



# Corporate Responsibility in Practice

**5.10.2016**

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# Responsible consumer relations

## Content of the session

- Consumers do care about CSR
- The new generation – Aspirational Consumer
- Traditional companies changing their image
- Traditional companies changing their product
- New companies with sustainable products
- Social business

# Consumers care about CSR



1941

# The new consumer is coming



# The aspirational consumer

- It is not generation X, Y, Z
- Their identity is formed by **more than a birthdate**
- It is formed by the common human experiences that shape the **idea of who we are** and the **understanding of our place in the world** around us.

*5 human aspirations and future of brands*, Globescan and BBMG, 2015,  
22,000 participants in 25 countries

# The aspirational consumer

**These consumers desire for their actions to:**

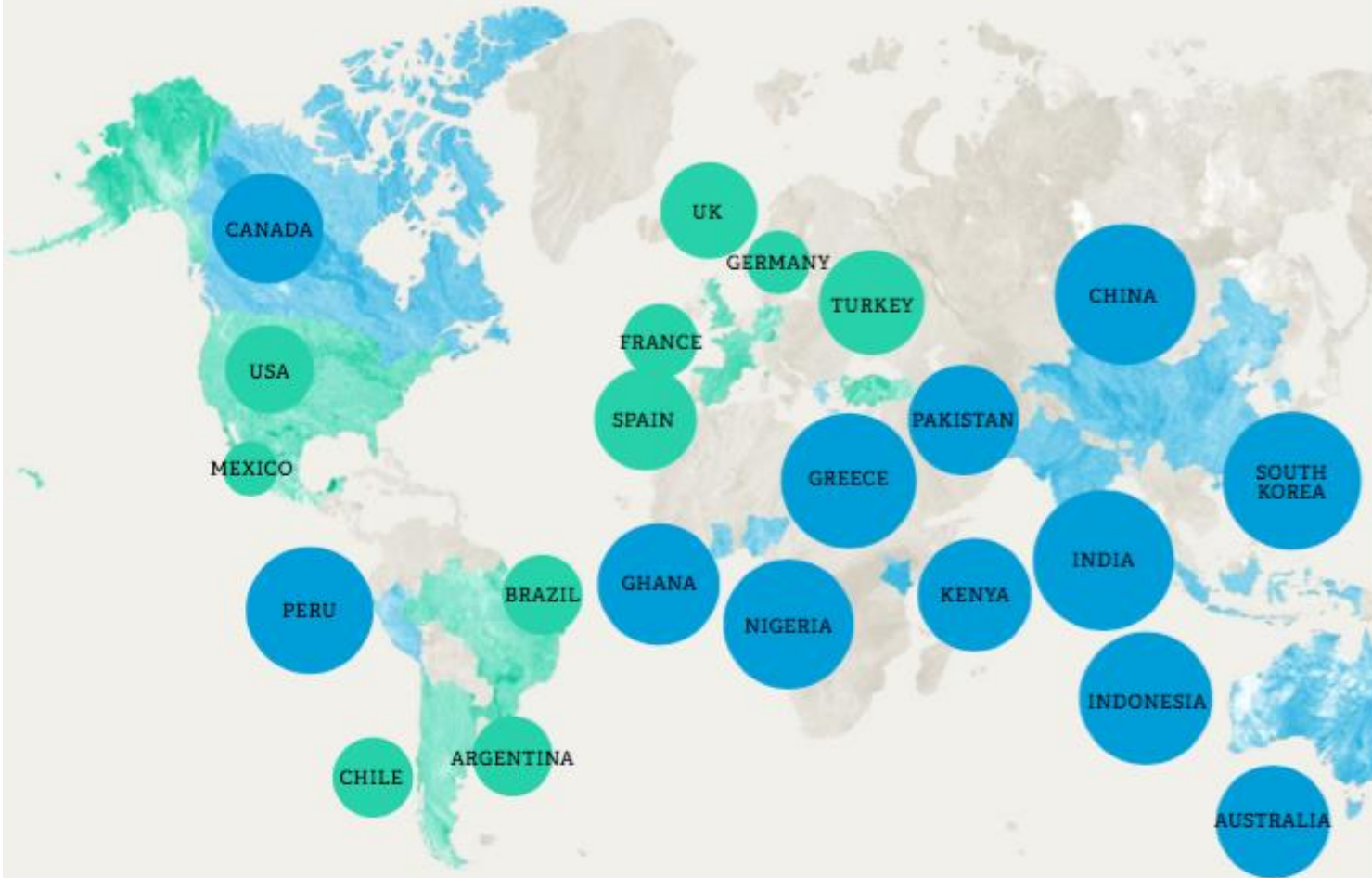
- meet their needs
- have a positive impact on others
- and connect them with an ideal or community that's bigger than themselves.

