



Press release

*For further information please contact the PR agency.*

## **Deep Purpose – the reason why brands need more than empty promises today**

The purpose – the meaningful component – has become an integral part of contemporary corporate strategies. However, without a personal connection, the theme of value has become obsolete for customers, as a recent study shows. It examines how brands and their message are heard when everyone is singing the same song.

**Munich, May 11, 2022. A representative study of 2,000 Germans sends marketing managers to search for meaning. According to the survey by the Munich-based startup XPAY, six out of ten consumers (61 percent) feel that the use of purpose in communication is inflationary. Seven out of ten consumers (69 percent) would like to see less talking about purpose and instead see concrete actions. The survey thus shows: The buzzword – used for a wide variety of communication messages in the wake of Fridays for Future, Generation Z and the global climate crisis – has become a business driver. You can't do it without a purpose - but a purpose alone is no longer enough. "Nowadays, empty marketing messages are exposed quickly. People want to experience what brands communicate," explains XPAY CEO and founder Denis Raskopoljac.**

Purpose has gone from being a marketing slogan to a value-added factor. Consumers are more critical and are no longer dazzled by mere communication messages. This is shown by a representative survey conducted by the Munich-based startup XPAY, which develops branded debit card programs with loyalty components as a marketing tool. According to the study, more and more customers know the purpose of their favorite brands (33 percent). Four out of ten (39 percent) also know what values their favorite brands stand for.

The purpose of a brand in particular is playing an increasingly important role for consumers when deciding for or against a product. It has become a genuine purchasing argument: Half of all respondents in Germany (51 percent) are influenced by the purpose in their purchase decision. Just as many (50 percent) prefer products from brands that are purpose-driven. Purpose is increasingly contributing to the commercial success of a brand.

### **Attitude requires action**

But a purpose alone is no longer sufficient for brands. If you want to be in the consumers' favor today, you also have to follow their example. Because woke customers are setting an example: 44 percent feel responsible for the future of the planet with their purchasing behaviour. Six out of ten Germans (63 percent) think brands must actively act according to their purpose in order to be a purchasing argument. "Consumers have recognized that they can make a difference with their consumption. For brands, this opens up completely new ways of creating value and customer loyalty if they know how to use this properly and take their customers seriously," says Raskopoljac.



## **Millenials and Gen Z are transforming the economy**

The study also shows that purpose-driven companies score particularly well with younger generations. The younger the interviewed persons were, the more strongly a strong purpose influences their purchase decision (60 percent among 18- to 35-year-olds). Properly implemented, the purpose is not only sustainable for nature, society, culture and people, but also for the brand itself. Half of the 18- to 35-year-olds are more likely to remain loyal to a brand with a purpose than brands without a purpose and value factor. Raskopoljac: "The return on purpose for brands is already immense today. However, this potential can only be increased long-term if brands make their own values visible and create touch points for their customers."

XPAY's branded debit card programs create precisely these touchpoints where brand and fans come closer together. In this way, value promises become meaningful and relevant to customers in different areas of their lives. Raskopoljac: "When consumers consciously remember and act on brand values in different situations, the relationship deepens. Brands and clientele move closer together."

### **About the study**

The Age of Relevance is a nationwide, representative study on the topics of customer-brand relationship (CBR) and brand loyalty. The quantitative survey was published by XPAY Group GmbH, a provider of innovative payment solutions that offers branded Mastercard® card programs with integrated loyalty components for companies and influencers. The survey was conducted by the Hamburg-based market research institute Consumerfieldwork between January 15 and 31, 2022. A total of 2,118 citizens aged 18 to 55 participated in the survey.

### **About XPAY**

XPAY is one of the fastest-growing providers of innovative embedded finance solutions, developing branded Mastercard® card programs with integrated loyalty components for its branded customers. In combination with exclusive and individualized benefits, XPAY thus makes brand experiences available to consumers in completely new areas of their lives. The FinTech startup with headquarters in Munich and locations in Amsterdam, Bucharest and Vienna was founded in May 2016 and currently employs over 85 people. For more information: <https://www.xpay.de/>

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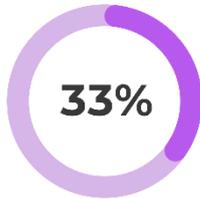
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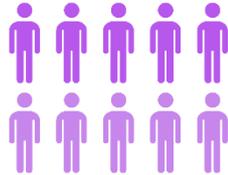
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# Attitude requires action



33%  
of the consumers know their favorite brands' purpose



half of the consumers prefer brands with recognizable purpose

**“Consumers have realized that they can make a difference with their consumption. For brands, this opens completely new ways of creating value and customer loyalty if they know how to use this properly and take their customers seriously “**

Denis Raskopoljac, XPAY CEO

**44%**

feel responsible for the future of our planet with their purchasing behaviour



Six out of ten consumers think brands should act according to their purpose



## Millennials & Gen Z are transforming the economy

Among younger people, purpose is considered an even stronger selling point. 60% are influenced by a strong purpose in their purchase decision.

