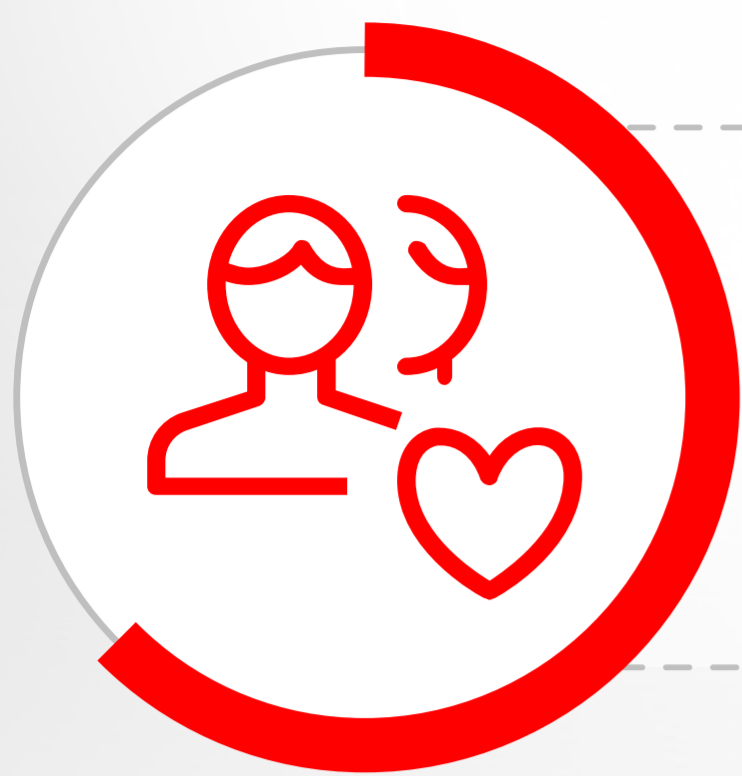


BRANDS ARE COMMUNITY PROPERTY



62% of consumers

worldwide want companies to take a stand on an issue close to their heart

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

These expectations present an opportunity for companies to improve their profitability and demonstrate their competitiveness.

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

74%

crave greater transparency from brands

65%

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

64%

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

29%

complained about or criticized companies on social media when disappointed by brands and their words or actions on a social issue

53%

complained about or criticized companies to friends when disappointed by brands and their words or actions on a social issue

46%

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

42%

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

56%

expect corporate leaders to take a stance on political or social issues

66%

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



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

www.accenture.com/BrandPurpose



@AccentureStrat



www.linkedin.com/company/accenture-strategy