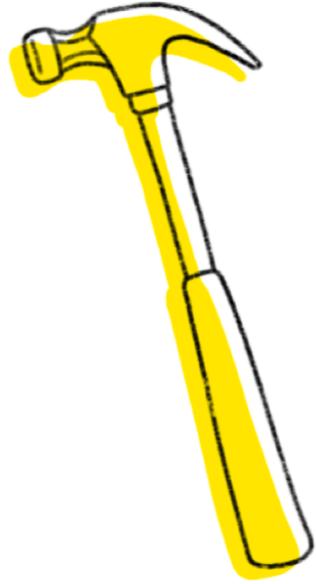


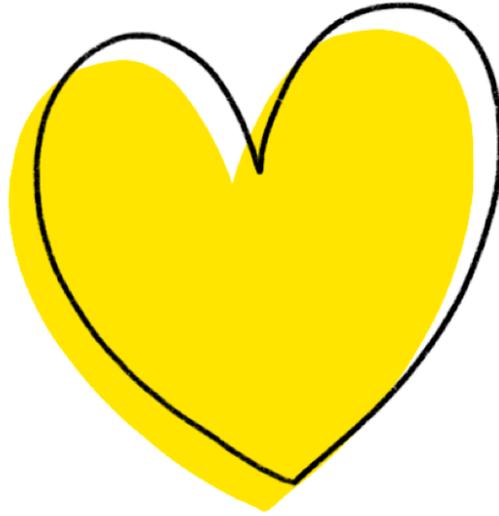
How Purpose Sparks Innovation, Differentiation and Preference

