

**Authenticity.**



**No wonder people are  
skeptical about branding.**

**Claude Hopkins, Jack Trout, P&G, differentiation.**

**R.I.P. “The Big Three” (1948 – 1986).**

**The internet, social media, transparency.**

**The age of authenticity.**

**The birth of brand purpose.**

# The Golden Circle

## What

Every organization on the planet knows WHAT they do. These are the products they sell or the services they offer.

## How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## Why

Very few organizations know WHY they do what they do. WHY is not about making money—that is the result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



**Purpose is:**

**The fifth “P”  
in marketing.**

1. **Product**
2. **Price**
3. **Place**
4. **Promotion**
5. **Purpose**

**What's your cause?**

**Values drive the value.**

~~Image~~ *Reality* **is everything.**



# Purpose-driven brands outperform their competitors on multiple levels.

Having a clear and compelling brand Purpose isn't some hippy-dippy, cosmic ideal. Jim Stengel, the former CMO of Procter & Gamble, completed a

10-year study of 50,000 brands that found brands centered around improving people's lives beat their category competitors by significant margins.

## What's more, it revealed that:

- The 50 highest-performing businesses are the ones driven by 'brand ideals'
- These 50 businesses grew three times faster than their competitors
- An investment in them would have been 400 percent more profitable than an investment in the S&P 500.

Unilever CMO Keith Weed has also publicly stated that the highest-performing brands in their portfolio (growing at twice the speed of the others) are purpose-driven brands.





"To bring inspiration to every athlete in the world."



"To inspire and nurture the human spirit."



"To make the world's information universally accessible and useful."



"To inspire moments of optimism and happiness."



"To deliver happiness."

# Apple



## Why

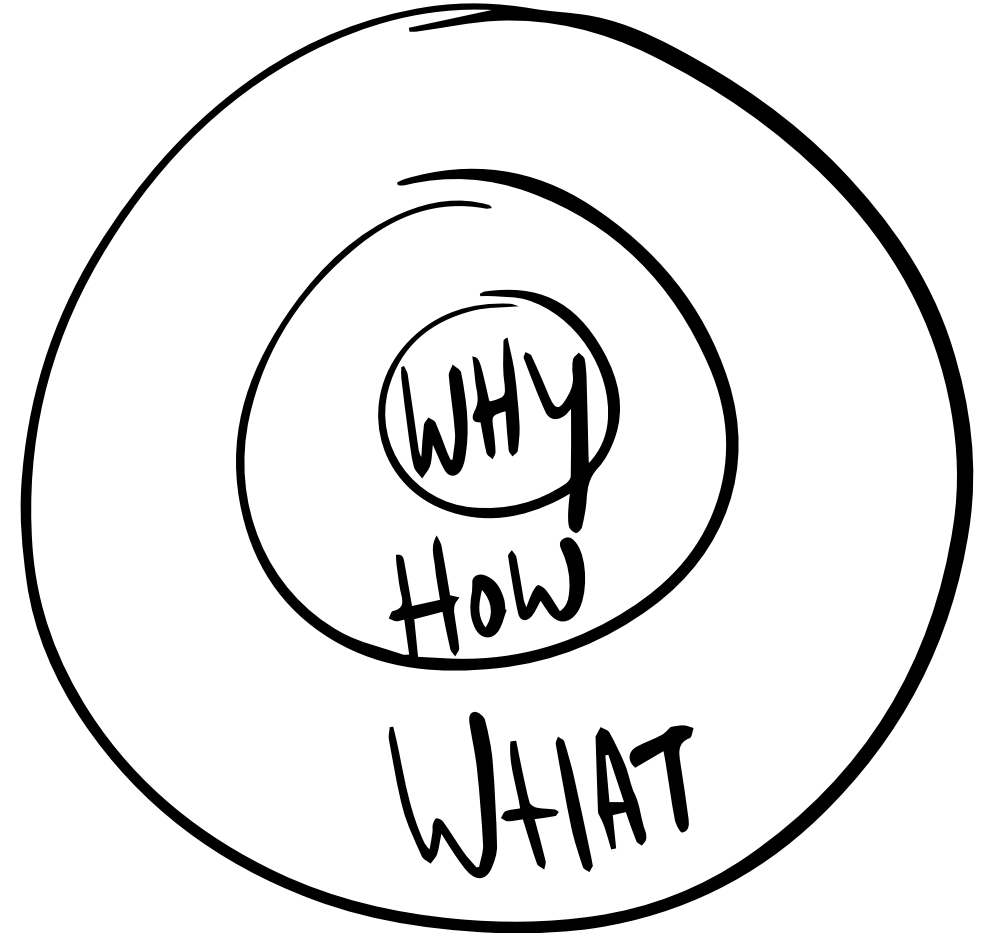
With everything we do, we aim to challenge the status quo.

