
forces of good
thelab × News Corp Australia

A View of Good from the Summit

The seven forces and why they matter.

A deep dive into the seven forces, uncovering how they differ and why it’s important to understand them.

How is consumer decision making informed by good?

Which forces are driving consumer choice and advocacy and how can brands be part of the conversation.

Why 'Forces of Good'?

A unique, authentic and defendable thought leadership position for NCA on ESG. One that identifies what really matters to audiences and what drives their purchase behaviour. Helping to guide both our own and our partners' pursuit of good.

For Consumers

Navigate & Grow

Identify what truly matters to consumers. Provide them with the information they seek and help them to find brands and content that align to their interests.

The Consumer Territories of Good

For Brands

Focus & Momentum

Support a more focused investment in 'doing good'. Give guided feedback on what works and what doesn't in the minds of consumers.

The Commercial Territories of Good

The seven forces and why they matter

A deep dive into the forces of good, uncovering how they differ and why it's important to understand them.

Goodness is far more than just sustainability

Whilst environmental issues and sustainability remain top of mind they are not the sole focus of good. Instead there are multiple ‘forces of goodness’ that can impact consumers’ decision making, covering everything from product to people, and ethics to data privacy and technology.

% of importance

84%

of Australians expect brands to take responsibility when it comes to issues of goodness.

66%

will no longer engage if they know a company is not engaging in good.

Expectations of business have fundamentally changed and brands & organisations can no longer sit idle when it comes to doing good.

The goodness of your brand will **make or break** your future relationship with Gen Z

38%
have discontinued a brand relationship because of perceived ethical behaviour

36%
have deepened a brand relationship because of perceived goodness

60%
Will pay more for ‘Good’ products and services

The Consumer Territories of Good

1. Who is Choosing Good?

The importance of good across different generations, and what it looks like for different audiences

2. The Tensions of Good

What's holding people back from engaging with good, and what can be done to address it.

3. The Psychology of Good

Can positive messaging, as a contrast to the doom and gloom, encourage greater engagement and positive behaviours.

1. Who is choosing Good?

The importance of good across different generations, and what it looks like for different audiences

Not all consumers are at the same stage of their Goodness journey

Not everyone sees or engages with good in the same way. Understanding your audience make-up can help to better tailor initiatives, messaging and innovation that can drive action. We identified **6 Typologies of Good** based on their good behaviours, attitudes and level of engagement.

MOST ENGAGED ⟷ **LEAST ENGAGED**

Committed Crusaders

They are highly motivated, care deeply and their lifestyles reflect their values. They feel empowered to make change and are prepared to take stand or protest for what they believe.

Betterment Boasters

They care about Good issues and do what they can to live a life that aligned to these values, but much less than the Committed Crusaders.

Empathetic Enthusiasts

They care about and talk about Good, however they are much less likely to go out of their way to make choices that align to those values, with cost a key barrier to greater engagement.

Resourceful Realists

They give some consideration to Good, but are less willing to pay a premium for it. They are more likely to take actions that provide other benefits such as saving money.

Inactive Idealists

They have high expectations of companies and governments to do Good, and they feel like they can make change, but they are less likely to be acting on it themselves.

Nonchalant Neglectors

They are the least engaged, taking much less personal responsibility for Good and don't engage in many 'high effort' good behaviours.

Committed Crusaders

They are highly motivated, care deeply and their lifestyles reflect their values. They feel empowered to make change and are prepared to take stand or protest for what they believe.

19% Of the population

Demographics

Gen Z	Gen Y	Gen X	BB
19%	40%	24%	17%

Average household income of **$118,000**

80% Metro

20% Regional

Behaviours

72% Engage in **10+ sustainable behaviours**

The remaining 28% engage in 5-9 behaviours

Top Sustainable Behaviours:

- 94% Buy eco products
- 93% Recycle as much as possible
- 87% Recommend eco products
- 83% Avoid meat
- 82% Compost
- 79% Buy organic
- 71% Buy second hand

Attitudes

73% Willing to **pay more for Good**

Categories most WTP:
Supermarket - (70%)
Electronics - (62%)
Fashion/ Department Store -(56%)

- 88% Expect companies and businesses to take action
- 80% No longer engage with companies who don't do good
- 80% Empowered to make change
- 71% Feel a responsibility to engage in activism

Betterment Boasters

They care about Good issues and do what they can to live a life that aligned to these values, but much less so than the Committed Crusaders.

9% Of the population

Demographics

Gen Z	Gen Y	Gen X	BB
26%	54%	10%	10%

Average household income of **$144,000**

89% Metro

11% Regional

Behaviours

82% Engage in **5-9** sustainable behaviours

Only 18% engage in 10+ behaviours

Top Sustainable Behaviours:

- 100% Avoid driving when possible
- 91% Recycle as much as possible
- 82% Buy eco products
- 76% Buy second hand
- 69% Recommend eco products
- 59% Only work for good organisations
- 55% Avoid meat

Attitudes

66% **Willing to pay more for Good**

Categories most WTP:
Electronics - (57%)
Department Store - (55%)
Airlines - (51%)
Utilities - (51%)

- 83% Expect companies and businesses to take responsibility for Goodness
- 76% Empowered to make change
- 72% No longer engage with companies who don't do good
- 71% Feel a responsibility to engage in activism

Empathetic Enthusiasts

They care about and talk about Good, however they are much less likely to go out of their way to make choices that align to those values, with cost a key barrier to greater engagement.