June 18th

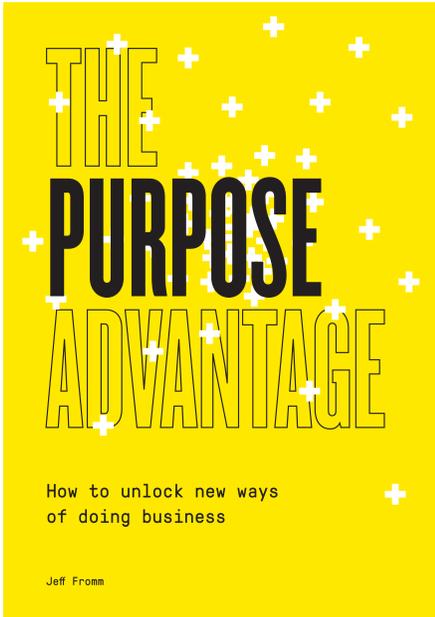
**Jeff Fromm
Chris Carlisle**

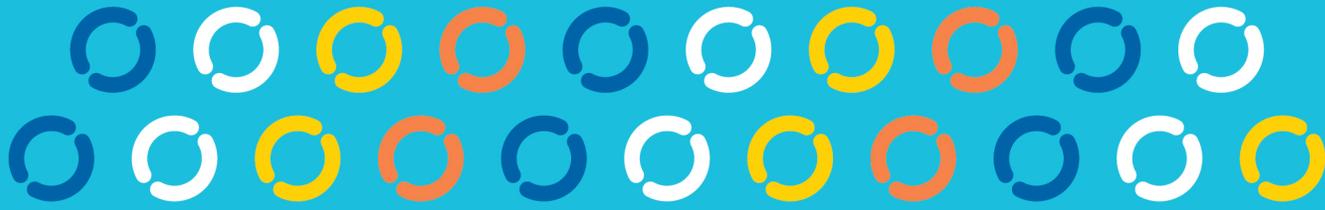


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Over **1 in 3 people**

show an **unconscious bias**

against those with a **disability**

67% of people

“uncomfortable” interacting

with obviously **disabled** people

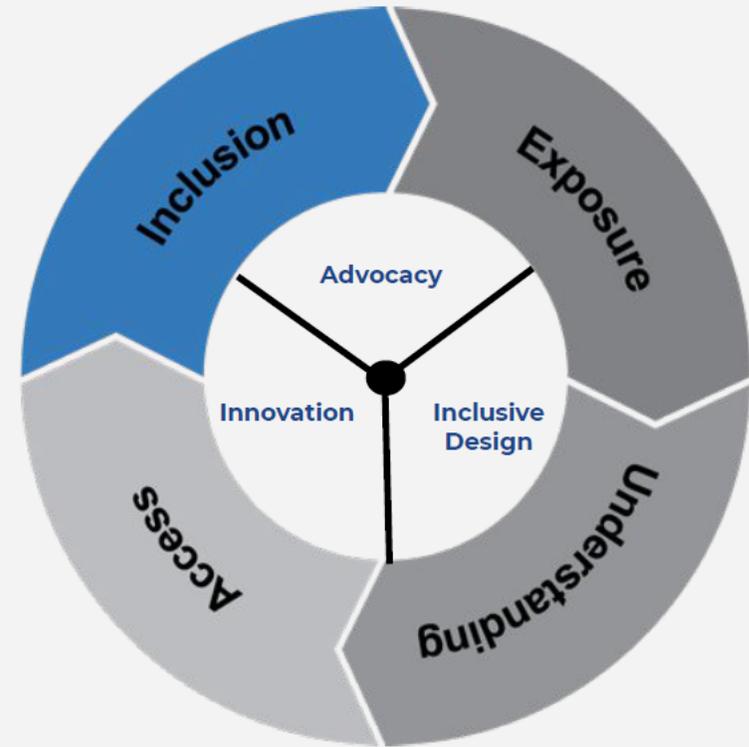


- What it is: social impact initiative to provide every person with a mobility challenge a way to share their voice and participate in solving challenges that impact our community.
- What it does:
 - Unites: forum for voices across the disability spectrum to provide insights for our company and our partners. **“The Driving Force”**
 - Mobilizes: activates volunteerism within communities around a core issue, accessible parking.
 - Shares: provide provocative and positive data, insights and stories through multiple media channels.

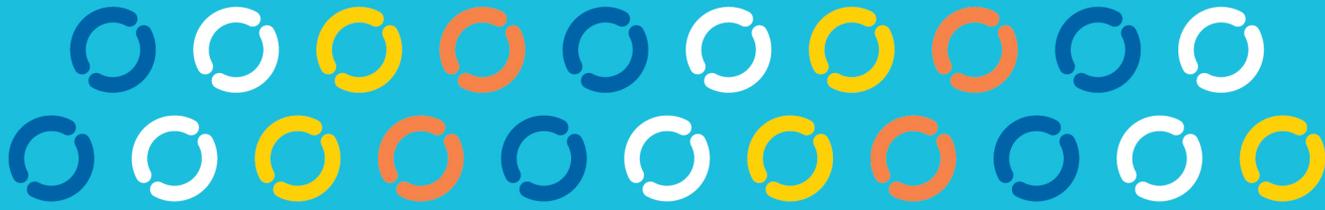


“Nothing about us, without us”

- **Product Innovation:** key features & design benefits
- **Content Differentiation:** topics & focal points
- **Employee Innovation:** annual “Spark Tank” projects







