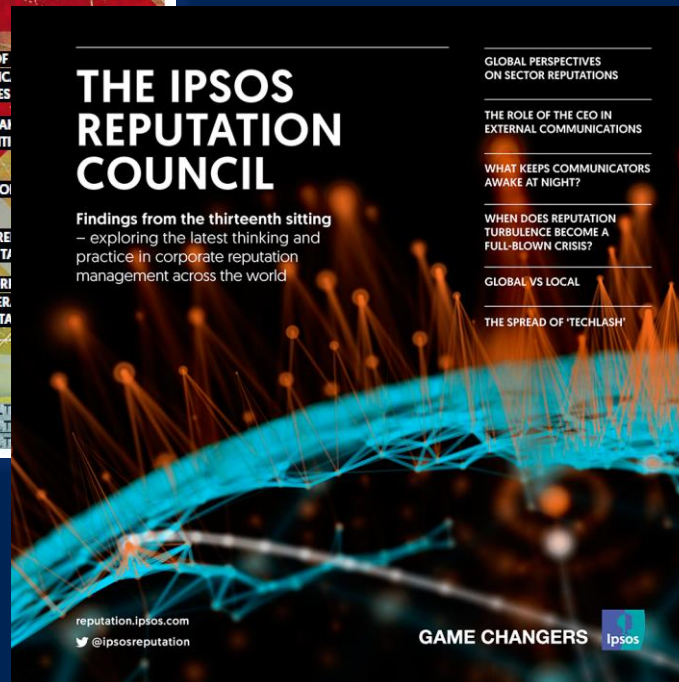


Global Trends for Corporate Affairs Leaders

Oct 2020


reputation.ipsos-mori.com

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Ipsos MORI



A black and white portrait of John Lennon, looking directly at the camera with his characteristic round glasses and slightly messy hair. The image is high-contrast, with deep shadows on the sides of his face.

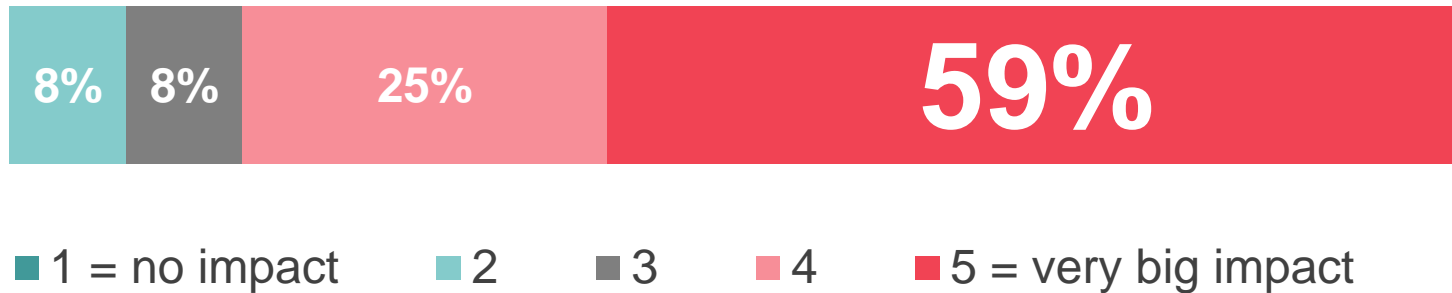
**Life is what happens
to you while you're busy
making other plans.**

John Lennon



Corporate affairs & COVID: what have we learnt so far?

Overall, to what extent has COVID-19 impacted the work of your own team or function?



Base: 79 online interviews with Ipsos Reputation Council members across 12 countries; 23rd April – 11th May 2020.

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“

There is a big reputational issue around taking government money.

If you do, you can expect significant pressure from NGOs and the media to change policies on remuneration and dividends.

