

2018



# WORLD VALUE INDEX

How People Perceive Brands' Purpose

[ENSO.CO/WORLDDVALUE](https://enso.co/worldvalue) #WORLDVALUE

RANKED BY

OFFICERS

HOLDERS

PEOPLE



- 5** Why we do this report
- 6** What's new in 2018
- 7** Methodology Dimensions
- 14** Enso's Insights
- 17** 2018 World Value Index
  - 18** Cultural Context
  - 19** Overall Brand Rankings
  - 21** Top 10 Businesses
  - 22** Top 10 Nonprofits
- 23** Thank You / Learn More
- 24** Appendix

# CONOM

# TENITS

**“ WITHOUT A SENSE  
OF PURPOSE,  
NO COMPANY,  
EITHER PUBLIC  
OR PRIVATE, CAN  
ACHIEVE ITS  
FULL POTENTIAL.**

Larry Fink, BlackRock

Everyday people are more powerful than ever. So creating value in the world today is not just about selling things, but also inspiring people around a greater mission.

Ideally, an organization's greater mission inspires people to use their power – not just purchasing power – to actively support the mission; with participation, advocacy and even co-creation. Wikipedia inspired people to use their power; Encyclopedia Britannica did not.

For the past six years, our team has built mission-driven brands and shared missions. But there was never a clear way to measure the extent to which people were inspired by companies' missions, and so a major component of value creation was being overlooked. That's why we created the World Value Index.

The World Value Index measures the extent to which Americans are inspired by brands' missions – and the extent to which that inspiration drives active support and purchase.

We aim to shed new light on value creation, and prompt reflection and debate on how organizations can create more, enduring value for themselves, and the world.

So, as you read the World Value Index, we hope you ask yourself these questions: Are the organizations I am part of inspiring people to use their power – not just purchasing power – to actively support the mission?

Could we be doing more to inspire and engage people, and thereby create more value?

If you have any questions, or are interested in a deeper dive into a brand or population segment, please contact us: [WorldValue@enso.co](mailto:WorldValue@enso.co)

Thanks for reading,  
enso

WHY WE DO  
THIS REPORT

For the third edition of our study, we expanded and diversified the 150 brands on our list to 200. This includes an increased number of nonprofits, the addition of cultural institutions and organizations like the NRA and the UN, and culturally relevant social movements that have come to be identified as brands (Black Lives Matter, #MeToo, Women's March, etc.).

We also expanded our audience segments to include those who identify class, race and gender as factors affecting success in America ('Class Aware', 'Race Aware', and 'Gender Aware'). Together with our existing demographic and psychographic segments, we are able to provide deeper intelligence on the relationships different audiences have with brands.

Finally, we expanded the set of 'Zeitgeist' research topics, which assess today's cultural context in America, and – for the first time – we surveyed the perceived World Value of individuals like Donald Trump, Jeff Bezos, Rihanna, and the Pope. We will release these topics later this year.

WHAT'S  
NEW

# METHODOLOGY DIMENSIONS

WE LOOK AT FOUR DIMENSIONS  
TO MAKE UP THIS METRIC.

# AWARENESS

---

How aware are you of the brand's purpose  
or mission beyond making money?