## How

Our products are user friendly, beautifully designed and easy to use.

## What

We just happen to make great computers. Want to buy one?



Apple, Think different.

# Chipotle



## Why

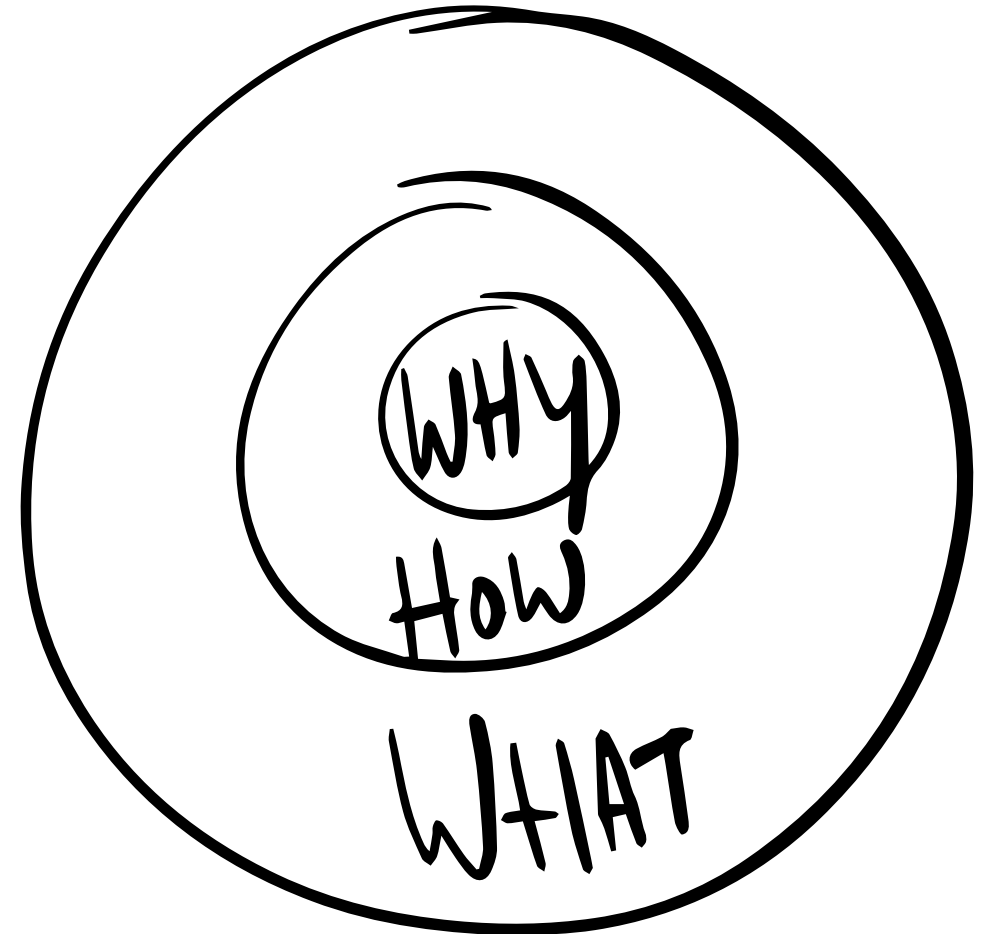
To cultivate nourished communities where wholesome food is enjoyed every day.

