

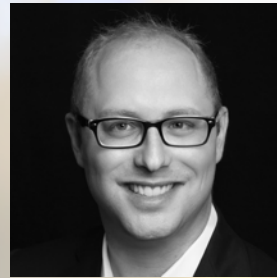
# PATH FORWARD WEBINAR HOST



**Steve Levy**  
Ipsos Canada

- Launched career in sales & brand management
- Since the late 80s involved in the marketing research and information business
- Very involved with the Marketing community via CMA/ACA/CMDC
- Frequent public speaker, conference moderator & facilitator
- Currently craving a juicy burger & french fries from Holy Chucks

# TODAY'S SPEAKERS



**Sean Simpson**  
VP,  
Ipsos Corporate  
Reputation and Public  
Affairs

- Leads national public-opinion polling and reputation research
- Been with Ipsos for 13 years
- Manages Ipsos' relationship with Global News and is a primary media spokesperson
- Hosts a weekly "Quarantini Party" featuring trivia



**Gregory Jack**  
VP,  
Ipsos Public Affairs

- Leads the reputation practice in Alberta
- Been with Ipsos for 2 years; prior experience with O&G and Government
- Specializes in energy research and stakeholder relations, communications
- Is learning how to play piano while in quarantine



**Sandra Guiry**  
SVP,  
Ipsos Public Affairs

- Leads the public affairs and reputation teams in eastern Canada (Toronto, Ottawa and Montreal)
- 20 years of experience advising public and private sector clients
- Specializes in advanced quantitative research methods
- Can't wait to get back to the gym

# THE PATH FORWARD

Managing Reputation in the Time of COVID-19

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Sean Simpson, Sandra Guiry, Gregory Jack

18 June 2020

GAME CHANGERS



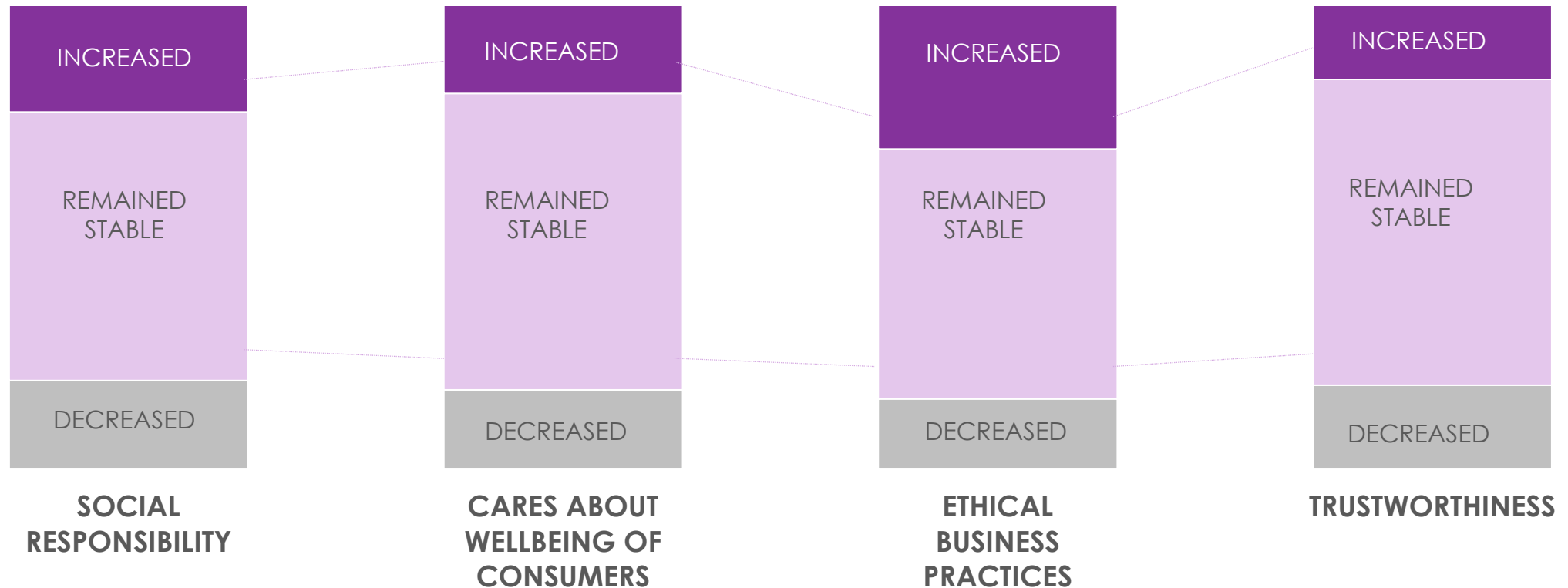
- Reputation trends pre-COVID
- The impact of COVID-related comms & actions
- Considerations for re-organizing or pivoting your CSR initiatives post-COVID
- Principles for an effective CSR strategy
- Final thoughts and discussion