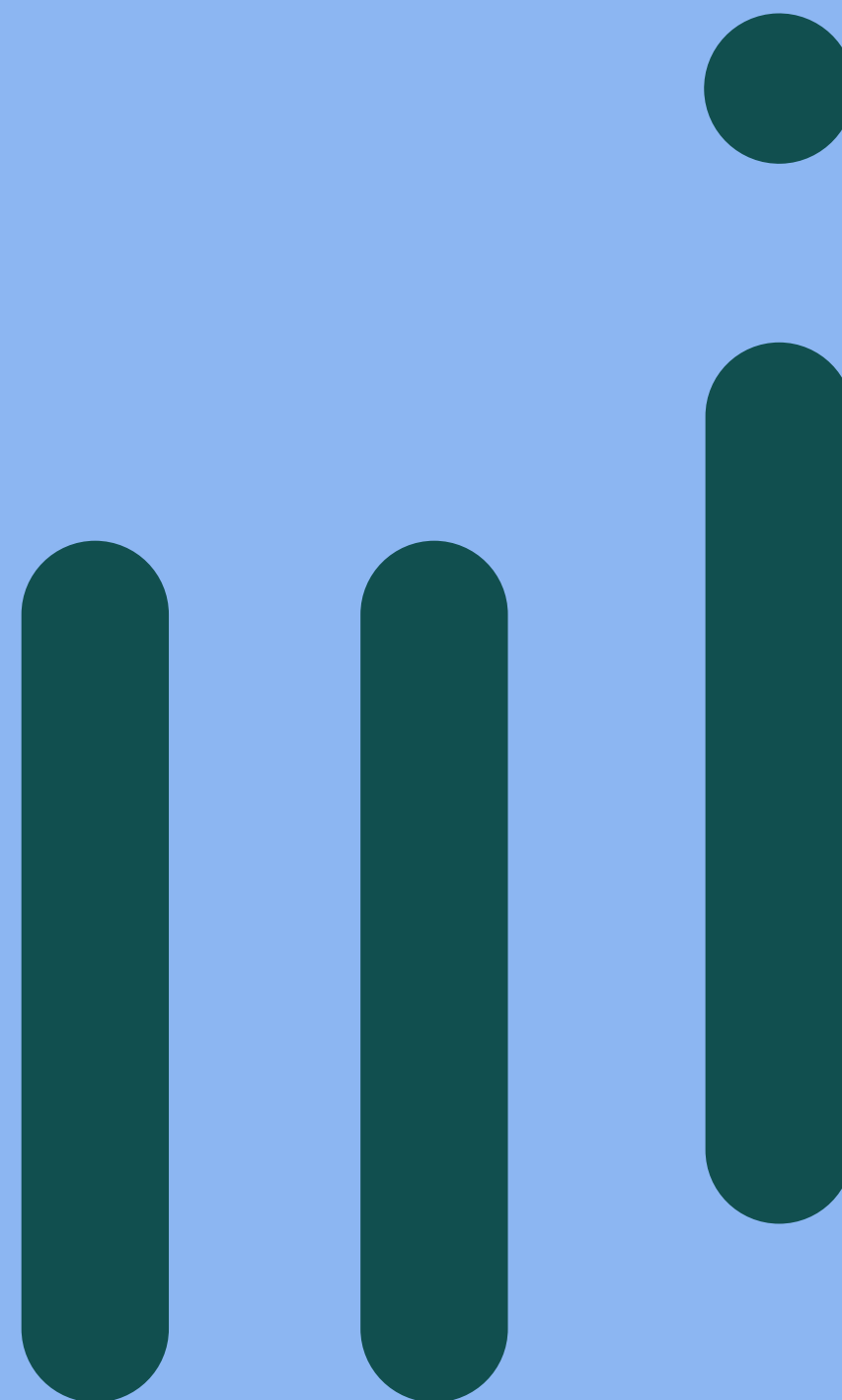


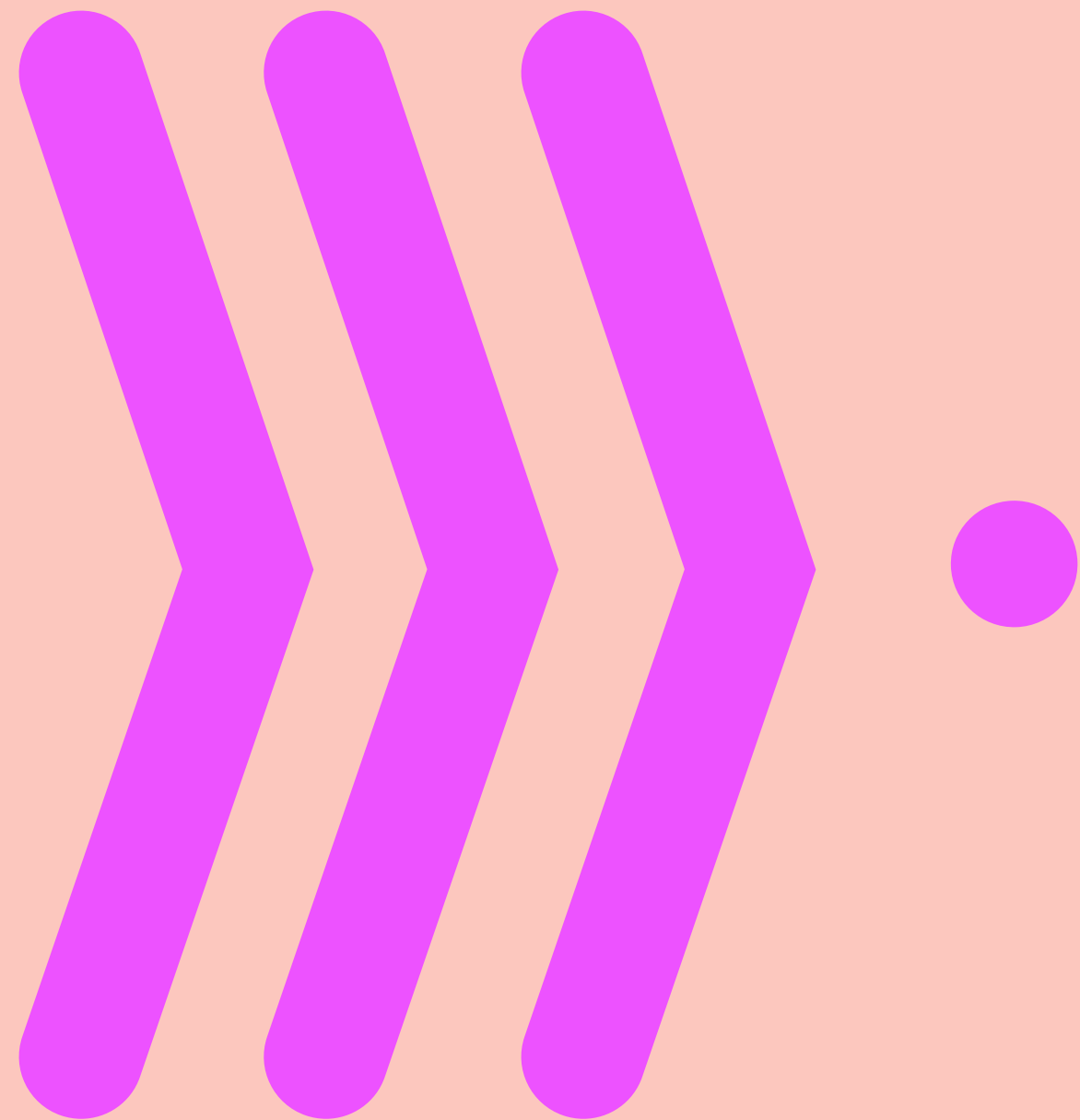
# ALIGNMENT

Does the brand's purpose or mission align with what you care about?

# SUPPORT

Is the brand's purpose or mission something that you would openly support?

