



Det Meningsfulde Brand

B2B Marketing: The Conference

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'Better-Than-Average-Effect' gælder i ledelse, i bilisme, i venskab, i ægteskab og forældreskab – gælder det også brands?

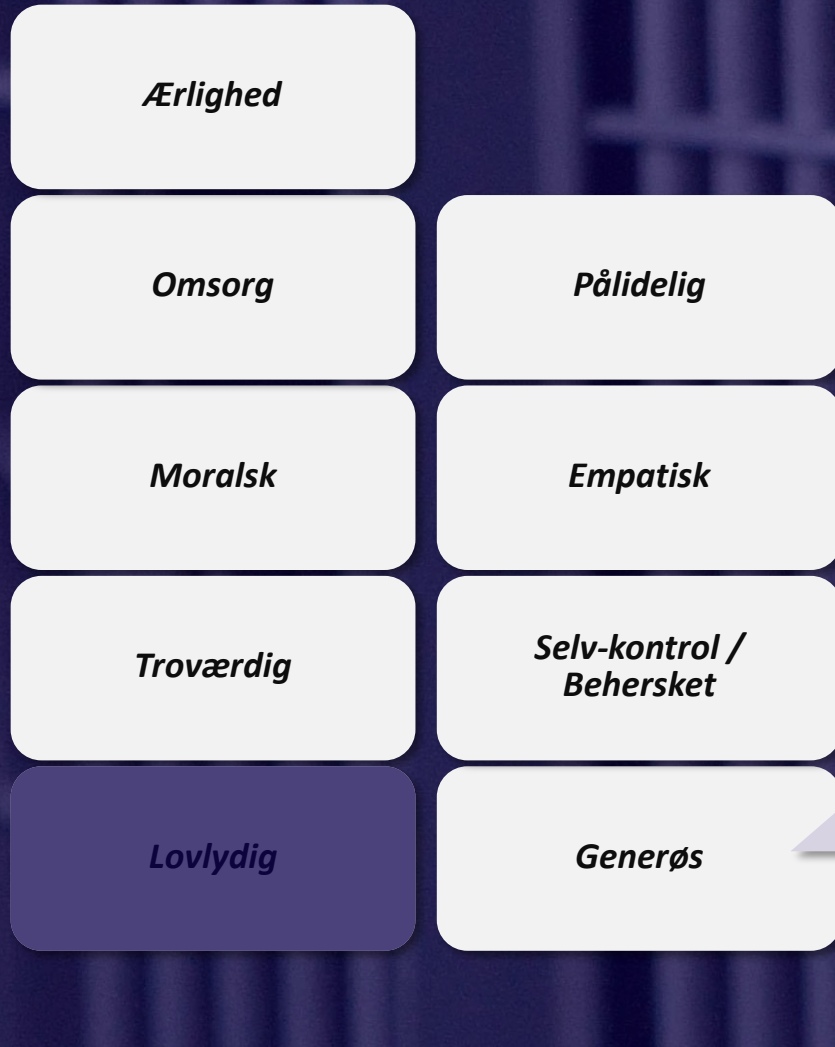


90% of leaders think their own performance is among the best 10%¹



We judge ourselves based on intentions while we judge others based on actions

Prisoners rate themselves as better than their free peers in many respects





EY Careers

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Har du startet på ditt siste studieår? Vi søker nyutdannede til oppstart høsten 2020 😊

See Translation



Building a better working world

Vi ser etter deg som tør å satse

Søknadsfrist 15. september

EYGBL.REFERRALS.SELECTMINDS.COM

Vi søker nyutdannede!

APPLY NOW

source.