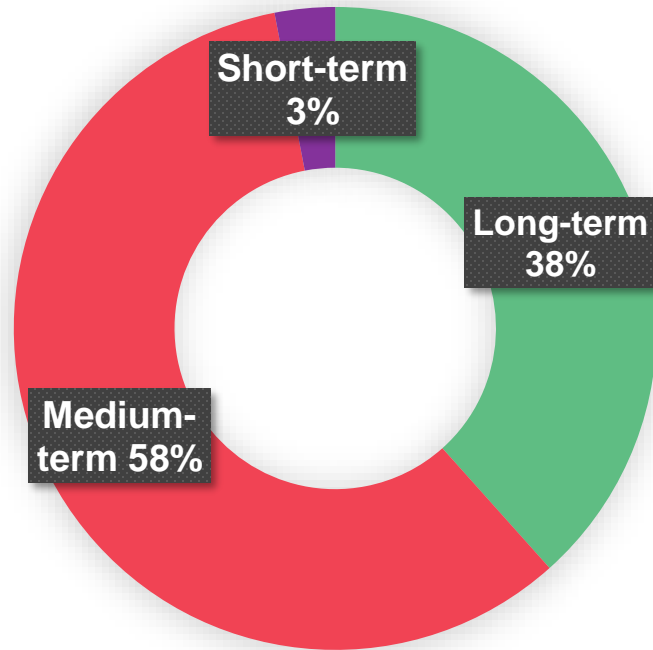
Reputation Council member, UK

“

The upside from a communications perspective is that **if there was ever any doubt about the need for a strong and effective Corporate Affairs and Communications function, that has now been dispelled.** Comms teams are being tested like never before, but proving themselves to be absolutely vital to the response.

Reputation Council member, UK

On what timescale do you expect COVID-19 to be a major element of your communications planning?



Base: 79 online interviews with Ipsos Reputation Council members across 12 countries; 23rd April – 11th May 2020.

IPSOS REPUTATION COUNCIL





We've learned that **if you're not an online business, you're not going to be a business for very long.** It goes beyond having a website / shop front, but runs into remote service and remote operations of critical infrastructure as well.

For communicators, **all communication is digital communication right now.** It's fascinating watching how our audiences are changing their behaviour as traditional comms & marketing tactics are put in the chiller.

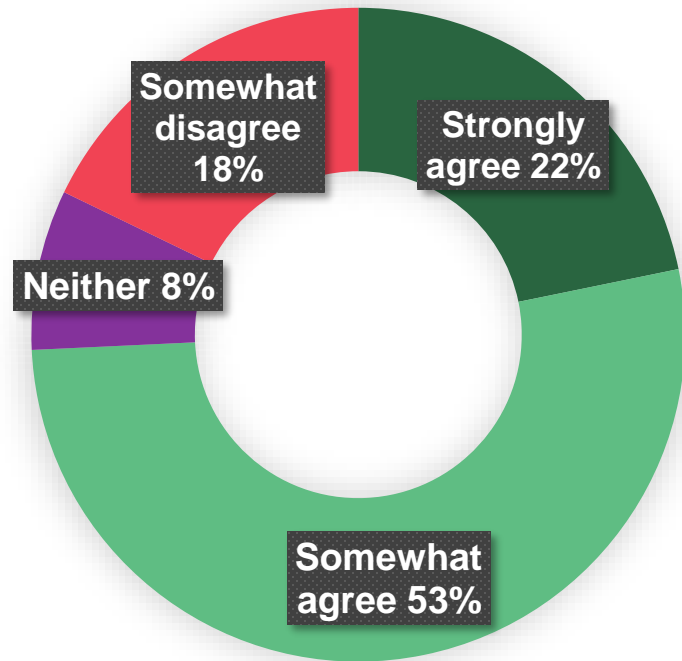
Reputation Council member, UK



The way we behave and engage with stakeholders during the crisis is going to reframe how we're perceived when we come out of it. **For many organisations, the COVID pandemic is going to be a reputation circuit-breaker, and that's a great opportunity.**

Reputation Council member, Australia

Is the business community taking a lead in tackling COVID-19?



Base: 79 online interviews with Ipsos Reputation Council members across 12 countries; 23rd April – 11th May 2020.

