

Brand purpose: a marketing agency perspective

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Abstract

There is a growing body of recent literature that recognises the role of brand purpose in engaging consumers. However, much of the research concerning brand purpose has been descriptive in nature. Little is known about what brand purpose is, why it matters, how it is created, its impact, and what role marketing agencies play in shaping it. As a result, this research aims to investigate perceptions of brand purpose and the role of marketing agencies in its creation and execution. Data were collected using semi structured interviews with 35 UK based marketing agency managers. To analyse the data, NVivo was used to identify relevant features, subthemes, and themes. The findings show that agency managers see purpose-led brands as having a meaningful *raison d'être*, clear strategic direction, motivated personnel and robust social impact. Marketing agencies appear to play an important role in influencing and enacting brand purpose, notably when it resonates with the agency purpose.

Keywords: *Purpose; Agency; Impact*

Track: Social Responsibility & Ethics