# 1. Reputation trends pre-COVID

# CONTEXT: REPUTATIONS STABLE TO SLIGHTLY IMPROVING

## Reputation Trends Pre-COVID YoY Change in Score, Aggregate All Organizations

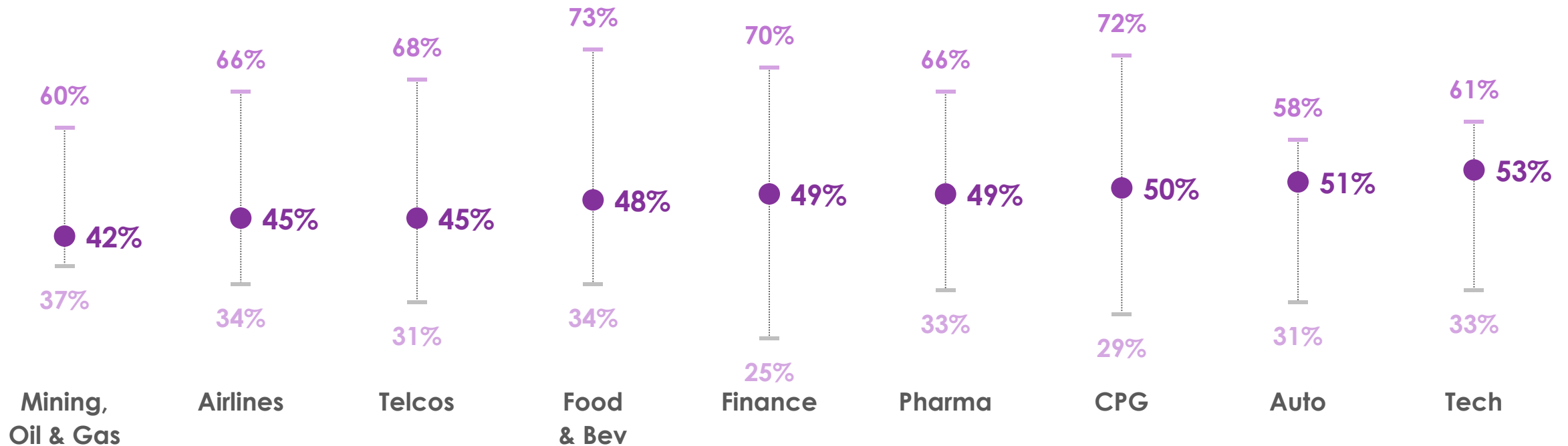


Source: Ipsos Context Reputation

# CONTEXT: VARIATION AMONG AND WITHIN SECTORS ON CSR EFFORTS

## Social Responsibility Performance in 2019 by Sector - Showing Range of Scores -

— HIGHEST SCORE ● AVERAGE — LOWEST SCORE



Source: Ipsos Global Reputation Monitor



GLOBAL PUBLIC CONCERNS



# BUSINESS LEADERS ARE OVERTAKING POLITICIANS AS A FORCE FOR PROGRESSIVE CHANGE IN THE WORLD

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# 57%

Source: Ipsos Reputation Council



# COVID comes to Canada

# 2.

## The impact of COVID related CSR comms & actions

WE'RE ALL IN  
THIS TOGETHER.



