

Market Evolution

 PURPOSE-DRIVEN ECONOMY

Authenticity



 SERVICE-BASED ECONOMY

Affinity



 PRODUCT-BASED ECONOMY

Ability

One finding keeps coming back stronger each year: besides the functional performance of a brand (quality, reliability, value for money) and the experience it provides to its customers, consumers also pay close attention to a brand's values and its social responsibility. Earning trust in a purpose-driven economy is achieved through acting with competence and intent, and is lost when these behaviours are not authentically demonstrated.