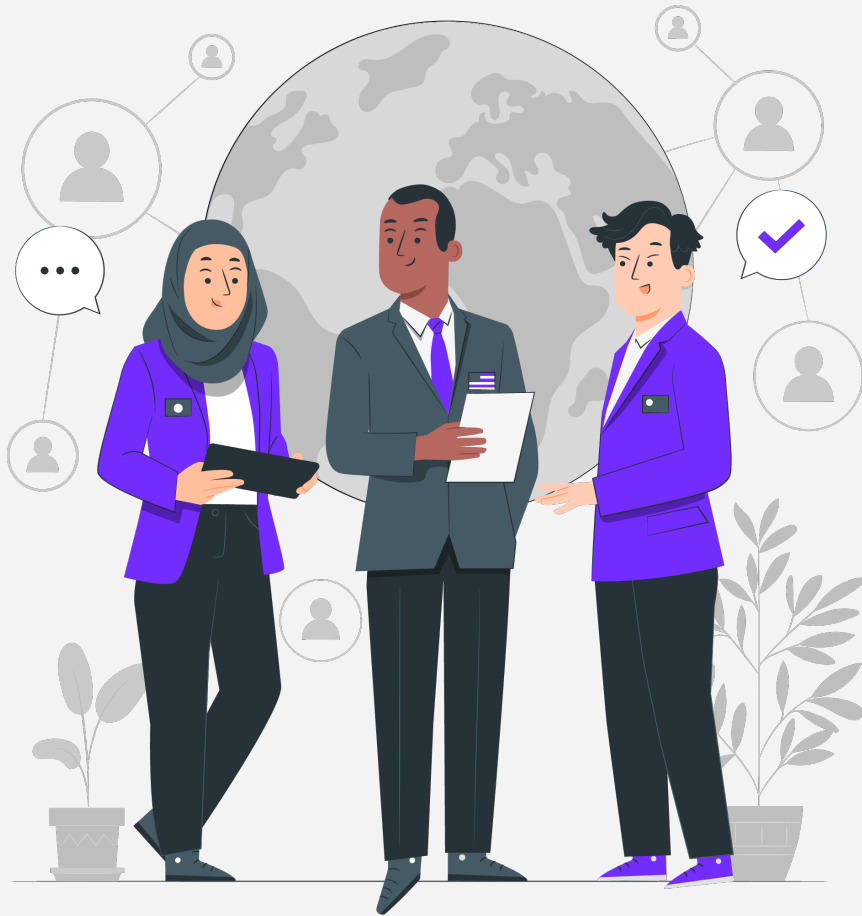


**BRANDPIE**

**Case Study**  
CEO Purpose Report 2022

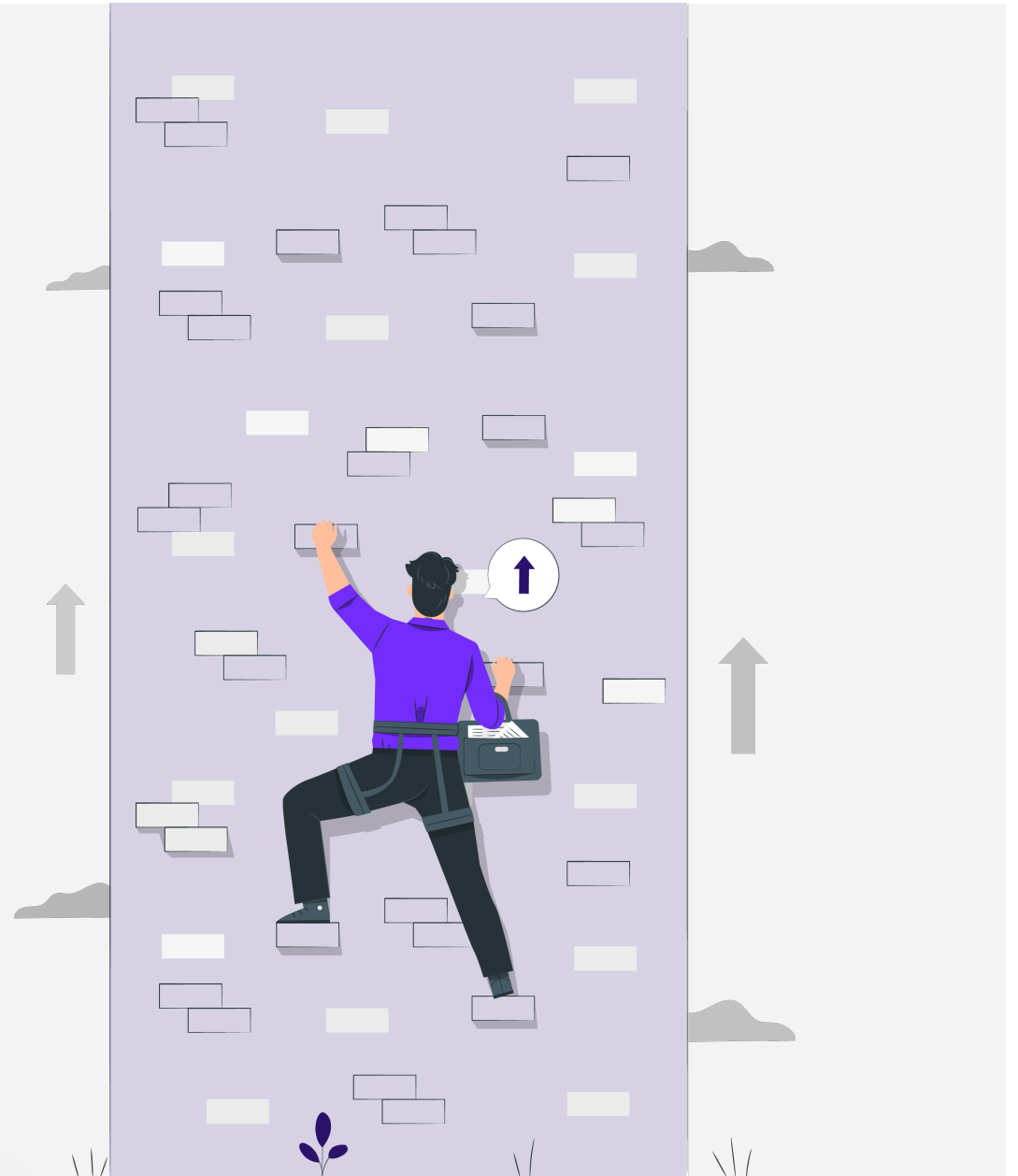


## The Client

Brandpie are world leaders in purpose-driven transformation. They help large, B2B businesses align their leadership teams, motivate their employees, and build inspiring brands through purpose.

