

## DO GOOD

### Embracing Brand Citizenship to Fuel Both Purpose and Profits

- ***New book offers motivation and a model for incorporating social values into business success***
- ***An indispensable new guide for integrating doing good with doing very well***

**08 January 2018** – A revolutionary new book, **DO GOOD**, by global brand strategist and researcher Anne Bahr Thompson has been launched as a call to action for businesses to integrate doing good – for customers, employees, local communities and the planet – with doing very well.

From organic to recycling, fair trade and ethical labour practices, to major philanthropic investments, “doing good” has increasingly become a mandate for all business. Based on interviews with thousands of consumers and three years of rigorous research into brand loyalty, brand leadership, and good corporate citizenship, **DO GOOD** gives practical guidance on how to embed social consciousness into a company's DNA, and how to reap the benefits of doing this.

Available now from [Amazon](#), the book draws on Thompson's business mandate and ethos: *Brand Citizenship*. Through both quantitative surveys and qualitative conversations, Thompson has clearly established that people now look to business, above government, for improving their lives.

**Anne Bahr Thompson explains:** “What people told me 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.

“However, this is not an altruistic commitment. Regardless of size or sector, companies that practise Brand Citizenship reap rewards: more loyal consumers, more engaged employees, more raving fans, more positive reputation, more engaged stakeholders, and more shareholder value. It is not always an easy journey, but one I would urge all organisations to start on now.”

While more and more companies are embracing the concept of partnering with customers to create a better future, many are struggling to transition to a 'doing good' ethos. **DO GOOD** presents a wealth of business and brand case studies – ranging from legacy businesses to social enterprises, from Apple, Google, Amazon and Vaseline to H&M, IKEA, Lush and Burt's Bees, as well as lesser known companies such as Plum Organics 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.

The five steps are:

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 perfectly. "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 businesses that 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.

- Ends -

### **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*,

*The New York Times* and *The Guardian*. She lives between New York City and The Isle of Wight.

Sampling of Praise for **DO GOOD**:

*“A great read for any company seeking to incorporate a social mission into their brand, without sacrificing profits. Anne Bahr Thompson’s model of Brand Citizenship offers compelling advice and creative yet practical ways to connect with all stakeholders.” – JAY COEN GILBERT, co-founder of B Lab, the nonprofit behind the B Corp movement*

*“Do Good offers a timely blueprint for building a strong brand with social impact at the core, as customer and employee expectations for the role business plays in society continue to increase” – ANDY POLANSKY, Chief Executive Officer, Weber Shandwick Worldwide*

**DO GOOD: Embracing Brand Citizenship to Fuel Both Purpose and Profit**

AMACOM; November 30, 2017

Hardcover; 294 pages; ISBN-13: 978-0-8144-3839-8

For more information, or to request a sample of the book, contact Eleanor Pinkerton or Rebecca Dunstan at Westgate Communications on 01732 779 087 or

[Dogoodpr@westgatecomms.com](mailto:Dogoodpr@westgatecomms.com)