

When emotions drive brand purpose

 By [Dora Jurd](#)

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A brand purpose is more than a brand's promise. It helps to answer the question « why » from the employees' point of view ("Why are we here?") and from the consumers' point of view ("Why is this brand here?")

It therefore gives a meaning externally and internally to the brand and to the company. It aligns the internal and external sides of the business on the same aim, the same vision and the same idea. Ultimately, a brand purpose brings consistency in the reason for being of a company and in the message delivered.



#BetterForBaby campaign by Pampers

Classically, brand purposes are either functional or emotional but nowadays, a slight shift towards more emotional brand purposes is on its way. Even brands that have always had functional brand purposes like Pampers are evolving towards more emotional ones. Same for brands that have had a societal brand purpose, a hint of emotion is hitting them too.

An inspiring example of an everlasting emotional brand purpose is that of Dove, the skincare and haircare brand of Unilever. On Dove's website, the emotional brand vision is clearly showcased: "At Dove, our vision is of a world where beauty is a source of confidence, not anxiety. We want to help the next generation of women

develop a positive relationship with the way they look. We want to help them raise their self-esteem and realise their full potential". Dove's ultimate purpose is to enhance women's self esteem through improving beauty. The Dove campaign, called 'Real Sketches Beauty' directly illustrates this beautiful and ambitious purpose.

On the contrary, Pampers is an example of a brand that has slightly shifted its functional brand purpose from 'keep baby dry' to a more emotional one. Since the beginning, the brand has been focused on keeping baby dry but recently it has enlarged its purpose into improving baby's sleep and ultimately making baby happier. The brand's #BetterForBaby campaign purpose is clearly more emotional. It highlights the way babies can brighten the days of everyone around them, because "babies bring out the best in all of us. That's why there's nothing we wouldn't do to make life".

Another inspiring example of a brand purpose's shift towards emotion is that of paint company Dulux. Through societal

action with its "Let's Colour the World" initiative, Dulux's purpose is to brighten and bring joy and happiness to iconic poor locations around the world. The project kicked off in Brazil in March last year with the painting of Lapa Stairs, a favela in the city of Rio de Janeiro. Following that, the project moved to the Purohiton Ki Haveli community in Jodhpur, India.



Let's Colour the World Initiative by Dulux

The project has since been launched in France, China, Turkey, South Africa and Holland, and the South African leg was launched in September last year when volunteers repainted a primary school in Soweto.

ABOUT DORA JURD

Dora Jurd co-founded Innovative Matters, a strategic innovation lab, with Amardine Robin in 2014. The company is dedicated to designing innovative concepts and building consistent brand experiences. After working in product development for cosmetics, luxury goods and industrial firms in Europe and the USA, she worked as a brand strategist at the TBWA Group in France. She published a book in 2002 on family businesses in France and contributed to the 2015 Brands & Branding edition.

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