

# GLOBAL TRENDS

SHAPING CORPORATE REPUTATION

OCTOBER 2022

# WE HELP THE WORLD'S LEADING ORGANISATIONS TO BUILD REPUTATION VALUE



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# THE IPSOS REPUTATION COUNCIL

Exploring the latest thinking and  
practice in corporate reputation  
management from across the world

GAME CHANGERS



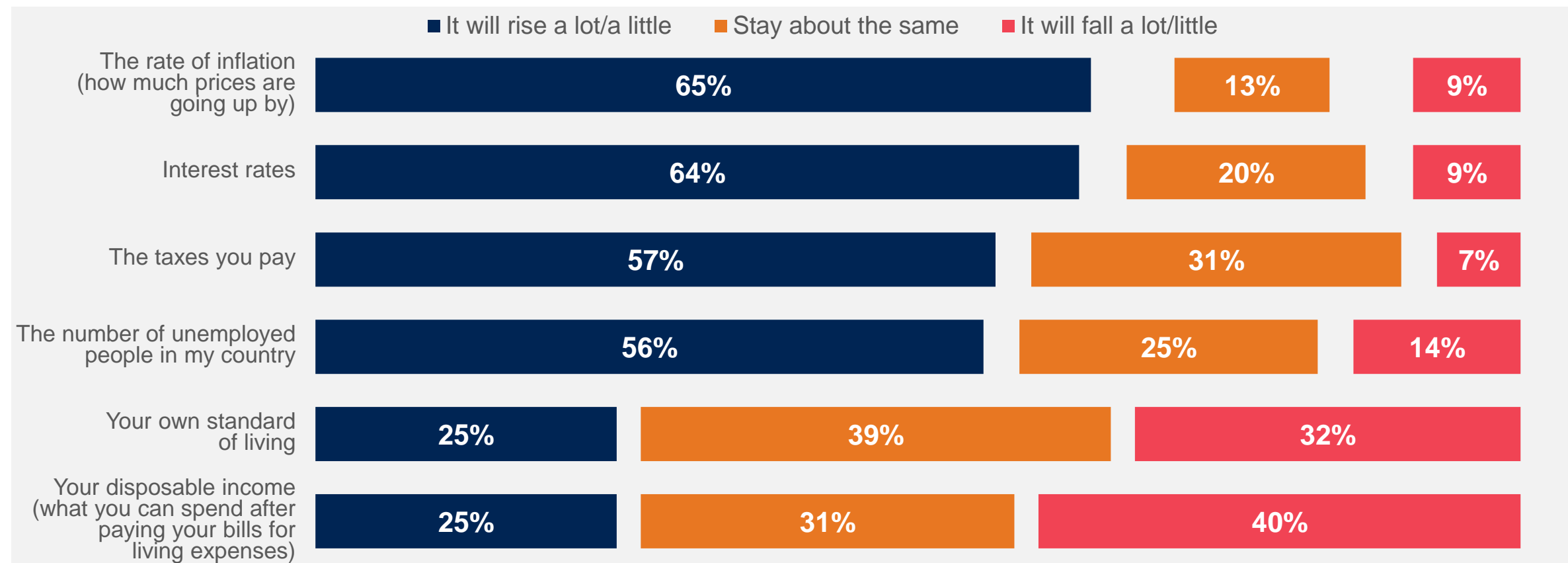
# What keeps CCOs awake at night?

-  1. Geopolitics & the war in Ukraine
-  2. Post-Covid culture & engagement
-  3. Inflation & the Cost of Living crisis
-  4. ESG & net zero
-  5. The war for talent
-  6. Fragmented, 24/7 media
-  7. Purpose-driven business
-  8. Supply chain & resource issues
-  9. Culture wars & polarization
-  10. Generational differences

# Cost of Living crisis is biting

Over the next year, do you think each of the following will rise, decline or stay about the same level?

Global Country Average scores



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

# In this context, profit can be a dirty word

In your view of company behaviour, which two or three of these issues most need addressing?



