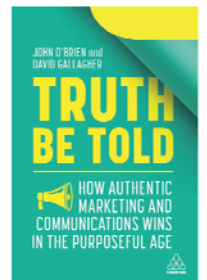


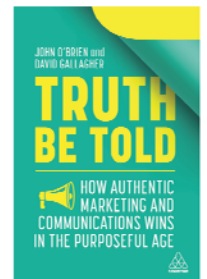
# TRUTH BE TOLD

How Authentic Marketing & Communications  
Wins In The 'Purposeful Age'

John O'Brien & David Gallagher



# We live in a “Purposeful Age”



# We live in 'interesting times'

**BLACK  
LIVES  
MATTER**

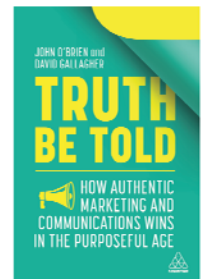


**VUCA**  
VOLATILITY  
UNCERTAINTY  
COMPLEXITY  
AMBIGUITY

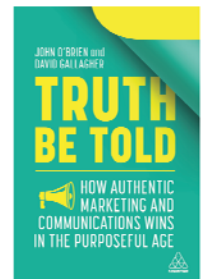
**FAKE  
NEWS**

JOHN O'BRIEN and  
DAVID GALLAGHER  
**TRUTH  
BE TOLD**  
HOW AUTHENTIC  
MARKETING AND  
COMMUNICATIONS WINS  
IN THE PURPOSEFUL AGE

# We live in 'interesting times'



# We live in 'interesting times'



# Truth defined

## In The Dictionary

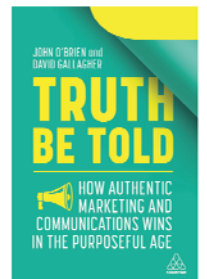
If *true*, it is based on facts rather than invented or imagined and is accurate and reliable.

## In The Business

In *truthful* based businesses, communication is based on facts, rather than invented or imagined and are accurate, reliable and verifiable.

## In Purposeful Businesses

Purposeful businesses have a human based 'truth' at the core of their purpose; shaping how it meets a human need through its products, services and way of operating.

