

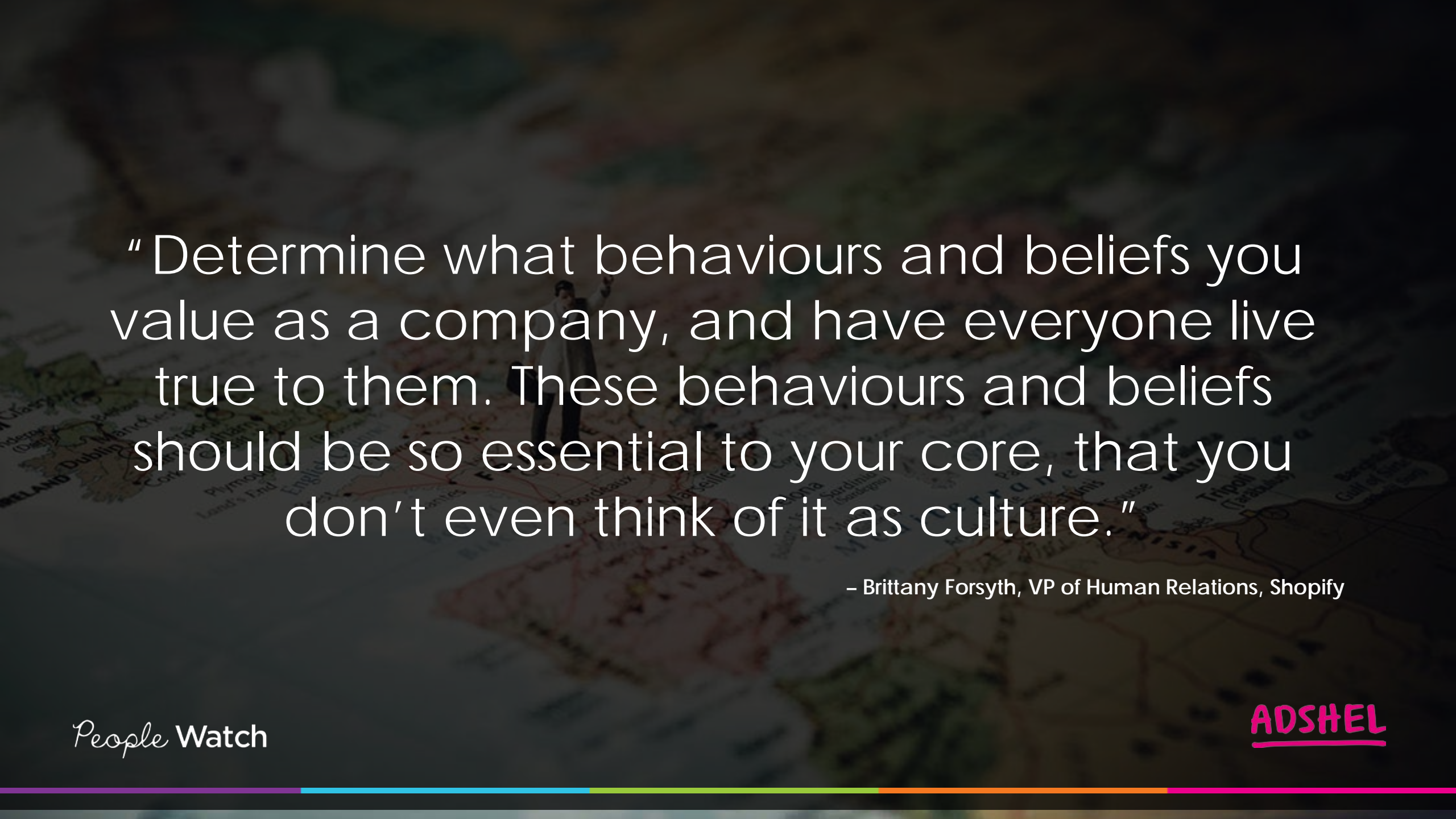
A black and white photograph of a woman lying down, smiling with her eyes closed. A semi-transparent green rectangular overlay covers the middle portion of the image, from the chest up to the shoulders. The text 'People Watch' is written in white over this green area. Below the main title, the tagline 'YOUR CULTURE IS YOUR BRAND' is written in a smaller, white, sans-serif font. To the right of the tagline, the date 'SEPTEMBER 2017' is enclosed in a thin white rectangular border. In the bottom right corner, the word 'ADSHEL' is written in a bold, pink, sans-serif font with a pink underline. At the very bottom of the image, there is a horizontal bar composed of several colored segments: purple, blue, green, orange, and pink.

