

The Power of Purpose

Building a brand story rooted in simplicity



In his current role, as President, EMEA at global brand consultancy, Siegel+Gale, Philip Davies' focus is to solve client's complex brand challenges through simple, unexpectedly fresh strategies, stories and experiences. Philip's broad international experience spans journalism and advertising as well as brand consulting, where he

has gained a reputation for leading teams in creating simple, pervasive ideas that allow brands to perform and compete. Over his career, he has also helped advance the brands of Barclays, Fabergé, British Airways, McKinsey, Rio Tinto, HP, Diageo and many others.

On Monday Philip will be part of the CEO Deep Dive session where he will be talking about the power of simplicity and how you can use it as a business tool to unlock the potential in your company.

On Tuesday Philip's keynote presentation: 'So long big idea – branding and marketing just aren't what they used to be' will explore how we have moved from Big Idea to Rich Idea. How sometimes the big idea is that there isn't a big idea, just a collection of consistently managed moments and interactions and experiences that ladder up to something authentic to drive belief.

We are the simplicity company. As a global strategic branding consultancy, we've found that the brands that commit to simplicity win.

If you don't control complexity, it controls you.

The world is going through a period of unprecedented change. Technology giants and innovative start ups are disrupting long established businesses and reinventing the way brands operate and offer services. This adds another level of complexity and the need to clearly differentiate and communicate has never been stronger.

Mastering brand complexity is the business we are in and we'd love to help you communicate your story, your value, and ultimately your reason for being.

The powerful simplicity of purpose

Potential unleashed

Why do we do what we do?

Purpose is based on well-established ideals.

Discovery

Love of the new and innovative

Excellence

Motivation to achieve ever-higher standards

Enrichment

Drive to bring something better to people's lives

Heroism

Desire for achievement on a grand scale

Purpose:

Is an invaluable asset

Motivates employees

Gives leaders a personal platform

Drives sustainable advantage

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Firms that have cultures based on shared values out-perform companies that don't:
Revenues grew 4x faster
Job creation was 7x higher
Stock prices grew 12x faster

John Kotter and James Heskett, *Corporate Culture and Performance*

“

Organisations driven by purpose and values:
Outperformed the general market 15:1
Outperformed comparison companies 6:1

Jim Collins and Jerry Porras, *Built to Last*

Organisational purpose sits at the nexus of three dimensions, your strengths, your ideals and your performance.

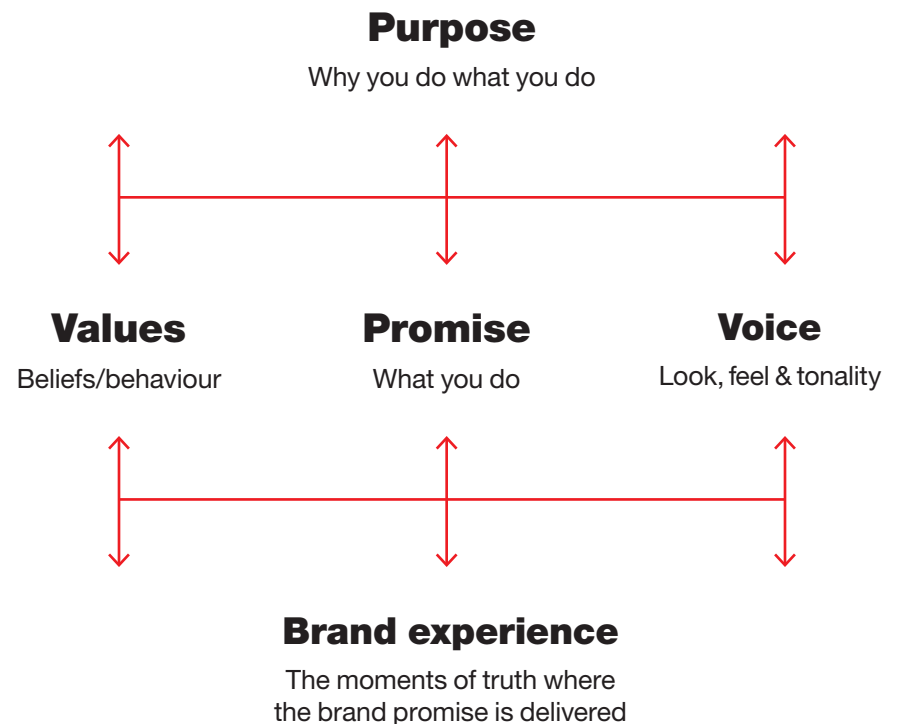
One articulation that answers three questions:

What do we do better than anyone else?

