



Advertising With Purpose



A guide to unlocking the power of purpose
in advertising for purpose-driven brands



The purpose-driven brand movement has gone mainstream. And purpose-driven brands are experiencing far greater performance and **growth** relative to the norm, an outcome of the growing desire for consumers to buy from companies using business as a force for good. 75% of people believe brands should address wider societal issues and 72% feel it is more important than ever to buy from purpose-driven brands. 86% of people are more likely to trust and 83% are more loyal to companies that lead with purpose. In the case of millennials, **25%** state they solely make their purchasing decisions based on brand values. In response, every company is now becoming, to one degree or another, purpose-driven, and rightly so.



Given that purpose-driven brands are now preferred by an overwhelming majority of consumers, we take a look at how purpose-driven advertising performs against traditional advertising.





Alejandro Fenn
Co-Founder at Jukko

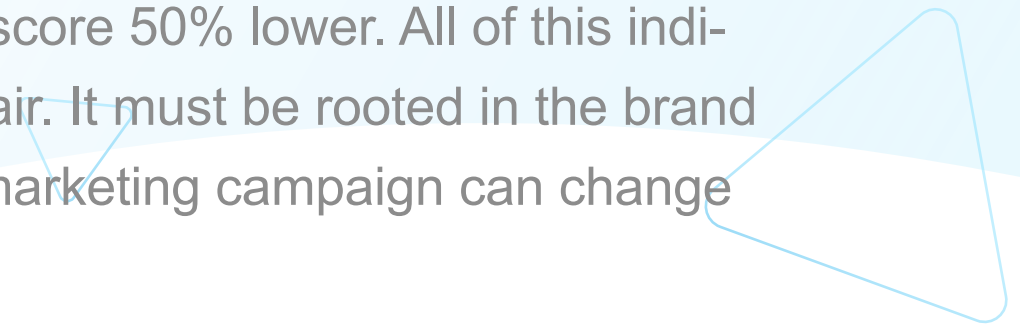
89% of consumers believe Purpose is demonstrated through how the company benefits the society (and environment). But they want to see it. They expect brands to share their impact through all touch points. And it must be consistent and in alignment with the brand ethos.



Building Brand Equity

Purpose-driven advertising is proven to generate more positive brand equity. 90% of people, in Cone/Porter Novelli's latest **biometric study**, stated purpose-driven advertising made them feel better about the brand compared to functional advertising. Along the same lines, purpose-driven advertising inspires stronger emotional connections and more positive associations of the brand for 90% of consumers.


An important caveat, however, comes from authenticity, as pointed out in Kantar's latest **report** on The Emotional Power Of Purpose In Advertising. As more purpose-driven brand messages proliferate, consumers are more savvy than ever in spotting inauthenticity. Purpose-driven messages deemed authentic perform vastly better in contributing to brand equity compared to those deemed inauthentic ("goodwashing"). Campaigns with perceived authentic purpose score 50% higher on brand equity than the average while those deemed to be goodwashing score 50% lower. All of this indicates that brand purpose can't be created out of thin air. It must be rooted in the brand and at the organizational level at a whole. No single marketing campaign can change this.



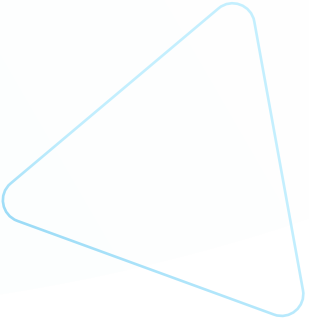



Standing Out In A World Oversaturated By Advertising

As we've seen in recent years, digital platforms that have comprised of the bulk of new ad distribution have quickly become **flooded** with brand advertising. Costs are rising and brand recall is decreasing. In this new reality where the people we want to engage with our brands are overwhelmed with ads, how do we create experiences and campaigns that stand out from the clutter? Purpose-driven advertising provides one such approach.



