

# Brand values fail to entice inflation-worried consumers

## Article

**The news:** Purpose-driven ads, such as **Dove's** "Reverse Selfie" campaign and **Chipotle's** "Can a Burrito Change the World?", underperform in comparison to other ads, per a March [study](#) by **GfK** and the Goodvertising Agency.

- Traditional ads had an almost 10% higher chance of grabbing the attention of a viewer than a purpose-driven ad.

- Purpose-driven marketing attracts a socially conscious consumer, but such messages may not resonate as much during economic downturns.

**Value over values:** Commitment to brand ethos and purpose is taking a back seat as consumers prioritize lower prices.

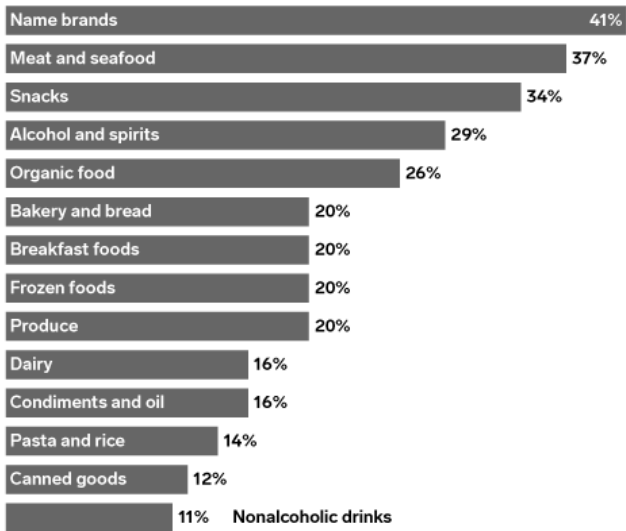
- Consumers are switching brands and retailers at higher rates than in 2020 and 2021 in order to seek out lower prices as inflation rages on, per [McKinsey](#), which added that brand purpose was now less of a buying factor for consumers compared with 2020.
- **Nine in 10** consumers who reported switching brands or retailers stated they will incorporate the new behaviors into their everyday routines.
- Consumers across the globe are de-emphasizing social values when it comes to spending habits—over half (54%) of UK online respondents stated they would actively switch to a cheaper brand at the expense of social or environmental ethos, per Lucid.

**The big takeaway:** As [players](#) across the advertising industry experience setbacks and cut ad sales jobs in the uncertain economy, it is vital for brands to showcase a product's value proposition within mainstream ads.

- In the current climate, brands can focus less on purpose-driven ads, as consumers prioritize lower prices in a time of inflation.

## Grocery Products US Adults Are Cutting Back on Due to Inflation, by Category, April 2022

% of respondents



Source: First Insight, "The State of Consumer Spending: Inflation Impacting Consumer Confidence," May 5, 2022

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