People Watch

YOUR CULTURE IS YOUR BRAND

SEPTEMBER 2017

ADSHEL

A person in a white coat and dark pants stands on a large, detailed map of Europe, pointing their right hand towards a location in Central Europe. The map is spread out on a dark surface, and the person is positioned in the center-left of the frame. The background is dark and slightly blurred, focusing attention on the person and the map.

“Determine what behaviours and beliefs you value as a company, and have everyone live true to them. These behaviours and beliefs should be so essential to your core, that you don’t even think of it as culture.”

– Brittany Forsyth, VP of Human Relations, Shopify

CULTURE MEET BRAND MEET CULTURE

From the deadly collapse of a factory in a third world country, an elite sport corruption scandal to the devastating environmental impact of a poorly maintained oil pipe; these events are intrinsically linked.

These scandals lifted the veil on the dichotomy between carefully crafted public branding and opposing business culture. In a world where there is a wealth of consumer choice and increasingly savvy consumers, companies that do not have a whole-of-business brand culture are at risk.


Brands that do invest in holistic branding are a step closer to winning the hearts and loyalty of customers as consumers demand honesty, integrity and transparency.

THE GRIT IN INTEGRITY

A Nielsen global online survey found that consumers are increasingly willing to pay more for socially responsible products. In fact, **66%** of respondents said they were willing to pay **more** for products and services from companies committed to positive social and environmental impact and 56% were influenced by a company being known for its commitment to social value.

The often maligned “soft asset” of corporate social responsibility and culture is now as important as a carefully strategised branding. Marketing plans are replaced with a top down/ground up holistic marketing approach where brand performance is lifted by a committed and connected internal cultural identity.

Let's start with five ways to drive value and equity through a positive corporate culture.



'What really drives the culture - its essence
- is the learned, shared, tacit assumptions
on which people base their daily
behaviour

- Professor Edgar Schein
(Behavioral and Policy Sciences, MIT)


The background image shows a group of people in a collaborative work environment. They are seated at a wooden table, focused on their work. One person is writing in a spiral notebook, while others have laptops open. A white mug sits on the table. The scene is dimly lit, with a soft, warm glow, suggesting an indoor setting like a cafe or office. The overall mood is professional and creative.

CORPORATE CULTURE DRIVING BRAND EQUITY

FIVE VALUABLE BRAND ASSETS

People Watch

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A crystal ball sits on a rough, light-colored rock. A bright starburst light emanates from the left side of the ball. The background is a dark, out-of-focus landscape under a twilight sky.

'A lack of transparency results in distrust
and a deep sense of insecurity.

