

Brand Purpose

Before you create any other component of your brand strategy, you must get clear on the reason why your brand was created in the first place. All other efforts are based on this fundamental truth.

The brand purpose is the reason for it to exist beyond profit. It conveys an aspirational reason-to-believe that reinforces why the firm matters to broader society. While every company wants to make money, the best brands go beyond that concept to accomplish something incredible.

Growing for the sake of growth is the purpose of a tumor.

If you follow your “why” then others will follow you. Your brand purpose can inspire loyalty, convince your customers to trust and relate to you, and ensure that your fans forgive your weaknesses, sing your praises, and wave your flag.

A few reasons to exist include:

- Corporate social responsibility
- Sustainability
- Transparency
- To Challenge the Status Quo
- Inspire people to become, to level up (e.g. athletes, adventures, students)
- Ensure access to ...

Real-World Examples

Here are a few real-world examples of purpose statements from product-based businesses:

Nike

To unite the world through sport to create a healthy planet, active communities and an equal playing field for all.

Ikea

To create a better everyday life for the many people – for customers, but also for our co-workers and the people who work at our suppliers.

Tesla

To accelerate the world's transition to sustainable energy, so that together we can save our planet.

Virgin

Changing business for good.

Here are a few real-world examples of purpose statements from service-based businesses:

Oracle

To foster an inclusive environment that leverages the diverse backgrounds and perspectives of all our employees, suppliers, customers, and partners to drive a sustainable global competitive advantage.

Salesforce

To create a future of new opportunities.

PART 1: THE FUNDAMENTALS

Exercise

Answer the following questions in **3 words or less**.

What do we love?

Apple - beautiful technology. Toms Shoes - help communities that are underserved. Google - organize information.

What are we good at?

Netflix - Content delivery

What does the world need?

Starbucks - a place to hang out

What can we be paid for?

Apple iPhone

WHO WE ARE

What are our innate strengths?

What makes us get up in the morning or come alive?

What defines good and worthwhile work?

How do we measure our success?

What changes are we trying to make in the world?

PART 1: THE FUNDAMENTALS

OUR CUSTOMERS

Why is our customer excited that we get up in the morning to do this work?

What is the experience we want our customer to have when they work with us?

Think about specific stories of when we felt most proud to do our work. List 3.

1.

2.

3.

What did our contributions allow others to do or be? List 3.

1.

2.

3.

PURPOSE STATEMENT

Use the template below to create your purpose statement.

We exist to

your contribution to the world

so that

the impact or effect our contribution has on others

Eg. We exist to support busy families and young professionals with home cleaning services, so that they can take time to relax and enjoy their home.