



Future CMO Unlimited business leadership

Purpose-driven transformation

Highlight

Business globalization and digital change brought enormous gains for organizations but also an incredibly challenging transformation for marketing. Increasingly, companies must seek strong touch points with their customers/consumers in order to grow in notoriety and revenue. Social responsibility and values such as compassion, tolerance, inclusion, diversity and environmental awareness are well regarded by consumers and have been proven to bring good results in terms of both emotional attachment to the company and financial gains.

Organizations have to adapt quickly to meet the generations Y and Z demands: they already represent 2/3 of the planet's consumers and have a very clear idea of what they want from companies. They want them to be much more than just what they sell, they demand a more responsible attitude towards the community, the country, the planet.

It is therefore top priority for companies to discover their purpose beyond sales and make it relevant in everything they do.

Consumers are more willing to stop buying from a particular company that stands for a problem they disagree with.

Business & Issues

To better engage customers with its real purpose and strongly connect brand communication, products and customer experiences, our client, a European Financial Institution, wanted to transform its marketing strategy and align the company to its purpose.

To find what the major purpose of the organization was and to assess its legitimacy in the business context and long-term aspirations, Deloitte's multidisciplinary team worked closely with the client's marketing team to provide a comprehensive service, working as a 'one stop shop'.

Approach

Our approach, focused on **Brand Strategy and Purpose**, reflected on brand positioning and long-term aspirations, in order to answer some core questions:

- What meant to be different?
- How to achieve customer recognition?
- What distinguished and valued our client's brand?

With the diagnosis, **Deloitte and ACNE** (our Creative Agency) developed the concept and defined an action plan to guide the CMO in its implementation from the beginning.



Results

Helping our client with the new Brand concept activation through existing channels and some new ones, either for internal or external purposes, had immediate recognition from employees, partners and customers.



Maximize the brand impact

All areas were connected according to the client's purpose and a communication campaign with a clear value proposition had strong impact in all interaction levels.



Be recognized by your core values and purpose

Unique proposition leveraged through clear and consistent communication for workforce and clients.

Ready to rebrand the CMO? **Let's talk.**



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