**Average pay for FTSE 100 chiefs jumps by 39% to £3.4m**

Study shows median CEO package has surpassed pre-pandemic levels with rate 109 times that of average UK worker

**Power move: UK ministers eye big energy profits for tax raid**

**'People say you're a fat cat making the profits, ripping people off': Martin Lewis in furious clash with OVO tycoon**

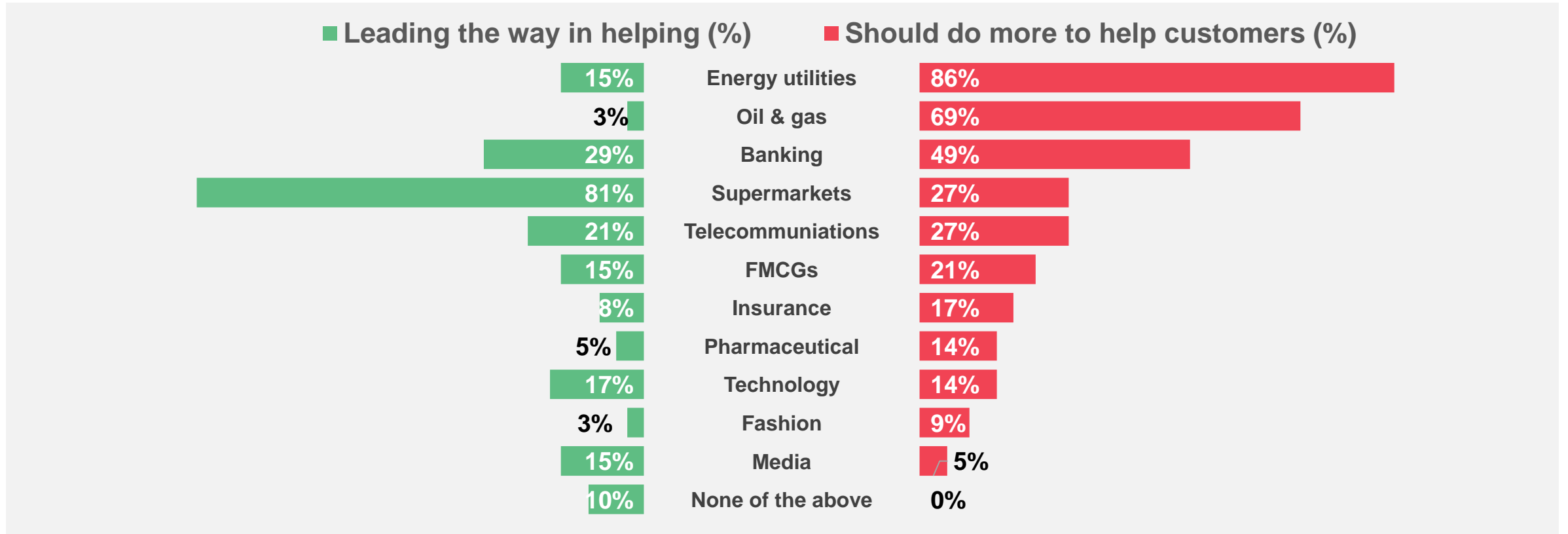
**Water companies pay £1bn dividends as the taps run dry**

Base (2020): All (2001 UK adults)

# Are businesses stepping up?

Q. Which, if any, of these sectors are leading the way in how they are helping and supporting their customers through the cost-of-living crisis?

Q. And which, if any, of these sectors should do more to help and support their customers through the cost-of-living crisis?



Base: All Business Journalists (78) Ipsos Survey of Business Journalists, Summer 2022