What ideals inspire and motivate us?

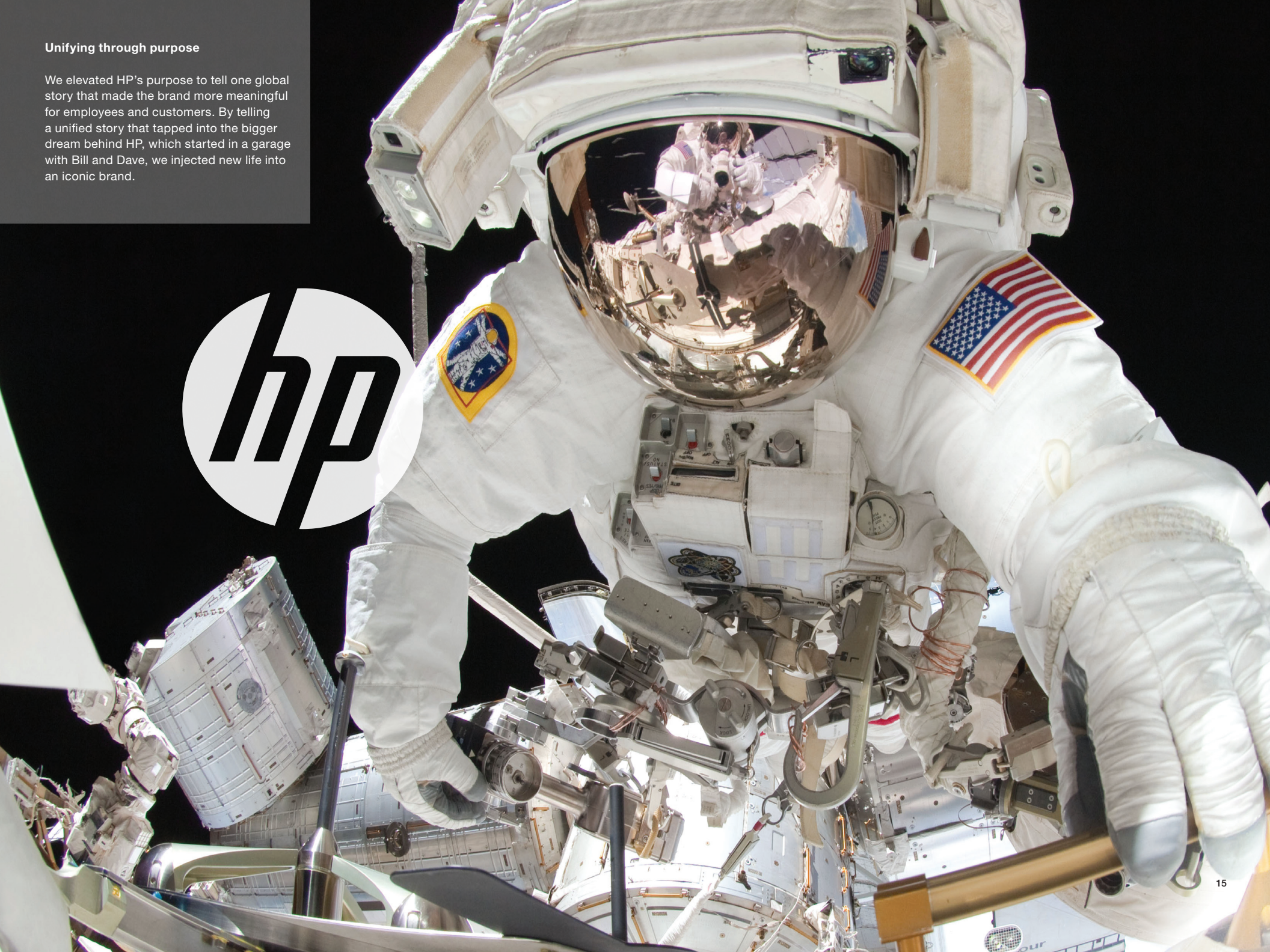
What is driving our economic engine?