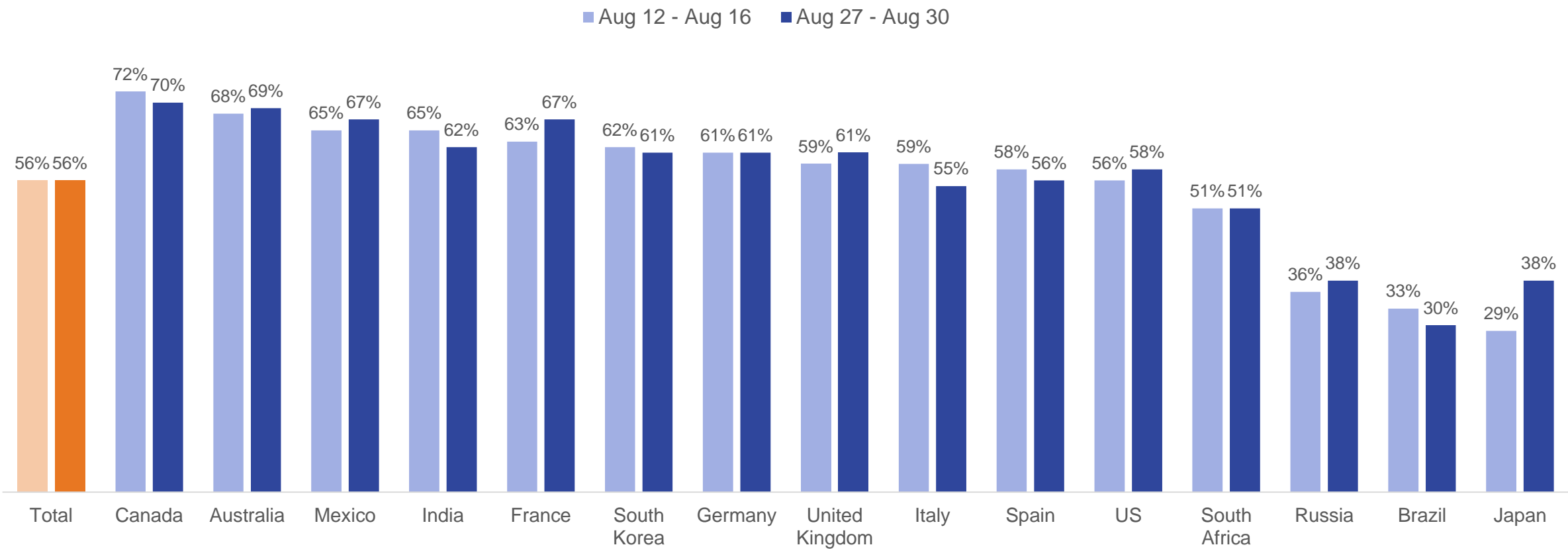


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The business response to COVID-19

Performance of Businesses (% Very Good + Good)



Q: (Businesses in [COUNTRY]) How good or poor a job are each of the following doing to help your country deal with recovery following the pandemic? (n=13500)

66%

We should **restart the economy** and allow businesses to open or operate as they choose

BUT

54%

Thinking about resuming normal activities after the pandemic makes me feel very **anxious**

Ipsos ESSENTIALS: Global, n=14,570, Sep 24-27



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80%:

“A long-term trend”

11%:

“Could be reversed if economy deteriorates”

Base: 115 telephone interviews with Ipsos Reputation Council members; Q3 2019.





If economic conditions deteriorate, unless you can show immediate ROI or growth because of the strength of being sustainability-oriented, **you're going to see businesses get right back to basics.**

Meanwhile...



We are less than 12
not being able
mistakes. In
YEARS
unprecedented
aspects of
have taken place
of our CO₂ emissions by 50%.

We must **change**
for the **ENVIRONMENT.**
Without
the **ENVIRONMENT**
There is no WE

TIME IS 
we have
2 years
until our
damage
to the
Earth is
IRREVERSIBLE.

extreme
heat
air pollution
water quality
impacts
increasing
allergens
disaster
RUNNING OUT
#thereisno
planetB
#itsaction
notinh
#climate
Strike

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65%

Of global adults
agree that in the
recovery after
COVID-19
government actions
need to prioritise
climate change

