

Provocation

# Serving society will be Marketing's new normal



Purpose Disruptors  
Co-Founders & Directors

Jonathan Wise  
& Lisa Merrick-Lawless

The Great Reset  
Mindshare Huddle

May 2020



Question

**What kind of society do you want to help create?**

Provocation

**Serving society will be  
Marketing's new normal**

# Return to BAU?

Those in positions of power are wanting society to return to 'Business As Usual' as quickly as possible post lockdown

## Everything will change forever after coronavirus... won't it?

*Predictions of fundamental change after Covid-19 are driven by the biased perspectives of those making them – in reality, most things will go back to how they were.*



By **Mark Ritson** | 9 Apr 2020

Share this article



**But only**

**9%**

**of people want to go back  
to how things were before  
lockdown.**

Source: [RSA](#)

**As we slowly exit the lockdown period and we are sold the feeling of normalcy by those who wish to maintain the status quo, we miss an opportunity to define the new normal we actually want**



# **The Great Reset**

**“The Great Reset” is a cultural movement to build a new society where nature, fairness and community flourish\***

**\*based on what we have experienced during lockdown.**



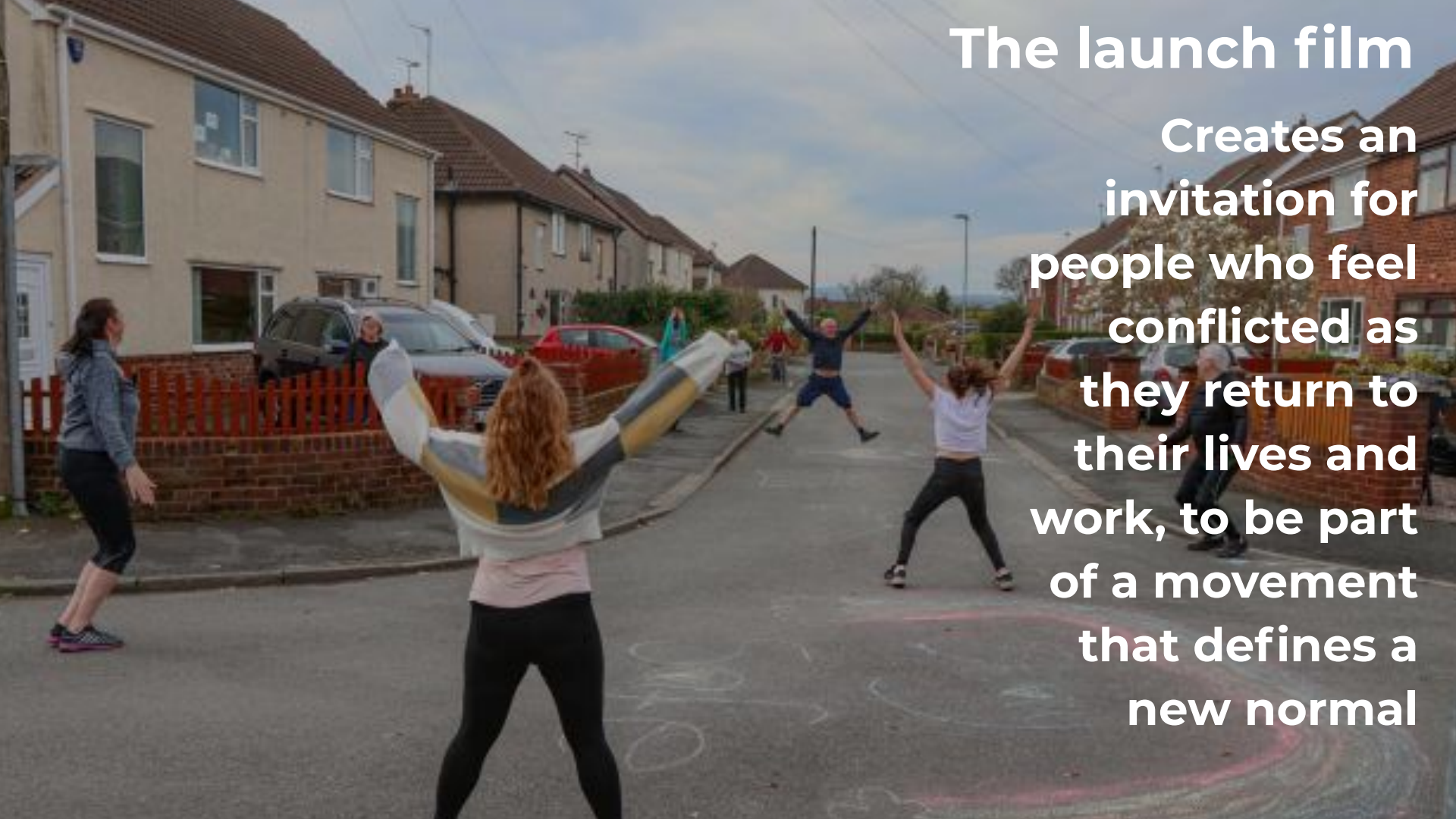
**Because  
marketing and  
advertising are  
systemic  
amplifiers, we  
have the added  
responsibility to  
decide what  
kind of society  
we want to  
promote in our  
roles and  
organisations**





# The launch film

**Creates an invitation for people who feel conflicted as they return to their lives and work, to be part of a movement that defines a new normal**



# How can the advertising industry help address our climate emergency?



**Climate Crisis Summits**  
June 2019 - Feb 2020



**#ChangeTheBrief**  
September 2019



**Create & Strike**  
September- October 2019



Provocation

**Serving society will be  
Marketing's new normal**

**It can be if we want it to be**



# Do you want to join the movement and be part of The Great Reset?

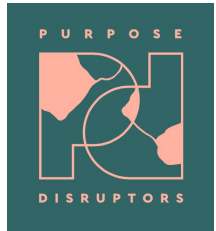
Join the mailing list at [purposedisruptors.org](https://purposedisruptors.org)



@purposedisrupt

[Lisa@purposedisruptors.org](mailto:Lisa@purposedisruptors.org)

[Jonathan@purposedisruptors.org](mailto:Jonathan@purposedisruptors.org)





London Borough of Havering  
**NO  
BALL GAMES**  
By order

**Thank you**