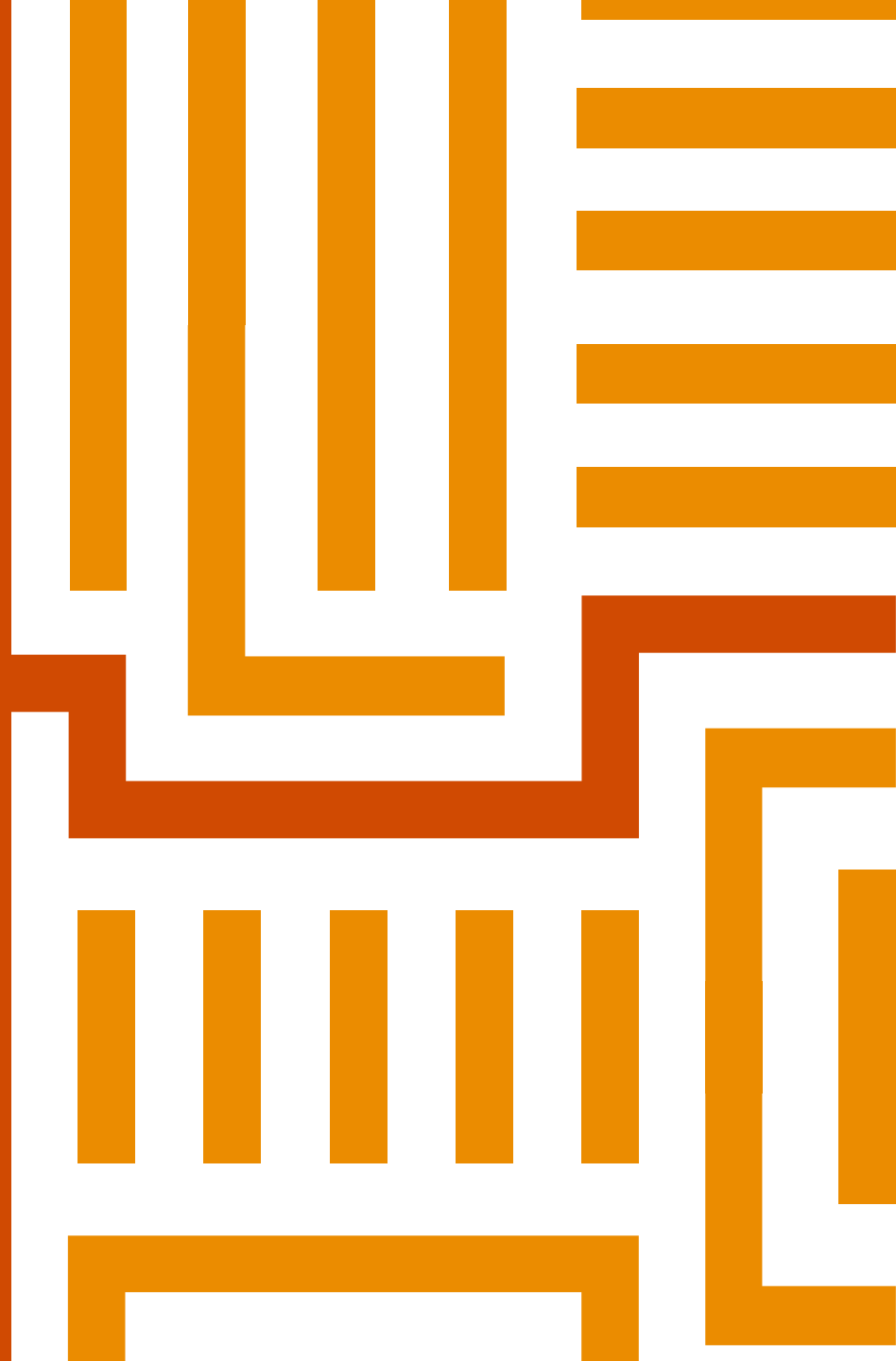


# Marketing with a purpose

Practical ways to walk the walk

Matthew Lieberman, CMO, US and Mexico  
@MBLieberman



Do you have a  
purpose problem?

