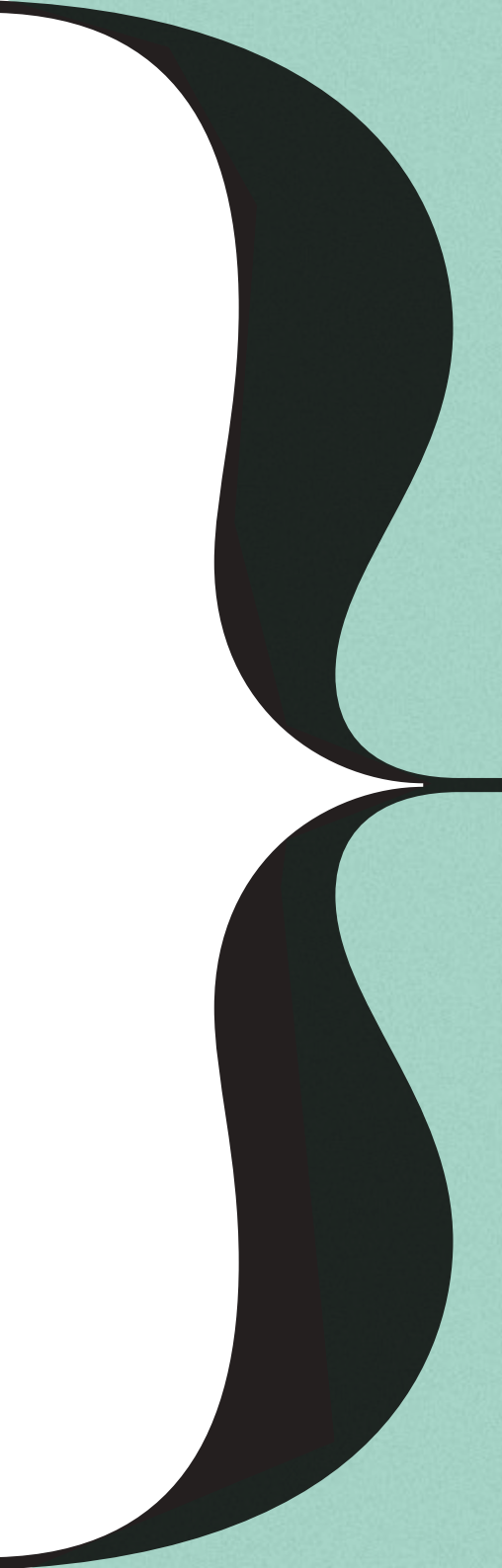




Start a movement

How to define, communicate and act on
your business's purpose to make a difference

wrapped.®



Purpose isn't *just* a luxury for big business

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

– Steve Jobs

We're right slap bang in a window of opportunity.

Today, consumers who actively care about a brand's purpose are a minority. But their ranks are swelling fast, so now's the perfect time to act – and clean up your act.

On top of the growing trend in consumers plumping for brands that share their values, good employees are ever more choosy about who they want to work for.

And, apart from the purely economic motives of finding a purpose, there's also the question of simply doing the right thing.

But is making a positive difference a luxury that's out of reach for everyone except the big corporates? And is that even the reason businesses should exist? If it is, what can your business do to make a positive difference to planet and people?

Purpose is power. And purpose can be pragmatic and powerful for SMEs, too – let's find yours to really make an impact.



What's inside?

You can't just sit there and wait for your purpose to walk through your door. But, essentially, this guide is the knock. By the end of it you'll have a deeper understanding of your brand's purpose. You'll also have the insights to uncover, talk, and walk your new positive change. It feels good, and (hopefully) does good. Knock knock...

1. What is purpose?
2. Why bother with purpose?
 - Your customers, your purpose
 - Your workforce, your purpose
 - Your business, your purpose
 - Your planet, your purpose
3. Why purpose isn't just a luxury for big business
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1 What is purpose?

It's a hot topic at Wrapped. We often start out discussing purpose and spin off down a rabbit hole peppered with a swirling mix of promise, vision, mission, values, the 'Why', behaviours and causes. And that's before you even start thinking about strategy, goals and dreams.

The brand-driven brains among us tend to ditch the do-gooding elements, preferring to think about purpose in the sense of a general reason the brand exists.