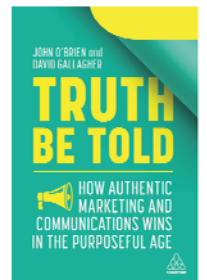


# Truth activated

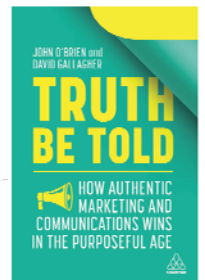
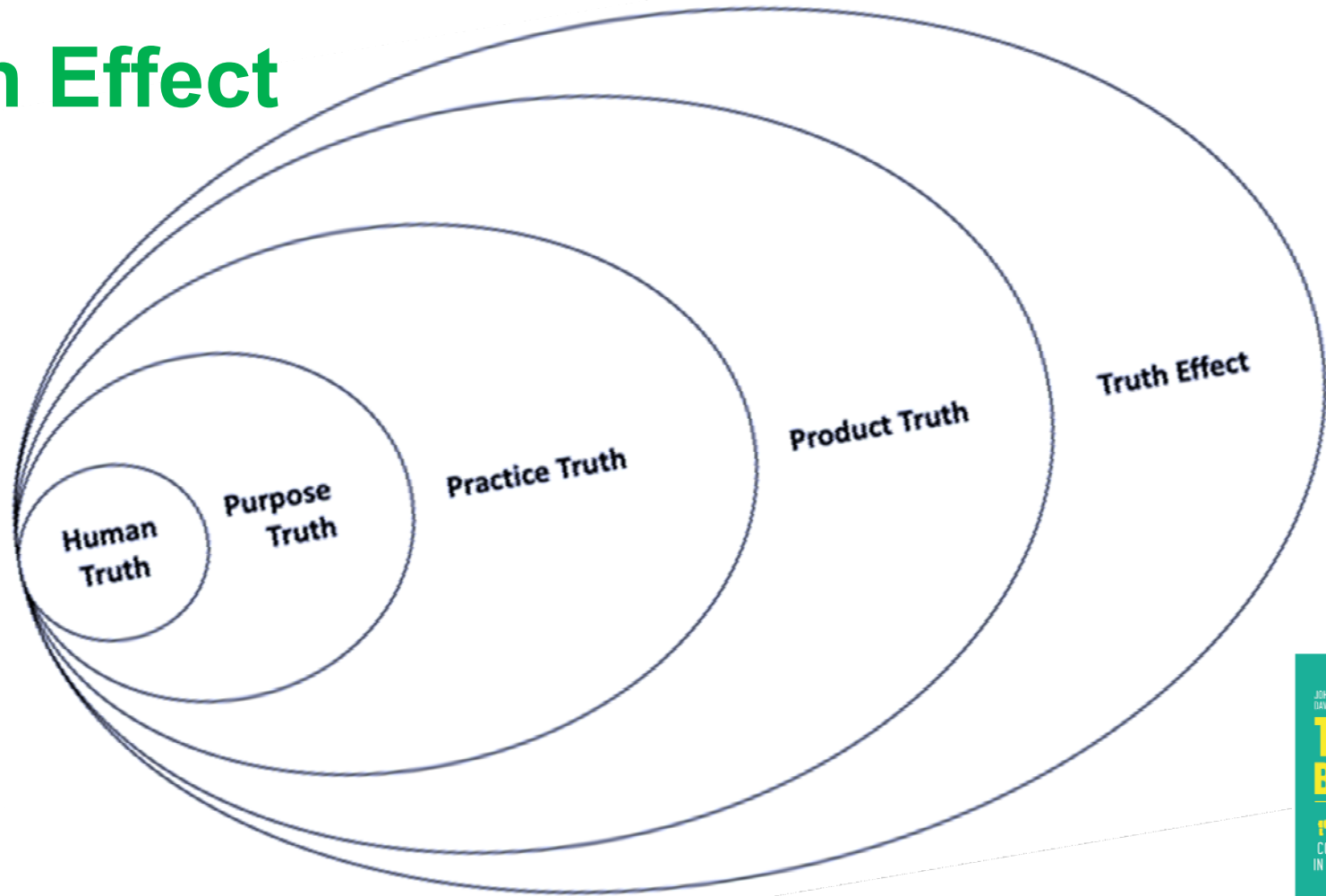
Purpose based businesses define their 'why' based on a clear means of how they help people. This defined *human truth* – examples of which are easily found, is the building block on which all such communications should then be based.

The *human truth*, creates the purpose truth, becomes the way in which business practices manifest themselves and of course how products and services are delivered.

These interconnected effects, create both the stories and the means through which to have a 'truth effect' as shown on this next diagram



