



# How vision, purpose and trust come together to drive brand leadership

March 25, 2021

**Bloomberg Media**

# In 2021, you can't be a visionary brand without purpose.

Business has become a driver for progress. CEOs are seen as policymakers.

# 83%

Of American executives feel an urgency for businesses to find solutions to today's pressing problems, according to Porter Novelli



Many brands try. Ben & Jerry's keeps pulling it off

### Corporate Activism With a Cherry on Top



Finance

### On Fraser's First Day as Citi CEO, Bank Vows Net-Zero Emissions



Equality

### Vanguard to Push Companies on Racial Diversity Next Year

Checkout

### McDonald's Ties Executive Pay to Diversity, Releases Data



Bloomberg Businessweek

### THE VACCINE KING

Inside Pfizer CEO Albert Bourla's fast, fraught, and lucrative distribution of a lifesaving shot 46

- The sheriff of Robloxhood
- Can Clubhouse keep it up?
- Tesla's Europe problem



# Purpose matters to business decision makers.

For B2B brands, demonstrating commitment and core proof points around purpose are no longer a bonus, or a nice to have.

77%

Of BDMs prefer purpose-driven companies, defined as those with a role in society beyond just maximizing profits



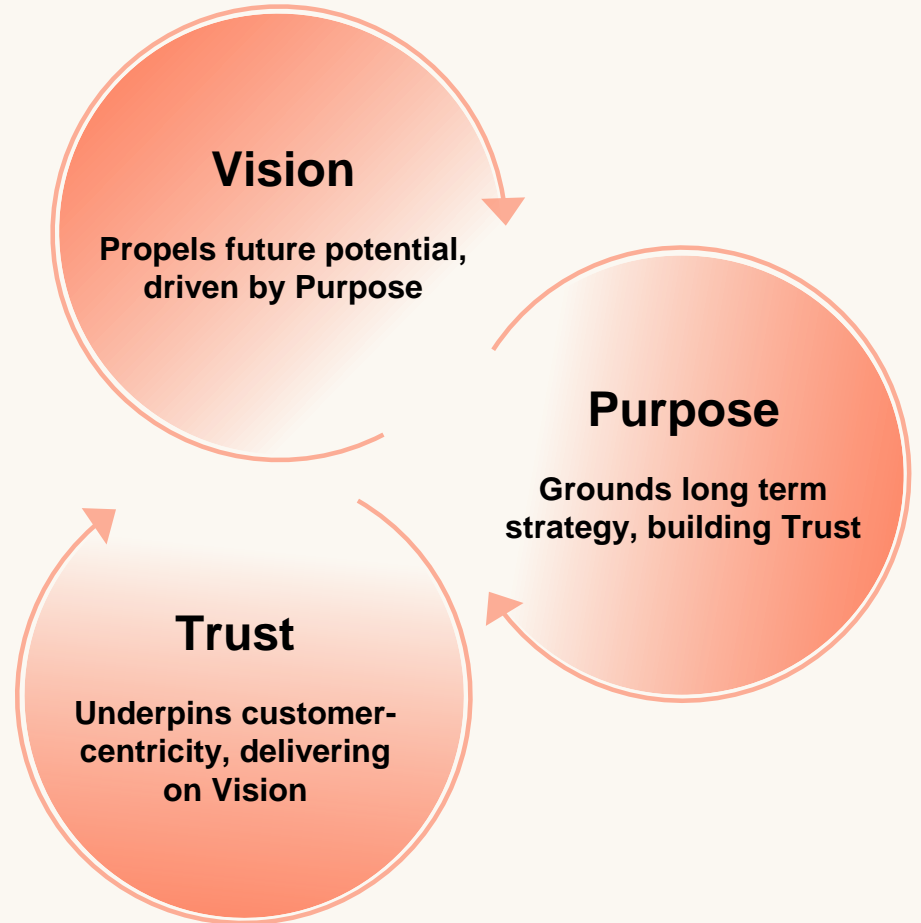
Social Responsibility	Honesty With the Public	
Sustainability	Transparency	Ethics



But it's trusted relationships that mark true leadership.