# CEO priorities are changing

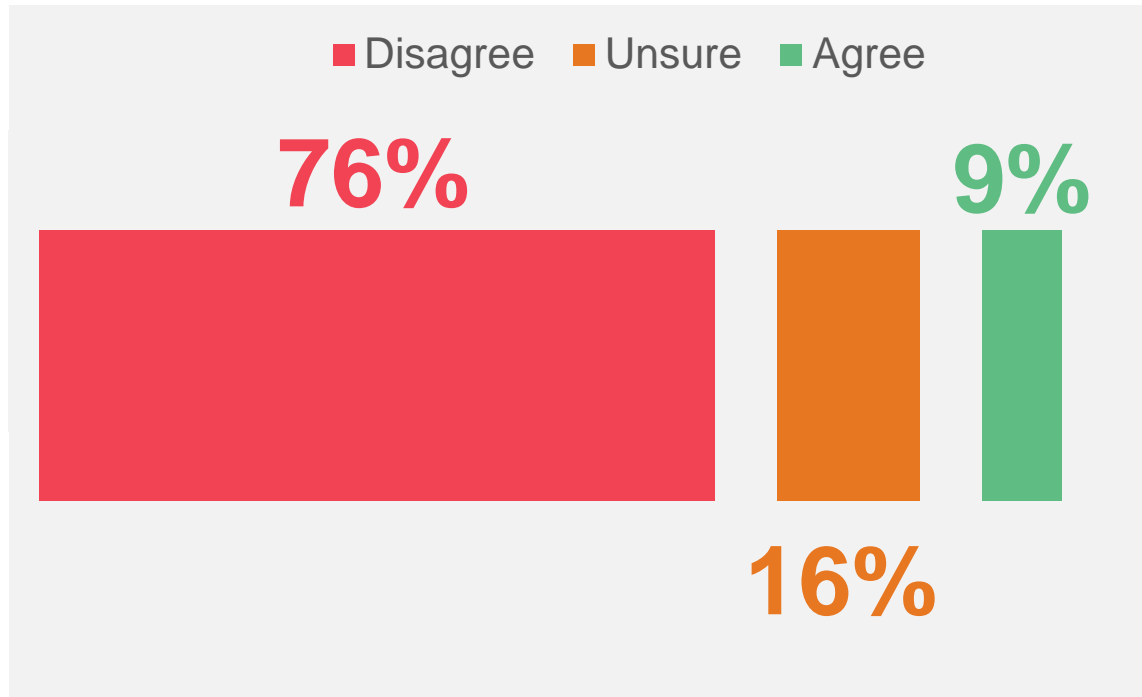
Now, thinking broadly about businesses in general, what are the most important factors you take into account when making your judgement about organisations?



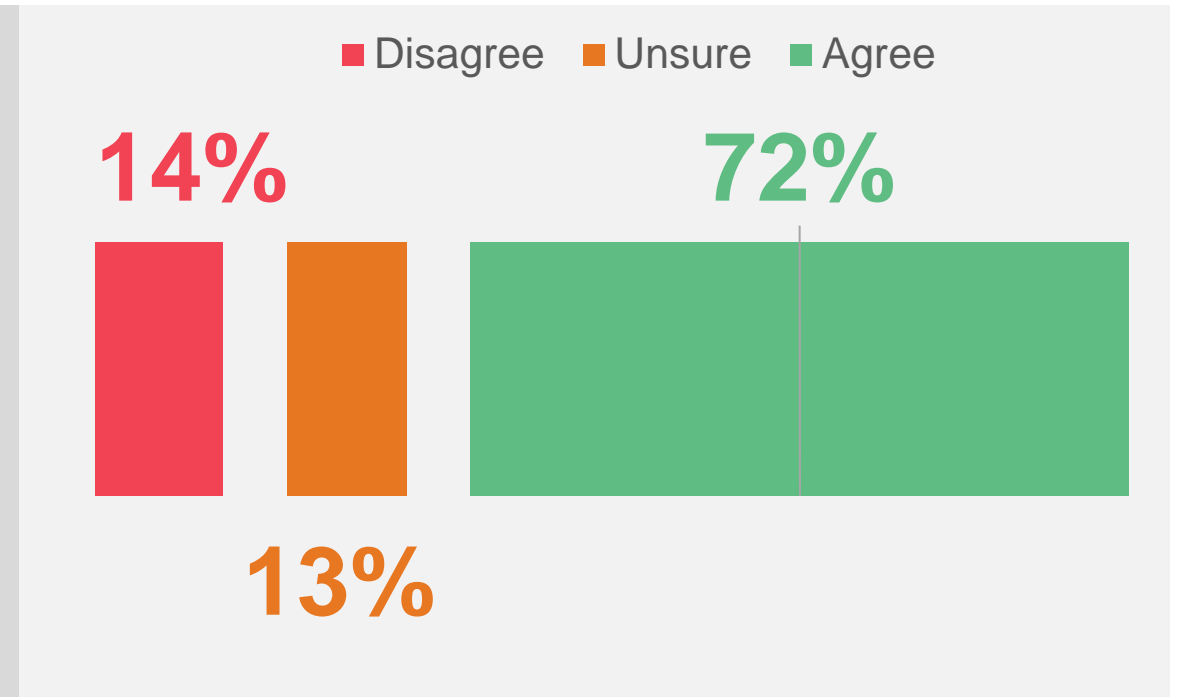
Base: British Captains of Industry (107); Interviewed May – August 2021



# It is the job of government, not business, to fix society's problems



# Too many businesses use the language of social purpose, without committing to real change



Base: 99 Ipsos Reputation Council members interviewed April – June 2022

“ Organisations that just stick a purpose logo or a purpose statement on their website will no longer cut the mustard.