# The Truth Effect

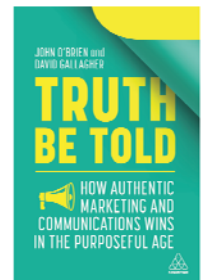
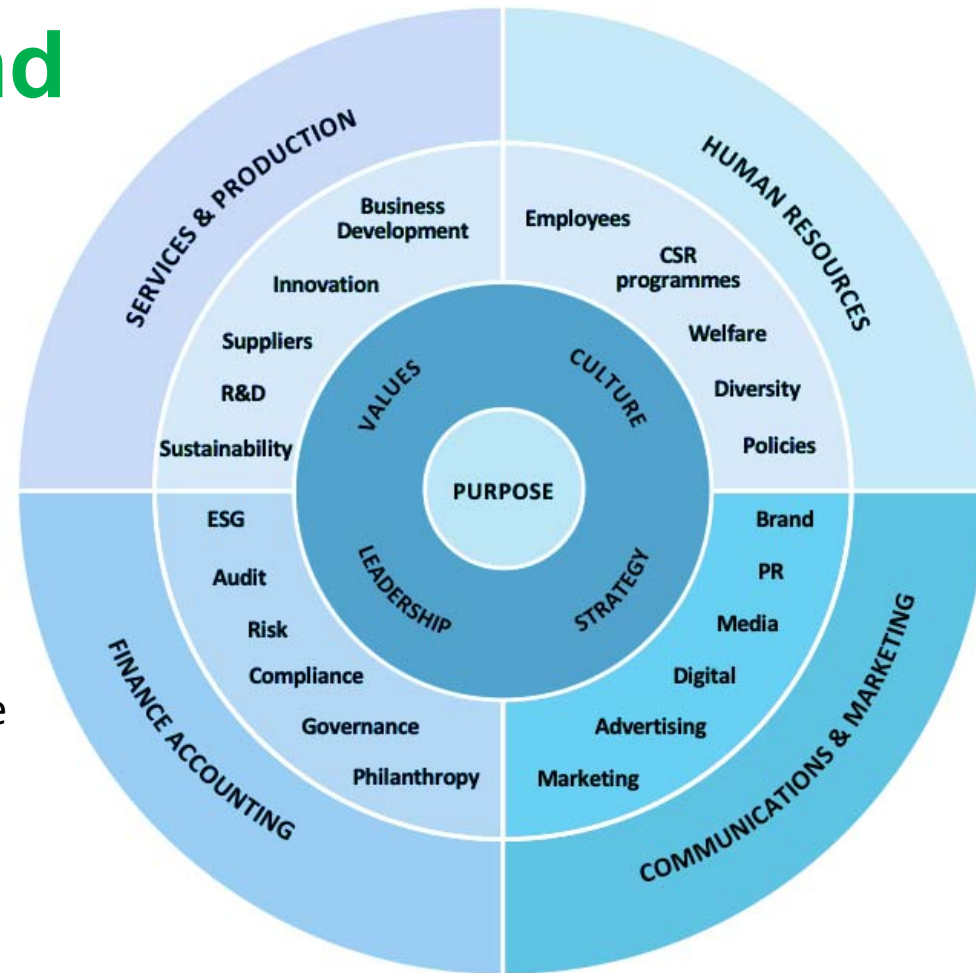




# Where truth is found

the key is to understand where your truth-based stories originate from.

This diagram illustrates the full overview of a business, illustrating that good stories, truthful stories are not 'made up' in the marketing sector, but originate through behaviours and the culture across the entire organization.



# The Truth Effect – The WOW

Growth in awareness generally of your business, its purpose and how it is achieved via your products.