8% Of the population

Demographics

Gen Z	Gen Y	Gen X	BB
7%	0%	82%	11%

Average household income of **$97,000**

77% Metro

23% Regional

Behaviours

89% Engage in 5-9 sustainable behaviours

*Only **5%** engage in 10+ behaviours*

Top Sustainable Behaviours:

- **100%** Recycle as much as possible
- **99%** Buy eco products
- **76%** Buy second hand
- **71%** Only work for Good organisations
- **69%** Recommend eco products
- **55%** Buy organic
- **43%** Compost

Attitudes

64% Willing to pay more for Good

Categories most WTP:
Fashion/ Department Store -(66%)
FMCG - (66%)
Electronics - (65%)
Supermarket - (61%)

- **89%** Expect companies and businesses to take responsibility for Goodness
- **79%** No longer engage with companies who don't do good
- **76%** Say COL is impacting their abilities to make sustainable choices
- **75%** Empowered to make change

Resourceful Realists

They give some consideration to Good, but are less willing to pay a premium for it. They are more likely to take actions that provide other benefits such as saving money. They tend to be older, lower income consumers living in regional areas.

26% Of the population

Demographics

Gen Z	Gen Y	Gen X	BB
7%	21%	20%	52%

Average household income of **$76,000**

61% Metro

39% Regional

Behaviours

83% Engage in 5-9 sustainable behaviours

*Only **11%** engage in 10+ behaviours*

Top Sustainable Behaviours:

- 97% Recycle as much as possible
- 91% Buy eco products
- 78% Compost
- 72% Buy second hand
- 49% Use solar power
- 48% Hunt, gather or grow
- 46% Have a rainwater tank

Attitudes

64% Willing to pay more for Good

Categories most WTP:
Electronics -(50%)
Retail - (43%)
FMCG- (42%)
Supermarket - (40%)

- **90%** Expect companies and businesses to take responsibility for Goodness
- **74%** Say COL is impacting their abilities to make sustainable choices
- **73%** No longer engage with companies who don't do good
- **73%** Empowered to make change

Inactive Idealists

They have high expectations of companies and governments to do Good, and they feel like they can make change, but they are less likely to be acting on it themselves.

20% Of the population

Demographics

Gen Z	Gen Y	Gen X	BB
11%	31%	22%	35%

Average household income of **$99,000**

73% Metro

27% Regional

Behaviours

39% Engage in 5-9 sustainable behaviours

None engage in 10+ behaviours

Top Sustainable Behaviours:

- 93% Recycle as much as possible
- 66% Buy eco products
- 59% Buy second hand
- 31% Recommend eco products
- 28% Only work for good companies
- 27% Use solar power
- 26% Avoid driving when possible

Attitudes

66% Willing to pay more for Good

Categories most WTP:
Supermarket -(59%)
Electronics - (59%)
FMCG - (57%)
Department Store - (56%)

- 95% Expect companies and businesses to take responsibility for Goodness
- 79% Say COL is impacting their abilities to make sustainable choice
- 78% Empowered to make change
- 77% No longer engage with companies who don't do good

Nonchalant Neglectors

They are the least engaged, taking much less personal responsibility for Good and don't engage in many 'high effort' good behaviours.

18% Of the population

Demographics

Gen Z	Gen Y	Gen X	BB
7%	23%	31%	39%

Average household income of **$92,000**

78% Metro

22% Regional

Behaviours

21% Engage in **5-9** sustainable behaviours

***None** engage in 10+ behaviours*

Top Sustainable Behaviours:

- **87%** Recycle as much as possible
- **48%** Buy second hand
- **31%** Use solar power
- **30%** Buy eco products
- **27%** Avoid driving when possible
- **19%** Have a rainwater tank
- **15%** Compost

Attitudes

11% Willing to **pay more for Good**

Categories most WTP:
Electronics - (30%)
FMCG - (26%)
Fashion - (25%)
Automotive - (24%)

- **75%** Expect companies and businesses to take responsibility for Goodness
- **61%** Find information about sustainable choices unreliable
- **55%** Say COL is impacting their abilities to make sustainable choice
- **31%** Empowered to make change

