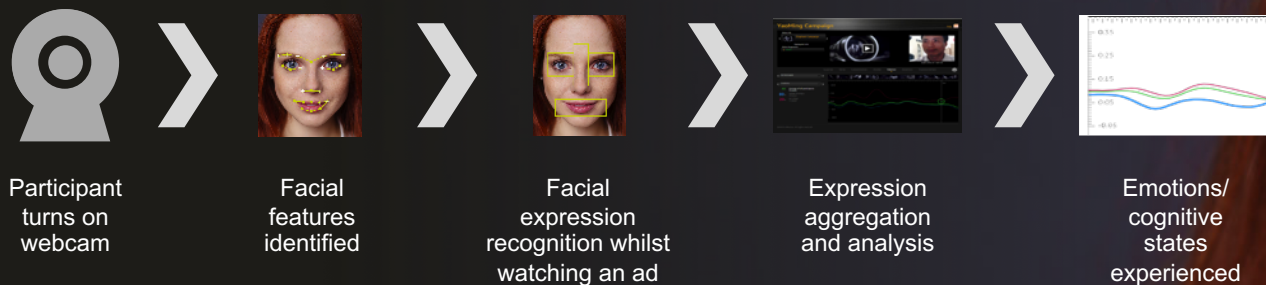
Why?

“ Do customers want purpose-filled brands? Sometimes. In some categories. Depending on how it is done. **A lot of the time they don't give a f*ck.** And usually most segments will not pay more for the purpose-filled privilege even if they are theoretically in favour of it. ”

Mark Ritson

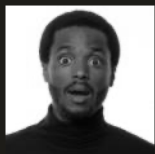
Emotion AI can help us understand pre-conscious emotional responses to dynamic content

