

CENSUSWIDE

BRAND VALUES NARRATIVE REPORT

2023/2024

■ NARRATIVE REPORT

Prepared for: Censuswide

Sample: 2,004 Nationally Representative UK General Consumers

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THE IMPORTANCE OF BRAND VALUES TO CONSUMERS

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Almost half (46%) of Brits say it's important¹ to them for the brands they shop with to have missions/values that align with their own. Moreover, almost 2 in 5 (36%) Brits even go as far to say that they primarily buy from brands whose missions / values align with their own, whilst over a third (34%) try to avoid purchasing from brands whose missions / values do not align with their own.

Interestingly, it seems that Millennials are most likely to place importance on this – for example, almost 3 in 5 (57%) Millennials surveyed state it's important¹ that brands they shop with have missions/values that align with their own and Millennials are more likely than any other generation to primarily buy from brands whose missions / values align with their own (45%). For more context, just under 3 in 10 (27%) of Baby Boomers surveyed said the same.

¹'Very important' and 'fairly important' responses combined.

THE IMPORTANCE OF VISIBILITY

Less than 2 in 5 (35%) Brits think brands are doing a good job of making their missions and values visible

As previously detailed, a notable percentage (46%) of Brits deem it important¹ for brands to have missions and values that align with their own. However, less than 2 in 5 (35%) Brits think brands are doing a good job of making their missions and values visible. This highlights the need for PR and marketing to improve the visibility of missions and values so that consumers can connect with them on a deeper level.

The importance of the visibility of missions and values is also demonstrated in the fact that over 2 in 5 (42%) Brits agree² that brands making their mission and values visible / easily accessible are more trustworthy. Exploring this across generations, Millennials surveyed are most likely to agree² with this, whilst Baby Boomers surveyed are least likely to agree² (48% vs 33%). Looking at who is excelling in this area, supermarket brands are the best at communicating their missions and values (18%), followed by beauty brands (12%), and fashion brands (12%), according to consumers surveyed.

Notes:

¹'Very important' and 'fairly important' responses combined.

²'Strongly agree' and 'somewhat agree' responses combined.

THE IMPACT OF BRAND VALUES ON PURCHASING DECISIONS

2 in 5 (40%) Brits are likely¹ to make a purchase from a brand if they see a piece of content that shows their missions and values align with theirs

The survey explored why visibility of these values is important and has demonstrated how visibility could result in more customers or give one brand an edge over another. For example, 2 in 5 (40%) consumers surveyed are likely¹ to make a purchase from a brand if they see a piece of content that shows their missions and values align with theirs. Moreover, it could even be the deciding factor between two brands as almost 2 in 5 (37%) are likely¹ to choose a brand with aligned mission and values, over a cheaper competitor.

A lack of alignment can also negatively impact purchasing. For instance, just over a third (34%) of Brits try to avoid purchasing from brands whose missions and values do not align with their own and this percentage increases to almost 3 in 5 (58%) amongst those who deem it important² for brands to have missions and values that align with their own.

It follows then that almost 2 in 5 (39%) Brits agree³ that more visible brand missions and values would help them make easier purchasing decisions.

Notes:

¹'Very likely' and 'somewhat likely' responses combined.

²'Very important' and 'somewhat important' responses combined.

³'Strongly agree' and 'somewhat agree' responses combined.

WHERE AND HOW DO CONSUMERS SEEK INFORMATION ON A BRAND'S MISSION AND VALUES?

Over half (53%) of Brits have seen a piece of content about a brand's missions or values that has resonated with them²

Brits are using a wide range of platforms, for example, a majority are using YouTube (77%¹) and Instagram (58%¹) or reading the news (digital newspapers, news sites (e.g., BBC News, Daily Mail, Google News), print newspapers) (77%¹) or reading magazines (digital, print) (53%¹). Given the high usage of these platforms, it's perhaps no surprise that over half (53%²) of Brits have seen a piece of content about a brand's missions or values that has resonated with them, rising to three quarters (75%²) amongst Generation Z.

Connecting this more specifically with branding, a fifth (20%) of Brits have seen content (about a brand's missions or values) that resonates with them on the brand's own social media channels (e.g., TikTok, Instagram, Facebook, LinkedIn, X (formerly known as Twitter), YouTube). Moreover, almost a fifth have seen content like this on a brand's own website (19%) or in their advertising (17%). This demonstrates the importance of a connected message across all consumer touch points where they are seeing mission or value related content.

It is also important that brands think about what makes this content resonate with consumers. For those who have seen a piece of content about a brand's mission or values that resonated with them connected most with emotion (23%) and human stories (27%), but also stressed the importance of compelling storytelling (20%) and compelling research / statistics (18%). Baby Boomers in particular say it was the compelling research and statistics (24%) that resonated with them, second only to human stories (31%). This highlights the importance of not only consistent messaging but having robust research and narratives backing brand missions and values in order to engage with consumers.

Notes:

¹Reverse of 'N/A – does not apply/unsure' and 'never'.

²Reverse of 'N/A – I have never seen a piece of content about a brand's mission or values that resonated with me', 'N/A – there is nowhere specific that I have seen this', and 'I don't remember'.

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We are proud to have an impressive reach with a depth of network from C-Suite to full time parents across 65 markets at a competitive rate in territory or worldwide.

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