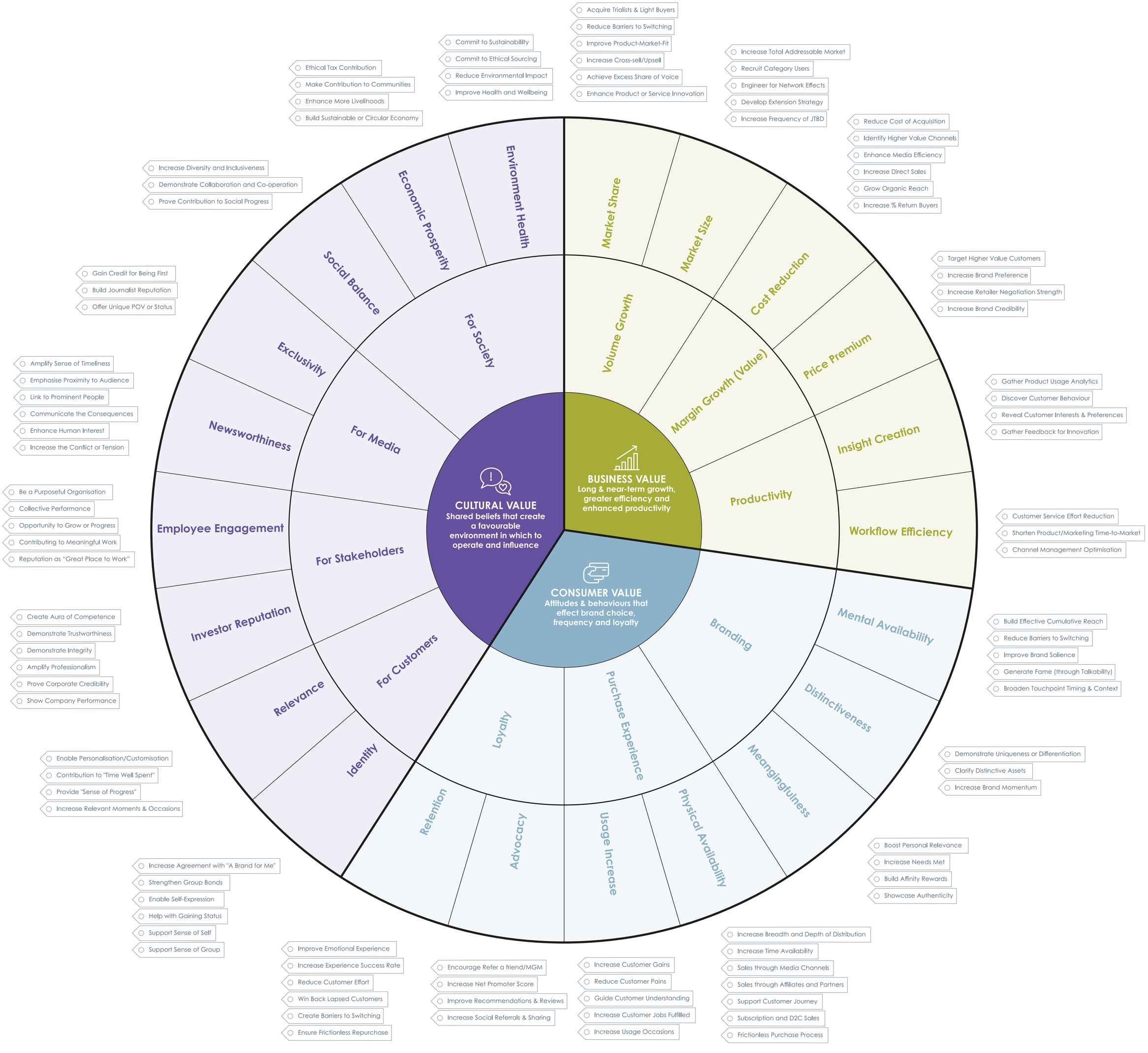
CULTURAL VALUE
Shared beliefs that create a favourable environment in which to operate and influence
BUSINESS VALUE
Long & near-term growth, greater efficiency and enhanced productivity
CONSUMER VALUE
Attitudes & behaviours that effect brand choice, frequency and loyalty
For Society
Social Balance
Economic Prosperity
Environment Health
Ethical Tax Contribution
Make Contribution to Communities
Enhance More Livelihoods
Build Sustainable or Circular Economy
Commit to Sustainability
Commit to Ethical Sourcing
Reduce Environmental Impact
Improve Health and Wellbeing
Increase Diversity and Inclusiveness
Demonstrate Collaboration and Co-operation
Prove Contribution to Social Progress
For Media
Exclusivity
Newsworthiness
Gain Credit for Being First
Build Journalist Reputation
Offer Unique POV or Status
Amplify Sense of Timeliness
Emphasise Proximity to Audience
Link to Prominent People
Communicate the Consequences
Enhance Human Interest
Increase the Conflict or Tension
For Stakeholders
Employee Engagement
Investor Reputation
Be a Purposeful Organisation
Collective Performance
Opportunity to Grow or Progress
Contributing to Meaningful Work
Reputation as "Great Place to Work"
For Customers
Relevance
Identity
Create Aura of Competence
Demonstrate Trustworthiness
Demonstrate Integrity
Amplify Professionalism
Prove Corporate Credibility
Show Company Performance
Enable Personalisation/Customisation
Contribution to "Time Well Spent"
Provide "Sense of Progress"
Increase Relevant Moments & Occasions
Increase Agreement with "A Brand for Me"
Strengthen Group Bonds
Enable Self-Expression
Help with Gaining Status
Support Sense of Self
Support Sense of Group
Market Share
Market Size
Cost Reduction
Volume Growth
Margin Growth (Value)
Price Premium
Productivity
Insight Creation
Workflow Efficiency
Acquire Trialists & Light Buyers
Reduce Barriers to Switching