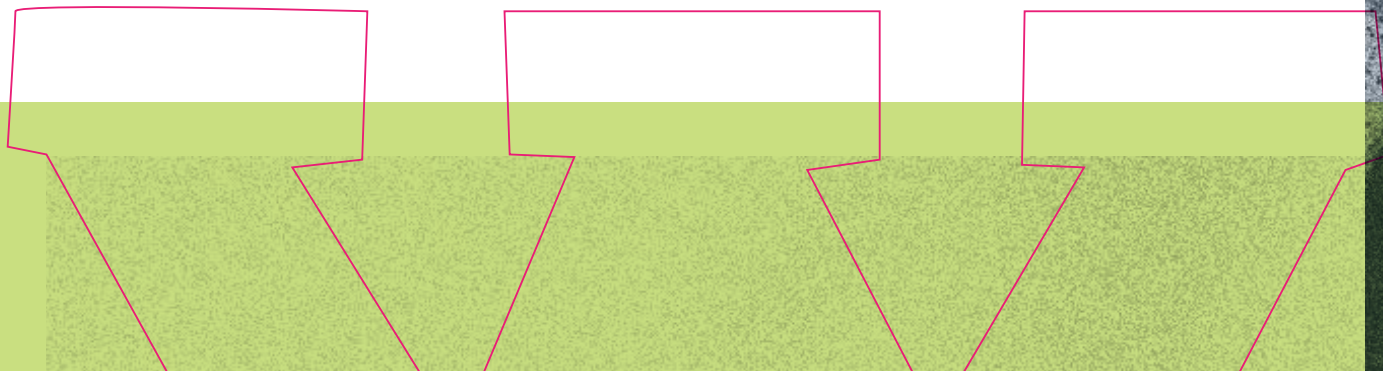
Others focus on the idea of a more corporate social responsibility (CSR) goal; something that links to doing good.

Others still go for a mixed bag, favouring an ethical purpose for employees to collectively get behind, but presenting a more prosaic face to the outside world.

And some even say that most SMEs don't need to worry about it at all – just get on with the job.

And there's an element of the inarguable about that latter point. Our clients tend to have plenty to do without swanning around honing a vision statement that no-one ever reads.

So how might purpose propel your business to a better future?