**39%**

of global  
population

**Connecting the right thing to do with the cool thing to do.**

# Global Presence



**22**  
COUNTRIES

**N=22,000**

**40%–60%**  
ASPIRATIONALS

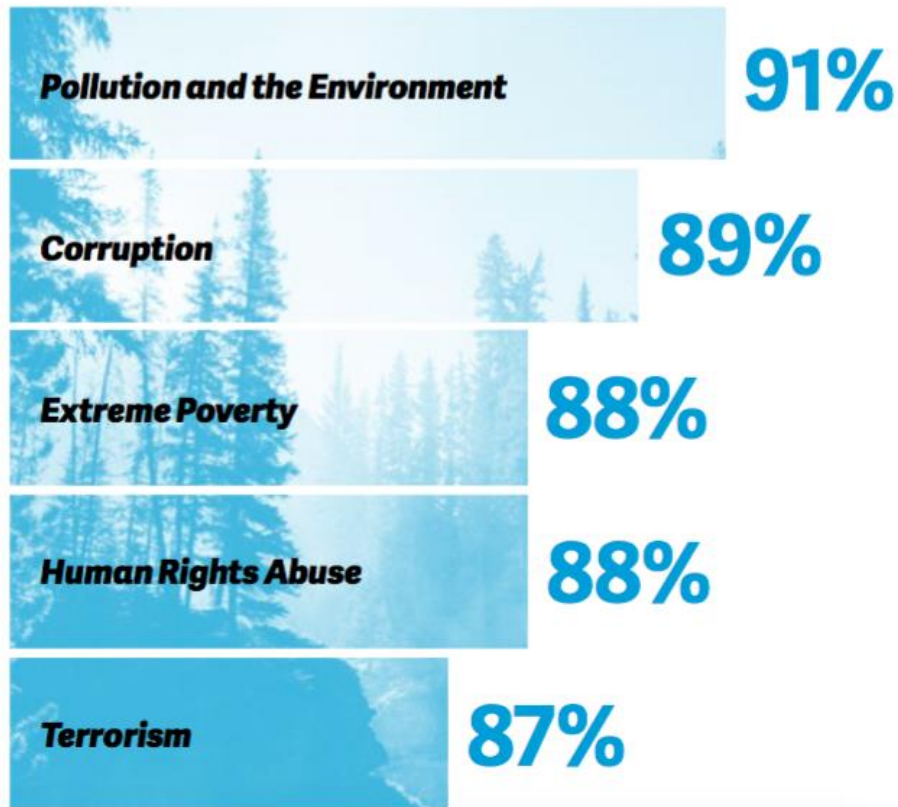
- CHINA-51%
- INDIA-51%
- S. KOREA-50%
- GREECE-49%
- INDONESIA-48%
- NIGERIA-47%
- PERU-46%
- GHANA-44%
- AUSTRALIA-41%
- KENYA-41%
- CANADA-40%
- PAKISTAN-40%

**20%–39%**  
ASPIRATIONALS

- TURKEY-38%
- SPAIN-37%
- UK-35%
- USA-32%
- ARGENTINA-29%
- CHILE-29%
- BRAZIL-29%
- FRANCE-29%
- GERMANY-23%
- MEXICO-20%