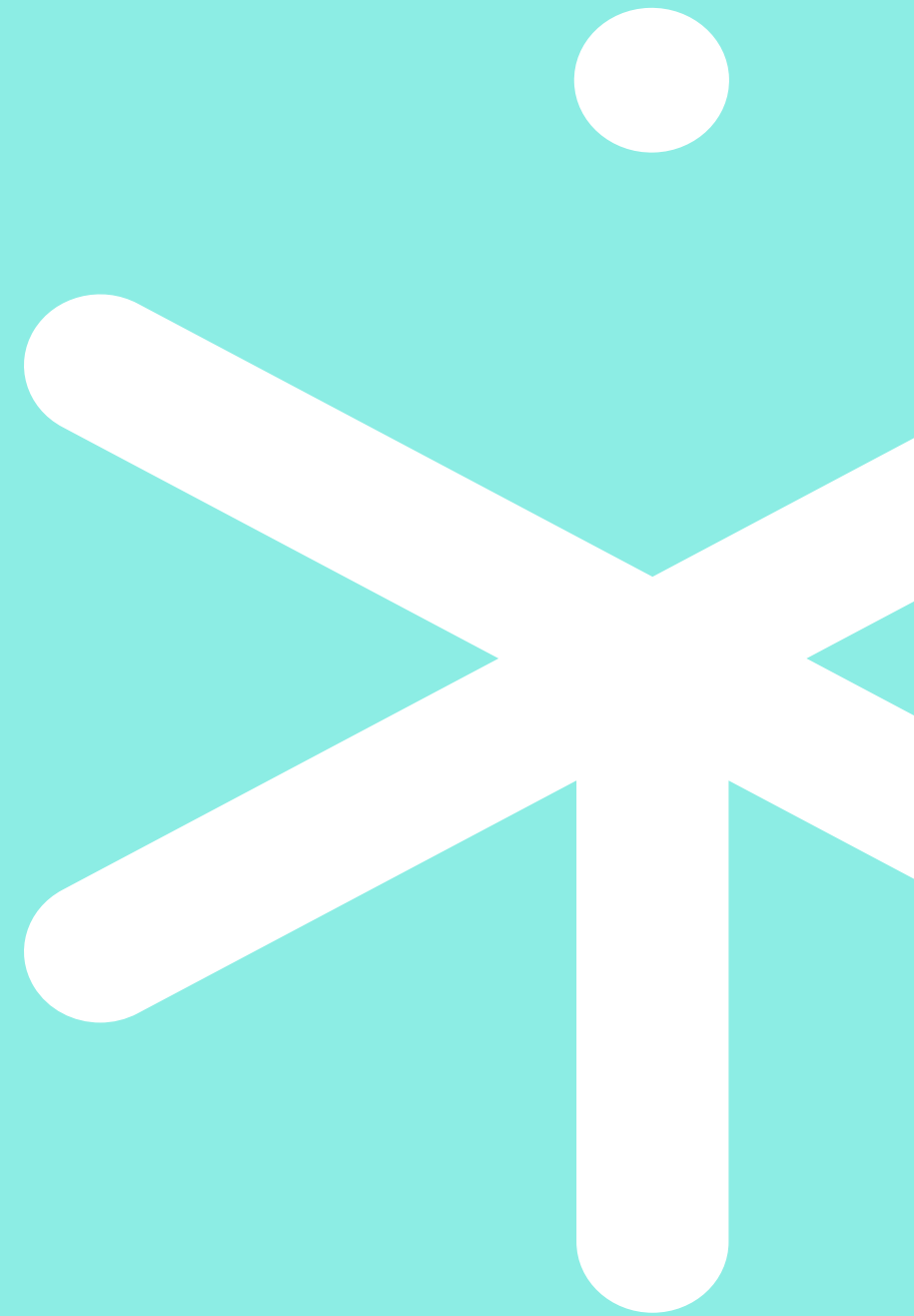




# PURCHASE

Does the brand's purpose or mission  
motivate you to buy products or services  
from the brand?

# WORLD VALUE INDEX EQUATION



$$\left( \begin{array}{c} \cdot \\ \text{AWA} \\ \text{RES} \\ \text{S} \end{array} + \begin{array}{c} \cdot \\ \text{ALI} \\ \text{G} \\ \text{M} \\ \text{E} \\ \text{N} \\ \text{T} \end{array} + \begin{array}{c} \text{PUR} \\ \text{C} \\ \text{H} \\ \text{A} \\ \text{S} \\ \text{E} \\ \cdot \end{array} \right) \times \begin{array}{c} \text{S} \\ \text{U} \\ \text{P} \\ \text{P} \\ \text{O} \\ \text{R} \\ \text{T} \\ \cdot \end{array}$$

