



DFW CPG HUDDLE
BRAND PURPOSE

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Strategy and Innovation Consulting

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Why I do What I Do

I believe uncertainty and overwhelm prevent us from reaching our greatest goals.

My purpose is to create clarity that empowers us to move forward.

I'm on a mission to help people get unstuck and see the path forward more clearly.



*Kathy Guzmán Galloway
"The Clarity Wizard"*

How I work with Brands

A woman with glasses and a colorful patterned cardigan is standing and presenting to a group of people in a modern office setting. She has her hands raised as if explaining a concept. The background shows office desks, computers, and other people working.

Brand Fundamentals

Brand Strategy

Innovation Planning

Consumer Insights

Fully custom projects may include:

Consulting, Advising, Coaching, Facilitation, & Workshops

Areas of Expertise and Experience

Category Expertise	FOOD salty snacks, yogurt, applesauce, cottage cheese, sour cream, pouch snacks, dip snacks, ice cream & frozen novelties, cookies	BEVERAGES juice, juice drinks, cocktail mixers, CSD, bottled water, sparkling water, coffee (traditional + RTD), RTD tea, functional drinks, conventional milk, flavored milk, plant-based milk, coffee creamers, conventional beer	BEAUTY natural, multicultural haircare HEALTH VMS, gut health, probiotics, fiber, gummies CLEANING multipurpose, bleach, laundry
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Some of my past brands and clients



Some of my

Methods & Techniques

Strategic Choice Making

- Strategy Audit
- Purpose and Mission
- Brand Positioning
- How Might We*
- Hypothesize to Prioritize*
- Retrospective*
- Competitive Gaming
- Decision Making

Insights

- Empathy Mapping*
- Focus Groups
- In-Depth Interviews
- Retail Intercepts
- In-Home Ethnographies
- Market & Cultural Immersions
- Idea and Concept Testing
- Attitudes and Usage Studies
- Quick Screen Quant

Product Innovation

- Sprint Design
- Ideation*
- Concepting*
- Prototyping*
- Concept Iteration*
- Commercial Viability*
- Financial Feasibility*

*Based in Design Thinking principles.

About Brand Fundamentals

Brand Fundamentals Framework

Provide the definition, purpose and guardrails of the brand's existence in the world



Purpose

Why we are driven to do this work every day



Mission

What we are doing in the immediate to address this purpose



Positioning

The consumer, the problem and the differentiated solution



Values

The ideals that guide how we move about in the world



Identity

The visual and tonal expression of our purpose, positioning & values

**Brand Fundamentals tell us
why, how, and what.**



**the heart of
your brand**

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**How many of you have a
Purpose statement?**

Defining Purpose

Definitions

From [Oxford Languages](#) · [Learn more](#)



pur·pose

noun

the reason for which something is done or created or for which something exists.
"the purpose of the meeting is to appoint a trustee"



Literally, WHY are you doing this?

**Purpose is a reason for being
beyond financial success.**

Purpose = Motivation





Purpose

the future I am
called to create

Purpose Myths



Only Social Impact brands have a purpose



Brand Purpose is a marketing tool



The Consumer drives the Brand Purpose



Brand Purpose is often controversial



Why Purpose?

Purpose provides both guardrails and freedom.

Purpose stands before everything.
Before profit. Before consumers. Before products. In that way, we can be choiceful.



But it also allows you to imagine beyond the business of being in business. To imagine solutions that live beyond our business.



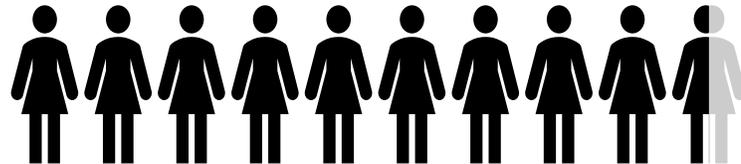
We ALL need something greater to work towards.

**“Putting in long hours
for a corporation is hard.
Putting in long hours
for a cause is easy”.**

– Elon Musk, Tesla

All stakeholders are demanding more.

94%



of consumers globally say it is important that the companies they engage with have a strong Purpose.



