




Simon Mainwaring

UTENTI PUBBLICITA ASSOCIATI

July 6th, 2011
Milan





PLEASE HELP
ME I'm POOR
And SICK I WILL
VOTE FOR YOU
THANK YOU



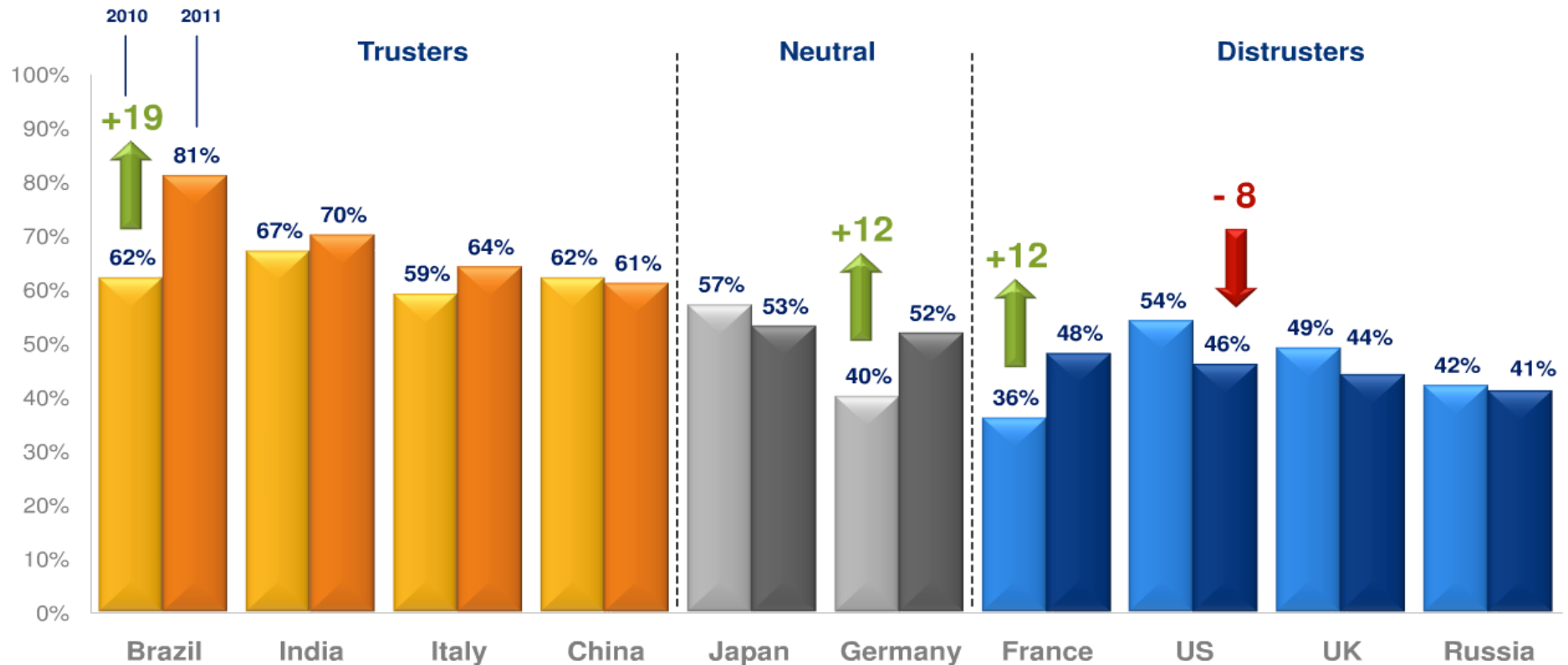






Emerging markets dominate as “business trusters” U.S. drops to within 5 points of Russia

How much do you trust business to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64; Top 10 GDP countries

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The world's current economic model is a "global suicide pact."

*Ban Ki-Moon, U.N. Secretary General, 2011
W.E.F.*

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HOW ARE
YOU
WORLD?





*Consumers want a better world,
not just better widgets.*

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86% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests.