AWARENESS      ALIGNMENT      PURCHASE      SUPPORT

## METHODOLOGY

# 4 WAVES

# 50

Brands tested per wave

# 10000

Sample size per wave

# +/- 3.1%

Overall margin of error per wave

### Research Partner

Quadrant Strategies ([www.quadrantstrategies.com](http://www.quadrantstrategies.com)) is a research-driven consultancy that has worked with more than 25 of the Fortune 50 companies, as well as a range of other companies, political leaders around the world, and major NGOs. Their specialty is helping companies facing significant challenges to their reputation or brand, or even full-blown crises. They help them pivot from defense to offense – to a place where they can move the brand and business forward. They do this using carefully crafted research to create the strategy and tactics for dealing with the short-term challenges and then determining what the company's story should be for the long-term.

Quadrant Strategies was founded on a clear principle: clients need strategic counsel, not just data. Their partners have been advisors for some of the highest profile corporate and public affairs issues of the last two decades, as well as for presidents and prime ministers around the world. For more information, please visit [www.quadrantstrategies.com](http://www.quadrantstrategies.com).

*Research was conducted between February 10th and February 23rd, 2018.*

*Please note that the margins of error by wave for each sub-audience and individual brand will be higher than the total audience.*

# JUST DO IT, FOR ME

Amazon is the only for-profit brand that landed in the overall Top 10 this year. What does that say about people's perception of "purpose" and "mission"? Look no further than Amazon's mission statement – consumer convenience is king. "Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online." People's support and alignment with the value of convenience is so strong that Amazon outranked brands like Boys and Girls Club, Save the Children, and Girl Scouts of the USA. It's no secret that accessibility and ease are driving forces in impacting purchase, but to see them at the top of a "World Value" list sandwiched between humanitarian organizations is significant. Even Google's latest campaign asks people to "Make Google Do it." Convenience has become more than just an amenity – it's a societal value.

At enso, we're asking ourselves: can convenience be compatible with healthy communities, and sound environmental practices over the long term?

**WHAT**  
**MATTERS TO**  
**YOU MIGHT**  
**NOT MATTER**  
**TO OTHERS**

For people that hold Tesla, Kickstarter, Annie's Homegrown and the like as beacons of mission-driven business, it's a striking realization that they score much lower than we might have expected. The reason is they all skew strongly towards higher-income people.

As a Santa Monica-based company, the World Value Index has been useful in opening our eyes to how niche some purpose-oriented pioneer brands are – including some of our favorites like REI and Patagonia. In our world, they're leaders in the space of infusing mission and purpose into brand and business model. Digging through the data, that perspective shifts and settles into an important reminder: the perceived importance of a brand's purpose is highly subjective, and varies significantly across different segments of the population. What might be supremely motivating to some, is irrelevant to others. In the marketplace of people's perception, the most noble mission around climate health will face stiff competition from a convenience-focused mission.

At enso, we view this as a challenge: how can mainstream brands become beacons of mission-driven business, rather than just the elite brands?

# SEEKING COMFORT IN TROUBLED TIMES

We saw very high rankings for some classic brands whose values have stood the test of time: National Geographic, Johnson & Johnson, the Olympics, Campbell's Soup. According to our Zeitgeist data, only 40% of Americans believe the country is heading in the right direction (and only 13% feel strongly about that), while trust in business leaders and trust in political leaders is at historic lows (36% and 27%, respectively). So perhaps in troubled times, we're turning to brands that stand for traditional values we're not seeing elsewhere in culture. When you can't bear to turn on the news, Campbell's Soup probably helps.

Which begs the question: while many businesses have kept their values under wraps, what's the business opportunity in leading more strongly with timeless human values that provide comfort in troubled times?



# 2018 WORLD VALUE INDEX\*

BRAND RANKINGS

## CULTURAL CONTEXT

Over the past two years, we've seen stability and even a slight rise in people's expressed importance to live life with a sense of purpose (80% in 2016, 89% in 2017, 91% in 2018). The same trend exists for the belief that businesses can be a force for positive social and environmental change (79% in 2016, 81% in 2017), suggesting a real opportunity for brands: there is a receptive, broad audience that values and supports companies with purpose.