## City of Toronto working with community and corporate partners to implement emergency food access for vulnerable residents



95%

ORDER  
HERE

feel large companies and organizations did something to support **employees, consumers** and **communities** by changing how they operate or by funding charities/community groups

DEBIT &  
CREDIT  
ONLY  
THANKS!

Source: Ipsos Context Reputation

# CONSUMERS ARE PAYING CLOSE ATTENTION

Lowest

31%

On average

40%

recall COVID related  
communications from  
specific  
corporations

Highest

62%

Source: Ipsos Context Reputation

# THOSE AWARE OF COMMUNICATIONS RATE ORGANIZATIONS MORE POSITIVELY

Average "Lift" provided to key reputation metrics

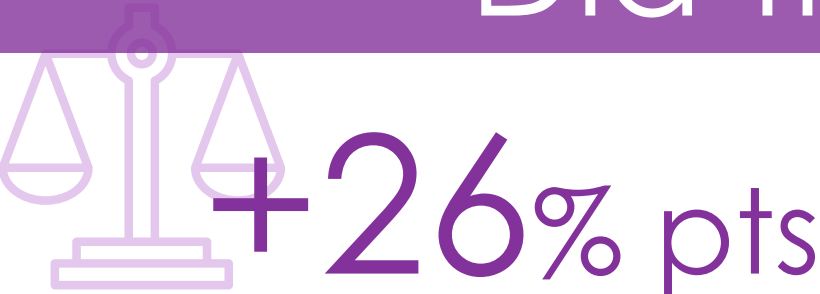


Social Responsibility



Cares about Consumer Wellbeing

Did these efforts stick?



Ethical Business Practices



Trustworthiness

Average performance on key reputation metrics are significantly higher among those who recall company communication regarding the COVID-19 situation than those who did not.

Source: Ipsos Context Reputation



# IMPRESSIONS ROSE, BUT WERE NOT SUSTAINED

## Key Reputation Metrics Tracked Amidst COVID

60%

55%

50%

45%

40%

Why couldn't these increases be sustained?

WHO declares pandemic

MAR 20-23

APR 3-7

APR 17-20

MAY 1-4

MAY 15-18

MAY 29-Jun 1

Trustworthiness

Social Responsibility  
Ethical Business Practices  
Cares about Consumer Wellbeing

