

Friday, October 10, 2008

P&G's Stengel: Make purpose your star

Business Courier of Cincinnati - by [Lisa Biank Fasig](#) Staff Reporter



Stengel

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One of the best ways to beat perspiration is with aspiration.

This, in a way, was the message by Jim Stengel, the global marketing officer of **Procter & Gamble Co.**, to a crowd of hundreds of people this morning at the **University of Cincinnati's** inaugural marketing summit, called Purpose Driven Branding. In a one-hour presentation that highlighted the on-the-ground efforts by P&G, Stengel highlighted its global efforts to prevent disease, lighten the load for poor mothers and – in the case of perspiration – help boys become men.

“The function of marketing lacks a north star,” Stengel told the crowd, as he prepared to guide it through P&G’s own mission. That north star, he said, is purpose and ideals.

But it’s not so simple as pledging to go green in the office or supplying vaccinations to children in third-world countries. Such goals have to be part of the moral fabric of a company. Every mission has to be backed up with action. It must first be geared toward helping others, and in turn elevate the brand. Only then is the effort authentic, and therefore worthwhile.

To accomplish this, a company has to line up a few other stars. The leader must be explicit about the purpose, and it has to resonate with workers; it must energize them. If the company’s own people aren’t passionate about the program, why would consumers be?

Stengel illustrated how P&G accomplishes its purpose through several of its global programs, each initiated by the teams that oversee the brand involved. Safeguard, for instance, launched a program in Pakistan to educate families about hygiene, a program that eliminated illness while growing brand awareness. Pampers teamed with UNICEF in a global program wherein one tetanus vaccination is donated with every package of Pampers sold. So far, 40 million vaccinations have been funded as a result.

And Old Spice, a decades-old brand that was losing market share, turned the ship around by making manhood its north star. Or, more specifically, helping men “navigate the seas of manhood,” Stengel said.

The tongue-in-cheek commercials that resulted helped build the brand and attracted the attention of actor Will Ferrell, who contacted P&G and asked if he could get involved. More commercials followed.

The point is that the most successful brands drive emotion and trust among consumers, Stengel said.

“You have to be selfless about the consumer,” Stengel said. “It’s about him or her. It’s not about you.”

Stengel closed by encouraging the students and marketers in the crowd to become a part of the movement.

“We can be much, much better than we are today.”

Stengel’s presentation was followed by a roundtable discussion by Jim Sluzewski, vice president of communications for Macy’s Inc; Kathy Selker, CEO of **Northlich**; Walter Solomon, chief growth officer of **Ashland Inc**; and Chris Allen, the Arthur Beerman professor of marketing at UC.

The event was held at the Kingsgate Marriott Conference Center.

http://www.bizjournals.com/cincinnati/stories/2008/10/06/daily58.html?f=et57&ana=e_du


P&G's Jim Stengel Keynotes at UC Marketing Summit

‘Purpose-Driven Brands’ was the topic of discussion by Cincinnati and University of Cincinnati marketing experts, including a keynote by P&G’s Jim Stengel. Miss the summit? Catch the archive!

Date: 10/6/2008 12:00:00 AM

By: [Wendy Beckman](#)

Phone: (513) 556-1826

 UC's Marketing Department in the College of Business will be hosting a [Marketing Summit](#) from 7:30 to 10 a.m. on Friday, Oct. 10, at the Kingsgate Marriott.

Event Schedule:

7:30 – 7:50 a.m. Breakfast

Host: Karen Machleit, Professor and Marketing Department Head

7:50 – 8 a.m. Welcome

Remarks: University of Cincinnati President Nancy Zimpher

8 – 9 a.m. Keynote Presentation

"Purpose-Driven Brands": Jim Stengel, Global Marketing Officer, Procter & Gamble

9 – 10 a.m. Panel Discussion

- Kathy Selker, President and CEO, Northlich
- Jim Sluzewski, VP for Corporate Communications and External Affairs, Macy's
- Walter Solomon, VP and Chief Growth Officer, Ashland
- Chris Allen, Arthur Beerman Professor of Marketing, University of Cincinnati
- Moderator: Fritz Russ, Professor of Marketing, University of Cincinnati



Jim Stengel, Global
Marketing Officer, Procter
& Gamble

The morning will conclude with a poster display of the capstone projects conducted by students who have received [master's of science degrees in marketing](#).

