

# A Purpose Framework for Issues Alignment and Response

Allison

Today's complex social landscape requires a methodical approach to help determine which societal and cultural issues brands should align with and speak out on.

Our proprietary model is powered by the combined expertise of our Purpose Center of Excellence and Performance + Intelligence teams and draws on

the agency's decades of experience helping brands lean-in on their purpose and values while avoiding risk and potential cultural firestorms.

Brands are under the spotlight today more than ever before:

**82%** of people want a brand's values to align with their own.

**69%** expect CEOs to do more to make progress on societal issues.

**75%** have parted ways with a brand over a conflict in values.

**60%** agree that when a company speaks out on social issues, it must be supported by living their internal company values.



## ALLISON IMPACT ALIGNMENT:

Understanding how your brand interplays with today's ever evolving social landscape takes nuance. Our experts can help pressure-test and determine the various issues that intersect across societal need, brand impact and ambition, and stakeholder demand. The result is a clear roadmap that enables your brand to proactively and authentically take a leadership position in the context of a broad constellation of topics.



## ALLISON REAL-TIME ISSUES RESPONSE FRAMEWORK:

Brands do not operate in silo and social issues continue to demand a response, but no brand can or should speak out at every inflection moment. Knowing when to speak out, and when to stay quiet requires a streamlined process that cuts down subjectivity and bias. Our proprietary, data-informed and tech-driven methodology implements quick steps to vet societal and cultural issues vetting in real-time, resulting in tailored recommendations around how to participate.



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## COMBINE IMPACTFUL PROACTIVITY WITH INFORMED REACTIVITY

Combined, these offerings provide deeper insight into the cultural landscape and provide confidence and consistency around participation. This bespoke, interactive framework—which maps back to your brand's purpose and values, key stakeholders, past actions and willingness to be bold—provides tailored recommendations and outcomes that meet the needs of your brand. Delivered with concise, transparent guidance and easy steps for rapid execution, helping you steer the course during socially sensitive moments.

## Pricing Model

We have a tiered pricing model with different ways you can take advantage of issues alignment and response, based on your needs.



### ALLISON IMPACT ALIGNMENT:

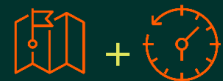
One-time delivery – **\$25K**



### ALLISON REAL-TIME ISSUES RESPONSE FRAMEWORK:

One-time Delivery – **\$25K**

Quarterly/Bi-annual Maintenance – **\$10K**



### COMBINED:

One-time delivery – **\$50K**