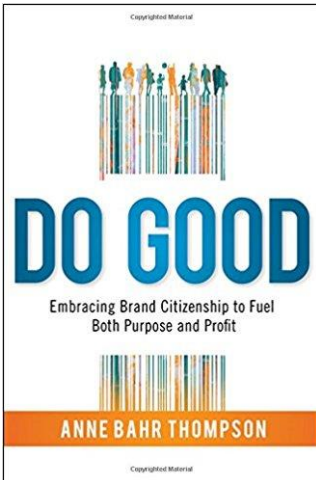


MEDIACONNECT

www.media-connect.com • 301 E 57th Street, New York, NY 10022 • 212-715-1600

Contact: Adrienne Fontaine / 646-307-6309 / adrienne.fontaine@finnpartners.com



DO GOOD

Embracing Brand Citizenship to Fuel Both Purpose and Profits

By Anne Bahr Thompson

Good works are no longer optional. Customers expect brands to truly care about them, their values, and the world at large. People want to see companies engage in fair employment practices, social responsibility, and charitable giving. They demand more than half-hearted pledges or they'll quickly call out negligence on social media, because doing good is not just an easy, one-time attention-getting effort. It's an ethos that permeates every aspect of an enterprise, from how it delivers products and services to the way it treats employees, the community, and the environment. So, how exactly can companies foster this ethos?

As a Fortune 500 global brand strategist and researcher for more than 20 years, Anne Bahr Thompson has studied what consumers expect from brands and how the most successful companies respond. In her new book, **DO GOOD: Embracing Brand Citizenship to Fuel Both Purpose and Profit** (AMACOM, November 30), she explains how to embed social consciousness into a company's DNA. Informed by three years of rigorous research into brand loyalty, brand leadership, and good corporate citizenship, Thompson confirms a new business mandate: *Brand Citizenship*. Regardless of size or sector, companies that practice Brand Citizenship reap rewards: more loyal consumers, more engaged employees, more raving fans, more positive reputation, more engaged stakeholders, and more shareholder value.

Thompson writes, "Good Brand Citizenship reflects a new, more collaborative way of thinking; it cannot be achieved with a command-and-control mentality where a board or executives solve problems without input from customers, employees, and other stakeholders."

DO GOOD will help leaders understand where their organizations are starting on the ME-to-WE continuum of Brand Citizenship and how to develop metrics to measure the perceptual, social, and financial impact of initiatives and programs. The book presents a wealth of business and brand case studies—ranging from legacy businesses to social enterprises, including Apple, Google, AMAZON, Walmart, and Vaseline to H&M, SunTrust Bank, Chipotle, Trader Joe's, IKEA, and Burt's Bees, as well lesser known companies such as Plum Organics, Lush, and Seventh Generation. Along with learning from examples of how the most admired and profitable companies do good—and rebound from mistakes and crises—readers will find a five-step framework for delivering social value, starting with the individual consumer and moving outward to society and the world.

With **DO GOOD**, business leaders will get an edge on implementing Brand Citizenship: a win-win-win solution for customers, society, and the bottom-line.

About the Author

ANNE BAHR THOMPSON is founder of the brand consultancy Onesixtyfourth and former executive director of strategy and planning at Interbrand. Her research findings and insights have been featured in publications such as *The Financial Times* and *The New York Times*, on Fox Business and MarketWatch Radio. She lives in New York City.

Sampling of Praise for **DO GOOD**:

“A great read for any company seeking to incorporate a social mission into their brand, without sacrificing profits. Anne Bahr Thompson’s model of Brand Citizenship offers compelling advice and creative yet practical ways to connect with all stakeholders.” – JAY COEN GILBERT, co-founder of B Lab, the nonprofit behind the B Corp movement

“Do Good offers a timely blueprint for building a strong brand with social impact at the core, as customer and employee expectations for the role business plays in society continue to increase” – ANDY POLANSKY, Chief Executive Officer, Weber Shandwick Worldwide

DO GOOD: Embracing Brand Citizenship to Fuel Both Purpose and Profit

AMACOM; November 30, 2017

Hardcover; 294 pages; ISBN-13: 978-0-8144-3839-8

THE BRAND CITIZENSHIP MODEL

Adapted Excerpt from DO GOOD

Brand Citizenship is a way of doing business—from a company's core purpose; to its delivery of goods and services; to its responsibility to its employees, community, the environment, and the world—that people trust, believe in, and rely on. It creates a sense of partnership and belonging, all with the aim of earning profits that are maintainable over the long term.

Brand Citizenship is comprised of five steps:

Step 1. Trust. Don't let me down. First and foremost, people want brands that deliver on their promises. Fair value for quality matters more than absolute price. People are faithful to brands that clearly communicate what they offer and follow this up with reliable products and services, sincerity, reciprocity, and listening.

Step 2. Enrichment. Enhance daily life. Innovative, hip brands that are ahead of the curve are great, but the notions of new and improved alone are not enough to capture attention. People identify more with—and are less price sensitive toward—brands that understand the things that are important to them individually and that help them to simplify their routines, make mundane tasks less dull, and enrich their daily lives.

