

FEAR
NO
TRUTH




Introducing **TRUE CAUSE**

A Faster Way To Find
Your Brand's True Calling



An aerial photograph of a complex multi-level highway interchange, likely in Los Angeles, captured during the "blue hour" of dusk. The image shows several overpasses and ramps with cars visible on the roads. The surrounding urban landscape is visible in the background, with buildings and trees. The lighting is a mix of the cool blues of twilight and the warm oranges of the setting sun.

“The brands
that will thrive in
the coming years
are the ones that
have a purpose
beyond profit.”
Sir 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
to make a bigger
mark on the
world is huge.

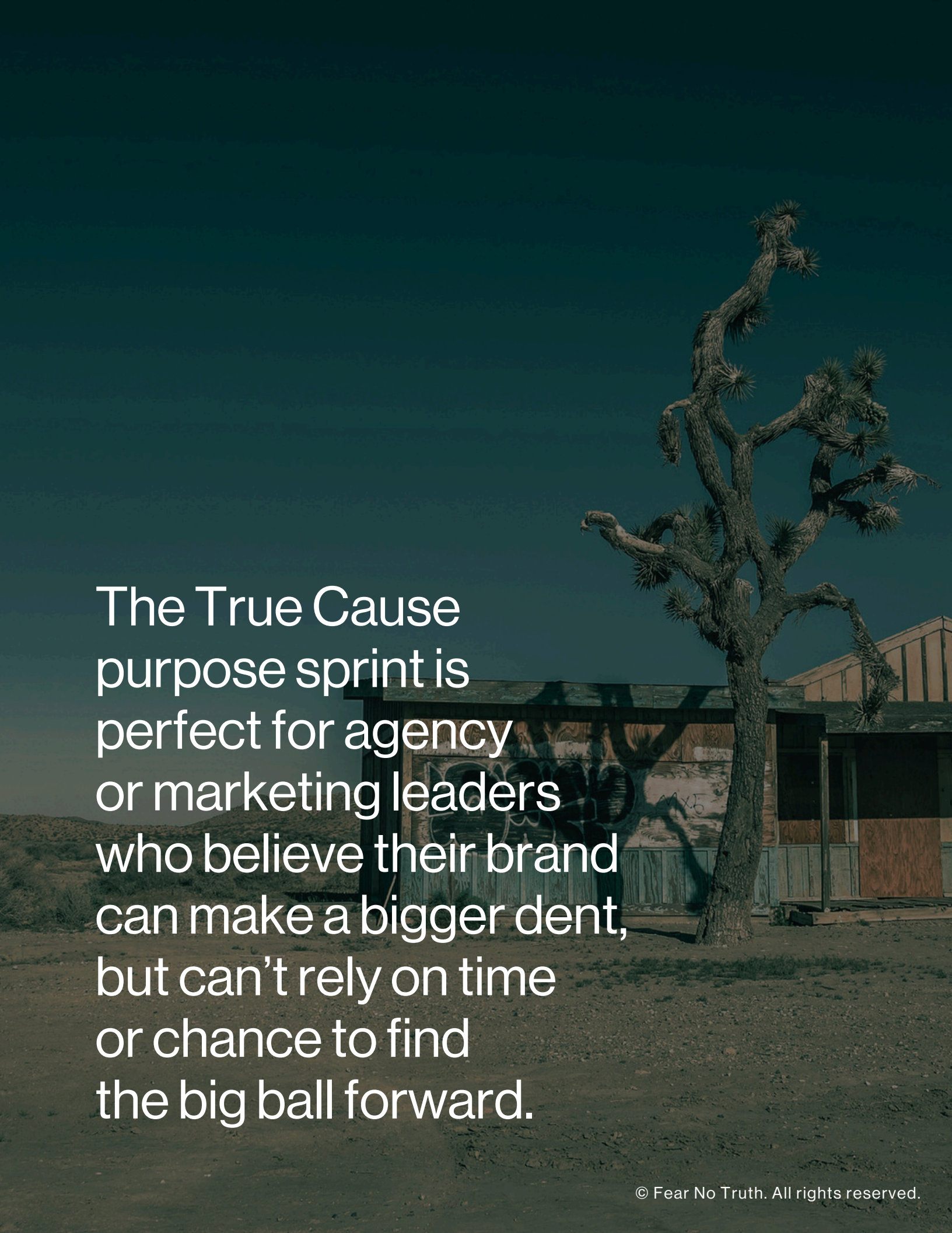
Whether by
championing
causes that address
global issues or by
challenging harmful
norms and practices,
brands have the power
to shape attitudes,
influence behavior and
drive meaningful change.

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 street, likely in Los Angeles, showing a dense urban landscape with a prominent skyline of skyscrapers in the background. The street is lined with residential buildings and parked cars. The text is overlaid on the left side of the image.

