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ALFREDO DA SILVA

MARKETING WITH PURPOSE

March 15th, 2021


FUNDAÇÃO
AMÉLIA DE MELLO
desde 1964


NOVA SCHOOL OF
BUSINESS & ECONOMICS



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MARKETING WITH PURPOSE COLLOQUIUM

Organizations and their leaders are facing great challenges. Society is expecting active collaboration towards environmental and social sustainability. Consumers are appreciative of authentic brands that take a stand on social issues and make a positive difference in their community.

In line with this sentiment, marketing practices are moving towards a greater purpose. Marketing has the responsibility to improve the welfare of all stakeholders and benefit the world.

In this colloquium, we bring together marketing scholars, practitioners, and society, to discuss the role of consumers and companies in humankind's efforts to achieve important societal goals, including responsible production and consumption, public health, consumer welfare, and equality.



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MARKETING WITH PURPOSE COLLOQUIUM

March 15th

Online Live Streaming Event

Half-Day Afternoon Program

14:00 Welcome note by Nova SBE

Daniel Traça - Dean of the Nova School of Business and Economics

14:05 Welcome note by FAM

Vasco de Mello - President of Fundação Amélia de Mello

14:10 KEYNOTE SESSION WITH Q&A - WANTING, VOTING, AND PAYING FOR GREATER EQUALITY

Michael Norton - Harold M. Brierley Professor of Business Administration, Harvard Business School, USA

15:10 Session 1 - How does the pursuit of meaning affect consumer behavior?

Nicole Mead - Associate Professor of Marketing, Schulich School of Business - York University, Canada

15:30 Session 2 - The pursuit of purpose in consumer research

Irene Consiglio - Assistant Professor of Marketing, Nova SBE, Portugal

15:50 Session 3 - We're in the Business to Save Our Home Planet

Gabe Davies - Ocean Category Marketing Manager, Patagonia Outdoor Clothing & Gear

João Macedo - Patagonia Ambassador Professional Big Wave Surfer

16:10 Session 4 - Childhood overweight and obesity: What can we do?

Margaret C. Campbell - Editor of the Journal of Consumer Research, Provost Professor of Marketing, Leeds School of Business - U Colorado Boulder, USA

16:30 PRACTITIONERS ROUNDTABLE WITH Q&A - IMPLEMENTING A PURPOSE-DRIVEN MARKETING STRATEGY. CHALLENGES AND OPPORTUNITIES

António Casanova - CEO Unilever FIMA

Catarina Marques Rocha Gouveia - Member of CUF Executive Board

Ludovic Reyssset - CEO Danone Portugal

Marta Sousa Uva - Member of BRISA Executive Board

Moderated by Catherine da Silveira - Assistant Professor of Marketing, Nova SBE

18:00 Session 5 - Some things (never) change. A dive into the history of advertising.

| Amélia de Mello Foundation's featured study |

Eduardo Cintra Torres - Assistant professor, Faculty of Human Sciences, Catholic University, Portugal

18:20 Closing notes

Carlos Moedas - Former EU Commissioner



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14:00 - Welcome note by Nova SBE | Daniel Traça



DANIEL TRAÇA - Dean of the Nova School of Business and Economics

Daniel Traça is Dean and Full Professor of Economics at Nova School of Business and Economics (Nova SBE), in Lisbon. He is also Visiting Professor at INSEAD, in France and Singapore. Previously, he was Assistant Professor at INSEAD, and held the Marie et Alain Philippson Chair in Managing for Sustainable Human Development, at the Solvay Business School, in Brussels, where he was Vice-President and Director of the MBA Program. Daniel was Visiting Professor in the KDI School of Management and Policy, in Seoul, and in the Graduate Institute of International Economics, in Geneva. Daniel graduated from Nova School of Business and Economics and obtained his PhD from Columbia University, New York. He has worked as a consultant for the World Bank and the European Commission and published his scientific research in several leading international academic journals in the field of Globalization and Economic Development.

14:05 - Welcome note by FAM | Vasco de Mello



VASCO DE MELLO - President of Fundação Amélia de Mello

Vasco de Mello (64 years old) is the President of the Board of Directors of José de Mello and Brisa, and President of Fundação Amélia de Mello (Amélia de Mello Foundation). The José de Mello Group is one of the main Portuguese economic groups, with control stakes in leading companies in the areas of chemistry, health and highway concessions and mobility. He was the President of the Board of Directors and Executive Committee of the Mello Bank and of the Insurance Company Império. He was also a member of the General and Supervisory Board of EDP - Energias de Portugal and of Banco Comercial Português and a member of the Board of Directors of SIC - Sociedade Independente de Comunicação and Abertis Infrastructures (Barcelona). Between 1978 and 1980, he was in Citicorp (New York) and in Banco Crefisul de Investimentos (São Paulo).