90%

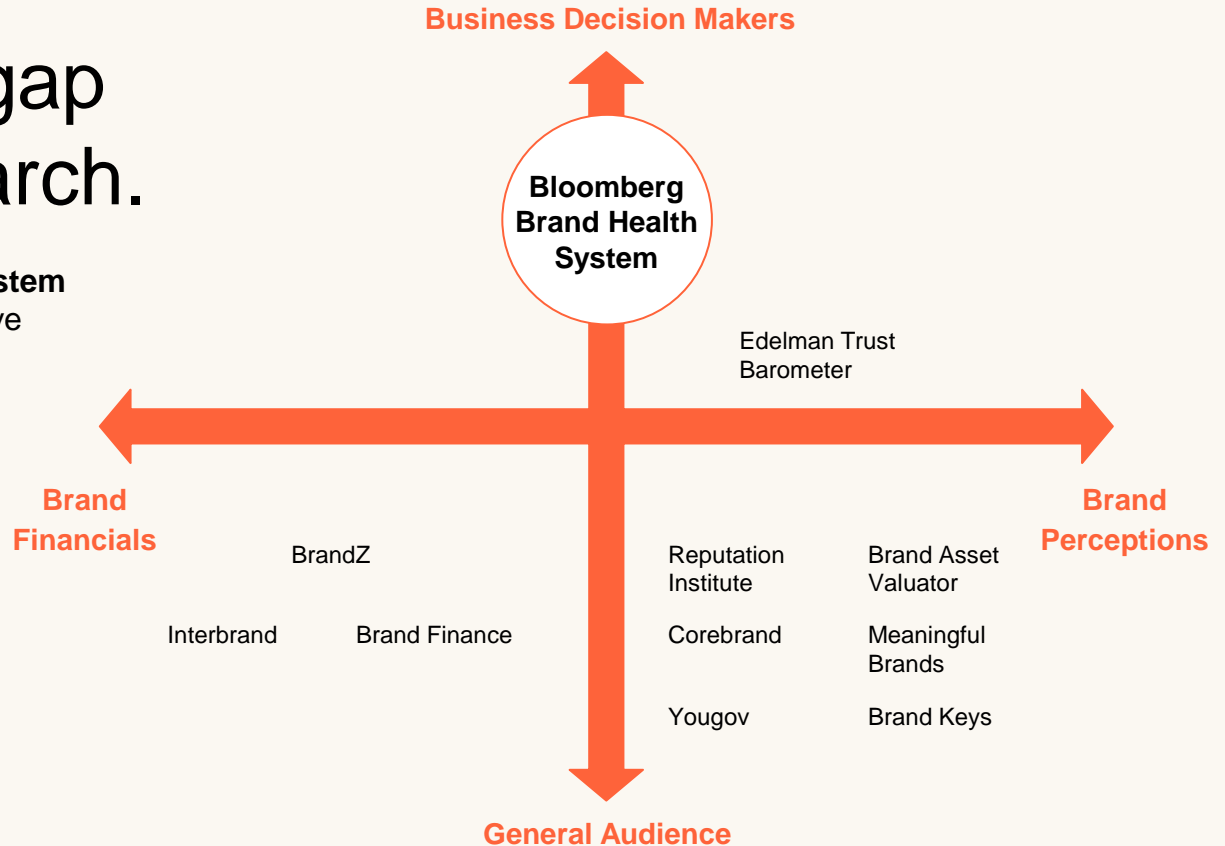
Say how a company acts now reveals its trustworthiness





# Filling a B2B gap in brand research.

The **Bloomberg Brand Health System** is rooted in the unbiased perspective of more than 15,000 business decision makers.