Base: 28,029 global adults April 2020

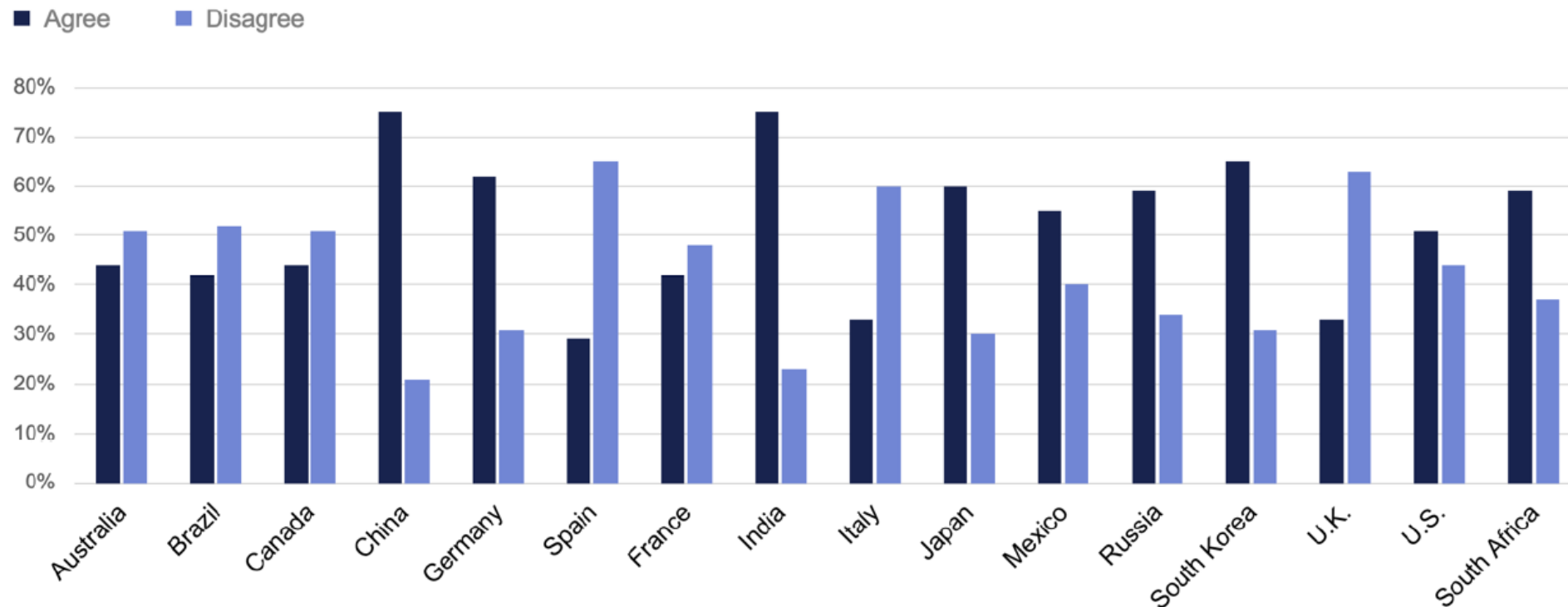


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Rapidly evolving social movements

“With all the protests going on in the US and elsewhere, there are much bigger issues to worry about than COVID-19”



