



SOCIAL VALUES BUILDING MEANINGFUL BRANDS

GUIDE FOR CANADIAN
BRAND MARKETERS
2020 / 2021

ENVIRONICS
RESEARCH





“

Customer trust is hard to win and easy to lose. When you let customers make your business what it is, then they will be loyal to you—right up to the second that someone else offers them better service.

”

JEFF BEZOS

FOUNDER, CEO & PRESIDENT OF AMAZON



57% ↓

**of Canadians believe
advertising is useful
in helping them make
a choice when buying.**

DATA CREDIT: ENVIRONICS RESEARCH
SOCIAL VALUES, CONFIDENCE IN ADVERTISING
IMAGE CREDITS: GETTY IMAGES

Social values set the context for consumer choice.

Brands that understand the “why” behind consumer decisions are better positioned to differentiate themselves from the competition at every stage of the customer journey.



**Brands that meet
customer needs earn
customer loyalty**

82%

of Canadians say they are more likely to purchase products or services from brands whose values align with their own.



We uncovered four needs that are shaping Canadian consumer behaviour today:

- 1 **Purpose**
- 2 **Curation**
- 3 **Convenience**
- 4 **Confidence**

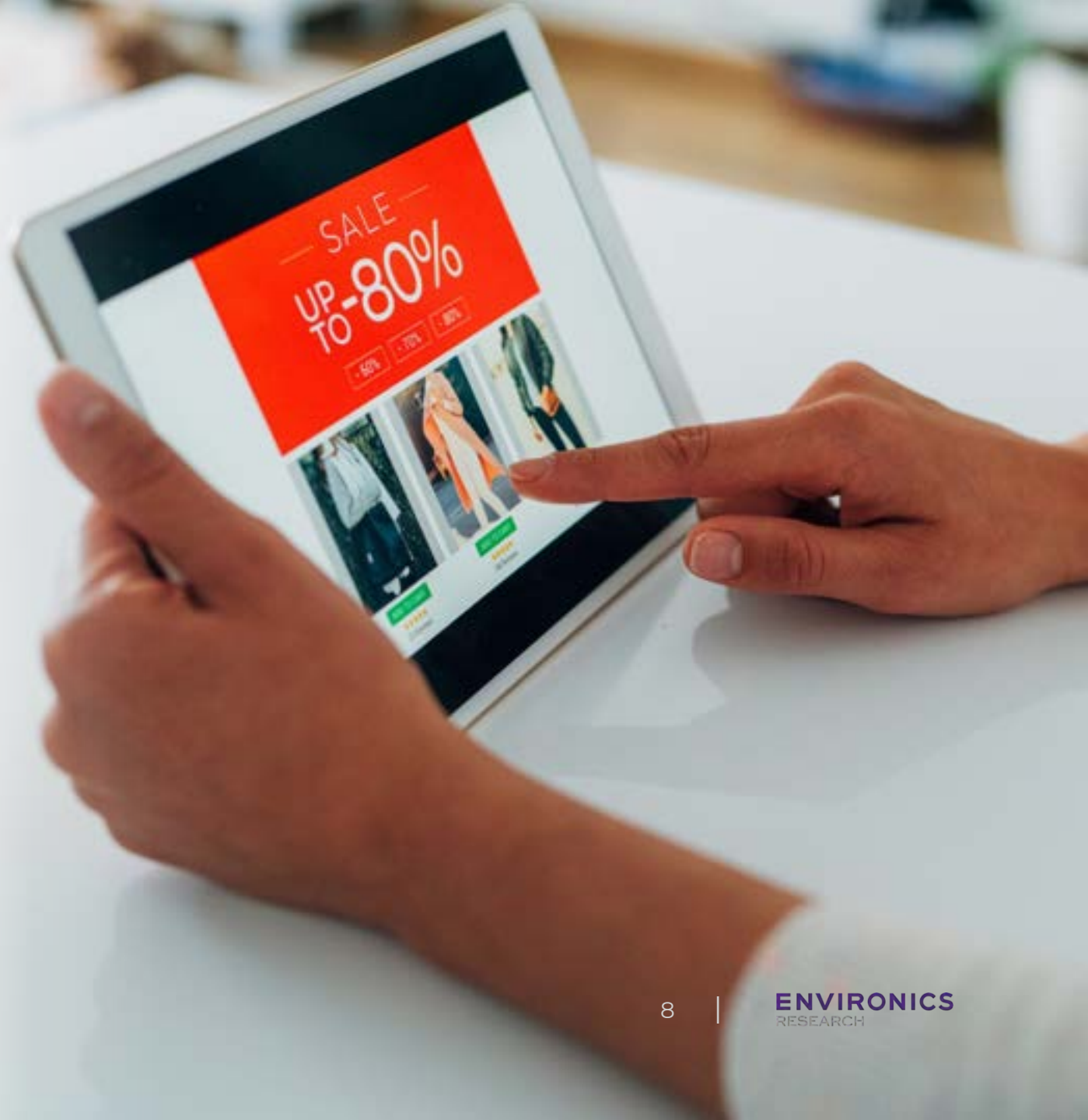


Purpose

Brand purpose statements need to be backed up with action and evidence - and marketers should expect that consumers are going to hold your brand accountable.

72%

of Canadians consumers say they: **do not trust businesses that make public statements about an issue – at the end of the day they know profit comes first.**



“

I think a lot of these [brands] could do a lot better and they just don't ... for me, as a consumer, that's an easy choice then to not support them.

Consumer, Age 29

QUALITATIVE RESEARCH

”



66%

of Canadians are
more likely to: **purchase
an item from a brand
that is willing to take
a stand on social issues.**

DATA CREDIT: ENVIRONICS RESEARCH
IMAGE CREDITS: GETTY IMAGES



Why consumers will pay more for purposeful brands

Purpose | Social Values



