



DEVELOPING GE'S PURPOSE

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Did your company center around its purpose during this unprecedented year?

Yes

No



*“The work we do is
fundamental to a
world that works”*



Larry Culp
Chairman and CEO

PURPOSE IS AT THE CENTER OF THREE TRUTHS



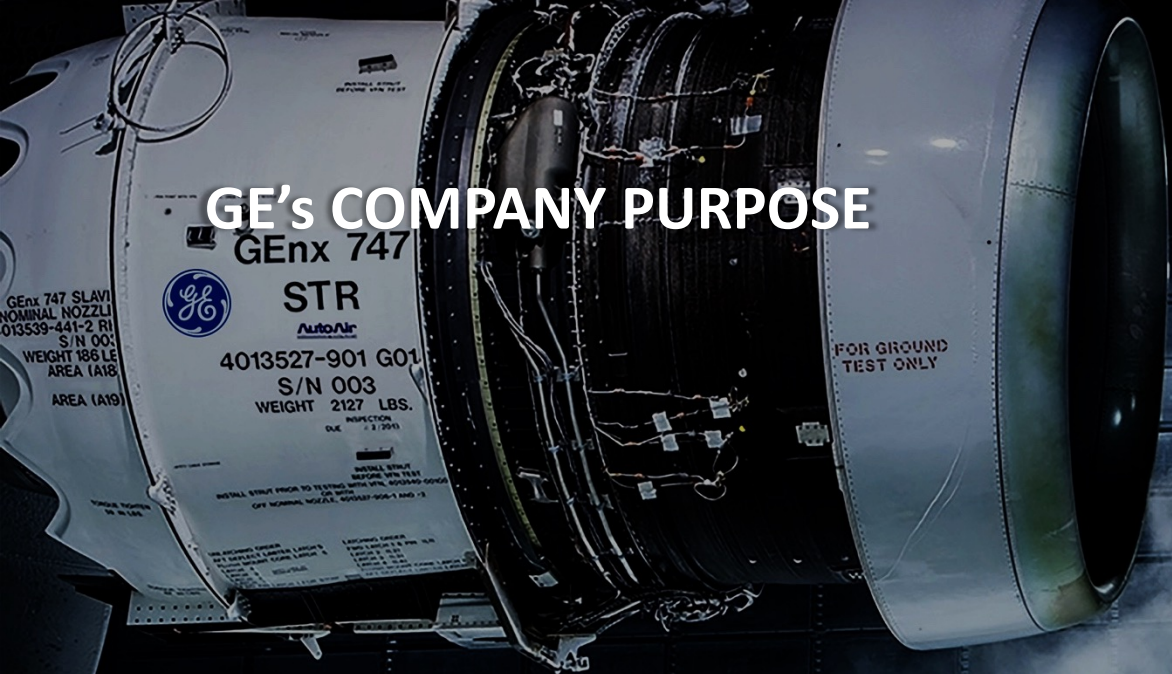
Our ambition

What makes us special

What the world needs



GE's COMPANY PURPOSE



We rise to the challenge of building a world that works.

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Who are your priority audiences for your company's purpose messaging?

- A. Customers/Consumers
- B. Talent – existing & future
- C. Investors
- D. All of the above



Building a world that works

AS THE WORLD LOCKED DOWN, OUR BRAND PURPOSE TOOK ON HEIGHTENED RELEVANCE

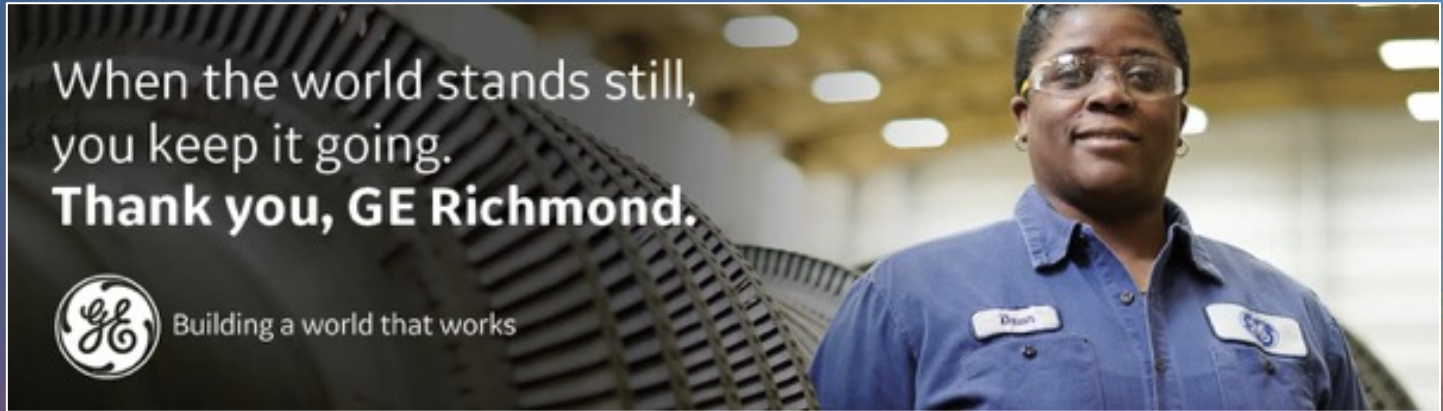
In 2020, people were looking for action, not empty talk. In a year of unprecedented challenges, our Purpose positioned GE as a brand that would find and implement real solutions to complex problems. Not sometime in the future, but now.