# The issues and expectations

## TOP ISSUES FOR ASPIRATIONALS



## TOP EXPECTATIONS FOR ASPIRATIONALS

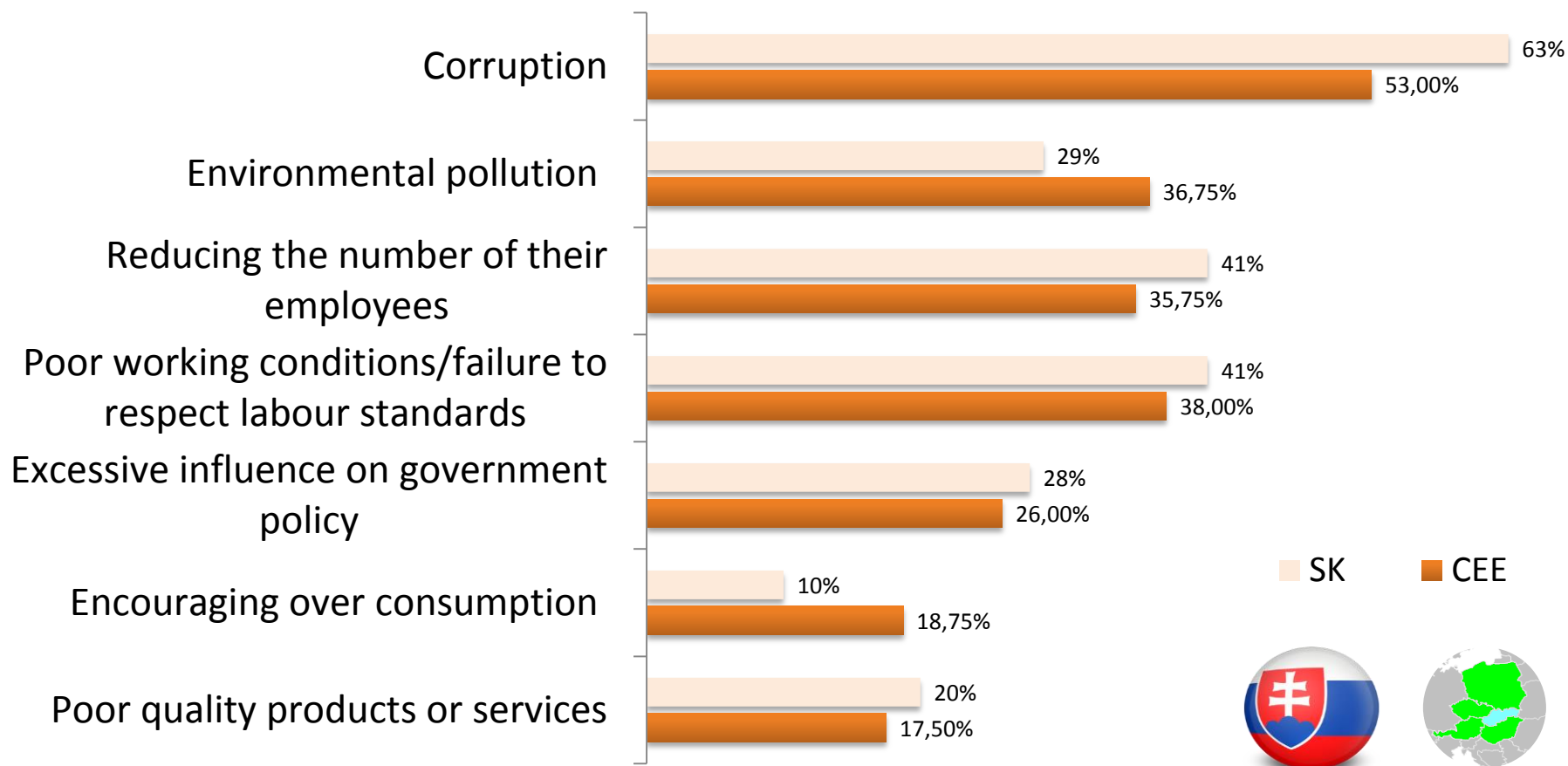






From the following list, which is/are in your opinion the main negative effect of companies on society?