However, there is a dichotomy between this potential and our current reality. Only 42% of employees feel that the values of their employer match their own (and only 14% feel a strong alignment), and only 36% trust business leaders to do what's right (down from 41% in 2017). We see this misalignment of values and lack of trust in the institution of business as a deeper level of the same opportunity: the brands that close this trust gap – by advocating and enabling things that matter to people – will have a strong competitive advantage.

We know it's intimidating for businesses to step into the social impact space. This past year has brought a rise in activism and collective political voices that continue to grow louder; for some business leaders, this is a reason to retreat. But people are paying attention to – and openly challenging – the behavior and decisions of both businesses and individuals. This is a good and powerful reality; it is a call for leadership. The door is open for businesses to bridge this delta, with a genuine investment in corporate values and a connection to greater purpose. If brands can rise to the presented challenge of aligning their mission with the goals and mindsets of their employees and customers, they can harness the tremendous power of inspired people.

91%

LIVING LIFE WITH A SENSE OF PURPOSE IS IMPORTANT TO ME

81%

BUSINESS CAN BE A FORCE FOR POSITIVE SOCIAL AND ENVIRONMENTAL CHANGE

42%

THE VALUES OF MY EMPLOYER MATCH MY OWN

36%

I TRUST BUSINESS LEADERS TO DO WHAT IS RIGHT

## TOP 10 BRANDS OVERALL

- 1 **St. Jude Children's Research Hospital**
- 2 **Red Cross**
- 3 **Salvation Army**
- 4 **Goodwill**
- 5 **Habitat for Humanity**
- 6 **Doctors Without Borders**
- 7 **Amazon**
- 8 **Boys and Girls Club**
- 9 **Save the Children**
- 10 **Girl Scouts of the USA**



## BRAND RANKINGS (CONT.)

11	World Wildlife Fund	43	Lowe's	75	Kroger	108	T-Mobile	139	NFL	171	BMW
12	Google	44	McDonald's	76	Women's March	109	American Airlines	140	CNN	172	Heineken
13	National Geographic	45	LAY'S	77	Honda	110	American Family Association	141	Unilever	173	Twitter
14	YMCA	46	Target	78	Honest Company	111	HBO	142	Exxon Mobil	174	Venmo
15	Johnson & Johnson	47	NIKE	79	IKEA	112	IBM	143	Audi	175	Airbnb
16	Olympics	48	Whole Foods	80	Tesla	113	U by Kotex	144	Boeing	176	BuzzFeed
17	Campbell's Soup	49	Visa	81	Yoplait	114	Geico	145	Black Lives Matter	177	FIFA
18	Dove	50	AARP	82	Fitbit	115	United Airlines	146	Global Goals	178	NBA
19	Netflix	51	Ben & Jerry's	83	Chevrolet	116	Charity Water	147	(RED)	179	Wells Fargo
20	Disney	52	Trader Joe's	84	TOMS	117	Khan Academy	148	New York Times	180	NHL
21	FedEx	53	Panera	85	Etsy	118	Mozilla	149	ACLU	181	NRA
22	Microsoft	54	United Nations	86	MasterCard	119	Always	150	Lyft	182	Zappos
23	UPS	55	Petfinder	87	Southwest Airlines	120	Kickstarter	151	World Cup	183	Patagonia
24	Wikipedia	56	Toyota	88	KIND	121	ESPN	152	Uber	184	Republican Party
25	Samsung	57	Facebook	89	Starbucks	122	Chipotle	153	Washington Post	185	Coors
26	PayPal	58	Sony	90	Chamber of Commerce	123	American Express	154	Fox News	186	VICE
27	United Way	59	eBay	91	The North Face	124	Pfizer	155	Virgin Airlines	187	Snapchat
28	Kellogg's	60	Yahoo	92	State Farm	125	Axe	156	OfferUp	188	Morgan Stanley
29	Bill & Melinda Gates Foundation	61	Ford	93	Hulu	126	NCAA	157	Chevron	189	Red Bull
30	YouTube	62	Chick-Fil-A	94	Allstate	127	Bank of America	158	MSNBC	190	Medium
31	Nestlé	63	Doritos	95	AT&T	128	Spotify	159	SolarCity	191	Lululemon
32	AAA	64	SunChips	96	Pandora	129	Method	160	LinkedIn	192	Uniqlo
33	Kraft	65	Pepsi	97	The #MeToo Movement	130	Southern Poverty Law Center	161	Barbie	193	Salesforce.com
34	CVS Pharmacy	66	Levi Strauss	98	Clif Bar	131	NPR	162	REI	194	Eileen Fisher
35	Lipton	67	International Rescue Committee	99	Canon	132	Chase Bank	163	Wall Street Journal	195	Libertarian Party
36	Home Depot	68	Apple	100	Intel	133	Annie's Homegrown	164	Atlantis Paradise Island, Bahamas	196	Monsanto
37	Walmart	69	Pampers	101	Hewlett-Packard	134	Trojan	165	Budweiser	197	Goldman Sachs
38	Subway	70	Planned Parenthood	102	NBC	135	Tampax	166	H&M	198	Breitbart
39	Coca-Cola	71	Adidas	103	MLB	136	Democratic Party	167	Volkswagen	199	Marlboro
40	Newman's Own	72	General Electric	104	Verizon	137	The Catholic Church	168	ONE Campaign	200	Ku Klux Klan (KKK)
41	LEGO	73	Proctor & Gamble	105	L'Oréal	138	Citi	169	Comcast		
42	Fisher-Price	74	Seventh Generation	106	Chobani			170	Time Warner		
				107	Delta Airlines						

