

Brand Purpose

Marketing

Standing for something beyond the product, and the risk in it.

Credible purpose

- Connected to what the firm actually does
- Backed by operational change
- Consistent before it was popular
- Accepts a real commercial cost
- Specific and measurable

Hollow purpose

- Unrelated to the product
- Campaign only, no operational change
- Adopted during a news cycle
- Costs nothing to claim
- Vague and unfalsifiable

THE DIFFERENCE THAT MATTERS

The test is whether the firm's operations would look different if it abandoned the purpose tomorrow.

Educational reference. Regulators in several markets now treat unsubstantiated environmental claims as misleading advertising.