

IMI NEXTWAVE™ CONTENT SERIES

UNCOVERING PURPOSE

Presented by Vanessa Toperczer April 29, 2021 | Released May 3, 2021



IMI International Overview

SINCE 1971 OUR CORE PURPOSE

INSIGHT DRIVING PROFIT

150+
CLIENT PARTNERS

FROM 45+
COUNTRIES



MONTHLY INSIGHT **X18** COUNTRIES
OFFICES ON FOUR CONTINENTS



**RELEVANT
CONTEXT**

50,000+
CASE STUDIES



PERFORMANCE VS.
IN-MARKET
BENCHMARKS

FACT-BASED GUIDANCE FOR EVERY STEP OF THE WAY



DISCOVER

UNCOVER
GENUINE
OPPORTUNITY



CONFIRM

FACT BASED RELATIVE TO IN
MARKET ACTION STANDARD
/ BENCHMARKS*



OPTIMIZE

MAKE THE MOST OF EVERY
DOLLAR WITH CONTINUOUS
ROI OPTIMIZATION

What direction should we take for our right next innovation? Message? Creative? Marketing tactic? Is Sponsorship is right for the brand? Which property or partner will maximize ROI? How should you activate? What will be most compelling, relevant and better than competition? Who

What's your challenge?

With 50 years of experience maximizing marketing effectiveness, we'll use our tools and resources to find the direction that maximizes your ROI.

THOUGHT LEADERSHIP

NEXTWAVE 

EDUCATION AND BEST PRACTISES

UNI 

INSIGHT AT YOUR FINGERTIPS

SPONSORPULSE 

GENPULSE 

CATEGORYPULSE 

GLOBALPULSE 

SHOPPERPULSE 

CUSTOM SOLUTIONS

PINPOINT 

What exists in the world that I can learn from and elevate? What is my target market doing now, what are they excited about, what are they going to do more of? How about my category purchasers? Or Shoppers? How can I maximize the basket size? What's changed? What hasn't? How should I segment my consumers, my shoppers? What's important to them? How do I target?

Background: COVID-19 & Global Recovery

Over the last 13 months IMI's NextWave™ has conducted interviews with well over 1.3MM people ages 13+ from across the world to better understand consumer attitudes and behaviors to help navigate through this time.

82,500 interviews across North America, and 10,000 in each of the UK and Australia were completed for this study.

Recovery Wave 2 : April 1st, 2021

Uncovering **PURPOSE: TODAY**

Recovery Wave 3: June 3rd, 2021

If you would like more information, please feel free to contact Don Mayo, dmayo@consultimi.com or Vanessa Toperczer vtoperczer@consultimi.com.

All content is available on
IMI's Global Content Portal



content.consultimi.com



“PURPOSE” and “PURPOSE Driven-Brands” are talked about everywhere we turn



The Power of a Purpose-Driven Brand (And How to Build One)

Hollie Arnett [Follow](#)
Jan 28, 2020 · 7 min read



Trends in Branding and Marketing for 2021 — Purpose-driven Brands

4/8 — Brands need to be more Human, Authentic, and Purpose-driven to Succeed, Thrive and Add Value in 2021 and Beyond



Forbes

Dec 31, 2019, 10:20pm EST | 16,248 views

Purpose At Work: 10 Brands Leading With Purpose In 2019



Simon Mainwaring Contributor [+](#)

CMO Network

I write about how to drive growth for purpose-driven brands.

Deloitte.

Article

10 minute read · 15 October 2019

Purpose is everything

How brands that authentically lead with purpose are changing the nature of business today

Global Study Reveals Consumers Are Four To Six Times More Likely To Purchase, Protect And Champion Purpose-Driven Companies



Afdhel Aziz Contributor [+](#)

CMO Network

Co-Founder, Conspiracy of Love, and Good is the New Cool.



Alison DaSilva, Managing Director, Purpose and Impact, Zeno Group ZENO GROUP

Exacerbated by the Pandemic, there are multiple definitions of what a PURPOSE-Driven Brand is...

A brand that is motivated by their core mission.

The reason why a company or a brand exists.

To solve a problem or meet a need in society.

“What” makes a brand relevant and necessary to its customers.

**REASON FOR
BEING**

DOING GOOD

C-suite executives have realized that consumers want to do business with companies that do good.

Businesses have an ethical responsibility to contribute to the societies in which they exist it simply makes economic sense because they can attract more customers and maybe even charge them more

brand goal
reason for being
doing good
covid-19 relief





Most importantly, what does it mean to people?

brand you identify with
partnership with cause
local
giving back



**And how do you know what
the right direction is to
effectively retain, recruit
and drive your ROI?**

Content Sections:

SECTION 1	SECTION 2	SECTION 3	SECTION 4
<p>Definition, Sizing and Profiling</p> <ul style="list-style-type: none">a) Consumer definitionb) Sizing the potentialc) Do people care/ Who cares the most?d) Who cares the most?	<p>Deep-Dive into Category + Brand Specific Influence</p> <p>Relative importance across categories and specific brands</p>	<p>Pricing Significance + “Stand-Out Brands”</p> <p>Will people pay more? Are there specific brands that are standing out right now.</p>	<p>Question Period</p> <p>Answers to questions upon registration</p>
			<p>Q&A</p> <p>Audience Questions upon Registration </p>

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lymph cell. [< New
lymph)
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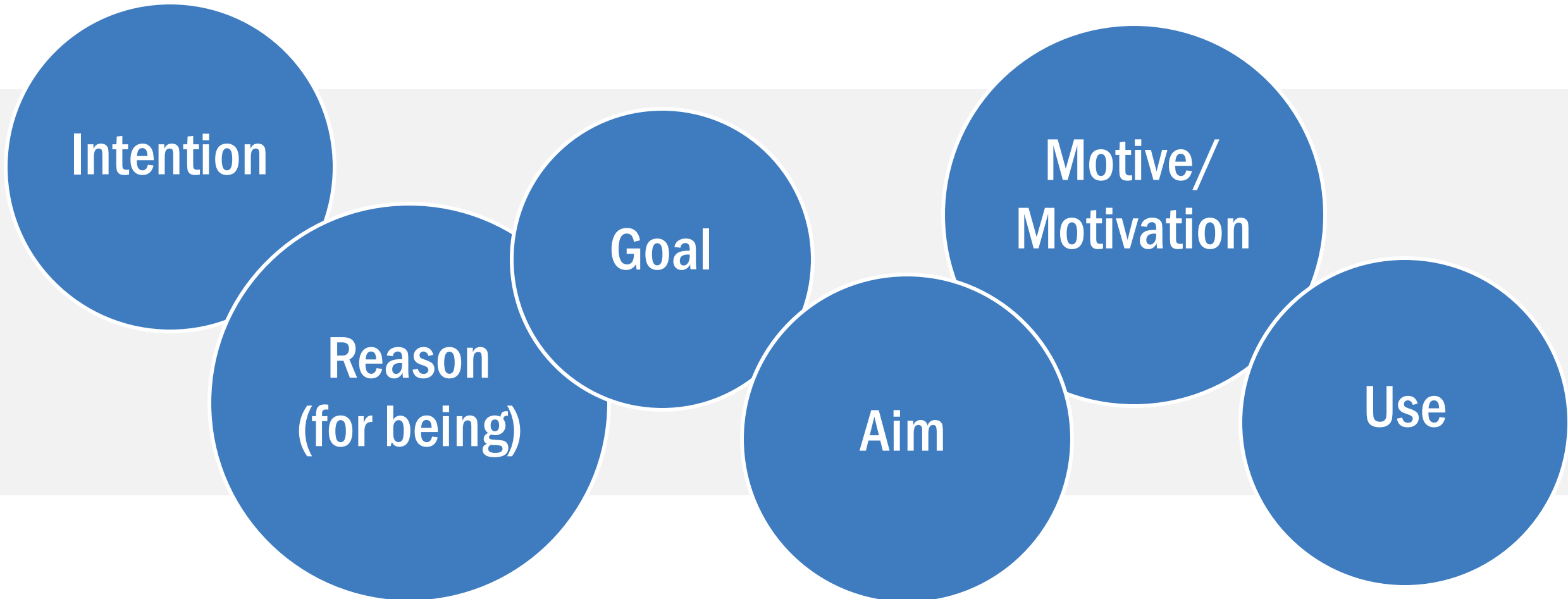
SECTION 1