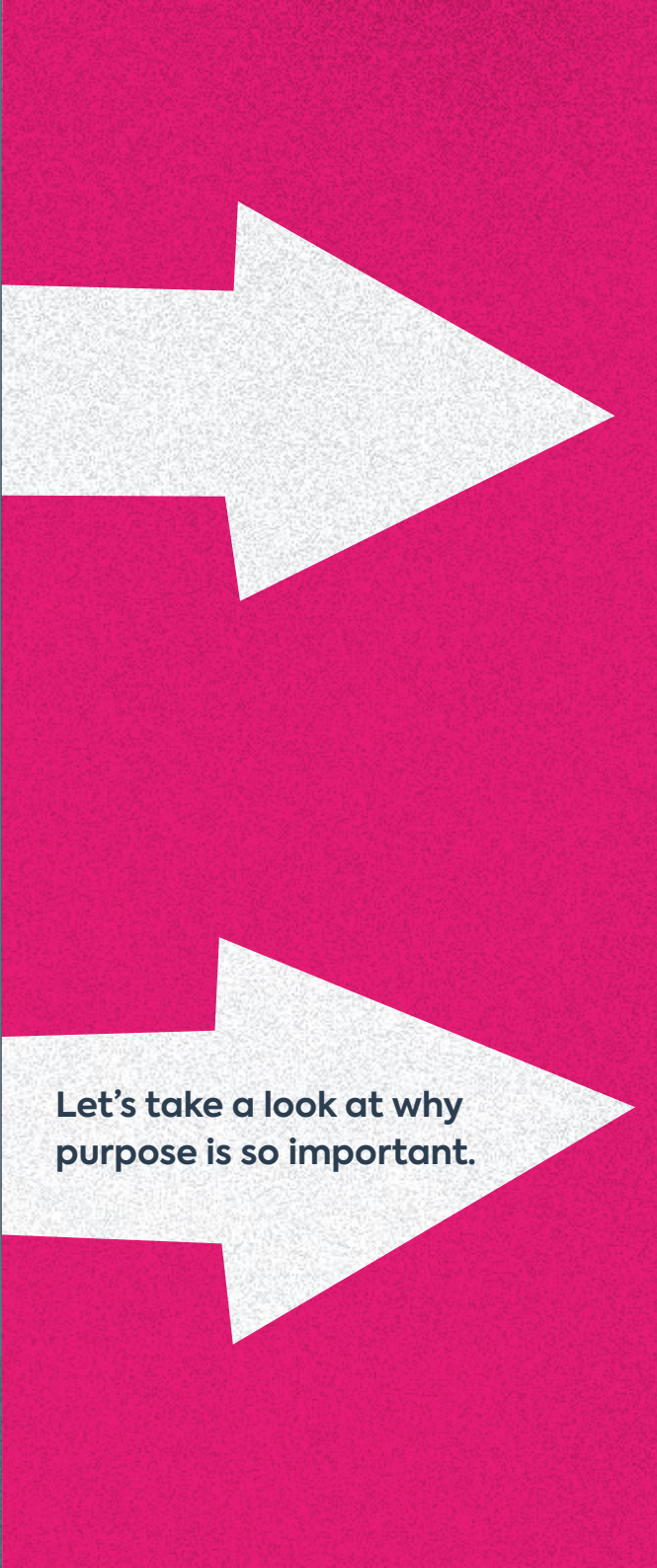
Take it higher

One effective way of bringing clarity to the whole tangle is to think separately about purpose and higher purpose.

Brand purpose, in the traditional sense, sticks to the idea of being what you believe and what is true to you.

Increasingly, though, customers, employees and those further up the supply chain want to spend their money on, or work with, businesses with a higher purpose; what your business or brand can uniquely contribute to the good of the world.

This used to be part of a corporate social responsibility (CSR) policy – if a business was big and rich enough to have such a luxury. But now we're seeing more and more businesses break it out of the CSR (or environmental, social and corporate governance, ESG) jail and into everyday life. And that's something every business can do.



Let's take a look at why purpose is so important.



2. Why bother with purpose?

There are many reasons to get behind purpose. Remember the early days of the pandemic, when communities were drawn together by a shared sense of pulling together through the crisis? That was basically a giant version of purpose. And when you break it down, it's powerful in many ways.

Let's start with the four cornerstones of purpose:

Customers

Workforce

Business

Planet

Your customers, your purpose



There's a tonne of evidence that clarity of purpose isn't a luxury: it's a policy that will pay.

According to marketing agency [Iris's Participation Brand Index](#), as many as 80% of brands are failing to connect emotionally with customers. A whopping 77% of consumers no longer trust brands and 57% don't feel comfortable sharing their data.

If this plummeting scale of trust is correct, businesses need customers to understand them and trust them. Establishing and communicating a clear purpose is an excellent way of doing this.

Consulting firm [Deloitte's research](#) backs this up. A 2021 study discovered that purpose-driven companies witness higher market share gains and grow three times faster on average than their competitors, all while achieving higher workforce and customer satisfaction.

Deloitte.

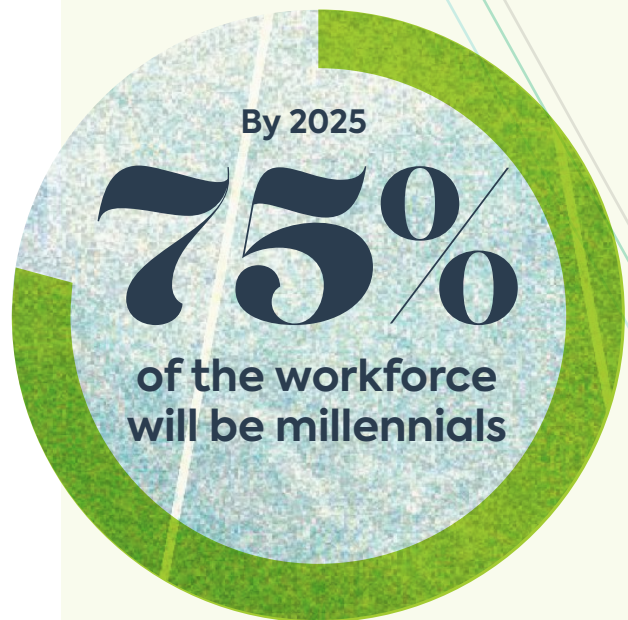
“Gen Z is the first generation to prioritise purpose over salary.”