Records faces from webcams in natural settings.
Unobtrusive, scalable and easy

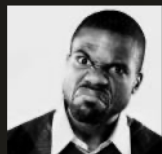


The system codes for an array of expressions most relevant to marketing

SURPRISE



DISGUST



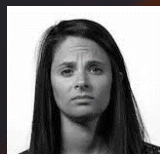
SMILE



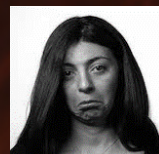
BROW FURROW



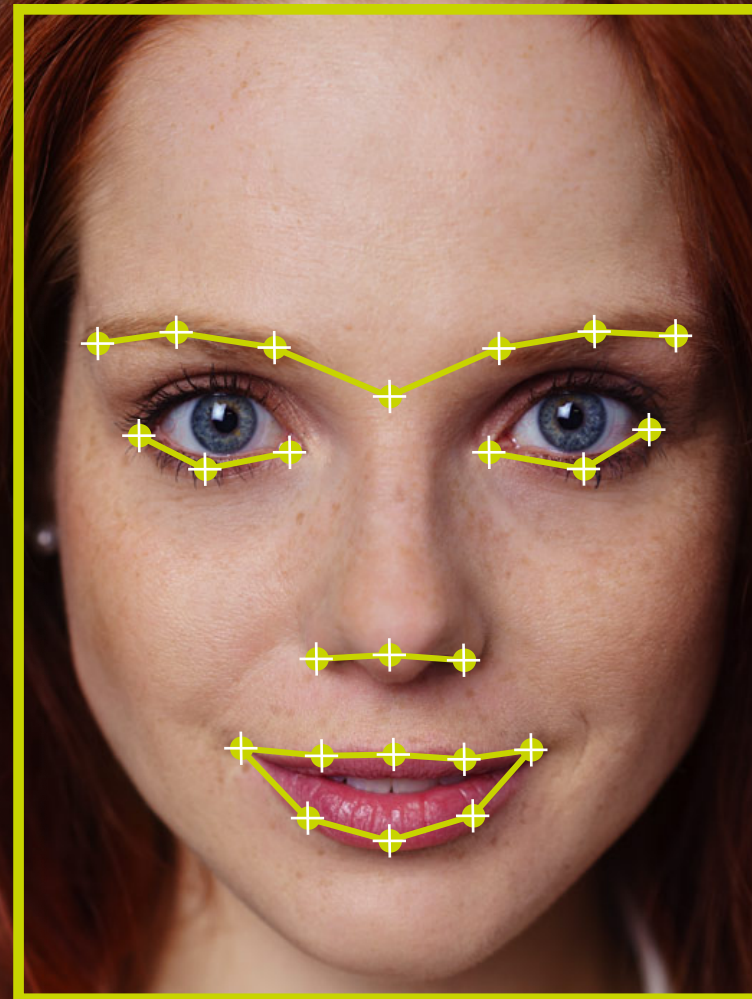
