

2017

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World Value Index

HOW PEOPLE PERCEIVE BRANDS' PURPOSE



Ranked by
~~Shareholders~~
People

Highlights in the Report

Cultural Insights

People believe in the ability for business to make a positive impact but have low trust business leaders to do what is right.

Elites and Republicans trust business leaders more. Only 38% of Low income people trust business leaders to do what is right.

While Democrats and Lower Income people are sour on the direction of the country, they are optimistic about their own family's economic prospects.

Millennials have been active. 4/10 Millennials report having taken a concrete action IRL like marching in a protest.

Multiculturalists are much more likely to feel they are able to affect the world around them than Traditionalists. And creating change in the world is more important to Multiculturalists than Traditionalists.

Activism is somewhat of a luxury, with higher skews for Elites on taking concrete action, supporting causes and having a personal goal of creating change in the world.

Index Spotlight

Starbucks is the most polarizing brand. NPR is second. Marlboro is not at the bottom of the list for Boomers and Traditionalists.

Procter & Gamble seems to have a Millennial problem. Brand skewing towards Elites: Patagonia, Khan Academy, Chobani, Starbucks.

Brands skewing towards Low income people: Barbie, Yahoo, NBC, Always.

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There is no truth.

Only perception.

Gustave Flaubert (1821 – 1880)

Why We Do This Report

Brands today are measured in myriad metrics. From entrenched measures like financial performance, shareholder value, and awareness to emerging indexes like simplicity, meaning, and trust. Meanwhile, in the impact space, new standards are being developed to measure how businesses are solving social, environmental, and economic problems. While that's generally a good thing, they're missing a key factor – people. They don't measure the perceived value that the public places on brands' purpose.

So in 2016, our team at enso developed the World Value Index to measure how people rank companies and nonprofits on their perceived mission or purpose – namely the extent to which brands stand for something other than making money, whether they align with what people care about, and if it's worth publicly, actively supporting. A year later, after a period of unprecedented social and cultural upheaval, when trust in public and private institutions has hit an all-time low, we are publishing the second wave of our results. We hope that you find them as thought provoking as we have.

If you have any questions or are interested in a deeper dive into a brand or segment, please contact us: WorldValue@enso.co

Thanks for reading,
enso

What's new in World Value Index 2017

With a year to reflect on the results of our inaugural study, we have made a few minor improvements to our methodology. To begin, we amended the survey questions to include the word “mission” in addition to “purpose” for clarity. Next, to gain a deeper understanding of how consumers internalize each brand’s value, we added the open-ended question, “describe in your own words the purpose or mission as you understand it for each of the following brands.”

We also expanded our audience segments this year to include: Male, Female, Dads, Multiculturalists, Traditionalists, Future Concerned, Lower Income, and Active Participation. These additional segments provide deeper intelligence into the relationships that different demographic and psychographic audiences have with brands.

Finally, we included a series of zeitgeist questions to surface insights into people’s attitudes and beliefs to provide cultural context to the World Value index.

Methodology Dimensions

We look at four dimensions to make up this metric.



Awareness

How aware are you of the brands purpose or mission beyond making money?



Alignment

Does the brand's purpose or mission align with what you care about?



Support

Is the brands purpose or mission something that you would openly support?



Purchase

Does the brand's purpose or mission motivate you to buy products or services from the brand?

Methodology Research

	Number of Brands Tested	Sample Size Per Wave	Overall Margin of Error Per Wave
Wave 1	50	1,000	±3.1%
Wave 2	50	1,000	±3.1%
Wave 3	50	1,000	±3.1%

Please note that the margins of error by wave for each sub-audience and individual brand will be higher than the total audience.

Research Partner

Quadrant Strategies (www.quadrantstrategies.com) is a research-driven consultancy that has worked with more than 25 of the Fortune 50, as well as a range of other companies, political leaders around the world, and major NGOs. Their specialty is helping companies facing significant challenges to their reputation or brand, or even full-blown crises. They help them pivot from defense to offense – to a place where they can move the brand and business forward. They do this using carefully crafted research to create the strategy and tactics for dealing with the short-term challenges and then determining what the company’s story should be for the long-term.

Quadrant Strategies was founded on a clear principle: clients need strategic counsel, not just data. Their partners have advised on some of the highest profile corporate and public affairs issues of the last two decades, as well as presidents and prime ministers around the world. For more information please visit www.quadrantstrategies.com.

Methodology Questions

Each brand was ranked by an index score calculated using four key questions that participants answered for each brand:



Awareness of Purpose

For each of the following, please indicate how aware you are, or not, of its purpose or mission (beyond just making money)



Alignment with Purpose

For each of the following, please indicate the extent to which its purpose or mission is in line with what you yourself care about.



Active Support

For each of the following, please indicate how likely you would be to openly support an effort to advance its core purpose or mission.



Impact on Purchase

For each of the following, please indicate whether its purpose or mission as you understand it makes you more or less likely to buy its products or services if given the opportunity to.

Pre-question Description

Many companies and brands today seem to have a purpose or mission beyond just making money - for example, improving people's lives or changing the world. This can be achieved simply through the products and services they sell, or through other measures, such as sustainable manufacturing practices, social action campaigns and similar initiatives designed to improve the world.



Awareness
of Purpose

+



Alignment
with Purpose

+



Impact
on Purpose

×



Active
Support

✱ World Value Index Equation

Methodology Open End question

Additionally, in order to better understand the perceived purpose or mission of each brand, we collected 100 responses for each brand for the following question

Please describe in your own words the purpose or mission as you understand it for each of the following brands.

Audience Segmentation

In addition to rating brands, participants were asked a series of profiling questions ranging from demographics to behavioral and attitudinal characteristics. Using these questions, we identified sub-audiences that represent key consumer groups to better understand these consumers' views of the brands tested.

Demographics

Sub-audiences	Defining Characteristics
Female	
Male	
Millennials	Ages 18-34
Gen X	Ages 35-54
Boomers	Ages 55+
Moms	Women with children under 18 living at home
Dads	Men with children under 18 living at home
Elites	At least college educated, earn \$100K+ in personal annual income
Lower Income	Earn less than \$50K in personal annual income

Psychographics

Sub-audiences	Defining Characteristics
Democrats	Strong or Lean Democrat
Republicans	Strong or Lean Republican
Independents	Identify as an Independent
Active Participation	Those who have recently taken action online or in person on an issue that is important to them
Future Concerned	Concerned with the outlook of the future
Multiculturalists	Those who experiencing other cultures is important to them
Traditionalists	Those who experiencing other cultures is NOT important to them
Social & Purpose	Those who regularly post on social media and think it is important to live life with a sense of purpose
Young & Social	Millennials who regularly post on social media
Environmental Advocates	Work hard to take steps to protect the environment

Report Summary

The research we conducted in 2016 was designed to understand how people valued brands. This year we set out to further our understanding by gather more extensive data. This included expanding our audience segments, allowing people to share their own interpretations of brand's missions, and attitudinal and behavioral questions that speak to the cultural zeitgeist. Given everything happening in the world and in culture, we are excited to share the results of the 2017 World Value Index report with you.

It's worth reiterating what this index shows: how people perceive a brand's purpose, how closely it aligns with their own values and is motivating them to purchase, and importantly, whether they would be willing to publicly support the brands' purpose. In other words, it can be thought of as a measure of how well a brand resonates with what people care about. What it is not: a measure of what "good" the brand is actually doing through its supply chain, employee relations, customer benefit, environmental impact, etc.

World Value Index Findings

The top of the list, similar to last year's, was an interesting mixture of nonprofits (Goodwill and Girl Scouts of America), brands traditionally associated with purpose (Dove), and brands that provide everyday utility (Amazon and Google). Our newly added open-ended questions on mission helped identify the perception of each brand's purpose and explain why each brand ranked where it did. Some of these brands, like Amazon and Subway, that may not be seen as typically "mission-driven", but they rank highly because they provide people with support and necessities in their everyday life.

Much like last year, the bottom of the list is comprised of brands in industries like tobacco, alcohol, and banking, and, again, some of the newer tech brands—Snapchat, Uber and Airbnb—still have some work to do.

Additionally this year, we compare segments against each other, to help identify which brands are the most polarizing among contrasting segments. For example, Starbucks is the brand with the biggest partisan divide - Democrats rank it 86 spots higher than Republicans. Boomers value the older giants—P&G and HP— over Millennials, which place higher value on tech brands like Twitter and Kickstarter. Walmart moves up over 100 spots for lower-income people when contrasted with higher-income and more highly educated people, and Multiculturalists (which we define as those that value experiencing other cultures) see a lot more value in NPR than those who belong to the Traditionalist segment (those who identify as uninterested in experiencing other cultures).

The brands at the top of the list have demonstrated their ability to create value and live up to their purpose, at least in the eyes of everyday Americans, while others positions have fluctuated in the last year and could do more to improve their ranking. One thing is clear, people are increasingly searching for brands with a purpose beyond just making money and it's something brands can no longer ignore. According to our research 79% of people believe that business can be a positive form of political and social change.

One thing is clear, people increasingly expect that brands can create change and it's something brands can no longer ignore.

About enso

Enso is a mission-driven creative company. We build mission-driven brands and shared mission initiatives that drive social impact at scale. We were founded five years ago with the belief that the future of marketing is people and brands with shared values working together to drive business success with positive impact. Today, we are leading the paradigm shift from the campaign mindset, traditionally developed by marketers around a brand's singular mission, to shared mission initiatives, where the ultimate goal is not the success of one organization, but rather the achievement of a mission that serves all stakeholders.

Based in Los Angeles, our client partners include Google, Khan Academy, Atlantis, OfferUp, Omidyar Network, Everytable, and The Nature Conservancy. Through our network of Shared Mission collaborators, enso has built a new framework for collective action and cross-sector solutions to the urgent problems of our time. Recent missions have included rebuilding trust in neighborhoods, creating abundant internet access for everyone, establishing the basic right to literacy, generating wealth by solving the climate crisis, and transforming a mega resort by fostering a flourishing culture and ecology of the entire country it operates in.

If you have any questions or are interested in a deeper dive into a brand or segment, please contact us:

WorldValue@enso.co

* World Value Index

**2017
TOP 150 BRANDS**

Cultural Context

It's been a year of unexpected firsts. Starting with Brexit. Then President Trump, and the resistance movement to his presidency. Old tensions have surfaced. Notably between globalism and nationalism. And not just along the wedge issues that defined the recent election, like trade, immigration, and foreign policy, but also along socio-economic divides: rural and urban, privilege and poverty, secular and religious. The result? An erosion of social capital and trust in our institutions.

It's clear that a vast majority of people (89%) see living life with a sense of purpose as important, and see business as having the potential to play a role in that purpose (79%), but most people - a shocking 59% - do not currently trust business leaders to do what's right. The importance of this gap cannot be overstated—businesses that have lost people's trust will quickly lose relevance.

89%

Living life with a sense of purpose is important to me

79%

Business can be a force for positive social and environmental change

41%

I trust business leaders to do what is right

TOP 150 Brands

01 Goodwill

02 Girl Scouts of America

03 Amazon

04 Save The Children

05 Google

06 World Wildlife Fund

07 YMCA

08 Microsoft

09 Dove

10 Subway

11 Home Depot

12 Kellogg's

13 Wal-Mart

14 Colgate

15 Kraft

16 Johnson & Johnson

17 Lowe's

18 UPS

19 PayPal

20 FedEx

21 McDonald's

22 Newman's Own

23 Disney

24 Samsung

25 Nestle

26 Wikipedia

27 CVS Pharmacy

28 Lipton

29 Proctor & Gamble

30 Sony

31 General Electric

32 LAY'S

33 Coca-Cola

34 Whole Foods

35 Target

36 Apple

37 AAA

38 Yoplait

39 Facebook

40 NIKE

41 Ebay

42 Ben & Jerry's

43 Intel

44 Panera

45 Pepsi

46 Hewlett-Packard

47 Trader Joe's

48 Ford

49 Petfinder

50 TOMS

51 LEGO

52 Chevrolet

53 Levi Strauss

54 Toyota

55 State Farm

56 Doritos

57 MasterCard

58 Yahoo

59 SunChips

60 Honda

61 Kroger

62 Canon

63 NBC

64 Honest Company

65 Seventh Generation

66 Chobani

67 Annie's Homegrown

68 Fitbit

69 IBM

70 AT&T

71 Adidas

72 Etsy

73 Verizon

74 KIND

75 Starbucks

76 IKEA

77 Allstate

78 Clif Bar

79 The North Face

80 L'Oréal

81 Pampers

82 Always

83 Kickstarter

84 Southwest Airlines

85 ESPN

86 Khan Academy

87 Unilever

88 Pandora

89 Tesla

90 United Airlines

91 Delta Air Lines

92 T-Mobile

93 Pfizer

94 Exxon Mobil

95 Chase Bank

96 NPR

97 Method

98 Chipotle

99 Virgin

100 American Express

101 Barbie

102 Boeing

103 Time Warner

104 American Airlines

105 Chevron

106 SolarCity

107 Twitter

108 (RED)

109 H&M

110 Bank of America

111 REI

112 LinkedIn

113 Cisco

114 Caterpillar

115 Ralph Lauren

116 Axe

117 Uber

118 Patagonia

119 Geico

120 Citi

121 Lyft

122 Spotify

123 BMW

124 Comcast

125 Oracle

126 OfferUp

127 Medium

128 Zappos

129 Venmo

130 Audi

131 One Campaign

132 Airbnb

133 Volkswagen

134 VICE

135 Thomson Reuters

136 Morgan Stanley

137 Atlantis Paradise Island

138 Salesforce.com

139 Lululemon

140 Eileen Fisher

141 Budweiser

142 Uniqlo

143 Coors

144 Snapchat

145 Wells Fargo

146 Heineken

147 Monsanto

148 Red Bull

149 Goldman Sachs

150 Marlboro

* Consumer Purpose Behind Top 10 Brands *In Their Own Words*

*This section features some of the most commonly used words respondents used to describe the brands' purpose.

Goodwill

Help

Donations

Jobs

Clothes

People

Disabled

Need

Girl Scouts of America

TEACH

GROW

YOUNG

GIRLS

HELP

COOKIES

WOMEN

SKILLS

Amazon

STORE

PRODUCTS

SHOPPING

GOOD EVERYTHING

SELL ONLINE

Save The Children

HELP

NEED

KIDS

SAVE

CHILDREN

WORLD

COUNTRIES

CHARITY

Google

SEARCH

ENGINE

INTERNET

TECHNOLOGY

INFORMATION

WORLD

World Wildlife Fund

PROTECT
ENDANGERED SAVE
WILDLIFE HELP
SPECIES
WORLD ANIMALS

YMCA

COMMUNITY

PEOPLE

EXERCISE PLACE

HELP YOUTH

Microsoft

PRODUCTS

COMPUTERS

MAKE TECHNOLOGY

SOFTWARE

COMPUTER

Dove

WOMEN

BEAUTY

BODY
SKIN

SOAP

PRODUCTS

PEOPLE CARE

Subway

SUBS

MAKE

SANDWICHES

FOOD

GOOD

PEOPLE

FAST HEALTHY

* Direct Segment Comparisons

This section of the report compares contrasting segments to identify the most polarizing perception of certain brands.

The Partisan Gap

Democrats vs Republicans

Deep Ideological Divides Play Out In Brand Preference

This past year has been perhaps one of the most politically divisive in history. An unexpected victory in the presidential election, and inflamed tensions between both parties and those who don't fiercely choose to not to belong to one. Increasing levels of participation in marches and protests, and social media echo chambers.

In an age when presidential policies and complex social conversations are aired in 140 characters or less, and narratives morph in real-time to keep up with changing public opinion, it's no surprise that brands, like Starbucks and Exxonmobil, are getting caught up in the deep division of values and visions of the future. And these brands, as vessels of their values, fall divisively on one side or the other.

26%
Democrats

The Partisan Gap

Zeitgeist

Things in this country are
heading in the right direction

General Population 42%

65%
Republicans

35%
Democrats

The Partisan Gap
Zeitgeist

I trust business leaders to do
what is right

General Population 41%

53%
Republicans

The Partisan Gap

Zeitgeist

69%
Democrats

I am hopeful for my and
my family's economic prospects
for the next five years.

General Population 74%

82%
Republicans

The Partisan Gap

Zeitgeist

77%
Democrats

Experiencing other cultures is
important to me

General Population 70%

59%
Republicans

Most Polarizing Brands

Democrats

vs.

Republicans

Starbucks +85

Exxon Mobil +61

NPR +68

Boeing +52

NBC +67

Pfizer +47

Ben & Jerry's +66

Unilever +47

Target +51

AT&T +46

The Age Gap

Millennials vs Boomers

Staying Relevant Through The Ages

Ideological differences between younger and older generations are nothing new. But the widening partisan divide between those hyper-diverse and educated Millennials, who are reshaping the workforce and starting their own families, and their more socially and fiscally conservative Boomer parents, who are aging into retirement with entrenched beliefs and behaviors, are reflected clearly in their brand perceptions. And as Boomers continue to pass their leadership roles onto members of Gen-X, a relatively small generation described as pragmatic and independent, who have considerable spending power and influence over their kids, and are passing their values along to the upcoming Generation Z.

With distinction between age groups growing, brands will have to work to have a relevant mission to those only years apart. And while younger consumers continue to align with purposeful challengers like TOMS and Kickstarter, older audiences still value the enduring giants like Procter & Gamble and AAA.

The Age Gap

Zeitgeist

62%
Millenials

I seek to buy American when I can

General Population 78%

88%
Boomers

The Age Gap

Zeitgeist

68%
Millenials

Creating change in the world
is a personal goal of mine that
I actively pursue

General Population 54%

42%
Boomers

41%
Millenials

The Age Gap
Zeitgeist

I have recently taken concrete action (protested in a march, volunteered on a campaign, canvassed a neighborhood for signatures) on an issue that is important to me

General Population 28%

17%
Boomers

Most Polarizing Brands

<u>Millenials</u>		vs.	<u>Boomers</u>	
Twitter	+86		Proctor & Gamble	+91
Starbucks	+86		Hewlett-Packard	+81
Spotify	+84		Newman's Own	+74
Kickstarter	+78		Pfizer	+71
Always	+70		AAA	+66

The Income Gap

Elites vs Lower Income

Income levels can influence the definition of purpose

The American Dream looks very different today than it has for generations. For one thing, the middle class, not long ago considered the economic majority and a national symbol for opportunity, is shrinking, quickly. At the same time, the rich are getting richer, faster. The vast majority of Americans facing rising costs of housing, college, and healthcare, are struggling to find stability, let alone upward mobility.

The result of this growing inequality? We're more economically divided than ever before. So it's not surprising that many brands, from the broad and accessible like Walmart and McDonalds to the aspirational and niche like American Express and Patagonia, are becoming more polarizing to consumers on both ends of the income spectrum.

50%
Elites

The Income Gap

Zeitgeist

**I trust business leaders
to do what is right**

General Population 41%

38%
Lower Income

66%
Elites

The Income Gap

Zeitgeist

I feel able to affect
the world around me

General Population 57%

51%
Lower Income

49%
Elites

The Income Gap

Zeitgeist

Things in this country are
heading in the right direction

General Population 42%

38%
Lower Income

The Income Gap

Zeitgeist

62%
Elites

Creating change in the world
is a personal goal of mine that
I actively pursue

General Population 54%

48%
Lower Income

The Income Gap

Zeitgeist

77%
Elites

I actively support (with money
or time) nonprofits or causes
working on issues I care about

General Population 61%

53%
Lower Income

43%
Elites

The Income Gap

Zeitgeist

I have recently taken concrete action
(protested in a march, volunteered on a
campaign, canvassed a neighborhood for
signatures) on an issue that is important
to me

General Population 28%

21%
Lower Income

Most Polarizing Brands

Lower Income

vs.

Elites

Wal-Mart +106

Patagonia +78

LAY'S +100

Khan Academy +65

Ebay +76

American Express +56

McDonald's +74

Trader Joe's +56

Coca-Cola +67

Starbucks +55

The Cultural Gap

Democrats vs Republicans
Millenials vs Boomers
Multiculturalists vs Traditionalists

Straddling cultural and geographic boundaries

Across the world competing forces of globalism and nationalism have clashed. Slogans like Make America Great Again and Choose France have adorned presidential debate stages and social media streams. Brexit and Trump both won on a message of nationalism, while Netherlands and France, though confronting it in their highest elections, chose to reject the rising wave of nationalism and reaffirm their commitment to a better, collective world, together.

