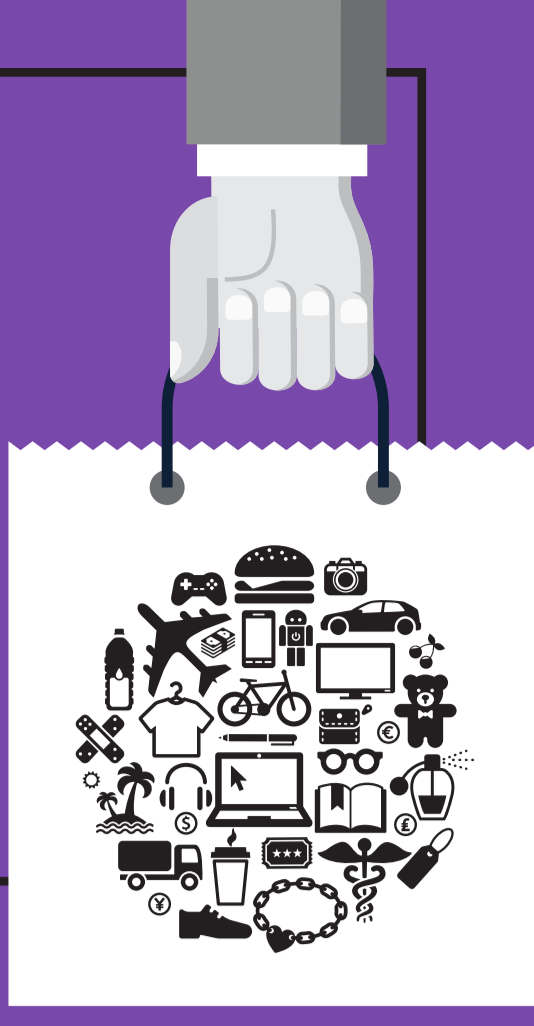


THE COMPANY BEHIND THE BRAND II: IN GOODNESS WE TRUST



In an age where business reputations are stress-tested on a daily basis, the companies behind the brands that people buy need to be trusted, transparent and accountable to withstand the rigors of life under a microscope. With 86% of consumers believing they are a powerful force in influencing companies today, and even more executives agreeing (91%), companies need to stay fully aligned with perceptions of their reputations. *The Company behind the Brand II: In Goodness We Trust*, a survey of consumers and executives spanning 21 markets worldwide, finds that all eyes are now focused on how a company behaves and how good it and its products and services are for its stakeholders.

1 GOODNESS IS A NEW CORPORATE REPUTATION DRIVER

Consumers regularly or frequently discuss or share information with others about...