## How

We insist on preparing, cooking, and serving nutritious food made from natural ingredients and animals that are raised or grown with care and with utmost respect for the environment.

## What

Affordable, delicious Mexican food.



Chipotle, Back to the Start

# Southwest Airlines

## Why

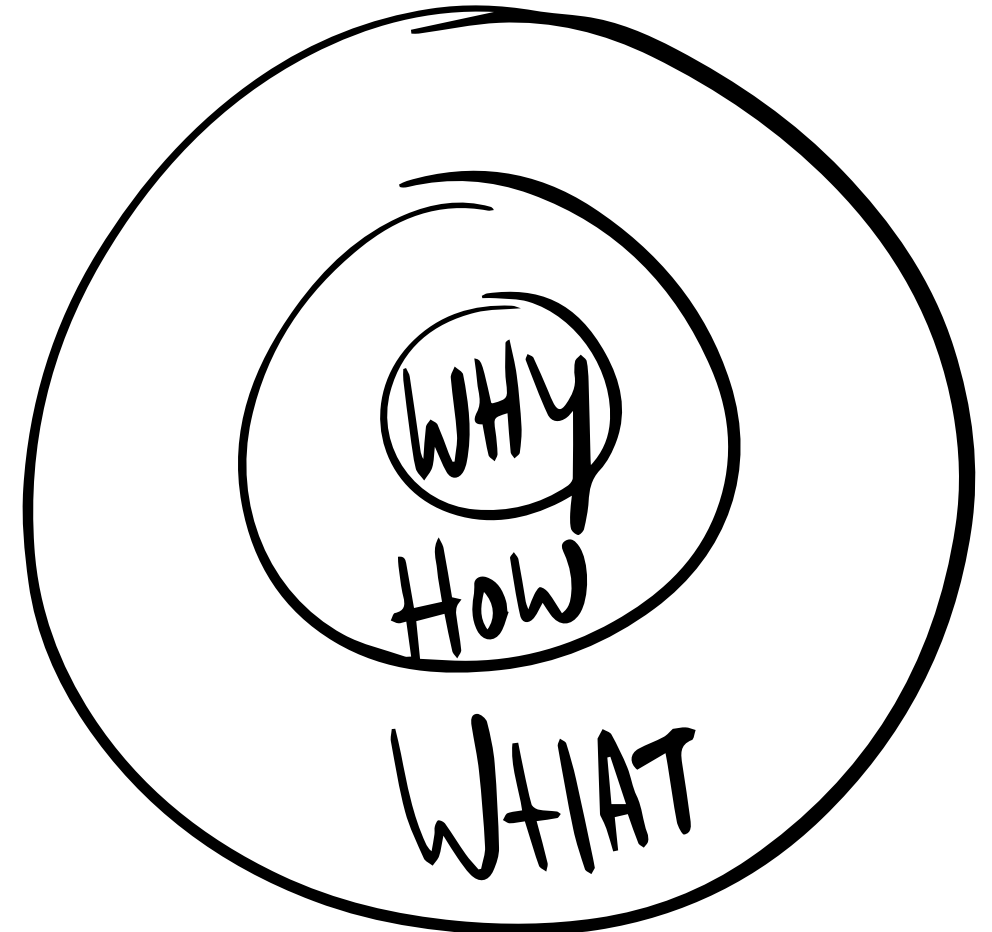
Connect people to what's important in their lives.

## How

Safety and reliability, friendly customer service, low costs.

## What

The world's largest low-cost airline.