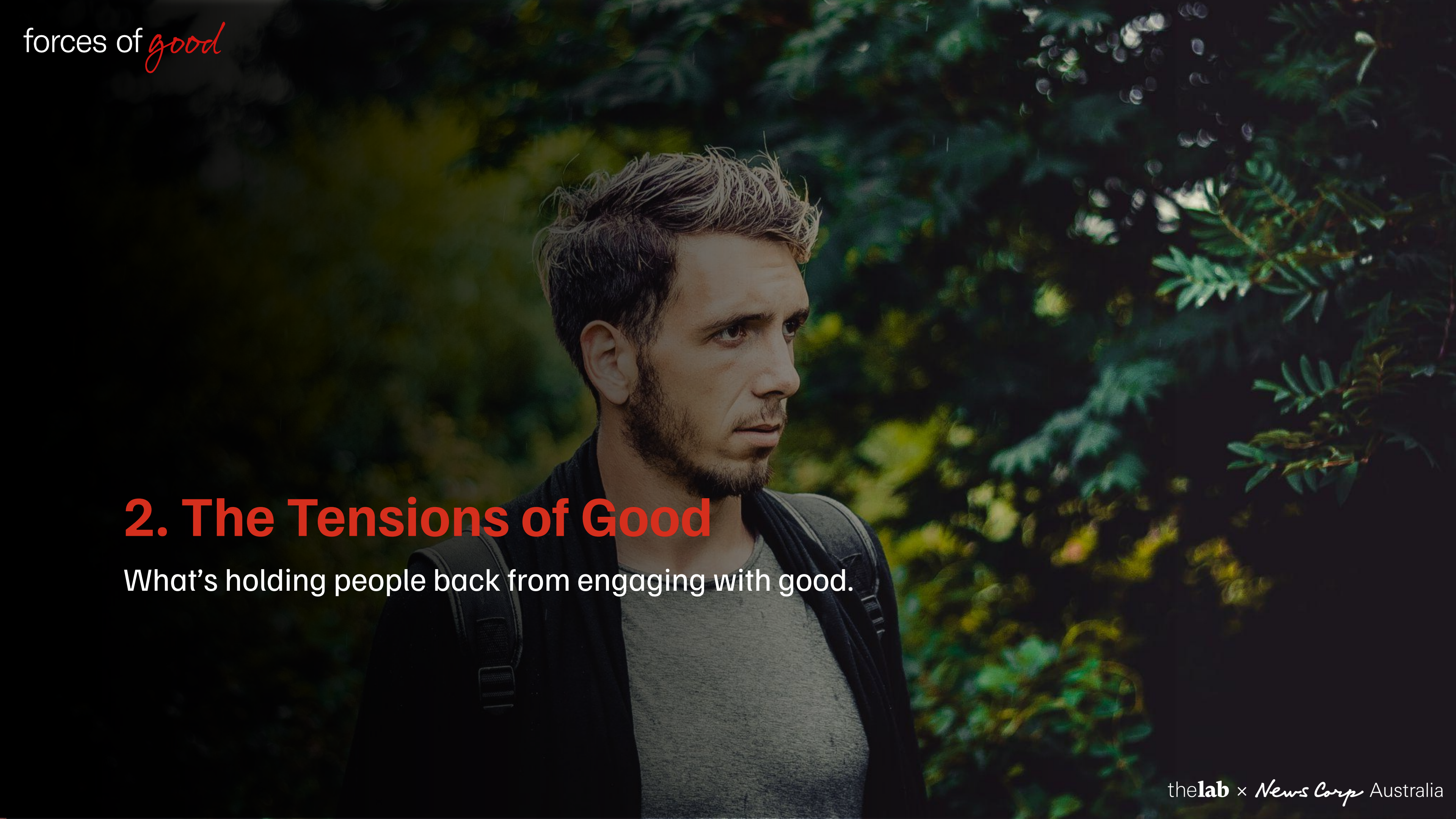
There is a distinct generational divide when it comes to Goodness




	Gen Z	Millennials	Gen X	Boomers
% Expect companies to take responsibility for ESG	**68%**	81%	83%	**90%**
% Willing to pay more for Good products in general	56%	57%	52%	**45%**
% Average concerned about issues by segment	67%	64%	63%	**72%**
% Doing 10 or more sustainability behaviours	**27%**	20%	17%	17%

Gen Z and Millennials are the **most engaged** in Good and have **highest willingness to pay.** They are over represented in the two most engaged Good segments (Crusaders & Boasters).

Boomers and Gen X are the **most concerned** about 'Good' issues **but the least action-oriented** as they expect government to take most of the responsibility.



2. The Tensions of Good

What's holding people back from engaging with good.

Price is the #1 barrier holding people back from making more good choices.

- With rising cost of living, many may be forced to choose between affordability and goodness.
- **1 in 3** say that sustainable choices are more expensive.
- Increasingly consumers don't want or are unable to pay for the good they expect companies to do. Whilst doing good may be priceless, it's not always affordable.

72%

Cost of Living is impacting their ability to make 'good' choices.

Consumers want and expect brands to do good but...

they don't always know how well brands are performing.

Less than

half

of category shoppers are aware of the actions brands are taking in this space.

1 in 3

Are unsure if good products and services are truly sustainable.

2 in 3

consumers say that sources of information are unreliable.

Even when the message cuts through, it’s not always trusted

- The growing conversations around greenwashing, misleading claims and a perceived lack of transparency from businesses, makes it hard for consumers to know what messages to trust when they do hear them..
- This is driving scepticism, of claims, products and brands, which is a strong inhibitor of good.

