

# Are You Purpose-Driven or Purpose-Washing?

To be successful today, brands need a purpose. Consumers expect it, employees want it, and decision-makers rely on it.

But with purpose being today's buzzword, if the stated purpose is not real or fully realized, it can put the brand in danger of great reputational risk. Peppercomm's STANDSMART *Purpose Stress Test* is a proprietary methodology built to help brands identify areas of vulnerability and make smarter decisions about how and when to take a stand.

Learn more today: [peppercomm.com/stand-smart](https://peppercomm.com/stand-smart)



"Your brand purpose is what makes you relevant to your audience"

FAST COMPANY

07.23.15 | HIT THE GROUND RUNNING

## Why Purpose-Driven Companies Are Often More Successful

What's the secret behind successful companies these days? A strong sense of purpose is good for their business.

## Bloomberg

### How CEOs Can Forge a New Kind of Shareholder Value

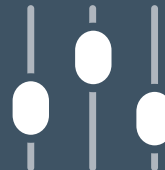
The Business Roundtable's headline-making new statement on corporate purpose left out a lot of important things.



EXPERIENCE



ALIGN



TEST



ACTIVATE

**How can brands ensure they live and breathe purpose? How do brands determine when and how that purpose requires them to act? How can brands protect the business from risks that come with taking that action?**

To start, the Peppercomm STANDSMART *Purpose Stress Test* team conducts comprehensive external experience audits to gather a 360-view of audience perspectives.

The team also guides the brand's C-Suite through an examination of key risk areas and align the credibly level of defined positions.

All purpose decisions undergo an audience-centric stress test before the team activates in the market.

This process ensures the business can mitigate purpose-related risks and enjoy the brand benefits that come with taking a stand on issues that matter.