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# Kidtelligence



Every Item Plants Ten



## BUYING WITH PURPOSE

The Insights Family recently published their 2022 Future Forecast Report. One of their more hopeful predictions is that kids and families will move to embrace brands with a strong purpose.

Purpose driven brands are not new, but they have never been more relevant to families looking for brands to do more than provide quality goods and services.

“Younger consumers are moving away from buying things their friends, family and blogs are talking about, opting instead to support products that are safe, socially conscious and driven by community.” – Kidscreen’s Five Future Predictions to Prepare for Now

As VENT For Change founder Evan Lewis explains, “For any purpose-led brand, it needs to be more than skin deep. You need to lend credibility to what you’re doing” (via Bex Pawley at Printed.com)

Kids are responding less to cause marketing campaigns which are often short-lived and narrowly focused, and responding more to brands that build their beliefs and values into the heart of the brand.

Patagonia is a perfect example of this type of purpose driven company. This year they updated their mission statement to simply state, “We are in business to save our home planet.”

**“Companies like Unilever have seen positive results after making purpose a core driver of growth and differentiation. Nearly half of the company’s top 40 brands focus on sustainability. These “Sustainable Living” brands, including Knorr, Dove and Lipton, are growing 50 percent faster than the company’s other brands and delivering more than 60 percent of the company’s growth.” – Jeff Fromm at Forbes**

The clothing brand Tentree not only uses “the most sustainable (and comfortable) materials in the world” to make clothes with the smallest possible ecological footprint, but they also plant ten trees each time an item of clothing is purchased.

Cuddle+Kind makes heirloom quality dolls and provides 10 meals to children in need for every doll sold. So far, they have donated nearly 3 million meals. On top of that, their dolls are made in Peru and Nepal by more than a thousand artists who are paid a sustainable, fair-trade income.

Fjallraven, the outdoor outfitter known for their colorful, fashion favored, thin strapped backpacks, offers tips on “long life less waste” on their site, including how to repair and wax their products. They’ve said, “by producing on nature’s terms; by developing clothing and gear that lasts for generations; by placing strict standards on ourselves and our suppliers; and by introducing more people to nature and its myriad benefits, we hope to leave our basecamp in better shape than we found it.”

For this future generation of consumers, being a brand with purpose is not a secondary benefit, it is the prime factor in their decision making. They know their dollars have power and they want that power to be put to good use.