Improve Product-Market-Fit
Increase Cross-sell/Upsell
Achieve Excess Share of Voice
Enhance Product or Service Innovation
Increase Total Addressable Market
Recruit Category Users
Engineer for Network Effects
Develop Extension Strategy
Increase Frequency of JTBD
Reduce Cost of Acquisition
Identify Higher Value Channels
Enhance Media Efficiency
Increase Direct Sales
Grow Organic Reach
Increase % Return Buyers
Target Higher Value Customers
Increase Brand Preference
Increase Retailer Negotiation Strength
Increase Brand Credibility
Gather Product Usage Analytics
Discover Customer Behaviour
Reveal Customer Interests & Preferences
Gather Feedback for Innovation
Customer Service Effort Reduction
Shorten Product/Marketing Time-to-Market
Channel Management Optimisation
Loyalty
Retention
Advocacy
Purchase Experience
Usage Increase
Physical Availability
Branding
Meaningfulness
Distinctiveness
Mental Availability
Improve Emotional Experience
Increase Experience Success Rate
Reduce Customer Effort
Win Back Lapsed Customers
Create Barriers to Switching
Ensure Frictionless Repurchase
Encourage Refer a friend/MGM
Increase Net Promoter Score
Improve Recommendations & Reviews
Increase Social Referrals & Sharing
Increase Customer Gains
Reduce Customer Pains
Guide Customer Understanding
Increase Customer Jobs Fulfilled
Increase Usage Occasions
Increase Breadth and Depth of Distribution
Increase Time Availability
Sales through Media Channels
Sales through Affiliates and Partners
Support Customer Journey
Subscription and D2C Sales
Frictionless Purchase Process
Boost Personal Relevance
Increase Needs Met
Build Affinity Rewards
Showcase Authenticity
Demonstrate Uniqueness or Differentiation
Clarify Distinctive Assets
Increase Brand Momentum
Build Effective Cumulative Reach
Reduce Barriers to Switching
Improve Brand Salience
Generate Fame (through Talkability)
Broaden Touchpoint Timing & Context