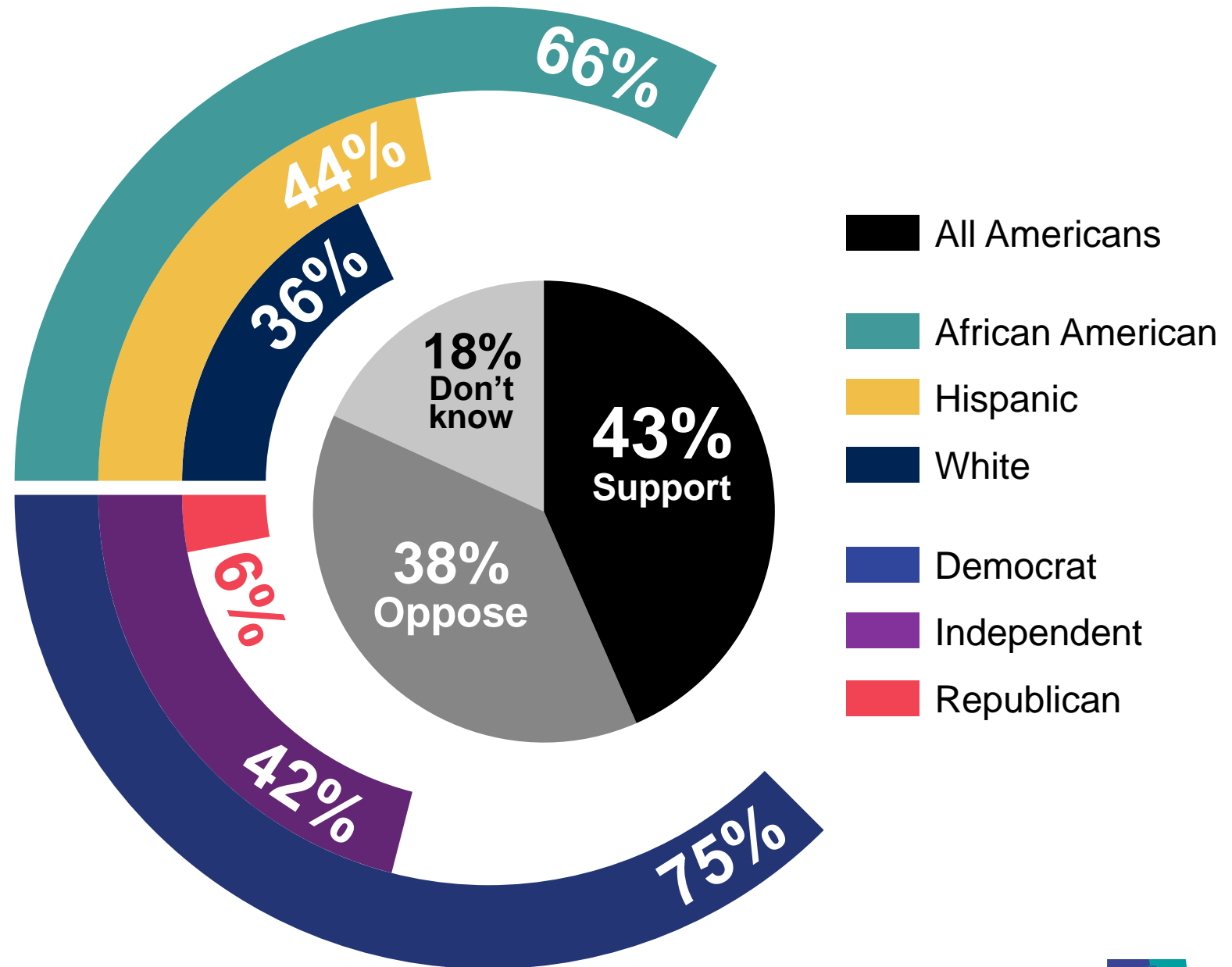
Q: To what extent do you agree or disagree with the following statement?
With all the protests going on in the U.S. and elsewhere, there are much bigger issues to worry about than COVID-19

15,908 adults polled in 16 countries from June 11 to 14, 2020



Support for protests sharply divided by race, partisanship

Percentage of Americans who *support* the protests and demonstrations following the shooting of Jacob Blake



Base: 1008 US adults surveyed online, Aug 28-31



62%

Say business leaders
have a **responsibility to
speak out** on social and
political issues affecting
their country

Ipsos Global Trends 2020

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4 in 5

Reputation Council members say too many businesses use the language of social purpose, without committing to real change.

EDITORS' PICK | 134,104 views | Jun 6, 2020, 12:36am EDT

Dear Companies: Your BLM Posts Are Cute But We Want To See Policy Change



Janice Gassam Senior Contributor 

Diversity & Inclusion

I help create strategies for more diversity, equity, and inclusion.



Many companies who have taken a stance against xenophobia have workplaces oozing with inequities and discrimination. [-] GETTY



It has to be **relevant**, it has to be in **context** and there have to be **actions**.

Reputation Council member, UK



I think this fundamentally changes the way companies will be allowed to communicate – **only those with the moral right to speak up and who deliver genuine utility to customers will see their reputation improved or maintained.** Public will see through attempts to make companies seem more important and will punish them.

