



WALDEN HYDE

Integrating Purpose

A Guidebook for
Constructive Brands

What We See

“Our company is doing great things, but we don’t know how to talk about them in a way that engages consumers.”

A common barrier when talking about purpose is that consumers don’t necessarily care about it in the ways companies think they should. Without understanding how values-based ideas relate to a brand’s value proposition and consumers’ needs, many make **three common mistakes**:

01

Highlight metrics that have little meaning to consumers (“We offset five tons of CO₂!”)

02

Showcase philanthropy that is disconnected with their brand (“Our dog food company donates to the Breast Cancer Fund.”)

03

Attempt to inspire behavior change with clichéd platitudes (“Be green! Recycle!”)



Integrating Purpose Into Brands

Our proprietary process has been honed with global CPG companies, including Unilever and Nestle. It's a modern take on a traditional brand building process, but it addresses aspirational notions like purpose and sustainability. Our process brings authenticity into how brands communicate their good story, build trust with consumers, and protect against greenwashing.

We've developed a handy formula to show how the process works:

Internal + Marketplace + Consumer = **Positioning** •

• Positioning + Brand = **Brand Platform & Activation**

Internal

Our formula begins with your company. To tell an authentic story, brands first have to identify their "why" in the world, the nuances of their internal culture, their measurable actions, and their aspirations.

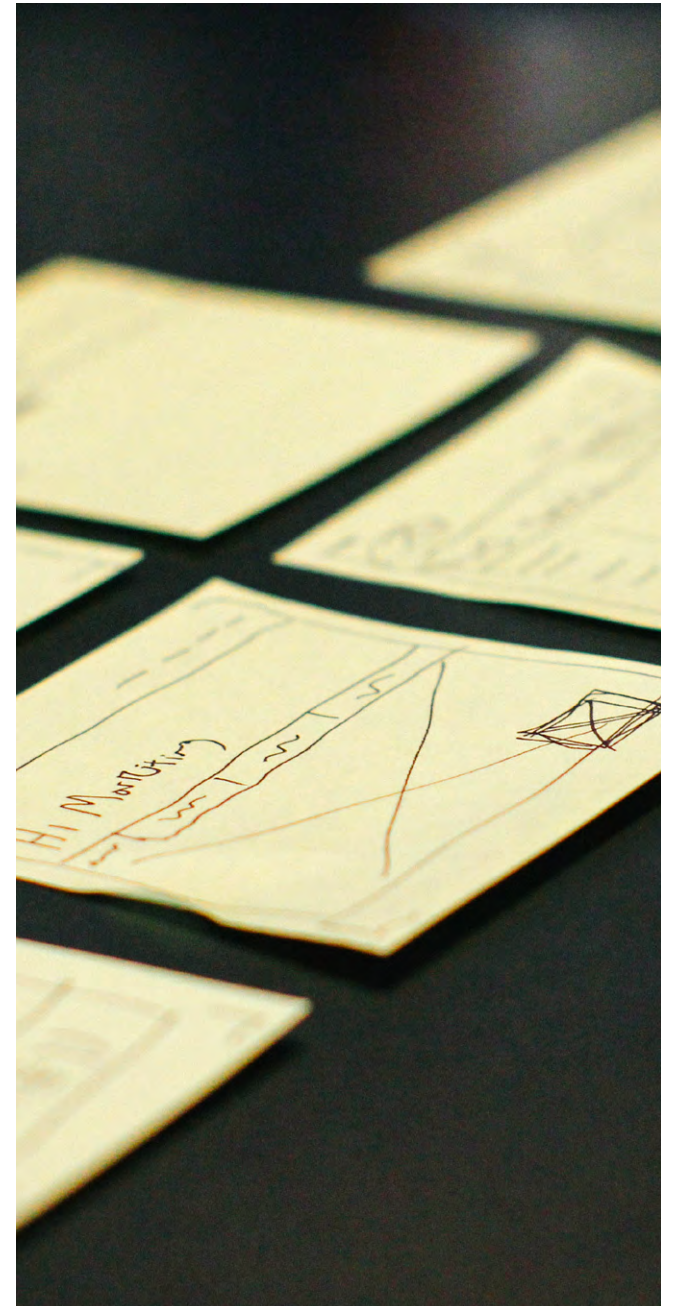
Some companies have developed their own sustainability measurement systems, while others are implementing industry-specific tools. Brands can use these tools as a starting point for gathering specific information.