Definition, Sizing and Profiling

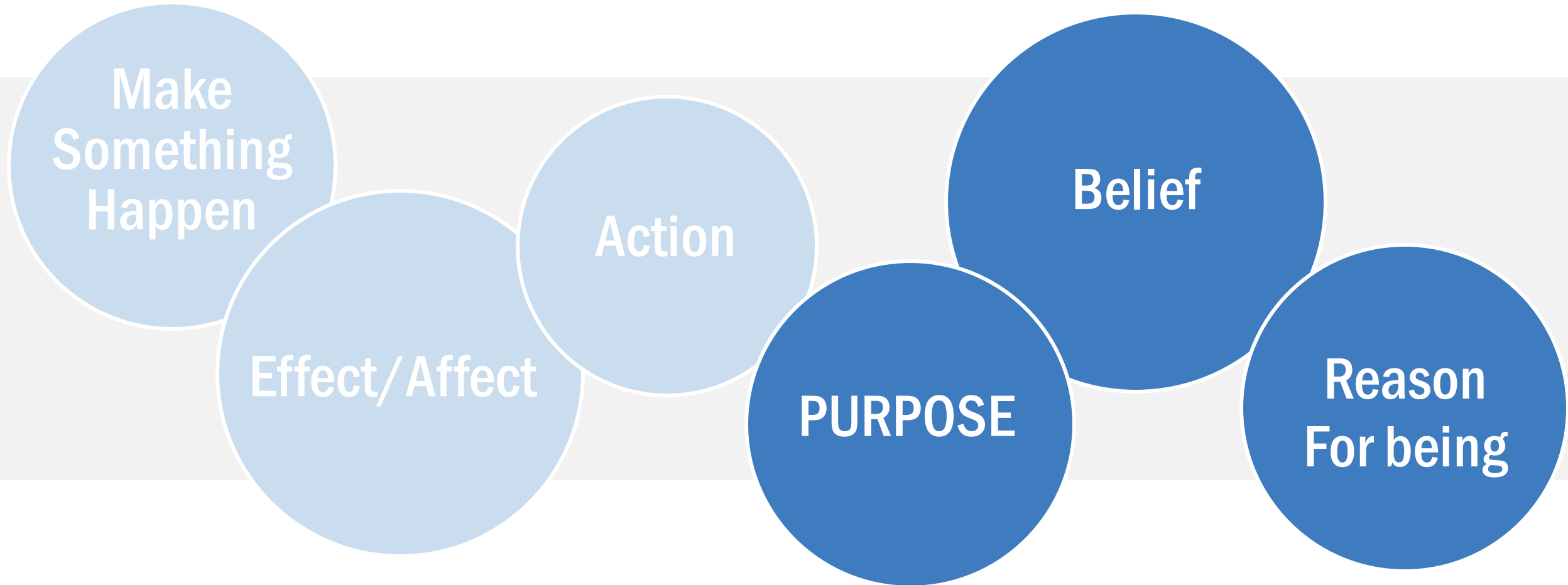
...
cation.
-adj. false; not truthful.
-v. present participle of lie¹.
told the truth. -ly¹ingly, adv.
lying² (lī'ing), v. present participle of lie². He was
lying on the ground.
lying-in (lī'ing in'), n., adj. -n. confinement in
childbirth, giving birth to a child. -adj. of or hav-
ing to do with childbirth; a lying-in hospital.
Lyman alpha, or Lyman-alpha (lī'man-ā'fā),
of having to do with the Lyman-alpha line.
1906, or having to do with the Lyman-alpha line.
1910, American physicist.
Lyman-alpha line, a line
of the Lyman series of the
hydrogen spectrum.

Unaided- 'Brand with PURPOSE' is defined consistently by consumers around the Globe

Words would you use to: Define* PURPOSE*? N=600 Canada/UK/USA



Does PURPOSE = Cause? Very similar but PURPOSE does NOT have to be a cause...unless you are one



Cross-over Between The Definition Of PURPOSE And Cause

Unaided. Words would you use to: Define Cause? N=600 Canada/UK/USA

'Charity', however is something very different and is focused on giving and kindness



Unaided. Words would you use to: Define Charity? N=600 Canada/UK/USA

What's the definition? There are similarities between PURPOSE and cause but PURPOSE doesn't have to be a cause or a charity unless you are one.

PURPOSE

Intention – Reason – Goal – Aim – Motivation – Use

CAUSE

Make Something Happen – Effect – Action – PURPOSE- Belief – Reason

CHARITY

Giving – Helping – Kindness – Generosity – Caring - Compassion

It's bigger than that



How important is PURPOSE?



'A brand with a PURPOSE I relate to' has a strong place today. At parity in importance with price and ease, less important than trust, quality and overall value.

Tactics that are **MORE** compelling than purpose



PURPOSE I RELATE TO

Offers a great price | Easy to deal with

Tactics that are **LESS** compelling than purpose



The importance of trust and quality far exceed Purpose, but that doesn't mean PURPOSE is not important

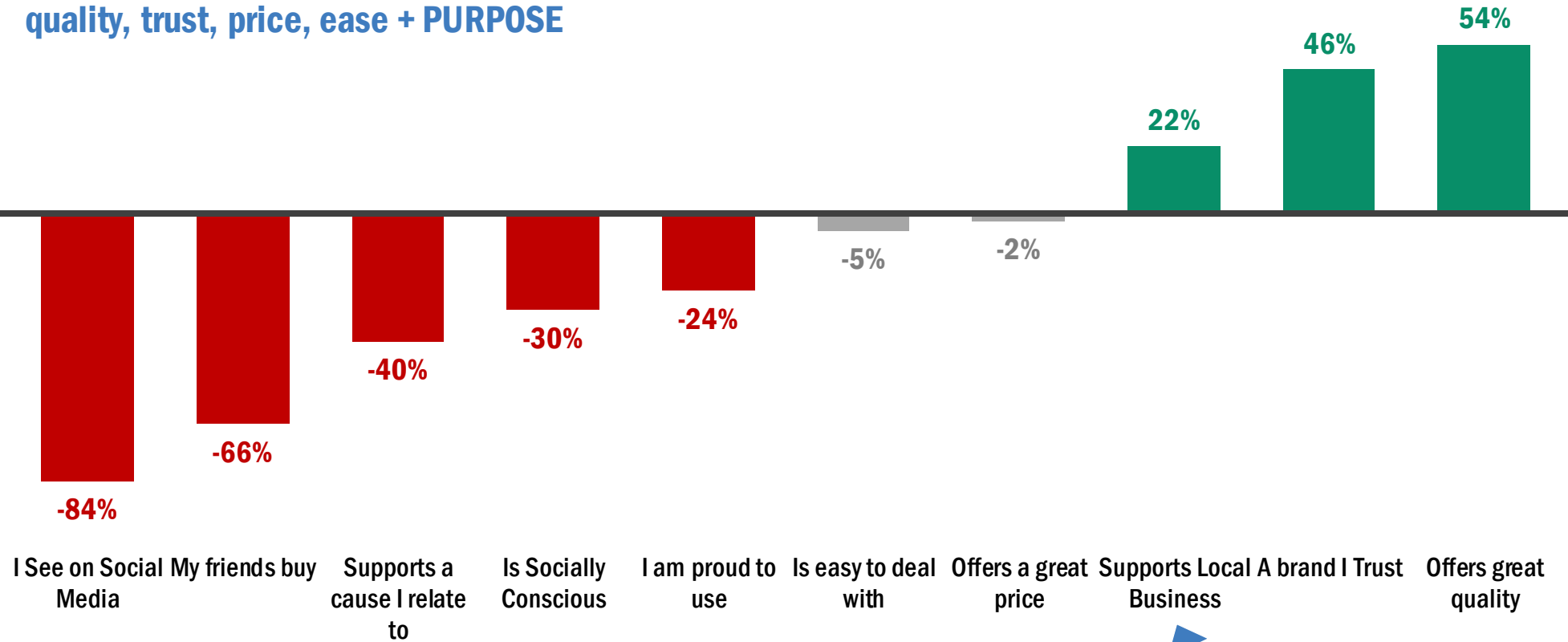


You have to have your fundamentals right:
quality, trust, price, ease + PURPOSE



PURPOSE I RELATE TO

A BRAND THAT:



The importance of "local" is heightened with the pandemic.

Unaided - Expectations from people right now? **Expectations align with your fundamentals further reinforcing how important they are.**



Unaided. Expectations from brands right now? N=600 Canada/UK/USA

Yes, environment matters – but not as much as **trust, price & ease.**

The primary purchase influencers even among a group of people that care about climate change are **trust, price and ease** NOT because a product is environmentally friendly.

PURCHASE BECAUSE/AFTER....		People that support CLIMATE CHANGE AS AN ISSUE
1. It's a Trusted Brand Name		78%
2. It Offered Buy One Get One Free		77%
3. Browsing Online Products On Amazon		75%
4. Redeeming A Coupon For A Discount		74%
5. Products Online Because They Offer Free Shipping		73%
6. Researching Online About A Product/Service		73%
26. The Product Is Environmentally Friendly		56%

IMI GenPulse™ - What North Americans have done in the past 12 months, N= 13,000



Brand fundamentals are key drivers + PURPOSE. Giving back can support but ensure your fundamentals and core PURPOSE are strong 1st.

Quality. Trust. Price. Ease

MUST HAVES: STRONG FUNDAMENTALS

+

PURPOSE

REASON FOR BEING

Cause

ONE OF MANY
SUPPORTING ELEMENTS

Could Be The Same.
Strength When
Complimentary.

Think about your brand... what's your PURPOSE?

KENNETH COLE

PURPOSE: Aspirational shoes for aspirational women

Supporting Cause: Public Health and Civil Liberties

method.
look good. do better.