At the core of this constantly expanding and contracting world is a shifting sense of identity, and what it means to be both a citizen of a country and a citizen of the world. Among those who seek to

experience other cultures, NPR and Uber resonate more clearly, while McDonald's and Marlboro are valued more with those who are comfortable prioritizing their own culture. Brands that hedge between these values may avoid alienating consumers who are motivated by fear and isolationism, but as the cultural conversation becomes more volatile, staying silent creates a different kind of risk in standing for nothing.

The Cultural Gap

Zeitgeist

77%
Millenials

**Experiencing other cultures is
important to me**

General Population 70%

64%
Boomers

The Cultural Gap

Zeitgeist

77%
Democrats

Experiencing other cultures is
important to me

General Population 70%

59%
Republicans

The Cultural Gap

Zeitgeist

78%
Multiculturalists

Creating change in the world is
a personal goal of mine that I
actively pursue

General Population 54%

30%
Traditionalists

The Cultural Gap

Zeitgeist

88%
Multiculturalists

I work hard in my own life to take
steps to protect the environment

General Population 73%

55%
Traditionalists

The Cultural Gap

Zeitgeist

74%
Multiculturalists

**I feel able to affect the world
around me**

General Population 57%

39%
Traditionalists

Most Polarizing Brands

Multiculturalists

vs.

Traditionalists

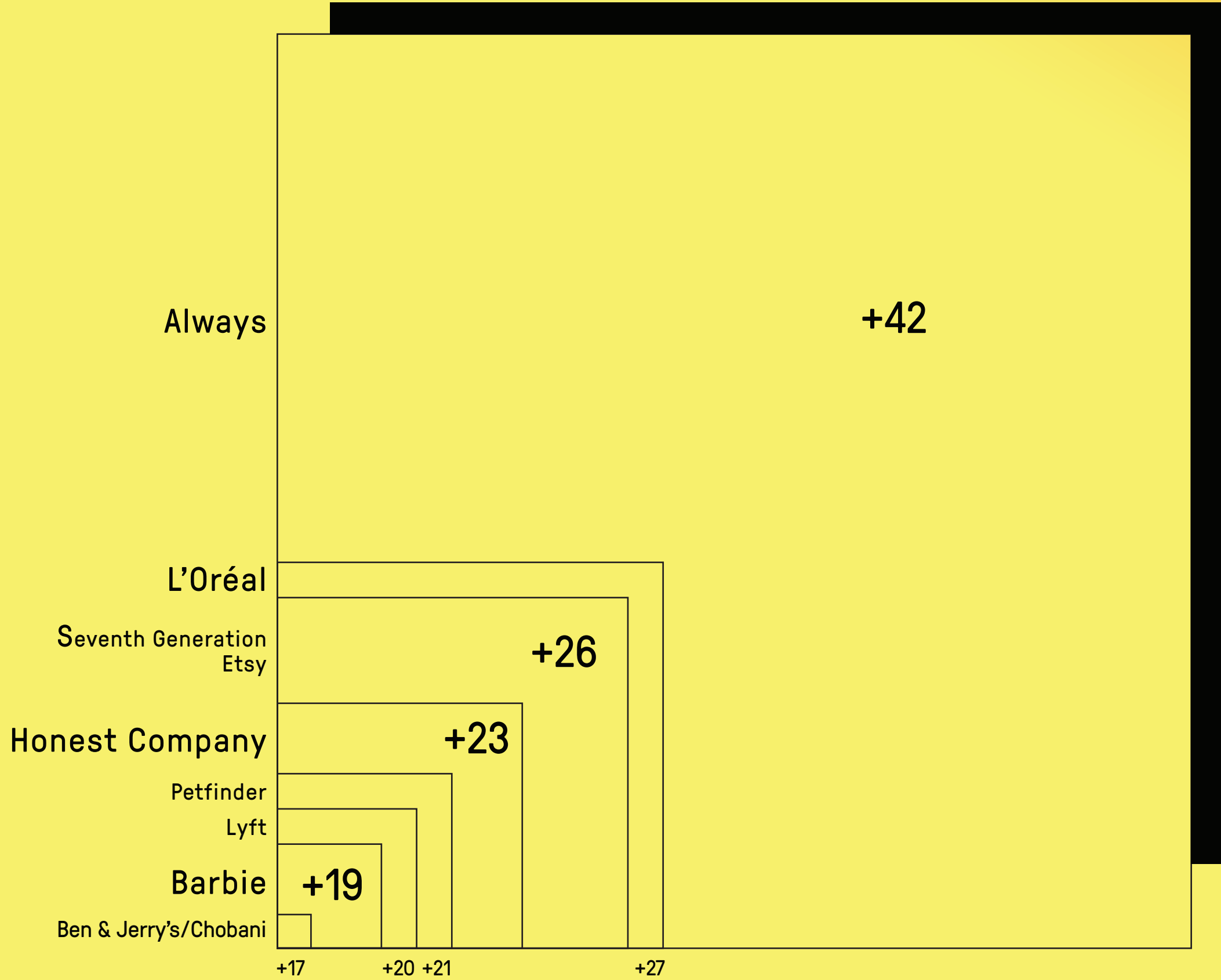
NPR	+78
Starbucks	+76
Uber	+69
Trader Joe's	+65
Ben & Jerry's	+53

McDonald's	+69
Unilever	+65
Marlboro	+62
Chevrolet	+62
Doritos	+56

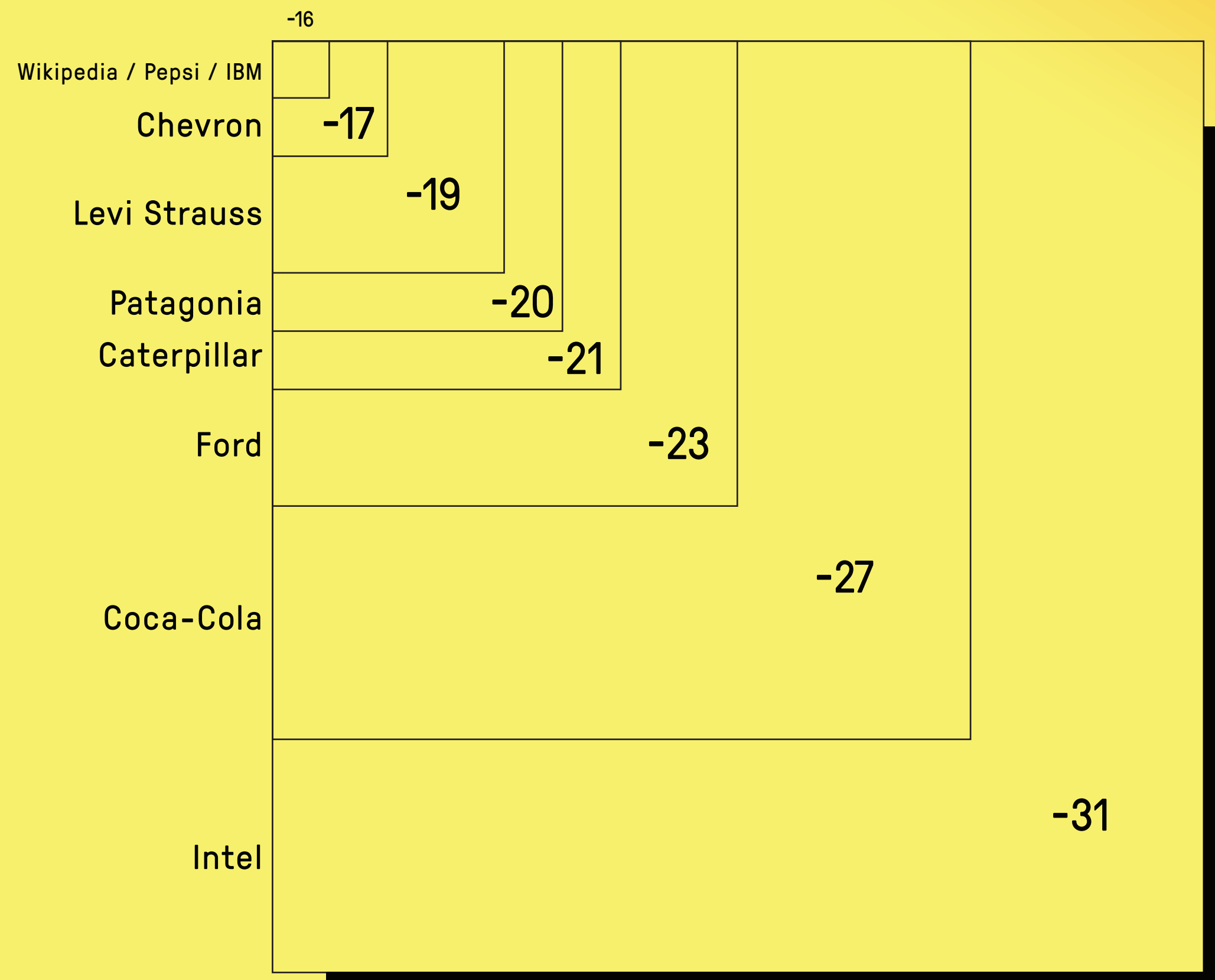
* Biggest Movers For Each Segment

This section of the report shows the biggest movers, both in the positive and negative directions, for each segment compared to General Population. This shows the brands that each segment perceives offer the most value outside of making money compared to the general population.