# The Challenge

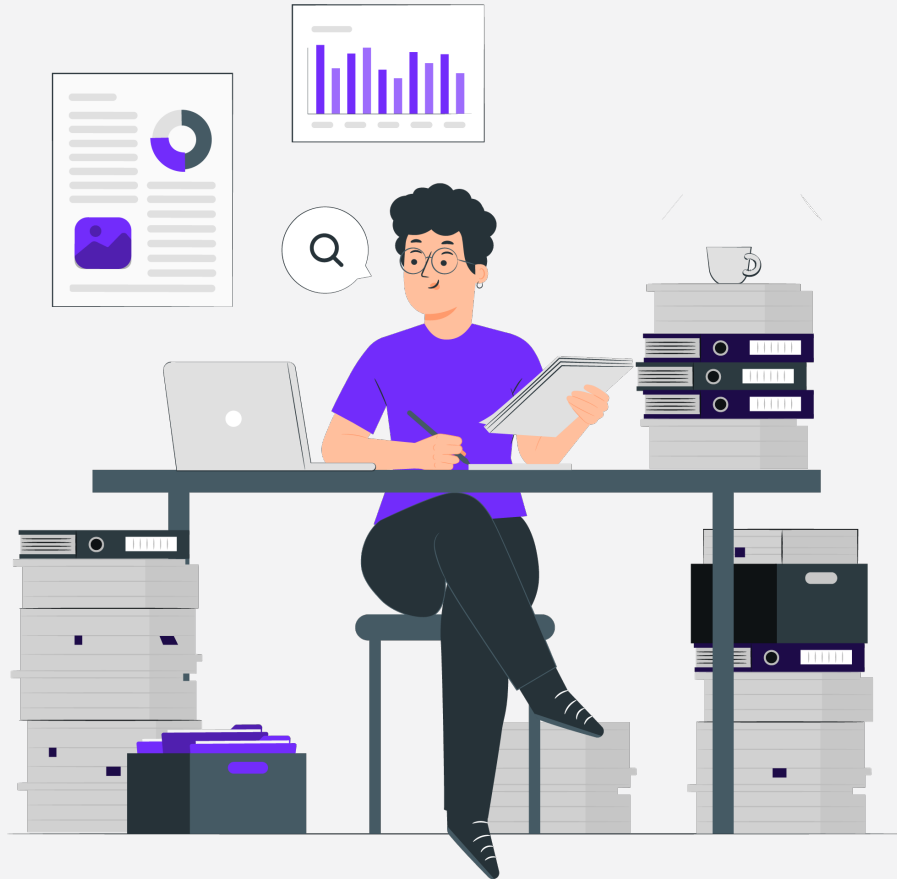
The COVID-19 pandemic precipitated a re-examination of purpose for businesses and individuals worldwide. Issues that had been progressing at a steady pace pre-pandemic started to intensify and accelerate in boardroom discussions: around the future of work; digital transformation; sustainability; diversity, equity and inclusion (DEI); and more. Brandpie wanted to ensure that they were providing long-term value and solutions for their clients in a post pandemic world.



## The Challenge cont.

Brandpie needed a collaborative partner to assist them with their 2022 report, exploring CEOs' relationship with purpose. The report needed longevity, bringing in thought-provoking insights and perspectives on the topic.





## The Solution

- We conducted a detailed market analysis and secondary research to identify the white and grey spaces for topical issues and ideas within the market.
- We provided research advice and assisted Brandpie in defining the research scope for the report. We tapped into insights from **1,000 CEOs** across **Australia, China, France, Germany, India, The United Kingdom, and The United States**, to better understand their relationship with purpose.



## The Solution cont.

- We collaboratively analysed the data from the online survey at the 50% and 100% stages, compiling the report narratives and designing the report outline to ensure the research would stand out in the market.
- We worked alongside the client in drafting the report and collaborated on the narrative build and ideation processes, including the testing of the hypothesis and drawing out data-backed narratives across company types, regions, sectors and business areas.

## The Results

The report revealed one resounding truth: the age of short-term shareholder value is over, and the age of long-term, sustainable, stakeholder growth is here to stay.

## Purpose Matters

Purpose has always mattered to business. There are two critical challenges in this purpose-driven age, where individuals have more access to information than ever before, as well as a plethora of platforms on which to make themselves heard.



# The Results cont.

## Healthy Business Ecosystems

Every business is part of a rich and interconnected ecosystem, yet today many act as if they were islands. In doing so, they often neglect the interdependencies of their network and their potential to influence change.

## The Employee Era

The COVID-19 pandemic kick-started a new level of workplace introspection, with the workforce contemplating essential questions about their personal and professional lives, as well as the intersection between the two.

The report launch and campaign was their most successful in history – having generated the same number of report downloads within 4 months as their 2021 report did in 12 months.







## The Relationship

iResearch Services' collaborative approach has helped to build a strong relationship with Brandpie, making us a valued partner to the client. Our unique perspective on thought leadership and approach to problem-solving, combined with dedicated end-to-end services, paves the way to the continuation of our CEO study and thought leadership partnership with Brandpie in 2023 and 2024.

# BRANDPIE