The Rise of Brand Purpose

Executive Summary

FALL 2020

data studio
Objective:

Understand women’s interest in Corporate Purpose and how it impacts their buying decisions.

Social Climate Note:
Survey data was collected during the summer of 2020 amidst the ongoing Coronavirus outbreak, political divisiveness and social justice unrest. Key opportunities highlighted in this report serve as a roadmap of women’s current concerns and goals for the future.
What We Learned: Key Insights and Opportunities

BE A FORCE FOR GOOD
Women are universally committed to helping others and making a difference in their world. This year, COVID-19 has amplified the importance of their actions.

Just as they donate their own time, money and effort to helping others, **9 in 10 women want to see companies and brands be a force for good**. More so than others, Meredith women expect companies and brands to give back to their communities.

DO GOOD, FEEL GOOD
It feels good to support a brand that gives back, and supporting purpose-driven brands makes **women feel better about themselves**. They feel more responsible, influential and caring when they buy from brands that do good, so focus on the good **THEY** are contributing to as opposed to heralding your brand.

**Meredith women are especially likely to trust and stay loyal to brands that share their values.** 9 in 10 will frequently buy from purpose-driven brands and 7 in 10 will champion those brands, spreading the word about companies that do good. More than 8 in 10 Meredith women are even willing to pay a little more for a product if it is made by a company that gives back.

PEOPLE, PRODUCTS & PURPOSE
When done right, corporate purpose benefits everyone. It starts with **quality products** and must include good business practices. From there, women want to see brands involved in a mix of programs that integrate corporate giving (no purchase required) with customer-driven efforts.

CELEBRATE YOUR PURPOSE
Need help picking a cause? On average, Meredith women support 6 different causes, with animal welfare, medical issues, and local community support leading the list. Racial equality and environmental issues are especially important to Millennials. But most importantly, **84% of Meredith women will support you as long as you’re not working for a cause they are actively against**. Make sure your cause is genuine and in line with your company focus and values so you will be more inclined to continue the effort.

EMBRACE THE SKEPTIC
Companies often avoid speaking of their efforts to do good for fear of those who may be skeptical of their efforts. In fact, skeptics are actually MORE likely to **loyally embrace** (57%) brands/companies that give back and even **pay a little more money** (84%). In return, they want genuine commitment and transparency of your efforts.

TRANSPARENCY AND AUTHENTICITY ARE ESSENTIAL
Customers, and particularly Meredith women, are paying attention **to both the good and the bad** in Corporate America. Transparency and authenticity is essential in cause marketing.

Nearly all Meredith women respect companies/brands that are consistent and genuine in the causes they support. **2 in 3 believe how a brand supports a cause is more important than which cause they choose**. Meredith women learn about corporate programs from social media, brand websites and magazines. Boost her confidence by communicating the motivation behind your company purpose and sharing details of your efforts, including who benefits and how much you give.
## About the Study

<table>
<thead>
<tr>
<th>Method</th>
<th>Fieldwork</th>
<th>Sample</th>
<th>Reading the Results</th>
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<tbody>
<tr>
<td>Research Solutions, Inc. conducted the study using standard online</td>
<td>June 22, 2020 through</td>
<td>• N = 3,820 Meredith Women age 18-64, of which N = 1,884 are Millennials (born 1977-1994)</td>
<td>• Unless otherwise indicated, findings are based on qualified respondents weighted to reflect MRI age/income profiles</td>
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<tr>
<td>online research methods</td>
<td>July 2, 2020</td>
<td>• N = 758 U.S. Women age 18-64 secured from Dynata</td>
<td>• Meaningful differences between Meredith Women and Meredith Millennials vs. total U.S. Women are also discussed (up arrow denotes index of 115 or higher for Meredith; down arrow denotes index of 85 or lower for Meredith)</td>
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