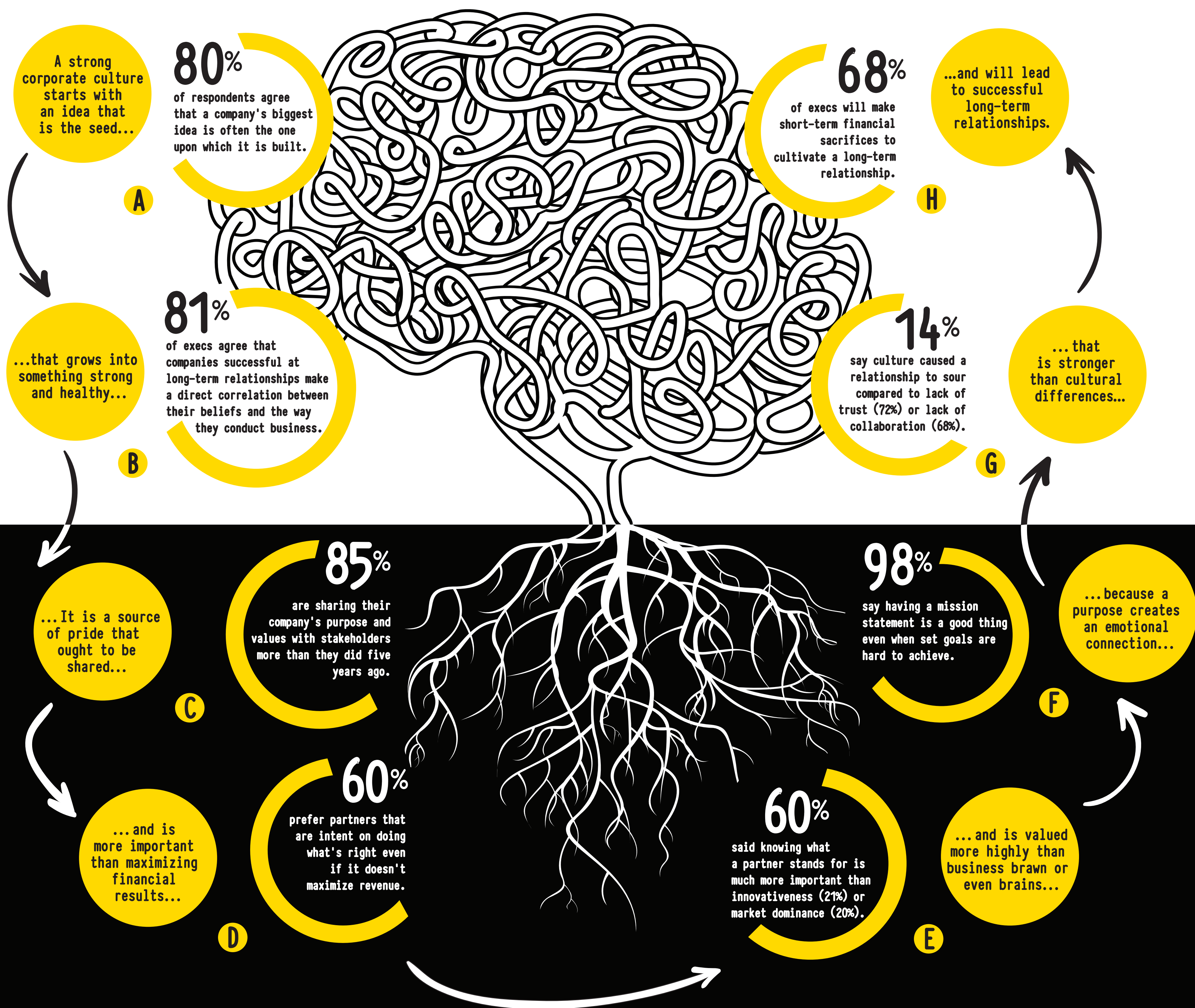


BEYOND THE BRAND:

Why Business Decision Makers Buy Into Strong Cultures



The FORTUNE Knowledge Group, in collaboration with gyro, a global advertising agency, conducted a worldwide survey in June 2015 on whether a sense of purpose affects the way a company is perceived and the effect culture has on business relationships. The sample comprises 500 respondents (all director level or above who have influence over key business decisions): 40% are based in the United States, 40% in Europe and 20% in Asia. All companies surveyed have annual revenues of \$500 million or more; 26% have revenues exceeding \$1 billion.