Skepticism can make many doubt if they are making any impact at all

1 in 4
Don't know if their sustainable choices are making any impact at all

1 in 3
Feel disempowered to make change

1 in 10
Say that issues feel to big or far into the future

How to overcome these tensions

Price

People want to see the **value** in their Good choices.

For brands, this means demonstrating that, rather than Good solely as a way to command a premium, products and services are better for the both the consumer and the world.

Awareness

People want **clear signals** that they brands are Good.

For brands, this means meeting consumer where they are, share your ethos, be transparent and offer clear statements and labelling. Don't require them to do the work to find out.

Distrust

People want to see the **actions that support messaging** and marketing.

For brands, sustainability needs to be more than just a campaign, it should highlight tangible, meaningful changes in business behaviour.

Impact

People want to see how their contribution can **make a difference.**

For brands, this means demonstrating the impact individuals can make, make it feel easy, celebrate action and provide immediate gratification.

3. The Psychology of Good

Can positive messaging, as a contrast to the doom and gloom, encourage greater engagement and positive behaviours.

On average, discussions with positive messaging has an amplification score of

31x

I.e there was 31 times the engagement for every post (vs. negatively framed conversations only had an amplification score of 25).

Positive brand messaging creates higher engagement

Overall, positive framing of campaign and brand messaging has 19% more engagement than negative framing.

This is true across all of the pillars of good.

Source: Lab Forces of Good textual analysis study Jan 2022 - Sept 2022

Ethics, People and Product are the pillars where positive messaging has the biggest impact

Ethics

36x vs 11x

Amplification score

People

44x vs 40x

Amplification score

Product

40x vs 19x

Amplification score

Green = Positively framed conversations

Red = Negative framed conversations

Source: Lab Forces of Good textual analysis study Jan 2022 - Sept 2022

Brands that talk more positively are perceived to be doing more good

Brands that frame conversations around pillars of good in a positive light are perceived to be doing more than those framing conversations negatively.

But only

1 in 5

Are doing so.

More often brands talk less positively around the pillars of good than they do in general brand content.

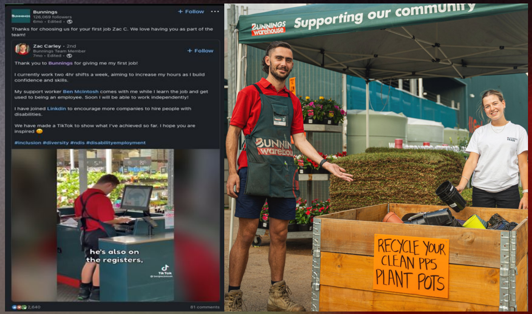
Source: *Lab Forces of Good textual analysis study Jan 2022 - Sept 2022*
: Verve Forces of Good: Integrated Report March 2023

So who's doing well?

Cancer Council

Provide calm amongst the storm of distressing and heavy topics, offering readers a glimmer of light. They share stories of **hope, action and resilience** in a way that is honest and real, yet positive.

People Pillar



Bunnings

Encompass the persona of the loveable Australian Larrikin. Regularly lean into communicating good but do so in a **humbling and everyday way**; giving the impression that to do good is simply in their DNA, and in turn their consumers.

People & Sustainability Pillars

Bonds

Bonds lean heavily into inclusivity and diversity from the charities they support to the faces they represent. Communications are filled with **positive language** and **diversity in its fullest**

People & Ethics Pillars

Whilst brand messaging is most impactful, reductive messaging is more persuasive at point of sale

People are more willing to pay when they are shown neutral or reductively framed promises at point of sale or on pack. This demonstrates a tangible action has been taken, building trust and overcoming skepticism of greenwashing.

This.

Demonstrates action has been taken to minimise something perceived as negative

Not This.

Vague claims with no tangible evidence to underpin them

Source: *Verve Forces of Good: Integrated Report March 2023*

The Commercial Territories of Good

1 Return on invested good

How good creates stickiness and is the pathway for growth. Why you should spend on good as a brand and where investment has the biggest impact.

2 Good in your industry

What does good look like for your industry? Building an action plan for your category to navigate the forces of good.

3 How to talk to the good you do

Creating communication guidelines to talk about good in a way that empowers your consumers.

1. Return on Invested Good

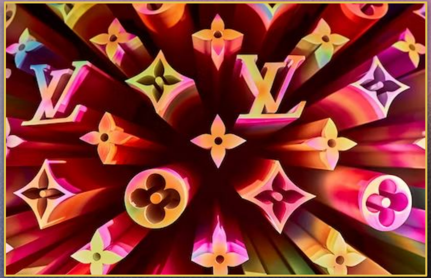
How good creates stickiness and is the pathway for growth.
Why you should spend on good as a brand and where investment has the biggest impact.

Good is foundational to value creation for brands and in driving future growth

BUILDS STRONG AND RESILIENT BRANDS

Brand equity is related to the good a brand does but a major inhibitor is that consumers are largely unaware of it.

CAN COMMAND A PREMIUM



Consumers are willing to pay more for brands that do good.