Edelman 2010 goodpurpose® Study

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1. Brands must be meaningful to their customers lives



Self-definition:



Who you are



What you stand for



Your purpose



Meaning is the New Search



Humanize your brand



pepsi refresh project

Pepsi is giving away millions in grants each month to fund great ideas.

HOW IT WORKS

We're looking for people, businesses, and non-profits with ideas that will have a positive impact. Look around your community and think about how you want to change it.

The graphic has a blue background with a white Pepsi globe icon. Below the icon are six small circular icons representing different categories: a red one with a person, a blue one with a gear, a yellow one with a dollar sign, a green one with a leaf, a pink one with a heart, and an orange one with a recycling symbol. The text is in white and blue.

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2. Brands must celebrate their customers

 *Brands must shift from celebrity to chief celebrant.*

 *Brands must become architects of community.*

 *Brands must balance global/local, online/offline.*

Nike, Livestrong & Cancer

- *Chalkbot Campaign: Heartfelt messages from cancer sufferers were put where they do the most good – on the road in front of the cyclist riding for a cure.*
- *That cyclist in turn brings attention to the cause and inspires others to contribute.*
- *Most importantly, Nike engaged in dialogue sending an image of the messages on the road back to those who participated.*



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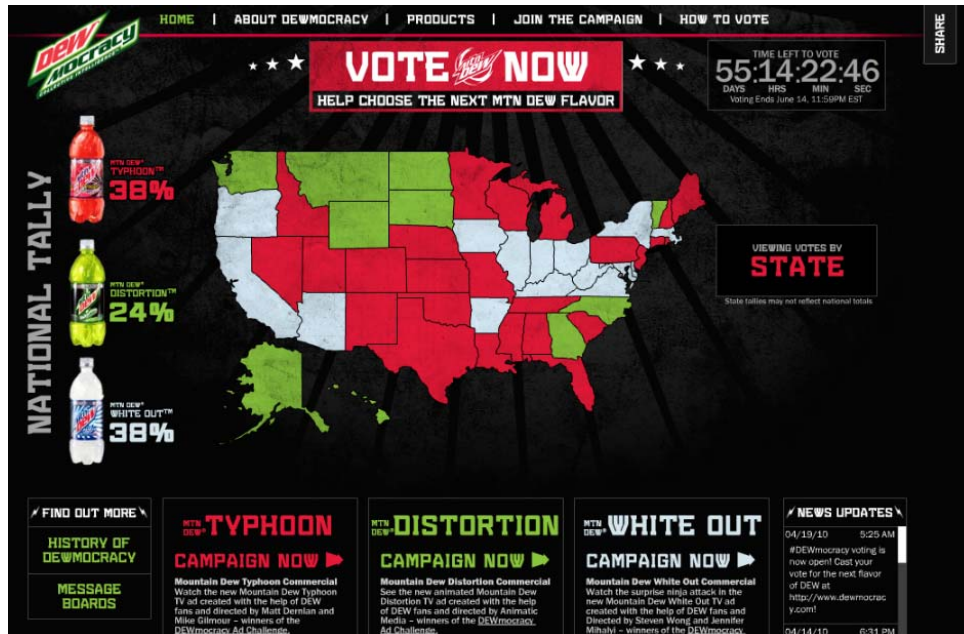
3. Brands must partner with their customers

 *Reverse everything we know about advertising.*

 *Commit to authenticity, transparency & accountability.*

 *Embrace customer co-authorship of brand narrative.*

Mountain Dew & Patagonia



The Dewocracy Campaign launched “The People’s Dews” enabling customers to choose the three new flavors, their names, the advertising agency, the creative work and the media buy.



Patagonia’s Footprint Chronicles uses videos to allow customers to track the environmental impact of specific products with full authenticity, transparency and accountability.

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3 Guidelines for the Future

🔥 *Technology is teaching us to be human again.*

💡 *The future of profit is purpose.*

💬 *The best hope for business is the business of hope.*



Thank you.

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