SENTIMENTAL



SADNESS

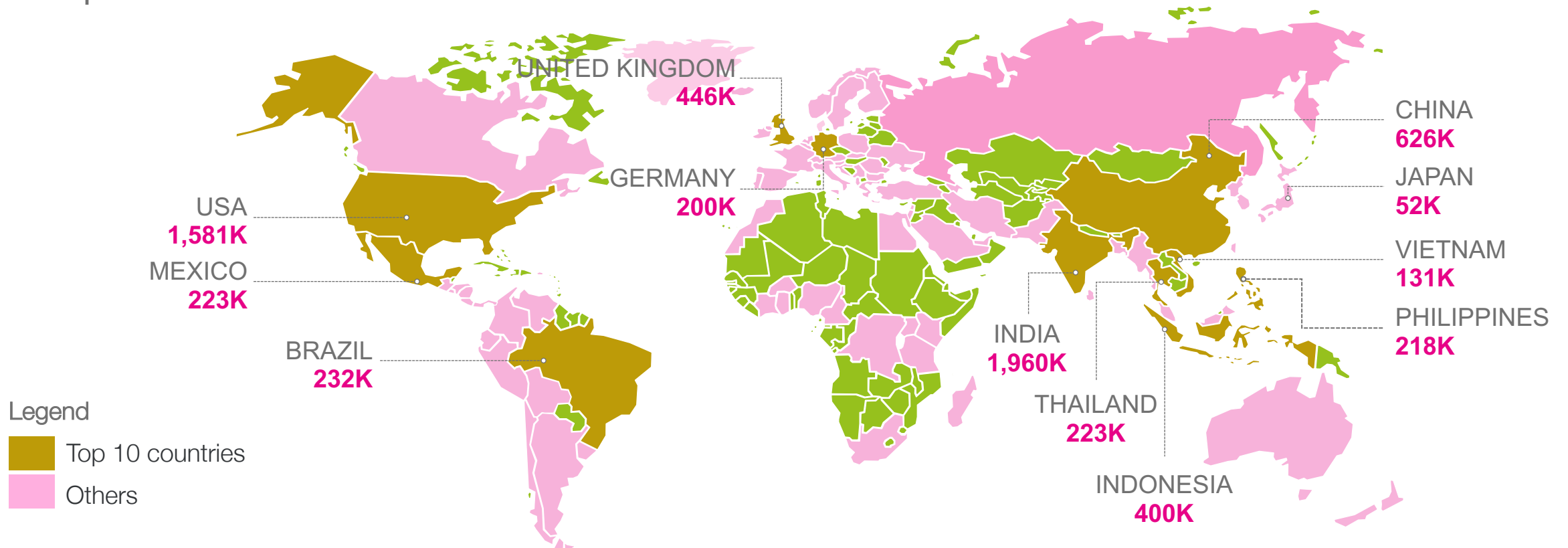


SMIRK

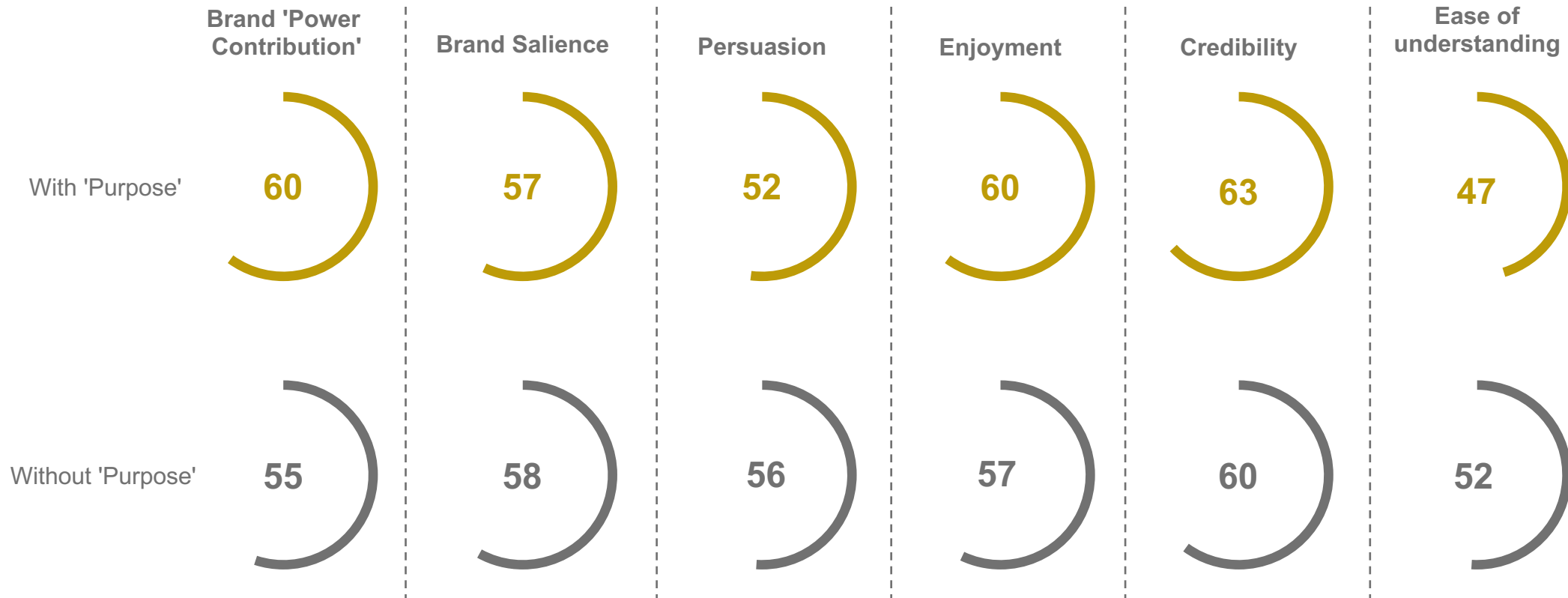


World's largest emotion repository

- 5 billion frames captured from 8.5 million faces, 45k ads tested to date
- Diverse in ages, gender, ethnicity and culture – 90 countries
- Captured in real world conditions