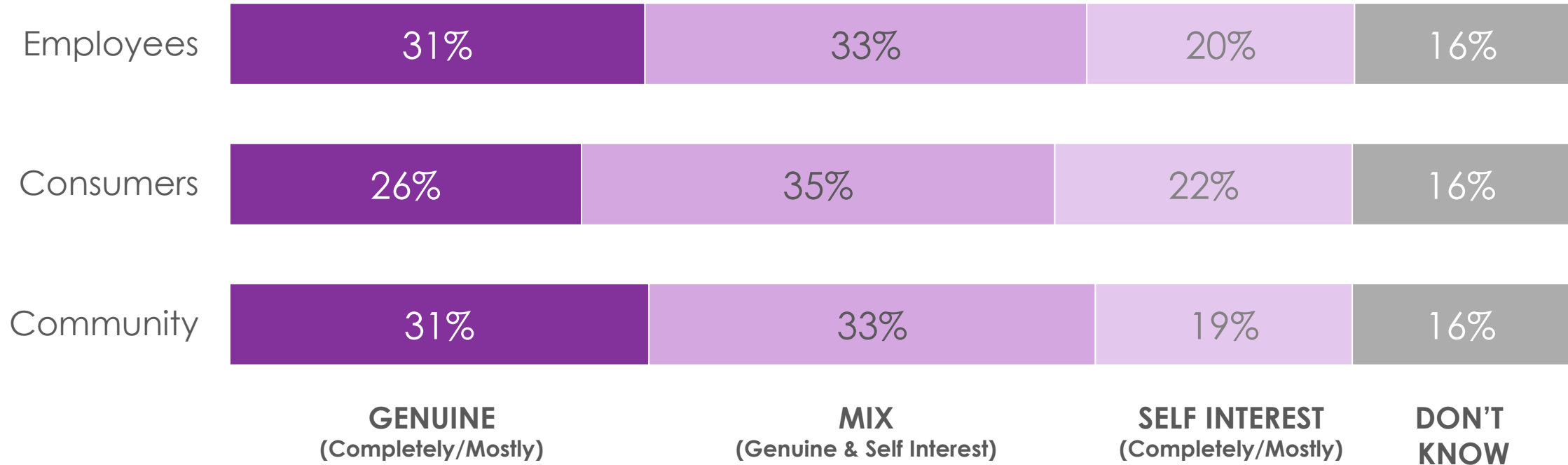
Source: Ipsos Context Reputation



# MANY BELIEVE CSR EFFORTS ARE AT LEAST PARTLY SELF-INTERESTED

## Assessment of Motivations Behind COVID Comms and Actions

Perception of the money and effort large organizations have put forth during the Covid-19

