

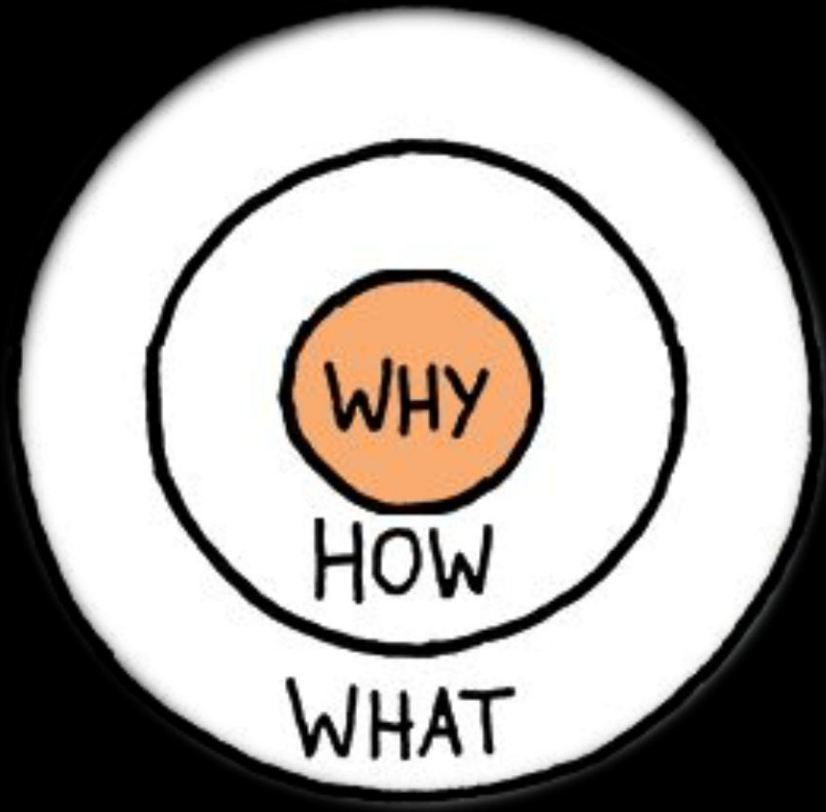
The Lost Meaning of Why

PURPOSE MARKETING 2.0

Daniele Tranchini for ENA
Sao Paulo, 8/6/2017

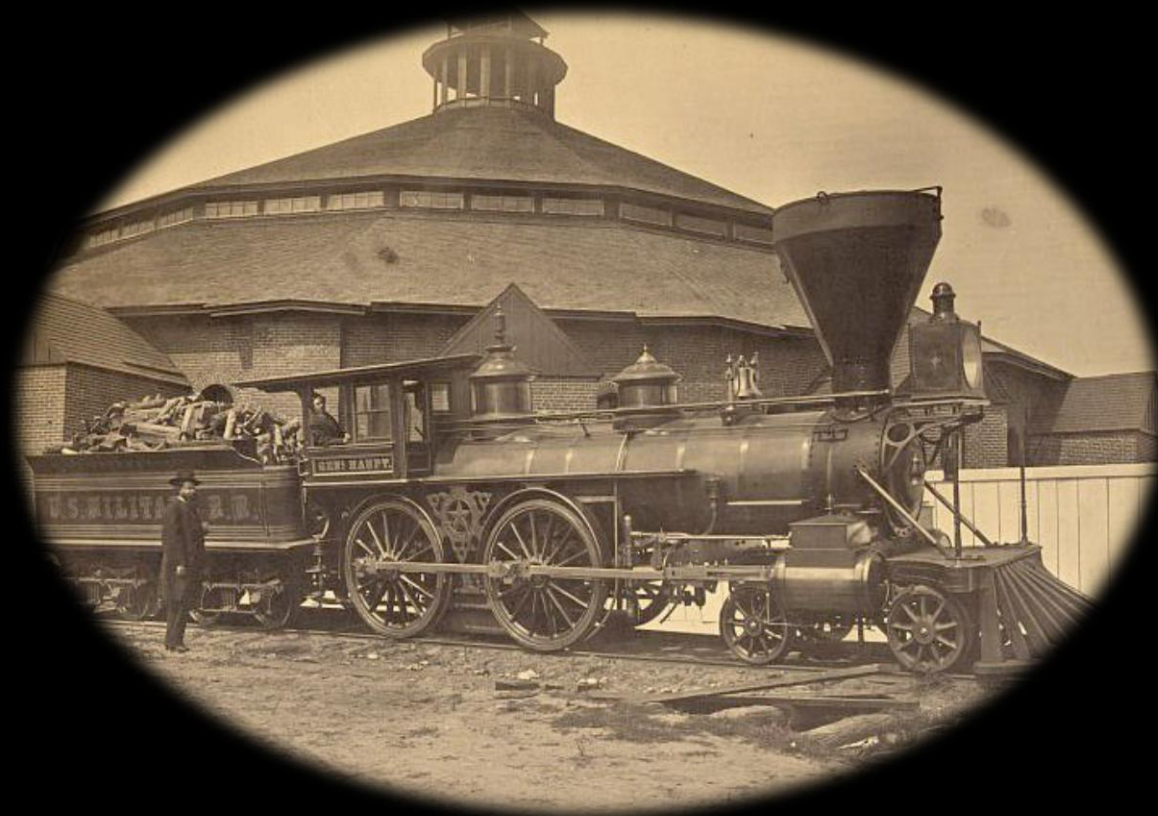