Your workforce, your purpose

But the benefits aren't only external. An [article in Forbes](#) gathered together a series of compelling studies, all pointing towards the value of purpose to employees. By 2025, millennials will make up 75% of the workforce – and they're looking for socially responsible employers.

As many as 64% of millennials say they won't take a job if their employer doesn't have a strong CSR policy. And it has been suggested that Gen Z (born between 1997 and 2012) is the first generation to prioritise purpose over salary.

The talent revolution means that to futureproof your business and attract the best and the brightest, you'll need to instill inspiration into their lives, showing them how their work contributes to something more than just a quarterly profit goal.



Forbes

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Having a clear purpose helps massively with decision-making. If you have a firm idea of what your business is all about, you can easily reject any temptations that might steer you off course.

Your business, your purpose

Brands that hold on to their purpose stand to benefit in other ways, too.

Clear purpose has long allowed companies to be more focused, streamlined and efficient – and make better decisions under pressure. And we've certainly experienced plenty of pressure over the last couple of years.

Businesses that have adjusted to the challenges, providing both employees and customers with support, advice and resources, have gone a long way to establishing themselves as trustworthy sources of truth.

In a 2020 interview in *The Grocer*, Linda Ellett, UK head of consumer markets at KPMG said:

"Alignment between the short-term decisions and long-term direction help to ensure that tactics and strategy work hand in hand. Never has that been clearer than during the current Covid-19 situation, where brands are actively seeking out and expressing the contribution they can make to the way their consumers handle the hurdles ahead."

Your planet, your purpose



The deafening message from COP26 was that big business needs to act fast if we're going to get anywhere close to making the effects of global warming less catastrophic.

If you're a small business, you might think you don't have much impact next to these carbon-churning monoliths. But what if small businesses banded together?

In fact, the future might be less about your business and more about getting together with organisations you once saw as rivals.

That's certainly the message from the sustainability movement. Why duplicate research and solutions when you could come together and pool resources?

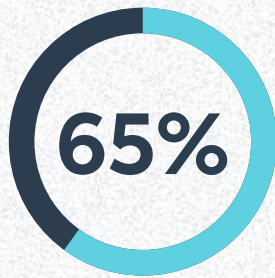
In the Grocer article mentioned above, Eleanor O'Leary, founder of The Better Brand Consultant, said,

"We might start to see the concept of purpose shift towards real, embodied responsibility. Instead of company-specific purpose, the notion of a common purpose and working together towards the greater good could become more important."

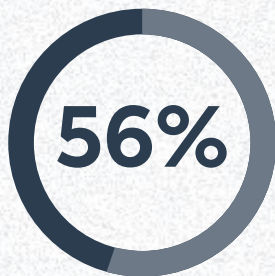
3. Why purpose isn't just a luxury for big business

Smaller businesses can take heart from research business Gartner's latest findings on purpose, which suggest that while pay is always important, it's certainly not the only motivator.

A survey of more than 3,500 employees around the world in October 2021 found that:



said the pandemic had made them rethink the place that work should have in their life



said it made them want to contribute more to society

Big topics to consider. And while fair pay is an important part of feeling valued, people also want to be seen, nurtured, trusted, respected and able to be their true selves at work. I'm not for a moment suggesting that purpose should be brought in as a smokescreen for poor pay – quite the opposite. But if you're investing in a purpose process, it's worth knowing that employees who feel they're an important part of something bigger are less likely to quit.

21.

The brands bossing purpose

Chocolate brand Tony's Chocolonely is one of the best-known names in ethical food production.

And UK country manager Ben Greensmith believes they're not cranks, but trailblazers: "Most [companies] will need to have a higher purpose in tomorrow's world. In a world that is moving towards more openness and more transparency, it is going to

be harder for those businesses to hide the bad stuff they're doing."

With transparency and better practice a given, let's take a look at three inspiring examples of purposeful businesses.

**TONY'S
CHOLONELY**

Why not start with Tony's Chocolonely itself?

With its rallying cry "**let's make chocolate 100% slave free**", the business was established with a higher purpose at its heart.

