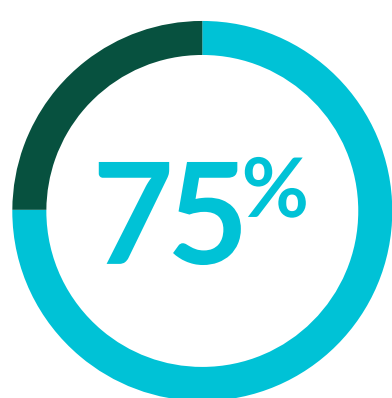


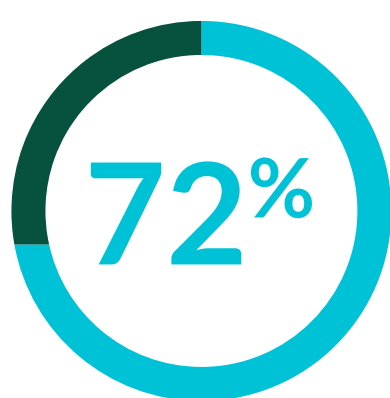
# THE NEW LANDSCAPE OF IMPACT

What matters to consumers is not just what your company does, but what it stands for.

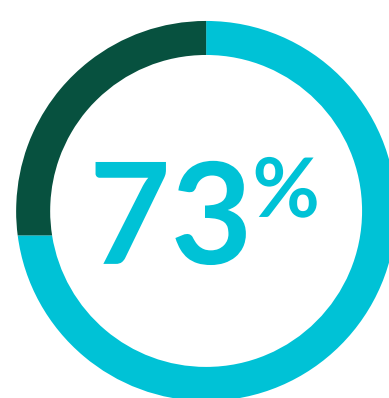
## WHY?



of Americans says that CEOs have a responsibility to bring about social change on issues facing society.<sup>1</sup>



of Millennials and Gen Z are willing to pay extra for products and services that are dedicated to social and environmental change.<sup>2</sup>



of employees who say they work at a "purpose-driven" company are engaged, compared to just 23 percent of those who don't.<sup>3</sup>

## HOW?

### TODAY'S INNOVATORS ARE CREATING A NEW MODEL OF IMPACT

1

#### BUSINESS PRODUCT FOR GOOD

The very existence of their innovation (product or service) tackles a larger social problem.

When these companies succeed, we all win.



2

#### BUSINESS MODEL FOR GOOD

Social Good is baked right into the P & L.

It's not just a point of view, it's a shift in how business is done.



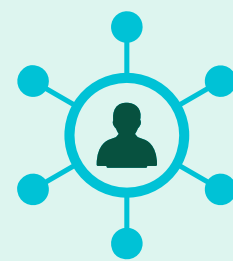
3

#### BUSINESS PLATFORM FOR GOOD

Companies use their brand platform to advocate for a new way of thinking or for social change.

Shift in speaking about what the company does to what the people behind it believe.

This newest category to emerge shows that every company has the power to become a true changemaker.



Impact is no longer a nice to have. **IT'S A MUST.**

# ARE YOU READY?

RAISE COMMUNICATIONS partners with executive teams to develop clear communications strategies connecting company purpose to market position.

Our clients range from established brands to high growth startups.

<sup>1</sup> Global Strategy Group

<sup>2</sup> Do Something Strategic

<sup>3</sup> Nielsen