

FEAR
NO
TRUTH



Introducing
TRUE CAUSE

A Faster Way To Find
Your Brand's True Calling





**“The brands
that will thrive in
the coming years
are the ones that
have a purpose
beyond profit.”
Richard Branson**



Having a purpose beyond just making money is typically encapsulated in the idea of “purpose-driven branding” and a commitment to making a positive impact on society, the environment, or specific communities in need.



The potential for brands to make a bigger mark on the world is huge.

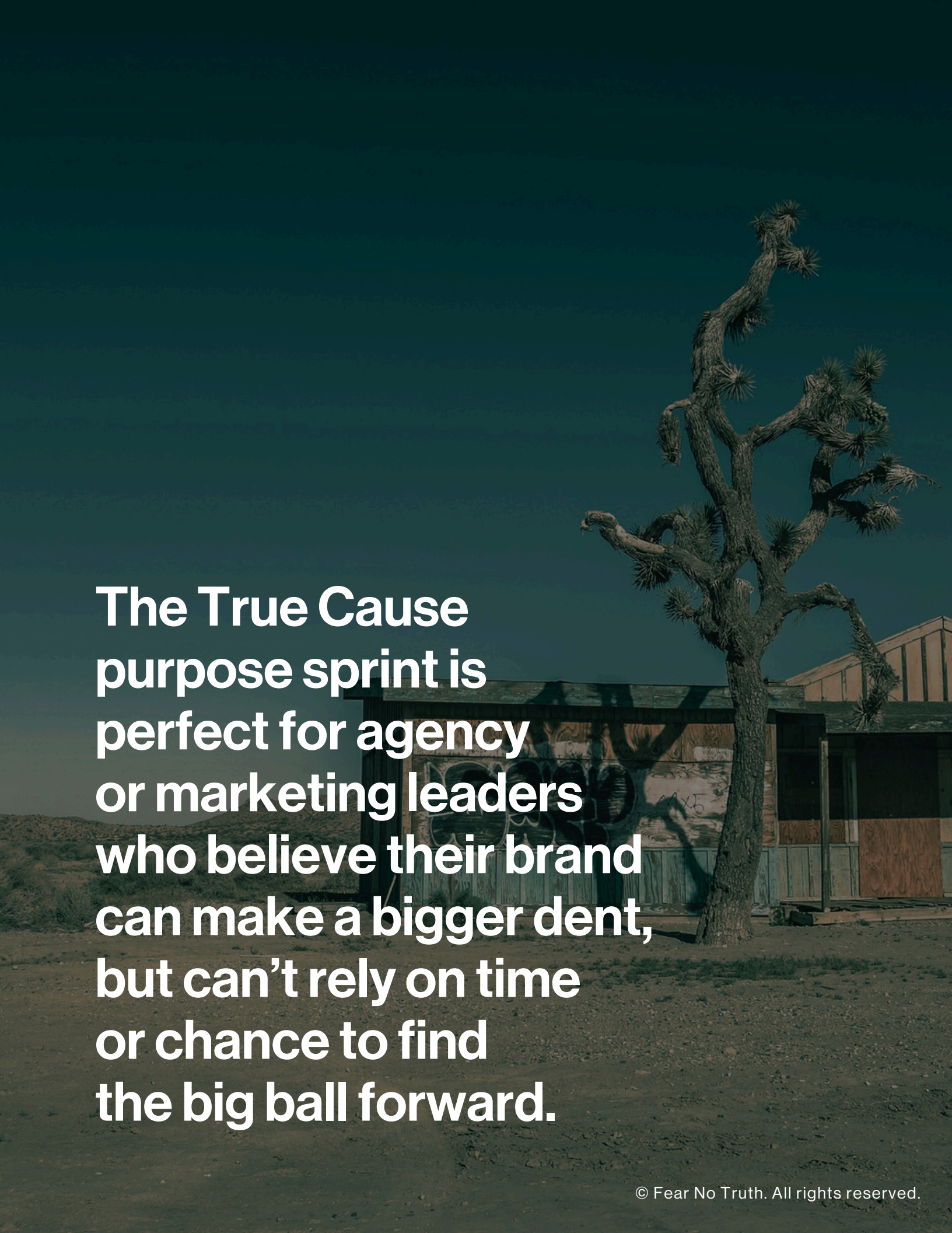
Whether by championing causes that address global issues or by challenging harmful norms and practices, brands have the power to shape attitudes, influence behavior and drive meaningful change.

By aligning themselves with causes that resonate with their audience and taking a stand on important social issues, brands can not only strengthen their brand identity and loyalty but also make a positive impact on society as a whole.

As consumers continue to demand more from the brands they support, those that embrace their role as agents of social change will thrive.

An aerial photograph of a city, likely Los Angeles, showing a dense residential neighborhood in the foreground and a prominent skyline of skyscrapers in the background. The image is in a dark, monochromatic color palette, possibly sepia or a dark teal. The text is overlaid on the lower half of the image.

**Delivered in
partnership with
both System1 and
Morning Consult,
True Cause is
designed to quickly
help a brand find
its higher purpose.**



**The True Cause
purpose sprint is
perfect for agency
or marketing leaders
who believe their brand
can make a bigger dent,
but can't rely on time
or chance to find
the big ball forward.**

Two Potential Missions To Choose From

**Champion
Something
The World
Needs
More Of**

**Challenge
Something
The World
Needs
Less Of**

By championing causes that resonate with their market, brands can foster goodwill but also strengthen their brand identity and loyalty. Consumers today are more socially conscious than ever before, and expect brands to share their values and support their actions.

By challenging outdated beliefs and issues, brands can position themselves as leaders in social change and inspire others to follow suit. While taking a stand may come with risks, the potential rewards in terms of brand loyalty and positive social impact are well worth it.



Finding The Brand's Best True Cause

Chapter 01 | The Genesis
The Authentic Story Of How
The Brand Came To Be

Part 06 | Pre-Test The
Potential Market Impact Of
The Brand's True Cause

Chapter 02 | Growth Market
A Profile Of The Market The
Brand Must Succeed With

Part 07 | Core Values
The Core Values That Will
Guide The Brand's Actions

Part 03 | Culture Map
An Audit Of Both Positive
& Negative Social Issues

Part 08 | Behavior Code
How The Brand Will Turn Its
Values Into Words & Deeds

Chapter 04 | True Cause
What The Brand Can Seek
To Champion Or Challenge

Chapter 09 | Action Plan
How The Brand's True
Cause Comes To Life

Part 05 | Clear License
What Legitimizes The
Brand With This Cause

Part 10 | Measurement
Plan A Plan To Measure
The Impact On The Brand

Finding a brand's true cause isn't just about carving out a compelling place in a market; it's about finding a mission that will resonate deeply with its market, align with its core values, and distinguish it from competitors, to ultimately make a positive impact in the world.

System1 draws on the principles of behavioral science to truly understand how real people really buy. And they use this understanding to help many of the world's best brands make confident creative decisions, that lead to transformational business results. Click [here](#) to find out more.

Morning Consult puts current, high quality, global data right at their clients' fingertips. With a single, easy-to-use dashboard, users can access, analyze and share the kind of insight needed to make better, more intelligent brand building decisions, in real-time. Click [here](#) to find out more.

Based in LA, Fear No Truth is an independent strategy practice, that helps agency, start-up and marketing leaders everywhere to find, tell and manage their brands' true stories. Click [here](#) to find out more.



Get In Touch

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