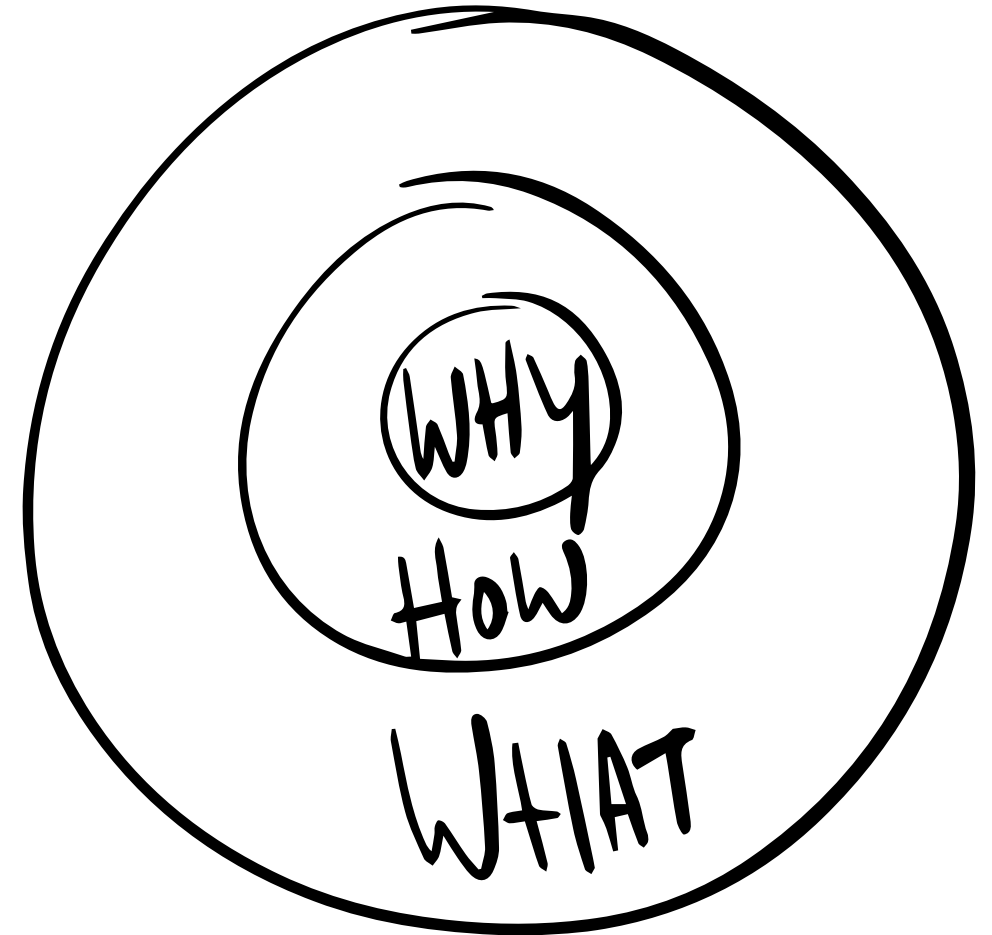


# D.A. Davidson



D|A|DAVIDSON

The Strength of Advice®



**The benefit of brand purpose:**

# Alignment

1. Business Strategies
2. Products & Services
3. Marketing / Messaging
4. Employees & Culture
5. Brand Experiences
6. Recruiting

## **Conclusion**

**Right thoughts.  
Right words.  
Right action.**

**“Whether you’re consciously telling a brand story or not, your prospects are telling themselves a story about you.”**

If you’re not doing it, someone else is...

**Honestly now,  
did you spend  
your youth dreaming  
about someday  
owning a Nissan or  
a Mitsubishi?**



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sports car that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

**PORSCHE®**

**VS**

**BRING IT,  
PORSCHE.**

Dear Porsche,

You've got a pedigree. A cachet. And lots of owners with pastel sweaters draped over their shoulders. And there's nothing wrong with that. Your legendary handling and performance might make some speechless, but we're not intimidated. Because we're tired of Porsche always getting the best valet spots, right out in front of the restaurant. And we want to race you for them. That's right. Porsche against MINI. Mano a mano. For the whole world to see. So, come on, it'll be fun. After all, rumor has it you've got some muscle under that fancy sheet metal. Why don't you come out and flex it?