Step 3. Responsibility. Behave fairly. In a post-recession, flattened, and transparent world, customers expect brands to treat people fairly, behave ethically, and be proactive in their business practices. This doesn't mean a brand has to be perfect. Indeed, people respect and become fans of brands that behave more like people than demigods, provided they are honest about their shortcomings and strive to be better.

Step 4. Community. Connect me. The brands we choose are extensions of who we are and act as badges for what we are about to other people. Fans want brands to connect them to other people who share their interests and true passions. Physically, virtually, and emotionally, brands have the power to rally communities, change our behavior for the better, and fix social problems—provided they are not overtly political.

Step 5. Contribution. Make me bigger than I am. People insist that brands play an active role in creating a more positive and life-enhancing future. They want to buy from and deal with companies that are making a difference and contributing to our communities and world. They yearn for the brands they buy—or aspire to buy—to advocate on their behalf and address the issues that matter most to them. By improving life on the planet, a brand is ultimately enriching its fans' lives.

FIVE CHARACTERISTICS FOR EARNING FAITHFULNESS

Adapted Excerpt from DO GOOD

While countless brands include trust as a value or personality attribute in their strategy, no brand can own trust. In the same way a new friend, colleague, or neighbor gains our trust by the way they behave, a brand must earn trust over time through its collective actions. They cultivate the most trust—or *deep faithfulness*—when they embody the following five characteristics:

Clarity: Be clear about who you are. As with any relationship, starting things off right is the best way for a brand to begin to nurture trust. When a brand clearly communicates what it delivers, it provides customers with a benchmark from which to measure all their interactions with that brand. Taken one step further, when a brand shares why it exists and how it helps to create meaningful societal value, it is more likely to foster an emotional connection with its fans.

Reliability: Deliver what you promise, time after time. Once a brand clearly commits to what it is and does, it must follow through. Although we're often easily wooed by shiny new toys and impressed by the large number of "likes" that successful viral campaigns deliver, consistency and dependability are the essential tools for building trust and developing a loyal customer base. It's only logical that we think twice about repurchasing a product or service from a company that claims more than it delivers or that we can't rely on time after time.

Sincerity: Act sincerely from the heart. Sincerity builds trust more than transparency. Like a sincere person, a sincere brand is honest and genuine, and it exhibits deeply human characteristics. It openly shares its point of view on the world and expresses this not only in its communications but also in its actions and the experiences it offers. Being sincere doesn't necessarily mean brands voluntarily tell all or operate with complete transparency. However, it does involve speaking frankly and being truthful when asked a question, whether in a routine customer service call or by an investigative reporter.

Reciprocity: Reciprocate and give as well as take. Like our most trusted friends, the most trusted brands give as well as take. Free giveaways are the most basic forms of reciprocity, yet they are not always meaningful. The most common giveaways are often tied to giving a reward purchase (two-for-one deals or promotional packs) or allow for a trial (seven-day free subscription), while the most powerful are more altruistic or make a statement about what a brand believes.

Active Listening: Tune in to what people want. Brands that invest time listening to customers, employees, and other stakeholders, and then acting on what they learn, more readily foster trust. Listening requires more than monitoring people's response rates to campaigns or new product and service initiatives and then using algorithms to determine what to send them next. Listening necessitates a human touch and empathy in order to build faith. It helps a brand appreciate customers and employees as individual people, not just members of market segments or niches with similar metric profiles.

Suggested Questions for Anne Bahr Thompson

1. Why did you write this book?
2. Your research indicates that consumers believe that companies are better equipped than governments to address and solve problems. Was that a surprise to you and what are the repercussions for such a finding?
3. “Conscious capitalism” is a term that’s been around for a few years now. When did this concept really come into play and where are we with this movement on a historical timeline?
4. Why were you surprised that Apple was selected as the number one good corporate citizen in your polling and the fact that Walmart was chosen as one of the top five?
5. Some marketing pundits argue that brand loyalty is a thing of the past because brands have become ubiquitous. You argue just the opposite – that brands matter today more than ever. What is your reasoning?
6. Amazon’s workplace culture often receives negative reviews but you state that their negative reputation in this regard may be greatly overblown. Why does this happen and why is it important?
7. You stress that the stated “purpose” for a company to exist is becoming one of the most important identities for a company with which to develop Brand Citizenship. What companies are doing this successfully and how?
8. Who is Plum Organics and how have they achieved profitability through a sense of purpose?
9. What ranked as the number one characteristic of a good corporate citizen?
10. What are some of the ways that companies are building communities through various forms of engagement?
11. What are the major trends surrounding B Corp firms? What are some of your favorite examples of successful companies who have gone down this path?
12. How exactly does a company go about determining its “purpose?” What are the major factors and pitfalls in this process?
13. You make an interesting statement that focusing on “values” may in fact harm a company’s brand. Why? What is a better alternative?