Ads promoting 'purpose' tend to be no better than average



Getting it right

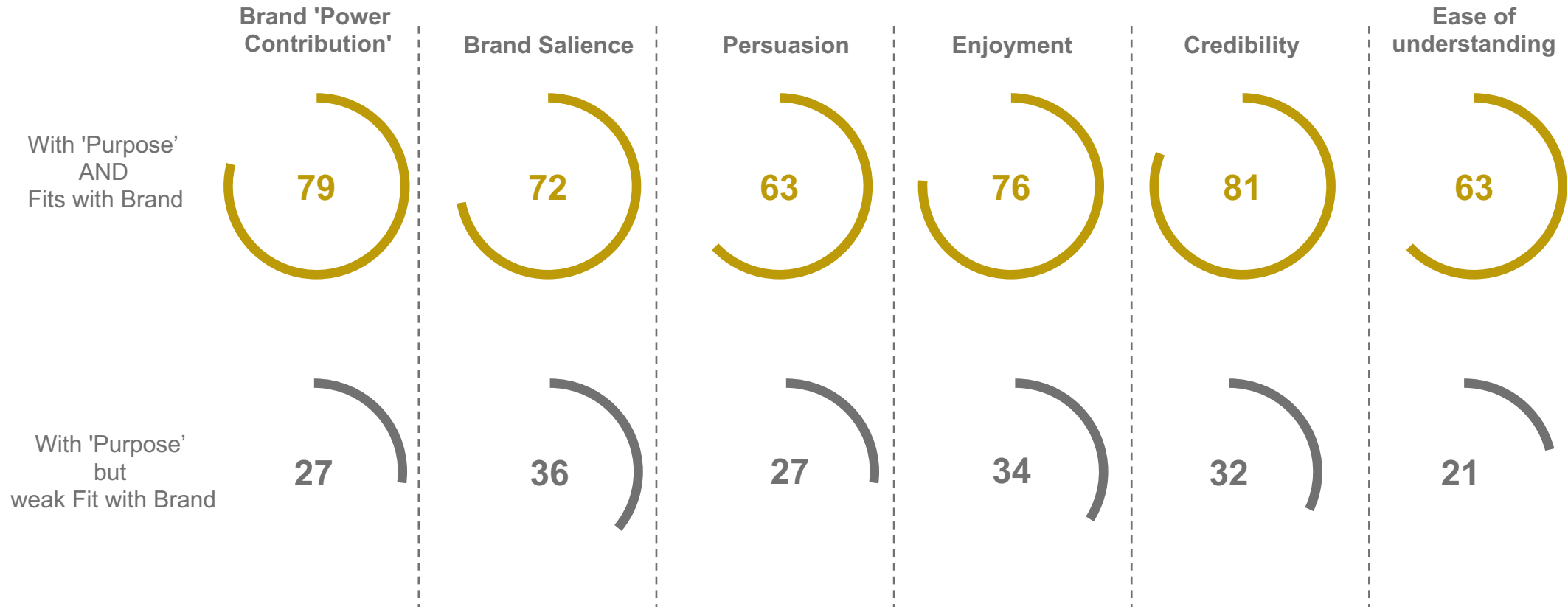
Authenticity



Storytelling



A clear link to what the brand does is critical to landing a purposeful message

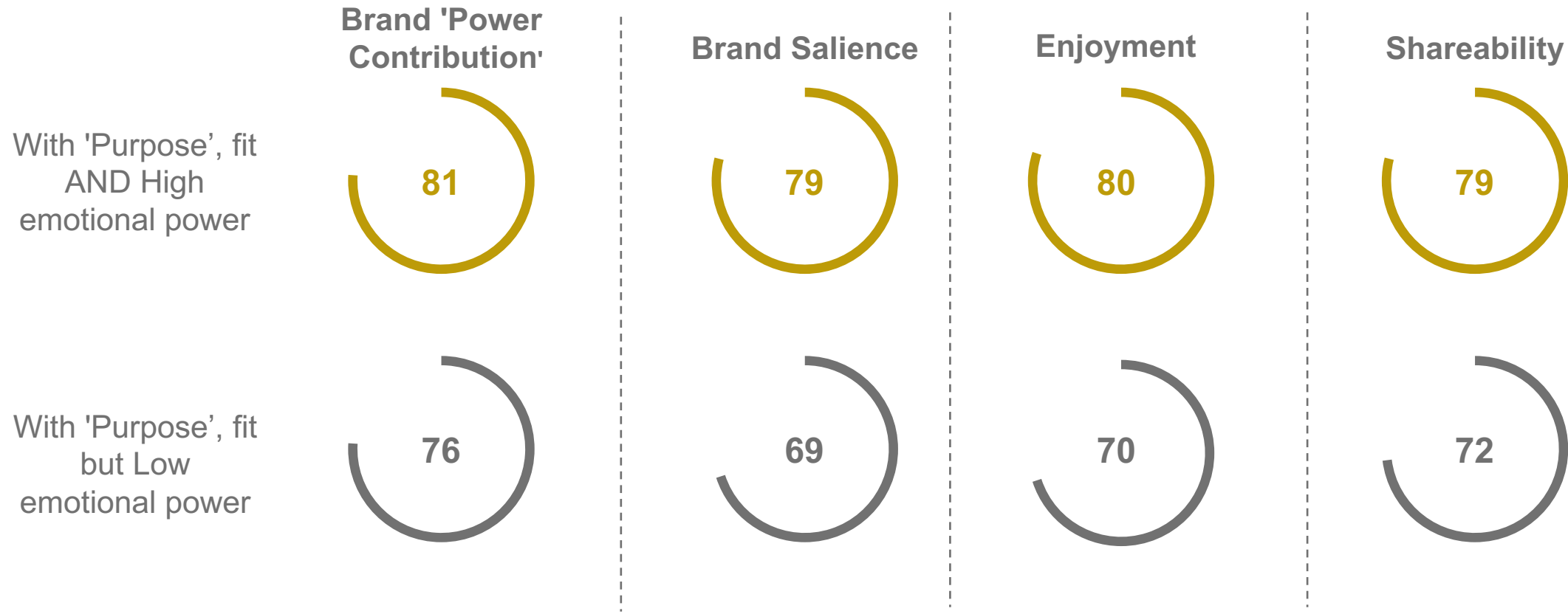


Cannes Lions effectiveness winners highlight the power of walking the walk



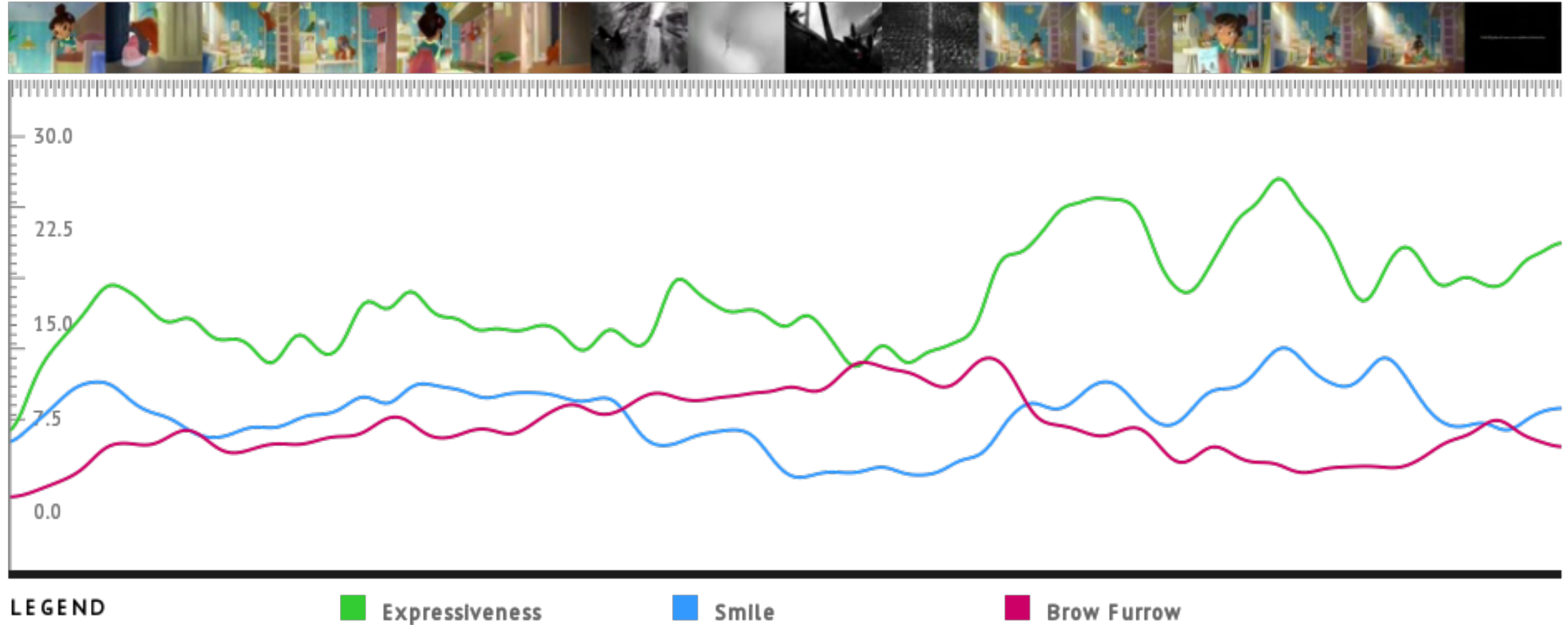
Emotional storytelling raises creative power even further, especially in terms of engagement, salience and shareability

Analysis of c.300 purposeful ads which fit the brand





Iceland's spot generates strong emotions as viewers identify with the problem, and find hope in the message



Iceland / Greenpeace 'Rang-tan'



200

Surprise



163

Involvement



152

Smile



145

Expressiveness



128

Brand love



128

Persuasion



126

Setting trends



118

Believable

Business outcomes: Sales up in key Christmas period; 800 items of media coverage; 18 million + views

Brand Purpose: You can't fake it

A 'purpose' **is for life,**
not just for advertising

Authenticity is critical:
Your purpose should be
something people value,
something **you can do,**
and ideally something **only**
you can do

Your campaign must
show how your
brand or business
delivers on the purpose

These are topics that lend
themselves to **stories**
– and **showing,**
not telling, is critical to
landing the message and
building support



Emotionally-aware technology and insights
can help businesses **bring people with them,**
and **avoid damaging backlashes**

A woman with short dark hair and blue eyes is the central focus, looking upwards with a slight smile. She is wearing a dark top. In the background, a crowd of people is visible, some smiling and looking in the same direction. The scene is brightly lit, possibly by sunlight, creating a warm and positive atmosphere.

Get in touch

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