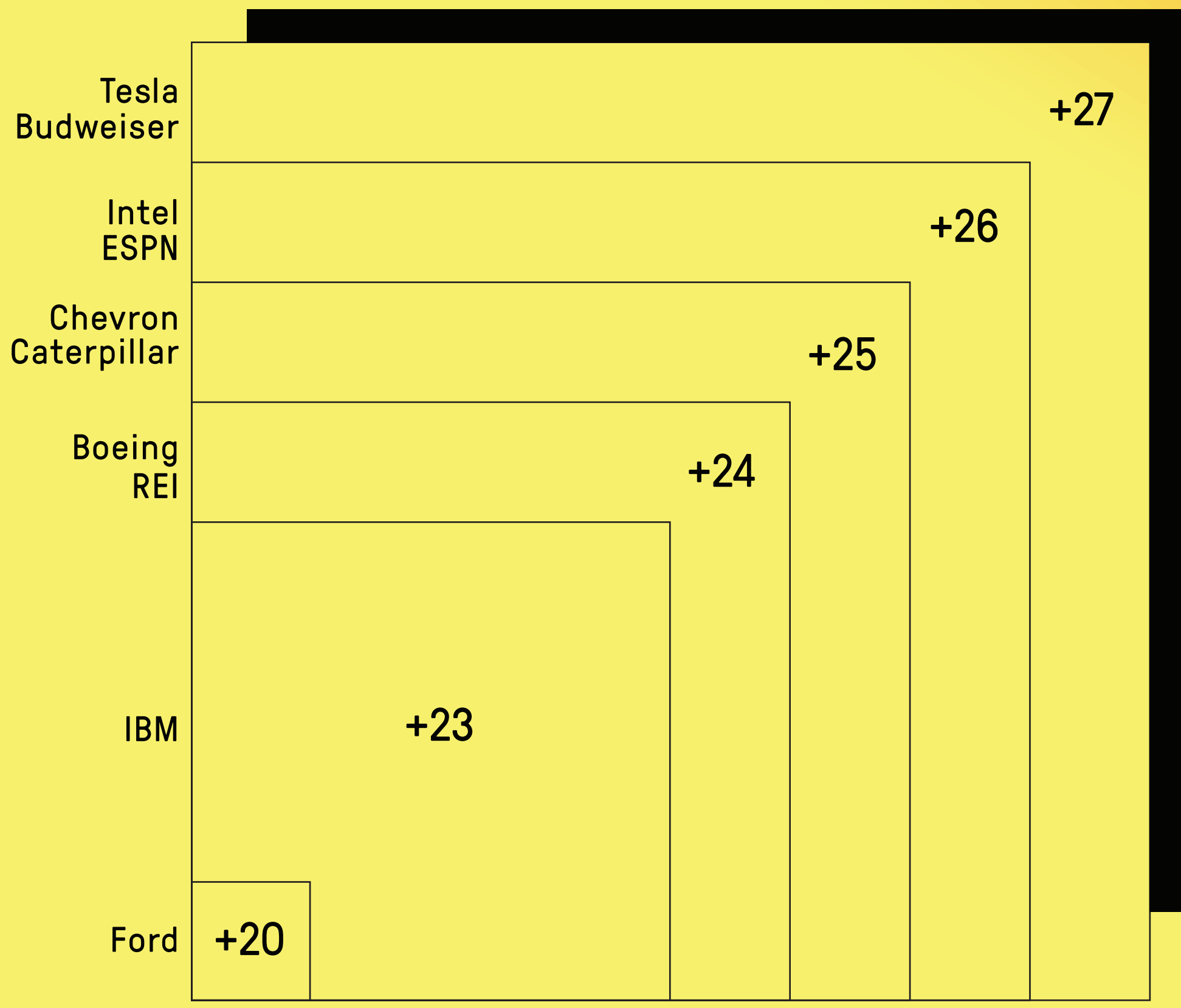
Female ↗



Female ▾



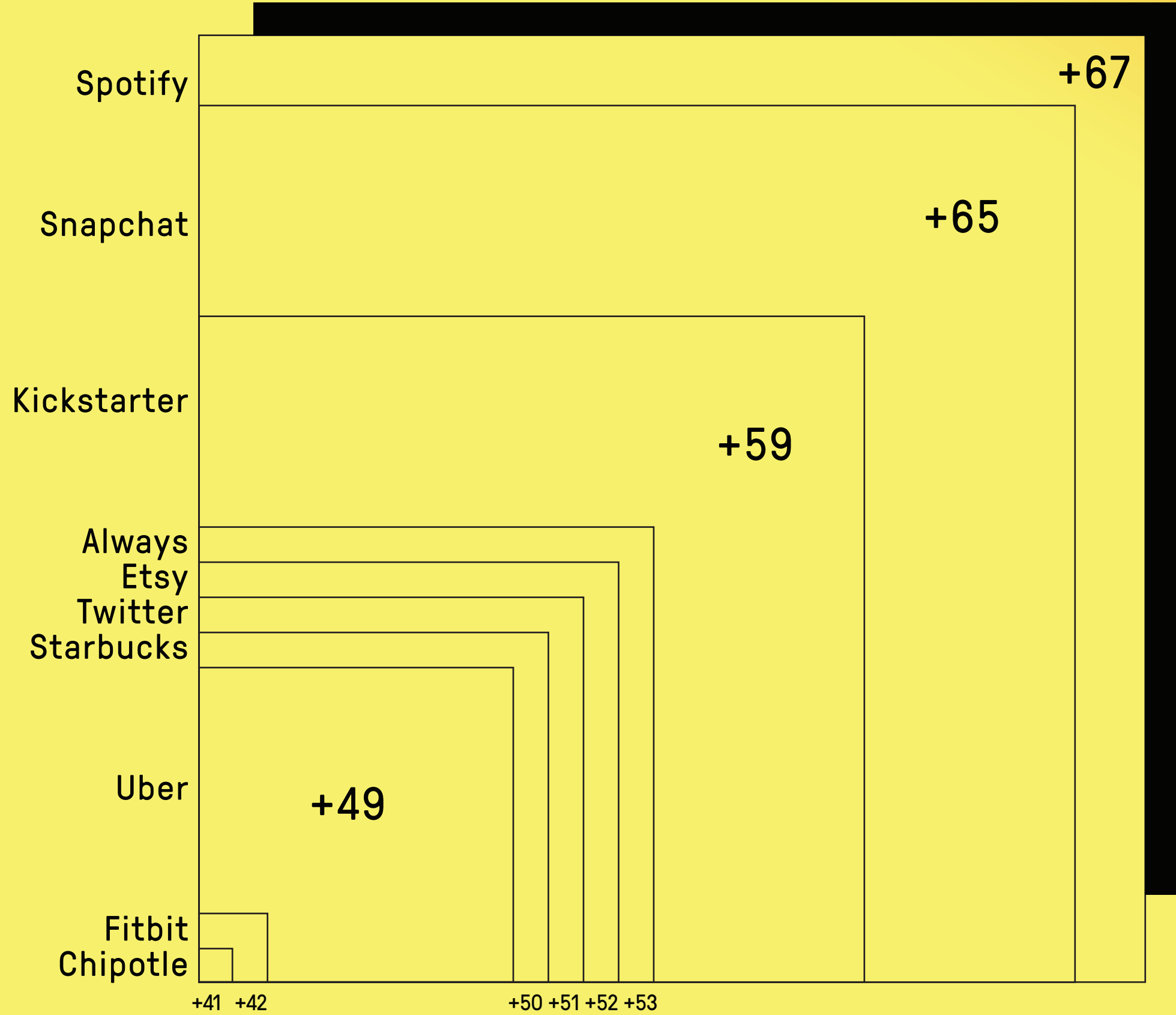
Male ↗



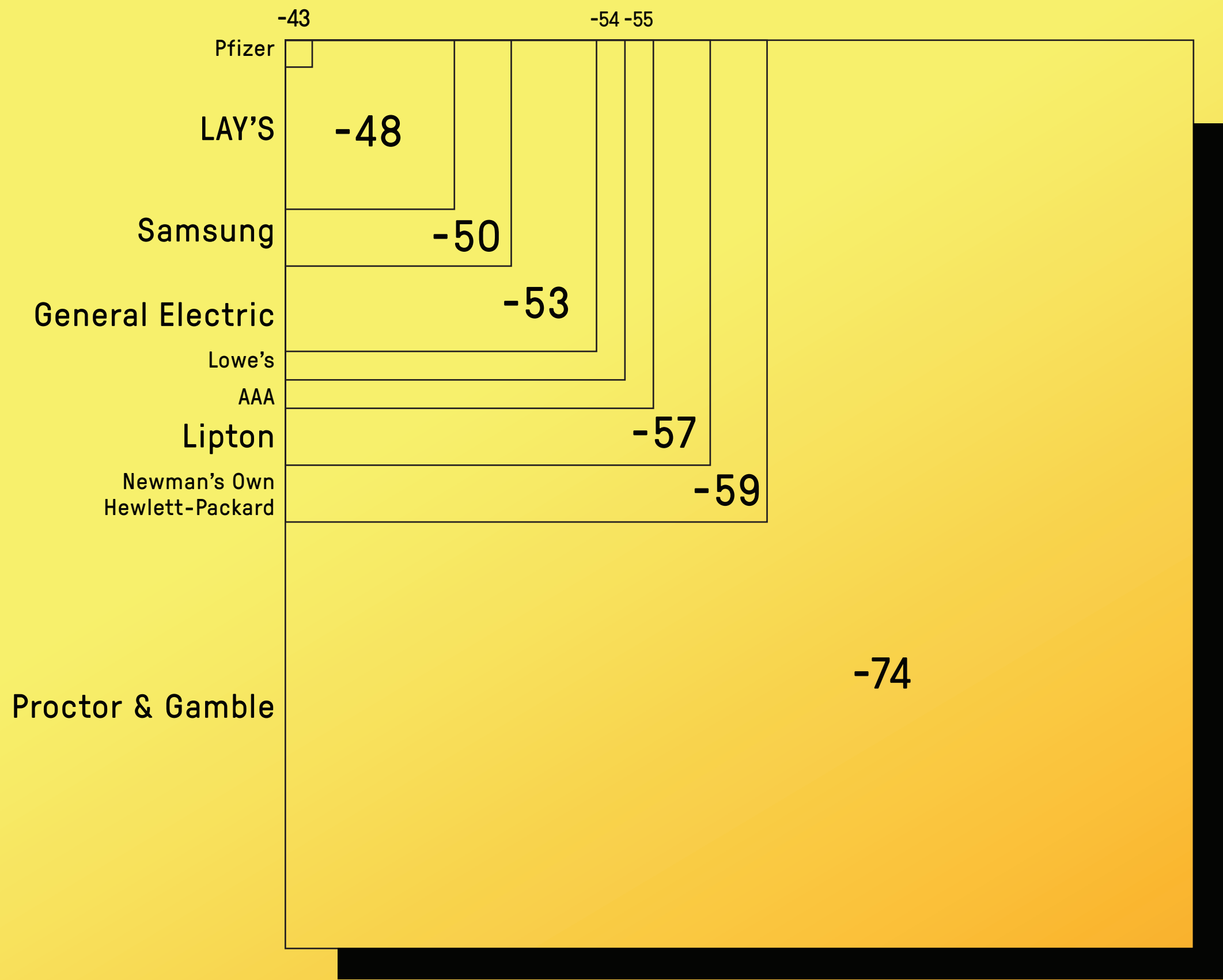
Male ↘



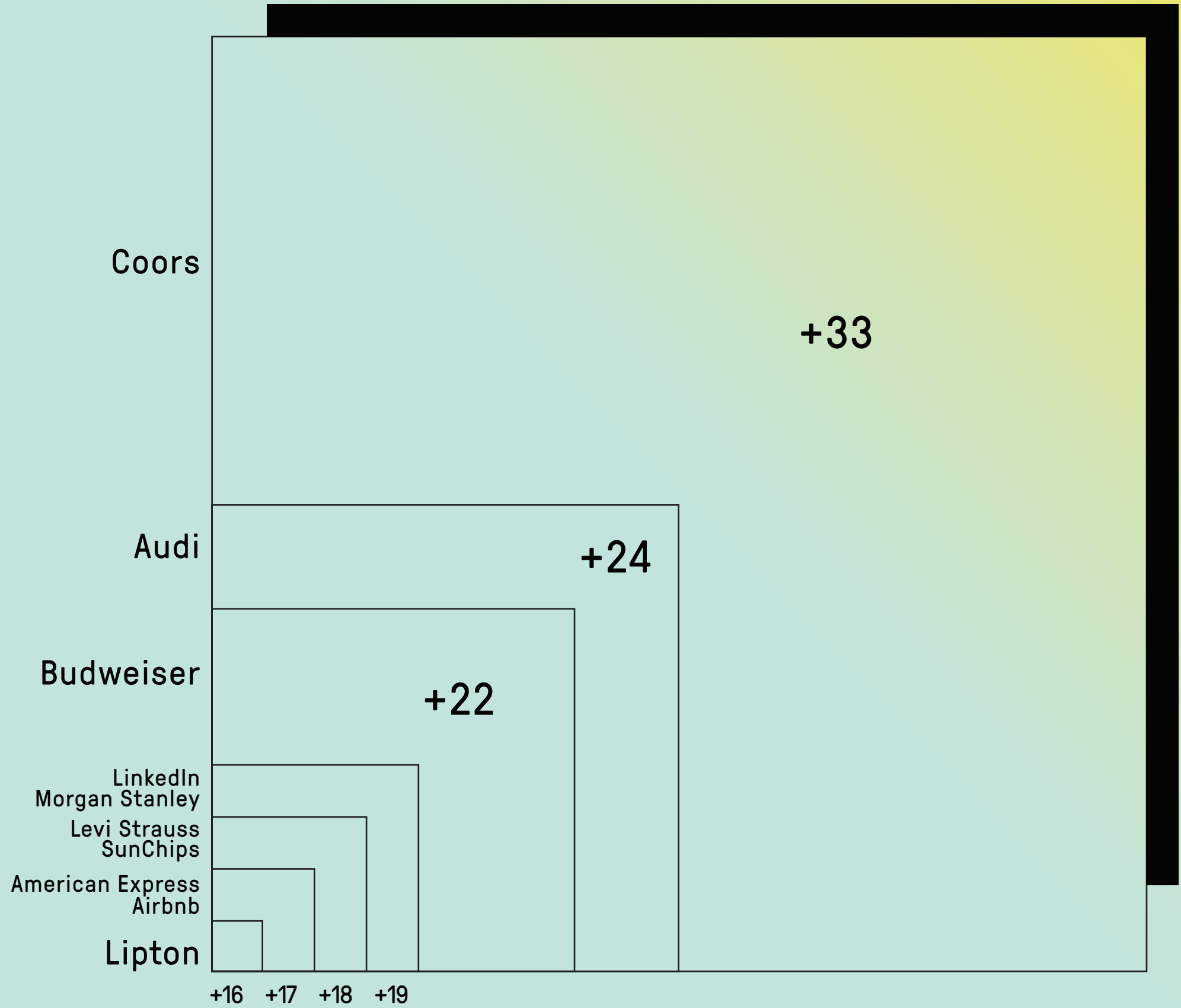
Millenials ↗



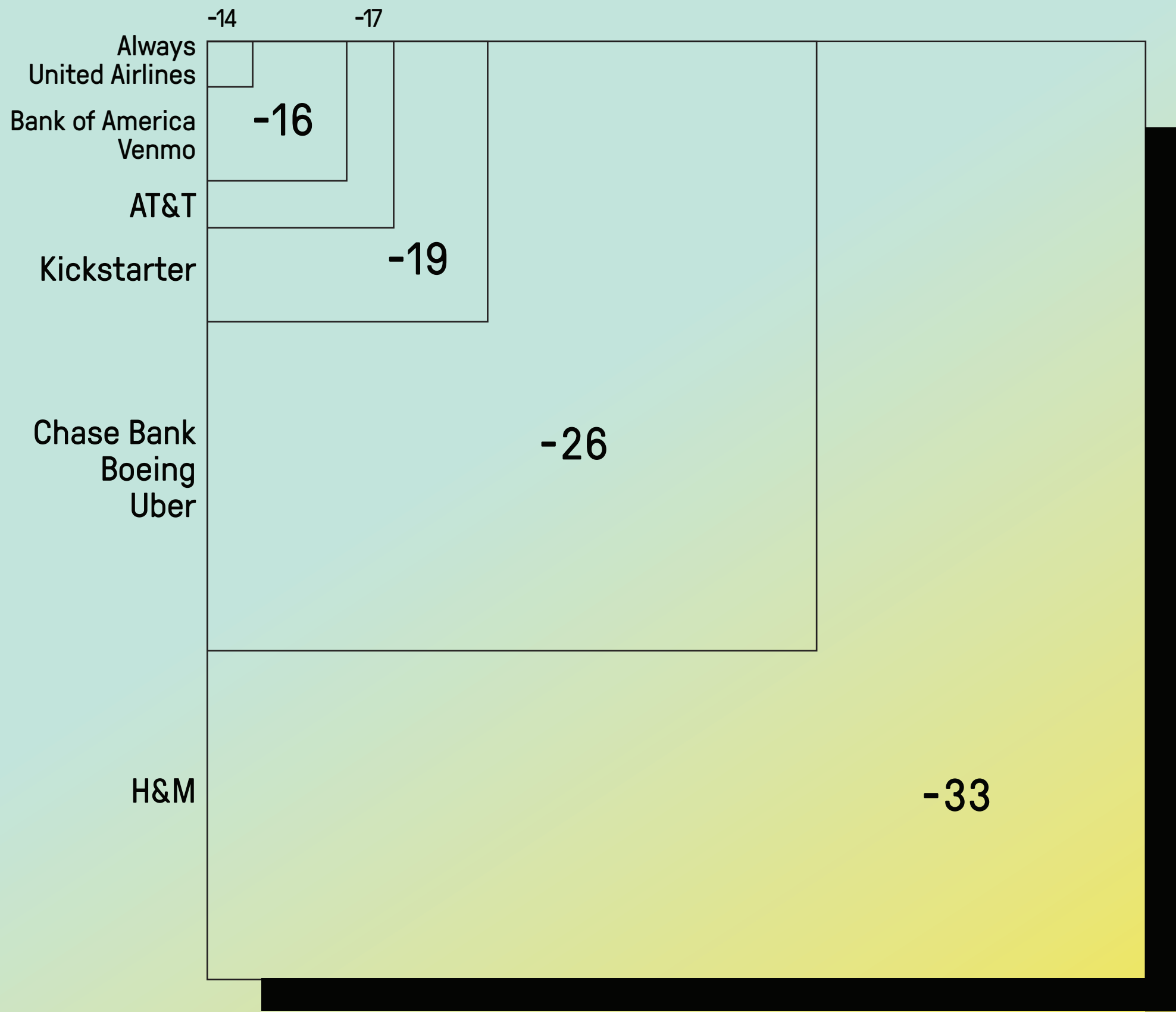
Millenials ↘



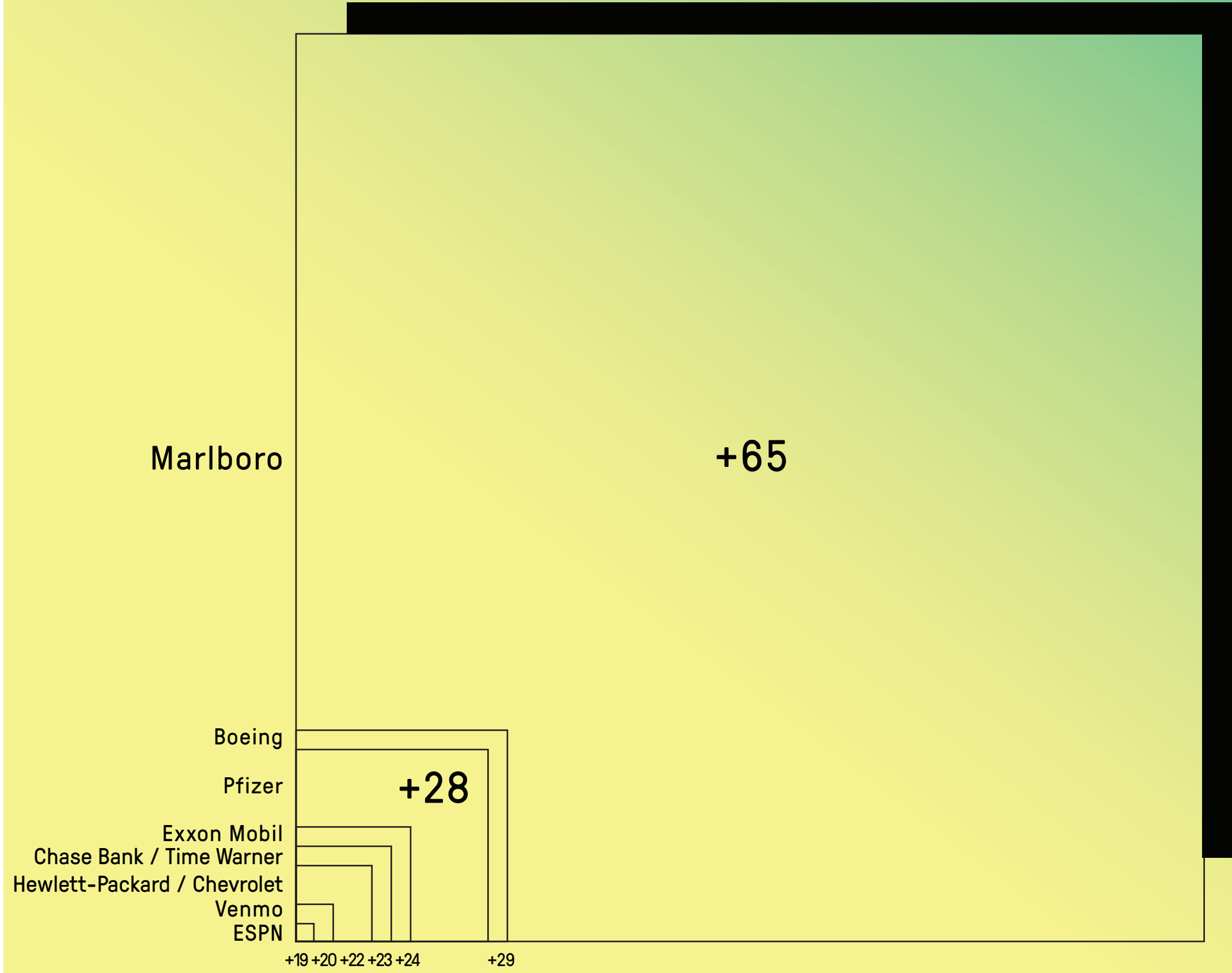
Gen X ↗



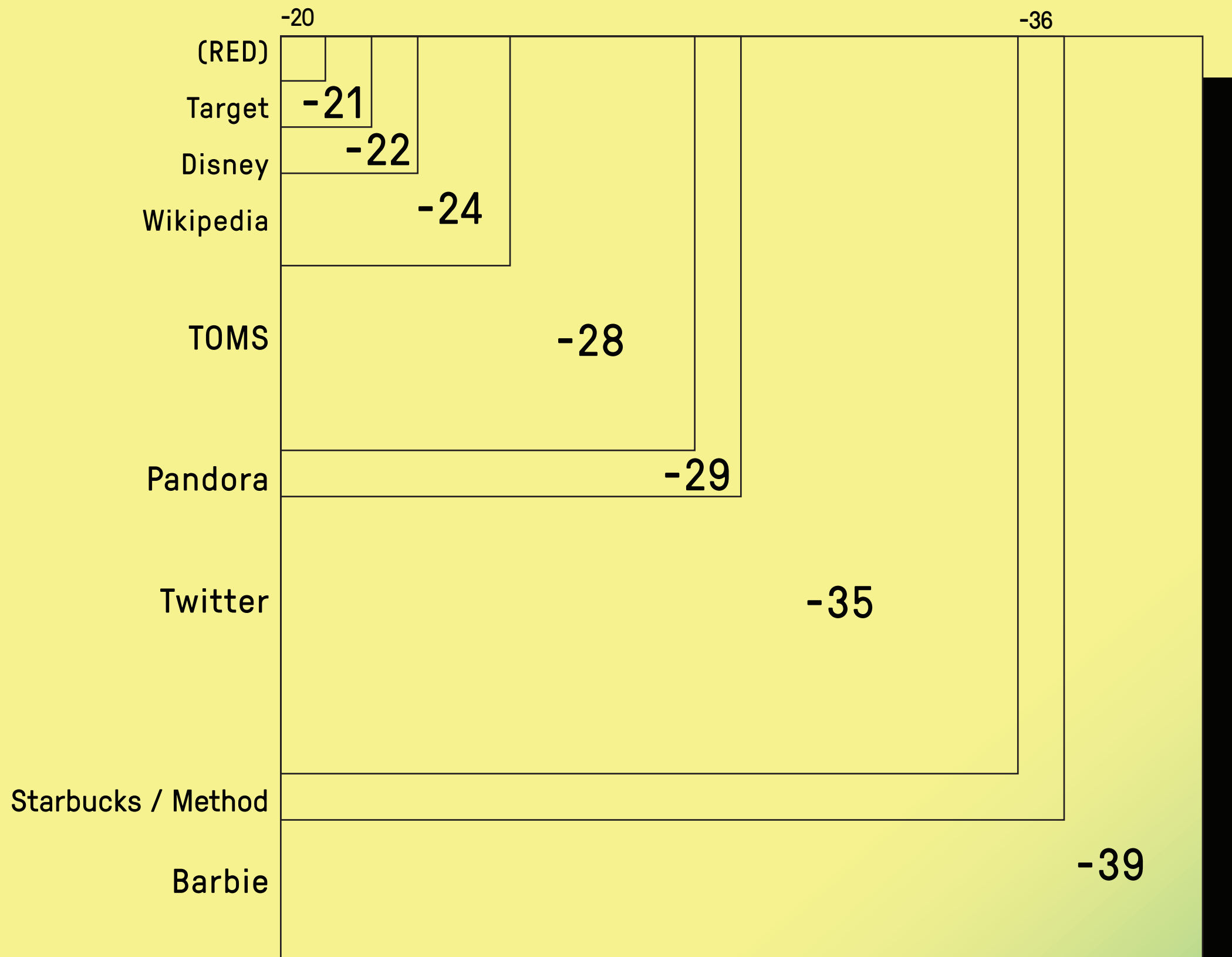
Gen X ↘



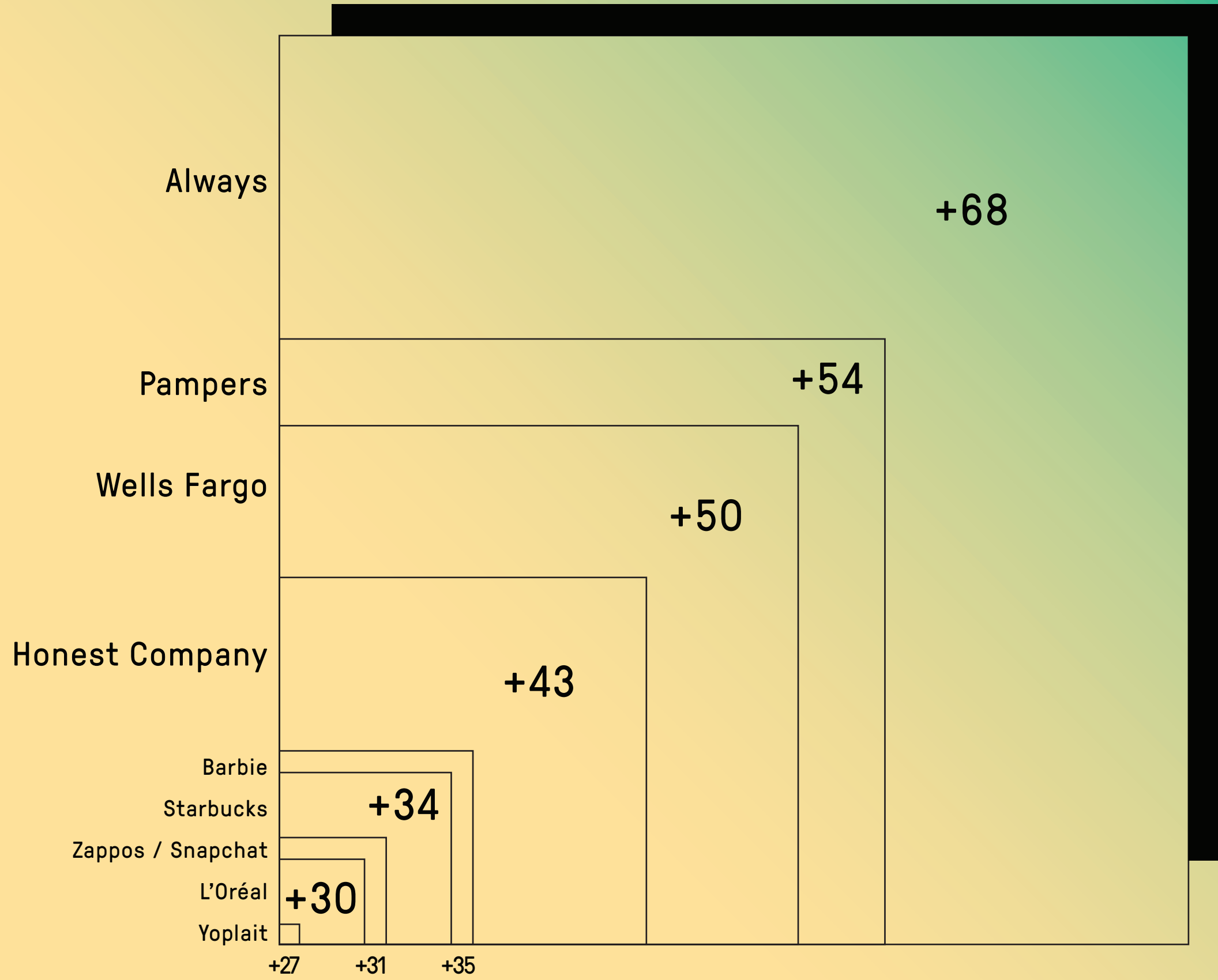
Boomers ↗



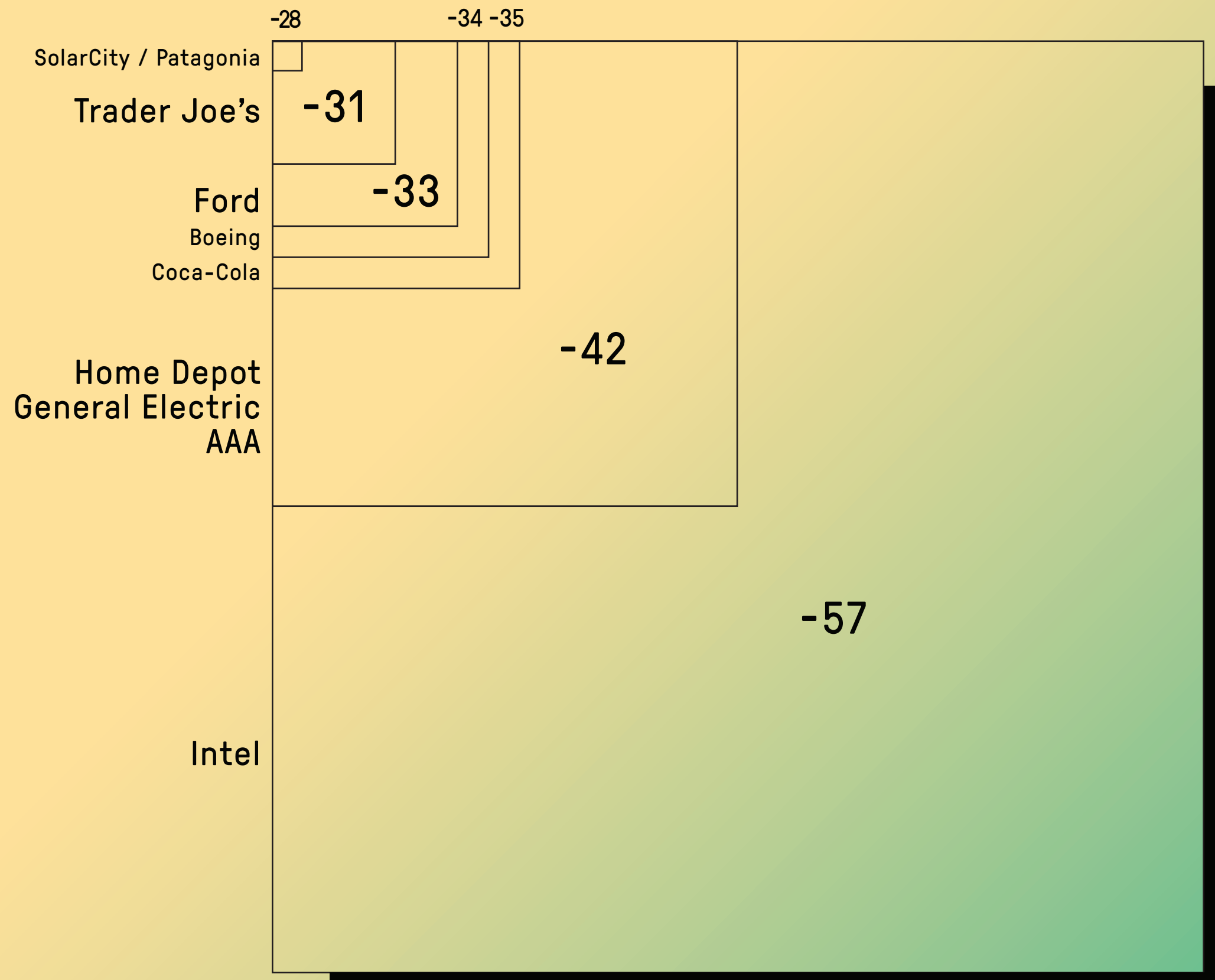
Boomers ↘



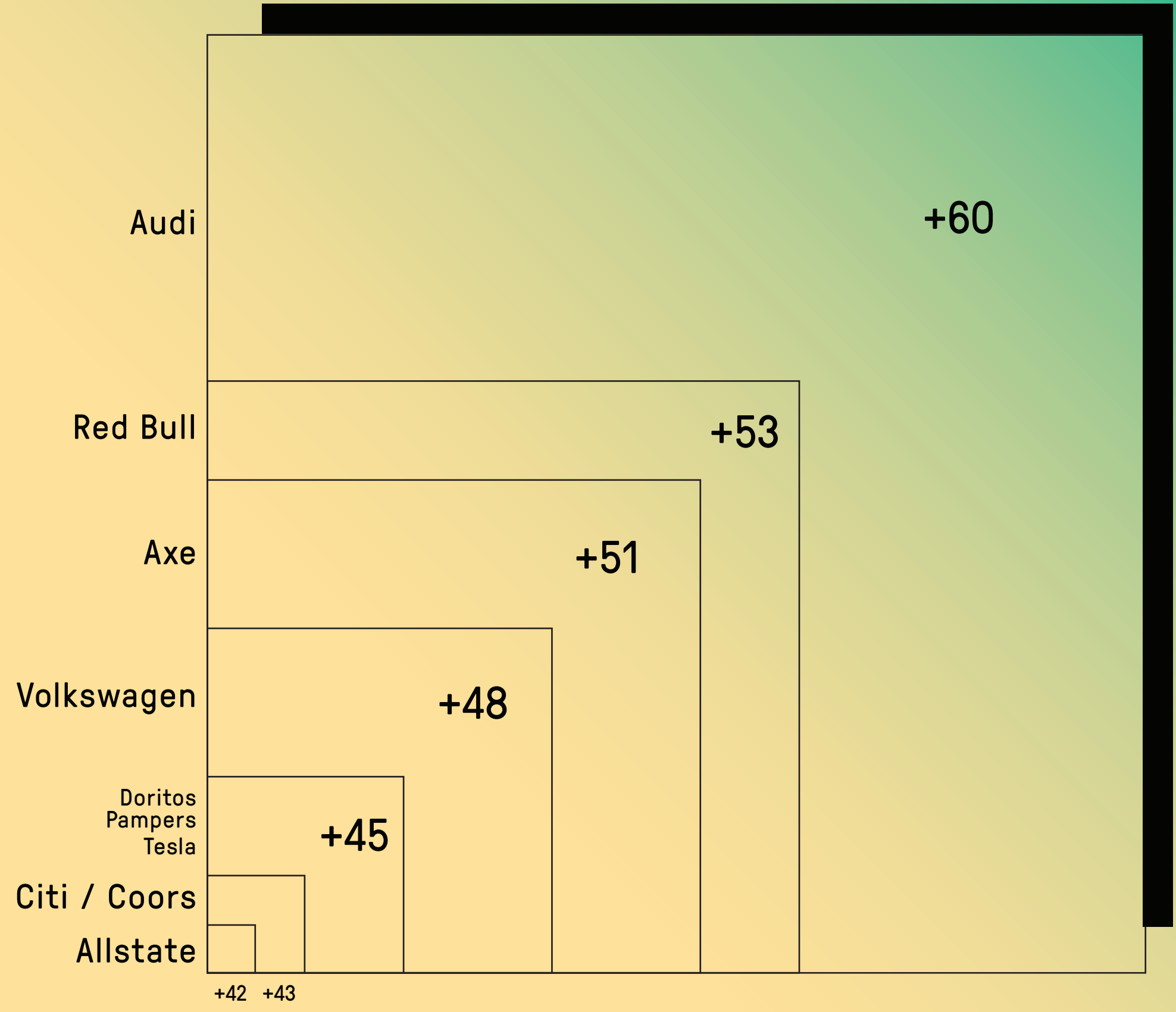
Moms ↗



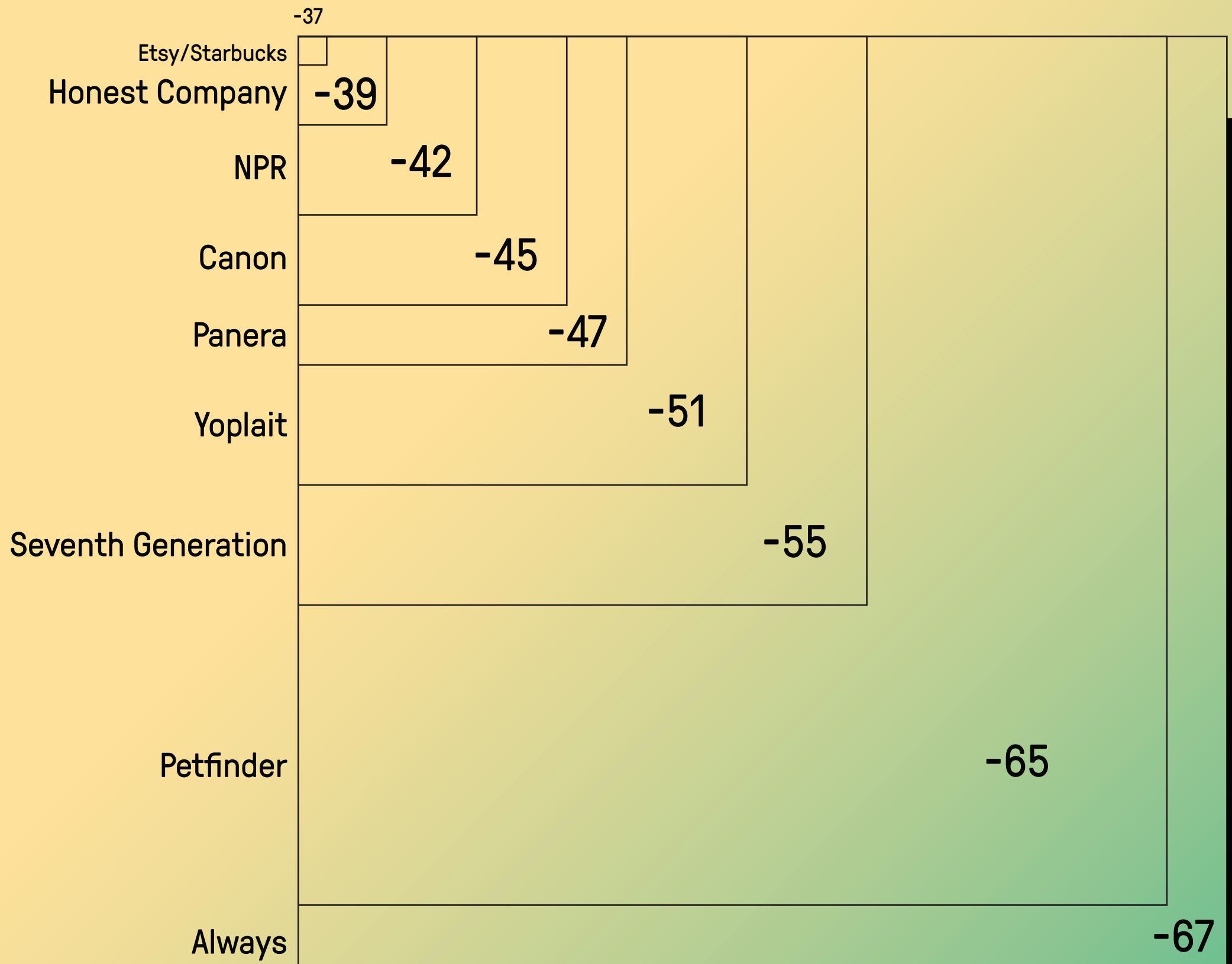
Moms ↘



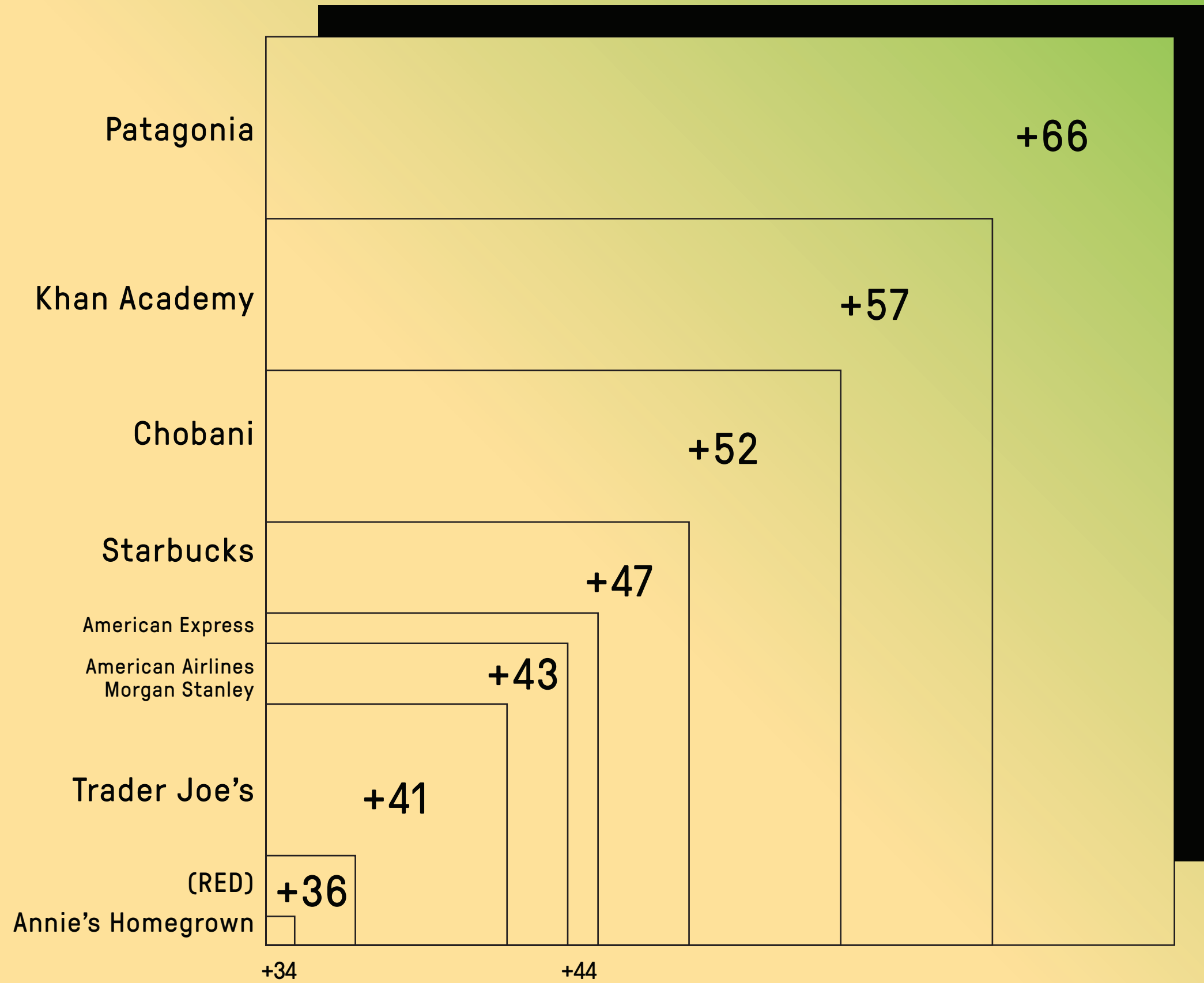
Dads ↗



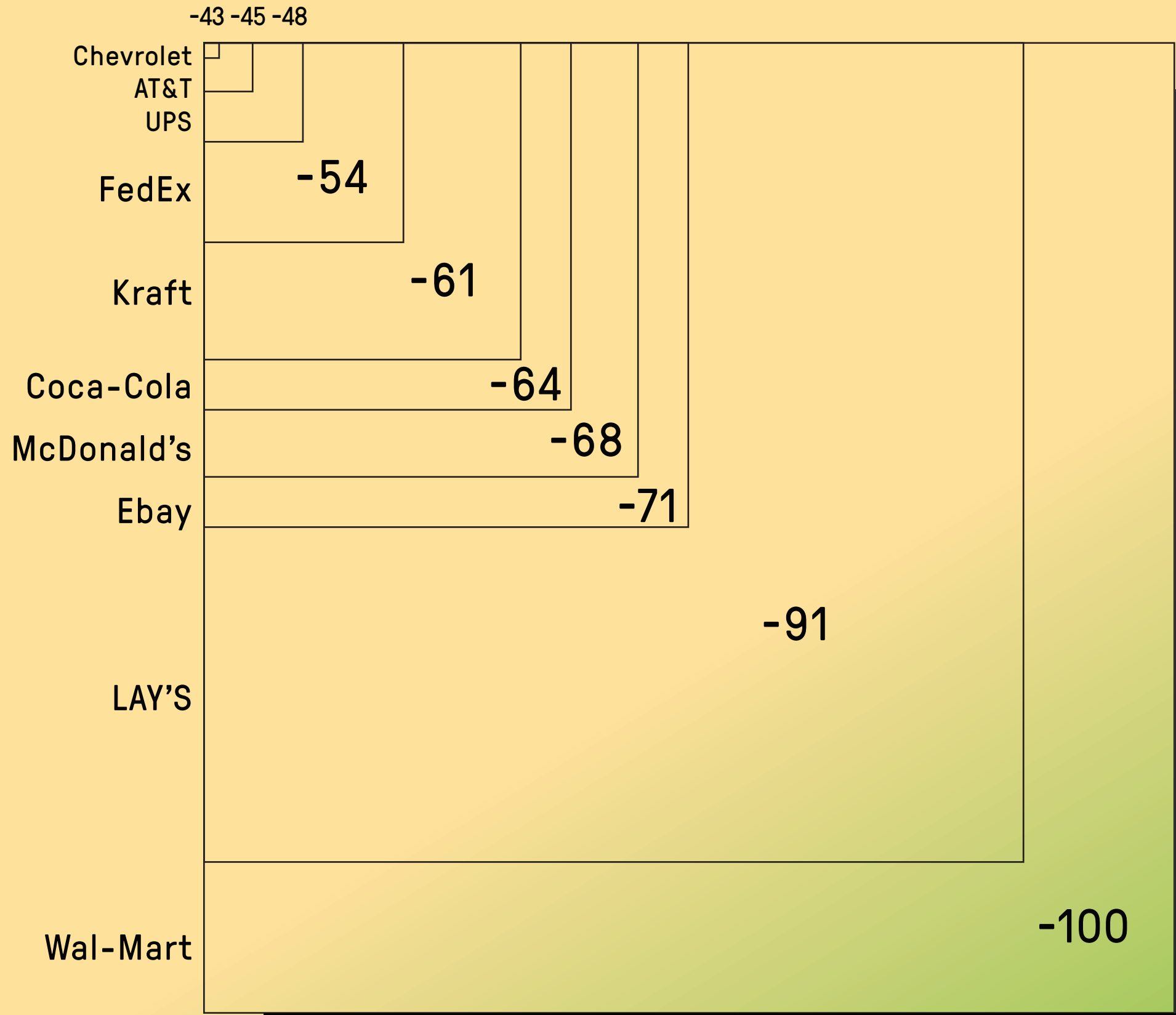
Dads ↘



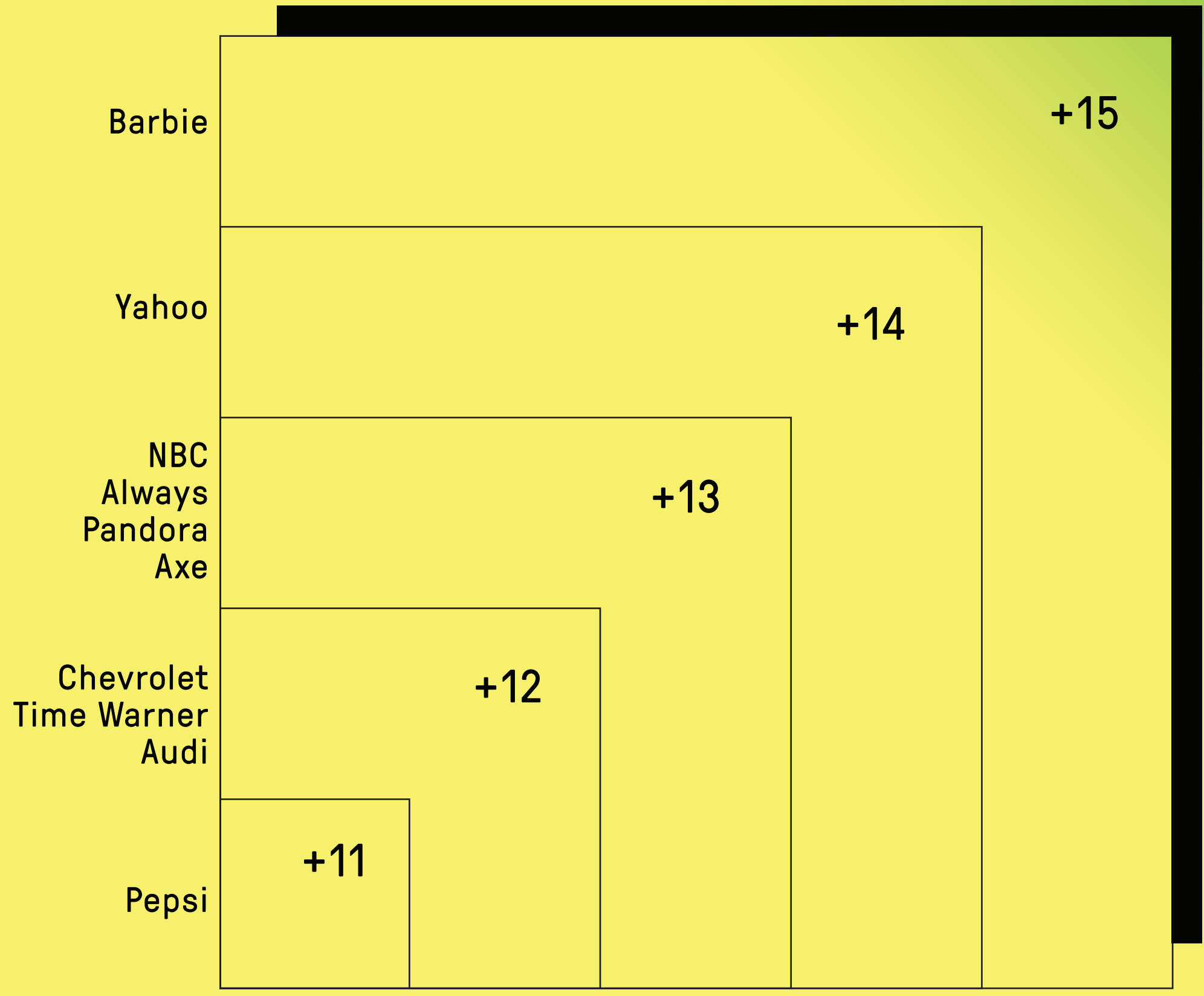
Elites ↗



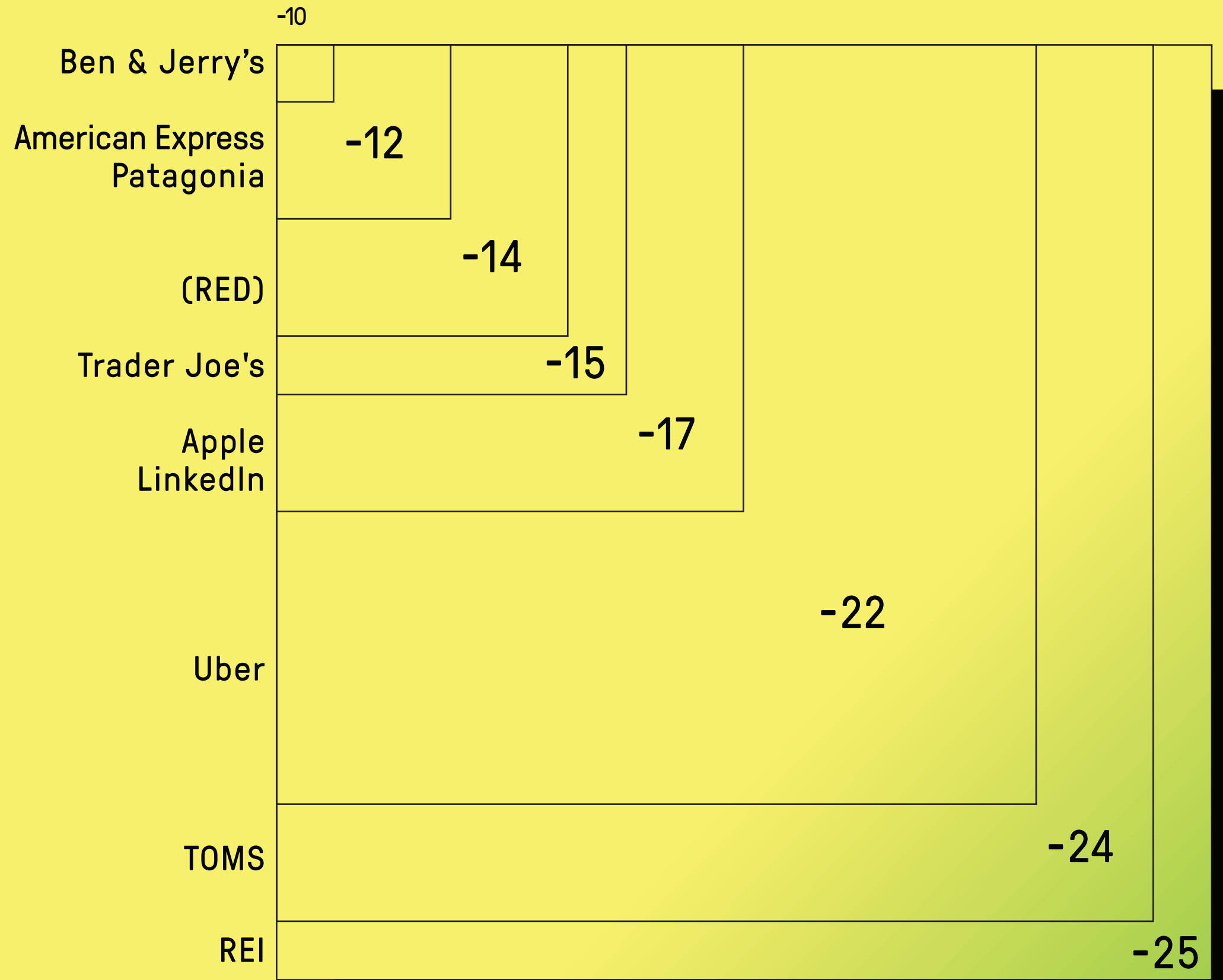
Elites ↘



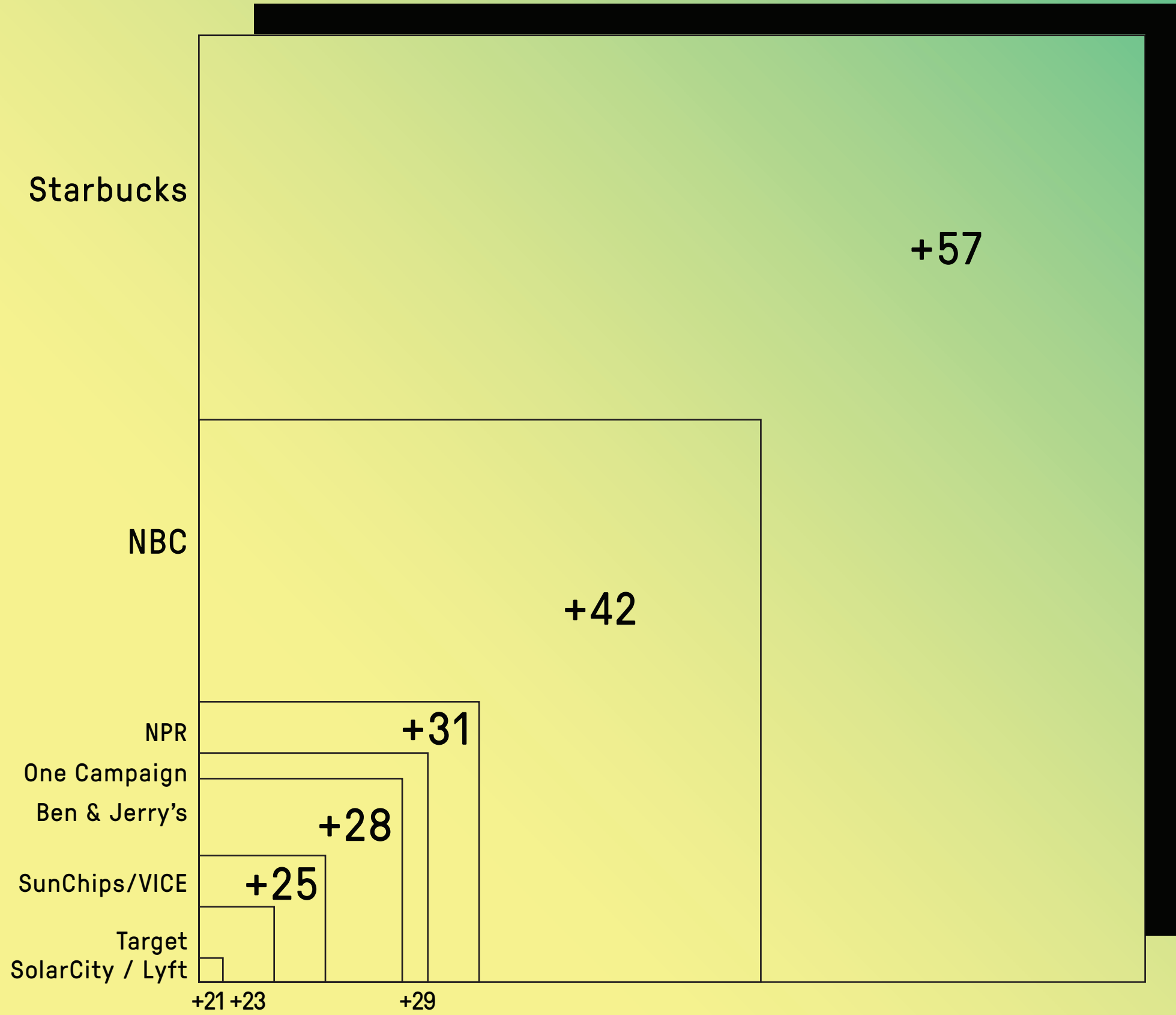
Low Income ↗



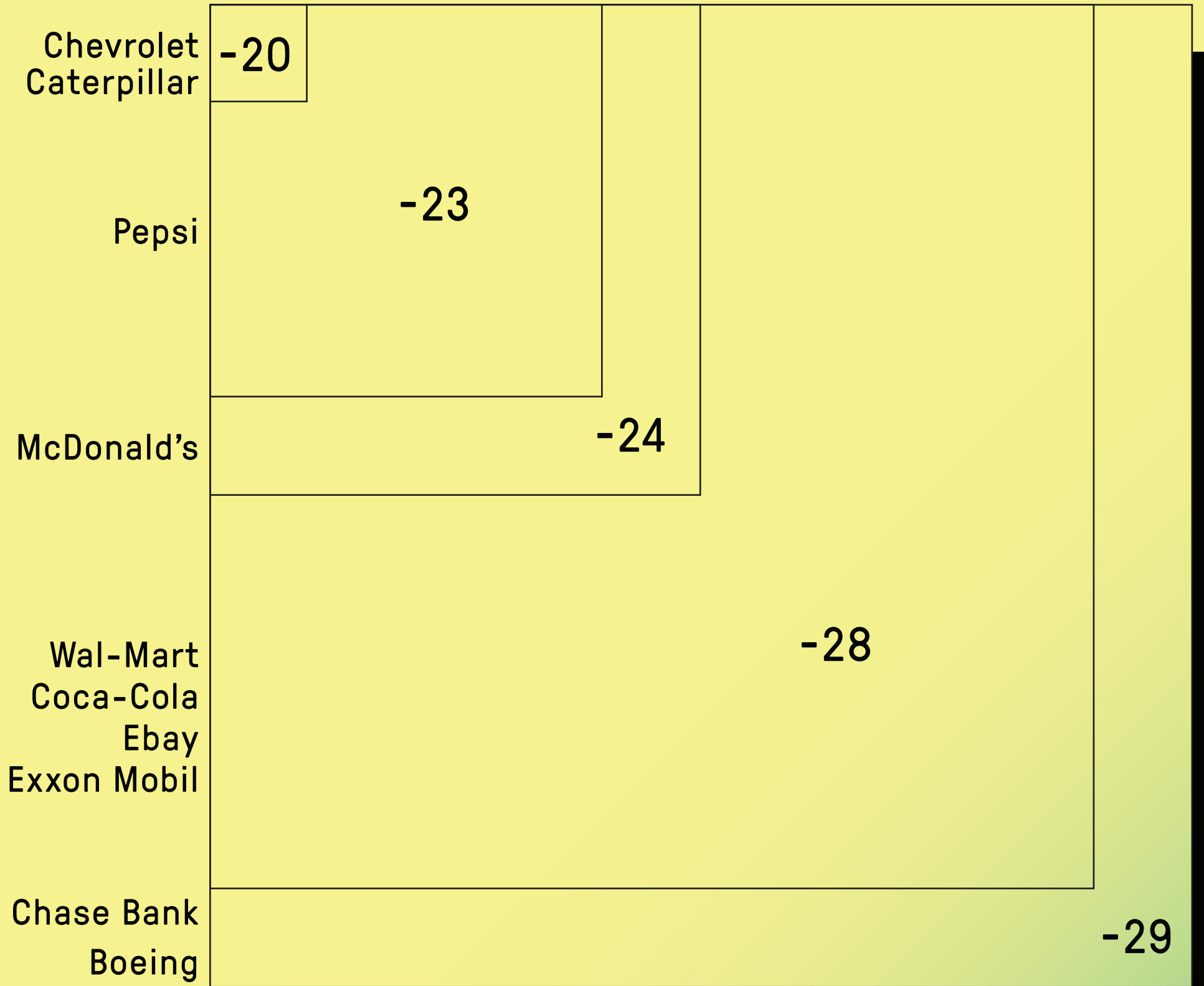
Low Income ↘