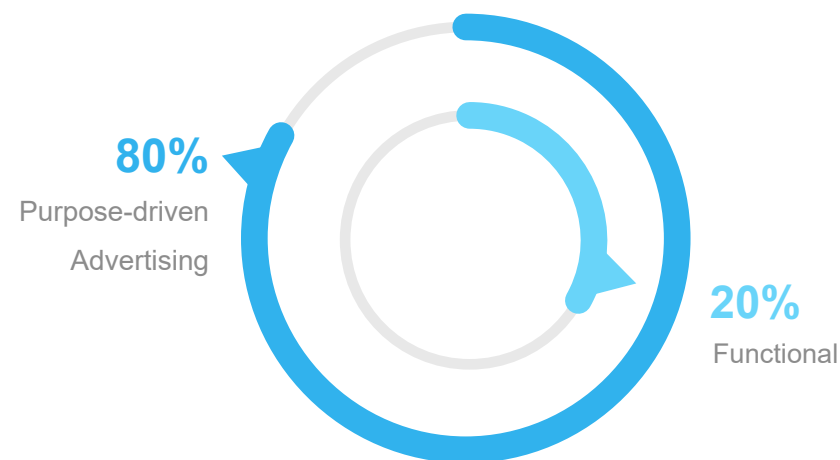
Even though purpose-driven brands are becoming mainstream, **70%** state purpose-driven advertising is more unique and memorable than more functional advertising. And uniqueness drives trust, as 75% trust purpose-driven messages over the traditional.



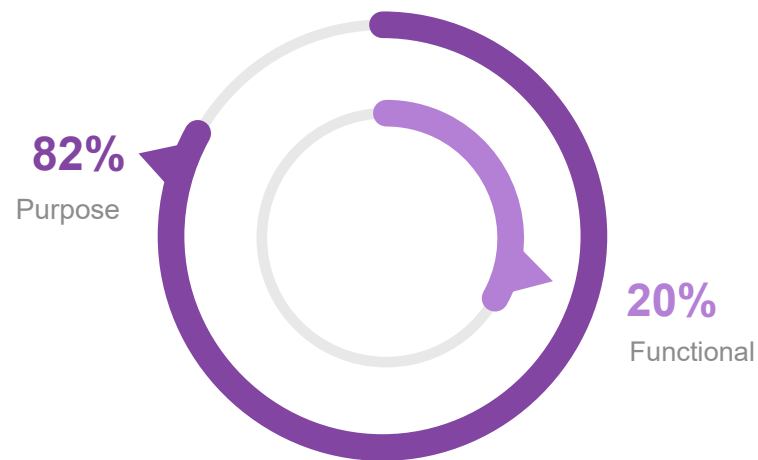
Driving Conversions In A Landscape Of Infinite Consumer Choice

People are now facing an infinite choice problem, so how does purpose-driven advertising help drive further-down-the-funnel conversions that contribute to acquiring new customers?

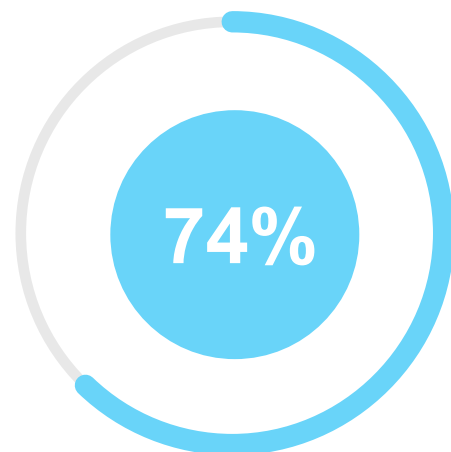
People are far more likely to take desired actions in response to purpose-driven advertising compared to functional ads:



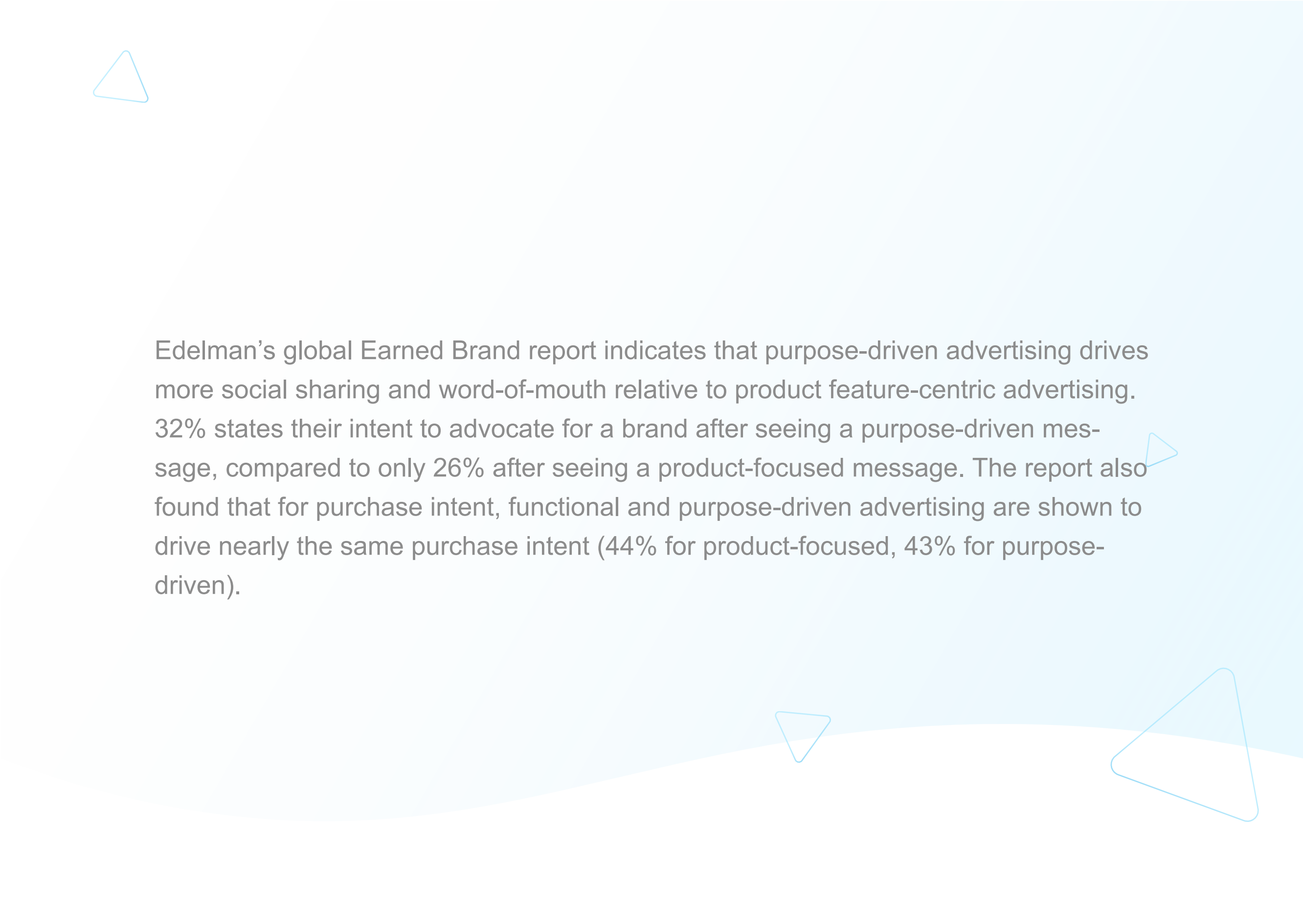
They are more likely to talk to friends and family about a purpose-driven brand (80% for purpose-driven advertising, 20% for functional)



They are more likely to share and discuss a purpose-driven brand on social media (82% for purpose, 20% for functional)



For brands that lead with purpose, 74% state they would tell others to buy products from that company.



Edelman's global Earned Brand report indicates that purpose-driven advertising drives more social sharing and word-of-mouth relative to product feature-centric advertising. 32% states their intent to advocate for a brand after seeing a purpose-driven message, compared to only 26% after seeing a product-focused message. The report also found that for purchase intent, functional and purpose-driven advertising are shown to drive nearly the same purchase intent (44% for product-focused, 43% for purpose-driven).




Conclusion

Purpose-driven brands are taking over the world and the importance of this transformation spans far beyond the individual or company level. More than anything, it is a shift in the priorities of us as a world society, a shift where we as people now expect business to be used as a force for good in order to earn our support. Brand experiences focused on purpose are critical for standing out, for building trust and brand equity, but purpose will never completely replace the importance of price and quality when it comes to purchasing decisions. The right mix is the key.




Beyond purpose-driven advertising itself, people are increasingly looking to brands for social change initiatives they can take part in. They are looking to purpose-driven brands as the leaders in transforming the world for the better, addressing the most pressing issues facing us as a society today.








But in our age of information overload and **infinite choice**, what consumers are telling us is indicative of the importance of purpose-driven messaging. Across major markets, **56%** feel brands are spending too much time building strategies to force their message upon them and not enough time thinking about ways to make them want to pay attention. This is where purpose-driven advertising can succeed, as it speaks to what people acting as consumers are seeking: purpose, social impact and being part of things bigger than themselves for the greater good.



This is why Jukko puts purpose and social impact front and center of the advertising experience. It's not only about highlighting purpose-driven brands and helping them effectively convey their brand purpose through new in-app verticals. It's also about embedding purpose into every experience, providing a way for every individual engaging with purpose-driven brands to take part in creating impact as well.





Jukko is at the nexus of the purpose-driven brand movement and in-app advertising.

Direct deals with major in-app publishers provide the audience. And our social impact rewards system embeds purpose into every experience, helping our purpose-driven brand partners get more out of their advertising.

**Are you a purpose-driven
brand looking to get more out
of your advertising?**



Set Up A Call With Us