Event Location

[Kingsgate Marriott Conference Center](#)

151 Goodman St.
Cincinnati, Ohio 45219

Registration Information: Call 513-556-7014 or [Register online!](#)

The marketing summit is archived at www.ucmarketingsummit.com.

<http://frewtopia.blogspot.com/2008/10/going-out-with-purpose-driven-brand.html>

Purpose-driven Branding

July 23, 2007 · [3 Comments](#)

As the competition in a market increases, the challenge of attaining and retaining customers for a company in that market increases as well. Customers quite rightly believe, until they are shown otherwise, that hidden motive of any brand is to sell something. This reduces their affinity towards a brand, and with the growing number of options available in the market, it is easier than ever for a brand to lose customers to competition. But if the brand is able to prove to the customers that its profit making is only a by-product of a larger purpose, it gains affection of the customers making it harder for the competition to break this customer-brand bonding. This concept of branding, where a company works towards a larger purpose considering profit-making to be a by-product, is known as purpose-driven branding.

Now let's look into how this purpose-driven branding works. Each company has a mission which gives it the direction in the long run. Any company that is successful has a very clear mission statement. The company founders and leaders have a vision which is the primary driver for attaining that mission. Some brands have a mission that is more than just selling something or being a market leader in some area. This "larger purpose" mission is something that, knowingly or unknowingly, sets the brand on this incredible path of purpose-driven branding, making success a definite "by-result".

The first brand that comes to mind while talking about purpose-driven branding is Whole Foods. Whole Foods clearly [states](#) that it's a company that works towards setting the standards of excellence for food retailers. You visit a Whole Foods store and you get a vibe that this is not a place where making profits is the primary objective (even though the items at Whole Foods are more expensive than those at a Krogers or Safeways). Whole Foods creates an affinity with its customers by making them realize that its primary objective is not to sell them groceries, but to work towards a larger goal of providing them with better stuff, stuff that is good for them and is also good for the environment. You hear Whole Foods founder John Mackey [talk](#), or read the company [blog](#), and you will certainly get a feeling that this company is doing more than just making profits, placing it right at the top of the list for Purpose-driven brands.

Another brand that is able to do purpose-driven branding successfully is Google. Google made its customers believe that its primary objective is not to make profits but just to organize the World's information and make it universally accessible. Google does not alter its search results to push up sponsored pages and marks sponsored links clearly to prove that they are sticking to their mission. This has won the brand great customer affinity in a market where barrier to entry is almost negligible.

A not so typical example of purpose-driven branding is [Wikipedia](#), the free encyclopedia. It's a brand driven by volunteers who maintain the most up-to-date information repository in the World. It's not so typical, because making profits is not even a by-product over here. Another purpose-driven brand to watch for in the future is [Wikia](#), which is founded by Jimmy Wales (the founder of Wikipedia), and has profit making as a by-product.

Purpose-driven branding is not something that can be easily faked by the brand managers. Brands should really keep themselves away from posing as if they are working towards a larger purpose to attract customers. Customers are too smart to identify a poser and such tactics can lead to permanently damaging the image of the brand. The drive towards the larger purpose should be there in the roots of the brand. It should be something that the customers are able to sense, not something they are to be told explicitly. Authenticity is very essential for the success of purpose-driven branding, and if a brand gets that right, it develops the muscles to even take on competitors with far deeper pockets than theirs.

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<http://adscovery.wordpress.com/2007/07/23/purpose-driven-branding/>