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VI SØGER EXCEPTIONELLE KONSULENTER TIL INSIGHTS & STRATEGY-TEAMET I DANMARK. Du bliver en del af et vækstteam, hvor vi hver dag hjælper virksomheder med at udvikle og implementere innovative strategier. Vores arbejde centrerer sig omkring vækststrategier, 'consumer insights', 'customer innovation', digital design & transformation og meget mere. Skal du med på holdet? Så send mig en personlig meddelelse. Du kan også læse mere og søge her: <https://lnkd.in/dbY6C9e> #ManagementConsulting #LifeAtPA #Strategy #Insights #Innovation



WE'RE HIRING: Insights and Strategy Consultant



3 synes godt om



Synes godt om



Kommenter



Del



Deloitte revisortrai...

Sponsoreret ▾

Deloitte.



Udforsk dit potentiale, og gør en forskel

Bliv revisortrainee

Se mere



♥ 35 Synes godt om



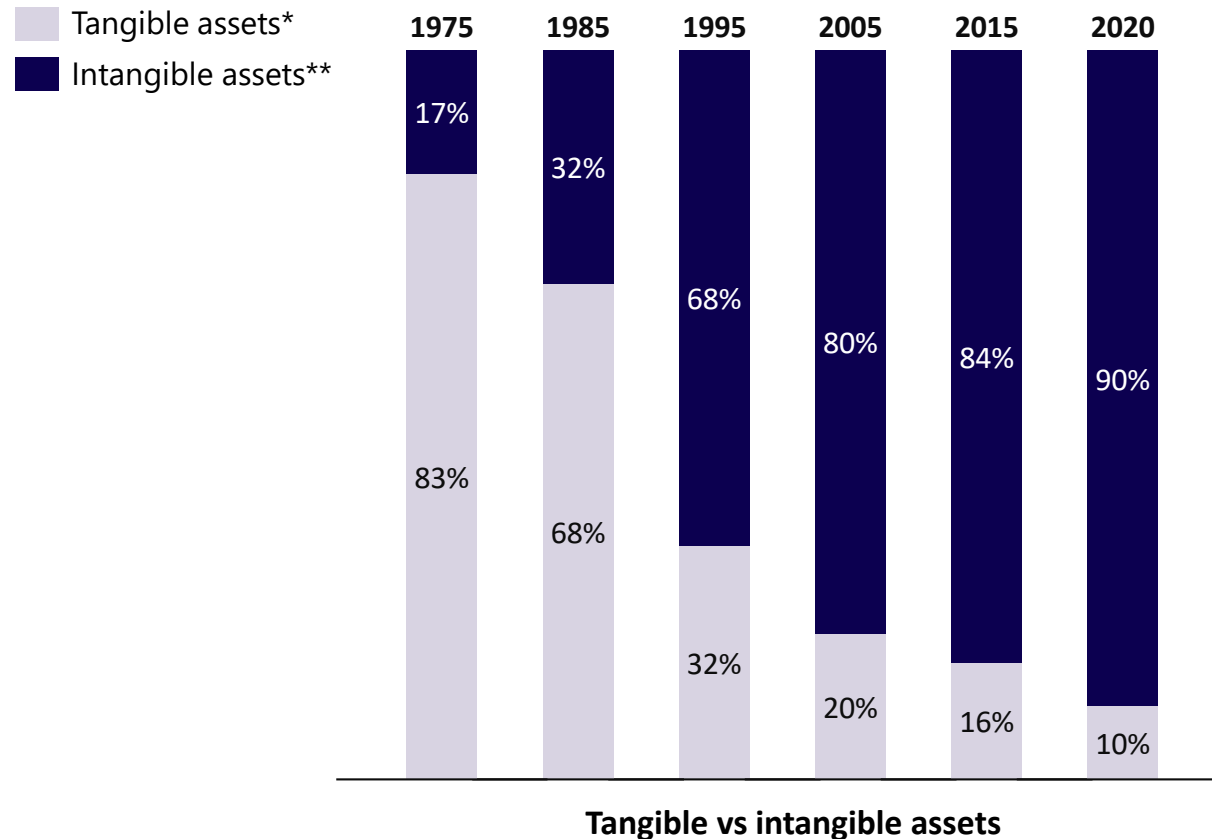
Kan dit brand klare selverkendelsestesten?