Reputation Council member, UK

**In turbulent times
reputation is critical**





RESILIENCE

Among people who **trust a company a great deal**, **59%** say they would definitely give that company the **benefit of the doubt** in a crisis

Among people who feel neutral, that percentage **shrinks** to just **10%**



MARKETING EFFICIENCY

People who really **trust** a company are more likely to **purchase its products**, **pay a premium** and find its **communications believable**



93%

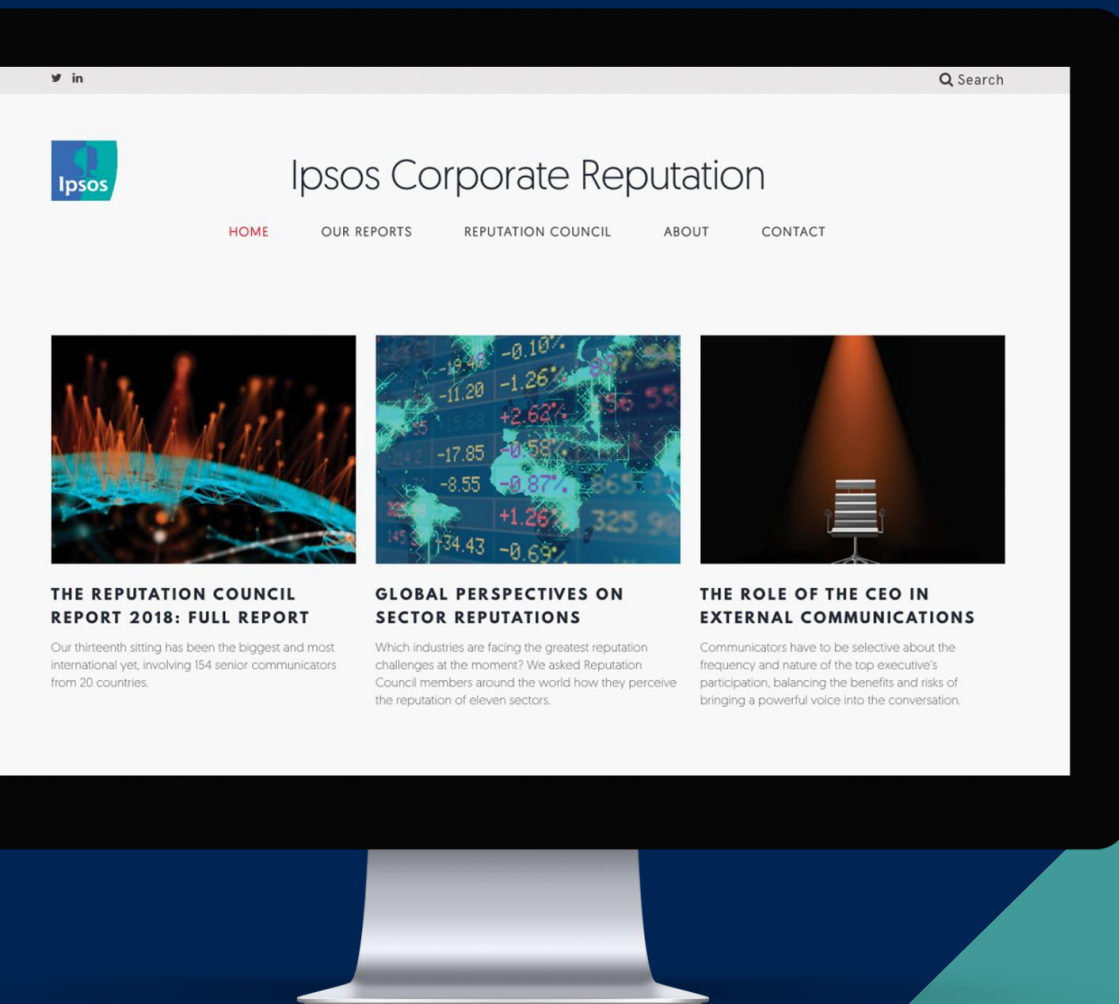
of Council members
say their corporate
reputation is a
board-level concern

Ipsos MORI





Make sure that **the communications voice** is very well heard and heard early and with sufficient weight: that can make a very big difference...



Thank you.

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