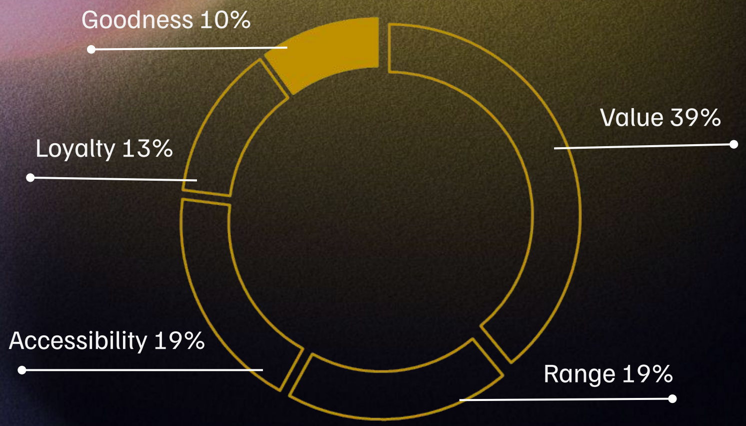
LINKED TO HIGHER FINANCIAL RETURNS

Businesses with a higher ESG score have 1.2x higher market value.

Doing good can help brands be meaningfully different and provide a buffer during tough times

- Goodness helps build brands over the customer lifetime, providing a **pathway to build trust but also resilience during turbulent times.**
- On average, a brand **doing good drives 10% of brand equity**. In the grocery category, that equates to a similar level of importance as the entire brand loyalty ecosystem.
- Increasing **awareness can increase the importance of 'Good'** in driving brand equity, however consumers are largely unaware (~51%) of the good brands are doing.

% Share of Importance for Brand Equity - Grocery



53%

Are willing to pay MORE for products and brands that do good. *(Highest for Gen Z & Millennials 57%)*

16%

Is the price premium consumers are willing to pay for good.*
(Consumers are more likely to pay a premium for Sustainability, followed by Ethics & People)

Consumers are willing to pay more for brands that do good.

*as percentage of price

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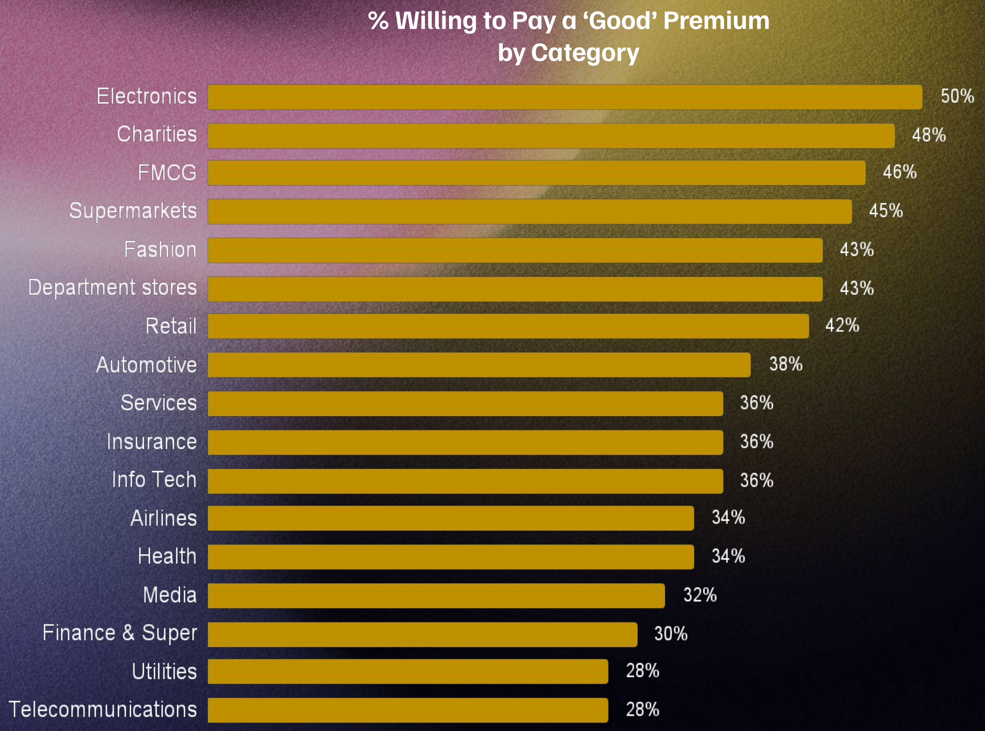
All categories are not created equal... some need to work harder to earn a goodness premium.

Automotive and Department Store categories are able to command the highest premiums at 16% and 14% respectively.

Consumers are less willing to pay a Good premium for categories like Utilities and Telecommunication brands.

Gen Z and Millennials are most likely to pay a premium for good given their predisposition to take personal responsibility for good outcomes while older generations expect companies and governments to take action and absorb the costs.



**As a percentage of price*
QA3. Are you willing to pay a premium when buying from brands you agree strive to do the right thing by the community, the environment and its employees?
QA4. What premium (%) would you be willing to pay?