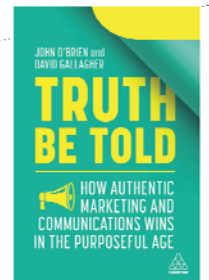
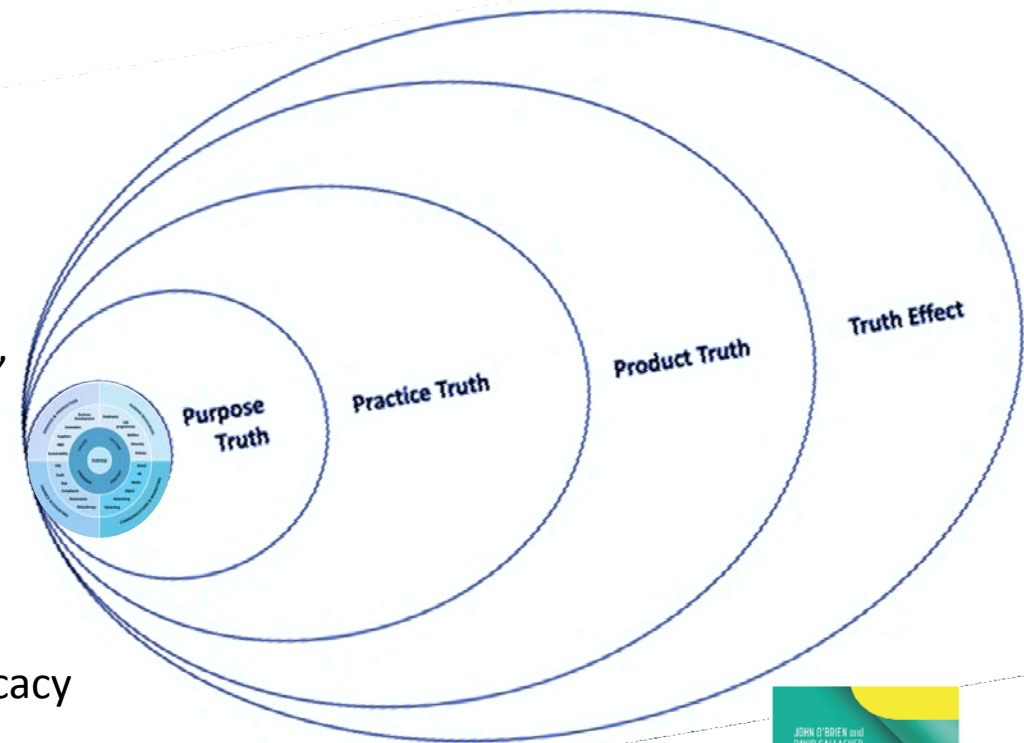
Enhanced societal reputation and trust in your business, brand and its products.

Improved specific opinions from specific audiences, customers, employees, suppliers.

Greater employee engagement, performance and advocacy

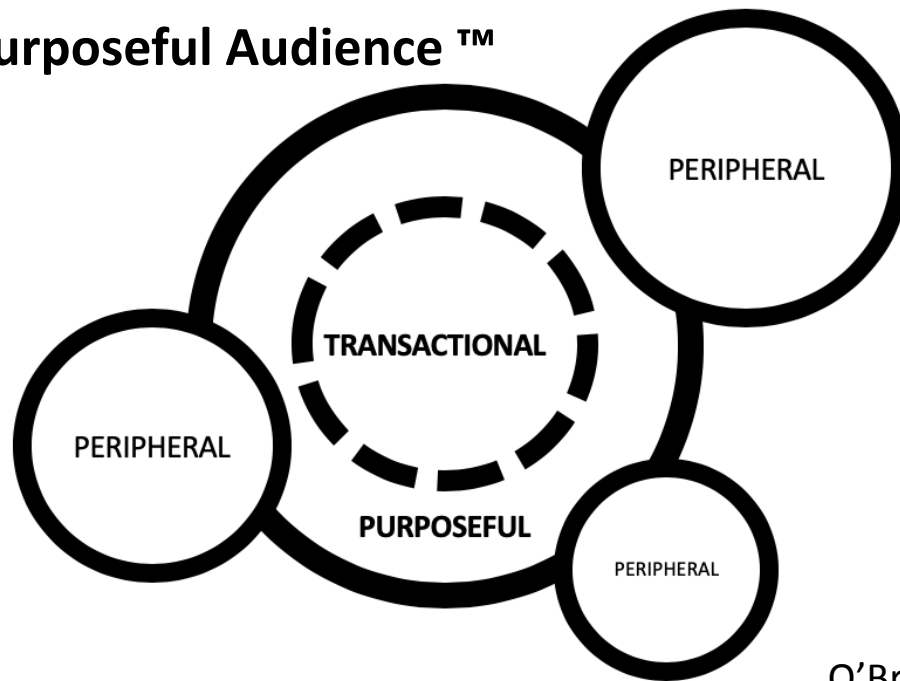
Increased customer loyalty and advocacy for your business

Rise in share value of the business through enhanced performance.

