

RISK & REPUTATION UNIT



POLITICS CREATE BRAND DISSONANCE

The Brain Toggles from Store Shelf to Voting Booth

All Americans

82%

71%

78%

Say companies
are **becoming more political** than ever
before

Aren't interested in supporting companies that have become too political, regardless if they agree with their stances

Wish their **preferred brands would stay out of politics**

REPUBLICANS	87 %	78 %	84%
DEMOCRATS	81%	68%	73 %

CONSUMERS ARE CYNICAL Companies are Seen as Inauthentic

All Americans

68%

59%

78%

Believe when companies
speak out today on social
issues, it's a marketing ploy
rather than an authentic
opinion

(+12%-pts April 2022; Gen Z: 54%, +8%-pts)

Say there is generally more risk to a CEO speaking out on social issues than more reward.

(+5%-pts April 2022)

67%

Say companies are **getting**into more controversy as
they try to appease both the
left and the right

REP	UBL	ICAN	12

DEMOCRATS

72%

54% 45%

85%

74%

WHAT THIS MEANS:

Speaking Out Requires a Track Record, Relevance

All Americans

84%

77%

77%

Companies need to have a track record of acting on their values to be taken seriously

Companies would have a better reputation if they only spoke out on social issues that directly relate to business operations

Would respect a companies more if they were clear in their values, even if they disagreed with them

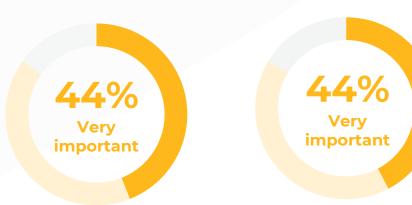
REPUBLICANS	84%	65 %	77 %
DEMOCRATS	86%	83%	79 %

The Result: 80% Believe what a company does for society is more important than what it says

5 TRUTHS TO CREATE REPUTATIONAL STRENGTH

Thinking about ways to build a company's reputation that would be immune to consumer and/or societal backlash, how important are the following? % Important





Know your audience and prioritize stakeholders when it comes to social issues

Live out company values in all areas of operations

2.

Live your

values

3.

Bring people together



Focus on unifying social messages and programs

4. Don't

Flip-Flop





Refuse to backtrack on social stances when facing backlash

Have a proven track record in order to quell backlash when information/news moves quickly

Verv

important

WHAT A BRAND NEEDS ahead of Election 2024

- Holistic understanding of stakeholders
 - including employees, consumers, investors and media
- 2. Vetting process
 that integrates marketing and communications
- 3. A ready defense to ensure you stand by your actions
- 4. 24/7 monitoring and increased tracking during key flash points on the calendar
- 5. Always-on bipartisan advisory team

