

Activate Brand Purpose

How to Harness the Power of Movements to Transform Your Company

SHORTLISTED: *Business Book Awards 2022 - International Business Book category*
CATEGORY SILVER WINNER: *Axiom Awards 2022 - Business Commentary Category*
The greatest challenge facing leaders is activating and actioning purpose based brands to the people who matter inside the company and out. Recent statistics prove that more than 87% of consumers would purchase a product because a company advocated for an issue they cared about, and more than two-thirds would refuse to do so if the company supported an issue contrary to their beliefs. We live in an age of activism - the conscious consumer is more socially aware than ever before, and this is reflected in their buying habits. Yet, activism on behalf of brands is lagging. While many claim to be 'purpose driven', far too often this purpose is relegated to a plaque above the CEO's desk, and never goes any further. Or, worse, the 'purpose' is transparently used as a marketing ploy, but never acted upon in any real way. **Activate Brand Purpose** shows readers how to transform their brand's purpose into meaningful action by sparking a company wide cultural movement, beginning internally and permeating externally. Regardless of whether your purpose is lofty and socially conscious, or all business, focus on galvanizing people, and they will respond if you can prove that you care about that purpose, and that you're working to realize it, rather than simply chasing the next dollar. This book contains a clearly explained, proven framework that will make this happen.

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