

Simon Mainwaring

Founder & CEO

We First Branding

From Purpose to Change

How to Lead Conversations that
Create a Better Planet



FROM PURPOSE TO CHANGE

How to lead conversations that create a better planet.

SIMON MAINWARING

FOUNDER & CEO, WE FIRST, INC.

In these challenging times,
brands must take a stand.

WE'RE LIVING IN THE AGE OF MOVEMENTS



MOVEMENTS ARE CO-CREATED



CONSUMERS



CELEBRITIES

**#WOMEN
TOGETHER**

*WOMEN-POWERED
BRANDS FOR
PLANNED
PARENTHOOD*

BRAND PARTNERS



MOVEMENTS THRIVE ON OPPOSITION



purpose

(Noun) The reason why your company exists.

(Verb) One's intention or objective.

PURPOSE DRIVES GROWTH

63%

Executives say purpose drives innovation

81%

Purpose-driven brands grow more in value

5.3x

Millennials more loyal to their employer

#1

Be Purposeful: #1 action to build valuable brand

Top 10

Trend impacting brand category value change

#1

Motivating factor for employees

21%

Orgs with meaningful work are more profitable

84%

Executives say purpose affects transformation

15-1

Purpose-driven orgs outperform the market

87%

Business leaders believe performance is higher

133%

Meaningful brands outperform the market

9/10

Millennials would switch to brands with a cause

46%

Nearly half of B2B buyers today are millennials.

20%

Price premium on purpose-based assets

50%

Reduction in employee turnover

PURPOSE DRIVING SALES



Tesla Model 3
400,000 pre-orders



Unilever/Ben & Jerry's
30% faster growth rate



Patagonia
Annual growth 14.9%





who you love



DAMNATION

NETFLIX

NOW STREAMING*

WHAT IS YOUR ENEMY?

T E S L A



U B E R

WHAT MAKES YOU, YOU?



WHAT ARE YOU THE ONLY OF?



How do brands create and lead purpose-driven movements?

Strategy #1

Address Cultural Stereotypes

Reframing what 'Like A Girl' means.

A young girl with long brown hair, wearing a dark blue long-sleeved shirt, black pants, and a green soccer vest, is in a ready stance on a green artificial turf field. She is holding a white and black soccer ball with both hands. In the background, several other children are running on the field, some wearing green vests and others blue. The scene is brightly lit, suggesting an outdoor setting during the day.

KEEP PLAYING #LIKEAGIRL

Showcasing all sizes.



Strategy #2

Challenge Industry Norms

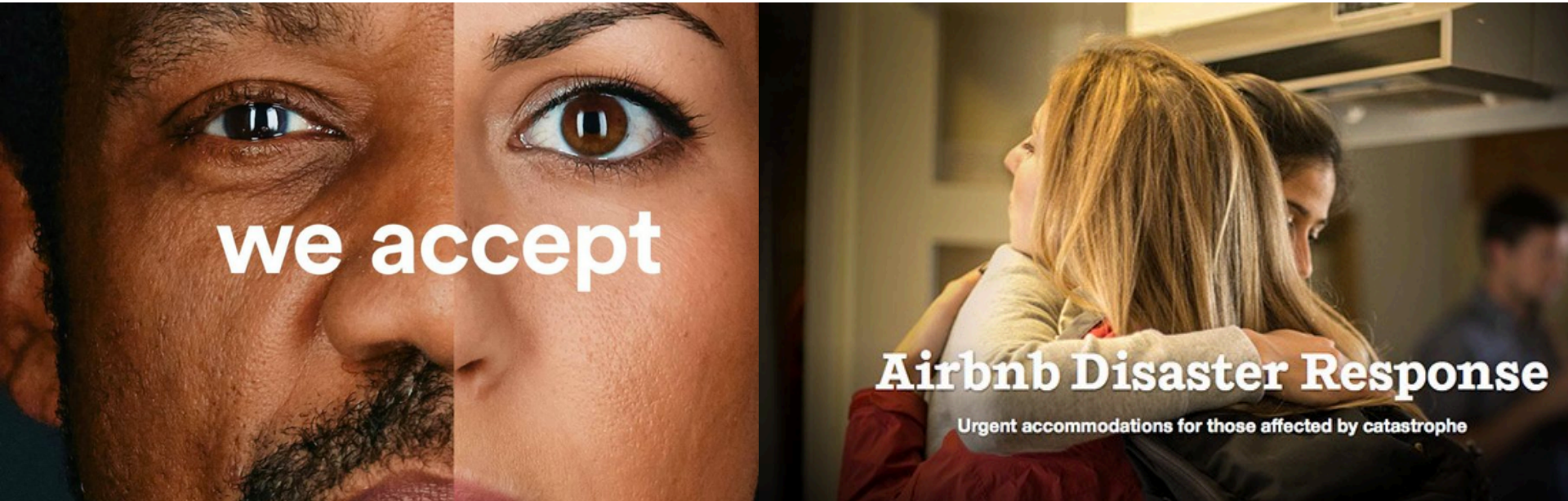
Instilling radical transparency at Everlane.



Beautiful basics.
Radical transparency.
No middlemen.

elevating artisans

Reframing travel as belonging.



Strategy #3

Build Community

Making mindfulness mainstream at Lululemon.



Creating a third place at Starbucks.



THE BENEFITS OF A CLEAR BRAND PURPOSE

Clear business/marketing strategy

Market relevance/younger demos

Win talent wars/employee productivity

Commuter engagement/advocacy

Social impact/fulfillment

THANK YOU!

For questions about building your brand, contact:

Simon@WeFirstBranding.com