# Business Objectives

AI/machine learning

Behaviour change

Big data

Brand purpose

Brand turnaround

Building trust

Category disruption

Climate/sustainability

Community

Conscious consumerism

Creating a movement

Cultural currency

Customer acquisition

Customer experience

Customer retention

D2C/e-commerce

Defend market share

Digital acceleration/transformation

Diversity/ inclusion

Drive footfall

Drive loyalty

Drive profitability

Earn media/increase exposure

Grow market share

Grow new market

Grow social following/drive web traffic

Highlight key product benefit

Humour

Influencer

Innovation

Market share gain

Metaverse/Web3

Mobile/social first

New demographic

New economy

Perception change

Performance marketing

Product benefit/differentiation

Product launch/re-launch

Programmatic

Raise awareness/consideration

Reduction of price sensitivity

Revitalise existing market

Sales value gain

Sales volume gain

Scale ups

Setting media agenda

## Audience groups

B2B

Baby boomer

Gen X

Gen Z

Grey pound

High net worths (HNW)

Millennial

Mums

Over 50s

SMEs

Teen/Tween

Youth

## Conscious Advertising Network (CAN) manifestos

*(As part of our partnership with CAN)*

Children's wellbeing

Tackling fake news

Tackling hate speech