



THE MOST CONVINCING PURPOSE STATEMENTS OF SWISS BRANDS

Insights for Example Company

May 2023

Agenda

1. **Overview and ranking of purpose statements of Swiss brands**
2. Example Company: Detailed assessment of the purpose statement
3. About Globeone



Survey design



1,197

participants



46

Purpose statements



2022

Survey period:
Q4 2022

The most convincing purpose statements of Swiss brands (1/4)



81.1%

Wir verzaubern die Welt mit Schokolade



72.6%

Coop, für mich und dich



68.6%

Mit innovativen Sanitärprodukten verbessern wir die Lebensqualität der Menschen nachhaltig (M)



66.8%

Wir bringen die Schweiz zusammen – jeden Tag seit 1849



66.5%

Wir engagieren uns täglich mit Herz für die Lebensqualität der Menschen und für die Gesellschaft



65.7%

Make travelers happier



65.3%

SBB. Weil Verbindungen die Schweiz ausmachen



63.6%

Das Leben leben – Wir sind da



59.9%

Das Leben hat Chancen und Risiken. Wir sind da, wenn es darauf ankommt



57.9%

Die Welt des Laufens revolutionieren



54.4%

Wir wollen neue Wege finden, um Menschen zu einem besseren und längeren Leben zu verhelfen



52.4%

Gemeinsam schaffen wir die besten Milchmomente heute und für kommende Generationen

The most convincing purpose statements of Swiss brands (2/4)



51.8%

As a leading premium carrier, we connect Switzerland with the world



50.7%

Advancing a sustainable energy future for all



49.8%

Der Gesellschaft mit innovativen Energielösungen eine nachhaltige Zukunft zu ermöglichen



49.5%

Mit unseren Hörlösungen verbessern wir das Leben von Millionen von Menschen. Wir wollen nicht nur unseren Kunden helfen, sondern auch Vorteile für die Wirtschaft, Umwelt und Gesellschaft als Ganzes schaffen



48.7%

Verantwortungsvolle Partnerschaften mit unseren Kunden, Kollegen, der Öffentlichkeit sowie den Unternehmen, in die wir investieren, aufzubauen



48.2%

Wir bewegen und begeistern Menschen. Einfach. Nachhaltig. Voraus



48.1%

Menschen (auf der ganzen Welt) helfen, besser zu sehen



48.0%

Create a brighter future together



47.6%

Making the future work for everyone



47.4%

Oerlikon erschafft innovative Industrielösungen für ein besseres Leben (V)



46.5%



Wir unterstützen Menschen dabei, ein selbstbestimmtes Leben zu führen




45.8%











Wir verbinden die Welt, indem wir sozialen Wohlstand und wirtschaftliches Wachstum fördern und gleichzeitig die Heimat, die wir alle teilen – unseren blauen Planeten – respektieren und pflegen

The most convincing purpose statements of Swiss brands (3/4)

 KUEHNE+NAGEL	45.6%	Die Gesellschaft voranbringen
 Swiss Re	43.9%	To make the world more resilient
Givaudan	43.8%	Kreationen für mehr Glück und Gesundheit im Leben – im Einklang mit der Natur. Malen wir es uns gemeinsam aus
 swisscom	42.1%	Empowering the digital future
 NESTLÉ Good food, Good life	41.9%	Die Lebensqualität verbessern und zu einer gesünderen Zukunft beitragen
 HOLCIM	40.6%	To build progress for people and the planet

Julius Bär	40.0%	Mehrwert schaffen, der über das Finanzielle hinausgeht
 SIG	39.5%	SIG is working in partnership with its customers to bring food products to consumers around the world in a safe, sustainable and affordable way
Lonza	39.2%	Enabling a Healthier World
 ABB	38.8%	ABB's purpose is to enable a more sustainable and resource-efficient future with our technology leadership in electrification and automation
GLENCORE	36.2%	Auf verantwortungsvolle Weise die Rohstoffe produzieren und vermarkten, die das tägliche Leben voranbringen
 Schindler	35.6%	Schindler enables smart, sustainable urban spaces and keeps cities moving

The most convincing purpose statements of Swiss brands (4/4)

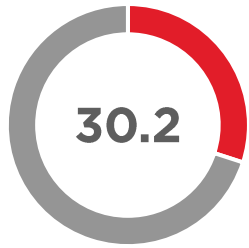
	34.6%	Reimagining the power of investing. Connecting people for a better world		28.5%	To anticipate and meet future challenges by providing reliable, innovative, sustainable, and long-lasting solutions in the construction, building, and manufacturing industries
	33.7%	To deliver a smoke-free future		27.3%	We drive competitiveness of our customers in our home markets and in international financial markets through superior services and innovation
	32.3%	Bringing plant potential to life		24.5%	Driven by the power of possibility. Delivering the edge
	32.1%	Greater chemistry – between people and planet		21.7%	We build lasting value by serving our clients with care and entrepreneurial spirit
	31.8%	We aim to make tomorrow more straightforward, safer and more carefree for our customers, and we are taking responsibility for this today			
	29.0%	Enabling a better, safer and more interconnected world for employees, customers, shareholders and society			

Agenda

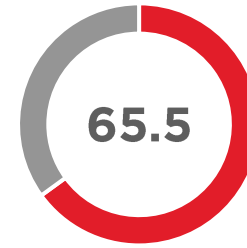
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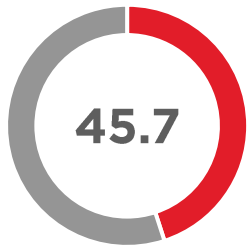
Example Company: Assessment of purpose statement



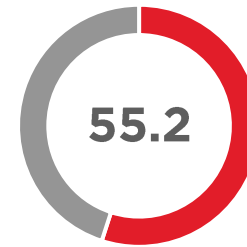
agree that the statement is memorable



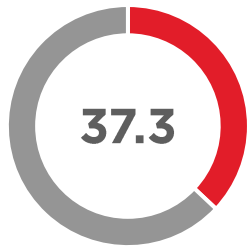
agree that the statement explains the company's reason for existence



agree that the statement is clearly worded



agree that the statement is credible



agree that the statement has personal relevance for them

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

- _ Culture gap analysis & target definition
- _ Definition of value systems
- _ Agile empowerment
- _ New ways of working
- _ Purpose executive coaching
- _ Leadership principles
- _ Change management & comms

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

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

Get in touch with us!

GLOBEONE

Kirchenweg 8
8008 Zurich, Switzerland

T +49 (0) 221 788 068-0
purpose@globe-one.com



Carina Hauswald
Managing Partner
carina.hauswald@globe-one.com



Simon Aschermann
Managing Partner
simon.aschermann@globe-one.com



Alexander Solms-Baruth
Manager
alexander.solms-baruth@globe-one.com



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