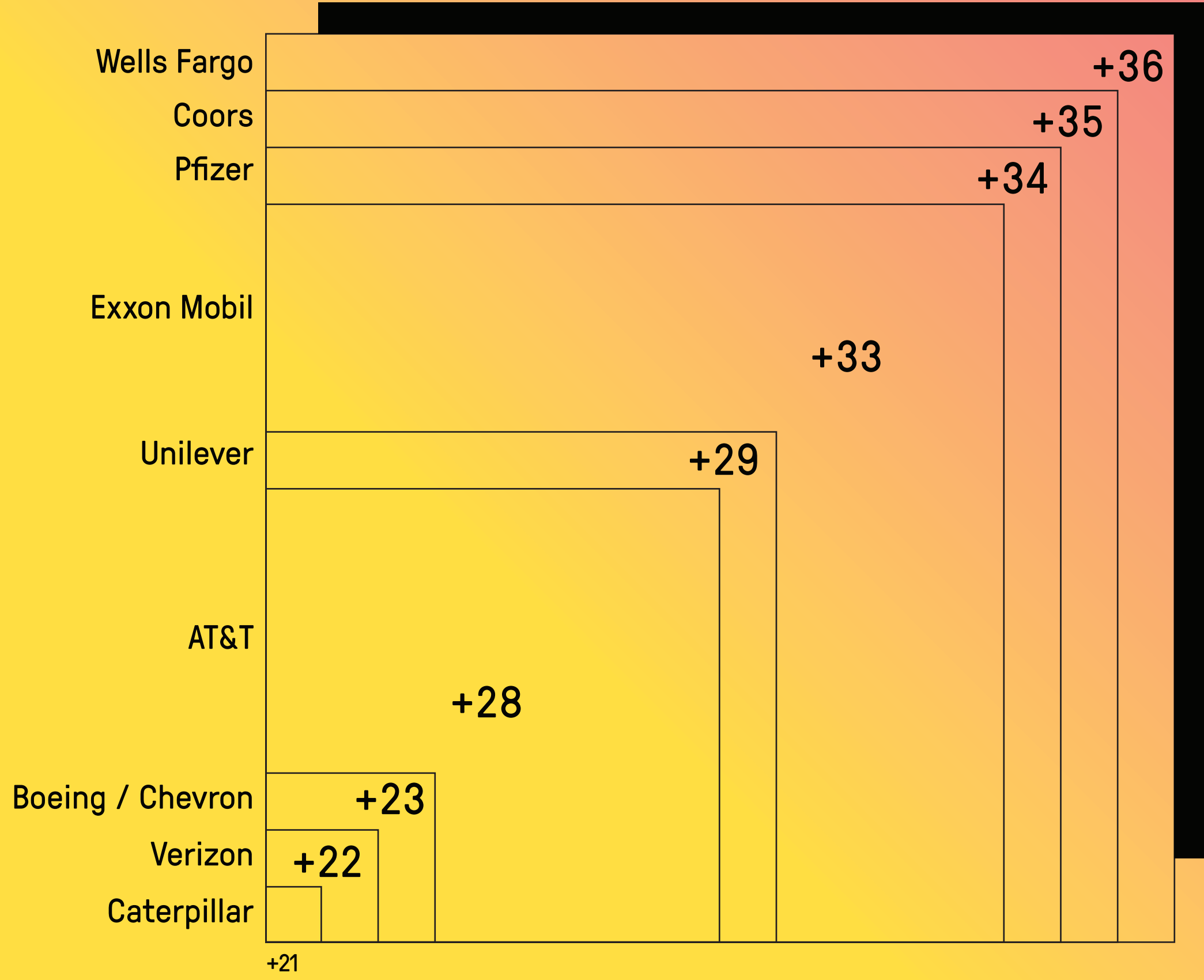
Democrats ↗



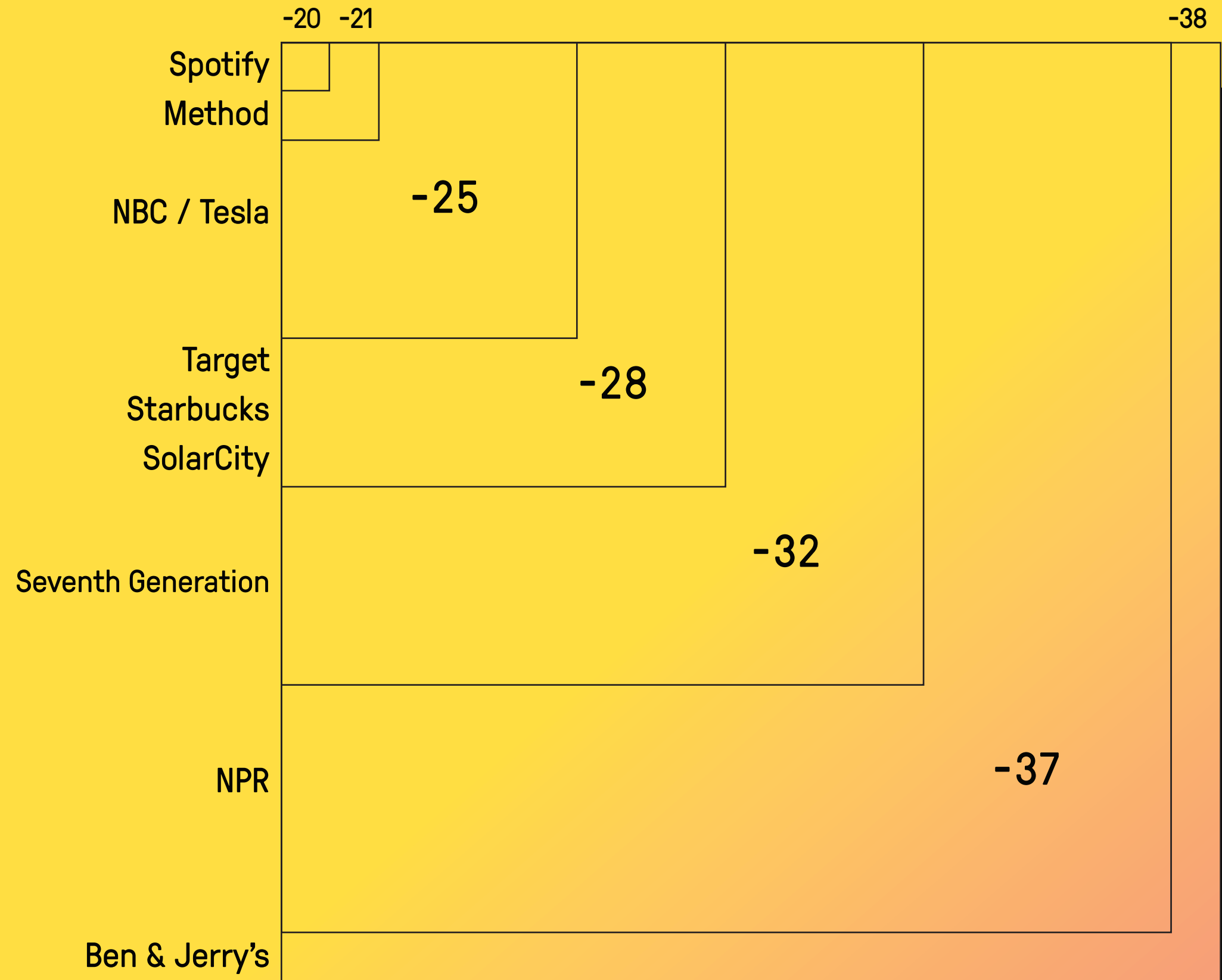
Democrats ↘



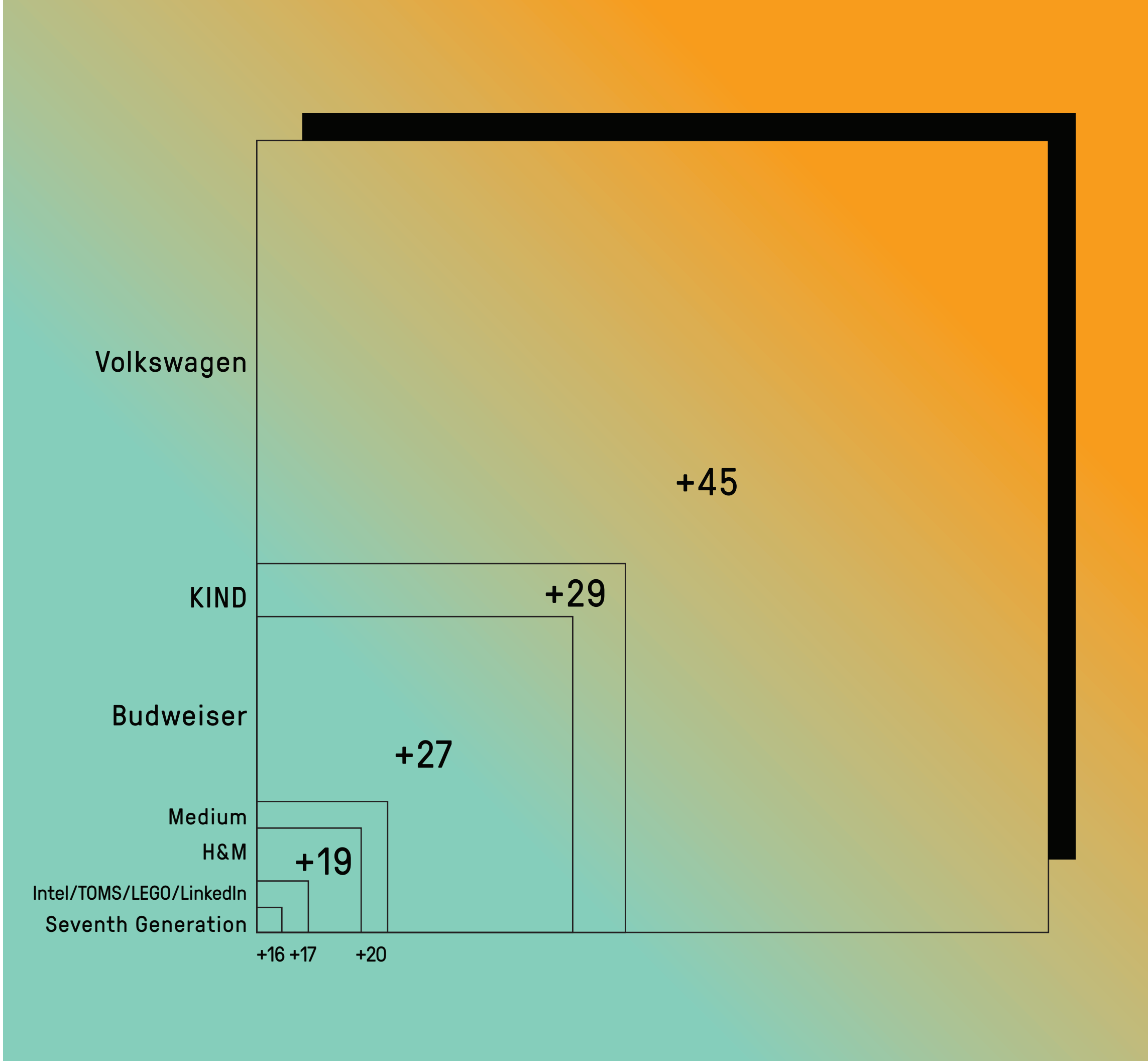
Republicans ↗



Republicans ↘



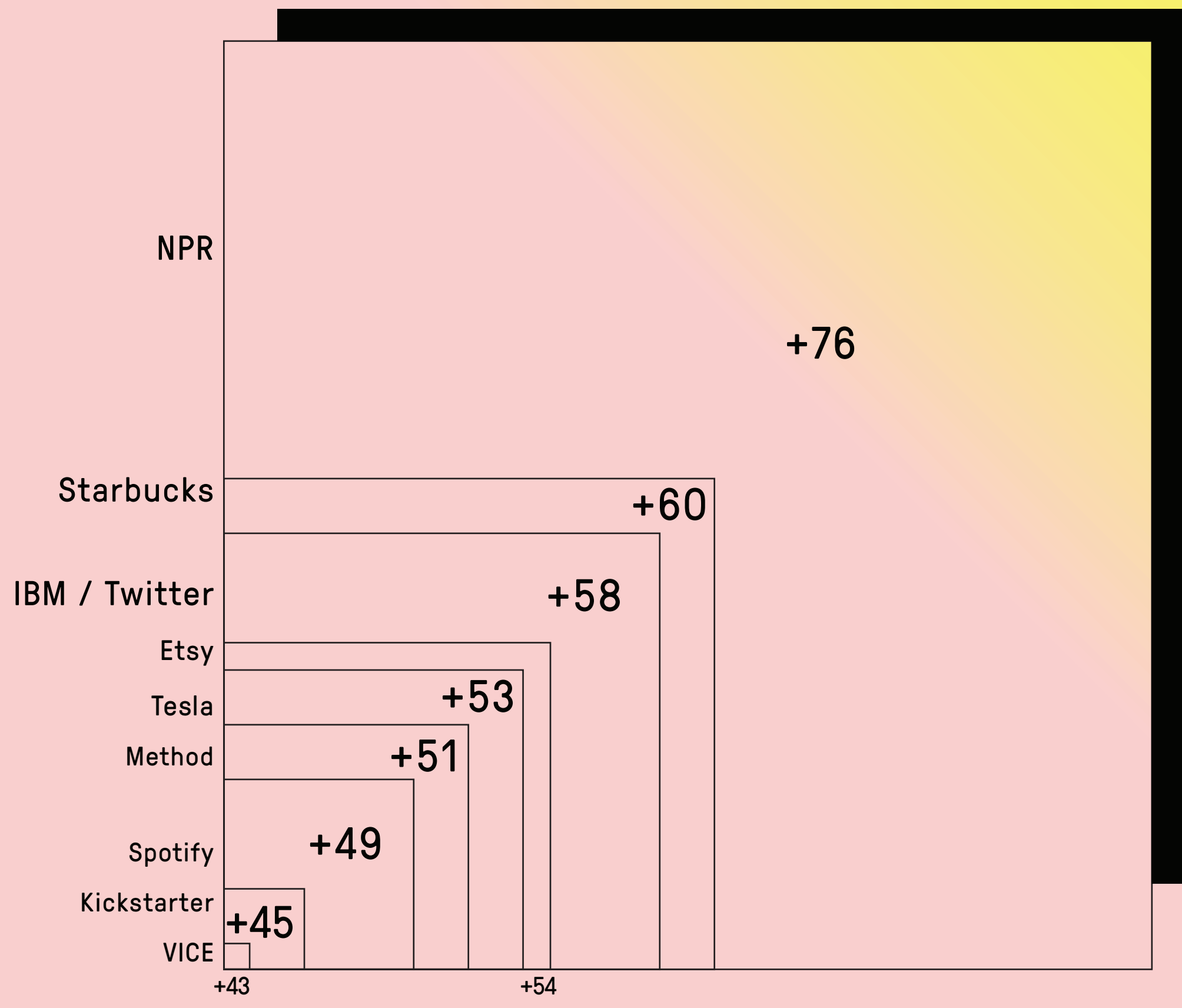
Independents ↗



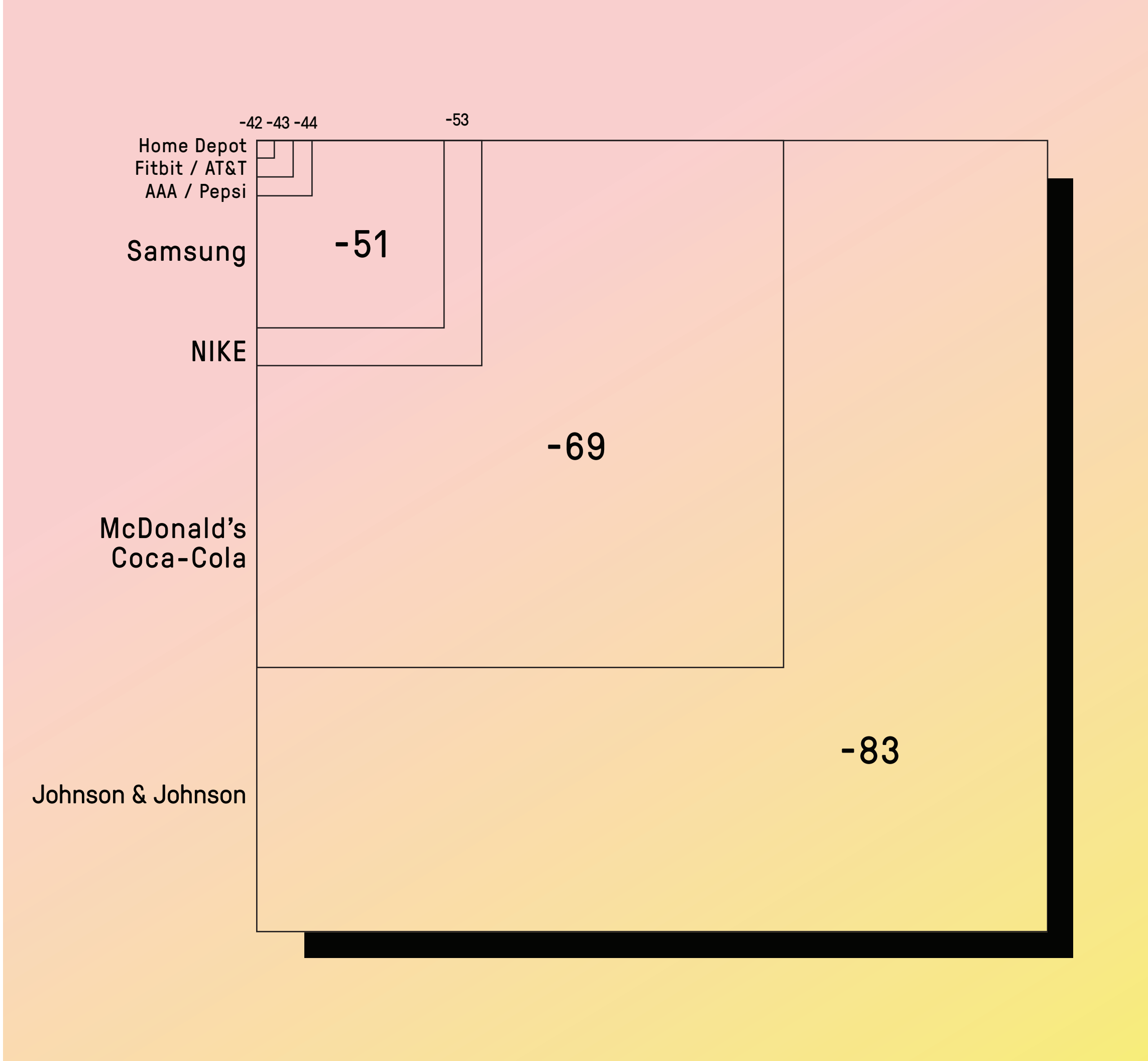
Independents ↘



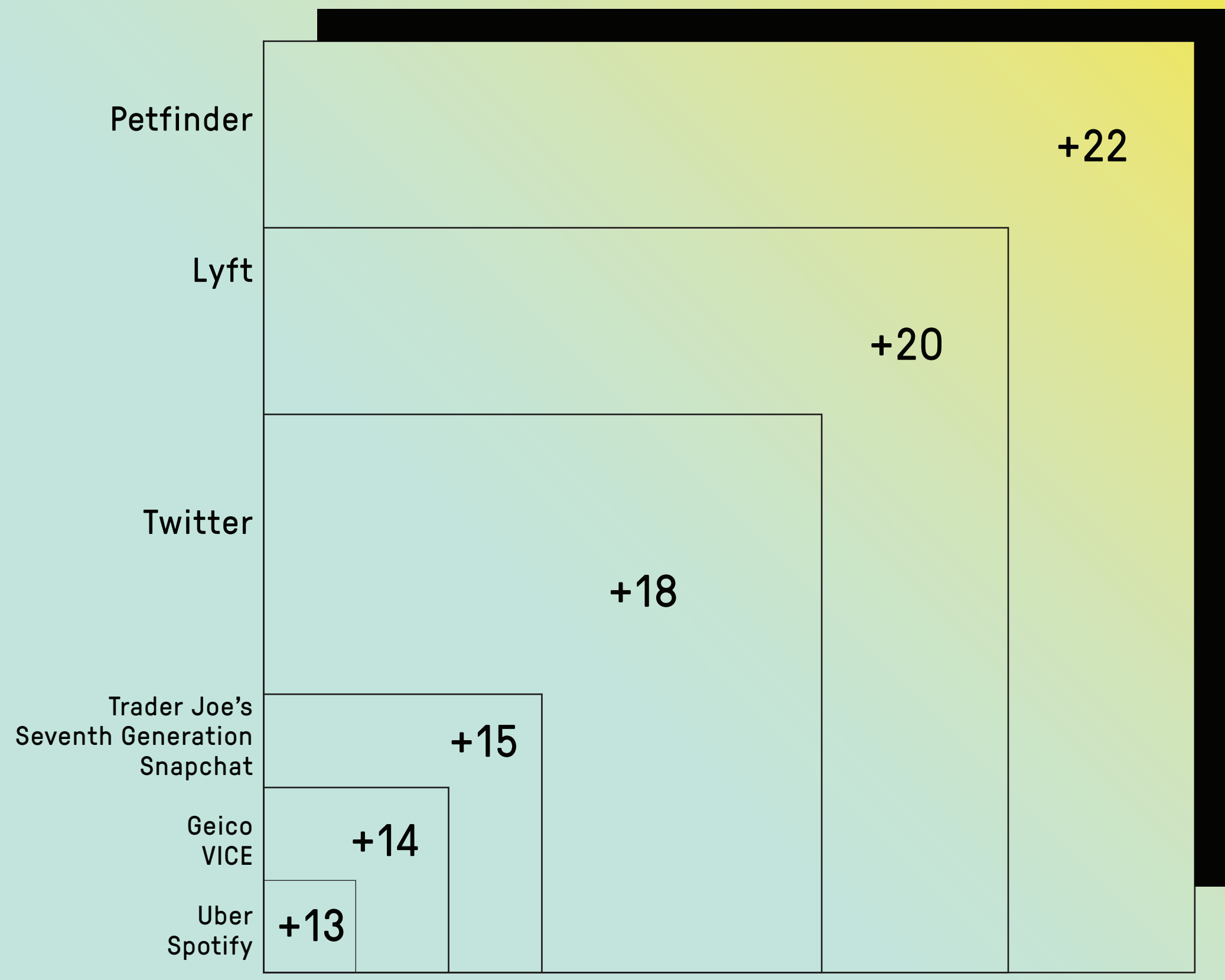
Active Participants ↗



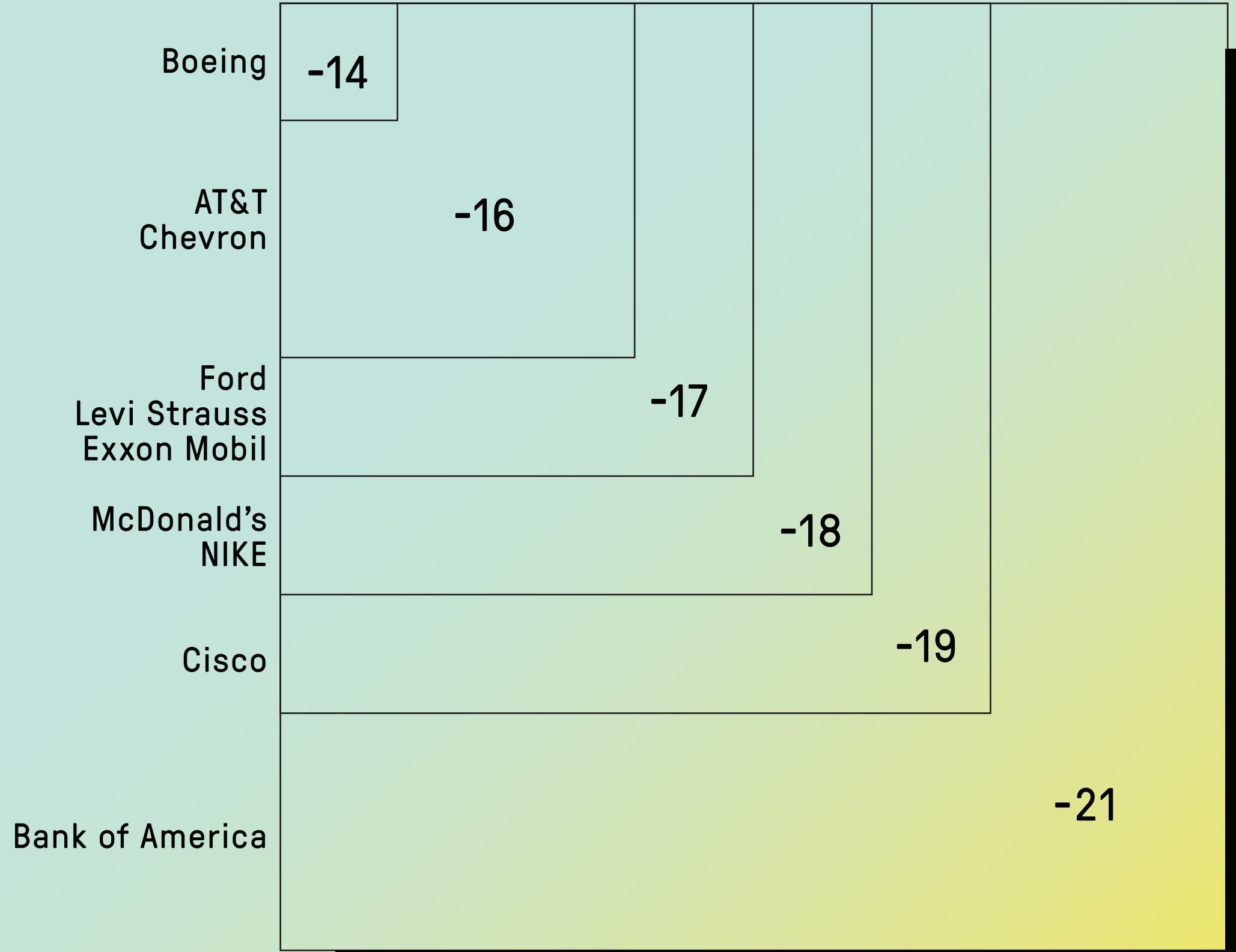
Active Participants ↘



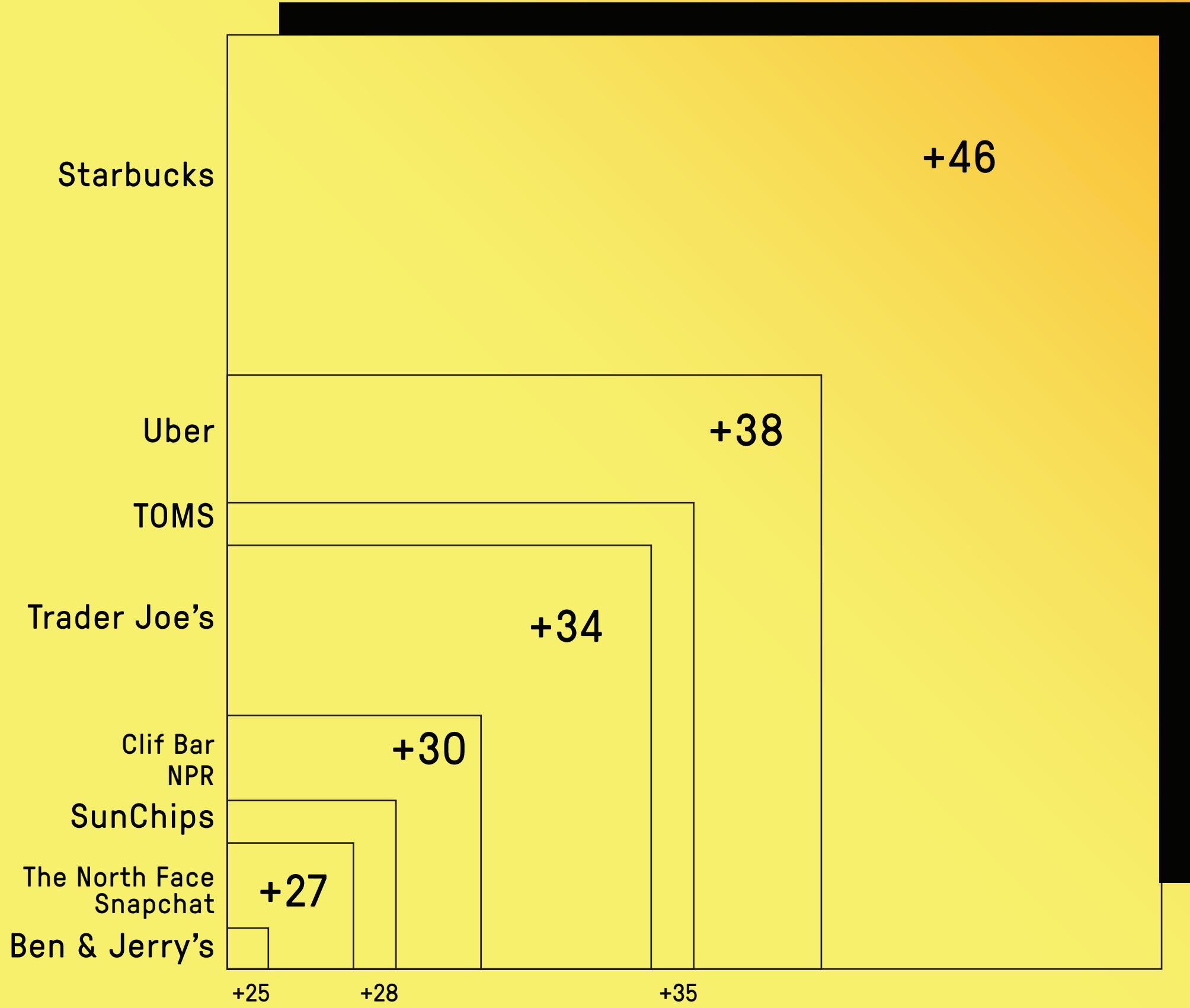
Future Concerned ↗



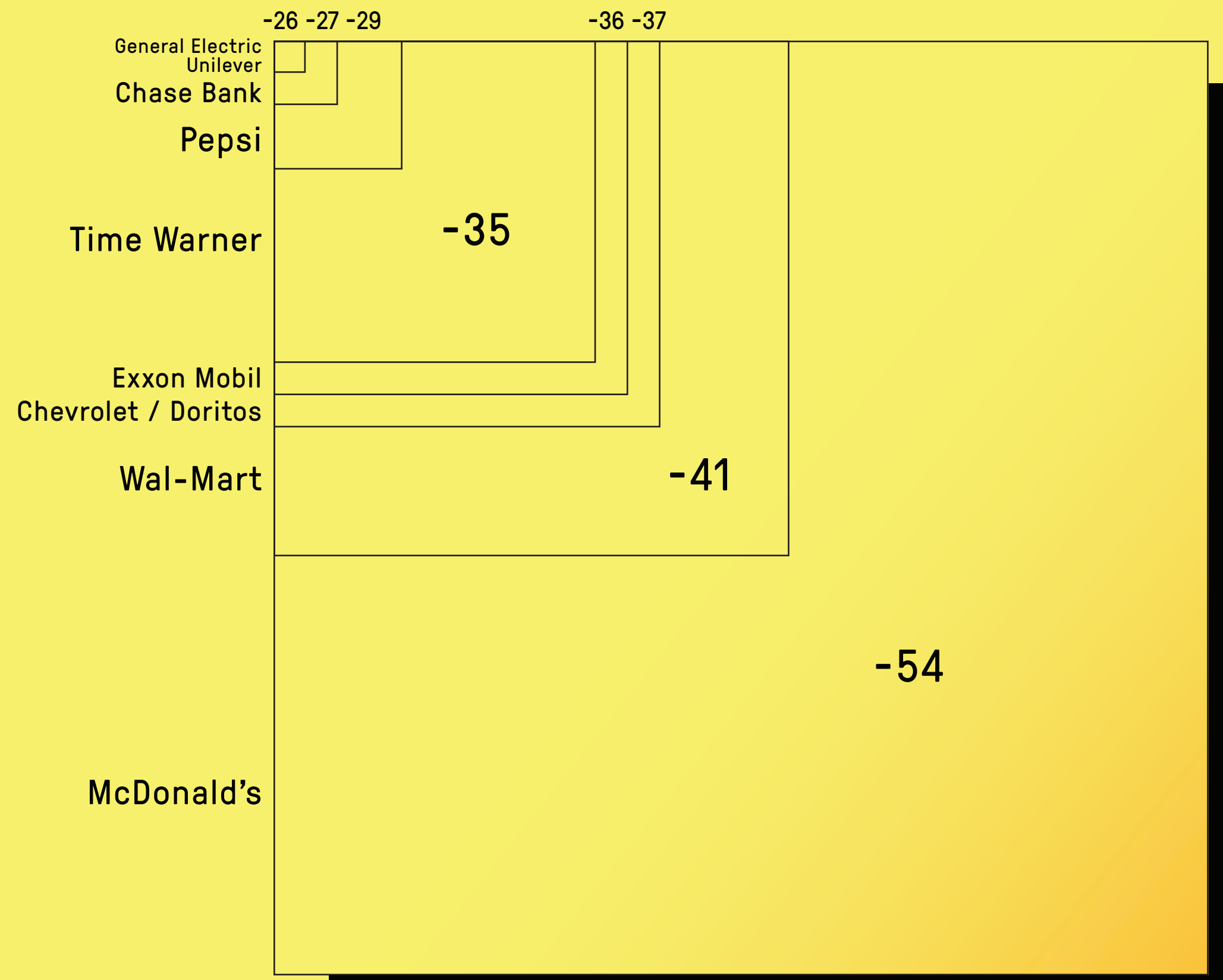
Future Concerned ↘



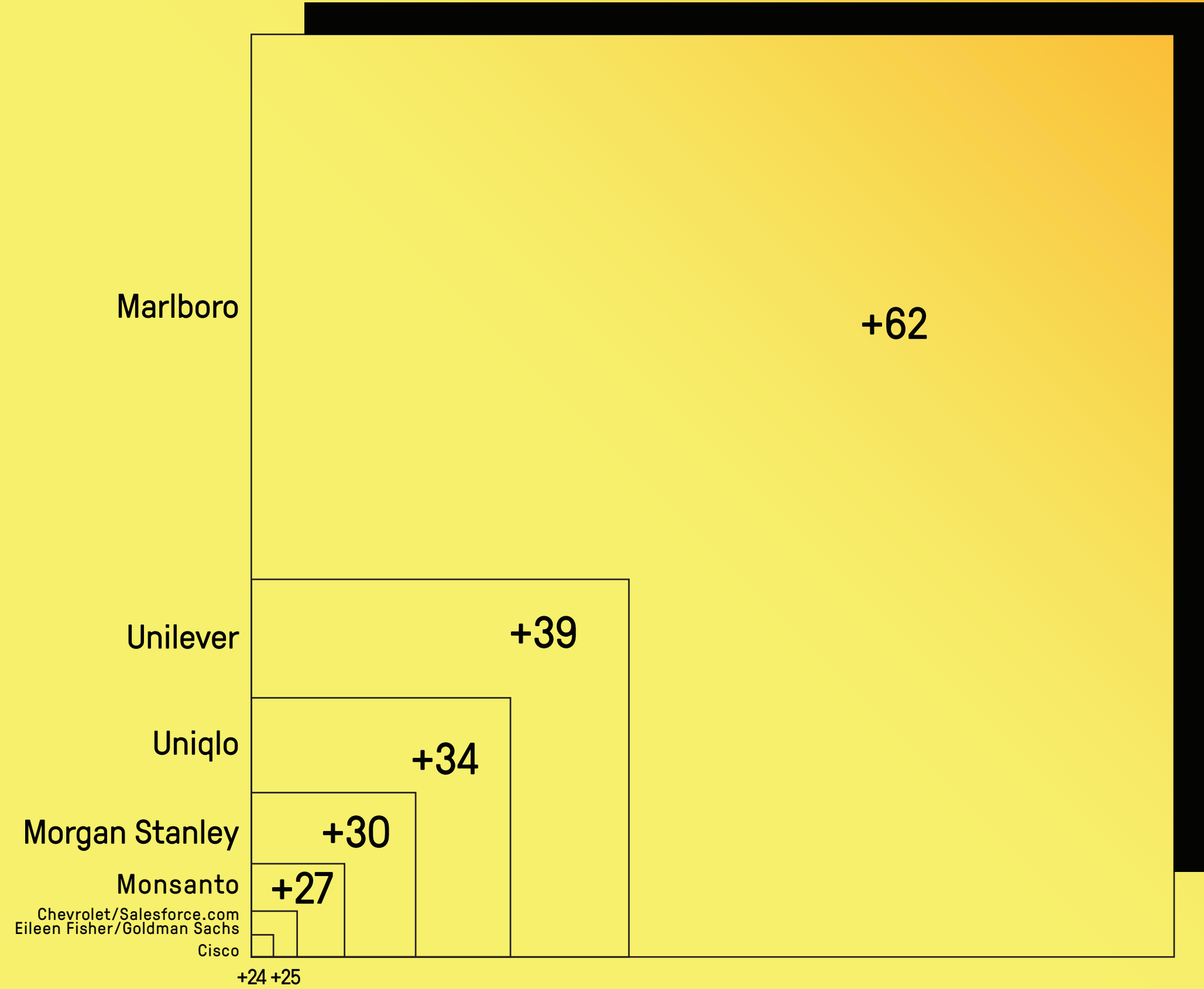
Multiculturalists ↗



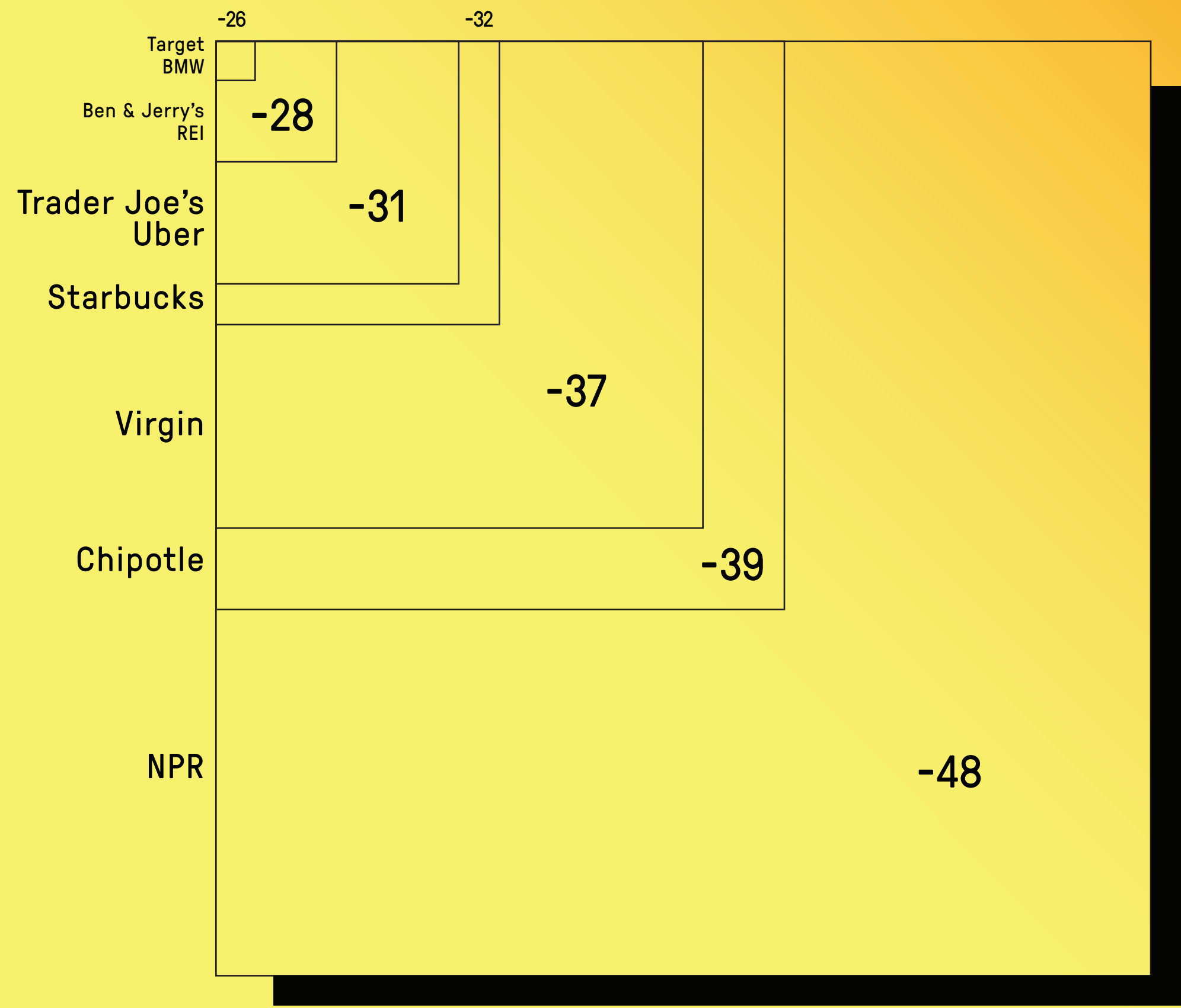
Multiculturalists ↘



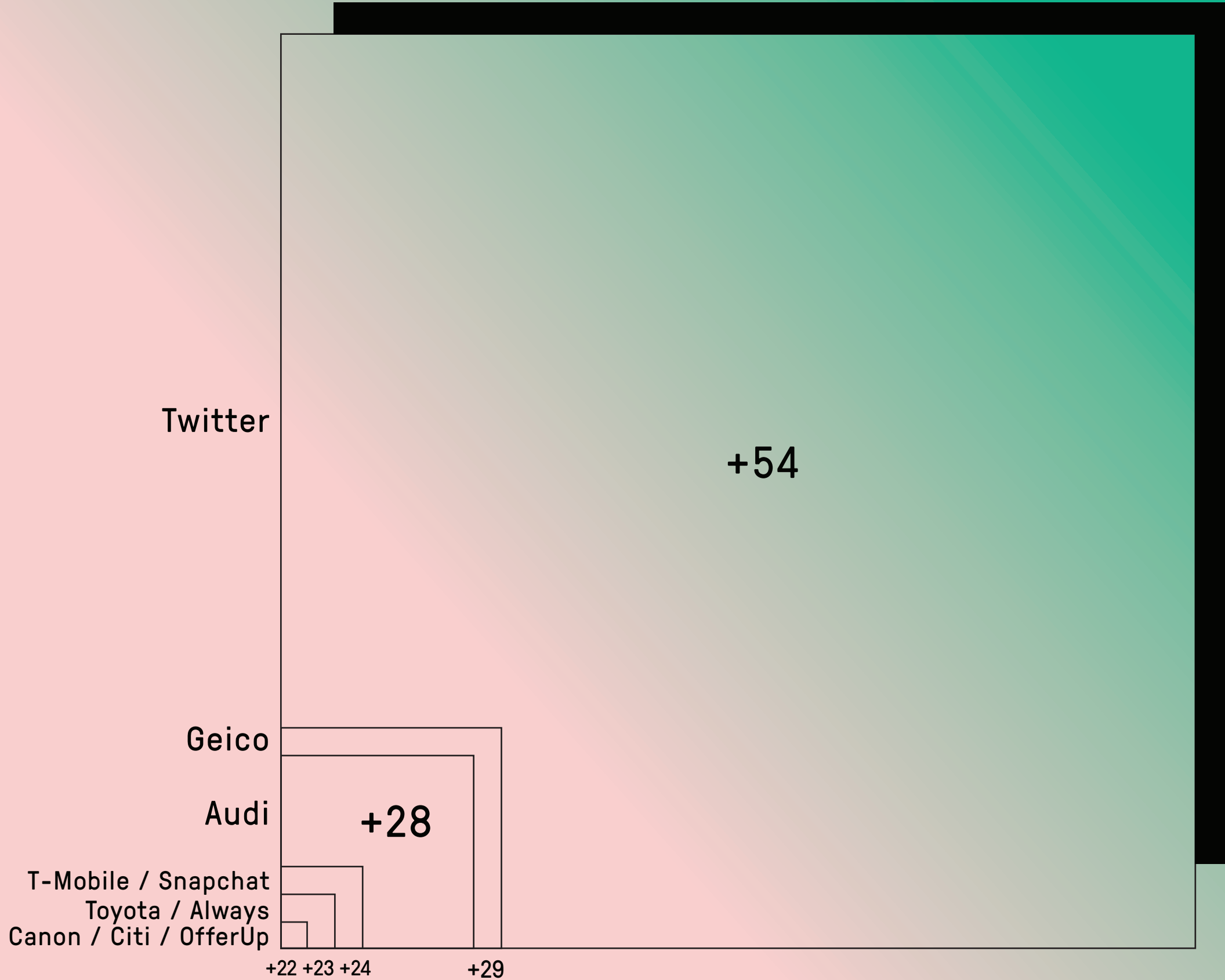
Traditionalists ↗



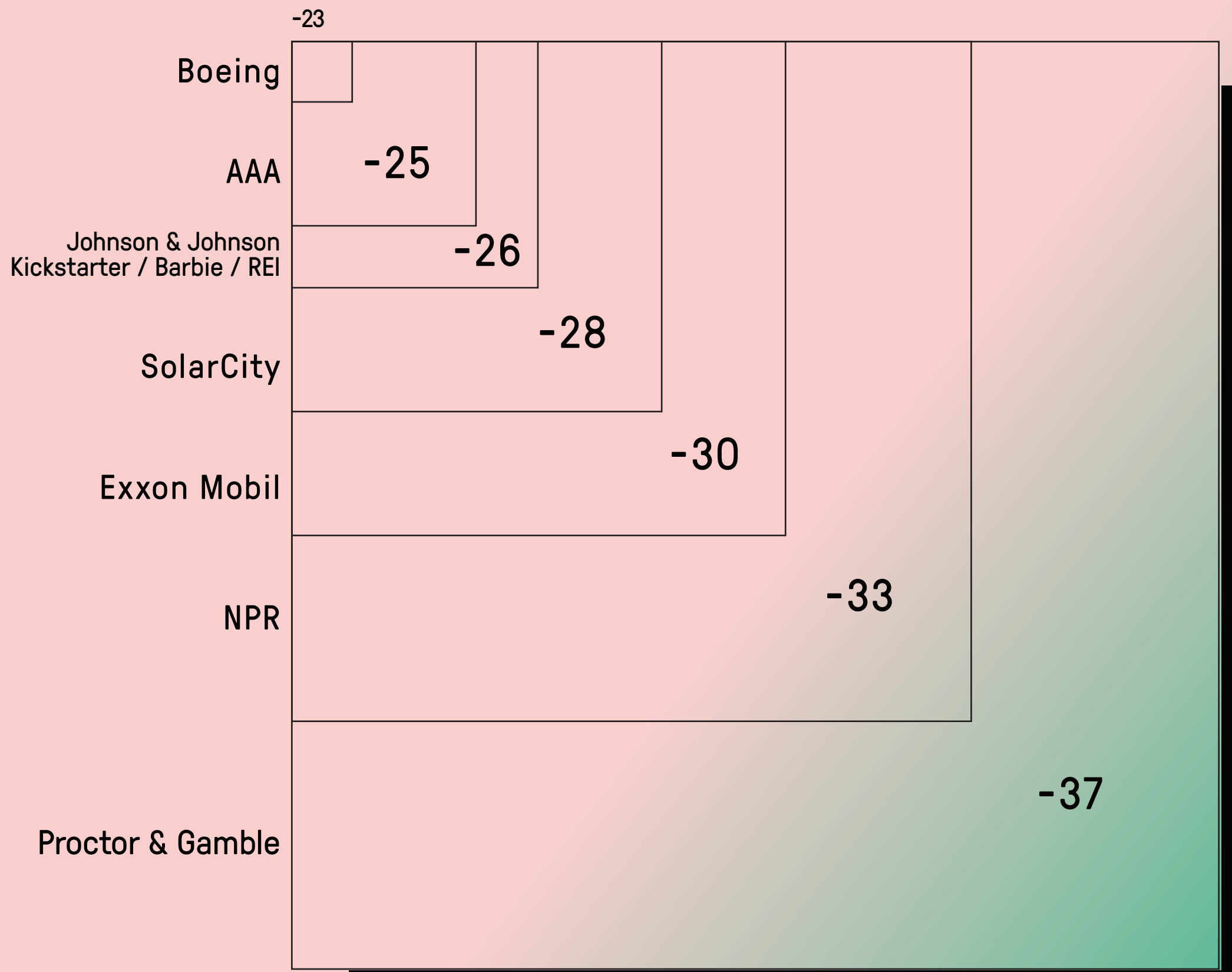
Traditionalists ↘



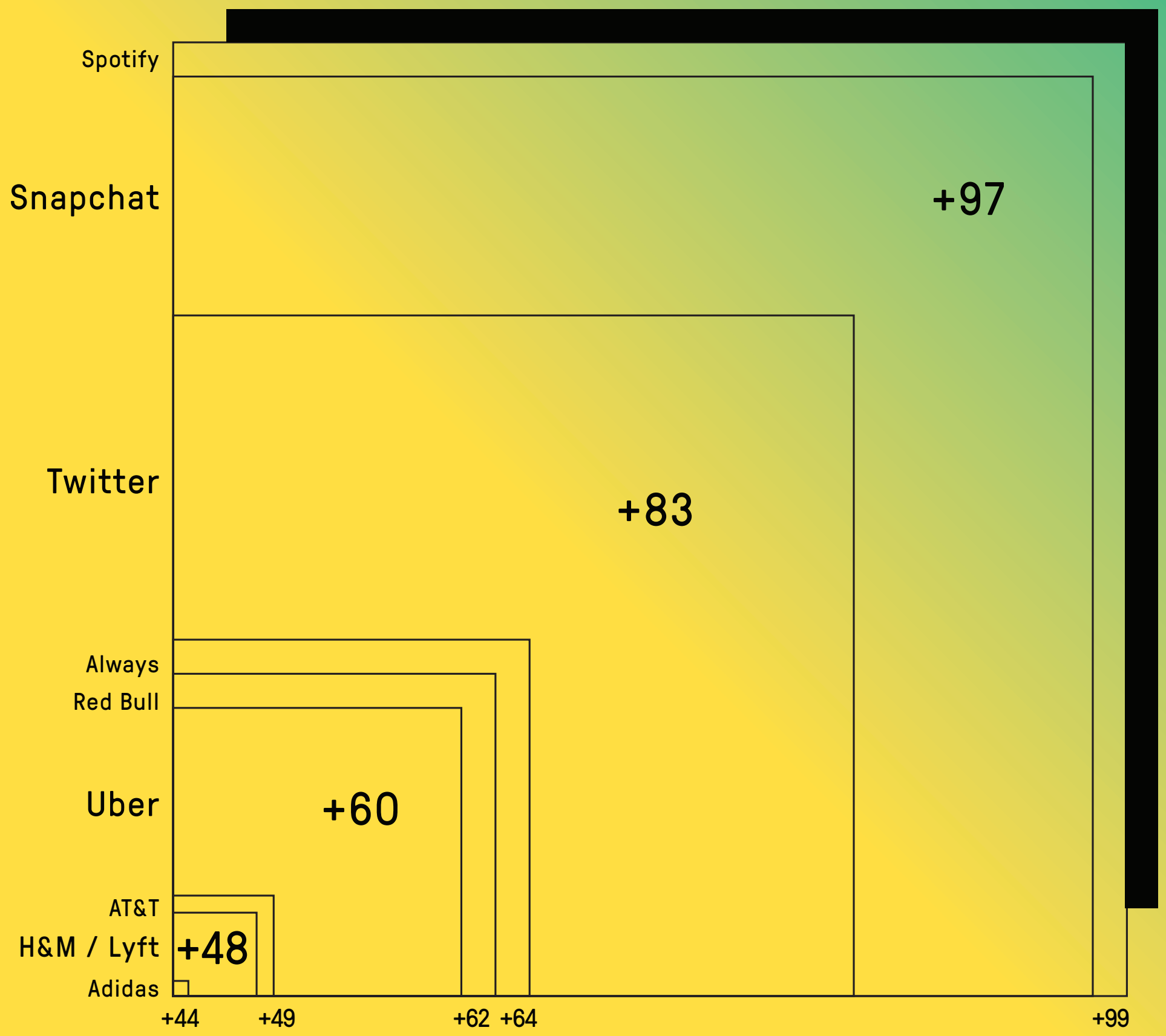
Social & Purpose ↗



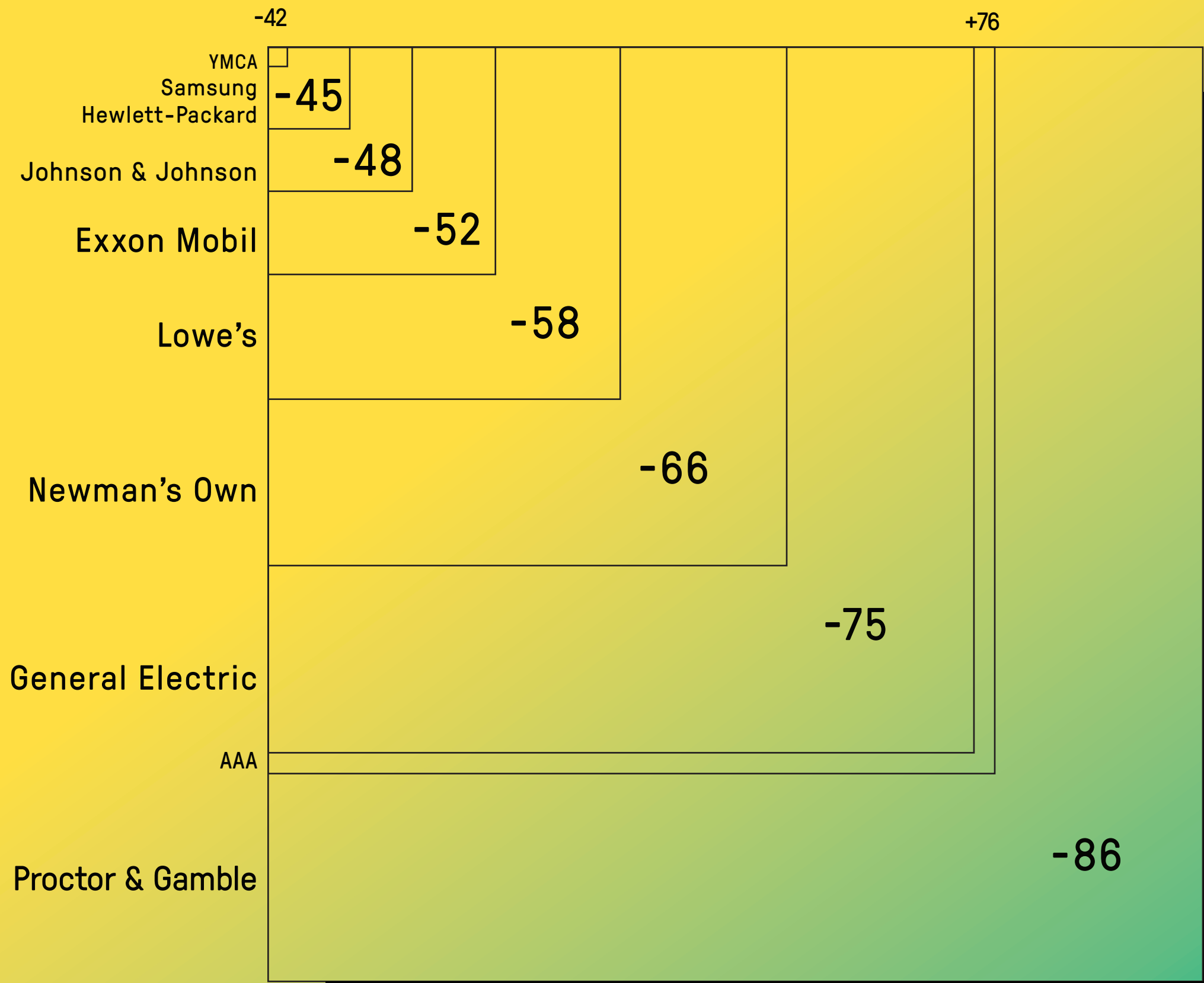