SIMON SINEK



https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

The Industrial Revolution

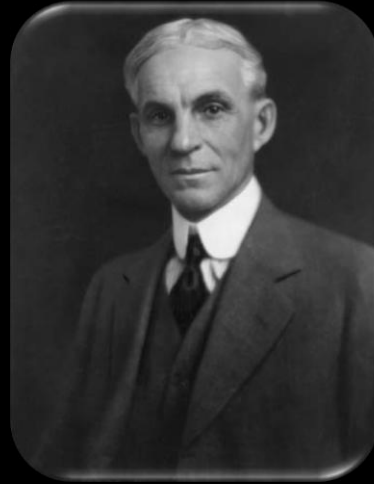
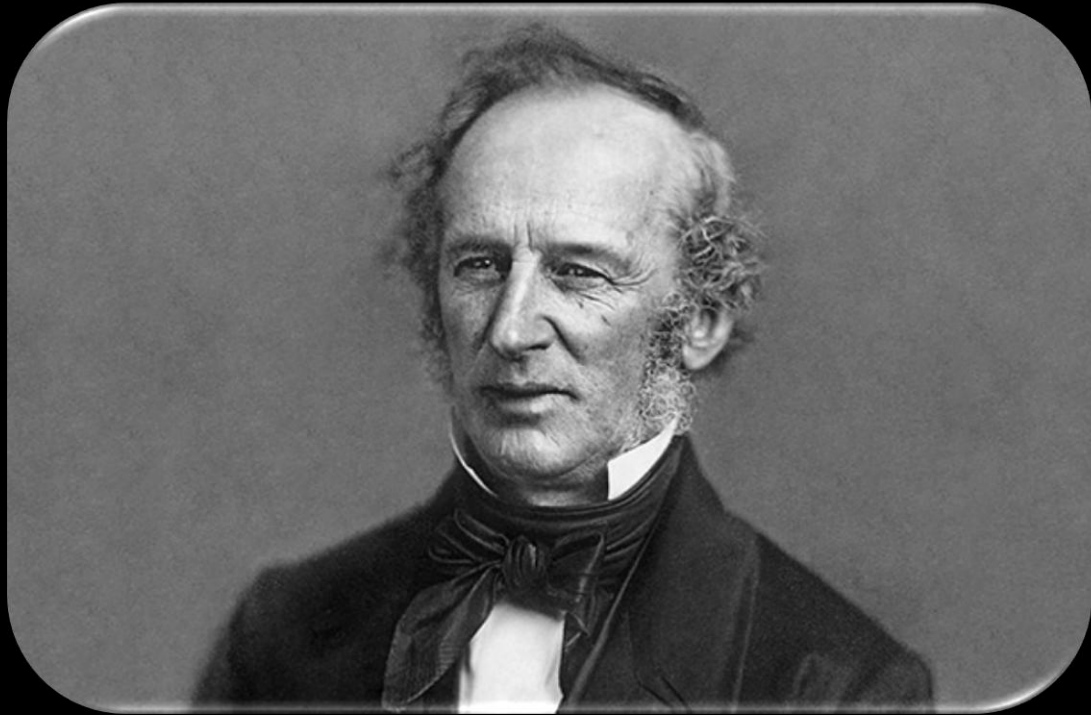


