

FROM NOW UNTIL THE 2024 PRESIDENTIAL ELECTION
Business Will Be in the Political Crosshairs...
DO YOU HAVE A REAL PLAN?

Our View

Businesses are operating in an incredibly polarized environment and there are tremendous opportunities for brands to make a disastrous misstep. But controversy and long-term reputation damage aren't inevitable. Here's what brands need to do:

- Build consistency and track records. That's what consumers will look at if backlash arises.
- Don't activate consumers' "political brains." Brands are in danger once consumers start thinking they're casting a vote every time they make a purchase.

Our Team

Top political strategists, experts in financial reputation, crisis communications and consumer insights working together to provide bipartisan perspectives on how to keep your brand out of trouble. Expertise includes:

- **12** Presidential races and **500+** Senate, House and Governor's races
- **2B+** raised for candidates on both sides of the aisle
- **100+** Fortune 100 companies advised on reputation and crisis communications
- **5M+** surveyed around the world; most accurate 2020 election poll in the cycle

Our Product

Brands are losing billions of dollars in these political crises. For much less, the Risk and Reputation Unit will prepare you for political minefields with a multi-pronged approach: an initial audit, layered-on monitoring and if needed, crisis management.

RISK AND REPUTATION UNIT AUDIT

- Survey of customer base, employees and large shareholders on your brand reputation, societal image and ESG position
- Analysis of where your marketing sits on the hot button issues
- Comparison of competitors and peer set
- Robust analysis of political issues facing your sector and leading candidates' positions
- Market assessment of key races and campaign issues in areas where you have large workforces or teams
- Playbook to make sure your team is Day 1 ready should a controversy arise
- Board-quality presentation of recommended positioning and action based on insights

- Estimated Cost: \$250K