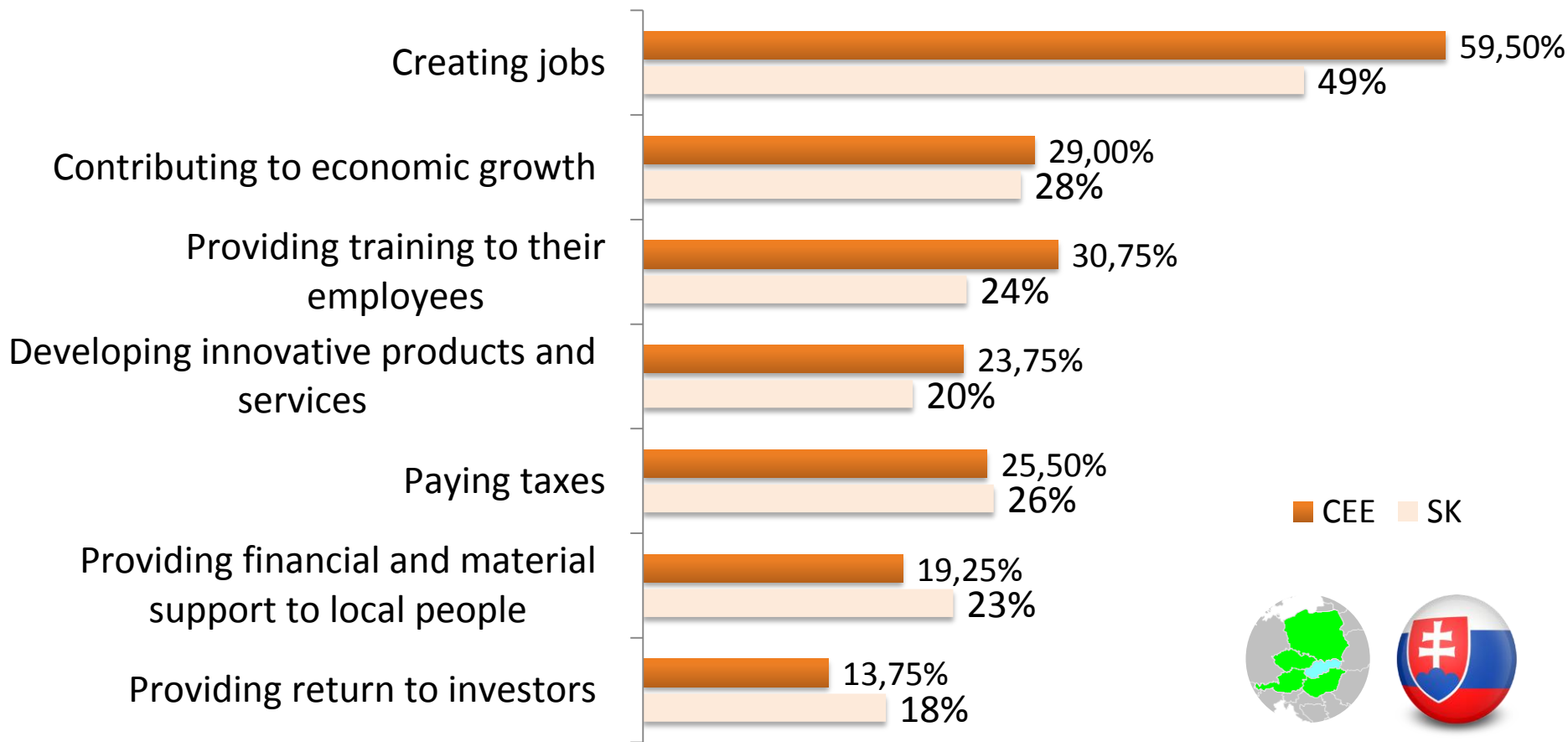
max 3 answers





From the following list, which are in your opinion the main positive effects of companies on society?

max 3 answers.



# The five aspirations

**Five Aspirations define the identity, priorities and behaviors** of this new generation of shoppers, workers, citizens and humans.

1. Abundance without waste
2. Truly as you are
3. Get closer
4. All of it
5. Do some good

Brands change and need to change - from "for consumers" to "for humans"

