Purpose advertising
with the Guardian
The Guardian is 200 years old this year
Times change, but our values don’t
“Beautiful to see”
Fighting the climate crisis since 1863
A moral as well as material existence
Our journalistic purpose is clear: Use clarity and imagination to build hope.
But we want to do more than talk
Our purpose has stood us in good stead

- **99m** Globally every month
- **27.2m** People in the UK every month
- **No.1** Most trusted news brand in the UK

Source: Comscore Jan 2021 and PamCo 2021, Ofcom 2021
It translates into a powerful relationship with our readers

1.5m Subscribers who are paying for something they can get for free
The Guardian & Ipsos MORI: How important is purpose in advertising?

1) What does being a purpose brand mean?
2) Does it make people buy stuff?
3) Does media placement have an impact in purpose advertising?
The Guardian & Ipsos MORI: The methodology

**Qualitative research**
- 3-day online community B2C, N=15 per market
- 1-hour B2B interviews, N=6 per market

**Quantitative research**
- 15 minutes online survey. Quotas applied to age, gender, location, Weighted to national representation N = 1,000 per Market (AU, UK, US)
- Ad testing based on choice modelling

**Locations**
- Australia, USA, UK

**Consumer Segment**
- Open to The Guardian, 50% Progressives

**Industry Segment**
- Senior client and agency brand and media planners
What does brand purpose mean?
We began by digging into the issues that matter to people - climate change is up there with the big stuff like our health and the economy.

The Guardian Readers place importance on...

Social Equality

25%

(vs. 17 total UK market)

What would you say are currently the three most important issues to you? Base: UK n=1,000, Guardian Readers UK = 376
Source: Ipsos MORI and the Guardian
Our values are shifting

I think we should strive for equality for all
- 2017: 68%
- 2019: 70%
- 2021: 73%

I think it’s important a company acts ethically
- 2017: 67%
- 2019: 69%
- 2021: 72%

I like to buy from companies that give back
- 2017: 39%
- 2019: 42%
- 2021: 44%

I’m prepared to make lifestyle compromises for the environment
- 2017: 43%
- 2019: 49%
- 2021: 50%

Sources: TGI Clickstream 2021, 2019, 2017, All adults
People want businesses and brands to take a stand

86% of people agree that CEOs should speak out on social issues

Source: Edelman Trust Barometer, 2021
The response to that is purpose advertising

**Chosen family values**

For queer and trans people, finding family beyond biological ones is about comfort and self-authentication, as a new exhibit by Chosen Family features.

By Michael Hughes

"I've heard this phrase a few times," says Michael Hughes, a queer artist and activist. "It's really about finding a community that feels like home, even if it's not your blood family."

"I created a chosen family because I needed one. I didn't realise how much..."

How Chosen Family works

In 2019, a group of queer artists came together to create a new exhibit called Chosen Family. The exhibit features artwork from queer artists of all backgrounds, and aims to celebrate the diverse range of experiences within the LGBTQ+ community.

"We want to create a space where queer artists can come together and share their stories," says Hughes.

How to get involved

If you're interested in getting involved with Chosen Family, you can find more information on their website or social media pages.

"We're always looking for new artists to join our community," says Hughes. "Let's celebrate our chosen families and show the world that love knows no boundaries."
We asked our panellists what attributes defined a ‘purpose’ brand

- Progressive 37%
- Impactful 39%
- Trustworthy 38%
- Effective 35%
- Empowering 32%
- Helpful 35%
- Authentic 32%

What attributes do you associate with purpose brands?
Source: Ipsos MORI and the Guardian, Base: US, UK, AUS n3,030
When asked to apply them, it wasn’t just about worthy causes - brand purpose can also mean helping people live their everyday lives.
#1 What does brand purpose mean?

It’s more elastic than we thought.
People want businesses and brands to behave more responsibly.
But that doesn’t mean your brand has to act like an NGO to play a valuable part in people’s lives.
Brand purpose is as much about ‘giving back’ as it is fulfilling a genuine consumer need.
Does it make people buy stuff?
Purpose needs to work harmoniously with the other Ps

- Product
- Price
- Place
- Promotion
Pragmatic factors like price and place come first

11 Factors
price, quality, reliability, performance, design, service, convenience, range, purpose, location, recommendations

9th
Importance of purpose when making a purchasing decision

How important are each of the following to you when you are deciding on what brand to buy or use in the following categories?
Source: Ipsos MORI and the Guardian, Base: UK n=1,000,
To put it another way...

Your ice cream may save the world one scoop at a time, but if it tastes like shit or people can’t afford it, you’re going to struggle for customers.
When all other factors are satisfied then it becomes a differentiator, shifting middle metrics - particularly among Guardian readers.

Have positive feelings towards the advertised purpose brand

- 49% Nat Rep
- 55% Guardian readers

Consider buying/using the advertised purpose brand

- 47% Nat Rep
- 52% Guardian readers

(% Strongly/somewhat agree) To what extent do you agree or disagree that the more purposeful an ad is, the more likely you are to...

Source: Ipsos MORI and the Guardian, Base: UK n=1000, Guardian Readers UK = 376
And sales too - albeit slightly less

% Strongly/somewhat agree
To what extent do you agree or disagree that the more purposeful an ad is, the more likely you are to...
Source: Ipsos MORI and the Guardian, Base: UK n=1000
The story of any brand?

- Awareness
- Consideration
- Conversions and leads
Like any brand value or attribute, success lies in authenticity - so if your business is built on purpose, then purpose can be part of your brand.
Selling a brand with a phony purpose is a recipe for disaster.

Edith Pritchett. Cartoonist, Guardian Saturday magazine.
#2 Does brand purpose make people buy stuff?