What causes matter most to Canadian consumers?

52%

ENVIRONMENT



45%

HUMAN RIGHTS



31%

HEALTH & SAFETY



PURPOSE KEY-TAKEAWAY:

Brand purpose statements need to be backed up with action and evidence - and marketers should expect that consumers are going to hold your brand accountable.

HOW DOES **AMAZON ADVERTISING** ACTIVATE BRAND PURPOSE?

*“At Amazon, we take purpose seriously. We’re committed to using our size and scale to make a difference, and that’s why we co-founded **The Climate Pledge**. The goal of The Climate Pledge is to meet the Paris Agreement 10 years early and become net-zero carbon by 2040. Climate change is a serious problem, and action is needed now to build towards a safe and healthy planet for future generations.”*



QUOTE CREDIT: [ADVERTISING.AMAZON.COM/EN-CA/BLOG](https://advertising.amazon.com/en-ca/blog)
IMAGE CREDIT: AMAZON ADVERTISING

Curation

Brands build loyalty when they demonstrate that they understand a customer's individual needs to alleviate unnecessary pain-points.

63%

of Canadians agree:
***“I like to put my own
spin on things I buy,
altering or adapting
things to meet my
unique needs.”***

DATA CREDIT: ENVIRONICS RESEARCH
IMAGE CREDITS: UNSPLASH

Why do consumers like curated experiences?

Curation | Social Values



What does curation look like for Canadian consumers?

72%

I expect services to have all my information ready when I call

71%

I love receiving personalized messages or discounts

50%

I pay attention to content recommendations

**Brands must
effectively
use customer
information
to improve
the customer
experience.**



68%

***“I find it frustrating
when I continue
to see digital ads
for a product I’ve
already purchased.”***

DATA CREDIT: ENVIRONICS RESEARCH
IMAGE CREDITS: UNSPLASH

CURATION KEY-TAKEAWAY:

Brands build loyalty when they demonstrate that they understand a customer's needs to alleviate unnecessary pain-points.



HOW DOES **AMAZON ADVERTISING** ACTIVATE CURATION?

