Blue Branch: Does Your Brand Have Purpose?

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Consumers want brands to communicate a purpose or motive behind what they do, however many brands are struggling to do this with conviction. Event promotions company Blue Branch outlines why having a purpose is important and how direct marketing can help convey this message to consumers.

About Blue Branch: http://www.bluebranch.marketing/about/

Consumers are increasingly demonstrating a growing demand for organisations to establish a purpose beyond profit; therefore proving a commitment to making the world a better place, not just to make money but also to make a difference. They are craving more than just a catchy slogan, so brands need to show their long-term objectives, proving that they are in it for the long haul.

With brand purpose becoming increasing important to consumers it is now making it onto the agenda for companies and being discussed in the boardroom. A 2015 study by Harvard Business Review and Ernst and Young revealed that there are clear benefits to having a strong brand purpose. It showed that companies with a strong sense of purpose were able to innovate and transform easily, as well as improve employee satisfaction.

Marketing experts, Blue Branch understands the important role that marketers play when it comes to explaining a brand's purpose. Brand director at Procter & Gamble, Roisin Donnelly explained: “Marketing campaigns can be seen by millions of people. Your brands are a positive force for good – both for people and profit. But changing the world starts with your purpose."

Since its launch 179 years ago, Procter & Gamble has put brand purpose at the heart of the business. Its brand mission, “touching and improving lives", is the backbone of the firm and is central to everything the company does. One of the firm's most recent ads illustrated their commitment to this. The 2014 'Like a Girl' campaign, for feminine hygiene brand Always, aimed to empower women and girls alike. Donnelly explained the success of the firm's mission with this marketing campaign. “Before people saw the ad, 19% thought 'like a girl' was a positive phrase, while afterwards 76% thought it was a positive statement, which is hugely empowering."

In order for purpose to make a noticeable impact on a business, brands must prove to consumers that they are committed.Incorporating purpose into a business will inspire consumers and stakeholders, and can also play role in recruitment, helping brands to attract and retain talented individuals. At Blue Branch they are urging companies to revisit their purpose often, ensuring that it continues to motivate and inspire everyone associated with the company from stakeholder to consumers.

It is becoming more common for brands to partner with other companies in order to boost and develop their brand purpose, however there are pitfalls associated with this business decision, if the right partner isn't picked. Partnerships should be looked upon as marriages, both companies should be in it together for the medium to long-term, not jumping ship too soon. The key when picking a partner is to avoid picking a brand simply because it is trendy or cool at that moment in time. Companies should choose a brand that has projected longevity and will be a firm that can help to create future success.

Despite the many benefits a strong brand purpose can bring, there is a risk that purpose can be misused, and as a result weakens its impact among consumers. Deciding to implement a brand purpose isn't a decision that should be taken lightly, as it can easily go wrong due to poor content or lazy marketing strategies. It is something that needs to be entered into whole-heartedly and a lot of effort needs to be given in order to make it work.

Blue Branch is an event promotions company in Edinburgh. Formed due to the ever-growing demand for alternative marketing strategies, Blue Branch specialises in result-driven, effective event marketing campaigns. As a firm that works with a diverse client portfolio, representing blue-chip brands, Blue Branch recognises the need for brand purpose and promotes the importance of brands to develop one.

Source:
https://www.marketingweek.com/2016/02/15/why-brands-must-prove-their-purpose-beyond-profit/

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Company Contact:

Blue Branch

T. (+44) 79 43 377834
E. admin@bluebranch.org
W. https://www.bluebranch.org/

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