The commodity trap

People wouldn't
care if **77% of
brands disappeared
tomorrow**

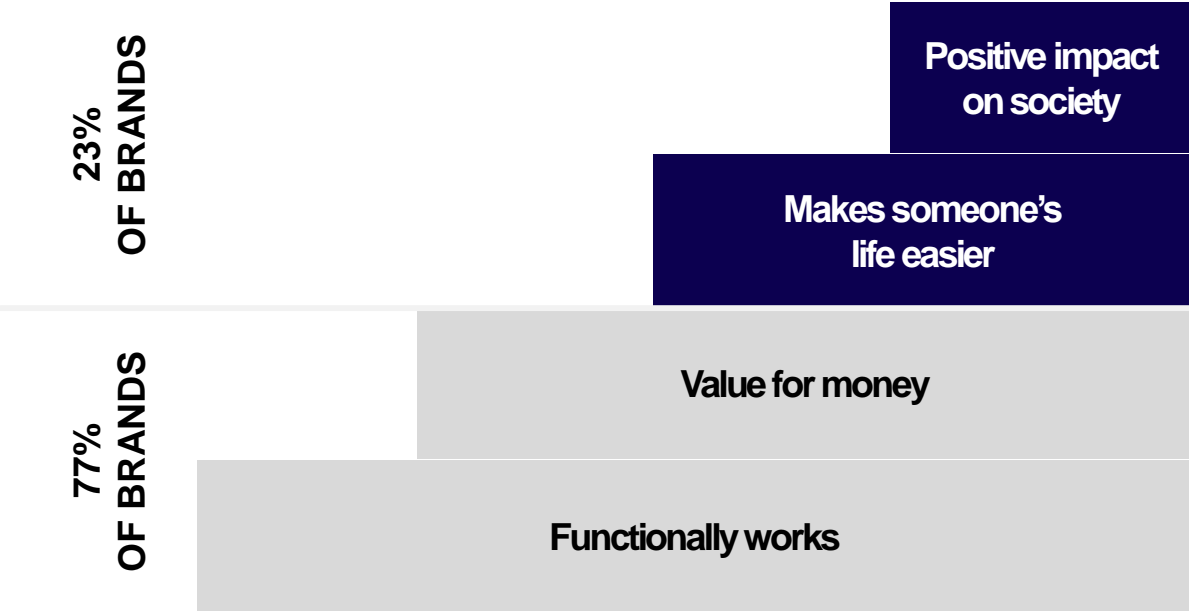
Og det i en tid, hvor værdien af det immaterielle, brandet, fortsætter med at vokse – udgør lige nu 90% af værdien af de samlede aktiver i S&P 500



Ocean Tomo Intangible Asset Market Value Study finds that Intangible assets currently account for 90% of the S&P 500's total assets

Note: *Includes buildings and equipment, cash and bonds, inventory and land
**Includes patents, brand value, customer data, software

