

BRAND PURPOSE

The Very Best & Very Worst Examples



9/10

THE MESSAGE

Nike expertly took a position in the debate against police brutality by featuring Colin Kaepernick (Who famously took the knee in protest).

The campaign generated progressive conversations and Nike came away looking like a purposeful modern brand.



pepsi

1/10

THE MESSAGE

Pepsi poorly attempted to leverage a growing number of protests, including the "Black Lives Matter" movement when they reenacted a protest / party.

The ad and message, to "Live Bolder" was rightly slammed for being tone-deaf and Pepsi promptly apologised.



WARBY PARKER

7/10

THE MESSAGE

Warby Parker was born with purpose at the core. Their buy-a-pair, give-a-pair program has seen over 5 Million pairs of glasses distributed to people in need throughout the world.

Warby are a modern purpose-driven brand setting the tone for the future.



2/10

THE MESSAGE

McDonald's detoured from their traditional feeling of "Fun" & "Lovin" when they depicted a boy looking for answers about his dead father with whom he shared a love of a Fillet-O-Fish.

After being accused of exploiting child bereavement to sell sandwiches, McDonald's apologised.



Dove

8/10

THE MESSAGE

Dove's purpose revolves around the self-esteem of women and girls. Using a forensic sketch artist, Dove highlighted that women are "more beautiful than they think".

Dove now promote the education of self-esteem to girls around the world and have built their brand on their purpose.



3/10

THE MESSAGE

Starbucks jumped on racial tension when they ran their #racetogether campaign, attempting to spark conversation about race equality.

Their customers and the wider public slammed their efforts as opportunistic and the campaign was pulled.



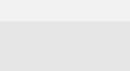
patagonia

8/10

THE MESSAGE

In an effort to shine a light on consumerism and its impact on the environment, Patagonia ran an ad telling prospective customers "Not to buy their jacket" in favour of the reduce, reuse and recycle model.

Today, Patagonia place transparency front and centre of their messaging.

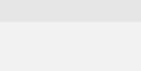
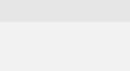


1/10

THE MESSAGE

Mastercard proposed to donate 10,000 meals to starving kids in developing countries for every goal scored by Messi or Neymar.

They trivialised the plight of starving children and the public demanded they donate the meals regardless of the scorer.

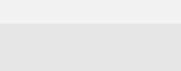
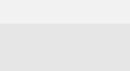


7/10

THE MESSAGE

Having been acquired by Natura, The Body Shop returned to its activist roots with audacious and transparent sustainability goals which they are now publicly reporting every year.

They haven't just suggested that they will contribute, they've stated exactly what they intend to achieve.



1/10

THE MESSAGE

Through Ogilvy in India, this brand attempted to depict 14-year old Malala Yousafzai being shot in the head by the Taliban, before "Bouncing Back" off one of their mattresses.

This has to be the ultimate trivialisation of a horrific event in advertising history. Ogilvy promptly apologised.