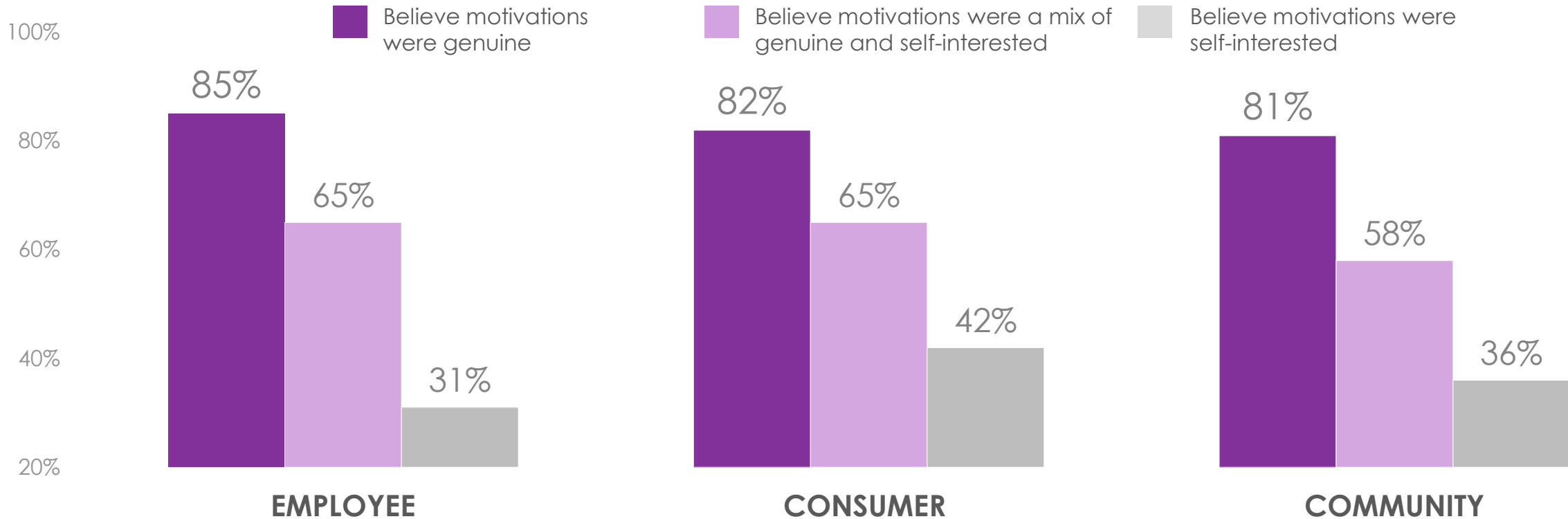


Source: Ipsos Context Reputation

# CSR EFFORTS NEED TO BE GENUINE TO HAVE IMPACT

## Positive Performance of Covid Efforts by Impression of the Motivation Behind it

- Showing % Indicating Excellent/Very Good/Good -



Source: Ipsos Context Reputation

# 3.

## Considerations for re-organizing or pivoting your CSR initiatives post-COVID

# HELPING EMPLOYEES: EQUAL CONSIDERATION FOR HEALTH & SAFETY, FLEXIBILITY AND A LIVING WAGE

## How large organizations in Canada can be most helpful in supporting their EMPLOYEES

Exceeding Health & Safety standards



Expanding flexible work arrangements



Ensuring liveable wage w/benefits



Strengthening protocols to address climate change



Improving leadership programs to ensure greater diversity



Strengthening ethics programs to protect whistle-blowers



# FOR CONSUMERS: GREATER FOCUS ON HEALTH AND SAFETY

## How large organizations in Canada can be most helpful in supporting CONSUMERS

Exceeding Health & Safety standards



Expanding service options (contactless payment/delivery)



Strengthening customer service programs where the price or payment schedule are scaled to a customer's financial circumstances



Source: Ipsos Context Reputation





# HELPING COMMUNITIES: DOMESTIC SUPPLY CHAIN, SOCIAL PROGRAMS /POVERTY REDUCTION

## How large organizations in Canada can be most helpful in supporting COMMUNITIES

Expanding domestic production/supply chain



Supporting lower-income and racialized communities



Ensuring sustainable & fair practices in third-world communities where they operate



Strengthening environmental standards



Increasing philanthropy & funding for charities/community groups



Source: Ipsos Context Reputation





Source: [www.ctvnews.ca](http://www.ctvnews.ca)

# 4.

## Principles for an effective CSR strategy

## CORPORATIONS INCREASINGLY BELIEVE THE IMPORTANCE OF TAKING A STAND

More than half of global communications leaders say their consumers expect them to take a stand on socio-political issues, against a quarter who disagree.

Source: Ipsos Reputation Council



# KEY PRINCIPLES

## AUTHENTICITY

- Utilize business know-how to drive change
- Focus on business value chain
- In-line with company mission and brand

## CREDIBILITY

- Co-creation with partners and interest groups
- Alignment with external realities

## EFFECTIVENESS

- Generate goodwill amongst consumers, employees, and public
- Create social change
- Drive business sustainability

Source: Ipsos Global Reputation Monitor and Reputation Council

# CONVERGENCE OF CITIZEN & CONSUMERS WILL ACCELERATE NEED FOR AUTHENTIC, CREDIBLE AND EFFECTIVE CSR



Purchase decisions

Brand perceptions

Political & Social activism

Personal actions



# ENHANCEMENT OF ROLE OF BUSINESSES IN SOCIETY



It would be greatly encouraging to see a **lasting recalibration of business with society** where companies play a more hands-on role in helping to tackle real societal need, as we have been seeing through the pandemic.

What is clear is that those companies that are **not doing the right thing** and being good corporate citizens can expect longer term negative implications on their businesses and reputations.

*– Council member*



POINTS TO LEAVE YOU WITH

**Consider diversifying CSR**

**Climate change deferred**

**Authenticity and credibility**

**Racism now a key component**

**Action is the new price of entry**

# Q&A

UP NEXT

**Understanding Emerging Consumer Behaviour**  
**June 23<sup>rd</sup>**



**Naumi Haque**  
Senior Vice President  
Market Understanding & Strategy