

THE FINN PURPOSE ALIGNMENT INDEX

BRAND PURPOSE ALIGNMENT INDEX STUDY SUBFACTOR LIST

MARCOMMS –

The Brand:

1. Advertises the right amount.
2. Has good quality advertisements.
3. Has advertisements only seen by those that may buy their products.
4. Has advertisements that communicate the right information and are helpful.
5. Has a good logo or tagline.

ESG –

The Brand:

6. Acts in a way that is good for the environment.
7. Minimizes product packaging waste.
8. Acts in a way that is good for the communities in which they are located.
9. Treats their employees well (salaries, working conditions, etc.).
10. Has a diverse workforce (race, gender, age, etc.).
11. Has a positive company mission and are purpose-driven.
12. Is transparent about their business practices (investments, supply chain, etc.).
13. Shares information about their commitments to the well-being of people and planet.
14. Has a positive economic effect (hiring, investments, etc.).
15. Has leadership (CEO, etc.) that is visibly involved in important social issues.

Brand –

The Brand:

16. Operates in a trustworthy way.
17. Is consistent in quality, pricing, experience, etc.
18. Constantly innovates and comes up with new ideas.
19. Keeps customer data private and secure.
20. Works to retain customers and make them feel included.
21. Has a founder or CEO that is vocal about the direction of the company and engages with customers.

Cost & Value –

The Brand:

22. Has a product line at competitive prices.
23. Has products that are easy to find in stores.
24. Makes products that are a good value.

Features & Functionality –

The Brand:

25. Makes high quality products.
26. Makes product information easy to find.
27. Makes products that have desirable features.

Customer Experience –

The Brand:

28. Has stores that are designed well and pleasant to be in.
29. Has stores in good geographic locations.
30. Has good delivery options.
31. Makes product returns easy.
32. Has good payment options.
33. Has a website that is easy to use.
34. Sells its products in stores and on websites that I like to purchase from.

Social Influence –

The Brand:

35. Has positive social media conversations about them.
36. Has positive online reviews (Yelp, etc.).
37. Is spoken of highly when I hear from other people.
38. Is spoken of highly by online influencers who I trust.
39. Is spoken of highly by online groups or message boards (Reddit, etc.).
40. Is approved of by my social group or community.