This process takes into account "the good" you provide across the board—in your supply chain, operations, workplace, and products and services. How is your company making a positive impact?

But you don't need to have it all figured out to implement this process; in fact, if you haven't started measuring your impacts, our process can help uncover where to begin.

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Marketplace

Next, we look at the market. We consider trends and conversations in relevant sectors, examine competitors and peers, and look at cultural and behavioral triggers to determine opportunities for your brand—and future considerations.

This work helps us identify how to differentiate your brand in a noisy and crowded marketplace. What are peers doing? What is the cultural conversation? How can you stand out?

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Consumer

Who are your consumers and what do they care about? Although brands are experts at asking consumers about products and shopping habits, inquiring about values and motivations—especially aspirational ones—requires both a broad understanding of these topics and the ability to interpret nuanced responses.

While a majority of consumers will report caring about environmental and social issues, their purchase behaviors and habits often tell a different story. Exploring this critical gap between intention and action is essential to understanding the triggers and barriers that motivate consumers to pay attention to and love your brand for its good work. Who are your consumers? What do they care about? How do they show it through their actions?

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Positioning

Once we understand the internal, marketplace, and consumer insights, we build your brand's positioning.

At the heart of your positioning is your essence and territories—the areas you can own. Creating territories helps companies define which stories to lead with (swords) and which ones to keep in their back pockets (shields). This allows your company to prioritize good work and lead with the strongest, most compelling stories. Taking into account your internal culture and work, the marketplace conversations, and your consumers' values and needs, who are you? How are you different from others out there—and why?

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Brand Attributes

Take a step back and look at your brand key. Is your brand quirky and fun? Or practical and direct? Maybe young and irreverent, or serious and respected?

Bringing these attributes into the equation is essential to the next stage—creating the brand platform and activation.

By looking at your positioning through the lens of your brand, we can make sure that your strategy and creative activation fit your overall tone and approach seamlessly. What do you sound like? What do you look like? And why?

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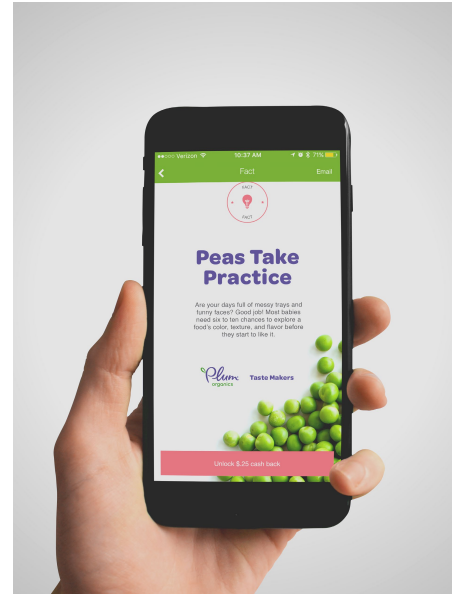
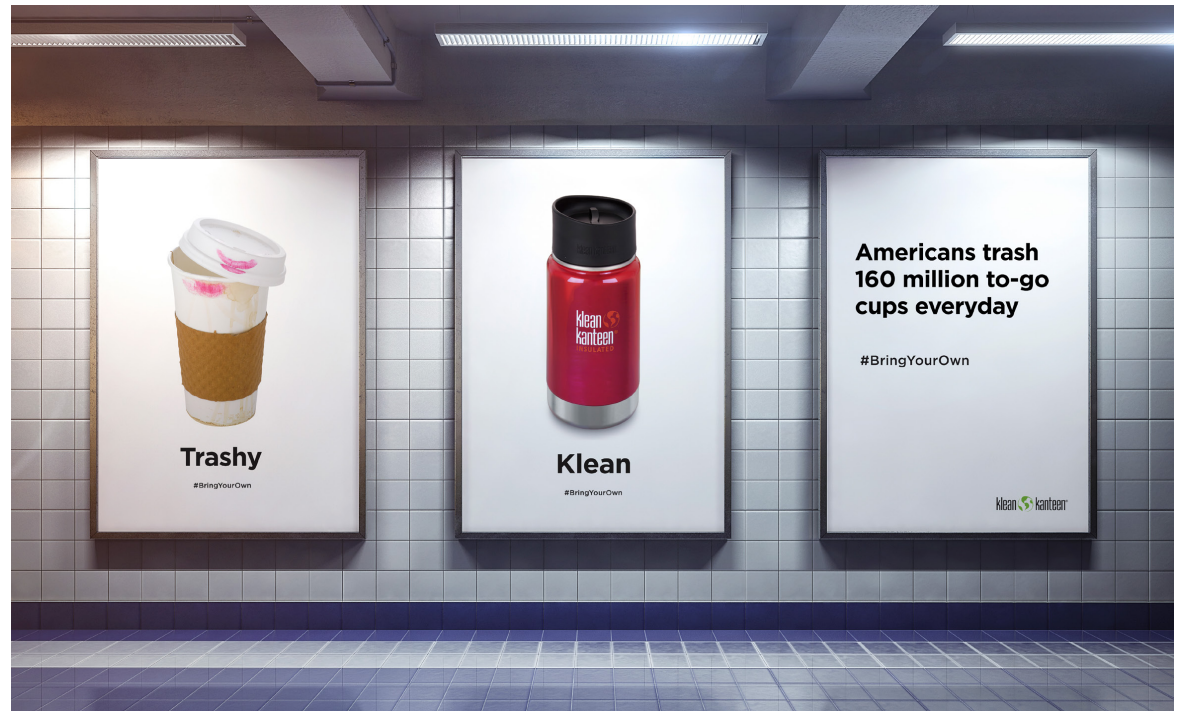
Brand Platform & Activation