Delivered in
partnership
with System1,
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

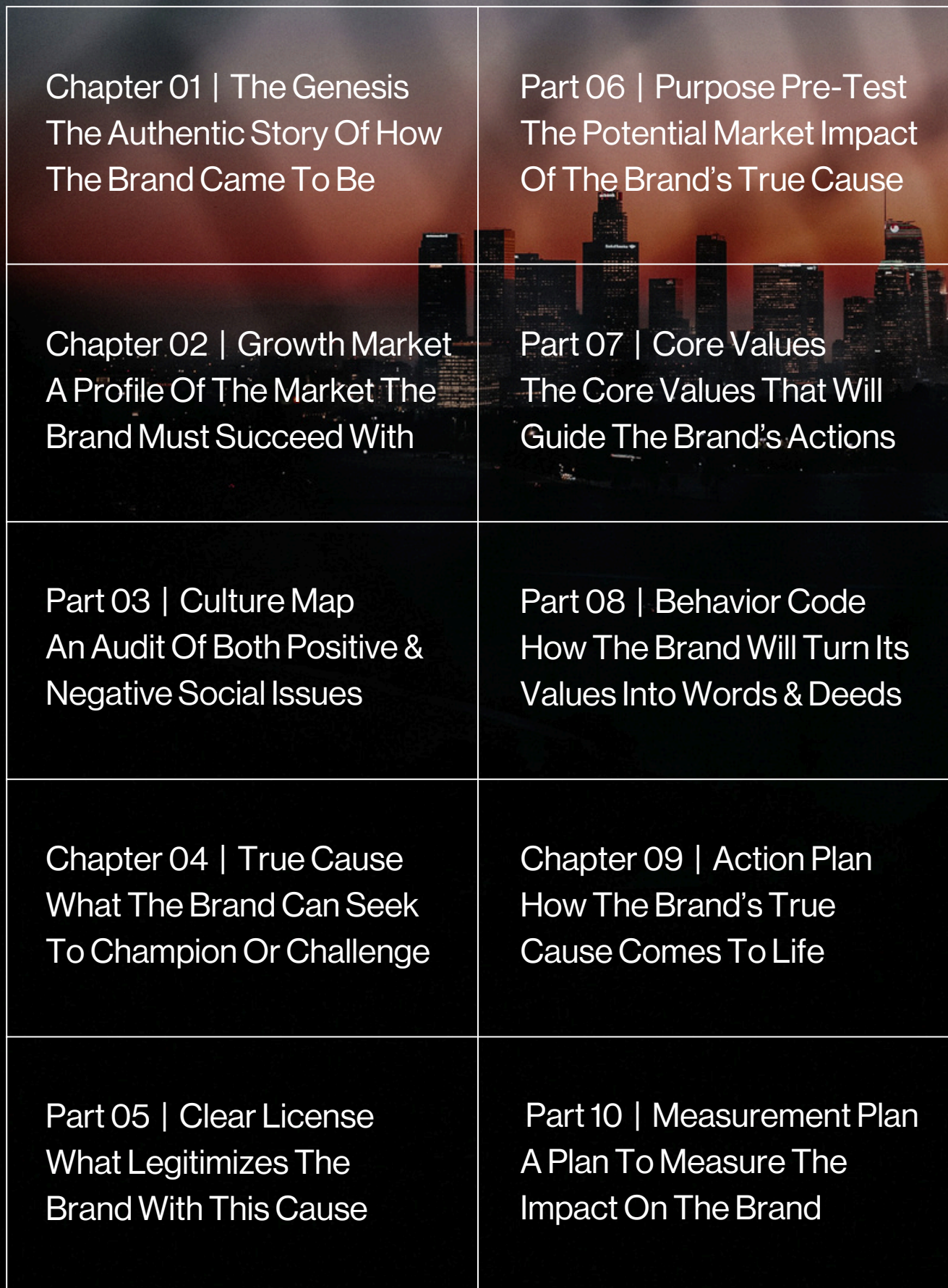
By championing causes that resonate with their market, brands can foster goodwill but also strengthen their brand identity and loyalty. Consumers today are more socially conscious than ever before, and expect brands to share their values and support their actions.

By challenging outdated beliefs and issues, brands can position themselves as leaders in social change and inspire others to follow suit.