# Here's how to solve it

**1**

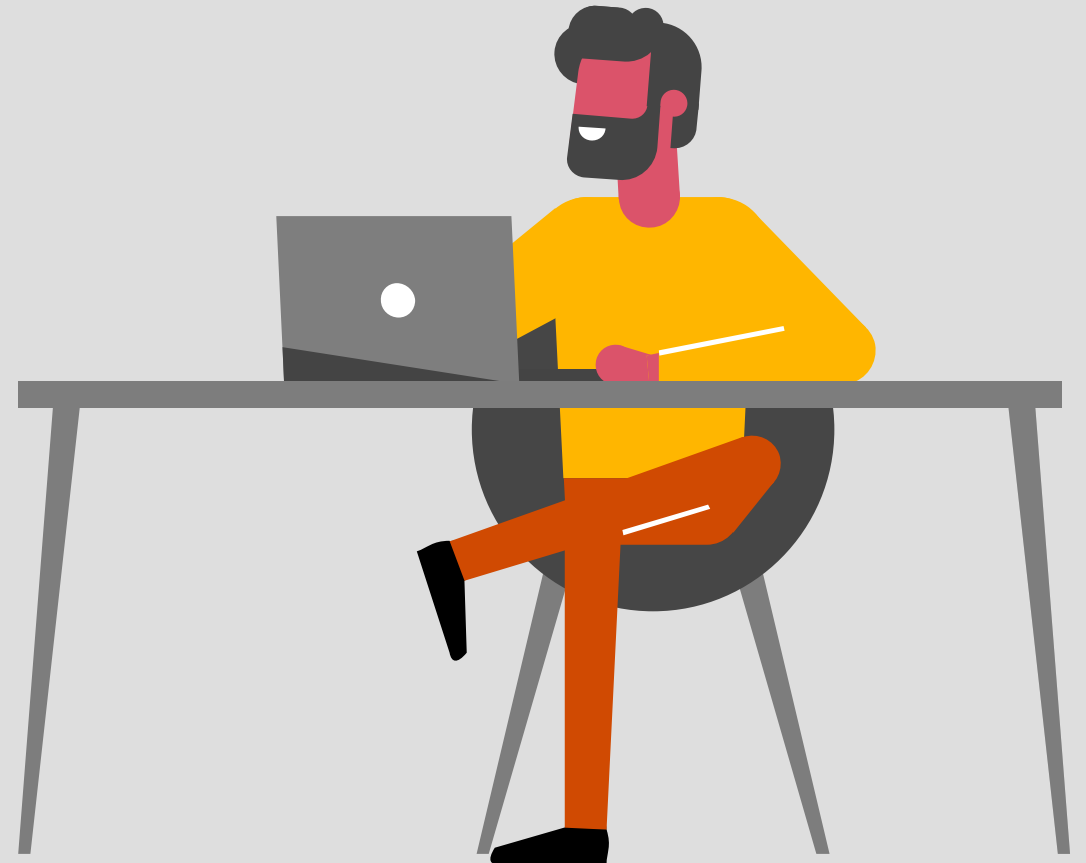
**Address the purpose gap**

**2**

**Make diversity and inclusion actually happen**

**3**

**Lead marketing with purpose first**





# The purpose gap

# Employees and consumers are skeptical



## The purpose gap

<b>Business leaders</b>	56%
<b>Employees</b>	41%
<b>Consumers</b>	24%

Source: PwC Consumer Intelligence Series, October 2020

Bases: 1,500 business leaders; 6,170 consumers; 3,094 employees

Q: My company has a purpose beyond making money. **Strongly agree.**



# The purpose gap hurts sales

<b>Yes, in the past week.</b>	15%
<b>Yes, in the past month.</b>	17%
<b>Yes, in the past six months.</b>	13%
<b>Yes, in the past year.</b>	9%
<b>Yes, but not in the past year.</b>	10%

Source: PwC Consumer Intelligence Series, October 2020

Base: 6,170 consumers

Q. Have you ever decided against purchasing or using a product or a service primarily due to a company's values?



# The purpose gap hits employee retention and engagement

<b>Strongly agree</b>	45%
<b>Somewhat agree</b>	42%
<b>Somewhat disagree</b>	10%
<b>Strongly disagree</b>	3%

Source: PwC Consumer Intelligence Series, October 2020

Base: 3,094 employees

Q. How much do you agree or disagree with the following statements? **I am more likely to stay at a company when I have a strong connection to the company's purpose.**