The **Industrial Revolution** was a critical period in the development of...business enterprise. With roots in the late 18th century, the Industrial Revolution **transformed** 19th century commerce and industry while producing **remarkable advancements** in transportation, industrial production, communications and energy.

The resulting effect was a **profound alteration of society from both an economic and cultural standpoint.**

Following their dreams of wealth, success and personal fulfillment, entrepreneurs of the 19th century ...pursued their goals with a single minded **purpose** and a **passion** that is as relevant today as it was two centuries ago.

From : Brighthub.com



"I have always served the public to the best of my ability. Why? Because, like every other man, it is to my interest to do so."

-- Cornelius Vanderbilt (1794–1877), railroad and shipping tycoon



Millennials

>75%



The Rediscovery of Why or... Purpose 2.0

1. From NICE TO HAVE to MUST HAVE

2. PURPOSE must – INEVITABLY– drive the ENTIRE organization, not just marketing

Consider if you will



=

US\$3.3TR



The Crusaders of Purpose 2.0



The usual suspects

!!!

An Example

B8647-001: Just Capitalism & Cause Driven Marketing

During this three-day workshop, ...Professor ...will lead the class in exploring new social paradigms for how entrepreneurs, businesses and marketers **can interact with their customers and communities and develop their own story** and brand. Dr. ...will share strategies for how businesses can promote creativity, innovation and social well **being into the DNA of their organizations** and marketing efforts. Students will engage in active workshops, partnering in teams to develop **disruptive, world-changing, ideas that can not only become self-sustaining and profitable, but also socially conscious and transformative.**

This is a course

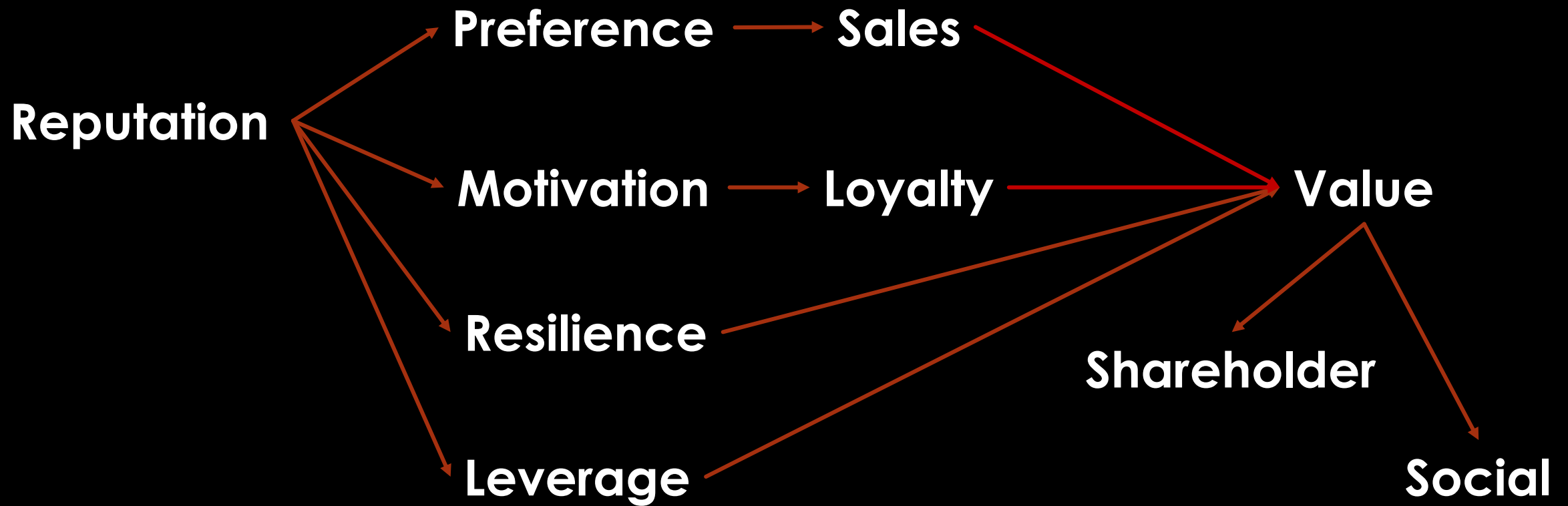


This is the professor

This is the school!!



