



GERMANY'S MOST PURPOSE CREDIBLE BRANDS 2022

Insights for Example Company
October 2022

PURPOSE
READINESS
INDEX

2022

MOST PURPOSE CREDIBLE
BRANDS

GERMANY

Agenda

- 1. Globeone Purpose Readiness Index**
2. PRI results for Example Company
3. PRI industry benchmarking
4. About Globeone

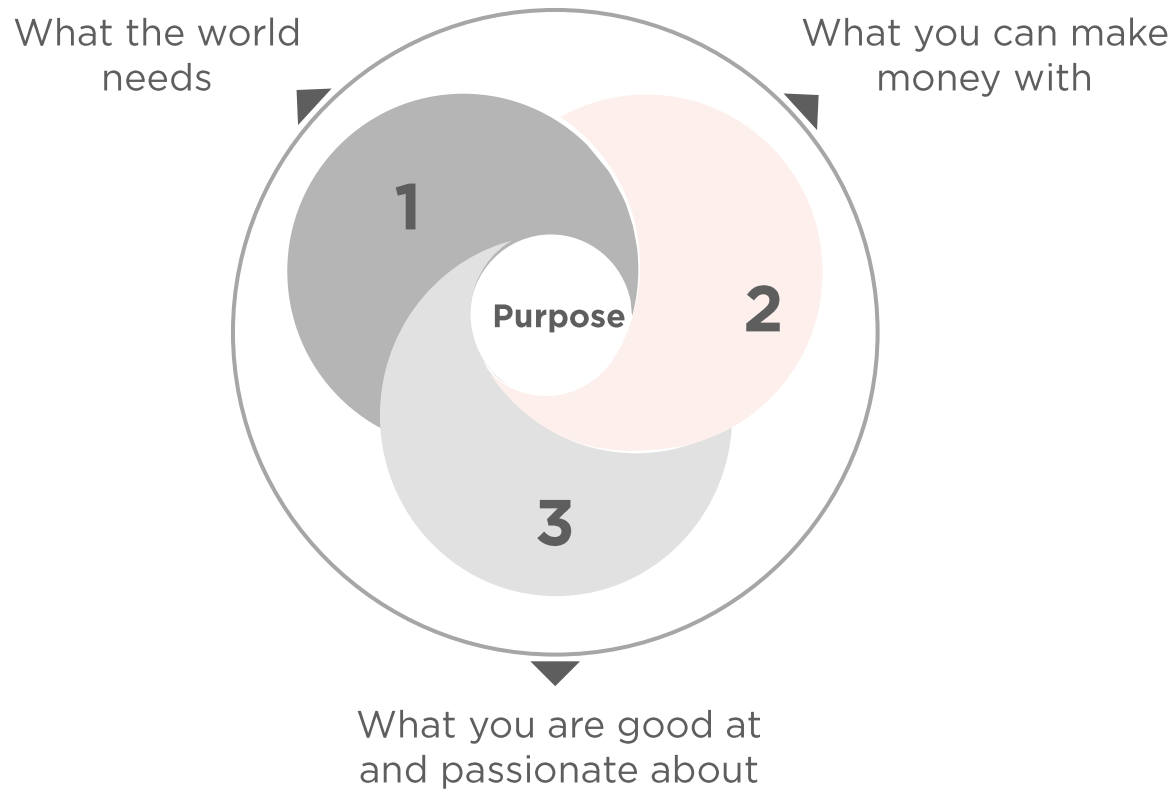


In the wake of multiple global crises...



... companies are challenged to live up to their corporate purpose

What is purpose?



PURPOSE

A purpose describes why an organization exists. It defines **what it stands for** and to what extent it can make a **sustainable positive contribution** to the **value-creating coexistence** of business, society and the environment.

What does it mean to be purpose ready?

GLOBEONE

In order to contribute to a better world, a company should be perceived by the public as having as few negative associations and scandals as possible.

PURPOSE

By definition, a company that is “purpose ready” should be seen as honest, authentic, responsible, sustainable, and fit for the future. Only then, the company can convincingly address all interest groups and is prepared to communicate its purpose credibly.


READINESS

Claiming but not acting on purpose impacts credibility negatively

ITEM SELECTION

DER SPIEGEL 05.09.21
 "Human rights activists are suing Aldi, Boss and Lidl."

Frankfurter Allgemeine 23.02.22
 "Russia is breaking international law and the German economy is silent. In the future, managers should no longer arrive with flowery 'mission statements'."

 31.05.22
 "'Greenwashing' allegations: Raid on Deutsche Bank subsidiary DWS."

Handelsblatt 06.09.22
 "Organic farmer wants to force Volkswagen to end combustion engines quickly."