PURPOSE: Cleaner with style (feel good having it on your counter)

Supporting Cause: Environmental sustainability



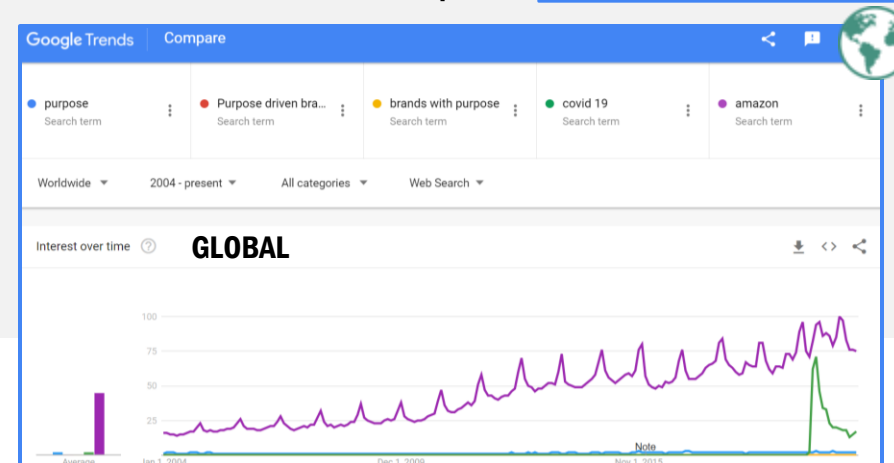
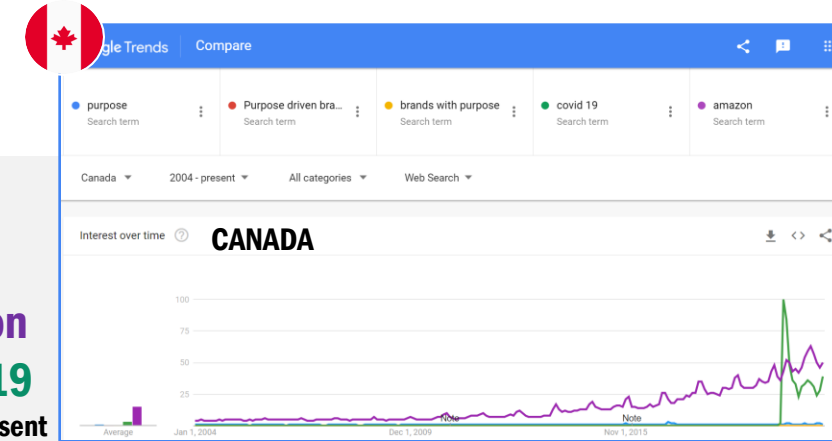
PURPOSE: Inspiring the Athlete inside of you

Supporting Cause: Sustainability: water, waste....

Do not fool yourself, people are NOT searching for brands with PURPOSE OR PURPOSE OR PURPOSE driven brands' - almost ZERO

**Purpose is more of an industry term -
People look for and engage with specifics.**

**KNOW WHAT YOURS IS AND
DEMONSTRATE IT – DON'T JUST TALK
ABOUT IT.**



DOING



SAYING



PURPOSE is important

IF...

- 1. FUNDAMENTALS ARE STRONG**
- 2. PURPOSE IS KNOWN**
- 3. PEOPLE RELATE TO IT**

1


2

3



What's the size of the opportunity?

PURPOSE Drives Purchasing for close to half of the Canadian Population



46%
ANNUALLY
15% Weekly

14M

Canadians have purchased a brand because it “has a PURPOSE I relate to”

4.5M CANADIANS DO SO WEEKLY+

Because a Brand Has a PURPOSE I Relate To. N=41,423 Canadian 13-65 years of age. Last Updated April 2021



Do People care about 'Brand with PURPOSE'?

IMI Certainty™ Concept Testing – April 2021 Canada/USA, 2021

**PURPOSE I KNOW/
AM AWARE OF**

47%

**PURPOSE I
RELATE TO**

67%

CARE ABOUT: They care but need to know your audience – their attention is stronger if they relate to it.

Trust
Quality
Easy to Deal With
Value

Simplicity
Water conservation
Aspiration
Mental health
Innovation



What's YOUR PURPOSE?

Gender Equality
Supporting Local
Promote Happiness
Style

**“If you don’t see my designs,
I’m like a tree in the forest.**

I’m only as good as you know me to be.

If I’m not out there I don’t exist.”

-Kenneth Cole

It's not just being a brand with 'PURPOSE'

Price of entry includes:

Living a PURPOSE that people relate to AND
making the market aware that you have this
PURPOSE.





Who are the people most influenced by PURPOSE?

Purchase because a brand has a PURPOSE, I relate to...



PREDOMINANTLY MALE OR FEMALE?



Males are more influenced by PURPOSE than females.



42%



50%



GenPulse™ May 2021 Purchase because a brand has a PURPOSE, I relate to.

Purchase because a brand has a PURPOSE, I relate to...



GEN-Z
(13-24)



MILLENNIALS
(25-39)



GEN-X
(40-55)



BOOMERS
(56-64)



Gen-Z is the most influenced by PURPOSE but important to note that it drives purchase across ALL demographics.



GEN-Z
(13-24)



54%

MILLENNIALS
(25-39)



47%

GEN-X
(40-55)



43%

BOOMERS
(56-64)



41%

Driven by “older Gen-Z’s”
19-24 year olds at 62%

Reality is that people are influenced by PURPOSE across demographics.



KIDS OR NO KIDS?



Kids < 18	51%
No Kids <18	43%
Kids < 3	61%
Kids 4-6	46%
Kids 7-12	48%
Kids 13-17	50%

EDUCATION AND INCOME



University /Post Grad	50%
College	47%
High School or Lower	41%
NA: Under \$70K	43%
NA: \$70K+	48%
NA: Under \$100K	44%
NA: \$100K+	50%

ETHNICITY/BIRTHPLACE



Caucasian	44%
NOT Caucasian	50%
African American	63%
Hispanic/Latino	50%
Asian	50%
Born in Canada	47%
NOT Born in Canada	41%

Your brand needs to have a PURPOSE that the people you care about relate to, that you demonstrate, and they engage with.

Know your consumer and those that DO. There's POWER in Action. Doing. Engaging.

People that DO something are more likely to engage in the fundamentals that will drive your brand forward

	SAY 'CLAIM'	DO 'ACTION'	DOING VS. SAYING
	Raise Awareness of Climate change	Volunteer to Support Climate Change	DIFFERENCE
Be loyal to brands that are carbon neutral	54	72	18%
Support Environmental Causes	69	74	5%
Drive an Electric Car	30	49	19%
Eliminate Dairy from your diet	39	59	20%
Donate Money to Fight Climate Change	49	70	21%
Purchase brands that Support eliminating Climate Change	59	72	13%



In a sea of relevant issues how do you make your brand stand out?

of Issues that people 'Support' – believe are 'Important'



Americans believe

25.5

Issues are important



Canadians believe

32.2

Issues are important

**Know the people you care about,
the Purpose THEY relate to and those that DO vs say**

**Focus on your PURPOSE over time
Demonstrate and live it!**

...that's where the magic happens

An aerial photograph of a dense forest, likely a coniferous forest, with a winding road or path visible in the lower half of the image. The entire image has a blue color overlay.

“If I’m not out there I don’t exist.”

-Kenneth Cole



SECTION 2

Category Deep-Dive

It's **not** one size fits all



THINK ABOUT...

**Is your strategy to
retain, recruit into the
category or recruit
from other brands?**

ACTIVATE PURPOSE ACCORDINGLY...



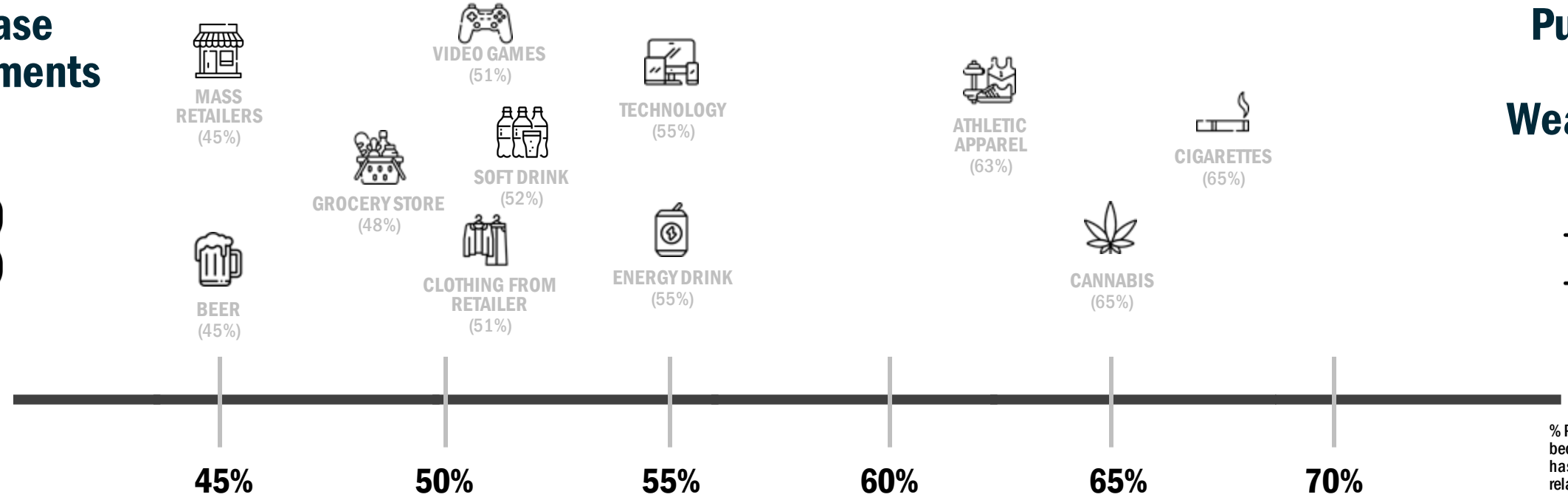
Category Purchasers

How important is PURPOSE to the people that purchase your category? How deeply should you focus on it?