See you there,  
MINI

**MINI Cooper S**

- ▶ Length: 146.2 in.
- ▶ Weight: 2,679 lbs.
- ▶ Horsepower: 172 HP



**Porsche 911 Carrera S**

- ▶ Length: 175.65 in.
- ▶ Weight: 3,131 lbs.
- ▶ Horsepower: 385 HP



# YOU KNOW WHAT I HATE ABOUT GOING TO THE BANK? GOING TO THE BANK.

**No Branches, Just Great Rates.**  
Never go to the bank again and still get award-winning 24/7 customer service with Ally Bank. And because we don't spend money on branches, we can give you consistently competitive rates instead.  
allybank.com | 1-877-247-ALLY

allybank.  
Your money never really leaves.  
**VS**

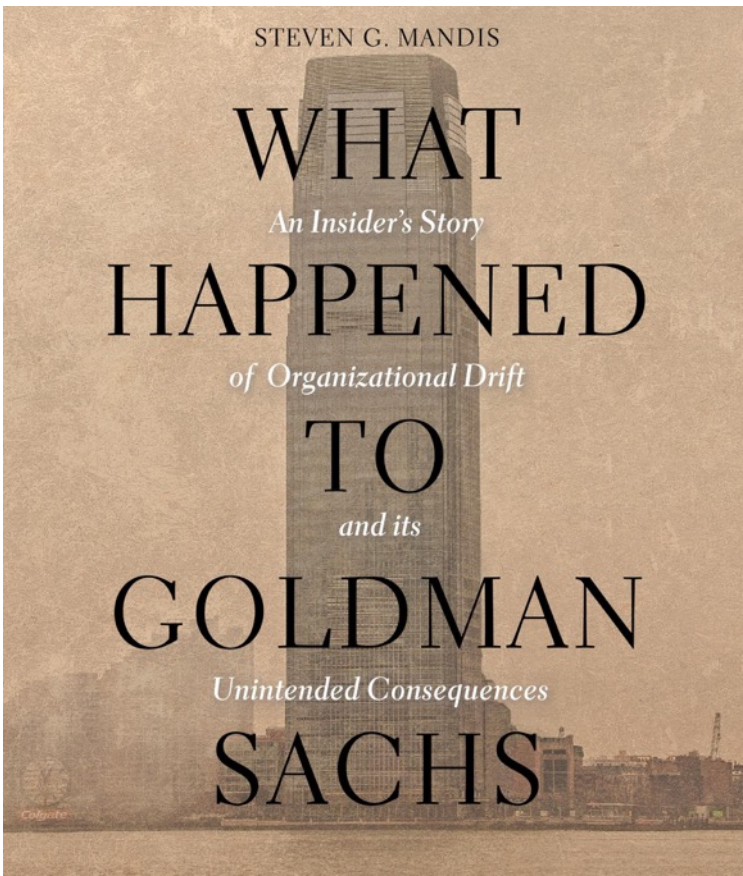
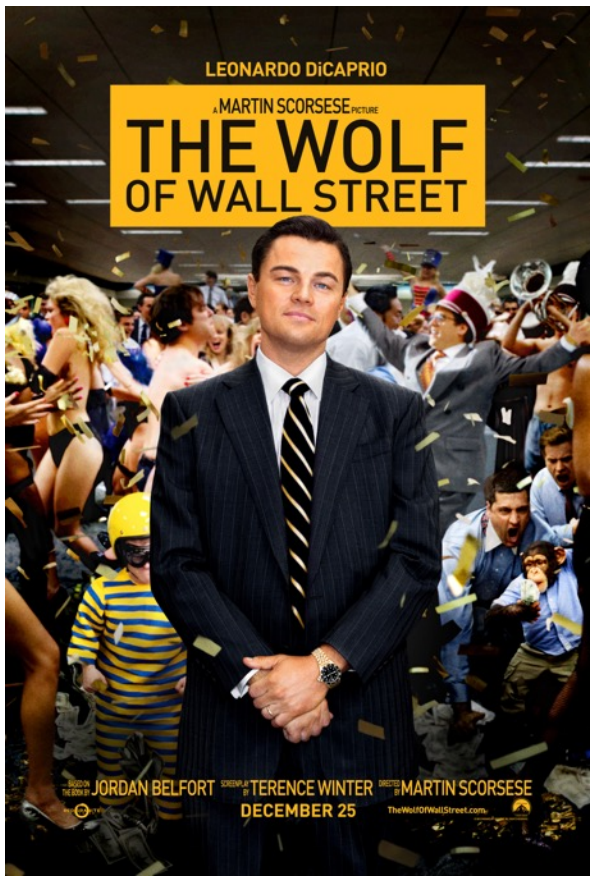
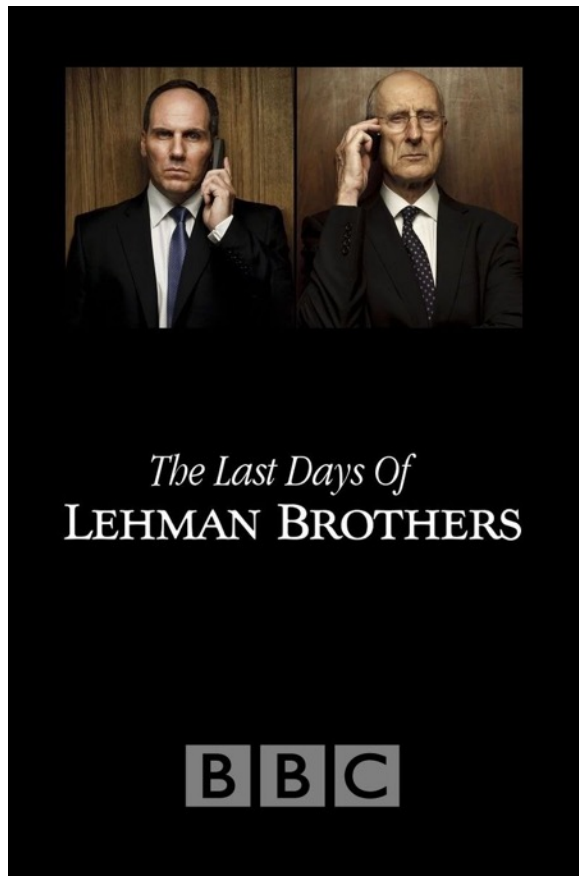
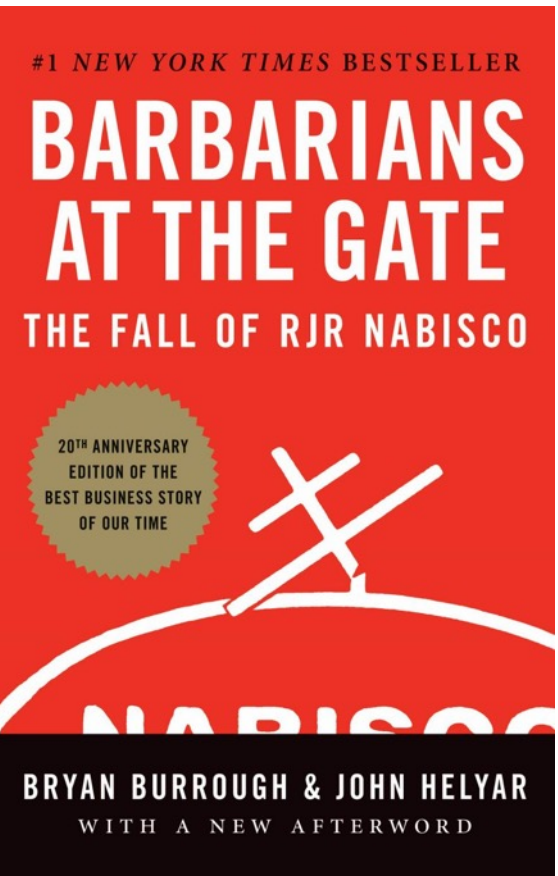
# CUSTOMER SERVICE IS OVERRATED

or even nonexistent at most banks. But taking care of our customers has always been a big deal to us, maybe that's why J.D. Power and Associates has awarded us the "Highest Customer Satisfaction with Retail Banking in Texas, Three Years in a Row."