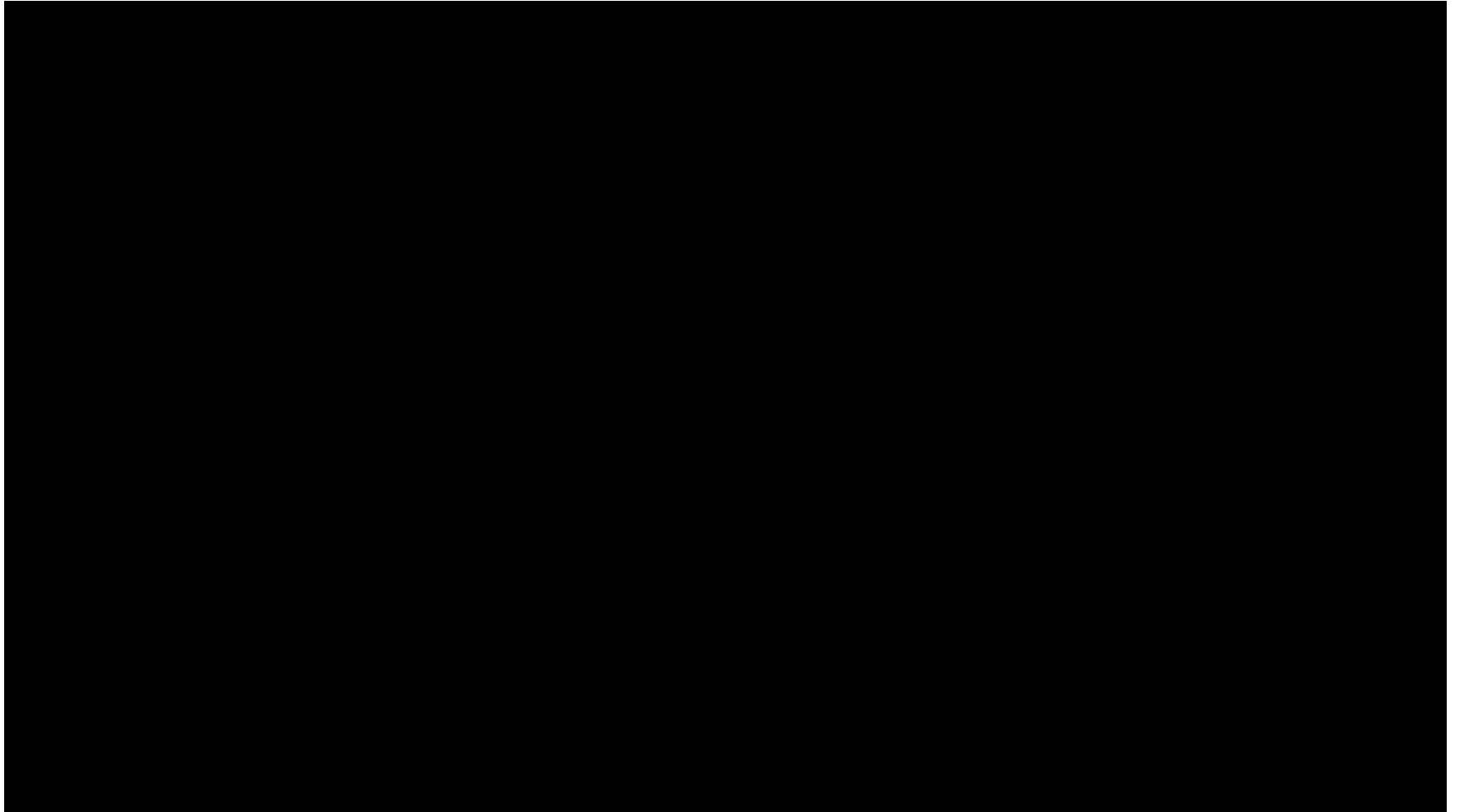
# 1. Abundance without waste

## MORE EXPERIENCES, FEWER RESOURCES

- from an **ownership economy** to one driven by **access, sharing** and **collaboration**. Aspirationalists don't necessarily want more material possessions but rather, more meaningful experiences that help them live better.



# Patagonia



## 2. Truly as you are

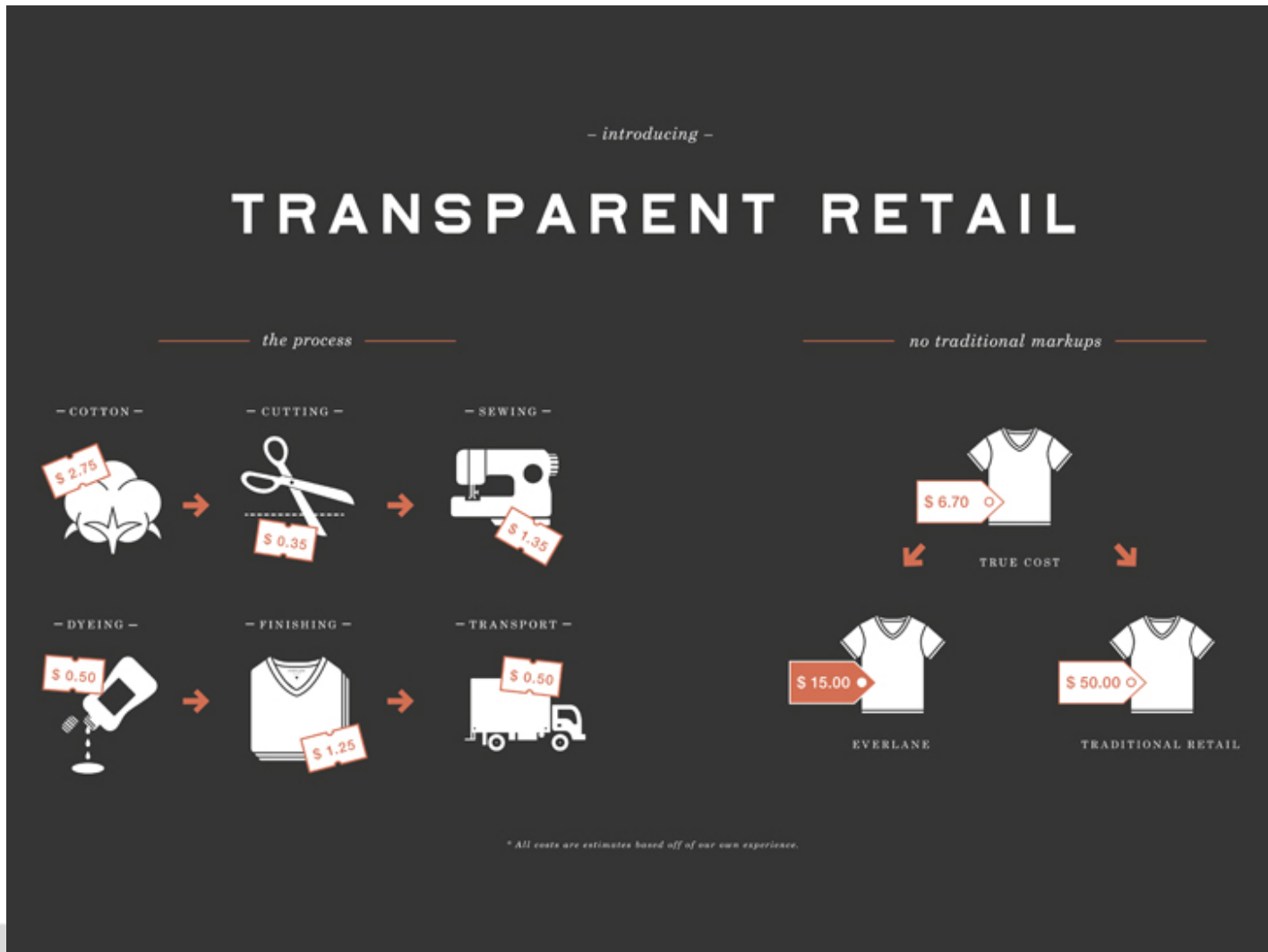
### WELCOMING IMPERFECTION AS HONEST AND BEAUTIFUL

- **expectations for transparency** and new dynamics of trust. The very fact that “the truth will out” is accepted by the Aspirational generation
- it’s no longer about perfection, but **honesty**
- radical transparency is a compelling **brand differentiator**.
- Brands will win by embracing a **new level of bravery**, welcoming **honest conversations, revealing challenges** and **inviting consumers** into the process to help solve big challenges together.