# A purpose-driven culture wins consumers

<b>How they treat their employees</b>	62%
<b>Their purpose and/or values</b>	58%
<b>How they use technology</b>	57%
<b>Their environmental impact and policies</b>	57%
<b>Their investment in my local community</b>	51%
<b>Their financial performance</b>	51%
<b>Whether or not they hold any purpose-related certifications (e.g., ESG certifications)</b>	49%
<b>Their involvement in national issues</b>	48%
<b>Their volunteer/pro-bono work</b>	46%
<b>Their political stances</b>	42%

Source: PwC Consumer Intelligence Series, October 2020

Base: 6,170 consumers

Q. How often do each of the following factors about a company play an important role in your purchase decisions?



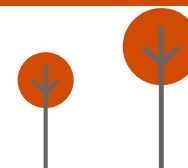
# A purpose – driven culture will win employees

<b>Investing in employees (e.g., tech upskilling)</b>	<b>48%</b>
<b>Connecting employees to each other and to opportunities through tech</b>	<b>42%</b>
<b>Opportunities for volunteer/pro bono work</b>	<b>34%</b>
<b>Transparency regarding business decisions</b>	<b>38%</b>
<b>Purpose-linked compensation &amp; benefits</b>	<b>40%</b>
<b>Collaborating with other companies for social impact</b>	<b>29%</b>
<b>Communications regarding corporate purpose</b>	<b>28%</b>

Source: PwC Consumer Intelligence Series, October 2020

Base: 3,094 employees

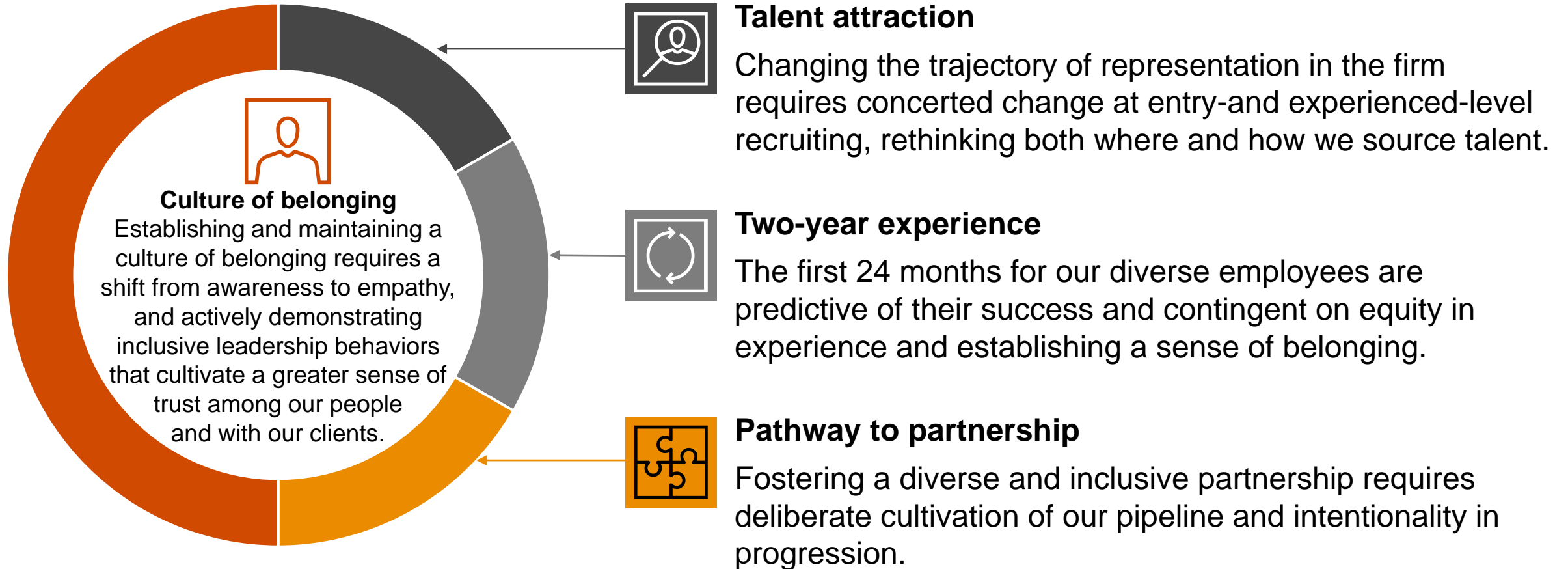
Q. Which of the following do you believe to have the highest impact when it comes to building or communicating corporate purpose among employees?