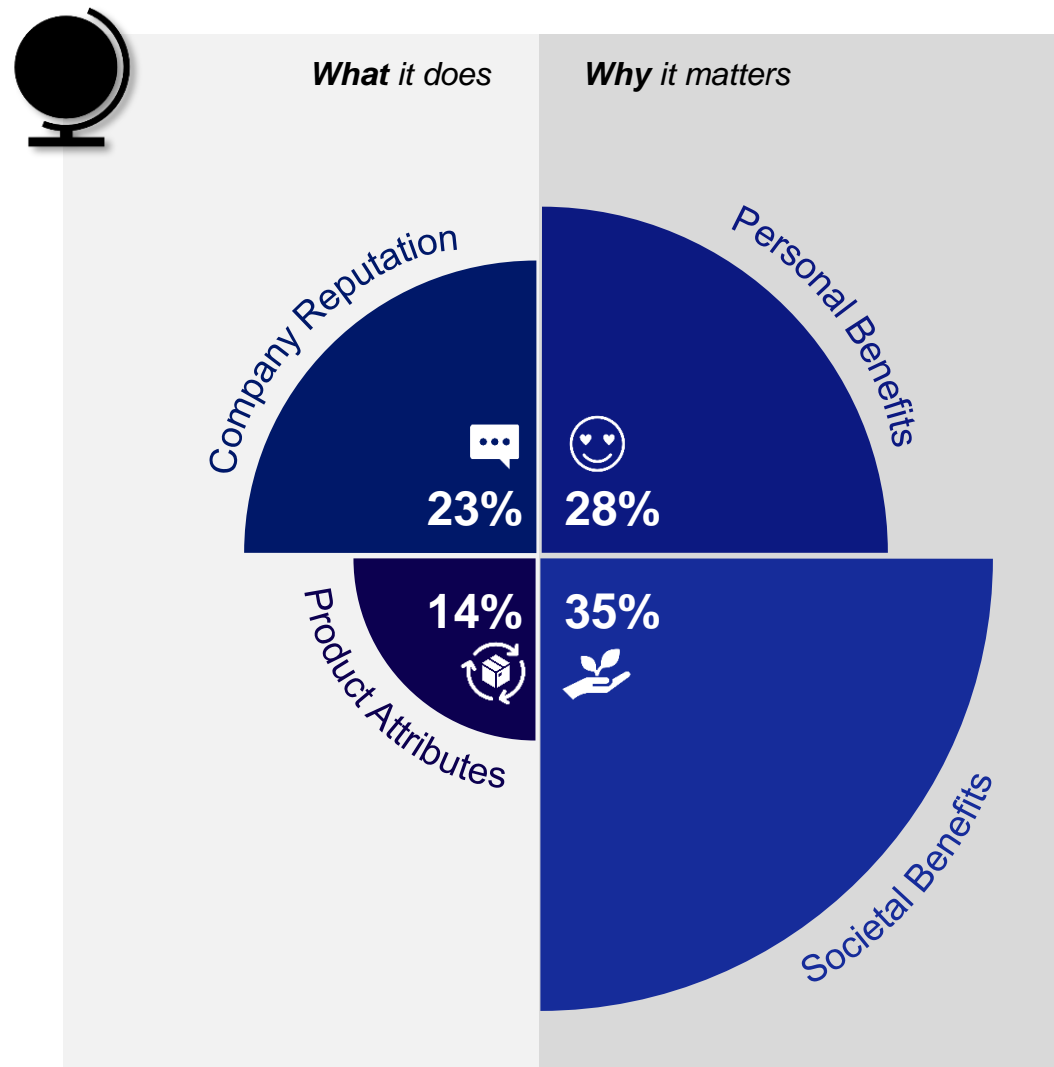
Building Meaningful Brands...



THE FOUR COMPONENTS OF A MEANINGFUL BRAND

Sources: Havas 2018 & 19, Association of National Advertisers (2019 – Discovering Brand Purpose), Voluntas Global Meaningfulness Survey 2022