The big challenge now is truly hardwiring purpose and strategy together.”

– Ipsos Reputation Council Member, 2022



# 55%

**of Council Members  
say that ESG has  
fundamentally  
changed the way their  
business operates**

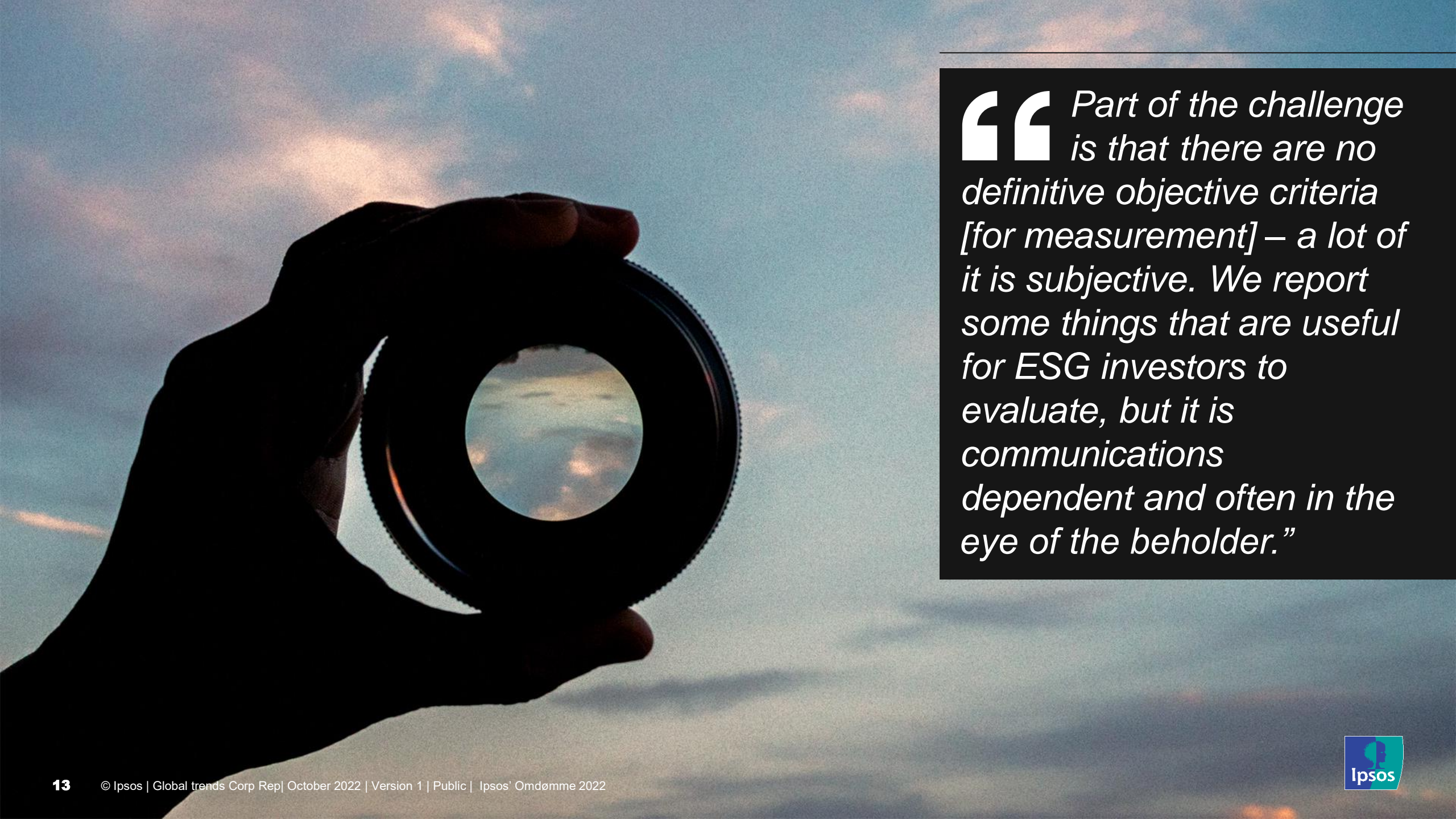
*Base: 100 council members*



# 51%

agree that keeping up to date with changing ESG rules and standards a big headache