Social & Purpose ▾



Young & Social ↗

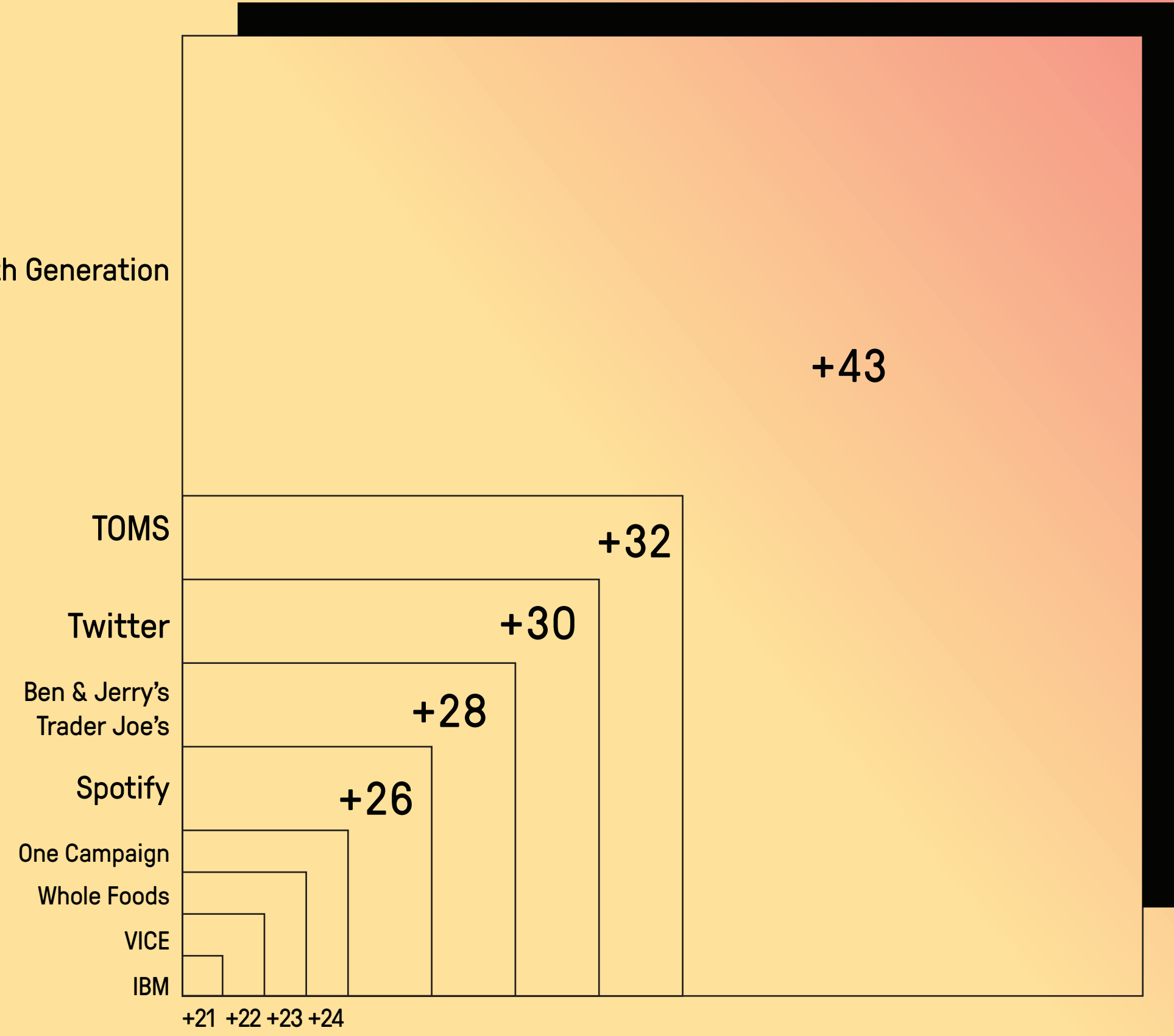


Young & Social ↘

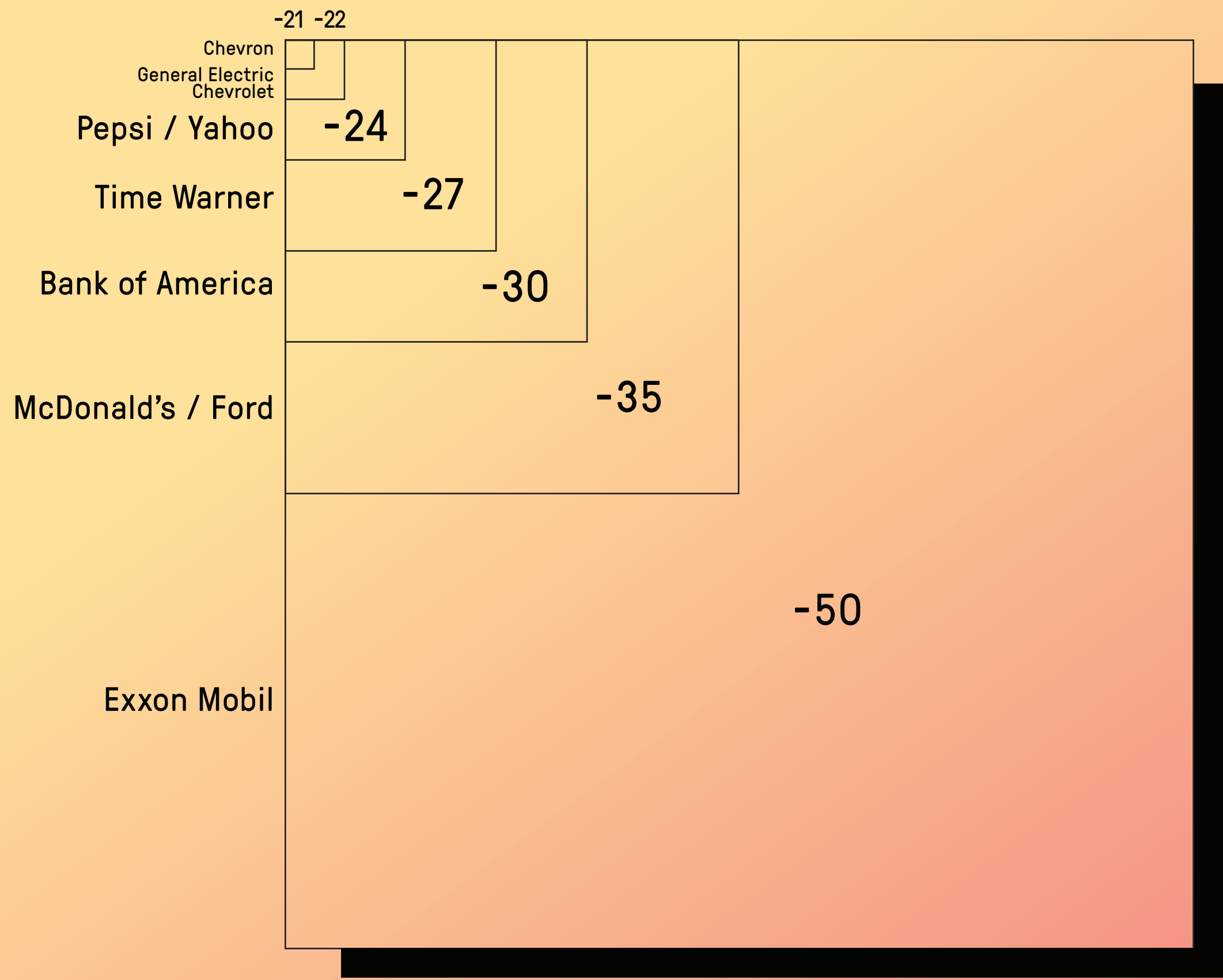


Environmental Advocates ↗

Seventh Generation



Environmental Advocates ▾



* Purpose Motivation Index

Equation

 Awareness
of Purpose

For each of the following, please indicate how likely you would be to openly support an effort to advance its core purpose or mission

÷

 Active
Support

For each of the following, please indicate how aware you are, or not, of its purpose or mission (beyond just making money)

The Purpose Motivation Index measures of the people who can identify a purpose of a brand, how many are willing to publically support it.

Purpose Motivation Index

- 01 Khan Academy**
- 02 One Campaign**
- 03 Annie's Homegrown**
- 04 Medium**
- 05 SolarCity**
- 06 OfferUp**
- 07 Petfinder**
- 08 Method**
- 09 Save The Children**