- Dalai Lama

1. TRANSPARENCY

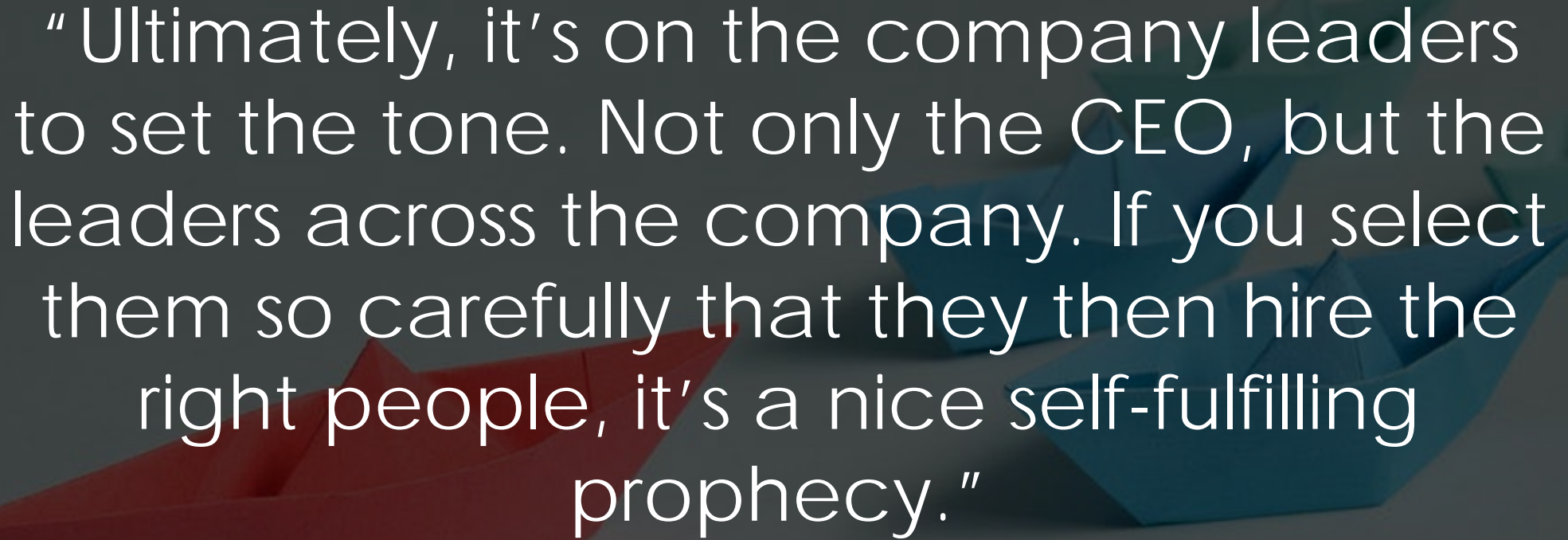
- **89%** of Australians are now connected to the internet with unprecedented access to information
- Unilever found their brands with open and integrated sustainability practices had **30%** faster growth
- The 'Label in Sight' Transparency ROI report found **56%** said ethical and open business practices are important to building their trust in a company
- **94%** of consumers are more likely to be loyal to a brand that is transparent in all it's labelling
- Millennial mums (18-34) were found to value transparency more than any other demographic