*“Customers regularly come to Amazon to find new things. Each experience is personalized to their browsing and shopping preferences displaying product, services, and content they’d be most interested in. Amazon’s full-funnel marketing solutions help brands achieve what we call a “surround sound effect.” Amazon Advertising offers brands a diversified creative canvas of **OTT and video ads, Stores, Sponsored Brands, and on-box advertising** to bring your brand to life.”*

Convenience

Tapping into ritual presents opportunities for brands to capture the attention of time-starved consumers.

A man with a dark beard and mustache, wearing a black blazer over a light blue patterned shirt, is looking down at his black wristwatch. He is standing in what appears to be a train station, with a blurred train and other people in the background. The lighting is soft, and the overall tone is professional and modern.

55%

**of Canadians wish they
could slow down the
pace of their life.**

DATA CREDIT: ENVIRONICS RESEARCH
IMAGE CREDITS: GETTY IMAGES

83%

of Canadians agree:
“I really enjoy life’s rituals, whether it is celebrating holidays, or drinking my daily cup of coffee.”

DATA CREDIT: ENVIRONICS RESEARCH
IMAGE CREDITS: GETTY IMAGES



Tapping into ritual

64%

ANTICIPATION

Buying something online and waiting for it to come in the mail can be fun

66%

SEASONALITY

I look forward to when my favourite brand launches a special seasonal offering

64%

GAMIFICATION

When I'm doing routine tasks I like to have fun and make a game of it

Why do consumers seek out rituals?

Convenience | Social Values



CONVENIENCE

KEY-TAKEAWAY:

Tapping into ritual and rewards present opportunities for brands to capture the attention of time-starved consumers.

HOW DOES **AMAZON ADVERTISING** ACTIVATE CONVENIENCE?

*“At Amazon, we believe it all starts with the customer. Focusing on things that matter most to customers is our #1 priority. We believe that across almost any industry, audience segment, or business, what people want boils down to three core things: value, selection, and convenience. **Amazon Prime** is one example of how we have innovated on behalf of a customer pain point (paying for shipping) and delivered on what our customers wanted.”*

QUOTE CREDIT: [ADVERTISING.AMAZON.COM/EN-CA/BLOG](https://advertising.amazon.com/en-ca/blog)
IMAGE CREDIT: AMAZON ADVERTISING



Confidence

Brands need to leverage social proof when marketing their products - in a way that establishes trust between the brand and the consumer.

87%

**Canadian
Consumers are
doing more research
before making an
important purchase.**

DATA CREDIT: ENVIRONICS RESEARCH
IMAGE CREDITS: GETTY IMAGES

Why do consumers research a big purchase?

Confidence | Social Values



When purchasing a laptop, consumers are **30% more likely to say that purchaser reviews are more trustworthy** than product descriptions on a brand manufacturer's website.



“

I shop specifically for the brand that I am comfortable with and I know would actually work for my body, skin tone and texture. [For new products], I want to do my homework. I want to know who they are, what are the reviews, and whether the ratings [are positive] before I purchase it.

Consumer, Age 38

QUALITATIVE RESEARCH

”



7x more

Consumers are more **likely to say purchaser reviews are more trustworthy than recommendations from a social media influencer** when buying a skincare product.



CONFIDENCE KEY-TAKEAWAY:

Brands need to leverage social proof when marketing their products - in a way that establishes trust between the brand and the consumer.



HOW DOES **AMAZON ADVERTISING** ACTIVATE CONSUMER CONFIDENCE?

*“At Amazon, we proudly display **customer reviews** – both positive and negative – to help customers make purchase decisions with confidence. Whether its helping customers make purchase decisions, finding a new movie to watch, or selecting a book to indulge in, we want to help customers make these purchase decisions.”*

IN CONCLUSION, CONSUMERS WANT:

1. To align themselves with brands with **purpose**.
2. To have experiences that are **curated** for them.
3. To be delighted with **convenient** solutions.
4. To make purchase decisions with **confidence**.

MEANINGFUL BRANDS MUST:

Activate **Purpose**. Be authentic, make long-term commitments, and drive action. Activate **Curation**. Identify customer needs, understand the customer journey, and meet your customers where they are. Activate **Convenience**. Understand customer pain points, and deliver on ease, simplicity, & utility. Activate **Confidence**. Engage customers and be transparent.

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