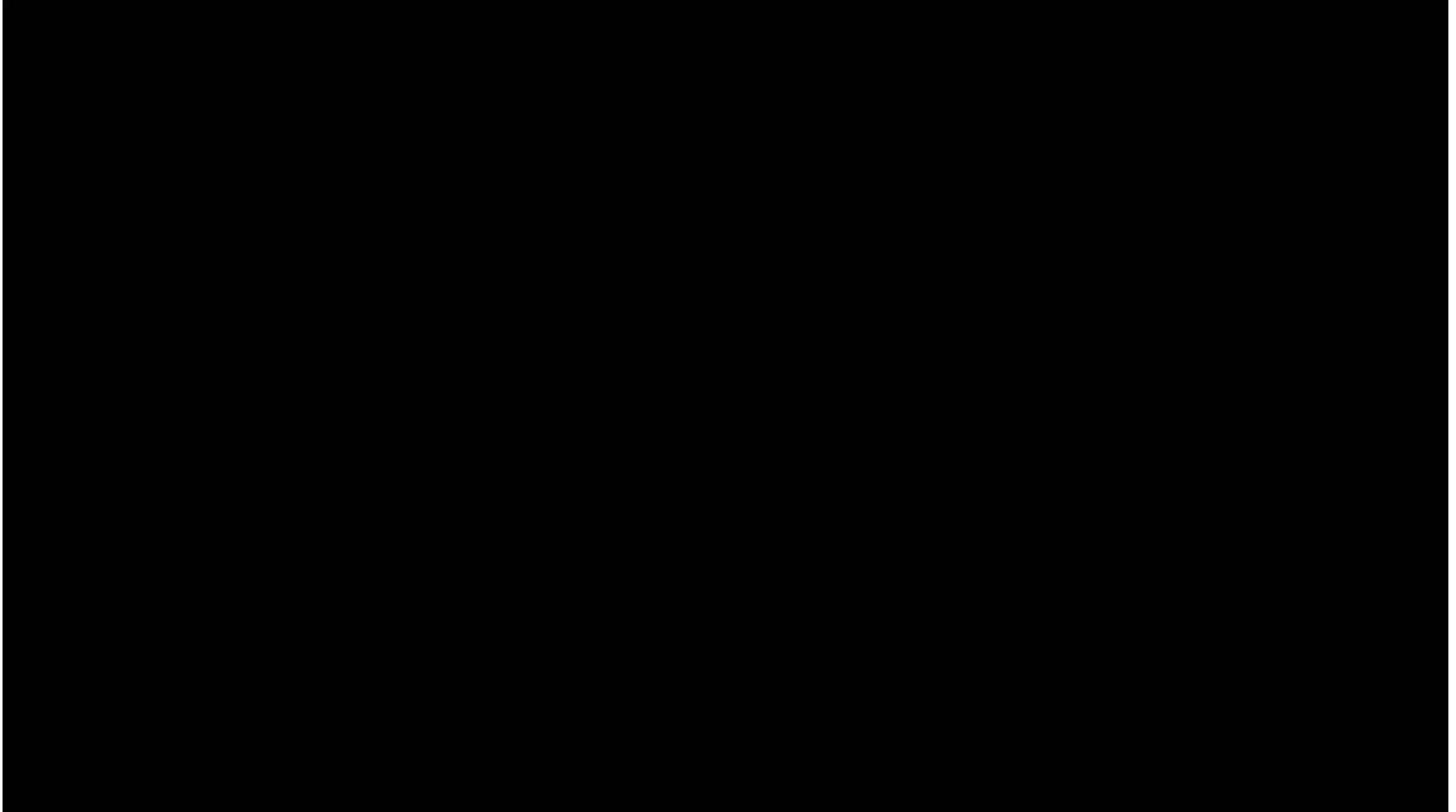
**94 percent of consumers say transparency is important to their purchase decisions**

*~2016 Food Revolution Study*

# Everlane Clothing



# Fair Trade – The First Step





# **Transparency translates to trust and trust matters\***

**\*For your customers!\*\***

\*\*Edelman Trust Study 2015

# Trust Matters

Percent who engage in each behavior based on trust



Source: 2016 Edelman TRUST BAROMETER

# 3. Get Closer

## CONNECTING WITH THE PEOPLE BEHIND THE BRAND PROMISE

- Business is not supposed to be only about profits, but about building relationships, as well.
- people like us are the actual providers of the products, services and brand experiences.
- marketplace is shifting from selling products to engaging peers and from generating transactions to building relationships.