At Siegel+Gale we are used to delivering a purpose for our clients. After defining the company's purpose we go on to refine the promise, the values and the voice to create a consistent experience and story.



Unifying through purpose

We elevated HP's purpose to tell one global story that made the brand more meaningful for employees and customers. By telling a unified story that tapped into the bigger dream behind HP, which started in a garage with Bill and Dave, we injected new life into an iconic brand.



**Future-proofing for a new era
of security**

Kaspersky Lab needed to go from the how to the why. Poising themselves for international domination, they needed a connecting thread and purpose to tie together global marketing efforts.



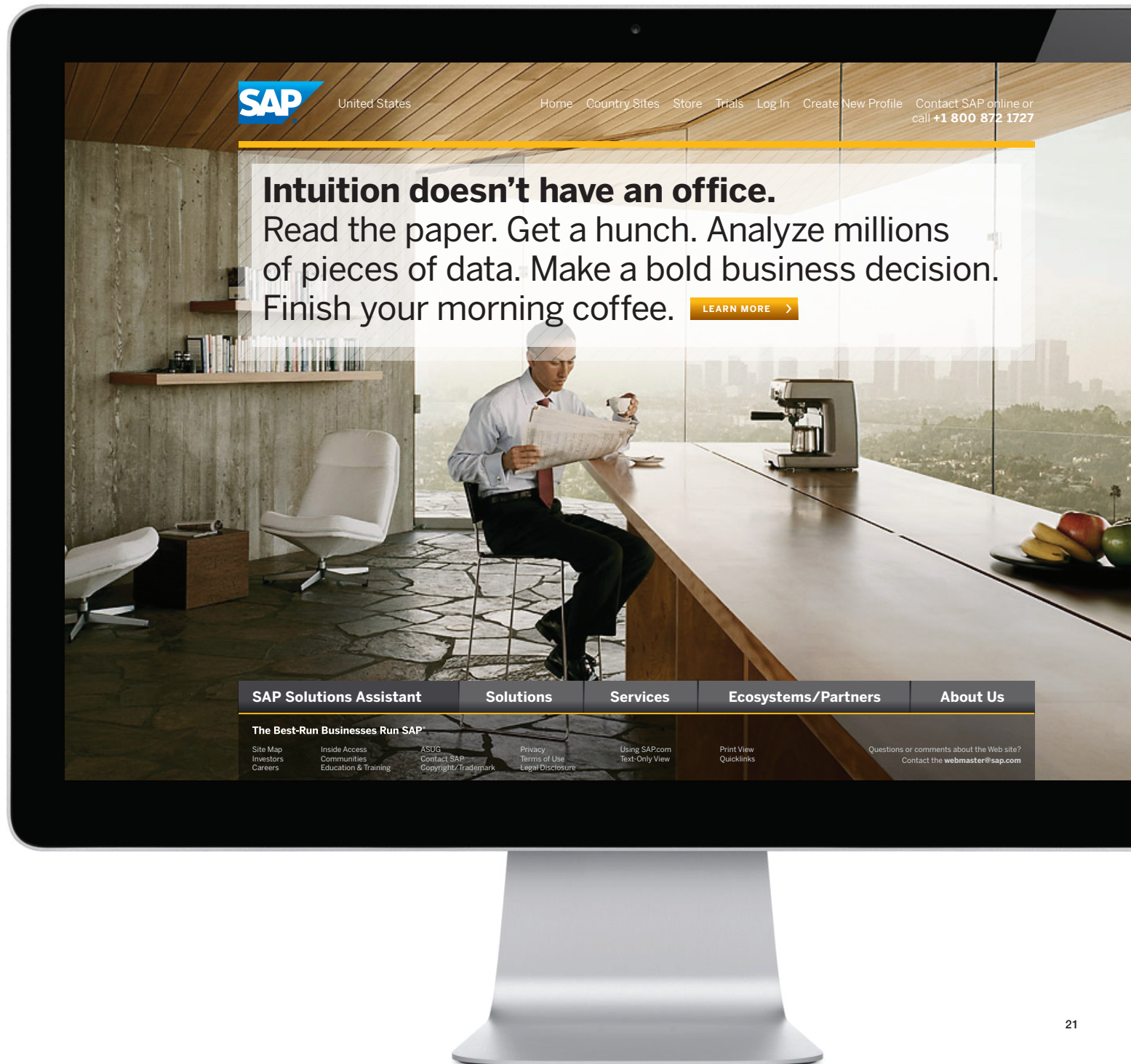
Rediscovering leading swagger

Bloomberg is a leader that created a market. However, many competitors began to move into their space and started eating in to their market share. We amplified what was unique about Bloomberg's culture, strengthening their leadership position for the future.