Purchase Condiments
41%



Purchase Fitness Wearables
73%

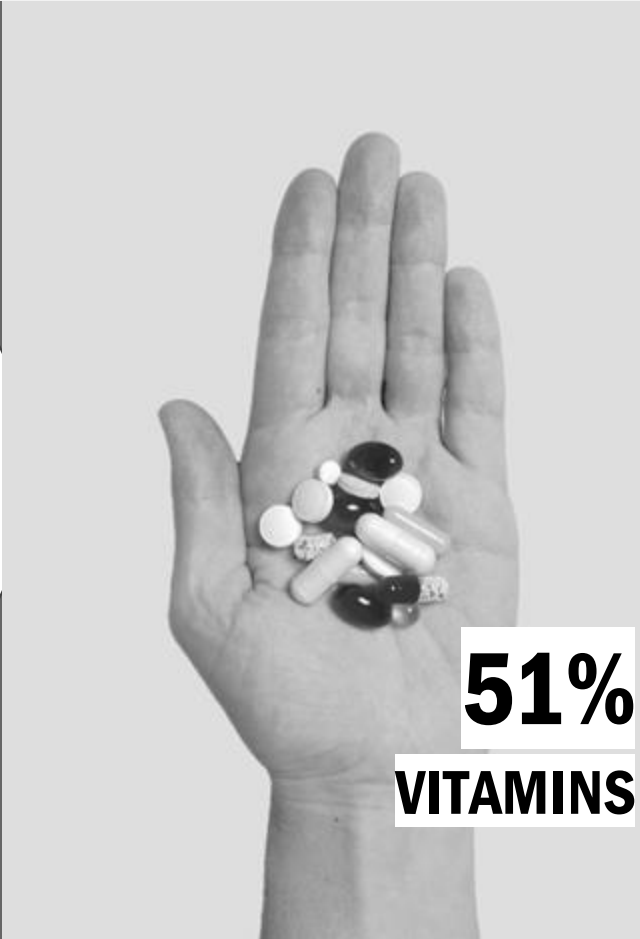


% Purchase because a brand has a PURPOSE I relate to

Things aren't always what you think...

Purchasers of Cigarettes and Cannabis are MORE influenced by PURPOSE than people that purchase Vitamins.

Who would have thought? Reminder to never assume

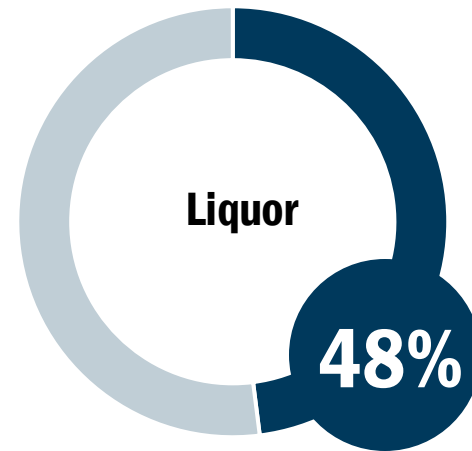
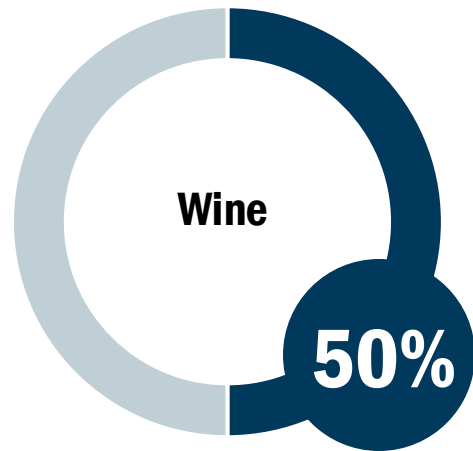
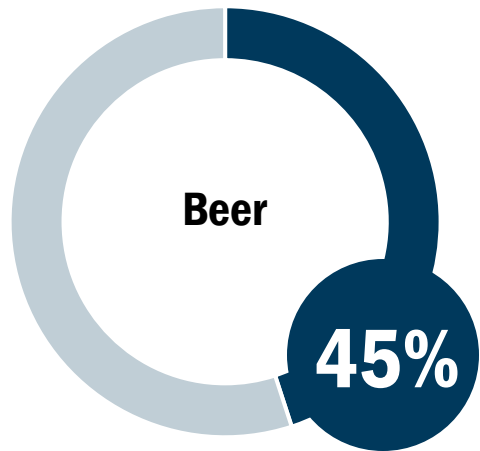


GenPulse™ May 2021

Alcoholic Beverage

Purchase because a brand has a PURPOSE I RELATE TO

CATEGORY PURCHASERS



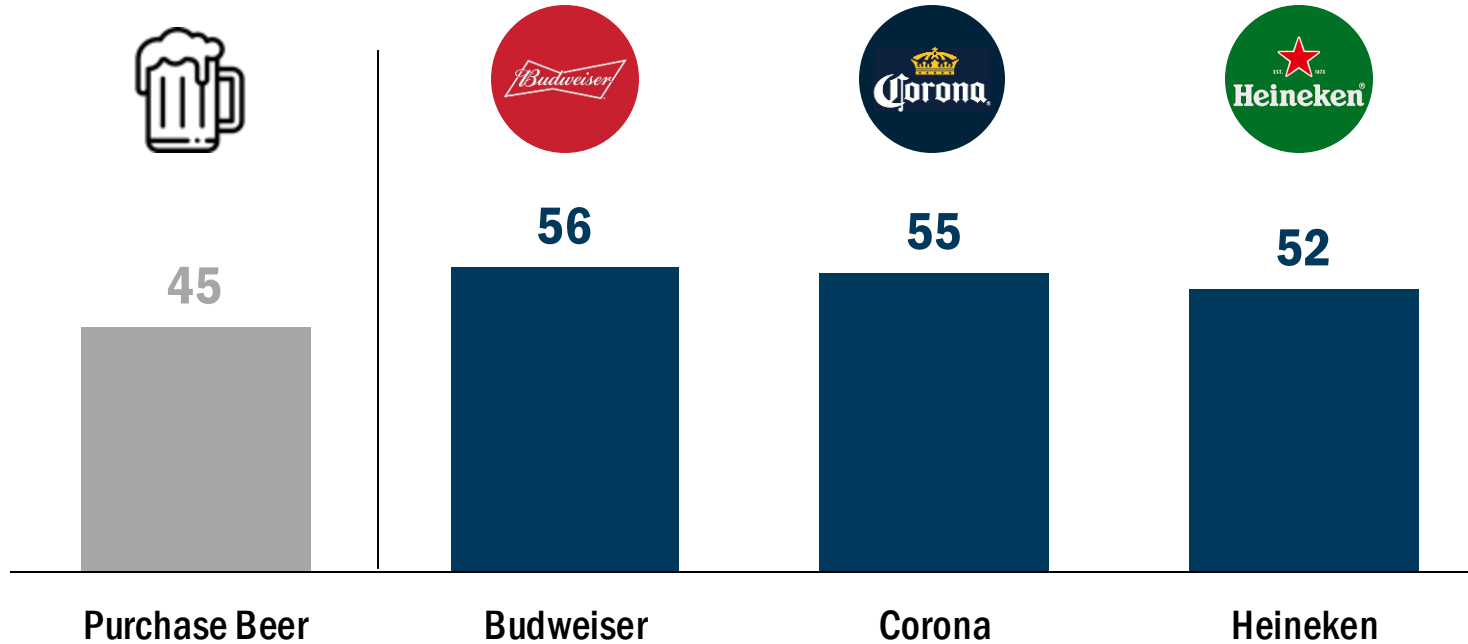
Remember cannabis purchasers is 65% ...especially as you look to innovate.



GenPulse™ May 2021

Beer Brand Purchasers

Purchase because a brand has a PURPOSE I RELATE TO



Important to understand your category purchasers – but more important to understand your brand's customers – and most importantly – can you use PURPOSE to attract high valued competitive customers.