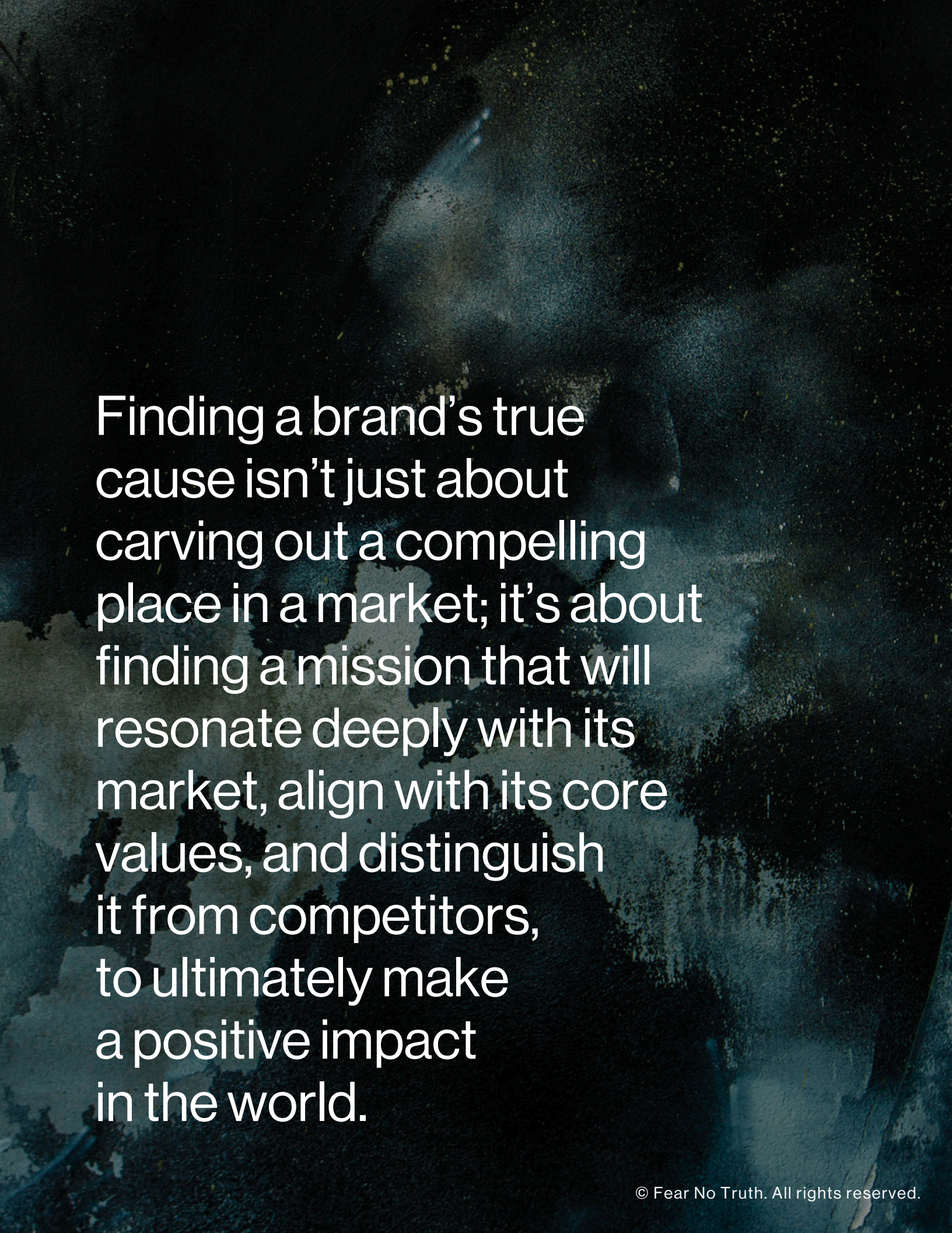
While taking a stand may come with risks, the potential rewards in terms of brand loyalty and positive social impact are well worth it.

The background of the image is a dark, atmospheric photograph of a city skyline, likely Los Angeles, viewed from an elevated position. In the foreground, several tall palm trees are silhouetted against the city lights. The city skyline in the background features various skyscrapers, including the US Bank Tower. The overall tone is moody and cinematic.

Finding The Brand's Best True Cause



<p>Chapter 01 The Genesis The Authentic Story Of How The Brand Came To Be</p>	<p>Part 06 Purpose Pre-Test The Potential Market Impact Of The Brand's True Cause</p>
<p>Chapter 02 Growth Market A Profile Of The Market The Brand Must Succeed With</p>	<p>Part 07 Core Values The Core Values That Will Guide The Brand's Actions</p>
<p>Part 03 Culture Map An Audit Of Both Positive & Negative Social Issues</p>	<p>Part 08 Behavior Code How The Brand Will Turn Its Values Into Words & Deeds</p>
<p>Chapter 04 True Cause What The Brand Can Seek To Champion Or Challenge</p>	<p>Chapter 09 Action Plan How The Brand's True Cause Comes To Life</p>
<p>Part 05 Clear License What Legitimizes The Brand With This Cause</p>	<p>Part 10 Measurement Plan A Plan To Measure The Impact On The Brand</p>



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.

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

hello@fearnottruth.com

www.fearnottruth.com