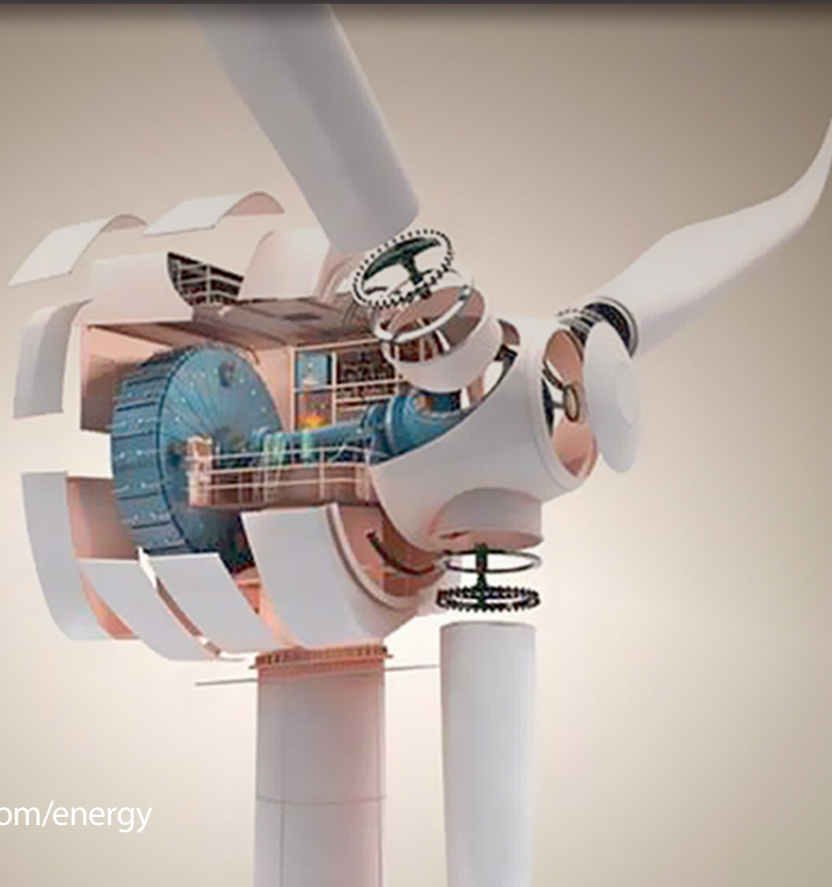
Humanising a diverse B2B brand

A complex company with a diversified array of products and services, SAP lacked clarity as to the value it brought to its customers. By moving away from a product-led approach and instead using a common purpose to articulate the real benefits, they were able to demonstrate usefulness and attain familiarity the world over.



**Demonstrating a common thread
throughout a diverse conglomerate**

Having started life selling cars in the Middle East, Abdul Latif Jameel was expanding and diversifying across five verticals and three continents. In order to cultivate a meaningful and sincere purpose, we developed an authentic and scalable story that would resonate regardless of industry or geography. The story of Opening New Doors, from generation to generation.