When consumers think a brand has a strong Purpose, they are:

- ✓ **4 times** more likely to **purchase** from the company
- ✓ **6 times** more likely to **protect** the company in the event of a misstep or public criticism
- ✓ **4.5 times** more likely to **champion** the company and recommend it to friends and family
- ✓ **4.1 times** more likely to **trust** the company



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Brands with purpose grow – and here's the proof

Published: 10/06/2019 [Average read time: 2 minutes](#)

In 2018, our 28 Sustainable Living Brands – those taking action to support positive change for people and the planet – **grew 69% faster than the rest of our business. That's up from 46% in 2017. They also delivered 75% of our overall growth.**

Purpose VS. _____



The secret is
to take them
literally!

Purpose

Mission

Values

Vision

Literally

The meaningful reason something exists

An important assignment

Principles or standards of behavior

An imagined future

In Practice

A calling: something 'bigger than us'

Our focused to-do

How we behave in the world

The 'reach for the stars' dream

Example


"Transform the world into a healthy, sustainable & equitable place for the next seven generations."


"Spread goodness through nourishing foods, honest words and conduct that is considerate and forever kind to the planet."


"Protecting human health is our top priority. We won't compromise performance. We're thinking in the present and future. Knowledge is power."


"To become the world's most loved, most flown, and most profitable airline."

Purpose

The meaningful reason something exists

A calling: something 'bigger than us'



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"Spread goodness through nourishing foods, honest words and conduct that is considerate and forever kind to the plant."

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Principles or standards of behavior

How we behave in the world



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Vision

An imagined future

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Literally

In Practice

Example

Writing a Purpose Statement

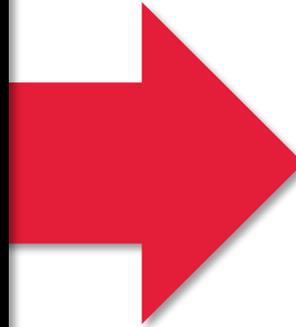
**Have you tried writing a
Purpose statement?**

Belief & Purpose

BELIEF

The Tension

We Believe...



PURPOSE

The Calling

We Exist To...

Belief & Purpose

BELIEF

The Tension

We Believe...

The belief tells us what is wrong - an injustice or a correction needed. This tension provides meaning to Purpose. Without it, Purpose falls flat - an unnecessary call to action that we are not compelled to solve.

About Belief Statements



Not about a product



Rarely about a specific category*



Always about human truths that are timeless and timely

***In rare cases, the category is the basis of the problem.**

**WHAT DO WE
BELIEVE?**

**Why did we start this
company?**

**What problem or truth in the
world motivates us to action?**

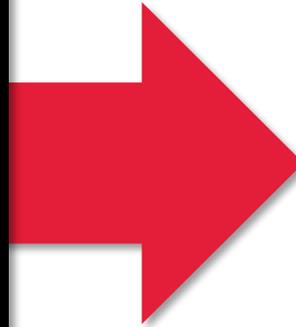
**What bigger issue in the world
do we hope to impact
*eventually?***

Belief & Purpose

BELIEF

The Tension

We Believe...



PURPOSE

The Calling

We Exist To...

Belief & Purpose

Purpose is a calling. Something greater than business, profit, or personal success. Something we feel compelled to act upon, no matter how hard.

PURPOSE

The Calling

We Exist To...

About Purpose Statements

 **Still not about a product or category**

 **Not ownable**

 **Directly addresses the belief**

 **Articulates “the calling” that sets the stage for your solution(s)**

WHAT IS OUR PURPOSE?

Why do we exist?

**What are we trying to
accomplish - in the end?**

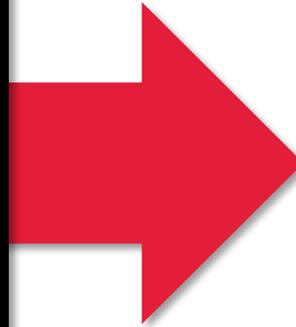
**100 years from now, what
impact do we wish to leave
behind?**

Belief & Purpose

BELIEF

The Tension

We Believe...



PURPOSE

The Calling

We Exist To...

Purpose Examples



We believe food has the power to impact the future of the planet and everybody on it.

We exist to cultivate a healthier, happier world.



Dove believes that beauty should be for everyone, because when you look and feel your best, you feel better about yourself.

Dove is committed to helping all women realize their personal beauty potential.



We are addressing the interconnected issues of health, food security and climate across our value chain to ensure we're providing foods that deliver holistic wellbeing for people and our planet.

Our purpose is creating better days and a place at the table for everyone.

**What examples of Purpose
have you seen?**

A note about Purpose.

“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”

Steve Jobs