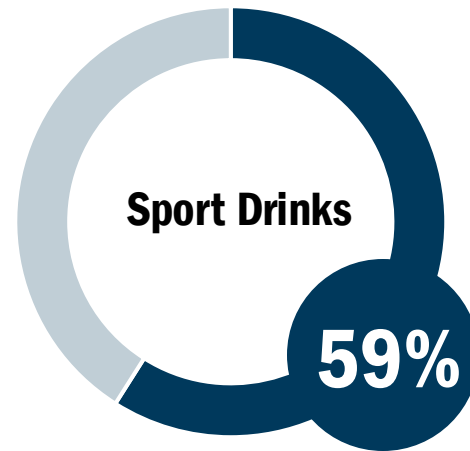
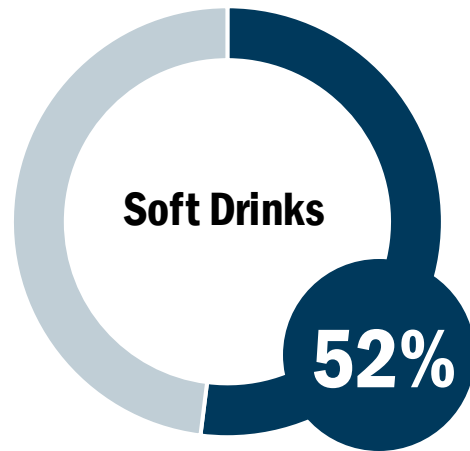
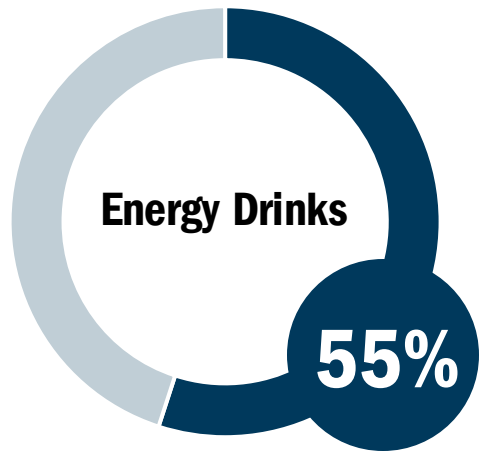


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Beverages

Purchase because a brand has a PURPOSE I RELATE TO

CATEGORY PURCHASERS



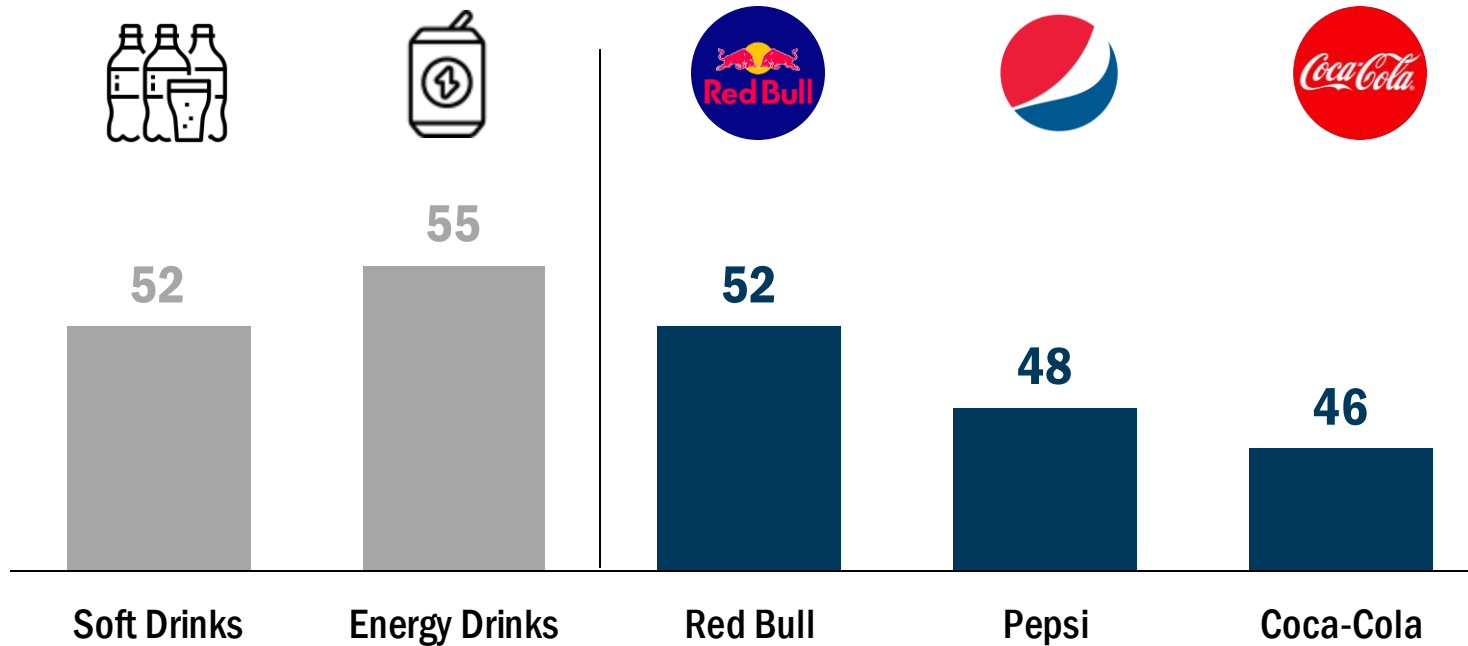
If you're in the beverage business over 50% of people that purchase your category purchase a brand because it has a PURPOSE they relate to.



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Energy and Soft Drink Brand Purchasers

Purchase because a brand has a PURPOSE I RELATE TO



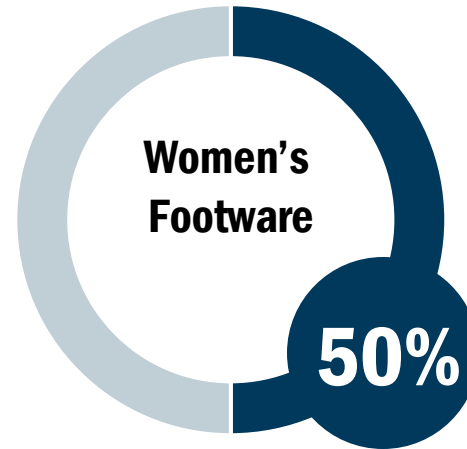
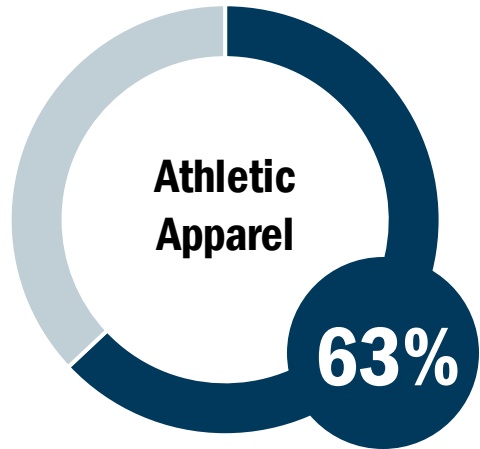
People that purchase Energy Drinks are more influenced by PURPOSE than Coke or Pepsi consumers. Know what connects with your consumer and consider this in partnerships, associations and activations...