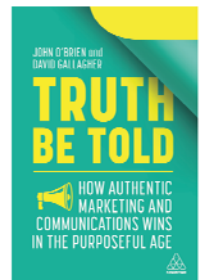


# A different kind of listening

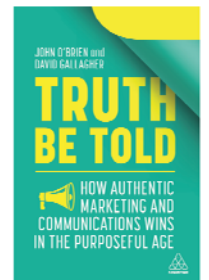
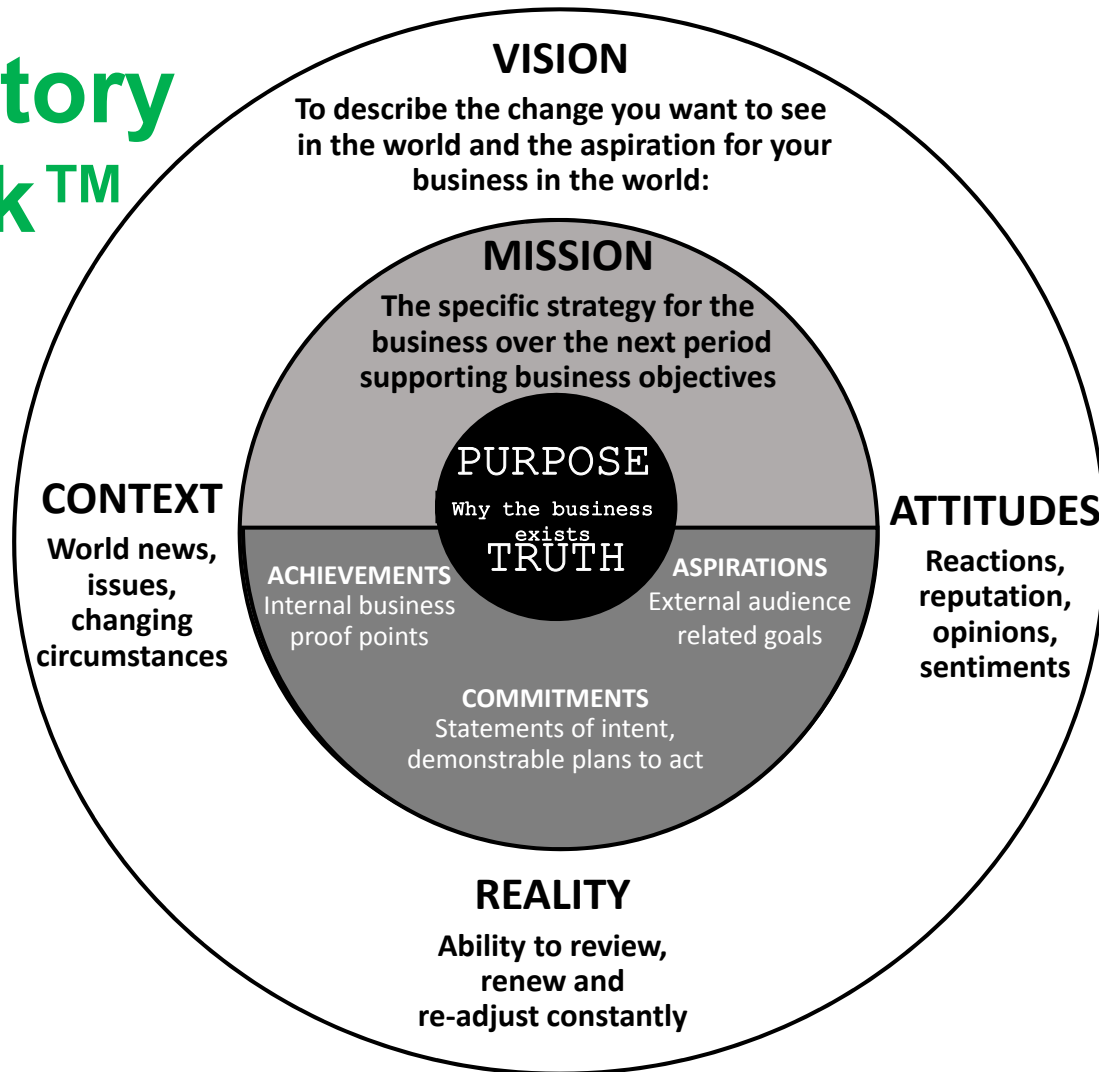
Purposeful Audience™