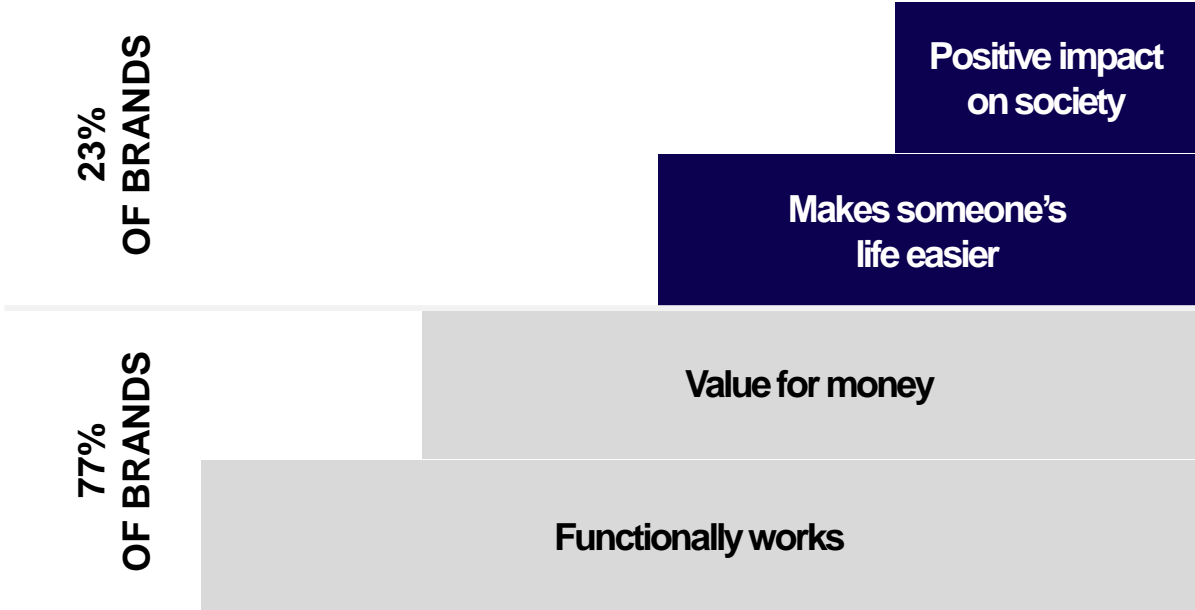
Hvad gør et brand meningsfuldt for dig?



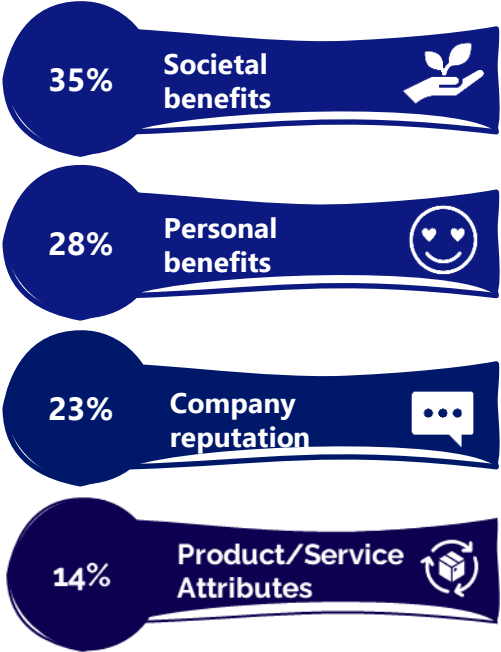
1.7x

Der er næsten dobbelt så stor sandsynlighed for at et brand opleves som meningsfuldt, hvis det er fokuseret omkring 'why it matters' end 'what it does'

Building Meaningful Brands...