Deutschlandfunk Kultur 25.04.22
 "Short-time work and record dividends - Shareholders cash in."

stern 05.04.22
 "So much for do-gooder chocolate: when Ritter Sport becomes 'Ritter Mord' [murder]."

Deutschlandfunk 28.05.21
 "Shell loses climate process - The judgment of The Hague and the consequences."

Handelsblatt 29.08.22
 "'Taste of golden handshake': Shareholder protectors criticize CEO departures at Adidas and VW."

1. UNSUSTAINABLE

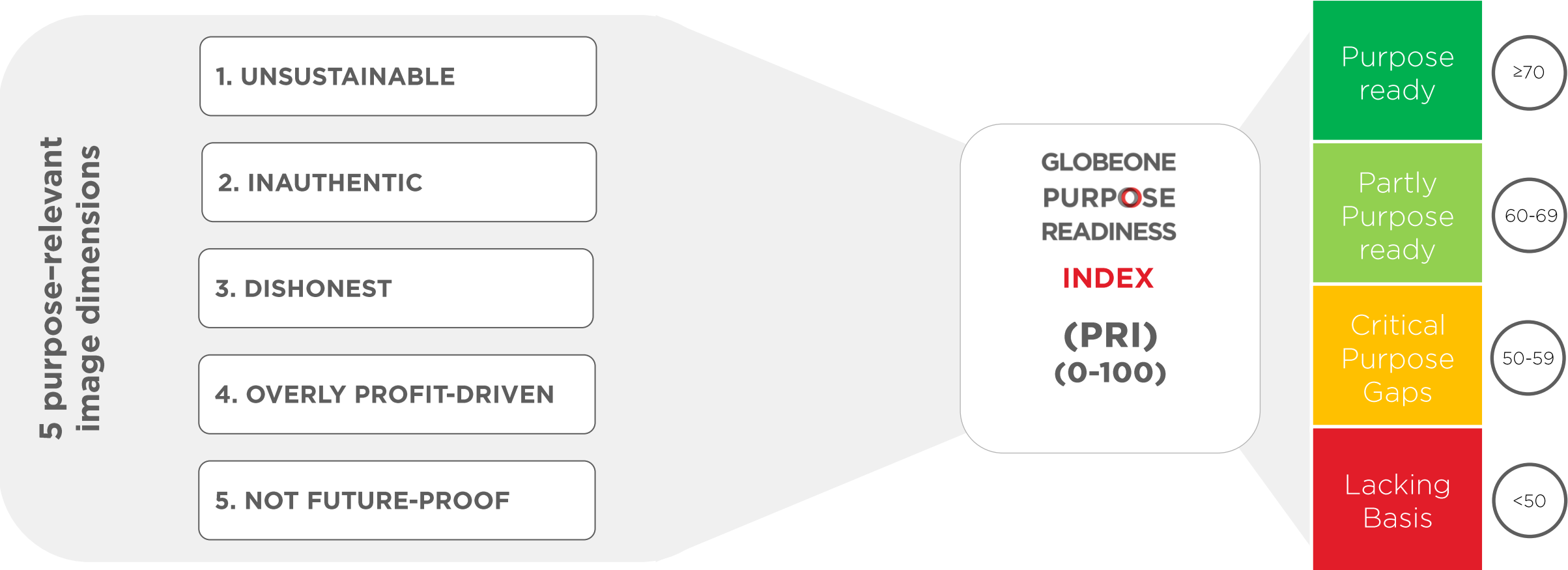
2. INAUTHENTIC

3. DISHONEST

4. OVERLY PROFIT-DRIVEN

5. NOT FUTURE-PROOF

Globeone Purpose Readiness Index (PRI)



Surveyed brands and institutions

Auto- motive	Services & Trade	Banking & Invest- ment	Insurance	Retail & Trade	Real Estate	Construc- tion & Raw Materials	Pharma & Chemistry	Consumer Goods	Logistics & Trans- portation	Energy	Engineering	Techno- logy	IT / Telecom- munications	Media	NGOs

Survey design



4300

Participants



5

Purpose-relevant image
dimensions



134
























German companies &
organizations with
reasonable public
awareness



2022

Survey period:
Q3 2022

Globeone Purpose Readiness Index 2022 - Ranking (1/3)