When Dutch journalist Teun van de Keuken was shocked to discover that slavery still exists on cocoa farms in West Africa, he did what he knew best and launched a TV investigation. But after some brilliant media stunts, he decided to bite the bullet and make his own fairtrade, slave-free chocolate.

RUBIES IN THE RUBBLE

Rubies in the Rubble

Google ‘anti-food waste condiment manufacturer’ and you’ll see the strapline ‘packed with purpose’ right up there with the brand name.

Did you know that a third of all food produced globally is wasted?

Farmer’s daughter Jenny was shocked to discover this fact. She found out that lots of food is rejected simply for being the wrong shape (curly cucumbers), too ugly (gnarly carrots) or the wrong size (onions that don’t fit into the mechanical peeler) as well as being a bit over-ripe.

She began rescuing produce from New Covent Garden market and experimenting in the kitchen with childhood recipes for jams and chutneys.



ITV: The Shows We Never Want to Make

A clever example of a purpose campaign, rather than one that’s baked into a business. Part of ITV’s climate pledge, [this series of ads](#) used the broadcaster’s best-known shows, including Coronation Street and This Morning, to convey a dark warning. These familiar icons were given a new title and title sequence to predict the dire consequences if we fail to act on the climate crisis.

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The purpose ● point

What do each of these examples have in common? Each has a purpose point that combines a unique set of skills and experiences.



For Tony's Chocolonely, it looks like this:

Ethical beliefs + media platform + food and drink contacts

Plenty of people were trying to make fair trade chocolate before Tony's Chocolonely. But Teun had the media platform and publicity skills to whip up enough controversy to make people take notice.

RUBIES IN THE RUBBLE

For Rubies in the Rubble, it looks like this:

Farming + sustainability + childhood recipes for condiments

Jenny couldn't take on the whole sustainability challenge singlehandedly. But as a farmer's daughter, with a lifelong interest in food, she was perfectly placed to play her part in the thorny issue of waste.



For ITV's campaign, it looks like this:

Popular TV shows + broadcasting expertise + big audiences

Other businesses the size of ITV are trying to do something about climate change. But ITV has the popular brands to help the message hit home.





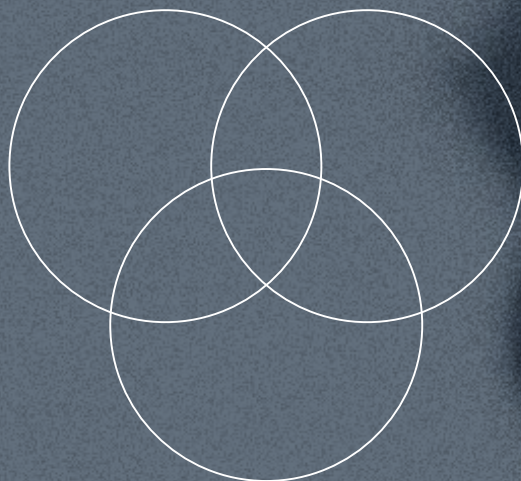
Finding your purpose point



Your own purpose point should grow just as organically from your own experiences, passions and ideals.

It must be unique to you; something remarkable and something people can look at and instantly recognise as your 'thing'. Sounds deep, and it is, but it's something you can start straight away:

**You know the score. Three circles, overlapping.
Write in it:**



- what, as a business, you're good at
- what you're passionate about
- what difference you can make

Where they all intersect, you'll find your purpose point.

Ask around, but keep your focus

Canvas opinion, ask the workforce for their thoughts and ideas, but don't get sucked into the temptation to include everything.

As Seth Godin says in his book Purple Cow: "Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though ... now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff – a lot of brown cows – but you can bet they won't forget a Purple Cow."

I'd guess that Jenny, Teun and the ITV executives hate racism and homophobia as much as they hate slavery, food waste and the climate crisis. But they chose to focus on the places they could really make a difference; the sweet spot of skillset, conviction and their authentic selves. Edit your Venn diagram until you have the same utterly focused clarity.

Walk your talk

And remember – be authentic.

You might long for a world with gender equality but don't publish a heartwarming purpose built around it if you don't have any women on your board. You'll be called out on it before the ink's dry.



Taking your purpose forward

Now you've found your purpose point, it's time to tell your team, your customers, and the world.