#1 Facebook feed

in the disability community

Voted

favorite Mobility brand

4 to 1 over the next closest brand

More than

1 in 3 would recommend

to Friends & Family

Facebook ads

engaged audience lookalikes

+40% higher CTR

As part of social strategy

+10% lead volume

vs prior year, even during C19

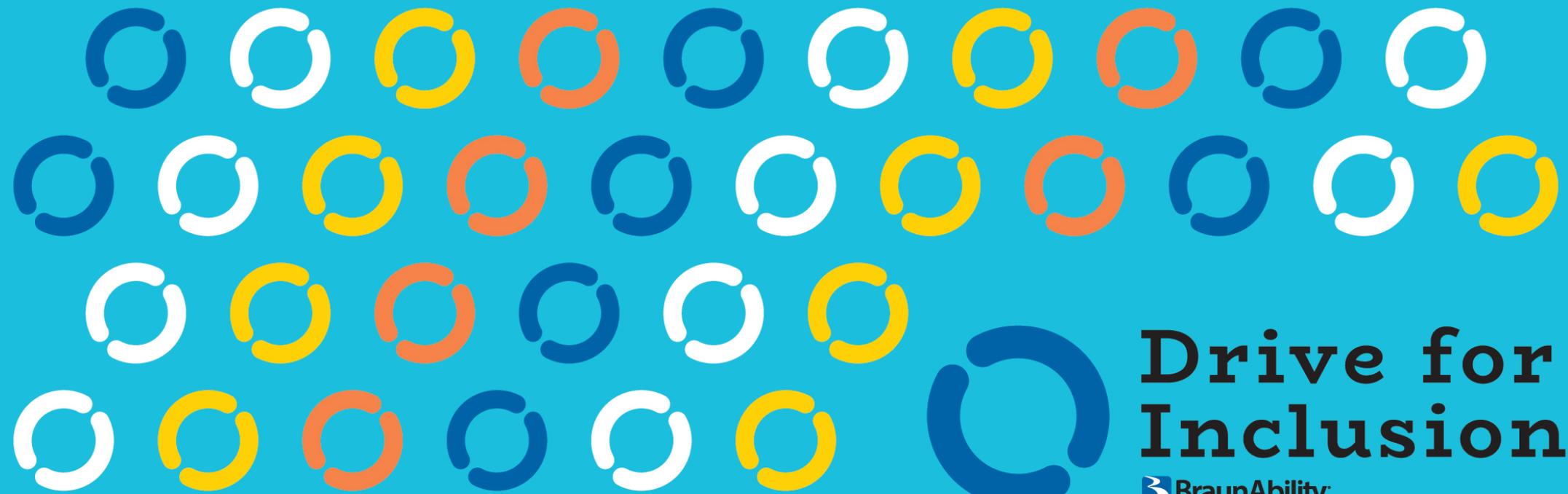
87% of prior year

Wheelchair accessible vehicle sales

During May 2020



ROLL with Us

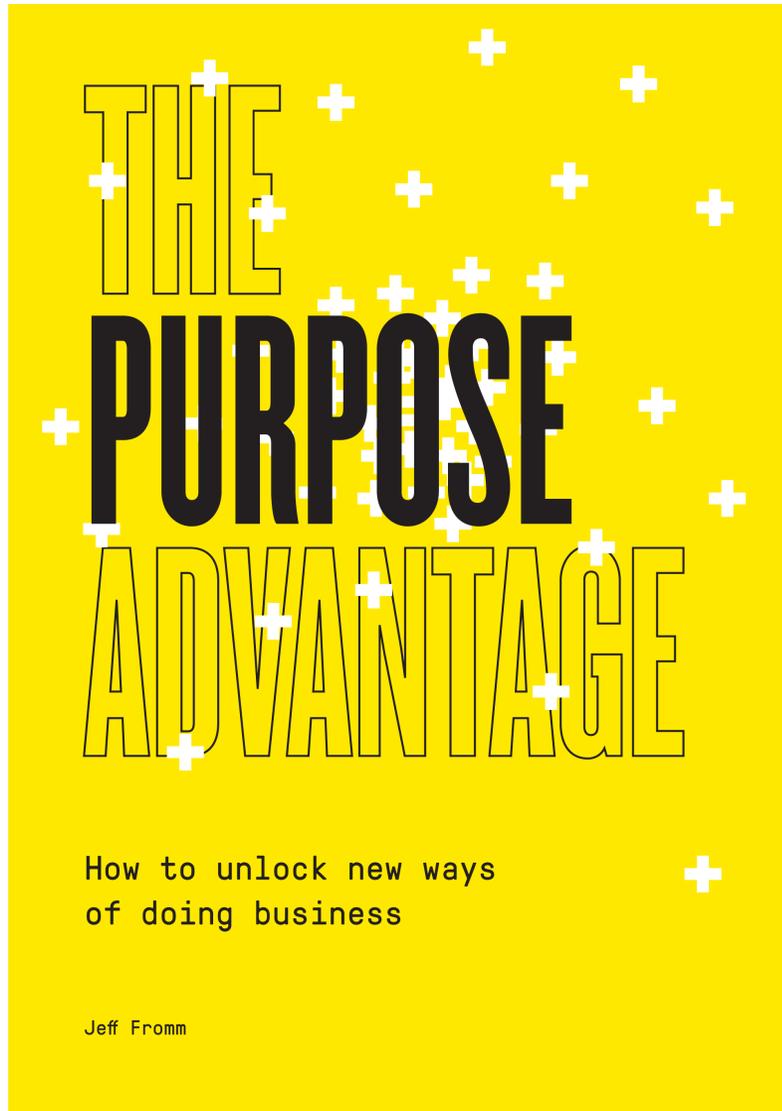


**Drive for
Inclusion**

 BraunAbility

Questions are Your Friends

- Do your brand have a clear purpose and sustainability strategy?
- Does that strategy ladder to your product and service innovation pipeline?
- Does it connect your employees, consumers and/or customers?
- Does it produce better financial results?
- Do you reinvest some of the profits in reimagining your purpose and sustainability strategy as time changes?



Here is your free book! All profits go to the Brand Lab: <https://www.thebrandlab.org/>

<http://add.barkleyus.com/AdvantageSeriesEBook>

Email me at jfromm@barkleyus.com