# Capturing perceptions from a high-level audience of decision-makers.

## An audience of business influentials...

**C-Suite**  
(VP level+)

**Financial Decision Makers**  
(Director level +)

**Affluent Consumers**  
(HHI \$150k+ equivalent)

**High Net Worth**  
(Sourced from above segments)

## ...Assessing brands across key industries

**Financial Services**

**Technology**

**Business-to-Business**

**Corporate**

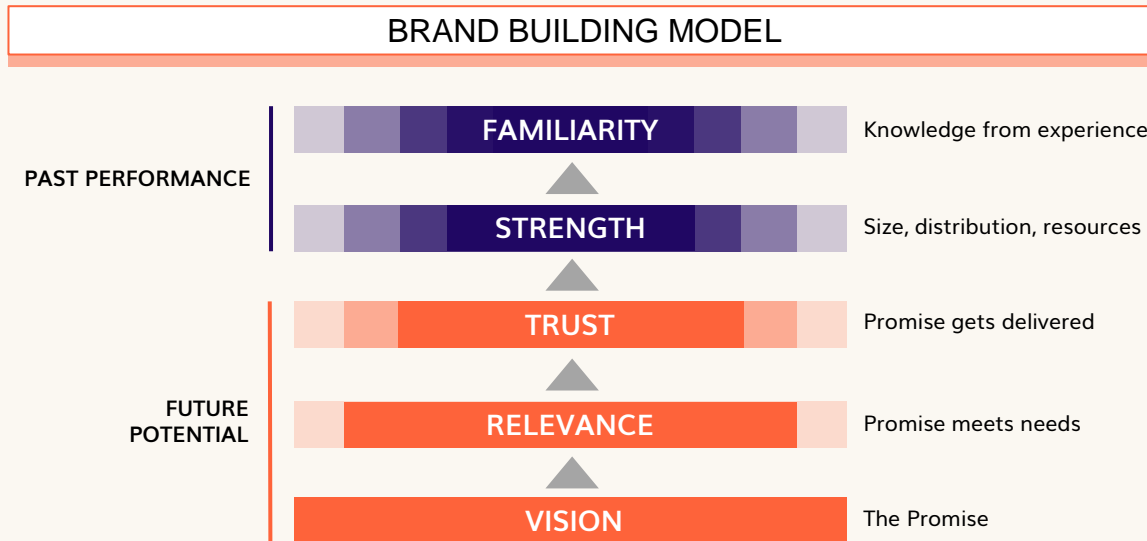
**Luxury**

**Automotive**

**Media**



# Metrics that illuminate pathways to brand leadership.







# Built from in-depth imagery diagnostics.

## VISION

Growing  
Innovative  
Visionary  
Disrupting business  
Adapts quickly  
Bold and daring  
Invests in technology  
Is talked about  
Thought leader  
Prestigious

## PURPOSE

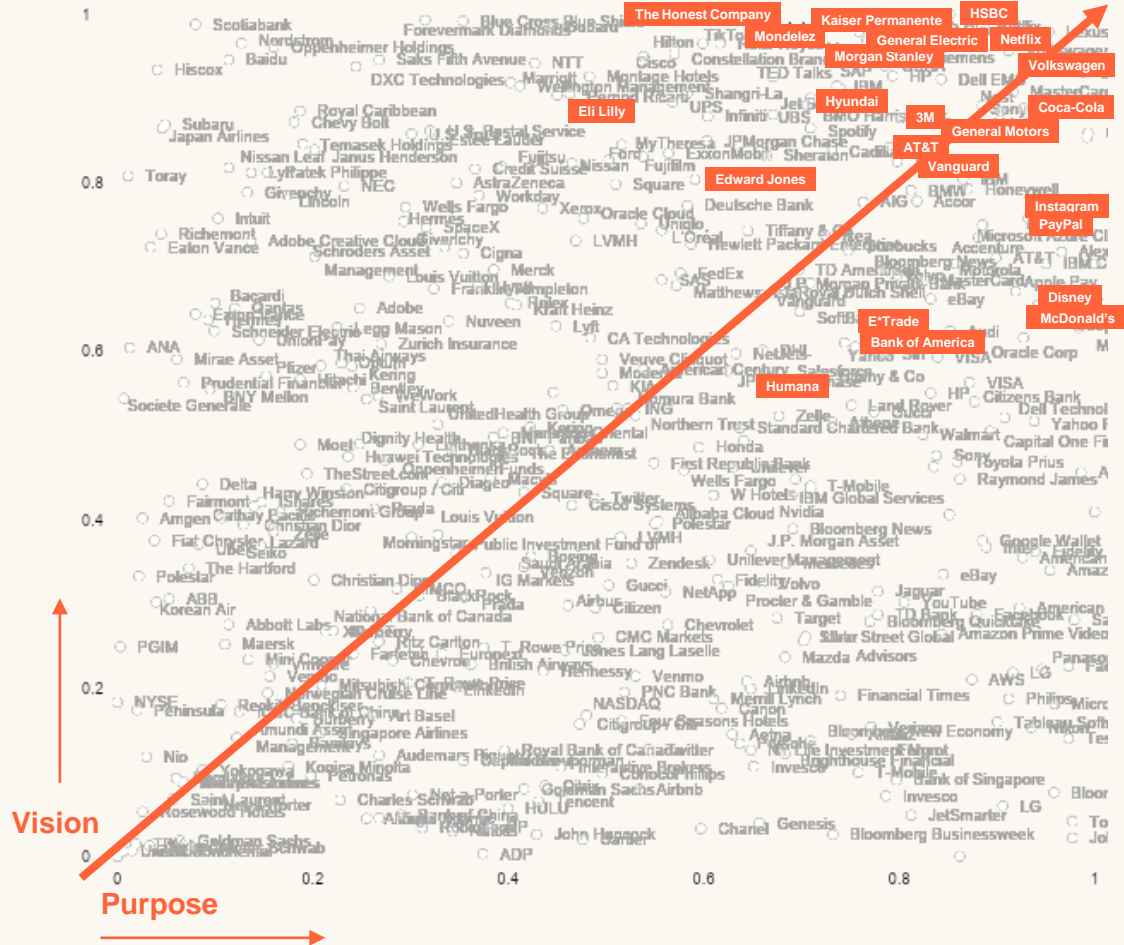
Reliable  
Ethical  
Socially responsible  
Honest with the public  
Sustainable practices  
Transparent

## TRUST

Relevant products  
Cares about customers  
Easy to do business with  
Takes privacy seriously  
Industry leader  
Powerful  
Stable and profitable



When purpose drives vision, companies are in a position of strength.