He completed his BS (Bachelor of Science) in the American College of Switzerland, in 1978.



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14:10 Keynote Session with Q&A – Wanting, Voting, and Paying for Greater Equality

Talk Abstract: Our research reveals that people all over the world prefer less inequality – in wealth, health, and income. For example, Americans report an ideal CEO-to-worker pay ratio of 7:1 while the actual ratio is more than 300:1, and consumers prefer to buy from firms with lower pay ratios. Increasing awareness of current inequality shifts preferences toward policies that reduce it.



MICHAEL NORTON - Harold M. Brierley Professor of Business Administration, Harvard Business School, USA

Michael I. Norton is the Harold M. Brierley Professor of Business Administration at the Harvard Business School. He is the co-author – with Elizabeth Dunn – of the book, *Happy Money: The Science of Happier Spending*. In 2012, he was selected for *Wired Magazine's Smart List* as one of “50 People Who Will Change the World” and his TEDx talk, *How to Buy Happiness*, has been viewed more than 4 million times. He is currently writing *The Ritual Effect* (Scribner), which reviews his decade of research exploring the benefits of rituals in domains such as coping with grief, strengthening bonds, and improving health – in our relationships, in our families, and in our workplaces.

15:10 Session 1 – How Does the Pursuit of Meaning Affect Consumer Behavior?

Talk Abstract: When consumers seek to find meaning in the marketplace, what do they want? Even though firms are increasingly trying to appeal to consumers’ need for meaning, and even though consumers have a fundamental desire to pursue meaning, there hasn’t been a clear evidence-based answer to the opening question. In this talk, I will provide an initial, counterintuitive answer. Our program of research suggests that consumers “cheap out” when they pursue meaning in the marketplace. In other words, when consumers pursue meaning, they prefer less expensive products. This occurs because the goal of obtaining meaning causes consumers to think about other things they could buy with their money – beyond the focal purchase – which causes them to gravitate toward less expensive products. In addition to detailing how the pursuit of meaning affects consumer behavior, I will discuss how practitioners can create value for consumers who are pursuing meaning.



NICOLE MEAD - Associate Professor of Marketing, Schulich School of Business - York University, Canada

Nicole Mead is currently Associate Professor of Marketing at Schulich School of Business, York University, Canada. She completed her Ph.D. in Social Psychology at Florida State University. She was Associate Professor of Marketing at the Rotterdam School of Management, Erasmus University, and has been a Visiting Scholar at the Stanford Graduate School of Business on several occasions.

Nicole was Associate Editor of the *Journal of Experimental Social Psychology* and currently serves as editorial board member for the *Journal of Consumer Research* and the *International Journal of Research in Marketing*.



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15:30 Session 2 - The pursuit of purpose in consumer research

Talk Abstract: Nova SBE Behavioral Lab is a research community in which instructors, students, and researchers work together to improve our scientific understanding of human behavior. Our researchers cover a wide range of topics in management, marketing, and economics, with a particular emphasis on individuals' wellbeing and policy recommendations. Our recent studies highlight both the positive effects of purpose in organizations and - perhaps most importantly - the negative effects of a lack of it.



IRENE CONSIGLIO - Assistant Professor of Marketing, Nova School of Business and Economics, Portugal

Irene Consiglio received her Ph.D. in Marketing from Rotterdam School of Management (RSM), Erasmus University and she was a visiting Ph.D. at Harvard Business School. She is interested in brand relationships and consumer vulnerability. Her work is published in leading international journals such as the Journal of Consumer Psychology and in the Journal of Consumer Research, and it has been featured on Scientific American, National Public Radio, U.S., as well as in popular international marketing and news blogs.

15:50 Session 3 - We're in Business to Save our Home Planet (joint talk)

Joint Talk Abstract: Patagonia is a global leader in the clothing industry, whose mission statement 'We're in business to save our home planet' drives decision making. Patagonia has proven that business can be a force for good, and that doing the right thing for the planet is also good for business. Patagonia supports Environmental Activism at all levels, traditionally giving 1% of its turnover to NGOs. This now extends to supporting regenerative organic farming, community energy projects and Surfers who work to protect the places they love. Gabe Davies shares examples and stories from the frontlines. Personal experience of Nature is a gateway to awareness and love of Nature, which are core values to become a user, protector and maybe even activist for the environment. João Macedo shares his story from competing on the World Surf League's Big Wave Tour, surfing Nazaré and around the world to being able to apply his passion for surfing and the ocean in talks and surf classes, working to inspire and guarantee that people connect with and experience Nature in an authentic and safe way.