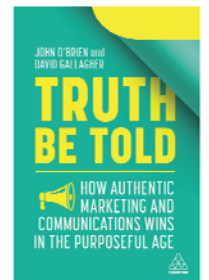
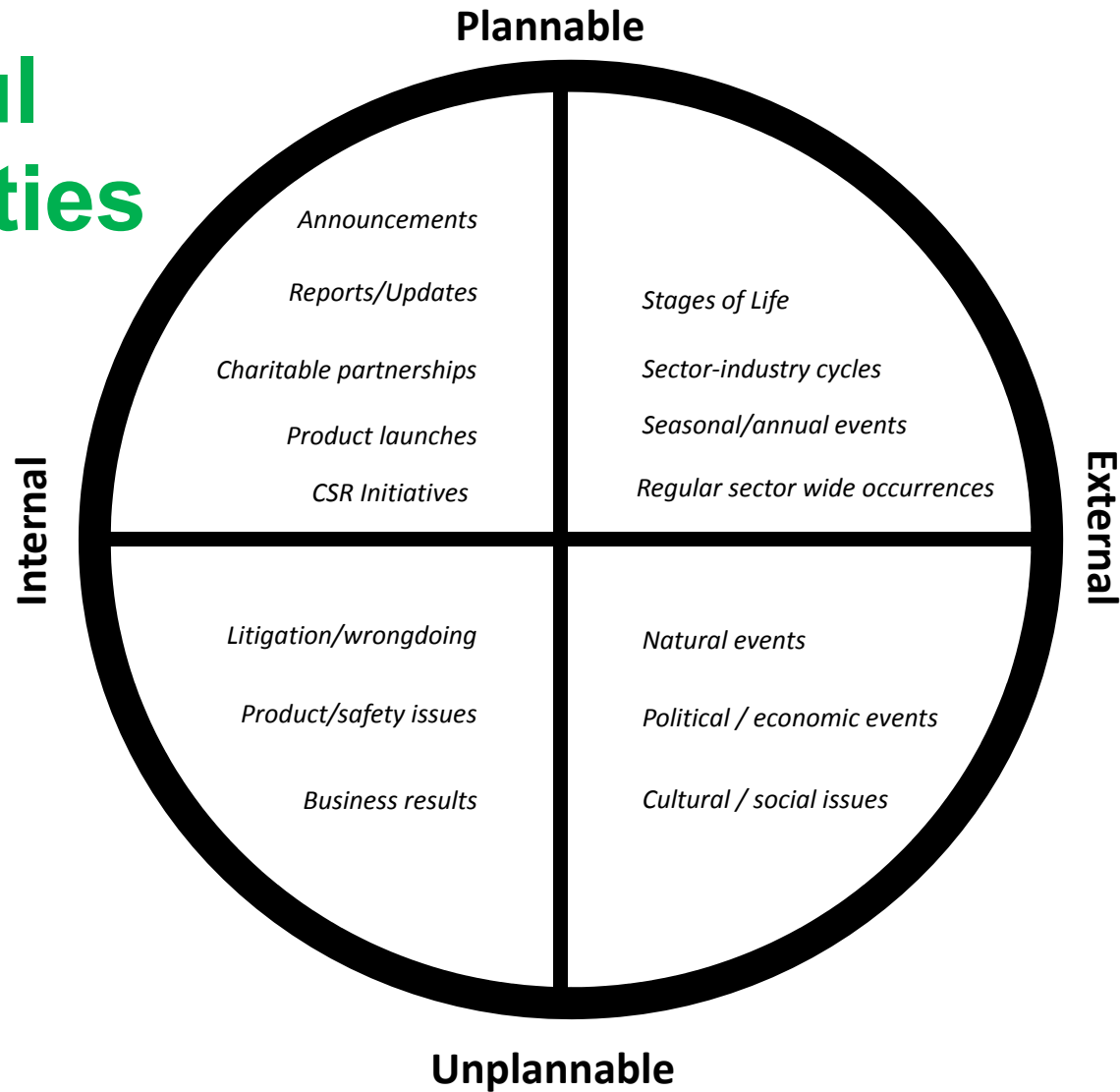
O'Brien, Gallagher™ 2020