People **Watch**

Source: Nielsen 2016 | Label in Sight 2016 | Unilever 2017



ADSHL

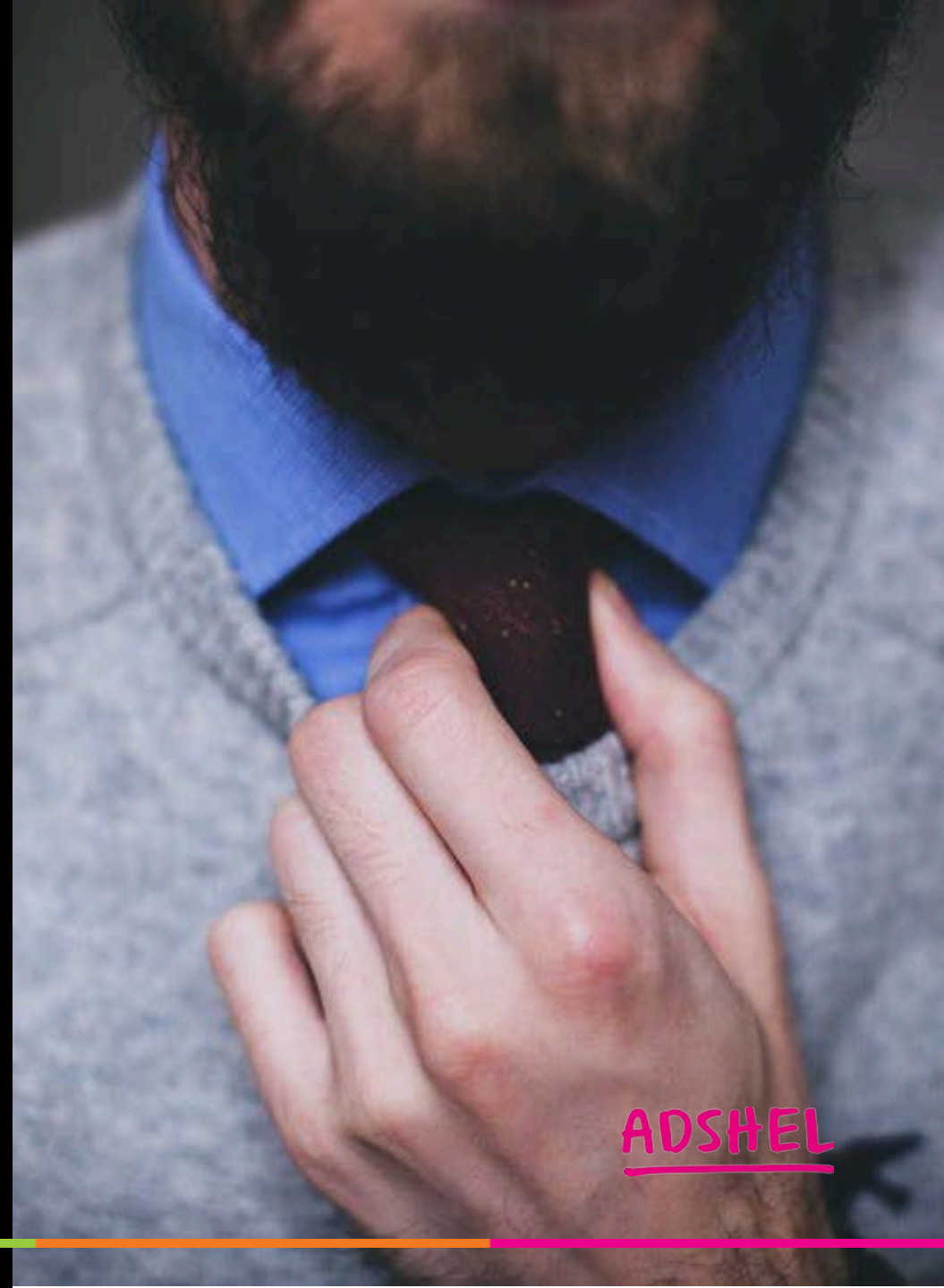


“Ultimately, it’s on the company leaders to set the tone. Not only the CEO, but the leaders across the company. If you select them so carefully that they then hire the right people, it’s a nice self-fulfilling prophecy.”

– Tim Cook, CEO, Apple

2. LEADERSHIP

- Leaders are more often hard to separate from the brand, think Apple's Steve Jobs, Facebook's Mark Zuckerberg, Richard Branson and Virgin
- In Australia, the ASX advises investors to evaluate company culture and that a company's sustainability is largely dependent on management's ability to develop that company culture
- A 2016 study by Deloitte found that halving the gap in management effectiveness between Australia and leading nations would increase Australia's GDP around \$70m



A wind turbine stands in the center of a lush green field. The sky is filled with large, white, fluffy clouds. In the foreground, there are some purple flowers. The overall scene is peaceful and represents sustainable energy.

Sustainability is about operating in ways that
“...meet the needs of the present without
compromising the ability of future
generations to meet their own needs”.

- Brundtland, 1987
(as often cited in the World Council on Economic Development)

3. SUSTAINABILITY

- **66%** of consumers say that they are willing to pay more for products and services from brands committed to making positive social and environmental changes
- **93%** of global CEOs see sustainability as important to their company's future success
- **72%** of CEOs believe that taking on sustainability issues and tackling it head on, strengthens their brand, trust and reputation.





“Let’s play the blame game...”

— Kanye West

4. ACCOUNTABILITY

- Accountability is a driver for positive culture and longevity of business success
- **82%** of Australians believe that ethical conduct is crucial in business leaders, and that accountability and transparency were ranked as the two most important factors in ensuring ethical conduct in our leaders
- If a company has a culture of accountability, poor work quality and wasted resources can be identified and weeded out and workplace conflicts will decrease






"Strength lies in differences, not in similarities."

- Stephen R. Covey, *The 7 Habits of Highly Effective People*

5. DIVERSITY

- Australia is one of the most culturally diverse nations in the world, with **29%** of the Australian workforce born overseas and approximately 94,890 workers currently on a 457 visa (as of June 2016)
- When a company's culture is not inclusive, staff will become marginalised, unmotivated and less productive and staff turnover will increase
- Studies have shown that firms embracing gender diversity found higher ROI, company value and higher net incomes

