

BeenThere (X) DoneThat

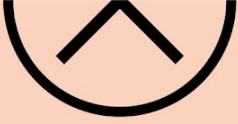
# From Goals to Narratives

Key Takeaways

*“Purposeful companies, with better (ESG) profiles, have outperformed their peers by 81%.”*

**Larry Fink, Blackrock CEO and Chairman**





## A Note From Nikki Crumpton, CSO of BeenThereDoneThat and Moderator of the Webinar

This webinar on sustainability and turning goals into narratives was 60 minutes of brilliant and practical advice about turning intent into action.

As marketers we are used to the phrase 'the long and short of it,' and sustainability and the marketing of it, is no different.

We need the long term goals to understand where we are going and where we need to point for maximum long term impact, but we also need the on the ground and everyday actions that move us materially towards that goal.

So as with long term and short term effects of advertising we see the same approach is needed for Sustainability.

It's good to know that we have all the skills we need but now need to apply them, so that our brands become the Rosetta Stones for corporate visions and goals.

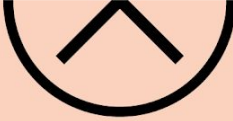
Everything needs to stay connected in delivering genuine and scalable change that makes a difference.

Being clear what that change is that you want to create, finding frameworks that keep the narrative focussed and bringing all our powers of inspiration to the table, it is possible to make big and lasting changes on both the supply side and the demand side.

It's just a matter of knowing how to make the stories that connect and make our brands ultimately stronger.

These 9 Key Takeaways from our panelists will help strengthen your brands.





## Leigh

- Message must be impactful. To be impactful, messaging must be credible. To be credible, messaging has to be authentic. Without authenticity, messaging won't have the desired impact.
- Message must be relevant to you as a brand.
- Message must be relevant to your target audience. Sustainability is something different to every consumer. It is a word that means something different in every country, in every role and to every person. What does sustainability mean to your audience?

## Matt

- Lavish attention on the problem you want to solve. Make sure you understand it from every angle.
- Be clear what your brand will do about a problem, not just what it will say. That is your truth. That is your authenticity that allows you to make an impact.
- Take risks and do not be afraid to upset someone. If you have a point of view there will be someone with one against it, but you've got to get out there in a way that gets you noticed.

## John

- Set a goal with a mission. Make your goal a human adventure and a journey that you'll embark on together, not something that is or appears to be financially calculated.
- Create mechanisms for initiative.
  - For example, Unilever announced a €1bn climate and nature fund to deliver on the initiatives highlighted [here](#). Whilst this encourages Unilever's brand managers and supply chain to take action, the entire process cannot be a top-down effort.
- Set goals in a process that can snowball and be looking for initiatives that can get bigger. Not everything can start at scale.