The brand platform explains your brand's positioning and how it comes to life through messaging and design. We use it to guide activation—how you show your work to the world. Activation includes everything from advertising campaigns to website design to shopper-marketing, packaging, social media, and CSR reports.

Done well, a good story can tip purchase decisions and build lasting brand loyalty.

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worksheets



Internal + **Marketplace** + **Consumer** = **Positioning**

1. What's your "why" in the world?
2. What are your internal actions that depict how you do business (employees, environment, supply chain, community, etc.)?
3. Describe your internal culture.

1. What do your peers or competitors stand for? How do they show it?
2. What is the current cultural conversation? How do you relate to it as a business?

1. Describe your core consumer.
2. What are their values, needs, worries?
3. Why do they connect with you? What do they share with your brand?

Positioning + **Brand** = **Platform & Activation**

1. Considering all of these things, what is your unique position in the marketplace? Why do you matter?
2. What territories do you own when it comes to purpose?

1. What does your brand sound like? Feel like?
2. What does your brand look like?
3. How do you show up?

1. How does this come to life? How and where do you connect with your consumers?
2. What can you *do* to show your purpose, rather than just talking about it?

Internal	+	Marketplace	+	Consumer	=	Positioning
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Positioning	+	Brand	=	Platform & Activation
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about us



**We believe brands are the biggest
levers of change in the world.**

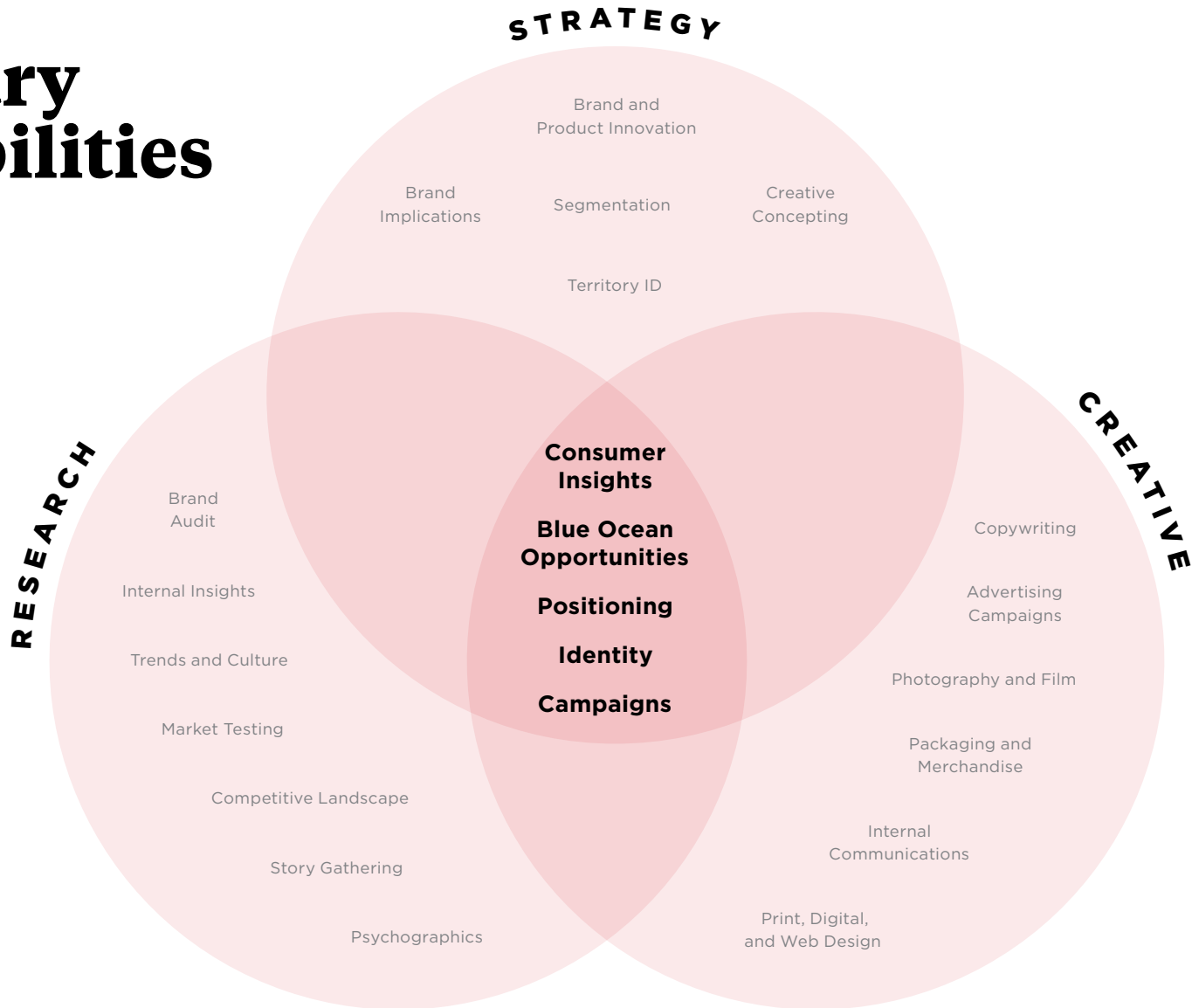
We Build Constructive Brands.

Guided by a strong reason for being, Constructive Brands advance profitability without screwing over current or future generations. They shift culture, build up employees, and future-proof resources. We make sure they are wildly successful.


Walden Hyde's team of researchers, designers, strategists, and storytellers has spent a decade building brands we believe in. Together, we conduct behavioral research, develop brand strategies and communications, and build award-winning creative for companies that change the world.



Primary Capabilities

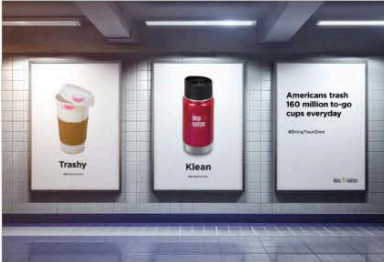


Services




Brand Identity
Build or refresh your brand

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Brand Platform
Position and market your brand

[LEARN MORE →](#)




Packaging
Get in their cart

[LEARN MORE →](#)




CSR Report
Get the most out of your CSR report

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Purpose Lab
Harness the power of purpose

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"Future of" ... Studies
Find the answers you need

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Clients



WALDEN HYDE

**Thank
you.**