1	 PRI 76.5	2	 PRI 75.1	3	 PRI 73.1	4	 PRI 71.8	5	 PRI 71.6	6	 PRI 71.4	7	 PRI 71.4	8	 PRI 71.2
9	 PRI 71.1	10	 PRI 70.8	11	 PRI 70.5	12	 PRI 70.1	13	 PRI 69.8	14	 PRI 69.6	15	 PRI 69.5	16	 PRI 69.3
17	 PRI 68.9	18	 PRI 68.8	19	 PRI 68.6	20	 PRI 68.5	21	 PRI 68.2	22	 PRI 68.0	23	 PRI 68.0	24	 PRI 67.9
25	 PRI 67.6	26	 PRI 67.6	27	 PRI 67.6	28	 PRI 67.6	29	 PRI 67.5	30	 PRI 67.5	31	 PRI 67.3	32	 PRI 67.2
33	 PRI 67.2	34	 PRI 67.0	35	 PRI 67.0	36	 PRI 66.9	37	 PRI 66.6	38	 PRI 66.6	39	 PRI 66.5	40	 PRI 66.5
41	 PRI 66.4	42	 PRI 66.4	43	 PRI 66.3	44	 PRI 66.3	45	 PRI 66.3	46	 PRI 66.2	47	 PRI 66.2	48	 PRI 66.1
49	 PRI 66.0	50	 PRI 66.0	51	 PRI 65.9	52	 PRI 65.6	53	 PRI 65.5	54	 PRI 65.5	55	 PRI 65.4	56	 PRI 65.3























(N = 4,300)

Globeone Purpose Readiness Index 2022 - Ranking (2/3)

57	PRI 65.1	58	PRI 65.1	59	PRI 65.0	60	PRI 65.0	61	PRI 65.0	62	PRI 64.9	63	PRI 64.8	64	PRI 64.8
Beiersdorf		MediaMarktSaturn		SAP		Continental		STRÖER		K+S		SALZGITTERAG Stahl und Technologie			
65	PRI 64.8	66	PRI 64.7	67	PRI 64.7	68	PRI 64.6	69	PRI 64.6	70	PRI 64.5	71	PRI 64.4	72	PRI 64.2
BECK'S		MERCK		METRO		ZDF		Munich RE		KNORR-BREMSE		VER SICHERUNGS KAMMER BAYERN		smart	
73	PRI 64.2	74	PRI 64.2	75	PRI 64.1	76	PRI 64.0	77	PRI 64.0	78	PRI 64.0	79	PRI 63.9	80	PRI 63.8
hannover re		covestro		Fraport		infineon				Scout24		adidas		HOCHTIEF	
81	PRI 63.8	82	PRI 63.5	83	PRI 63.2	84	PRI 63.1	85	PRI 62.9	86	PRI 62.9	87	PRI 62.9	88	PRI 62.8
HELLO FRESH		Mercedes-Benz		DOUGLAS		EnBW		HEIDELBERGCEMENT		klöckner & co		bofrost*		taz	
89	PRI 62.6	90	PRI 62.4	91	PRI 62.1	92	PRI 62.1	93	PRI 61.5	94	PRI 61.4	95	PRI 61.4	96	PRI 61.3
BASF We create chemistry		DER SPIEGEL		EVONIK POWER TO CREATE		AIRBUS		eventim		wüstenrot württembergische		HUGO BOSS		thyssenkrupp	
97	PRI 61.3	98	PRI 60.8	99	PRI 60.6	100	PRI 60.5	101	PRI 60.4	102	PRI 60.4	103	PRI 60.3	104	PRI 60.3
SIXT		Aareal		ProSiebenSat.1 Media SE		uni per		TUI		RHEINMETALL		Allianz		e.on	
105	PRI 60.2	106	PRI 60.1	107	PRI 60.1	108	PRI 59.9	109	PRI 59.9	110	PRI 59.8	111	PRI 59.7	112	PRI 59.5
ERGO		LANXESS Energizing Chemistry		zalando				IONOS by I&T		Postbank		DZ BANK		Sparkasse	

(N = 4,300)

Globeone Purpose Readiness Index 2022 - Ranking (3/3)

113	 PRI 59.4	114	 PRI 59.3	115	 freenet PRI 59.2	116	 Lufthansa PRI 59.1	117	 PRI 59.1	118	 Telefónica PRI 59.1	119	 RWE PRI 58.9	120	 Union Investment PRI 58.7
121	 PRI 58.5	122	 PRI 58.4	123	 Helios PRI 58.1	124	 PRI 57.7	125	 Delivery Hero PRI 57.6	126	 Hermes PRI 56.9	127	 DEUTSCHE BÖRSE GROUP PRI 56.6	128	 PRI 56.5
129	 COMMERZBANK PRI 56.5	130	 Deutsche Bank PRI 52.4	131	 LEG PRI 50.5	132	 DEUTSCHE WOHNEN PRI 47.8	133	 VONOVIA PRI 43.9	134	 Bild PRI 43.8				

(N = 4,300)