To truly unlock its potential and make a difference, they need to be so heartily onboard that they're practically steering the ship.

Unite for impact

At Tony's Chocolonely, everyone knows that every bar made, every wrapper wrapped, every box packed is a step towards eradicating slavery in the chocolate supply chain.

Empowering employees to understand, own and value their role in your business's overarching purpose is inspiring. You start to operate as a team, less bogged down in day-to-day squabbles and more focused on the end goal.

To help your employees understand the part they play in that bigger picture, try these [five steps](#):



1.

Measure everything you can.

Look at your financial performance, the mood of your employees, your carbon footprint: whatever is relevant. This will give you a benchmark to measure how your purpose journey affects the business.

2.

Support your employees.

Do they have enough time, confidence and skills to welcome the idea of purpose? What do they need to make this work?

3.

Listen to feedback.

Don't get bogged down in answering every criticism but do listen – and be seen to be listening.

4.

Champion your champions.

Your business will have its own influencers. Find out what floats their boat and get them on board. If they work in sales or finance, give them the evidence in numbers. If they work in HR, tell them about staff retention or satisfaction. Then guide them and give them the tools and authority to spread the word.

5.

Integrate your purpose into jobs and agendas.

Measure employee performance against their progress towards the purpose – not just against conventional measures. Make sure your purpose is an agenda point at every meeting: Have your decisions moved us towards our purpose? Eventually, it will become second nature and you won't need it on the agenda any more.

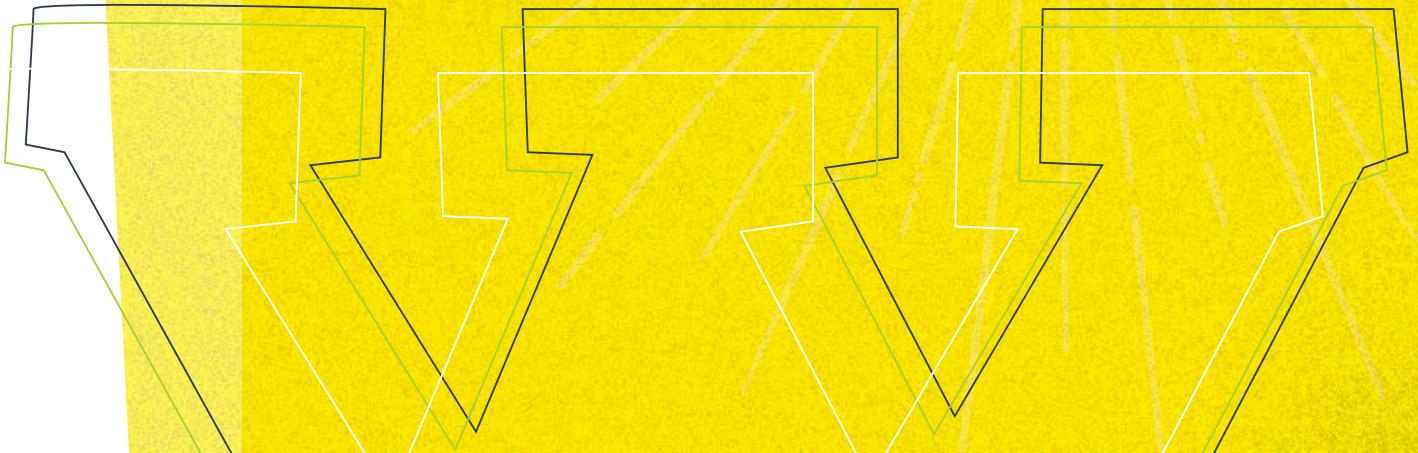
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Make your purpose shine

Keep your purpose alive and kicking by celebrating everyday examples. If you spot someone putting the vision into action, praise and share their actions. Give awards, send thank you cards, tell stories.

At the Co-op, they do this all the time. They call it **'Being Co-op'**. Because purpose was baked in from the earliest days of their 175-year history, their employees know exactly what this corporate shorthand stands for.

And they celebrate it – openly and unashamedly – in the internal-facing but publicly-available website, [Colleague Stories](#). Written for and by other colleagues, the site unearths inspirational tales from the workforce, explains fresh ideas and encourages feedback and dialogue.