## TOP 10 BUSINESSES

- |   |                              |    |                  |
|---|------------------------------|----|------------------|
| 1 | <b>Amazon</b>                | 6  | <b>Dove</b>      |
| 2 | <b>Google</b>                | 7  | <b>Netflix</b>   |
| 3 | <b>National Geographic</b>   | 8  | <b>Disney</b>    |
| 4 | <b>Johnson &amp; Johnson</b> | 9  | <b>FedEx</b>     |
| 5 | <b>Campbell's Soup</b>       | 10 | <b>Microsoft</b> |



## TOP 10 NONPROFITS

- 1 **St. Jude Children's Research Hospital**
- 2 **Red Cross**
- 3 **Salvation Army**
- 4 **Goodwill**
- 5 **Habitat for Humanity**
- 6 **Doctors Without Borders**
- 7 **Boys and Girls Club**
- 8 **Save the Children**
- 9 **Girl Scouts of the USA**
- 10 **World Wildlife Fund**

THANK  
YOU

If you have any follow up questions or  
would like a detailed report on your brand,  
please contact us at [WorldValue@enso.co](mailto:WorldValue@enso.co)

# ABOUT ENSO

enso creates impact at scale by building mission-driven brands and shared missions through fearless creativity and collaborative action. We were founded six years ago with the belief that the future of marketing is people and brands with shared values, working together to drive business success with positive impact. Today, we are leading the paradigm shift from the campaign mindset, traditionally developed by marketers around a brand's singular mission, to Shared Mission<sup>SM</sup> initiatives, where the ultimate goal is not the success of one organization, but rather the achievement of a mission that serves all stakeholders.

Based in Los Angeles, our clients include Google, Khan Academy, Atlantis, OfferUp, Omidyar Network, Everytable, and The Nature Conservancy. Through our network of Shared Mission<sup>SM</sup> collaborators, enso has built a new framework for collective action and cross-sector solutions to tackle the urgent problems of our time. Recent missions have included rebuilding trust in neighborhoods, creating abundant internet access for everyone, establishing the basic right to literacy, generating wealth by solving the climate crisis, and transforming a mega resort by fostering a flourishing culture and ecology in which the entire country operates.

If you have any questions or are interested in a deeper dive into a brand or segment, please contact us: [WorldValue@enso.co](mailto:WorldValue@enso.co)