50%

How they feel about customer service from companies

47%

How healthy or good company products/services are

47%

How they feel about the products/services from companies

42%

How safe company products/services are

41%

How innovative companies are

41%

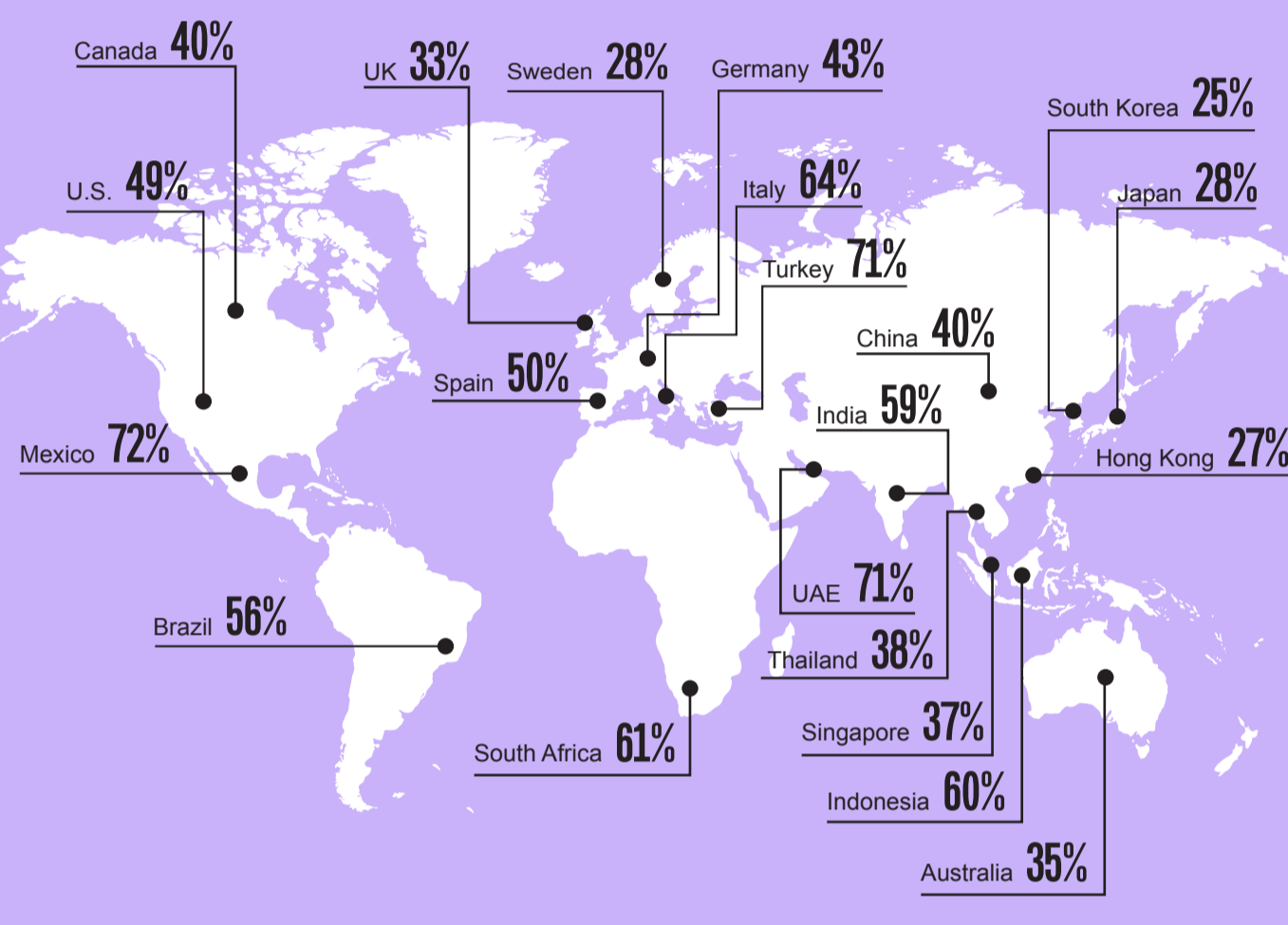
How they feel about companies as a whole

40%

How honest and ethical companies are

2 GOODNESS TRANSCENDS BORDERS

(% of consumers who discuss or share how healthy or good specific companies' products and/or services are)



3 GOODNESS HAS ITS REWARDS

46%

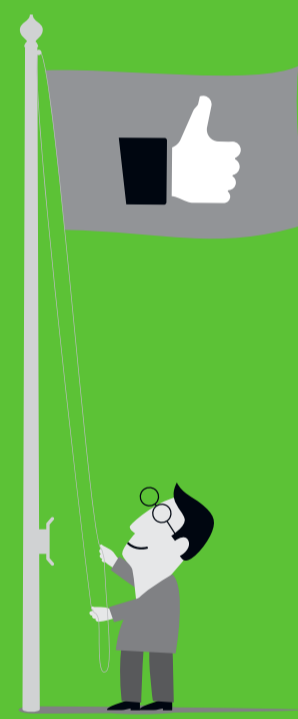
of consumers increasingly buy from companies that make them feel good and happy

43%

of consumers buy from companies that care about their well-being

32%

of consumers say that now, more than ever, they want to feel good about the company that makes the products they buy



4 GOOD COMPANY BEHAVIOUR MATTERS



85%

of consumers form opinions about companies based on how companies react in times of crisis

36%

of consumers have discussions with others or share information about corporate scandals or wrongdoing

5 GOODNESS BEGINS AT HOME

86% of executives report that a strong corporate/parent brand is just as important as — or even more important than — strong product brands



IMPLICATIONS

Consumers are empowered by their influence on companies and know how to operationalise their empowerment through their words and deeds. The corporate imperative based on this dynamic is two-fold:



1.

At the product level, what products and services need to deliver is shifting from functional utility and basic quality to fulfillment of customer well-being — whether that is in the form of health, safety or simply being “good for you.” Marketers should be aware of the rise of personal and purpose communications and the emerging trend that their companies’ reputations are now influenced by the wellness and peace of mind that their goods deliver.

2.

At the corporate level, responsiveness is now a reputational mandate. As boards are hyper-focused on reputation risk, no corporate brand can afford to be without a micro-level, brand need to respond to and engage with their stakeholders on a continual and agile basis.

Methodology: Online survey of 2,100 consumers and 1,050 senior executives across 21 markets worldwide.

For more information about *The Company behind the Brand II: In Goodness We Trust*, please contact ThoughtLeadership@webershandwick.com