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Apparel

Purchase because a brand has a PURPOSE I RELATE TO

CATEGORY PURCHASERS

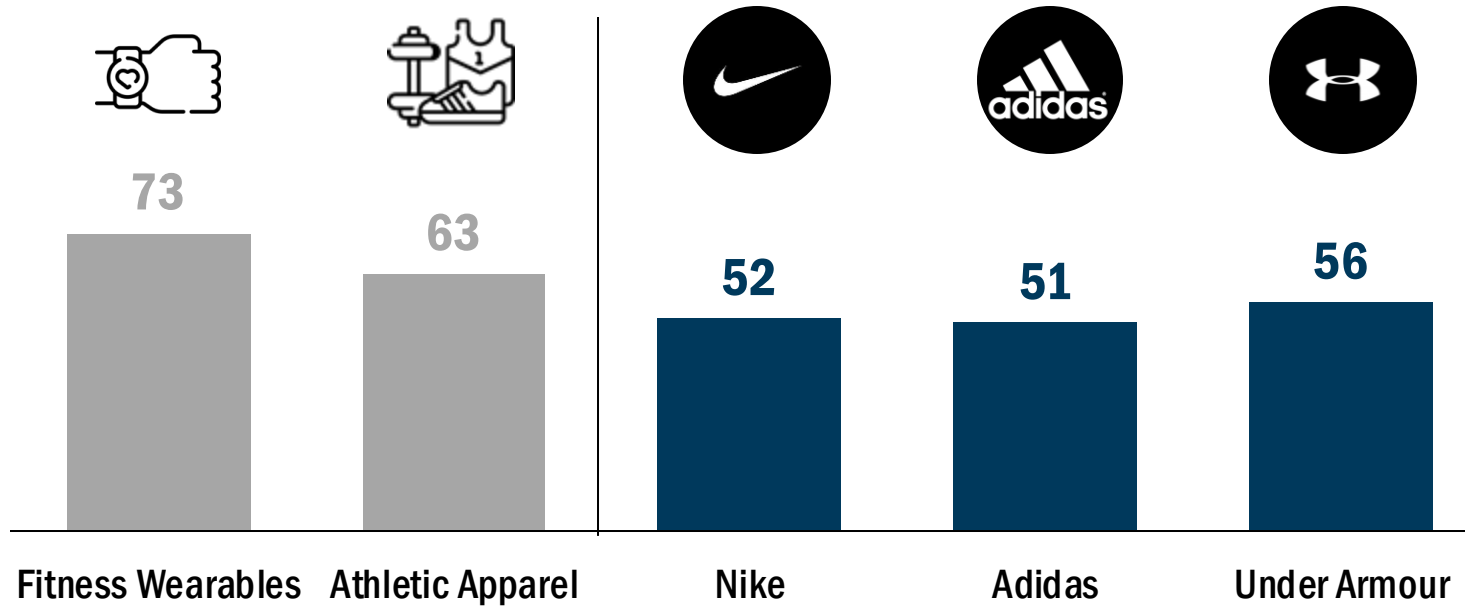


63% of people that purchase Athletics apparel purchase a brand because of a PURPOSE they relate to. If you're in Women's footwear or a retailer looking to recruit and engage athletes – think of your messages, display strategies and partnerships.

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Athletic Apparel Brand Purchasers

Purchase because a brand has a PURPOSE I RELATE TO



Athletic apparel purchasers are among the most influenced by PURPOSE. Use of PURPOSE would be a way to effectively recruit. Heightened when you're focused on Fitness.

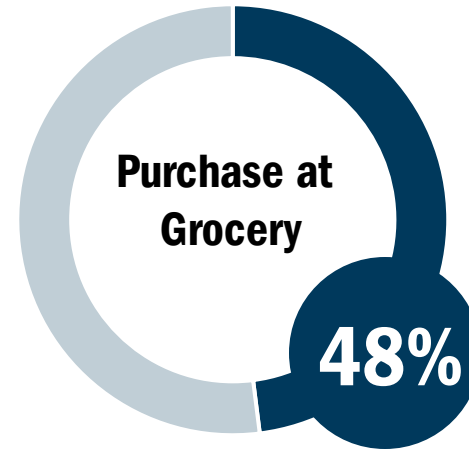
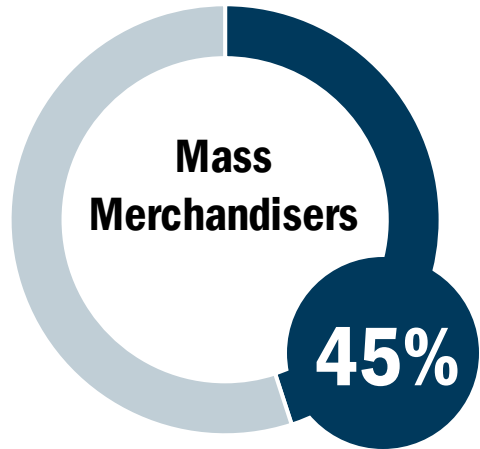


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Retailers

Purchase because a brand has a PURPOSE I RELATE TO

CATEGORY PURCHASERS



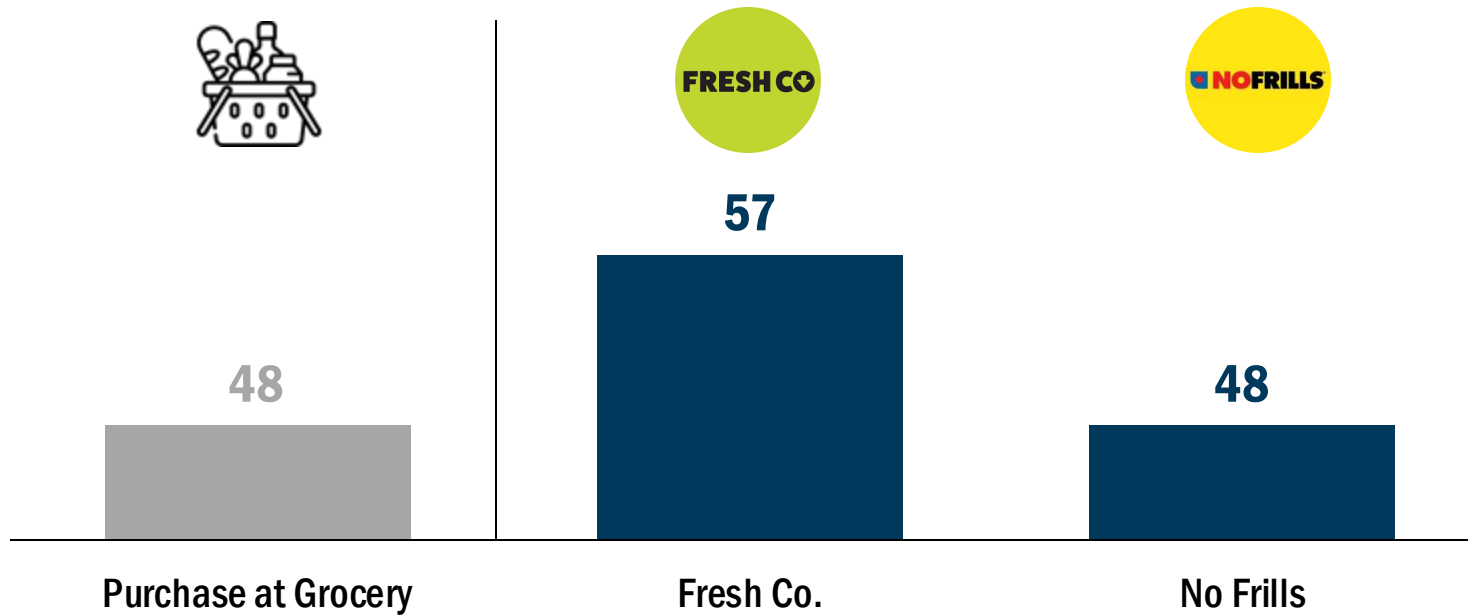
Categories where purchasers are the majority of the population will show influence consistent with the national average but if you dig deeper you'll find the insight you need to make strong decisions.

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Discount Grocery Brand Purchasers

Purchase because a brand has a PURPOSE I RELATE TO



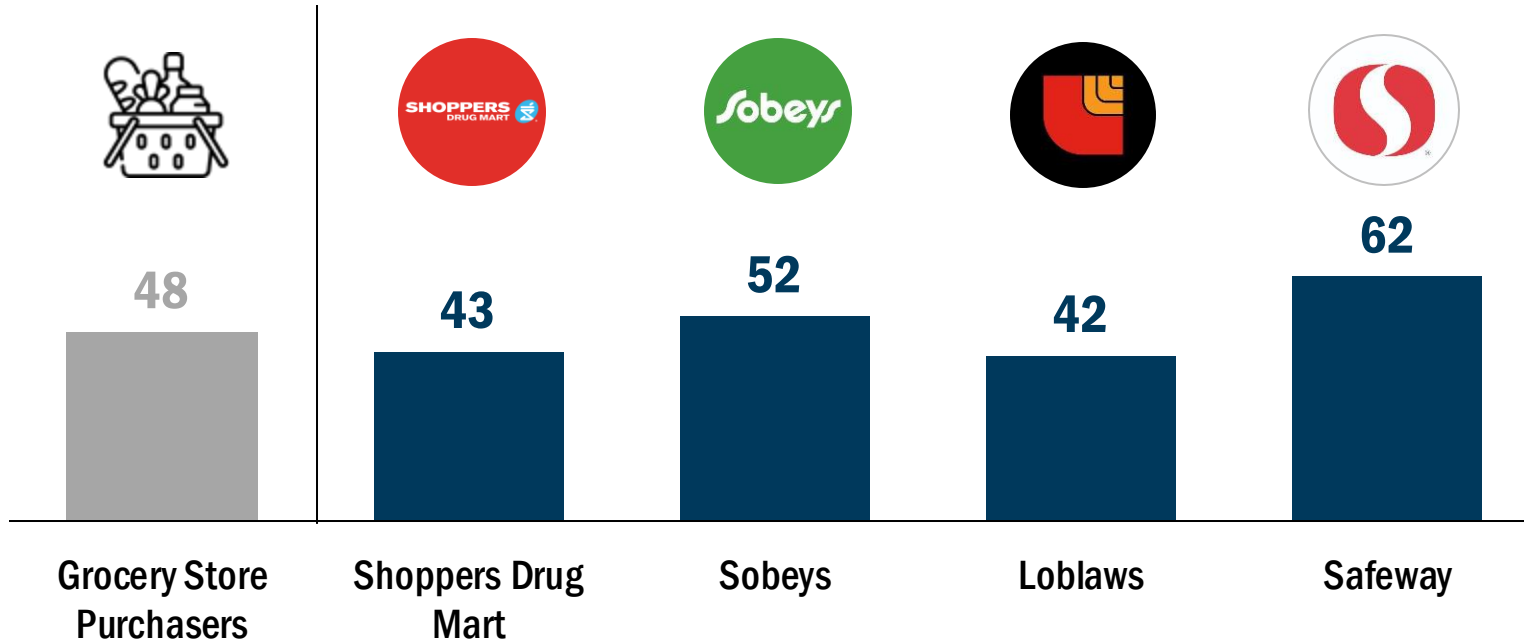
FreshCo customers are highly influenced by PURPOSE – consider your end aisle displays, partnerships, flyers ads to maximize your revenue potential.