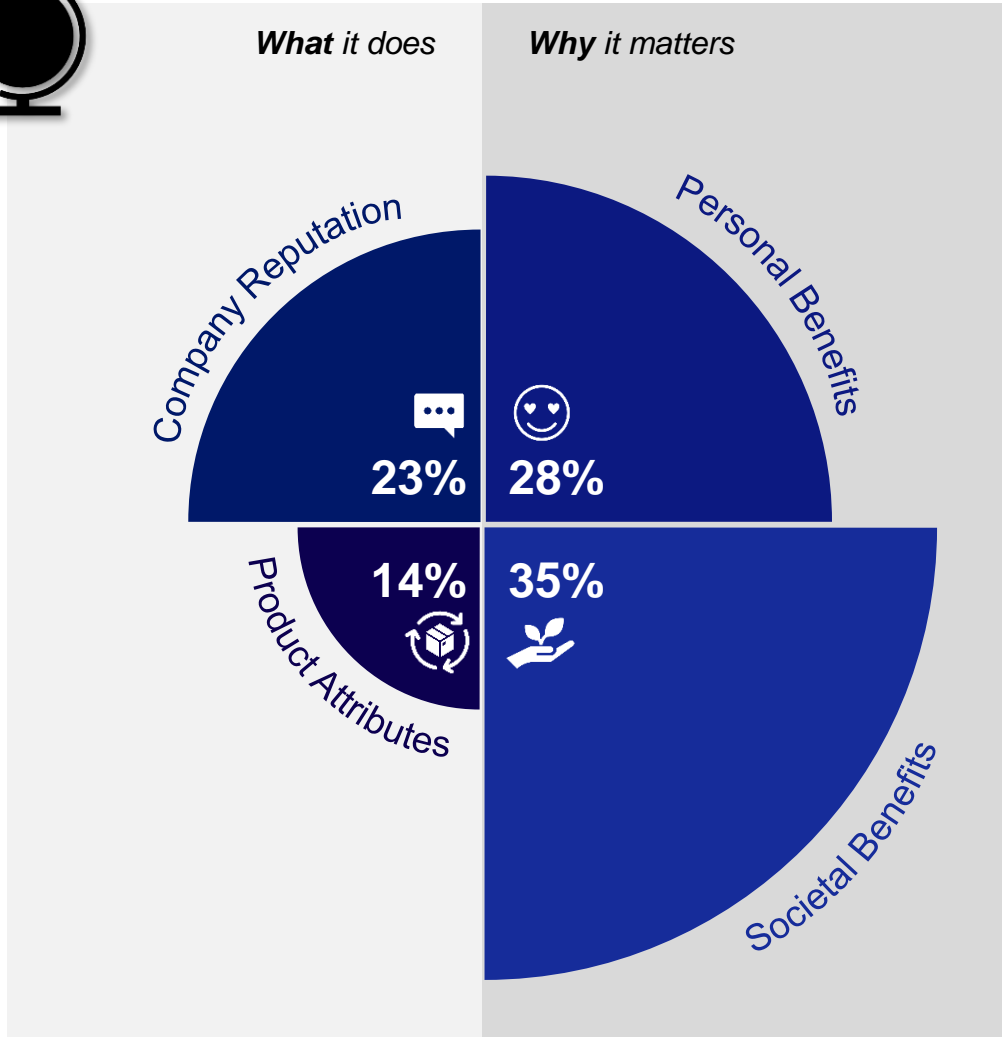


THE FOUR COMPONENTS OF A MEANINGFUL BRAND

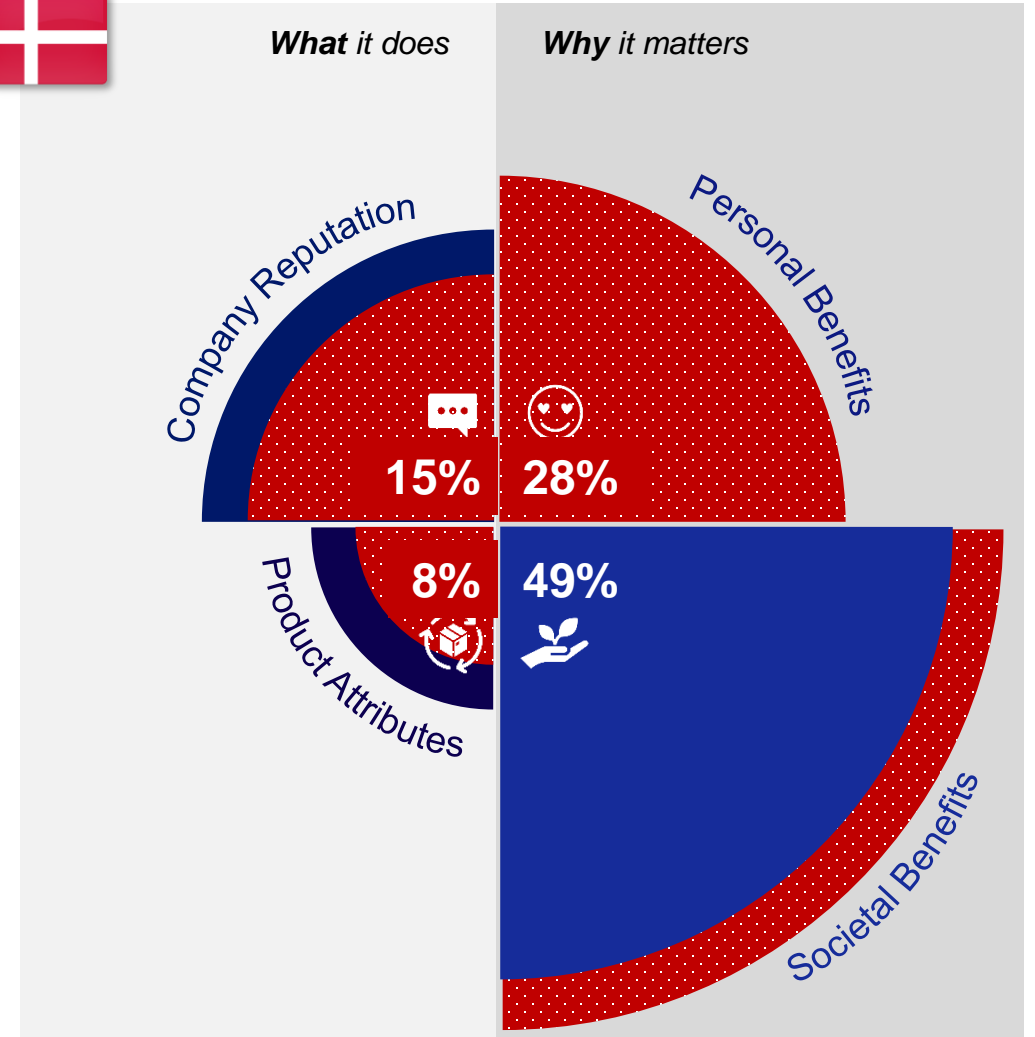


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