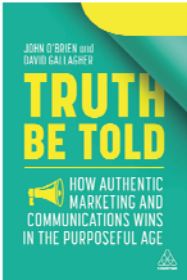
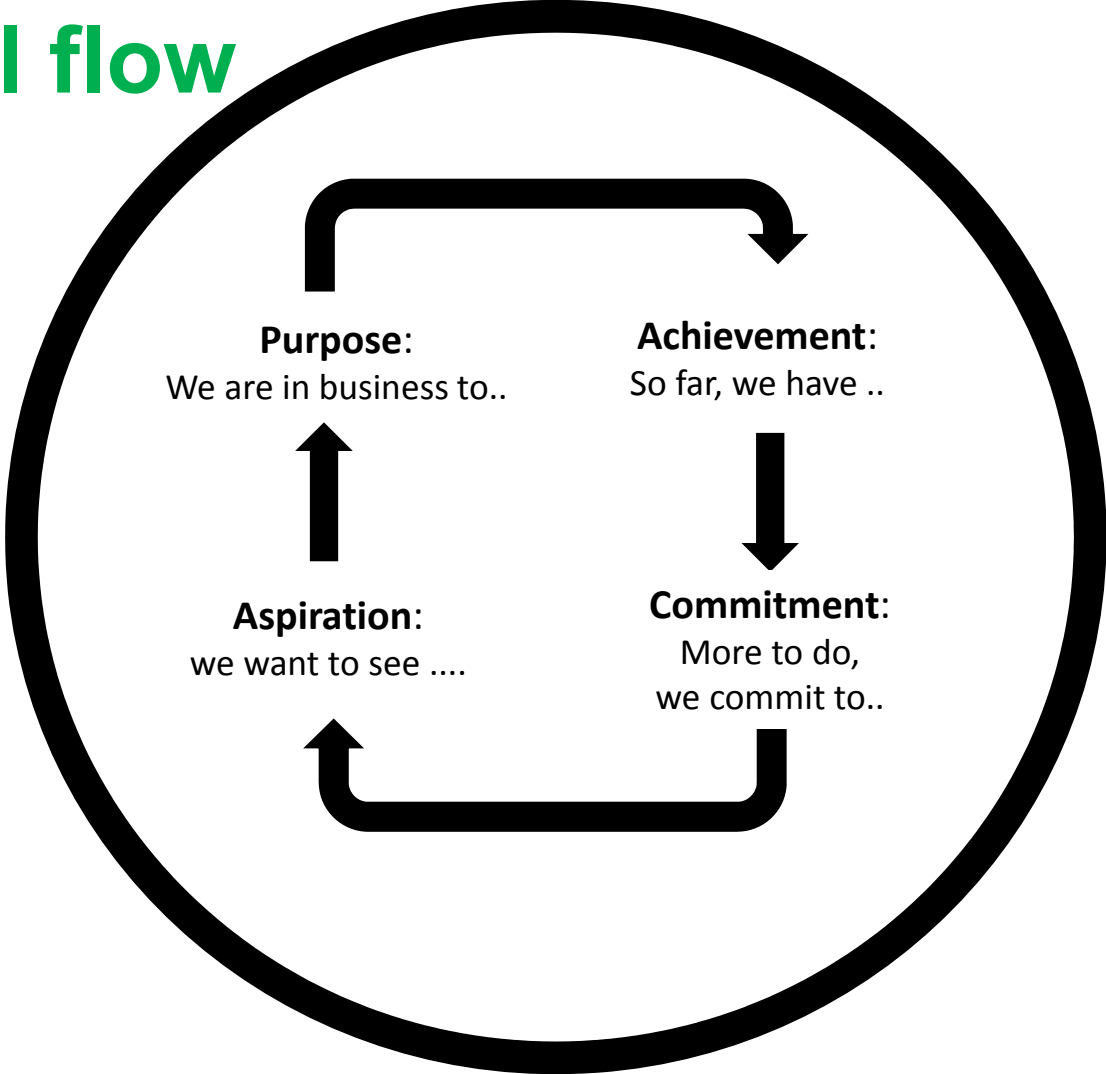
# Purpose Story Framework™