GABRIEL DAVIES - Ocean Category Marketing Manager, Patagonia Outdoor Clothing & Gear

Gabe Davies from Newcastle (UK) learned to surf in the North Sea waves and followed his dream to become a professional surfer for over 20 years. Working with many global brands during that time, highlights included leading the big wave charge in Ireland, taking campaigns to government with Surfers Against Sewage, winning numerous national titles, featuring in award-winning films and supporting surfing sequences for the likes of Disney. After 7 years with the activist company Patagonia, his role is now 'Ocean Marketing Manager EMEA'. This role drives engagement of Patagonia's mission statement to 'Save Our Home Planet' around the surf community. As well as agitating the surf industry to clean up its own act, Gabe specifically wants to highlight better product sourcing around wetsuits and to support Surf Activists in standing up for the places in which we all love to play.



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JOÃO MACEDO - Patagonia Ambassador and Professional Big Wave Surfer

João, son of Portuguese parents, was born in June 1, 1977, in New Haven, Connecticut. He began his surfing adventure by bodyboard at age seven in Praia Grande, Sintra. Back then, he found his lifetime passion in Atlantic Ocean roughness. This passion inevitably became a career connected to the sea: he was the first Portuguese, and European, professional surfer to qualify to paddle in the WSL Big Wave Tour, which he finished in the Top 5 back in 2012/2013 season. He graduated in Economy in the year 2000, and in the same year he founded "Surf Academy" (www.surfacademia.com) in Praia Grande and Carcavelos; In California, he was the co-founder and project manager of the World Surfing Reserves (www.worldsurfingreserves.org). João de Macedo is also known for paddling the giant waves of North Beach.

16:10 Session 4 - Childhood Overweight and Obesity: What Can We Do?

Talk Abstract: Childhood obesity is a serious global problem. The prevalence of overweight and obesity among children under 19 has risen dramatically. While about 4% of children and adolescents between 5 and 19 were overweight and obese in 1975, more than 18% of girls and 19% of boys were overweight and obese in 2016. Growth in childhood overweight and obesity has occurred across low-, middle- and high-income countries. These increases are a social concern because overweight and obesity put children and adolescents at risk for poor health outcomes, psychological difficulties and social issues that often follow them across the life course. According to the WHO, overweight and obesity are linked to more deaths worldwide than is underweight. I examine research on children's food choices and adults' and children's health knowledge, beliefs, and habits to develop how marketing approaches might help limit childhood overweight and obesity.



MARGARET C. CAMPBELL - Editor of the Journal of Consumer Research, Provost Professor of Marketing at Leeds School of Business, USA

Professor Campbell's research focuses on consumers as intuitive psychologists who use their stored knowledge structures (e.g., brand associations, stereotypes) to make inferences about the marketplace. She examines when and how consumers consider the reasons for companies' brands', and other consumers' behaviors. She examines consumers' inferences about pricing, branding and persuasion efforts. Additional research explores how contextual factors influence both adults' and children's consumption decisions. Recent research shows that knowledge-based interpretation of their own behaviors biases consumers' perceptions of goal progress. Her research has been published in impactful journals including the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Consumer Psychology, and the Personality and Social Psychology Bulletin.

Professor Campbell is currently Editor of the Journal for Consumer Research (through March 31, 2021) and recently served as President of the Association for Consumer Research. She has served as an Associate Editor at the Journal of Marketing Research the Journal of Consumer Research. She has been a member of the editorial review boards of the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Retailing, and the International Journal of Research in Marketing.



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16:30 Practitioners roundtable with Q&A - Implementing a purpose-driven marketing strategy. Challenges and opportunities.



ANTÓNIO CASANOVA - CEO for Unilever FIMA

António Casanova is currently CEO of Unilever FIMA and Gallo Worldwide. He chairs the Supervisory Board of Nova SBE - Alumni Association - and is a Governor of St. Julian's School in Carcavelos. He is also a member of the General and Advisory Board of Observador (the online newspaper) and President of Make a Wish Foundation Portugal and of Girl Move Foundation. António is a graduate of the London School of Economics, has an MBA from Nova SBE and an Advanced Management Program from Harvard Business School.