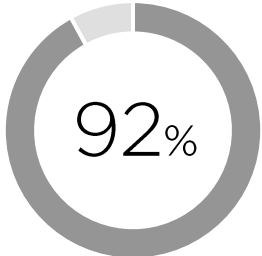
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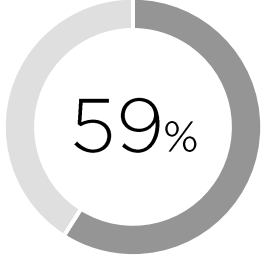


Example Company: General overview

∅ Awareness



∅ Positive Image



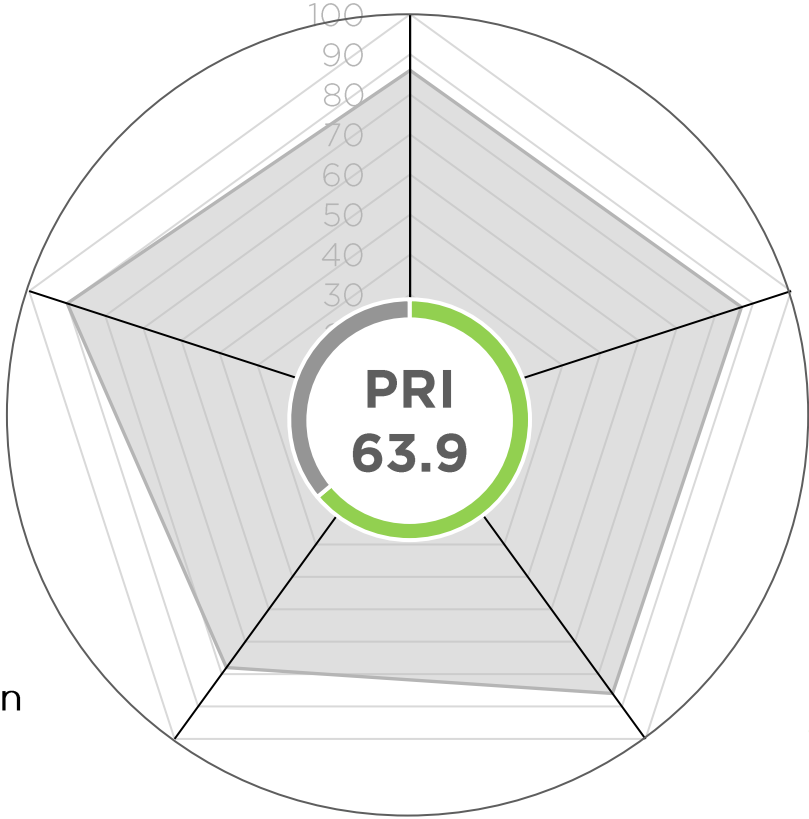