While ESG plays a bigger role in brand building, it can still drive consumer choice in the last three feet.

For consumers who are most engaged with ESG, 'good-led' messaging is as effective as alternative messaging (e.g. price).

Overall **neutral or reductively framed messaging** i.e. minimising something perceived as negative, **elicits a higher willingness to pay,** except for Gen Z consumers who have higher levels of eco-anxiety.

% Importance of a Good Brand Promise in Choice

Good-led Messaging		Alternative Messaging
6%	Total	7%
6%	Most ESG Engaged	6%
5%	Least ESG Engaged	8%

Based on Choice Modelling - Willingness to Pay.
Note: Good Brand Promise importance overall has been calculated using a weighted average of all four categories based on category spend over a 12 month period.

Doing good delivers both an emotional and financial pay-off for brands

Brands with higher perceptions of doing ‘good’ is also linked to having higher consumer trust, brand value and financial value.

- Trust and Goodness perceptions are interlinked. Brands with high trust is positively correlated (p=0.7) to having higher perceptions of doing good.
- Higher brand value growth for sustainable brands, with the top-rated brands on the Kantar Sustainability Index growing +25% YoY vs. 15% for the lower performing brands.
- 1.2x higher market value for businesses with higher ESG scores

Source: The Lab x Verve x GIC, Forces of Good 2023, Kantar Sustainability Index 2022

2. Good in your Industry

What does good look like for your industry? Building an action plan for your category to navigate the forces of good.

What goodness looks like varies across industries

Sustainability is the most top of mind Force of Good, based on the dominance of coverage and conversations. But it is not the only important one.

Across industries there is different levels of importance placed on the seven forces, and this gives us clues as to where brands should focus their efforts.

Fashion

1. Sustainability
2. People
3. Ethics

Specifically focusing on fair labour practices and carbon kilometres

Grocery

1. Sustainability
2. Community
3. Product

Specifically focusing on supporting local communities, reducing food waste and packaging

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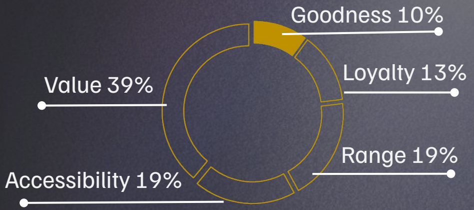
Navigating good in Supermarket & Groceries

Brand Impact

Goodness accounts for a meaning for 10% of brand equity in the Grocery category.

The most important contributors towards brand equity being Value and Range.

% Share of Importance for Brand Equity



Reach and Frequency is key.
48% are <u>not aware</u> of the good brands are doing in this category.

Drivers of 'Good'

Sustainability and Community are the top drivers of Good for Grocery.

% Share of Importance Towards 'Good' perceptions

- **Sustainability** 24%
- **Community** 19%
- **Product** 14%
- **Supply Chain** 13%
- **Ethics** 12%
- **People** 10%
- **Data, Tech, Privacy** 7%

- Community is especially relevant amongst the more engaged segments (Committed Crusaders, Betterment Boasters) & Gen X.
- Ethics and People resonate more with Gen Z and the Empathetic Enthusiasts, Resourceful Realists segments.
- Millennials pay more attention to Data & Privacy.

At point of purchase

Goodness led messages can still have an impact in the last three feet.
At POS, a goodness-led message drives 4% of consumers' product choice vs. 6% for alternative messages (e.g. product efficacy).

By truly doing good, brands can increase consumers willingness to pay.

45% are willing to pay a 'Goodness' premium for a FMCG product, up to an 11% price premium *(as a % of price).*

At point of sale, neutral or negatively framed messages (e.g. reducing carbon emissions) have greater impact on willingness to pay compared to positively framed messages (e.g. increase in workplace diversity). *

For the most engaged segments (Committed Crusaders and Betterment Boasters) they respond best to neutral messaging at point of purchase.*

**Measured across four categories - fashion, grocery/supermarket, superannuation and consumer electronics.*

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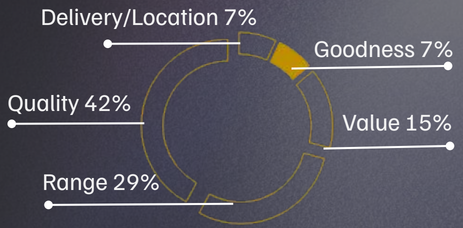
Navigating good in **Fashion**

Brand Impact

Goodness accounts for a meaning for 7% of brand equity in the Fashion category.

The most important contributors towards brand equity being Quality and Range.

% Share of Importance for Brand Equity



Reach and Frequency is key.
56% are not aware of the good brands are doing in this category.

Drivers of 'Good'

Sustainability and People are key drivers of Good for Fashion.

% Share of Importance Towards 'Good' perceptions

Sustainability 21%

Product 14%

People 19%

Supply Chain 13%

Ethics 18%

Community 9%

Data, Tech, Privacy 7%

- People is especially relevant amongst the most engaged segments (Committed Crusaders, Betterment Boasters) & Gen X.
- Ethics and Community are fairly equally important drivers for Empathetic Enthusiasts and Resourceful Realists,
- Millennials pay more attention to Sustainability and Product.