**Is there any of you who has used some parts of sharing economy in the past?**

# Whom do we trust?

## Peers, Employees More Credible than Leaders

Percent who rate each spokesperson as extremely/very credible

▲ General Population

2015

2016



Source: 2016 Edelman TRUST BAROMETER

# 4. All of it

## EXPERIENCING FREEDOM BEYOND BINARIES AND FINISH LINES

- Aspirationalists are fueling a **cultural shift from fixed answers to fluid options**, from having a **clear destination to enjoying the journey** and from reacting to others' ideas of success to seeking happiness on our own terms.
- Everyone wants to be original and not limited to anything.
- The desire for “all of it” signals a bold and brave new world where work is fun, treats are healthy and brands help us experience the best of life and realize our best selves



# 5. Do some good

## AGENCY AND IMPACT IN THE EVERYDAY

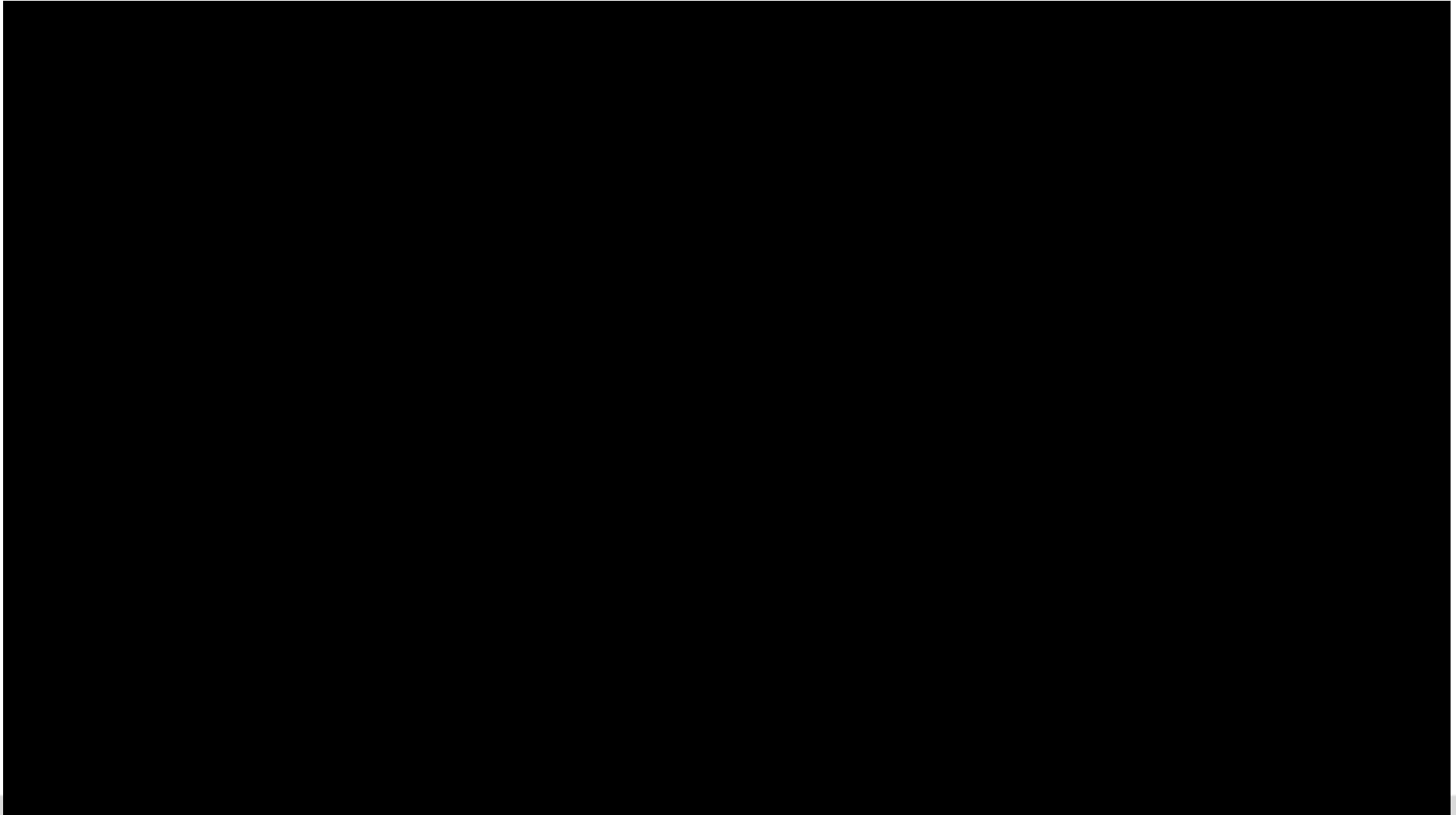
- If you would like to make brand A different from brand B, you must be not only honest but also **authentic**.
- **Consumers want something to believe in and they want brands to stand for something bigger than incremental product benefits.** To bring a strong point of view and put a flag in the ground.
- Social impact is shifting from narrowly defined political issues to **broad lifestyle values**, from bold stands to **everyday behaviors** and from rallying for some distant goal to **taking action today**