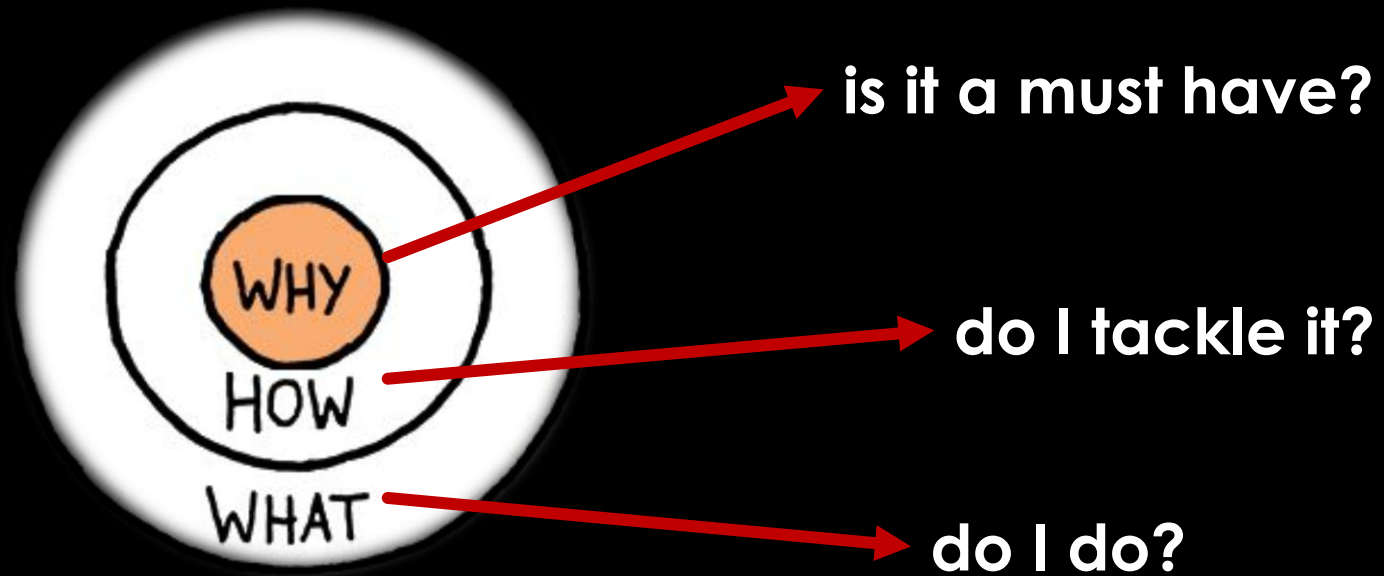
2. PURPOSE must – INEVITABLY– drive the ENTIRE organization, not just marketing.



Two real-life cases



1. From NICE TO HAVE to MUST HAVE



WHY is it a Must Have?

TV is no longer enough to build a relationship with our consumers

...but that we knew already

But even the so called new media are no longer enough to build a relationship with our consumers...infact the new media are increasingly good at building quantitative, statistical relationships with even individual consumers (...*programmatic anyone?*)

In the end it comes back to the fundamental truth that

CONTENT IS KING

WHY is it a Must Have?

Purpose

=

A narration, a story about the company and its **values** for the people who are willing to entertain a conversation with me and my brands

HOW do I tackle it?

Simple



These Millennials want
PROOF

WHAT do I do?



**Absolutely fine, but...
...it isn't Marketing**

WHAT do I do?

Brief

Creativity

Implementation plan

Communication plan

Measure (S)ROI

How do I define a Purpose



THANK YOU!!