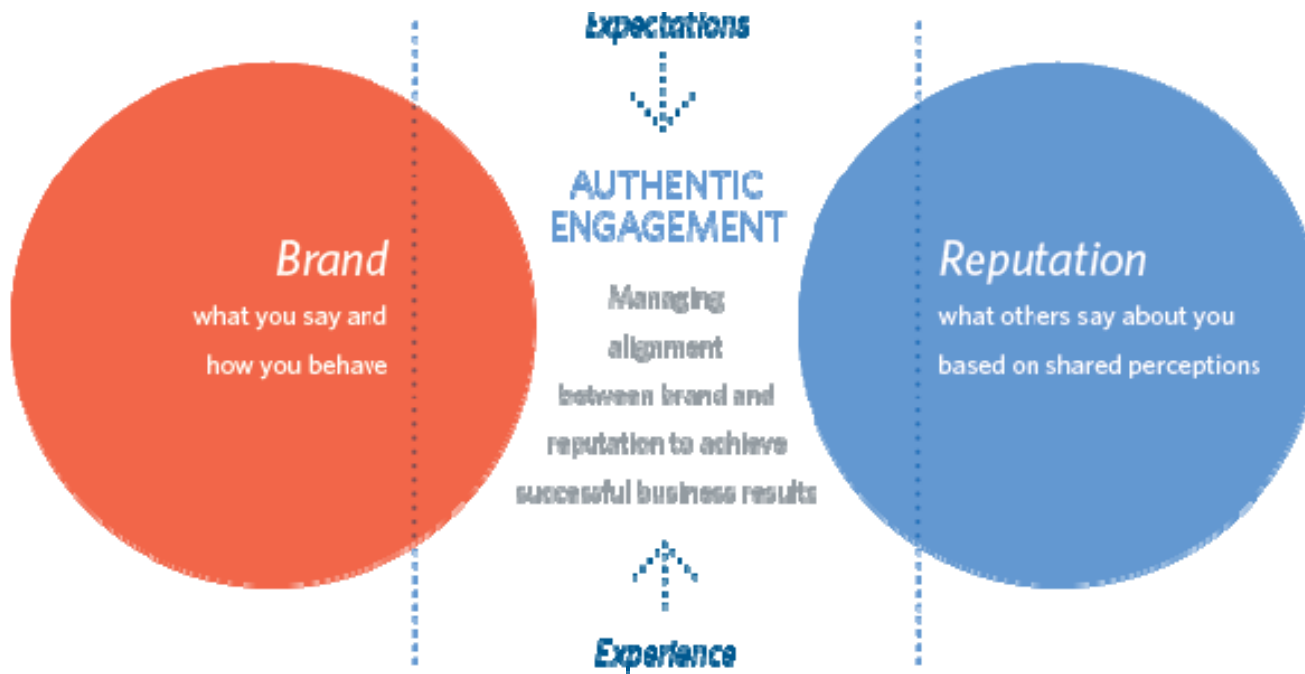
# Purposeful opportunities



# Purposeful flow



# Authenticity Gap™



FleishmanHillard™ 2020