Messaging

Goodness led messages can still have an impact in the last three feet.
At POS, a goodness-led message drives 4% of consumers' product choice vs. 7% for alternative messages (e.g. product performance).

By truly doing good, brands can increase consumers willingness to pay.

$ 43% are willing to pay a 'Goodness' premium for a Fashion product, up to an 13% price premium (as a % of price).

At point of sale, neutral or negatively framed messages (e.g. reducing carbon emissions) have greater impact on willingness to pay compared to positively framed messages (e.g. increase in workplace diversity). *

For the most engaged segments (Committed Crusaders and Betterment Boasters) they respond best to neutral messaging at point of purchase.*

**Measured across four categories - fashion, grocery/supermarket, superannuation and consumer electronics.*

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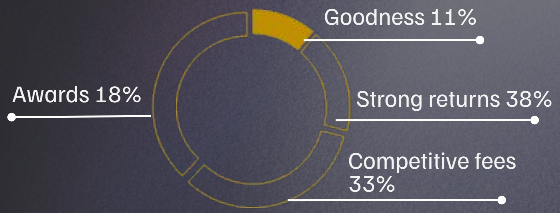
Navigating good in Superannuation

Brand Impact

Goodness accounts for a meaning for 11% of brand equity in the Superannuation category.

The most important contributors towards brand equity being Performance driven (high returns and low fees).

% Share of Importance for Brand Equity



!

Reach and Frequency is key.
44% are not aware of the good brands are doing in this category.

Drivers of 'Good'

Sustainability and Ethics are key drivers of Good for Superannuation.

% Share of Importance Towards 'Good' perceptions

Sustainability 26%

Supply Chain 14%

Ethics 22%

People 11%

Product 14%

Community 1%

Data, Tech, Privacy 12%

- Ethics is a key driver of Good amongst the most engaged segments (Committed Crusaders and Betterment Boasters).
- People is an important driver for Empathetic Enthusiasts, Resourceful Realists and also Millennials.
- Whilst Sustainability is #1 for Boomers, they remain the most balanced across the Goodness drivers.

Messaging

Goodness led messages can still have an impact in the last three feet.
At POS, a goodness-led message drives 7% of consumers' product choice vs. 8% for alternative messages (e.g. product performance).

By truly doing good, brands can increase consumers willingness to pay.

$

30% are willing to pay a 'Goodness' premium for a Superannuation product, up to a 13% price premium *(as a % of price).*

At point of sale, neutral or negatively framed messages (e.g. reducing carbon emissions) have greater impact on willingness to pay compared to positively framed messages (e.g. increase in workplace diversity). *

For the most engaged segments (Committed Crusaders and Betterment Boasters) they respond best to neutral messaging at point of purchase.*

**Measured across four categories - fashion, grocery/supermarket, superannuation and consumer electronics.*

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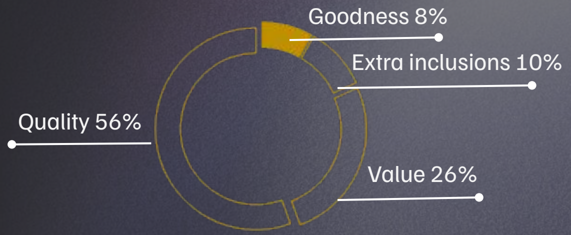
Navigating good in Consumer Electronics

Brand Impact

Goodness accounts for a meaning for 8% of brand equity in the Consumer Electronics category.

The most important contributors towards brand equity being Quality and Value.

% Share of Importance for Brand Equity



Reach and Frequency is key.
56% are not aware of the good brands are doing in this category.

Drivers of 'Good'

Sustainability, Ethics and Product are key drivers of Good for Consumer Electronics.

% Share of Importance Towards 'Good' perceptions

Sustainability 27%

Ethics 20%

Product 19%

Data, Tech, Privacy 11%

People 9%

Supply Chain 8%

Community 5%

- ➤ Product, Sustainability and Ethics are the most important drivers of Good amongst the most engaged segments (Committed Crusaders and Betterment Boasters).
- ➤ People is an important driver for Empathetic Enthusiasts, Resourceful Realists and also Boomers.
- ➤ Sustainability is #1 for Millennials, but overall are fairly balanced across the Goodness drivers.

Messaging

Goodness led messages can still have an impact in the last three feet.
At POS, a goodness-led message drives 5% of consumers' product choice vs. 10% for alternative messages (e.g. product performance).

By truly doing good, brands can increase consumers willingness to pay.

$ 50% are willing to pay a 'Goodness' premium for a Consumer Electronics product, up to a 13% price premium *(as a % of price).*

At point of sale, neutral or negatively framed messages (e.g. reducing carbon emissions) have greater impact on willingness to pay compared to positively framed messages (e.g. increase in workplace diversity). *

For the most engaged segments (Committed Crusaders and Betterment Boasters) they respond best to neutral messaging at point of purchase.*

**Measured across four categories - fashion, grocery/supermarket, superannuation and consumer electronics.*

3. How to talk to the good you do

Communication guidelines to talk about good in a way that empowers your consumers.