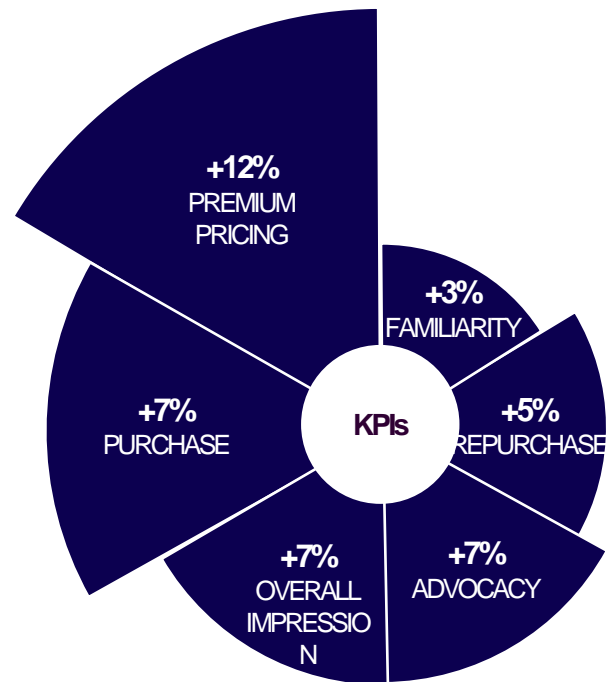


VS



... which outperform other brands

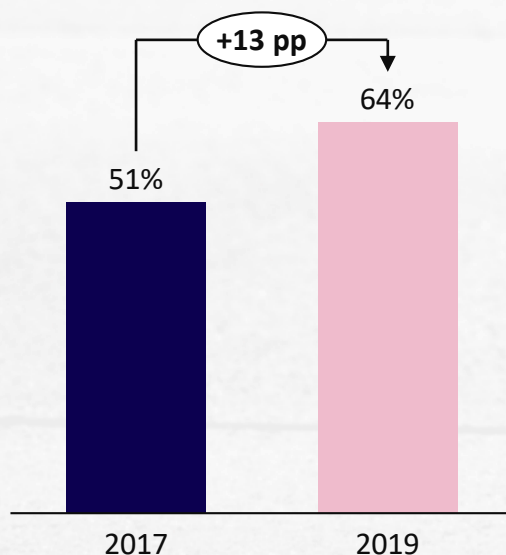
FOR EVERY 10% INCREASE IN MEANINGFUL PERFORMANCE