# Back to the Start



# Moderate Drinkers Wanted



# Intermarché

# How business changes

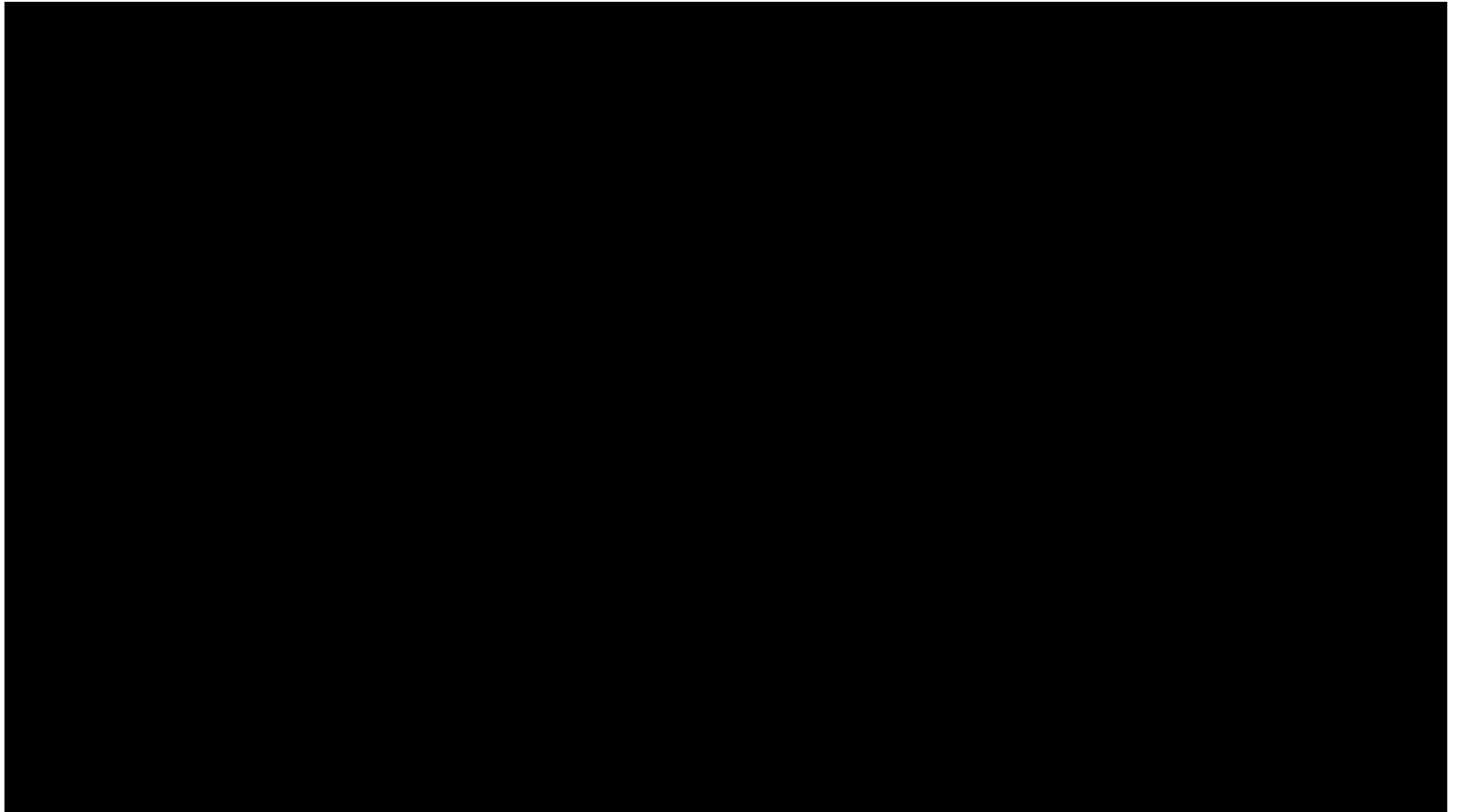
- Traditional companies changing their image
- Traditional companies going sustainable
- New companies with sustainable products
- Social entrepreneurship
  
- As you can see, business is changing and consumers are looking for brands that try to make the extra step towards their employees, environment and the whole planet. Companies that react and try to solve problems such as corruption, youth-unemployment and child-labor.

# Brands should be part of solution

Most people would not care if 74% of all brands disappeared for good. ~ Meaningful Brands



# Traditional companies changing their products



**Thank you** 😊

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