

A close-up photograph of a person's hands holding binoculars. The person is wearing a tan hat and a black watch. The binoculars are held up to their eyes, and the lenses show a reflection of a sunset with orange and red hues. The background is a soft, out-of-focus sky.

**IN BRANDS
WE TRUST**

WHY DOES PURPOSE MATTER?

CONSUMER GOODS INDUSTRY IS BEING MASSIVELY DISRUPTED

**CLIMATE
CHANGE**

**VOLATILE
UNCERTAIN
COMPLEX
AMBIGUOUS**

DIGITALIZATION

BRAND IS DEAD

WITHOUT PURPOSE



**THE FUTURE
IS
FOR BRANDS
WITH PURPOSE**

BRAND WITH PURPOSE

IS

**MAKING A POSITIVE
DIFFERENCE TO SOCIETY**

DOING

RELEVANT

LONG TERM

ROOTED IN AN UNIVERSAL TRUTH

IS NOT

**SIMPLY FUNCTIONAL OR
EMOTIONAL BENEFIT**

SAYING

NICHE

SHORT TERM

NOT A HYPE

CONSUMERS CARE ABOUT BRANDS WITH PURPOSE

54%

WANT TO BUY

33%

ALREADY BUY
SUCH
BRANDS

21%

OPEN TO BUY



**AT UNILEVER
BRANDS WITH PURPOSE
GROW 46% FASTER
AND
DELIVER 70% OF PORTFOLIO GROWTH**

Rexona



Rexona

PURPOSE

HENOTEKA
Rexona

INSPIRE
AND

INVITE PEOPLE

TO

MOVE MORE





PURPOSE



SELF-ESTEEM PROGRAM

**TO INVITE ALL WOMEN TO
REALIZE THEIR PERSONAL
POTENTIAL FOR BEAUTY BY
ENGAGING THEM WITH
PRODUCTS THAT DELIVER
SUPERIOR CARE**



PURPOSE



ЛУЧШЕЕ!

СВОЕ!

РОДНОЕ!



**WHAT CAN WE DO
TO DRIVE MORE BRANDS WITH
PURPOSE
ACROSS RUSSIA?!**