Not future-proof
10% agree

Overly profit-driven
22% agree

Unsustainable
14% agree

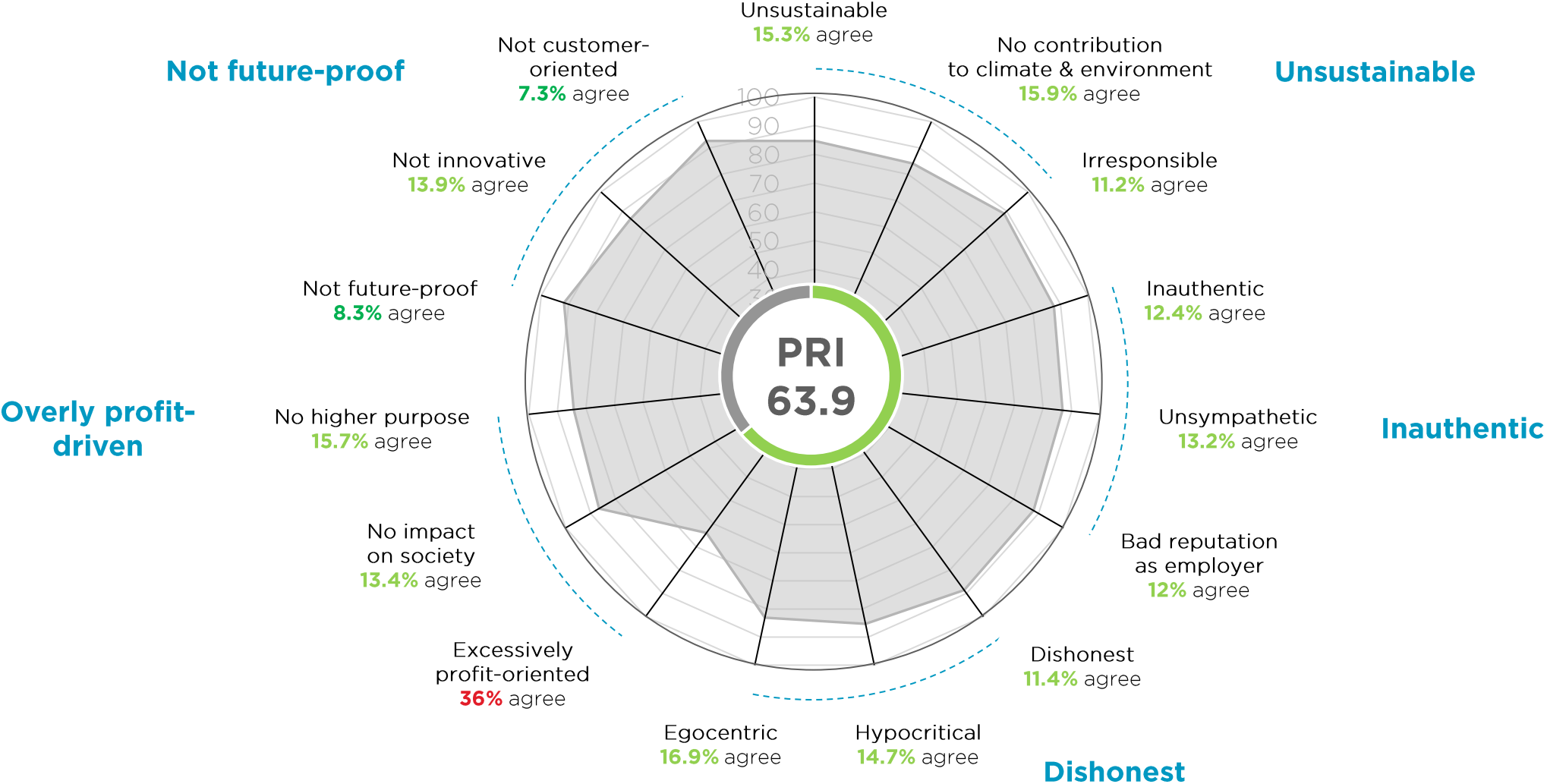
Inauthentic
13% agree

Dishonest
14% agree



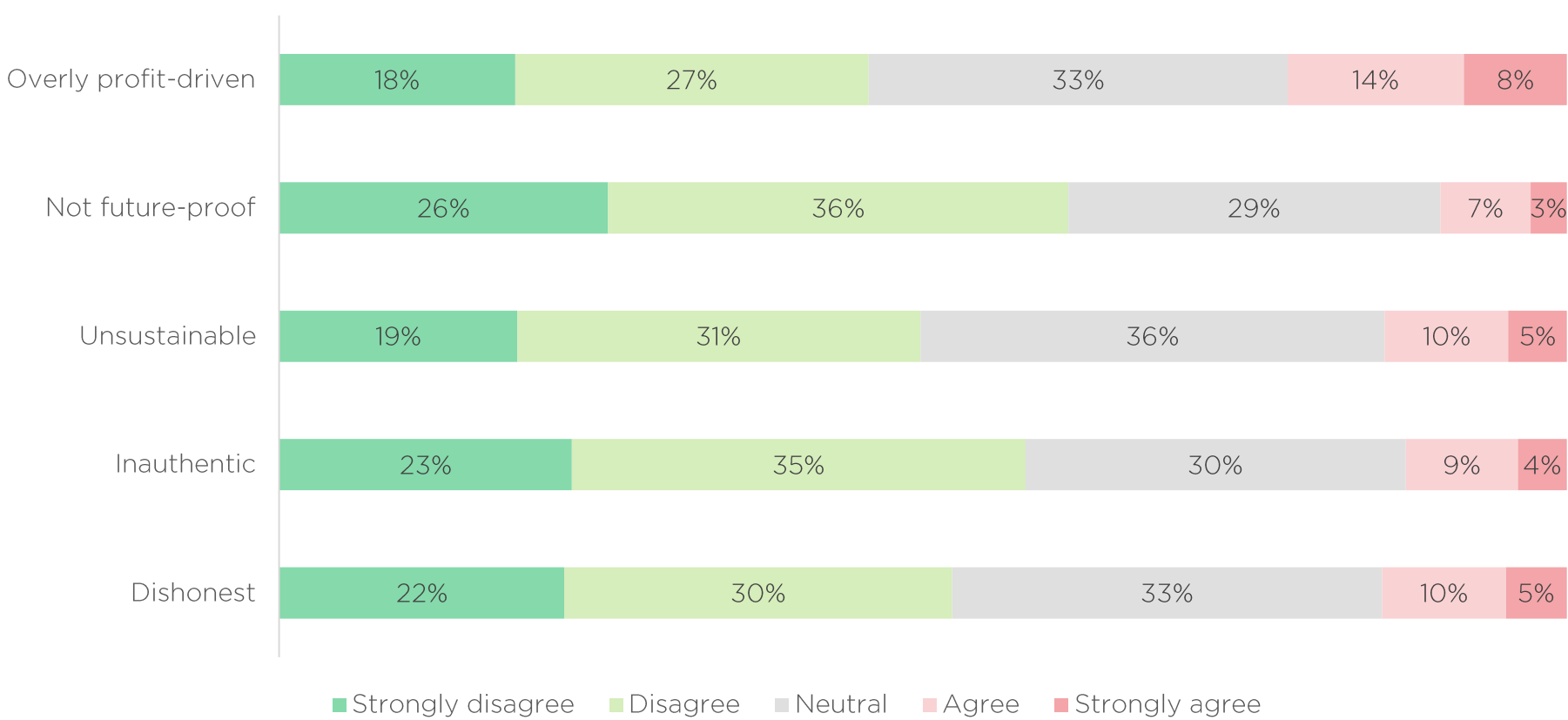
(N = 509)