2

Make diversity  
and inclusion  
actually happen

# Build a strategy, share it, measure results, share those results



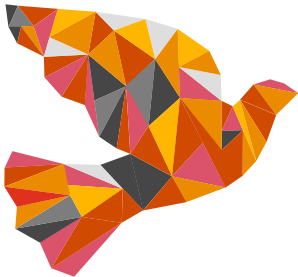
Source: 2020 PwC D&I Transparency Report

# D&I – What we measure and share

14

Data points we are sharing

	US Leadership Team	Suppliers
	Interns	LGBTQ+ <sup>1</sup>
US employee workforce <sup>1</sup>	Start interns (early employee identification program)	Veterans <sup>1</sup>
New joiners <sup>1</sup>	Promotions	People with disabilities <sup>1</sup>
Partners and Principals <sup>1</sup>	New partners	
US Board of Partners and Principals	Global Engagement partners of Fortune 500 accounts	



Source: 2020 PwC D&I Transparency Report

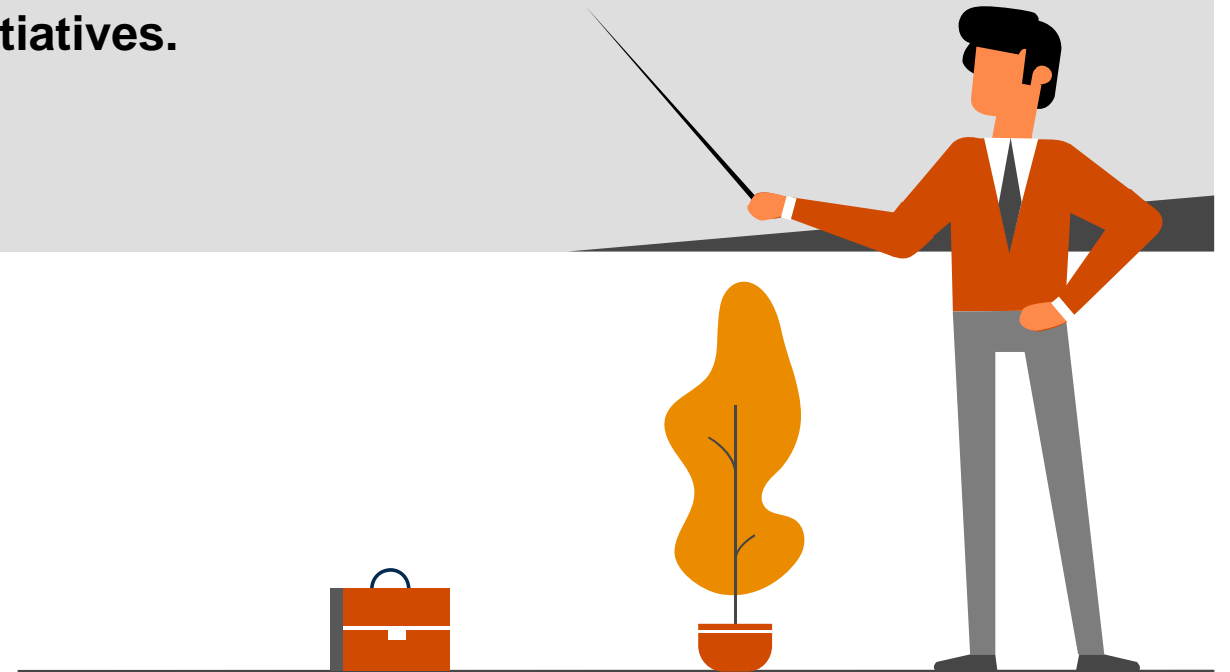
3

Here's what  
marketers  
can do

# Lead marketing with purpose first



- **Lead by example**
- **Give top management a platform**
- **Bring progress to life**
- **Live your culture in all external facing initiatives.**



# Don't overlook tech's power



## Innovate with tech

	Business leaders	Employees
<b>Technology was critical for connecting my company</b>	61%	46%
<b>Equipped employees with appropriate technology platforms and devices</b>	57%	39%
<b>Pushed my company into a more tech-forward era</b>	55%	35%
<b>Could have leveraged technology better weeks ago to prepare us</b>	44%	29%