He was President of Unilever Spain, position he held simultaneously with his role in Portugal, from 2016 to 2019. He was also the President of APAN - Associação Portuguesa de Anunciantes -, from 2014 to 2020.

His previous career includes CEO of Optimus from 2000 to 2005, Executive Board Member of SonaeCom and of SonaeSierra, Consultant at McKinsey and Non-Executive Board Member of Público and Eurocash (Polonia).



CATARINA ROCHA GOUVEIA - Executive Board of CUF

Catarina Rocha Gouveia sits at the Executive Board of CUF, the largest healthcare private provider in Portugal.

Previously, she worked with McKinsey & Company for eleven years, having been an Associate Partner of the firm in the Lisbon office.

Catarina Rocha Gouveia holds a degree in Economics at Universidade Católica Portuguesa and an MBA at INSEAD.



LUDOVIC REYSSET - Country Managing Diretor for Danone Portugal

Ludovic Reyssset is presently the Country Managing Diretor for Danone Portugal.

Originally from France, he has developed his career at Danone with different roles and in the most varied countries including Latin America, Japan, Italy, France and Portugal.

With a Master at ESCM Business School in France and various other trainings at INSEAD, IMD and Berkeley.

He also serves as Vice President for GRACE association - responsible companies, as a Consulting Board Member for the Santa Casa da Misericórdia's social fund "FUNDO PLUS", and a mentor for START UP LISBOA among others.



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MARTA SOUSA UVA - Board of Directors of Brisa

Marta Sousa Uva is an executive member of the Board of Directors of Brisa - Auto-estradas de Portugal, acting as Chief Transformation Officer. Her mission is to combine further digitization of all the group's activities with the consolidation of Brisa's customer centric vision.

Her professional background outstands for its extensive national and international experience and expertise as a marketer at Procter & Gamble and more recently, for the last 7 years, as executive director in charge with operations, product and marketing at a global technology company, TIMWETECH.



MODERATOR

CATHERINE DA SILVEIRA - Assistant Professor of Marketing, Nova School of Business and Economics

Catherine da Silveira is currently Assistant Professor at Nova SBE, teaching Brand Management and Luxury Marketing, with a strong emphasis on purpose driven approaches. At Nova SBE, she is also Academic Director of the Master's in International Management CEMS - a global Alliance of 34 leading Business Schools from 5 continents and more than 70 Corporate and Social Organizations, dedicated to educating future generations of international responsible business leaders.

Before joining the Academic world, she worked for 13 years for the L'Oréal Group as a Marketing Executive across Divisions, Brands and Countries.



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18:00 Session 5 - Some things (never) change. A dive into the history of advertising.

Talk Abstract: Advertising had to cope with the extraordinary changes the world has experienced in the last three centuries. A chameleon, advertising always adapted to new media, to new realities in the economy and society, to new products and services. In my communication I will travel at the speed of light through my choice of advertising History milestones to find what has changed and what is still essential today in commercial communication.



EDUARDO CINTRA TORRES - Assistant professor, Faculty of Human Sciences, Catholic University, Portugal

With a PhD in Social Sciences (ICS/UL (2010)), Prof. Eduardo Cintra Torres's present research areas are the history of advertising in Portugal; the crowd in Portuguese literature; Portuguese popular journalism and visual culture and propaganda in the Portuguese New State.

Author of 19 books, the latest being: *A Greve Geral de 1903 no Porto* (2018); *Televisão do Século XXI* (2018). Author of scientific articles such as "The Intertextuality of Works of Art in Advertising" (2015), "Durkheim's Concealed Sociology of the Crowd" (2015) and "Essai sur le don à la télévision" (2015).

Assistant invited professor, ISCTE-IUL. Journalist since 1983. Media critic in the press since 1996. Author of pedagogic materials for the Ministry of Education. Research at the CECC and the CIES 20. Member of the Editorial Board of Lumina. Member of the Portuguese PEN Club. He has no posts at the FCH.

18:20 Closing notes



CARLOS MOEDAS

Carlos Moedas was a trustee at Calouste Gulbenkian Foundation dedicated to Sustainable Development. He holds an Engineering degree from Técnico (Lisbon) and an MBA from Harvard Business School (Boston). He started as an engineer at Suez Group in France and worked as young banker for Goldman Sachs and Deutsche Bank in London. Carlos Moedas has served as Under-Secretary of State for the Portuguese government and later on as European Commissioner. In this role he designed the proposal for the future Horizon Europe Science program worth 100 billion euros, set to be launched in 2021.