Example Company: Detailed analysis of 5 purpose image dimensions



(N = 509)

Example Company: Agreement vs. disagreement levels



(N = 509)

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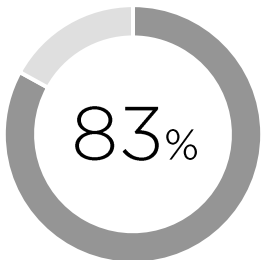
Globeone Purpose Readiness Index - PRI comparison by industry

1	NGOs PRI 70.5
2	Technology PRI 68.3
3	Retail & Trade PRI 67.8
4	Consumer Goods PRI 66.3
5	Engineering PRI 64.8
6	Pharma & Chemistry PRI 64.6
Average PRI 63.8	
7	Construction & Raw Materials PRI 63.6
8	Automotive PRI 63.3
9	IT / Telecommunications PRI 62.9
10	Insurance PRI 62.7
11	Services & Trade PRI 61.5
12	Media PRI 61.5
13	Logistics & Transportation PRI 61.2
14	Energy PRI 61.0
15	Banking & Investment PRI 58.4
16	Real Estate PRI 47.4

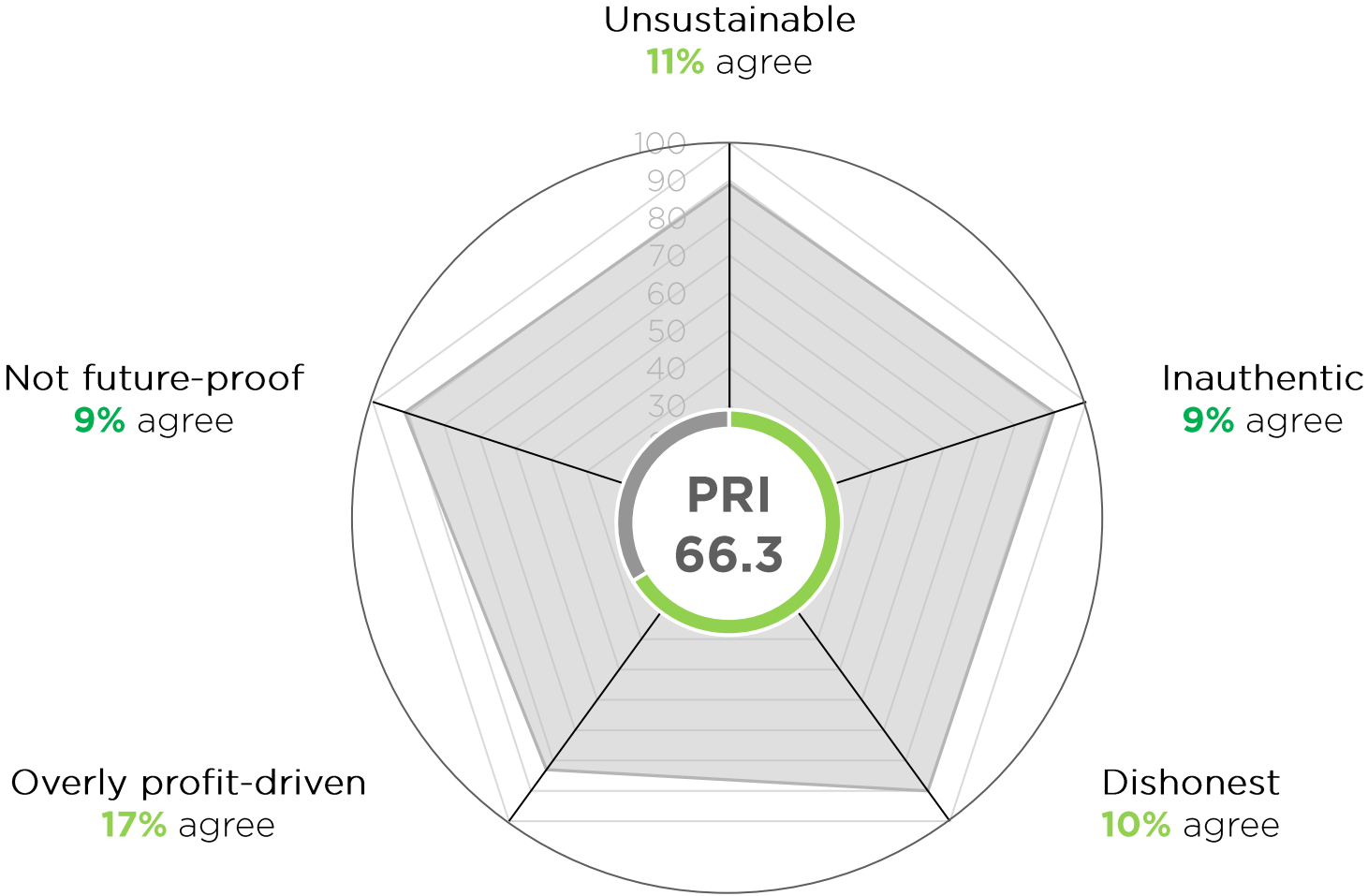
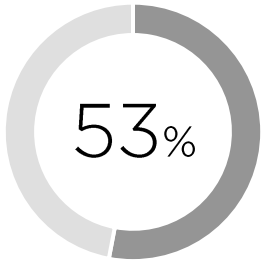
(N = 4,300)