Tell the world

If you decide to share your purpose with the wider world, be bold but realistic. This is what you, as a business, have decided to champion. Own it, be happy to shout about it proudly on social media – and expect a reply. Remember, it's a forum for feedback and discussion – not all of it constructive.

By definition, any opinion will rub up against opposition. It's impossible to please all of the people, all of the time. *But that's OK.*

The real power of purpose

And it's OK because the real power of purpose is helping you to find your people, from a loyal, motivated workforce to customers who become brand advocates.

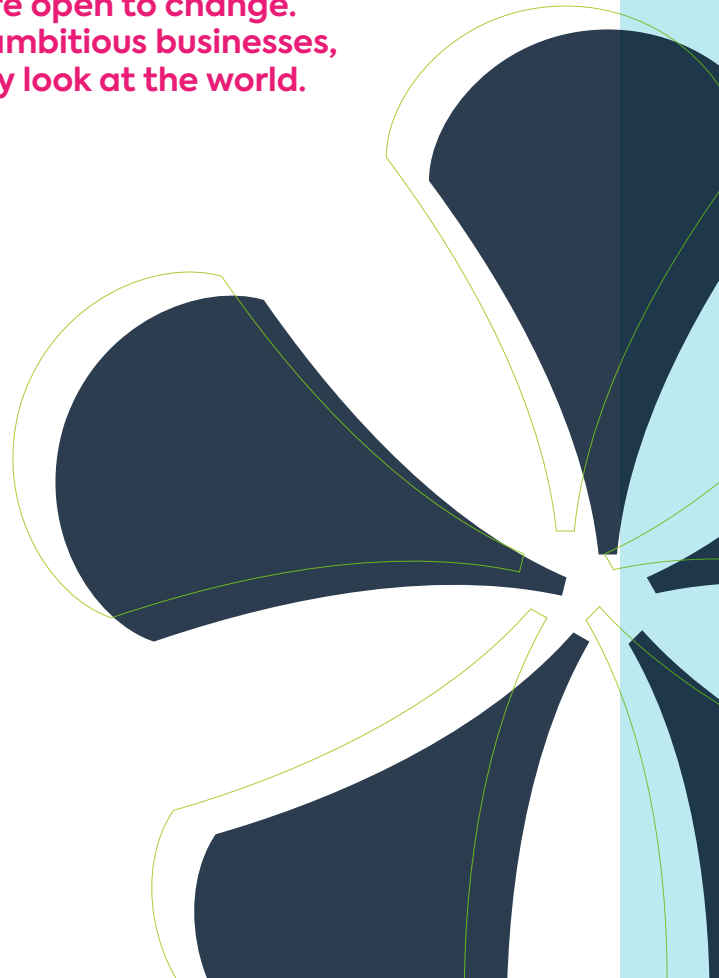
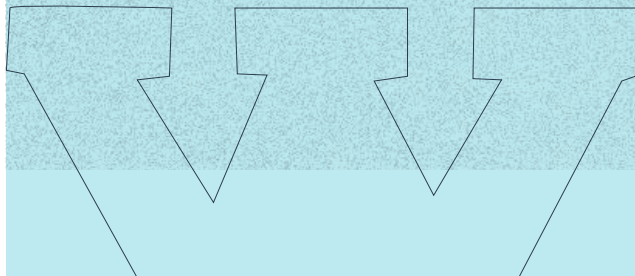
Unengaged and unchallenged employees or clients might be blandly satisfied with what you provide – but they're never going to be ablaze with motivation. By nailing your colours to the mast, you might lose a few, but you'll gain those who are meant for you.

And together, you really can make a difference.

ambition is infectious

At Wrapped, we work with people who are open to change.
People leading in forward-thinking and ambitious businesses,
ready to challenge and shift the way they look at the world.
People looking for new possibilities.

We work with people who genuinely want **growth for their brand** – and understand that growth means shaking up business as usual, seizing unexpected opportunities, embracing fresh ideas and **partnering with us** to develop an insightful and audience-led creative approach.



Our approach is about **doing what it takes** to get you to where you want to be.

It's about **behaviour** and **psychology**.

It's about **research, strategy** and **creative thinking**.

It's about **emotional intelligence**.

It's about looking at things in a **different way** and it's about **never compromising** on doing the **best** possible job.

Ever.

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thank you

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