- 10 World Wildlife Fund**

- 11 KIND
- 12 Eileen Fisher
- 13 Seventh Generation
- 14 (RED)
- 15 Honest Company
- 16 Venmo
- 17 TOMS
- 18 Goodwill
- 19 Salesforce.com
- 20 Unilever
- 21 Amazon
- 22 Girl Scouts of America
- 23 Newman's Own
- 24 YMCA
- 25 Home Depot
- 26 Clif Bar
- 27 Dove
- 28 VICE
- 29 Uniqlo
- 30 Always
- 31 Patagonia
- 32 Etsy
- 33 Kellogg's
- 34 Subway
- 35 Thomson Reuters
- 36 Kickstarter
- 37 Chobani
- 38 PayPal
- 39 Google
- 40 Proctor & Gamble
- 41 Colgate
- 42 Microsoft
- 43 Kraft
- 44 UPS
- 45 Lowe's
- 46 Whole Foods
- 47 The North Face
- 48 Lipton
- 49 Hewlett-Packard
- 50 Samsung
- 51 SunChips
- 52 Yoplait
- 53 Intel
- 54 Nestle
- 55 FedEx
- 56 General Electric
- 57 LAY'S
- 58 Trader Joe's
- 59 REI
- 60 Johnson & Johnson
- 61 Canon
- 62 Sony
- 63 Levi Strauss
- 64 Wal-Mart
- 65 Kroger
- 66 CVS Pharmacy
- 67 Wikipedia
- 68 AAA
- 69 Panera
- 70 LEGO
- 71 Ebay
- 72 Ben & Jerry's