Yes. Provided you get the basics right first.
And it’s authentic to your business.
Don’t make one up.
Being yourself is just fine.
What about where you advertise?
Media placement is part of your supply chain - there are social and environmental implications to where you spend your money.
We found purpose is now an expectation in media

70% of people think that media companies should act in a purposeful way too

To what extent do you agree media companies should be purposeful
Source: Ipsos MORI and the Guardian
Base: AU n=1,030, UK n=1000, US n=1000
Newsbrands score high

Which attributes do you associate with each of the following sources of news and current affairs?
Source: Ipsos MORI and the Guardian, Base: AU n=1,030, UK n=1000, US n=1000
This is in contrast to social platforms

Which attributes do you associate with each of the following sources of news and current affairs?

Source: Ipsos MORI and the Guardian, Base: AU n=1,030, UK n=1000, US n=1000
Advertisers associate news with credibility and trust

Sometimes there is a hesitation to advertise with news media sites ... Yet, brand trust is more likely to increase when brands are surrounded with more objective, ‘must-know’ breaking news stories.”

- industry participant
We know that trust works

- **80%**
  - News brands enhance online video trust effects by 80%

- **25%**
  - News brands enhance online display trust effects by 25%

- **74%**
  - News brands enhance social media trust effects by 74%

Source: IPA Newsworks
We wanted more proof that purposeful media matters

180

Different combinations of purpose and non purpose ads, brands and media platforms* tested to understand whether context matters in purpose advertising

*Quality news brands, digital challengers and social platforms
We found the medium is the message

58%
Of the uplift in brand purpose was driven by media placement vs 26% advertiser and 16% ad type

Conjoint analysis on all purpose statements including: It fulfils my needs in an effective way, It serves a greater purpose beyond just profit, It conveys a message that is consistent and authentic.
Source: Ipsos MORI and the Guardian, Base: AU n=1,030, UK n=1000, US n=1000
Purpose advertising works harder on the Guardian

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Top 2 Box by ALL PURPOSE statements: It fulfils my needs in an effective way, It serves a greater purpose beyond just profit, It conveys a message that is consistent and authentic. Source: Ipsos MORI and the Guardian, Base UK n=1000
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Top 2 Box by ALL PURPOSE statements: It fulfils my needs in an effective way, It serves a greater purpose beyond just profit, It conveys a message that is consistent and authentic. Source: Ipsos MORI and the Guardian, Base UK n=1000
Even brands without a purpose message saw an uplift on the Guardian

+57% Purpose advert

+53% Brand advert

+55% Promotional advert

Top 2 Box by ALL PURPOSE statements: It fulfils my needs in an effective way, It serves a greater purpose beyond just profit, It conveys a message that is consistent and authentic.

Source: Ipsos MORI and the Guardian, Base: AU n=1,030, UK n=1000, US n=1000
Q2. Which attributes do you associate with each of the following sources of news and current affairs? (Based on Regular Readers). Source: Ipsos MORI and the Guardian, Base: UK n=1000 Competitors include 23 different UK online news brands.
We are seen as more purposeful

30%

More likely to view a brand as purposeful if it advertises on the Guardian

To what extent do you agree you are more likely to view a brand as purposeful if it was to advertise on the following sources of news and current affairs?

Source: Ipsos MORI and the Guardian, Base: AU n=1,030, UK n=1000, US n=1000
We are credible and authentic

I feel that advertising on the Guardian would validate the brand. I don’t see the Guardian as a place for false or misleading ads. I would trust a brand that advertised there” - consumer participant
Our readers are more likely to care about their broader world impact.

- 77% Progressive Views (vs 65% total UK mkt)
- 72% Critical Thinker (vs 59% total UK mkt)
- 47% Aged 18-34 (vs 37% total UK mkt)
- 55% Employed Full Time (vs 49% total UK mkt)
- 66% University Educated (vs 51% total UK mkt)
- 65% Motivated by new ideas & Innovation (vs 58% total UK mkt)
- 39% Influential in driving change (vs 28% total UK mkt)
- 62% Feel a responsibility to shape the future (vs 65% total UK mkt)

Source: Ipsos MORI and the Guardian
Base: UK n=1000, Guardian Readers UK = 376
More plugged into buying responsibly

18%

Guardian reader awareness of B-Corp versus 9% Global average

Are you aware what a B Corporation or B Corp is?
Source: Ipsos MORI and the Guardian
Base: UK n=1000, Guardian Readers UK = 376
By every measure, more likely to consider and purchase purpose brands

- **+11%** Consider using or buying the advertised brand
- **+19%** Trial or buy the service advertised
- **+14%** Mention the brand/service to family, friends and colleagues
- **+10%** Buy the advertised brand/service

To what extent do you agree or disagree that the more purposeful and ad is, the more likely it is to...

% Uplift as a proportion of the total market

Source: Ipsos MORI and the Guardian

Base UK n=1000, Guardian Readers UK = 376
And they’ve got cash to spend

- **32%**
  - Of the savings and investment market

- **£14bn**
  - On holidays

- **28%**
  - Of automobile purchases

- **29%**
  - Of the mobile phone market

*Source: Kantar Guardian Progressives Study 2018*
#3 Does it matter where you advertise?

Yes. You should care because it’s part of your supply chain.
But also people notice.
Purpose advertising is particularly impactful on the Guardian.
And we can prove it.
#1 What does brand purpose mean?
It’s more elastic than we thought.
It’s not just about saving rainforests.
It’s also about being useful and helping people live their lives.

#2 Does it make people buy stuff?
Yes. Provided you get the basics right first.
And it’s authentic to your business.
Don’t make one up.
Being yourself is just fine.

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Thank you.
gu.com/2021feedback