Your customers **aren't hearing you.**
And shouting louder **isn't the answer.**

Consumers have varying levels of understanding on what it means for a brand to 'do good'

What does it mean for a brand or business to...

Have fair labour practices
7% unsure

Support the local community
15% unsure

Have sustainable practices
21% unsure

Engage in ethical practices
23% unsure

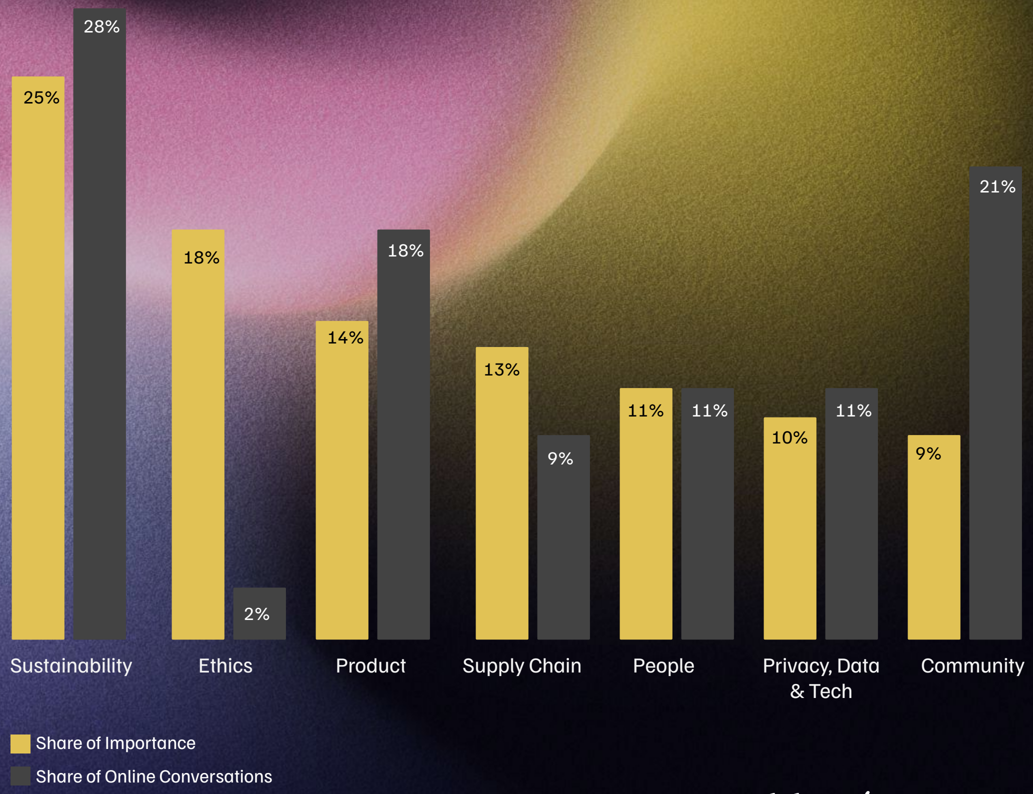
Protect your personal data
41% unsure

Have a sustainable supply chain
48% unsure

Higher understanding — Lower understanding

Too often, consumers and brands are talking a different language about good.

There is an imbalance between what consumers are paying attention to and where brands must focus their messages.



There are guiding principles in communicating the 'good' a brand is doing...

BUT it is important that brands stay true to their identity and don't lose sight of who they are.

83%

agree that brands must act in alignment to their values and principles.

Guiding principle #1:

Have the conversation at the watercooler

Real people don't talk about 'targets' or 'milestones' or use technical, corporate or scientific cliches – Removing the jargon and putting it in context of what it means for consumers can help foster a more authentic connection.

Also the dialogue on 'good' is often wrapped up in grave tones, making it feel serious and bleak. Bookending with a humorous, or light-hearted tone or imagery can make these issues more palatable.

THINK: Fresh, heart led, vulnerable communications
SAY: Protect, empathise, preserve, human, beauty
DO: Humanise it, provide the context and eliminate the jargon

Guiding principle #2:

Get off the stage

There are many faces of what good looks like, now is the time to platform them.

The broader the voices and opinions you can reflect in your marcomms, the more likely you will be to connect with a range of audiences and drive meaningful dialogue.

THINK: Multiple perspectives, multiple experiences
SAY: Fairness, collaboration, support
DO: Platform a range of perspectives that reflect the diversity of your customers.

Guiding principle #3:

Deploy the magic formula: The triple threat

The best communications tended to comprise of three parts:

PROOF: Show the undeniable facts about the actions you have taken to date, and don't wait for a big reveal - be open to showing incremental progress.

PROMISE: Talk about what you are going to do and break it down in to some immediate and obvious next steps (don't talk about the abstract long term). Explain the why behind your actions.

PARTICIPATE: Invite your audience to participate. Watch out! Never ask your audience to commit to more than what you are doing yourself, and remember – participation can include holding YOU accountable.

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