Consumer Goods¹: Overview

Ø Awareness

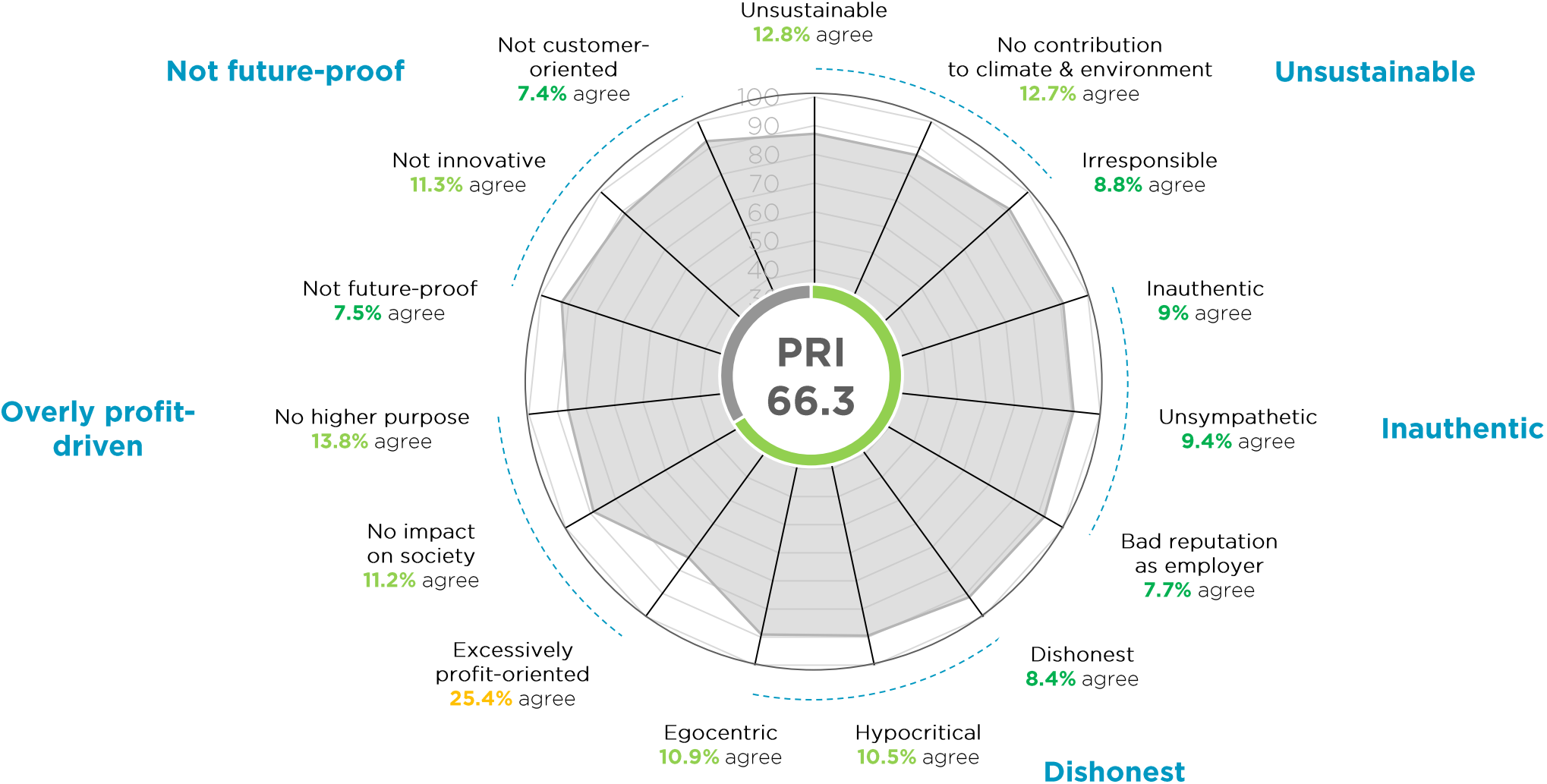


Ø Positive Image



¹Adidas, Beck's, Beiersdorf, Bofrost, Dr. Oetker, Henkel, Hugo Boss, Katjes, Knorr, Nivea, Persil, PUMA, Schwarzkopf, Varta (N = 4,300)

Consumer Goods: Detailed analysis



(N = 4,300)

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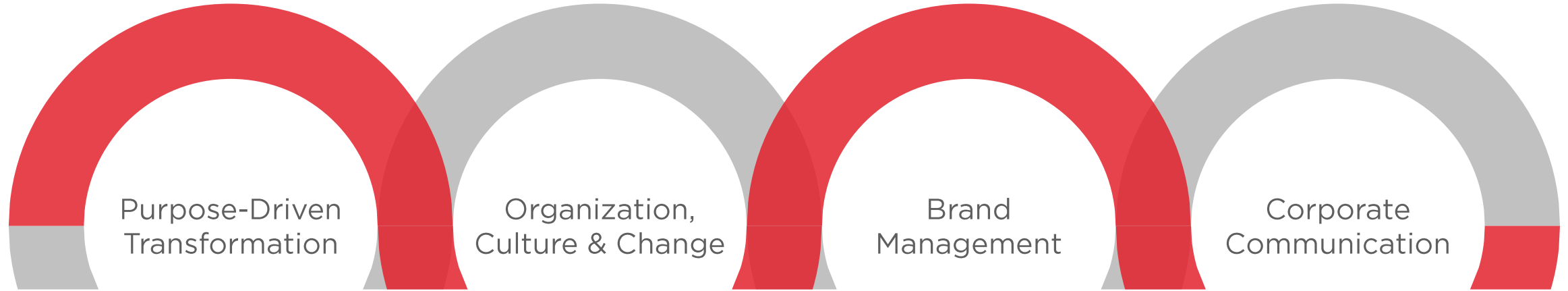
Who we are

Globeone – Transform to Better

Globeone is a management consultancy offering transformation strategy, brand and communication services as one of the leading owner-managed providers in the German-speaking region. From our global hubs in Germany, Switzerland, and China, we support businesses and brands to better position themselves for sustainable growth. Our consultants inspire purposeful change and serve our clients as co-pilots along their transformation journeys, helping them turn ideas into tangible solutions. Globeone's clients include many publicly listed companies in the technology, automotive, chemical, agricultural, aerospace, financial and retail sectors.



Transform to better – our service portfolio



Purpose-Driven Transformation

- _ Purpose readiness
- _ Purpose development
- _ Purpose-driven transformation strategy
- _ Purpose-driven brand management
- _ Organization & leadership culture
- _ Employee purpose activation
- _ Thought leadership

Organization, Culture & Change

- _ Culture gap analysis & target definition
- _ Definition of value systems
- _ Agile empowerment & new ways of working
- _ Purpose-driven leadership coaching & leadership principles
- _ Change management & communication

Brand Management

- _ Brand strategy & management
- _ Brand positioning & value proposition
- _ Brand architecture & migration
- _ Cultural brand safety & governance
- _ Brand performance measurement & analytics

Corporate Communication

- _ Communication strategy
- _ Message framework & narrative
- _ Content & format model development
- _ Newsroom / COM Hub development
- _ Organization development and workflow optimization
- _ Brand performance measurement & analytics

Get in touch with us!

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