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Grocery Brand Purchasers

Purchase because a brand has a PURPOSE I RELATE TO



BIG opportunity for Safeway to focus on brands with PURPOSE to drive revenue and ROI. Give your customers what they want front and center and accelerate your own PURPOSE.



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RETAIN

RECRUIT

ACCELERATE

Know Your Purchaser to Engage

Know Your Competitors Purchaser to Recruit

Focus on What Matters

Activate It to Drive Growth



Trust
Quality
Easy to Deal With
Value

Simplicity
Water conservation
Aspiration
Mental health
Innovation



What's YOUR PURPOSE?

Gender Equality
Supporting Local
Promote Happiness
Style



SECTION 3





Pricing & Brands that Stand Out





**Can Brands with PURPOSE
defend against TPR
and/or charge a Premium?**

The majority will NOT PAY MORE – but consider your category. 4 in 10 will consider a premium of 10-20%, a portion over 20%.

				
I would pay 'no more'/don't care	55%	56%	61%	64%
Willing to pay more	45%	44%	39%	36%
1-9%	14%	18%	16%	9%
10-19%	16%	14%	11%	15%
20%+	15%	12%	12%	12%



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Remember this is claimed...there a big gaps in behavior and attitude so know your category and its' pricing elasticity

ATTITUDE

93%

Of Canadians 'claim to support a cause today'

SAY

Believe Climate Change is a major issue today

56%



Purchase brands in the P 12 months that are helping eliminate climate change (once+)

36%

DO

Purchase brands weekly that are helping eliminate Climate Change

9%










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A close-up photograph of a white bell pepper in the center, surrounded by many black bell peppers. The entire image has a blue color overlay. A white horizontal bar is positioned across the middle of the image, containing the text.

Is anyone standing out right now?

Lots of room to grow when it comes to stated Brands with PURPOSE - Unaided

Unaided – Brands, products, services you think of as a 'Brand with PURPOSE' n=600 Canada/USA/UK

🇺🇸 USA		🇨🇦 Canada		🇬🇧 UK	
None	28%	None	31%	None	25%
	6%	 (connection)	11%		9%
	6%	 TESLA (conservation)	11%		
			7%		
			7%		

Fundamentals + PURPOSE = Purchase

Quality. Trust. Price. Ease + PURPOSE

MUST HAVES: STRONG FUNDAMENTALS

REASON FOR BEING



Pick your PURPOSE and live it!

INTEGRATE IT IN EVERYTHING YOU DO

**“If you don’t see my designs,
I’m like a tree in the forest.**

I’m only as good as you know me to be.

If I’m not out there I don’t exist.”

-Kenneth Cole

What does all this mean?

WHAT'S THE DEFINITION OF PURPOSE?

It's your GOAL, AIM, REASON FOR BEING.

It can be easily confused with giving back and cause but it's bigger than that...unless you are a cause or a charity.

DOES IT DRIVE PURCHASE?

A PURPOSE that they know about and relate to is a driver of purchase for approx. ½ of Canadians. Consider that on a Global scale.

It will also vary in importance by category and brand BUT knowing that over 40% of people are influenced means there's room for all brands to activate PURPOSE to accelerate.

Your PURPOSE must be known to do anything!

IS IT IMPORTANT?

A stated PURPOSE is important BUT not more important than the fundamentals of Quality, Trust Value and Ease of Use.

What does all this mean?

DOES IT DRIVE PROFIT?

Buying because a brand has a PURPOSE you relate to and being willing to pay more are two very different things.

Majority don't care and won't pay more, however some "claim" that it's worth \$'s. Truly understand your price elasticity and how far you can go.

It's not one size fits all. Find creative ways to show value.

HOW DO YOU PLAY WITHIN IT?

Focus on a PURPOSE that your target relates to AND that aligns with your business. Too many messages mean nothing.

Be focused, TALK ABOUT IT and live it.

KEEP IN MIND THAT PEOPLE WILL KEEP YOU HONEST SO DON'T PRETEND THAT YOU'RE FOCUSED ON PURPOSE.



IMI NEXTWAVE™ CONTENT SERIES

Have questions? Please reach out

Vanessa Toperczer vtoperczer@consultimi.com. 647-464-4193



Q & A

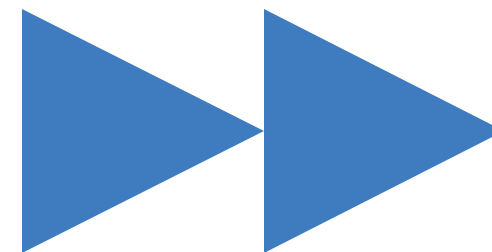


Vanessa Toperczer



Michelle Seemann

Audience Questions upon Registration



Audience Questions

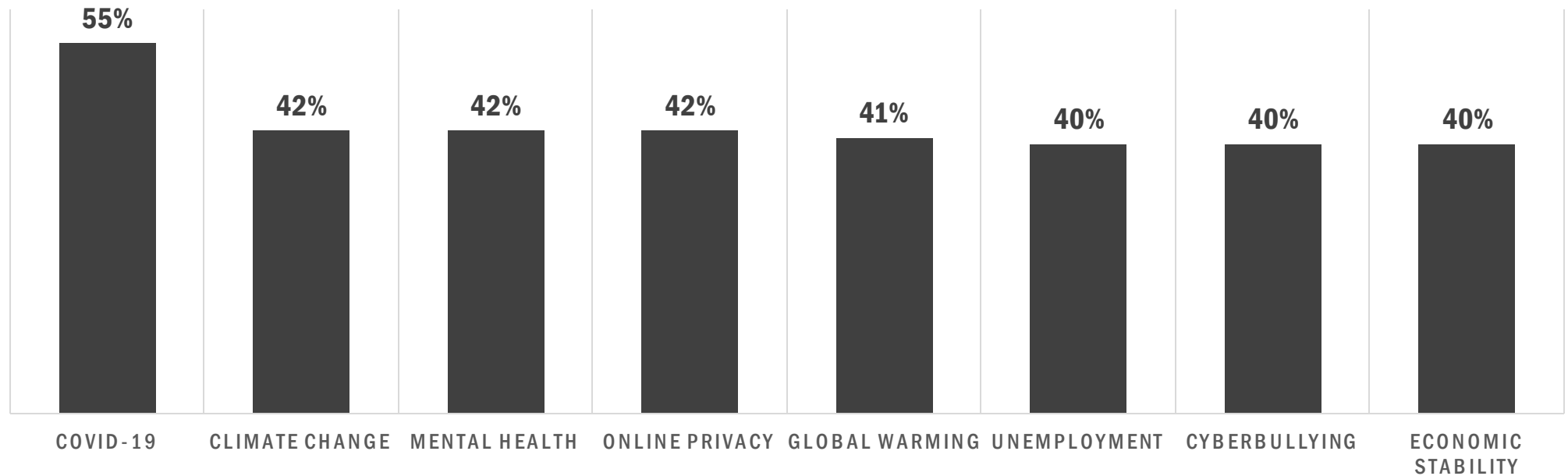
1. Is there a charity / cause / social movement that is best for 2022-25?



Major Issues Today: COVID-19 is the top issue today in North America with Mental Health, Environment, and Privacy in the top 6 as well.



MAJOR ISSUES TODAY



IMI GenPulse™ Feb 2021
N=13,000



There are many that are important to people right now...



Support Causes That Support Racial Equality	323	Donating Money To Fight Climate Change	176
Support Animal Welfare Causes	231	Donating Money To Sustainability Efforts	169
Build Awareness For Equal Rights	217	Support Causes That Support Victims of Violence or Racism	169
Volunteer At A Local Food Bank	217	Support Heart Disease Causes	169
Support Endangered Species	217	Raise Money For A Local Charity	167
Support Disaster Relief Causes	210	Support Causes That Support Those Who Have Been Sexually Harassed or Assaulted	159
Raise Money For A Local Cause/Charity	209	Support Causes That Support Local Community Issues	153
Drive an Electric Car	207	Help Raise Awareness For Mental Health	149
Support Diabetes Causes	204	Support International Aided Causes	149
Join A Charity Walk Or Run	202	Support Causes That Support Equal Rights	149
Support Causes that Support Women	195	Rally Against Climate Change	148
Support Causes That Support the homeless/housing	189	Support Education Based Causes	141
Support Environmental Causes	189	Support Causes that Support Children	139
Rally Against Animal Extinction	182	Support BlackLivesMatter	136
Support Causes in Support of Stroke	181	Donate To A Local Charity	135
Support Cancer Causes	178	Support Causes That Support Those With Disabilities	133
		Support Cancer Research	132

OVER INDEX AGAINST ALL CAUSE, CHARITY, MOVEMENTS

The important thing is to focus, engage and demonstrate...but don't pretend

GenPulse™ May 2021

Audience Questions

1. Is there a charity / cause / social movement that is best for 2022-25?
2. What differentiates people that buy due to a PURPOSE – if anything?



