



# Introducing the Social Value Scorecard™ and the Social Value Index™

Jason Saul, CEO, Mission Measurement

SB'14

**MISSION**  
MEASUREMENT

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# Why Sustainability?

## Supply

*Initiatives that reduce environmental impact, strengthen supply chain*

*Measures: **Cost Savings, Risk***

## Demand

*Initiatives that materially influence consumer behavior*

*Measures: **Purchase Intent***

# Breakthrough: Quantifying Consumer Demand

## Eight Statistically-Derived Social Dimensions



# Measuring Your Brand's Social Value Score™

## Company Revenue Opportunity

Current Social Value Score

+

1 point

Estimated Sales Growth: 0.88%  
Estimated Economic Value: \$376M

Current Industry Rank

to

Next Quartile

Estimated Sales Growth: 2.58%  
Estimated Economic Value: \$1,108M

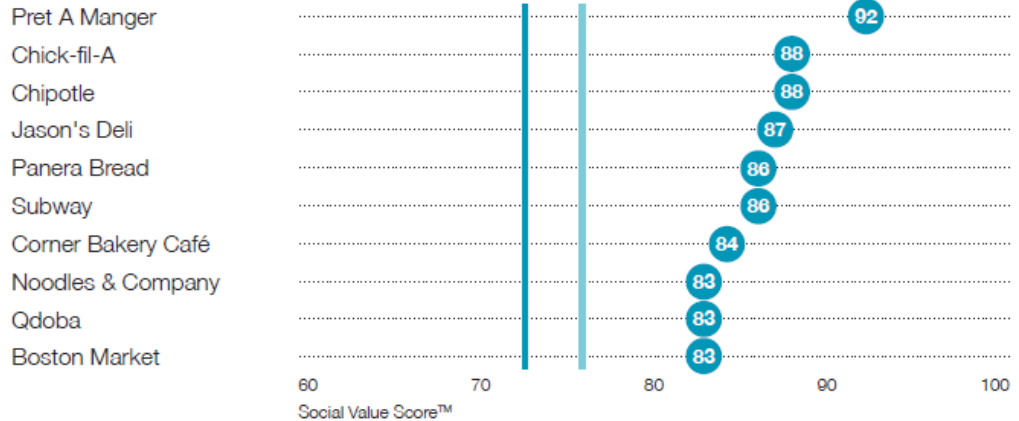
## Social Value Meter™

44% Social / 56% Traditional

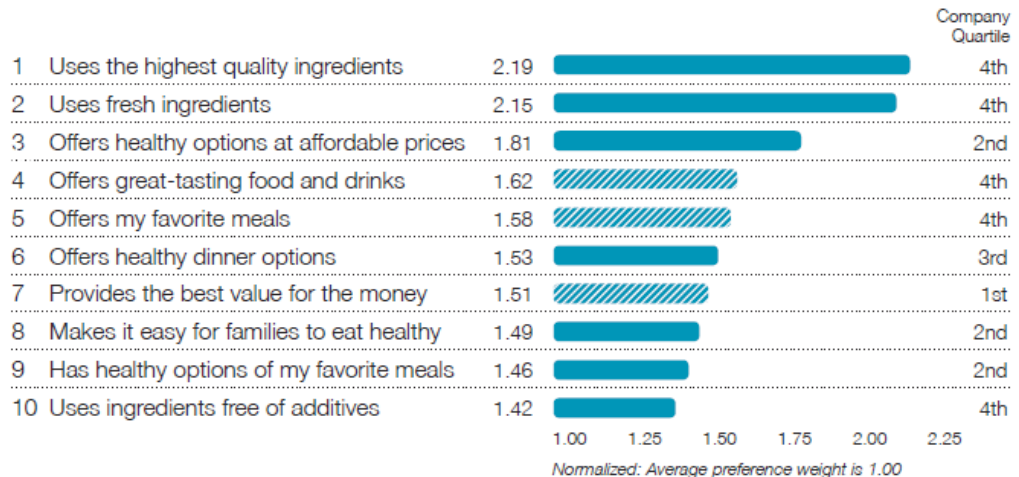


In the restaurant industry, social value drives 44% of purchase behavior

## Social Value Score™ Leaders

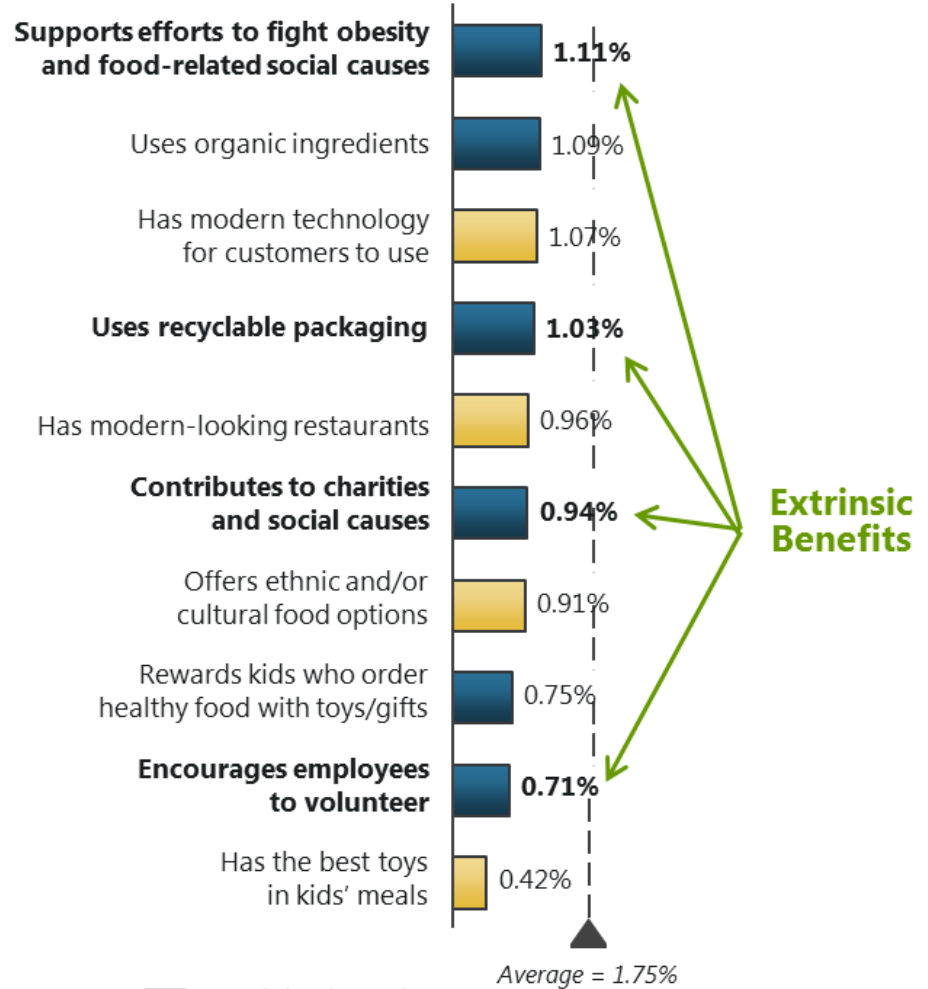
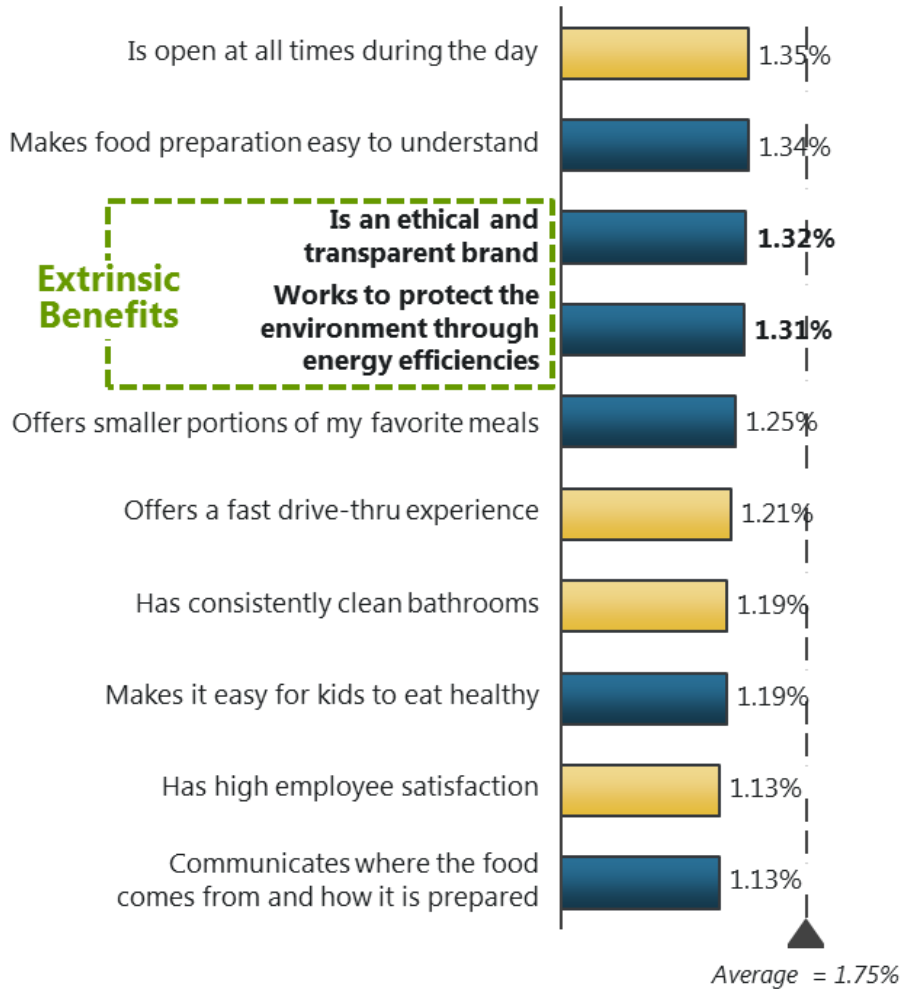


## Top Purchase Drivers



# 20 Least Impactful Social Value Drivers in QSR

(Impact Score)



■ = Social Value Drivers  
 ■ = Traditional Value Drivers

# A Social Value Proposition



**Jason Saul**

**Founder and CEO**

**@jasonasaul**

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