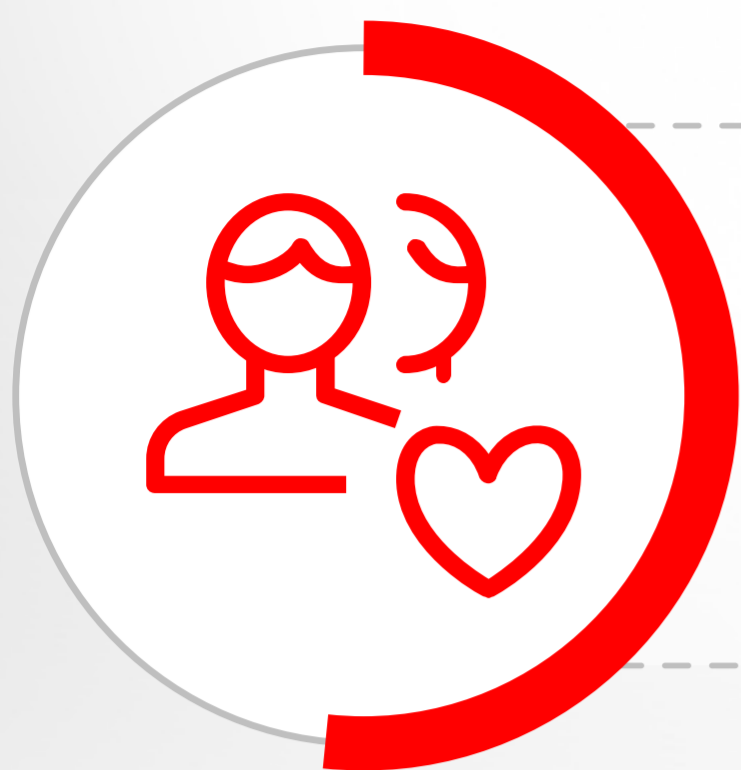


BRANDS ARE COMMUNITY PROPERTY



52% of UK consumers
want companies to take a stand on an issue close to their heart

UK consumers expect that brands align with their personal values and stand for something bigger than what they sell.

These expectations for brand alignment also present an opening for companies to demonstrate their competitive agility.

Consumers act as champions of brands they believe in—and foils to those they don't.

66%

crave greater transparency from brands

51%

say that the words, actions, values, and beliefs of a company's senior executives and employees influence their buying decisions

55%

believe an individual's protest actions can make a difference in how companies act on social and political actions today

53%

say that companies that actively communicate their purpose are more appealing than those that do not

63%

are attracted to companies that treat their employees well

37%

stopped doing business with companies when disappointed by brands and their words or actions on a social issue

38%

would give a brand another chance if it remedied a trust issue by addressing it directly to their satisfaction



Reach out to our experts to learn how brand purpose can improve your competitiveness.

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