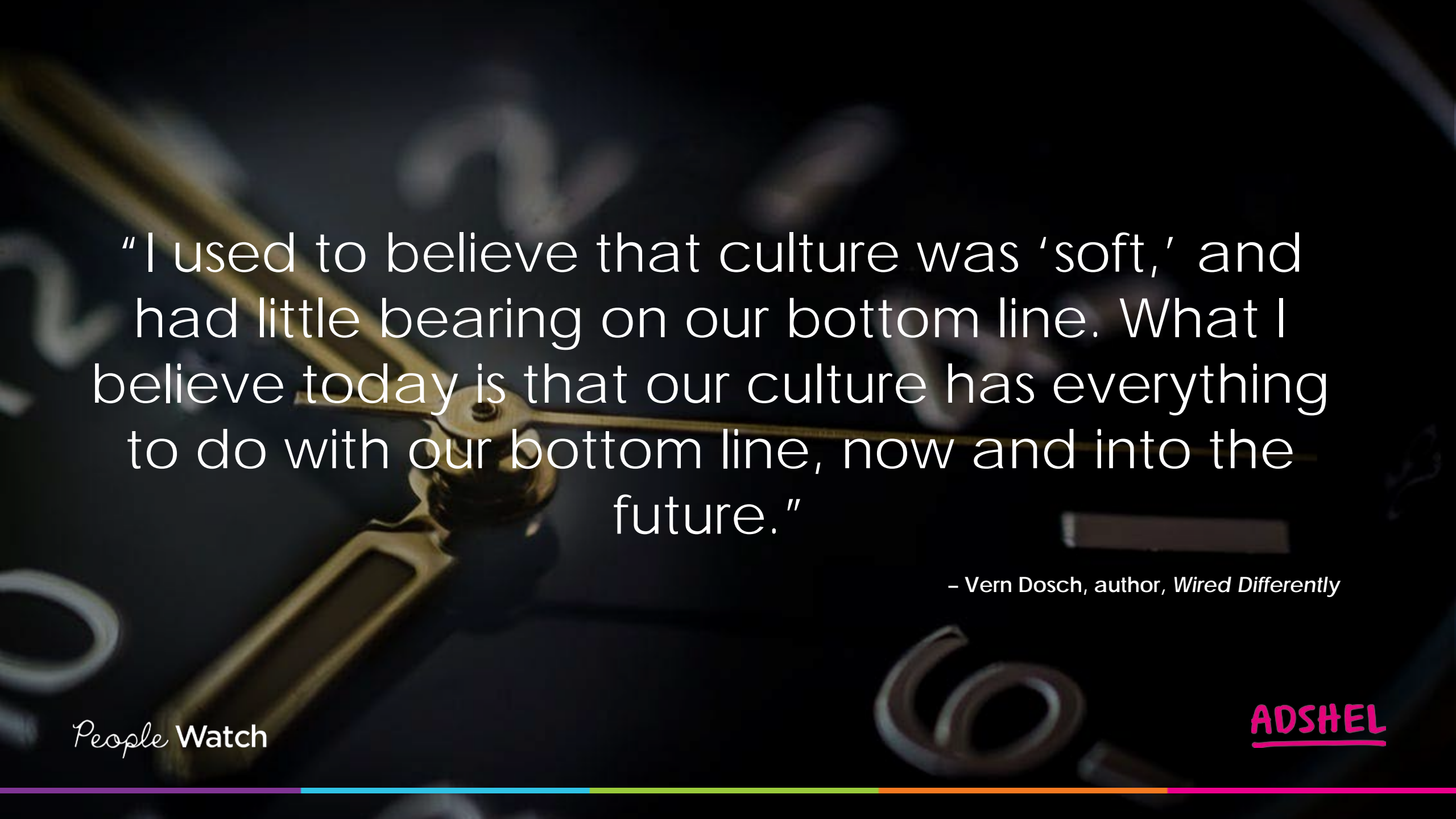


A photograph of two people sitting on a teal-colored couch. The person on the left is wearing a blue and white striped long-sleeved shirt and tan pants, holding a white tablet. The person on the right is wearing a light blue denim jacket over a white patterned sweater and red pants, holding a silver laptop. The text "What's next?" is overlaid in white on the right side of the image.

What's next?

People Watch

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"I used to believe that culture was 'soft,' and had little bearing on our bottom line. What I believe today is that our culture has everything to do with our bottom line, now and into the future."

– Vern Dosch, author, *Wired Differently*

WHAT'S NEXT?

- Visibility and accountability is the norm and businesses can no longer see culture as a 'soft asset'
- Consumers want to know what and from whom they are consuming – it's people, values, processes
- Job mobility increasing (especially among millennials), work culture, and developing a reputation as a "good place to work" matters
- As environmental and social challenges continue to grow, sustainable products and business practices are creating new demand

People Watch



A black and white photograph of a woman lying down, smiling broadly with her eyes closed. A large, semi-transparent green rectangular overlay covers the middle portion of the image, from her chest down to her hands. The text 'Thank you' is written in a white, cursive script across the right side of this green area.

Thank you

For more information on trends to
watch in 2017 contact us today

adshel.co.nz adshel.com.au

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A horizontal bar at the bottom of the page, divided into five segments of different colors: purple, blue, green, orange, and pink.