... og moralske standpunkter og “purpose” fylder mere og mere i beslutningsprocesser

2 out of 3

consumers chooses products based on purpose and moral standpoints



Decisions are driven by **purpose and standpoints (43%)** as much as core value proposition (44%)



43%



”

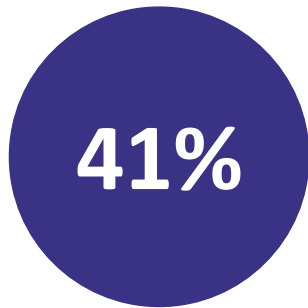
We take on responsibility for the environment and society.
We are honest and speak up when something is wrong...



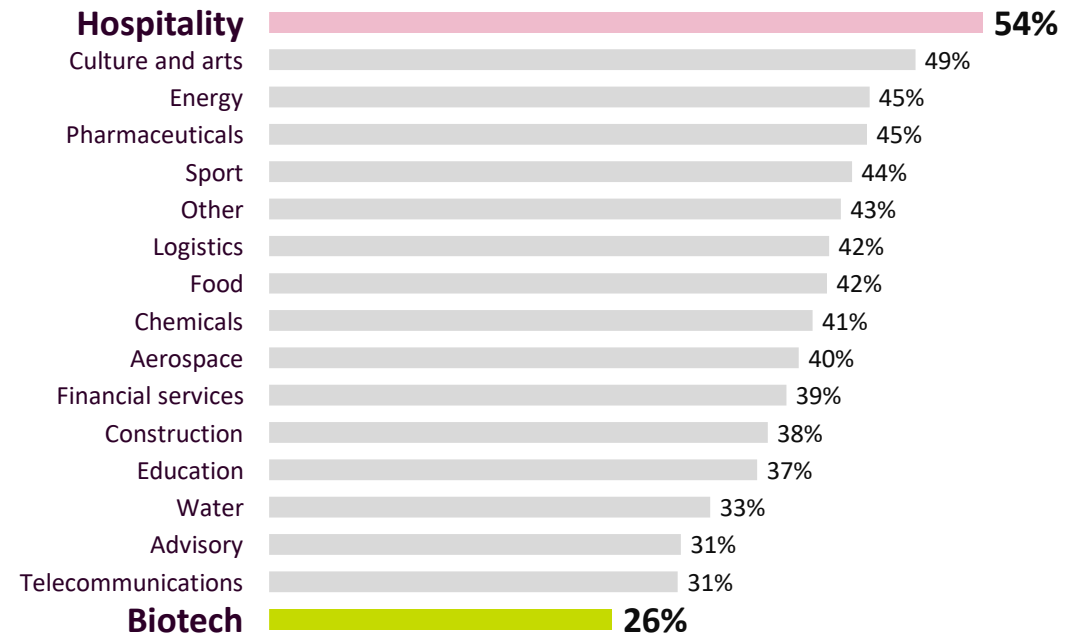
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Our vision is to be recognized as the **most trusted** financial partner...

...We act with **integrity**



Are either unsure or disagree that the CEO of their company is a good human being, ethically and morally



Note: Statement: I believe that the CEO of my company is a good human being, ethically and morally

Source: Voluntas Global Meaningfulness Study 2022

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Moralitet er ikke det samme som legalitet...

**Værdien af penge afhænger af
hvordan de er tjent**

... realizing that any brand relationship starts and ends with humans

B2B



B2C

Share of Wallet

H2H

HUMAN 2 HUMAN



Meaningfulness

“Compare Yourself to Who You Were **Yesterday**...

...Not to Who Someone Else is **Today**”

Q&A

Realizing **Human Potential**

Voluntās