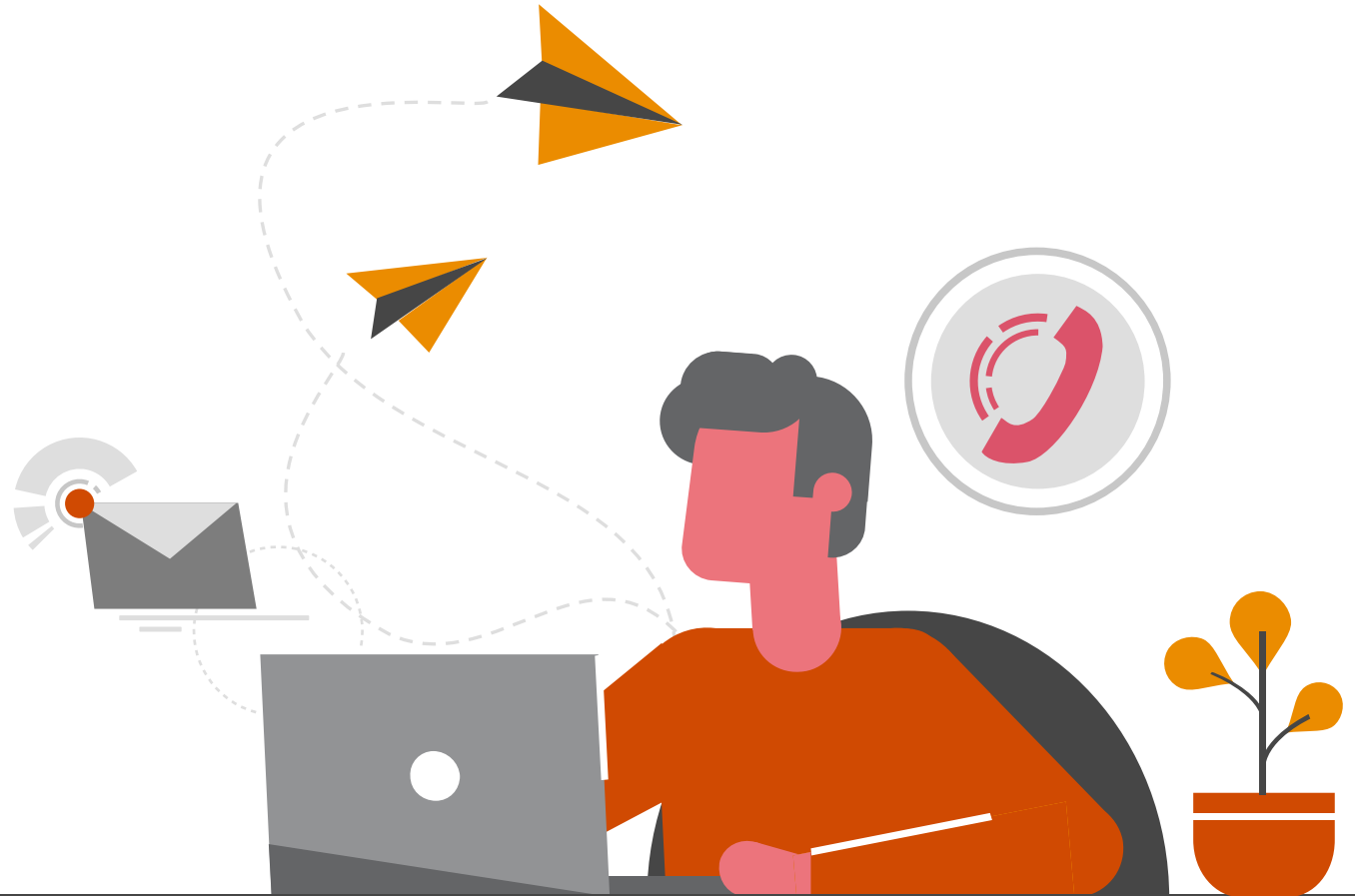
Source: PwC Consumer Intelligence Survey, October 2020

Bases: 1,500 executives; 3,094 employees

Q35: How much do you agree or disagree with the following statements? My company has responded well to equip employees with appropriate technology platforms and devices during COVID-19. Technology has been critical for connecting my company during COVID-19. My company could have leveraged technology better weeks ago to prepare us for the potential outbreak of COVID-19.

# Above all else

- **Keep it sensitive — and positive**
- **Remember, you have the power**





# Thank you.

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