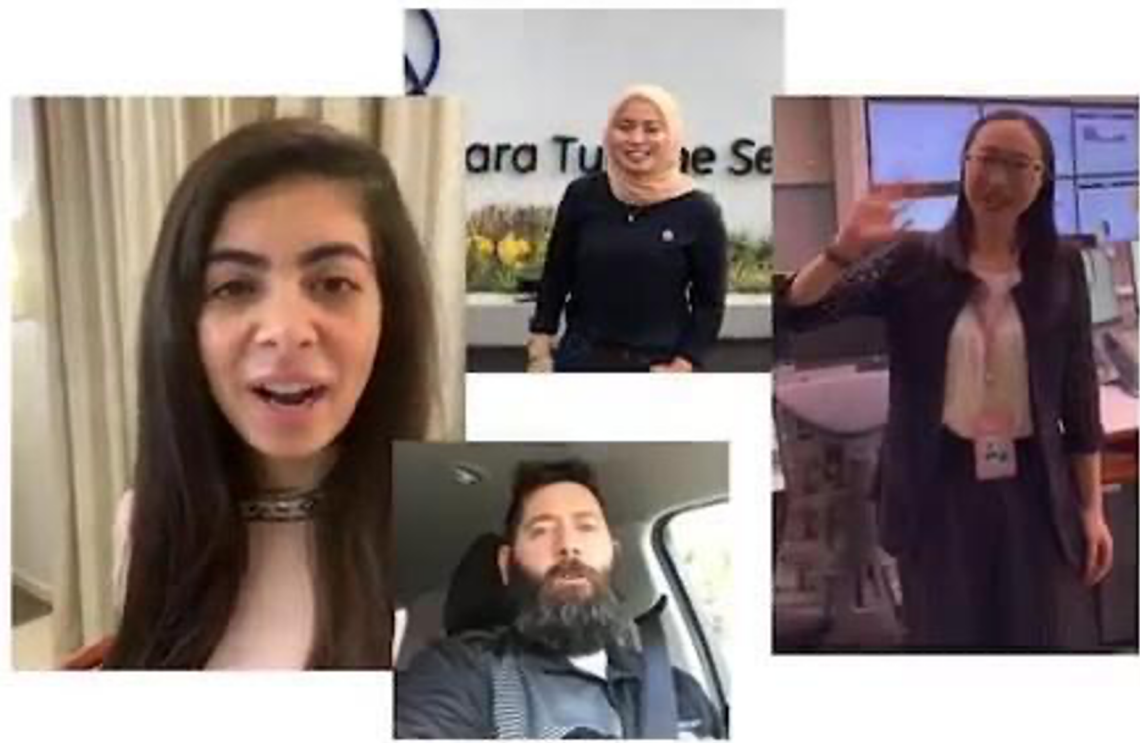
89% of consumers said they wanted brands to focus on helping people meet pandemic-related challenges (Harvard Business School)

90% said they wanted brands to both partner with government agencies where possible, and 86% said they wanted brands to be a “safety net” that fills gaps in government response. (Edelman)



LOCAL OOH // EMPLOYEE PRIDE





To reinforce GE’s purpose statement, “Building a World That Works,”
we took our followers on a 24-hour journey to 24 GE sites across the globe. At each location, employees acted as both the guide and the content creator to show our viewers what they work on—whether that be testing jet engines in California, operating wind turbines in Kenya, or delivering medical devices to the remote reaches of Alaska. Using employees as our central focus, we demonstrated GE’s global impact while shedding light on our employees’ personal motivations for rising to the challenge each and every day.



Building a world that works

Everyone wakes up every morning to a world that must keep turning.

Moving.

Going.

The world can't stop, so neither can we.

Because the things we make help make the world go round.

We are builders, constantly creating things that make our world cleaner, healthier and more connected.

So that the small moments that help define who we are, and the big plans that make life wonderful, can keep on rolling.

Because while gravity may keep our planet on its axis, it's what we build that keeps things moving forward.

So with every turn, we'll keep building a world that works.



Everyone wakes up every morning to a world that must keep turning. And because the world can't stop, neither can we.

Because the things we make help make the world go round. So with every turn, we'll keep building a world that works.

Building a world that works





Building a world that works