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Motivation and a Model for Incorporating Social Values into Business Success

DO GOOD

Embracing Brand Citizenship to Fuel Both Purpose and Profits

Thanks to the forces of social and eco-consciousness, a global marketplace, and technology, people are demanding more from the brands they buy than product quality at a competitive price. From organic to recycling, to fair trade and ethical labor practices, to major philanthropic investments, “doing good” has become a mandate for business—and not only for “hippy” brands like Toms of Maine, social enterprises like Warby Parker, or charitable ventures like Newman’s Own.

As a Fortune 500 global brand strategist and researcher for more than 20 years, **Anne Bahr Thompson** has studied what consumers expect from brands and how the most successful companies respond. In **DO GOOD: *Embracing Brand Citizenship to Fuel Both Purpose and Profits*** (AMACOM; November 30, 2017; \$27.95 Hardcover), Thompson offers practical guidance and a progressive business plan for integrating doing good—for customers, employees, local communities, and the planet—with doing very well.

Informed by three years of rigorous research into brand loyalty, brand leadership, and good corporate citizenship Thompson confirms a new business mandate—and ethos: *Brand Citizenship*. As she found, through both quantitative surveys and qualitative conversations, people now look to business, above government, for improving their lives. “What people told was clear: They want the companies they do business with not only to ‘do good’ and make the world a better place, but also to advocate on their behalf and make them feel like they are part of a larger community or grander mission.” As Thompson also found, it’s not an altruistic commitment. Regardless of size or sector, companies that practice Brand Citizenship reap rewards: more loyal consumers, more engaged employees, more raving fans, more positive reputation, more engaged stakeholders, and more shareholder value.

While more and more companies embrace the concept of partnering with customers to create a better future, figuring out the how-to component can be tough. To light the way, **DO GOOD** presents a wealth of business and brand case studies—ranging from legacy businesses to social enterprises, including Apple, Google, AMAZON, Walmart, and Vaseline to H&M, SunTrust Bank, Chipotle, Trader Joe’s, IKEA, and Burt’s Bees, as well lesser known companies such as Plum Organics, Lush, and Seventh Generation. Along with learning from examples of how the most admired and profitable companies do good—and rebound from mistakes and crises—readers will find a five-step framework for delivering social value, starting with the individual consumer and moving outward to society and the world.

1. TRUST: *Don’t let me down*. “People are faithful to brands that clearly communicate what they offer,” says Thompson, “and follow this up with reliable products and services, sincerity, reciprocity, and listening.”
2. ENRICHMENT: *Enhance daily life*. More valuable than the purely innovative are brands that understand what really matters to customers and help them simplify their routines, make mundane tasks less dull, and add joy to their everyday lives.
3. RESPONSIBILITY: *Behave fairly*. Which doesn’t mean perfect. “Indeed,” notes Thompson, “people respect and become fans of brands that behave more like people than demigods, provided they are honest about their shortcomings and strive to be better.”
4. COMMUNITY: *Connect me*. Fans want brands to connect them to other people who share their interests. “Brands have the power to rally communities, change our behavior for the better, and fix social problems,” Thompson declares.
5. CONTRIBUTION: *Make me bigger than I am*. Whether it’s through investing in clean water, protecting the environment, or conquering disease, people support brands and business that brands play an active role in changing the world.

With **DO GOOD**, business leaders will get an edge on implementing Brand Citizenship: a win-win-win solution for customers, society, and the bottom-line.

About the Author

ANNE BAHR THOMPSON is founder of the brand consultancy Onesixtyfourth and former executive director of strategy and planning at Interbrand. Her research findings and insights have been featured in publications such as *The Financial Times* and *The New York Times*, on Fox Business and MarketWatch Radio. She lives in New York City.

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