- 73 Disney
- 74 Fitbit
- 75 H&M
- 76 McDonald's
- 77 Target
- 78 Pepsi
- 79 Apple
- 80 Coca-Cola
- 81 Doritos
- 82 Toyota
- 83 Honda
- 84 State Farm
- 85 Chevrolet
- 86 MasterCard
- 87 Ford
- 88 IBM
- 89 NIKE
- 90 Atlantis Paradise Island
- 91 NBC
- 92 Facebook
- 93 Yahoo
- 94 Tesla
- 95 Adidas
- 96 IKEA
- 97 NPR
- 98 Pandora
- 99 Pfizer
- 100 Virgin
- 101 Verizon
- 102 Caterpillar
- 103 L'Oréal
- 104 Oracle
- 105 AT&T
- 106 Lululemon
- 107 Boeing
- 108 Southwest Airlines
- 109 Cisco
- 110 United Airlines
- 111 Allstate
- 112 Pampers
- 113 ESPN
- 114 Delta Air Lines
- 115 Starbucks
- 116 Lyft
- 117 Chase Bank
- 118 Zappos
- 119 T-Mobile
- 120 Exxon Mobil
- 121 Time Warner
- 122 Spotify
- 123 Chipotle
- 124 American Airlines
- 125 Barbie
- 126 Chevron
- 127 Axe
- 128 Airbnb
- 129 LinkedIn
- 130 Ralph Lauren
- 131 American Express
- 132 Twitter
- 133 Bank of America
- 134 Citi
- 135 Uber
- 136 Morgan Stanley
- 137 Comcast
- 138 Audi
- 139 BMW
- 140 Geico
- 141 Volkswagen
- 142 Coors
- 143 Snapchat
- 144 Budweiser
- 145 Heineken
- 146 Wells Fargo
- 147 Monsanto
- 148 Red Bull
- 149 Goldman Sachs
- 150 Marlboro

Purpose Motivation Index compared to World Value Index

Purpose Motivation

1. Khan Academy
2. One Campaign
3. Annie's Homegrown
4. Medium
5. SolarCity
6. OfferUp
7. Petfinder
8. Method
9. Save The Children
10. World Wildlife Fund

vs.

World Value Index

1. Goodwill
2. Girl Scouts of America
3. Amazon
4. Save The Children
5. Google
6. World Wildlife Fund
7. YMCA
8. Microsoft
9. Dove
10. Subway

The World Value Index measures people's perception of a brand's purpose while the Purpose Motivation Index measures the intensity of willingness to support it.



Thank You

If you have any follow up questions or would like for a detailed report on your brand, please contact us at worldvalue@enso.co