



**5 Stages**  
**of Values-driven**  
**Consumption In**  
**Marketing**

Most brands say they “stand for something.” Very few actually show it in a way people believe.

## Stage 01: Surface-level

# You say what people want to hear

### What brands do:

Post about sustainability, inclusivity, purpose—only when it's trending

### The problem:

It feels performative. Audiences can tell. Trust drops.

### Fix this now:

Pick one value you genuinely believe in. Show how it connects to what you sell. Not everything. Just one thing—done honestly.



## Stage 02: Messaging



# You talk about values, but don't show them

### What brands do wrong:

They write emotional copy—but the product and experience don't reflect it

### Do this instead:

Ask: "Where does this value show up in our actual business?"

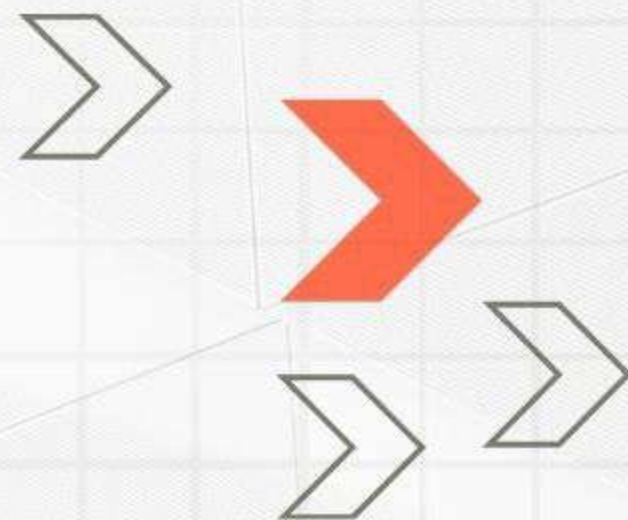
If you can't answer that clearly, your audience won't believe it either.





## Stage 03: Alignment

# Your actions start matching your words



### What this looks like:

- Ethical sourcing
- Transparent pricing
- Real representation in campaigns

### Shift:

You're no longer talking about values.  
You're building them into the brand.

## Stage 04: Differentiation

# Your values become your edge

### What this looks like:

Customers choose you because of what you stand for



### Example shift:

Not “we sell clothes” →

“We create responsibly made fashion people feel good wearing”



Now your value isn't a message.  
It's your positioning.



## Stage 05: Community

# People believe in what you believe

### What this looks like:

Customers become advocates  
They don't just buy—they support, share, defend

### Reality:

You're not building a brand anymore.  
You're building a movement.



# What Actually Works

Honest question: where are you right now?

## Stage 1-2:

You're visible, but not trusted

## Stage 3-4:

You're building credibility

## Stage 5:

You're building loyalty that compounds

The difference isn't messaging.  
It's alignment.