Abdul Latif Jameel 
ENERGY

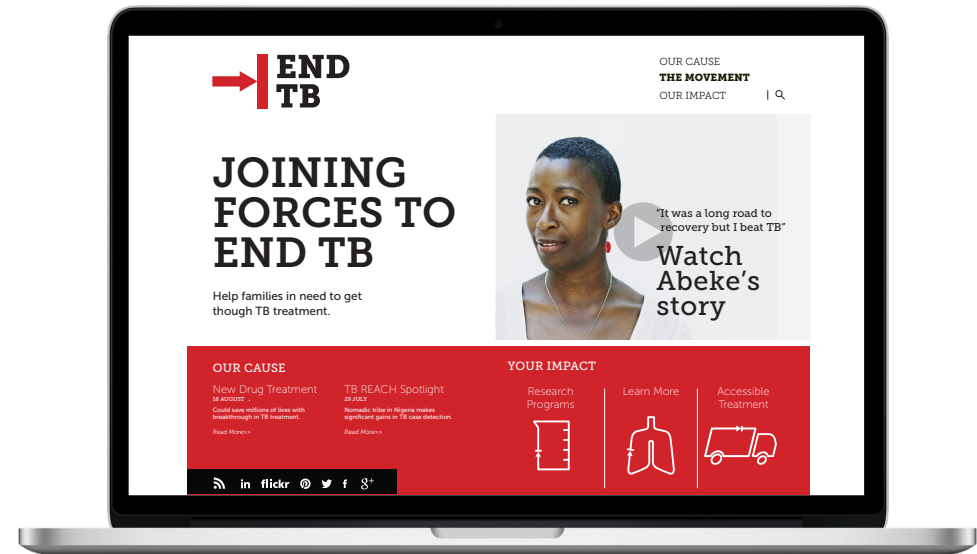
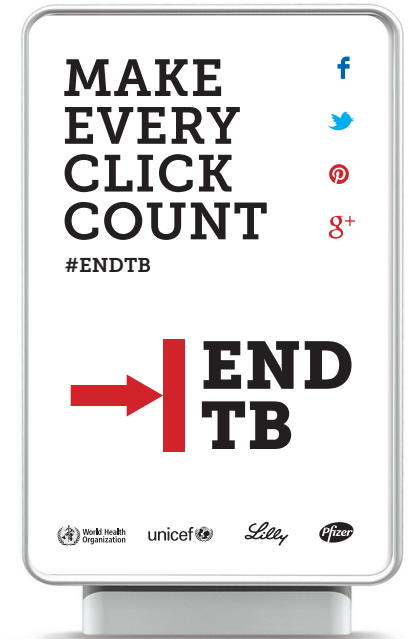
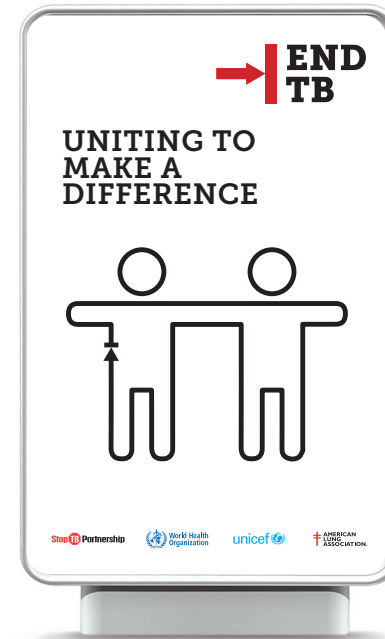
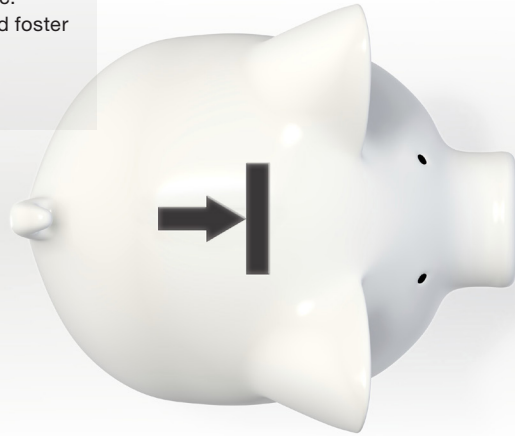
A new superpower

We're helping create a more sustainable
future through renewable wind energy.
[#worldfutureenergysummit2014](#)

www.alj.com/energy

Building a global movement

Tuberculosis, one of the world's oldest diseases, never had the media savvy of the other two big global killers, HIV and Malaria. The World Health Organization needed to ignite support in the hearts and minds of policy makers and the public. We helped them tell a story that could foster a movement to End TB.



What's your purpose?

We'll help
you tell it.

—
Research

—
Strategy

—
Design

—
Simplification

—
Content

—
Naming

—
Digital

—
Activation

Let's talk

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