People that buy a brand because they relate to their PURPOSE are...



MORE FISCALLY CONSCIOUS

75% VS 55%

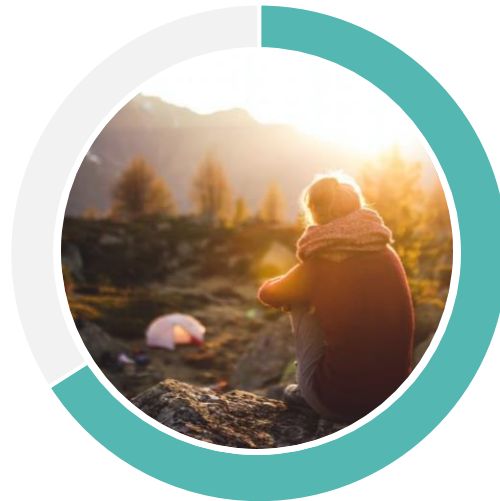


75%

use a budget to keep track of spending

PROMOTE WELL BEING

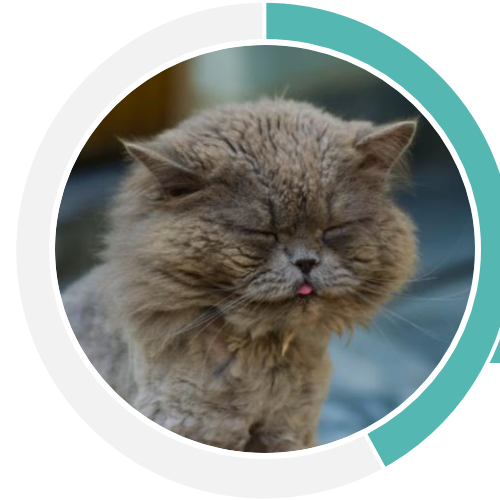
80% VS 66%



80%

CAT PEOPLE

61% VS 46%



61%

Play with cats

DOG PEOPLE

50% VS 55%



50%

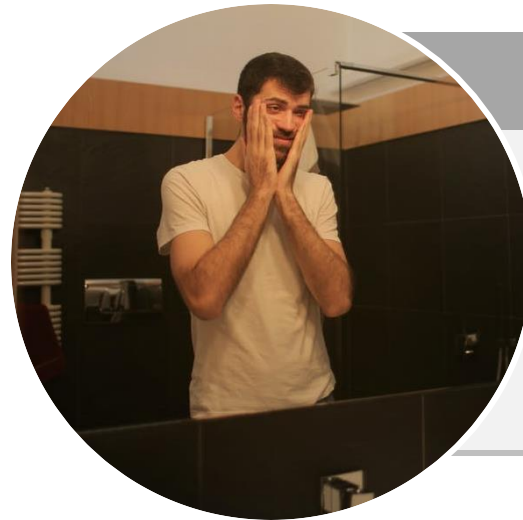
VS.

People that buy a brand because they relate to their PURPOSE are...



MORE SOCIALLY CONSCIOUS

- Help raise awareness for Mental Health 59% vs 40%
- Help build awareness for equal rights 71% vs. 33%
- Volunteer for a Charity 52% vs. 29%
- Donate to a local Charity 71% vs. 53%



BECAUSE THEY ARE MORE AFFECTED

- Small Business Owners 57% vs 44% (not a small business owner)
- Called a Mental Health hotline in the past 12 months 32% vs. 13%
- Talked with a Psychiatrist 38% vs. 17%
- Talked to a social worker 31% vs. 19%
- Discussed Anxiety / Depression 61% vs. 42%

GenPulse™ May 2021

Audience Questions

1. Is there a charity / cause / social movement that is best for 2022-25?
2. What differentiates people that buy due to a PURPOSE – if anything?
3. **Any differences with COVID?**



Acceleration of Local ...which could be your PURPOSE. We've also seen the rise of cause across the board including the Environment and Mental Health.



Tactics that are **MORE** compelling than purpose



Trust



Quality



Value



Local Business

PURPOSE I RELATE TO

Audience Questions

1. Is there a charity / cause / social movement that is best for 2022-25?
2. What differentiates people that buy due to a PURPOSE – if anything?
3. Any differences with COVID?
4. **Really curious to know about Sustainability in the context of PURPOSE. Are consumers interested in companies that are taking active steps to deliver a more sustainable business model (specifically with regards to climate change).**
5. **Are consumers willing to forego convenience and pressure companies to make changes?**



Among people that ‘purchase because of PURPOSE’ a brand that supports climate change and sustainability is important



Among people that ‘Purchase a Brand due to it standing for a PURPOSE they relate to’

Because Its A Brand I Trust	86%
Product Is Made Locally	86%
A Brand Due To Positive Online Consumer Reviews	83%
A Brand That Offered A Limited Time Special Price	79%
A Brand That Supports Sustainability	67%
A Brand That Supports Climate Change	53%

Sustainability is important but caution if they will pay for it...and convenience costs. Find creative ways to bring it to life so it brings value to the customer but also protects your bottom line.

GenPulse™ May 2021

Audience Questions

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4. Really curious to know about Sustainability in the context of PURPOSE. Are consumers interested in companies that are taking active steps to deliver a more sustainable business model (specifically with regards to climate change).
5. Are consumers willing to forego convenience and pressure companies to make changes?
6. **Does Importance of Environmental Sustainability differ by age or demographic (ie age, income, education, occupation)?**

Highest importance is from Millennials



PURCHASE BECAUSE/AFTER...

	Total Pop	Gen-Z (13-24)	Millennial (25-39)	Gen-X (40-55)	Boomer (56-64)
The Products Are Environmentally Friendly	48	48	59	40	47
The Products Support Sustainability	42	50	52	34	36
The Products Support Eliminating Climate Change	33	41	35	33	21

PURCHASE BECAUSE/AFTER...

	Total Pop	Gen-Z (13-24)	Millennial (25-39)	Gen-X (40-55)	Boomer (56-64)
The Products Are Environmentally Friendly	51	57	64	46	34
The Products Support Sustainability	47	50	62	51	16
The Products Support Eliminating Climate Change	41	36	60	42	20

IMI GenPulse™ Feb 2021 Canada/ US

Audience Questions

1. Is there a charity / cause / social movement that is best for 2022-25?
2. What differentiates people that buy due to a PURPOSE – if anything?
3. Any differences in PURPOSE with COVID?
4. Really curious to know about Sustainability in the context of PURPOSE. Are consumers interested in companies that are taking active steps to deliver a more sustainable business model (specifically with regards to climate change).
5. Are consumers willing to forego convenience and pressure companies to make changes?
6. Does Importance of Environmental Sustainability differ by age or demographic (ie age, income, education, occupation)?
7. **How are the mental health issues caused by COVID starting to manifest in society?**

North Americans that have FELT HAPPY over the past week.



63%

Of North Americans have
'FELT HAPPY' in the past
week.

MEANING

135MM+

North Americans have NOT
'Felt Happy'
in the past week.

Top 10 -

'WORST EVER'

Stress, feeling anxious, physical fitness level, sleeping well, mental health are at the top of the list for the “worst ever” at any point in peoples lives, globally. **All of these symptoms are associated in some way with physical heath.**

Out of what we CAN control; how are people, business and brands doing to help and lessen the load?

Social Unrest (34%)

1

Trust in Elected Officials (32%)

2

Respect for one Another (30%)

3

Your Stress Level (27%)

4

Concern about Your Future (26%)

5

Feeling Anxious (25%)

6

Racism (22%)

7

Physical Fitness Level (21%)

8

Sleeping Well (22%)

9

Your Mental Health (22%)

10

Top 10 Overall : Worst Ever at any point in my life

IMI24 N=7,200 November 2020



Audience Questions

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5. Are consumers willing to forego convenience and pressure companies to make changes?
6. Does Importance of Environmental Sustainability differ by age or demographic (ie age, income, education, occupation)?
7. How are the mental health issues caused by COVID starting to manifest in society?
8. **Is PURPOSE a Buzzword or is it the NEW Normal?**

It's BOTH

IT MATTERS TO THOSE THAT YOU DEMONSTRATE IT TO

It's here to stay if you stand for something,
accelerate and demonstrate it frequently

It's a buzzword if you just say the word but don't live it





Thanks for JOINING US!

Recovery Wave 3 – June 3rd @ 11:30AM

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