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# The Customer Centricity Index delivers critical insight on trusted relationships.

An objective ranking that identifies the brands most successful in putting their customers first — and how they do it.





# Defining customer-centricity from the perspective of C-suites.

A clear pattern emerged from the 40+ attributes available to C-suites in the Bloomberg Brand Health Study, resulting in six success factors.



**Anticipates Customers' Needs**



**Cares About Customers**



**Easy to Do Business With**



**Exceptional Customer Service**



**Relevant Products & Services**



**Honest With the Public**



# Highlighting strengths.



## Case Study: Humana Easy to Do Business With

Case Study  
Easy to do business with

3 **Humana**  
Health **98.60**

Humana's mission to simplify the healthcare system means better outcomes for the health insurer's millions of members. Constantly innovating with members in mind, the company is using the Salesforce Health Cloud to create a care coordination platform that makes it easier for healthcare providers to collaborate and patients to get the care and services they need when it matters most.

**98.60**  
Easy to do  
business with

Provides intuitive and seamless experiences that reduce friction at each customer touchpoint.

- 39.70** Anticipates customers' needs
- 10.20** Cares about customers
- 82.10** Offers relevant products and services
- 85.00** Honest with the public
- 67.10** Delivers exceptional customer service





# Putting the focus on outcomes.



## Case Study: AT&T Anticipates Customers' Needs

Case Study  
Anticipates customers' needs

2 AT&T  
Communications **99.30**

AT&T leads its category in anticipating customers' needs—as a network connector, entertainment provider and a business solutions company. The brand has reinvented itself multiple times and evolved its offerings by predicting new consumer behaviors and demands. Resulting innovations include a live 5G network, development of FirstNet for first responders and the acquisition of Warner Media.

**99.30**  
Anticipates customers' needs

Innovates in service of customers' future needs and addresses problems before customers know they exist.

- 95.80**  
Delivers exceptional customer service
- 42.40**  
Cares about customers
- 70.50**  
Easy to do business with
- 88.30**  
Honest with the public
- 60.20**  
Offers relevant products and services





# And pointing the way forward with business leaders.



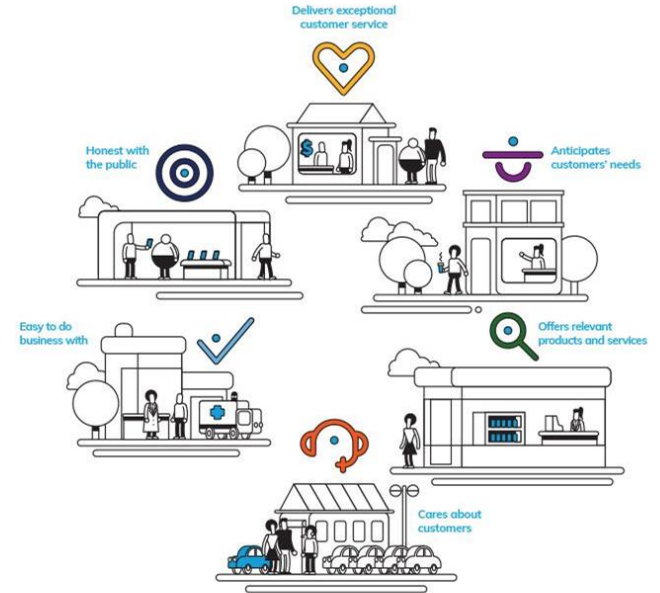
Each of these six factors plays a part in delivering a compelling and meaningful customer experience, and when all combined, they deliver competitive differentiation.”

—Tiffani Bova,  
Global Growth Evangelist, Salesforce



Salesforce and Bloomberg Media leveraged the Bloomberg Brand Health System—a proprietary study that measures C-suite leaders' perceptions of 700+ companies—to determine the 100 most customer-centric brands across five industries: Communications, Financial Services, Health, Manufacturing and Retail.

See which brands made the list. [bloomberg.com/centricityindex](https://www.bloomberg.com/centricityindex)



# Panel Conversation



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