

HOW SUSTAINABILITY DRIVES REPUTATION

Cosmetics Company, Multi-country



GAME CHANGERS



The Challenge

The company was making multiple sustainability investments around packaging, waste, and ingredients as well as engaging in cause marketing campaigns on diversity and inclusion, particularly in the area of women's empowerment. The company needed to understand the extent to which its brands were known for their sustainability activities and the impact on overall corporate reputation.

Process & Outputs

Ipsos brought its expertise in the measurement of corporate reputation and brand equity flow analytics to conduct studies in four countries enabling the company to understand the extent to which its customers were aware of its sustainability credentials and the extent to which sustainability drove brand equity and corporate reputation. Driver analysis assessed the extent to which sustainability attributes impacted trust and advocacy.

The Results

Ipsos' analysis demonstrated where the brands and company should focus investments for the greatest reputational impact. Ipsos worked directly with the company's insights team and communication agency to guide and develop a communication strategy around their sustainability investments. Ipsos has since engaged in an ongoing tracking of communications' impact.

Do you want to know more?

Contact Jens Dupont, Associate Director, at +45 2855 8612 or Jens.Dupont@ipsos.com