*Base: 91 council members*



“ Part of the challenge is that there are no definitive objective criteria [for measurement] – a lot of it is subjective. We report some things that are useful for ESG investors to evaluate, but it is communications dependent and often in the eye of the beholder.”

# 81%

agree that poor ESG performance now has material consequences

*I do think ESG is 90% of our corporate reputation, probably. I do think it has a really big influence.”*

Base: 99 council members

# ESG policies build trust

## Benefits of embedded ESG policies within their business

**72%**



**A tool to be more attractive as an employer**

**67%**



**A tool to mitigate investor risk**

**75%**



**A tool to enhance company reputation**

**70%**

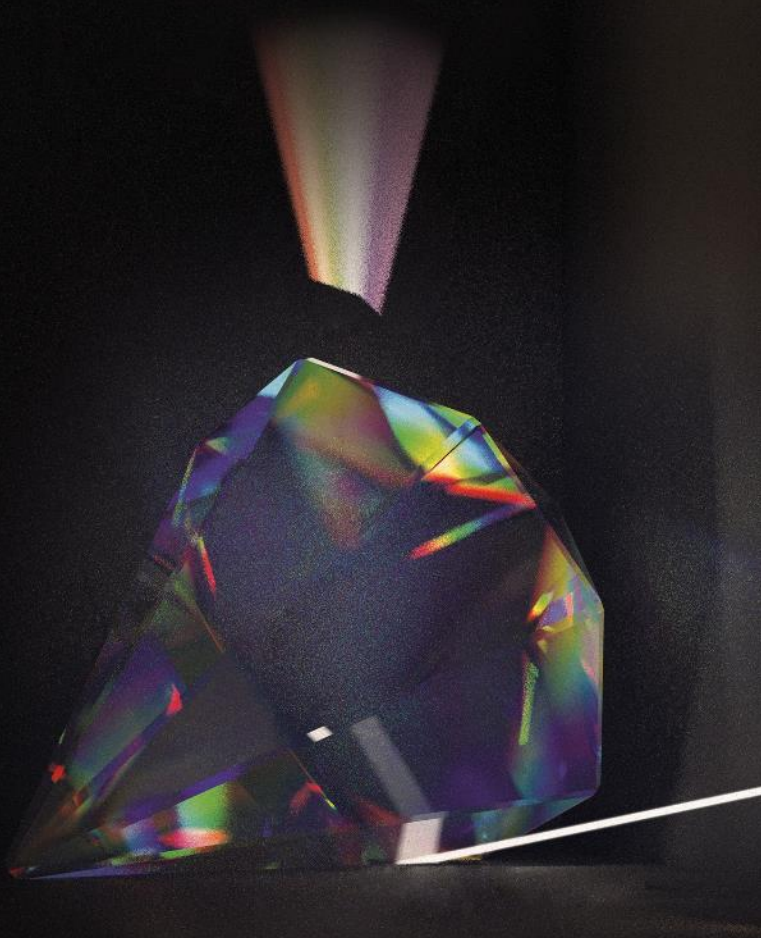


**A tool to promote employee engagement**

How effective or ineffective do you personally think ESG policies are as...? ('EFFECTIVE' NET)

GBI Barometer 2022: Global

# TIPS FOR ESG SUCCESS



- 1 “Sunlight is the best disinfectant” – transparency is critical
- 2 Do not rely on annual sustainability reports alone
- 3 Decentralise and broaden ESG responsibility
- 4 Recognise the permanency of the campaign
- 5 Instil and inspire a common purpose
- 6 Hire specialist and dedicated resource
- 7 Ensure your champion issues are aligned and relevant to your purpose
- 8 Think carefully about carbon offsetting
- 9 Think about workplace balance
- 10 Consistent delivery on net zero



**“Making sure that the communications voice is very well heard and heard early and with sufficient weight, that can make a really, really big difference.**



# THANK YOU.

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