 [bank.com/switch](http://bank.com/switch)  
62-4900









Search Twitter  Have an account? [Log in](#)

**GSElevator**  
@GSElevator

Things heard in the Goldman Sachs elevators (Wall Street) do not stay in the elevators. Email what you hear: elevatorgoldman@gmail.com

New York / London / Hong Kong  
[amzn.to/1PpbFnM](https://amzn.to/1PpbFnM)  
 Joined August 2011  
 49 Photos and videos

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
[Sign up](#)

**You may also like** · Refresh

**Elon Musk**  
@elonmusk

**Tweets**   **Tweets & replies**   **Media**

**GSElevator** @GSElevator · 8 Dec 2017  
 I started a fashion line. This explains what it is and why you'll love it:



**Why I started a fashion line – John LeFevre – Medium**  
 I just launched a new company in the fashion space. Brummell is a premium subscription sock service. Subscription models are nothing new...  
[medium.com](https://medium.com)

20   21   130

**GSElevator** @GSElevator · Nov 4  
 Zip ties ordered!  
[amzn.to/2SHRGFT](https://amzn.to/2SHRGFT)

Always carry zip ties so you can fuck with people who park like assholes



**GSElevator** @GSElevator · 12 Nov 2013

#1: Some chick asked me what I would do with 10 million bucks. I told her I'd wonder where the rest of my money went.

←   ↻ 2.7K   ★ 3.8K   ⋮

**GSElevator** @GSElevator · 19 Jun 2012

#1: Listening to Obama talk about the economy is like listening to a chick talk about football.


←   ↻ 3.4K   ★ 1K   ⋮

**GSElevator** @GSElevator · 26 Jul 2013

#1: If you can only be good at one thing, be good at lying... Because if you're good at lying, you're good at everything.

←   ↻ 2.2K   ★ 2.3K   ⋮

Home Moments Search Twitter Have an account? Log in




Tweets 10.3K Following 104 Followers 707K Likes 5 Moments 2 Follow

**Goldman Sachs** @GoldmanSachs  
Official Goldman Sachs Twitter account. Follow us for the latest in global and local economic progress, firm news, and thought leadership content.  
goldmansachs.com  
Joined February 2011  
Photos and videos

**Followers 707K**

Tweets Tweets Replies Media

Pinned Tweet  
**Goldman Sachs** @GoldmanSachs · Nov 21  
VIDEO: What is the expectation for global growth in 2019? SGS Research shares their economic outlook for the upcoming year: click.gs.com/vrj




0:51 · 2,493 views

You may also like · Refresh

Morgan Stanley

Search Twitter Have an account? Log in




Tweets 1,434 Following 4 Followers 939K Likes 1,113 Follow

**GSElevator** @GSElevator  
Things heard in the Goldman Sachs elevators (Wall Street) do not stay in the elevators. Email what you hear: elevatorgoldman@gmail.com  
New York / London / Hong Kong  
amazon/1PpbFnM  
Joined August 2011  
49 Photos and videos

**Followers 939K**

Tweets Tweets Replies Media

Pinned Tweet  
**GSElevator** @GSElevator · 8 Dec 2017  
I started a fan page. This explains what it is and why you'll love it:



John LeFevre - Medium  
many in the fashion space. Brummell is a premium brand. Subscription models are nothing new...

New to Twitter?  
Sign up now to get your own personalized timeline!

**Sign up**

**GSElevator** @GSElevator · Nov 4  
Zip ties ordered!  
amazon/2SHRQFT

Always carry zip ties so you can fuck with people who park like assholes

You may also like · Refresh

**Branding isn't bullsh%^\*t.**

**(Anymore.)**





# Done.

Thank you

Ron Clayton  
Chief Creative Officer  
Grove Marketing

9 Damon Mill Square, Suite 5A3  
Concord, Massachusetts 01742  
p 978.451.0280