

ESG Syndicated Study

ESG IS KEY TO UNLOCK BRAND SUCCESS



ESG can make an impact, building deeper relationships once the core functional and emotional consumer benefits are met.

Our Ipsos ESG Syndicated study uses the same framework as our Corporate Reputation.

Trust represents consumers' confidence in what your organization would have to offer. It builds brand equity & relationship with consumers.

Understanding consumer values and demonstrating that your brand does the right things for its employees, the community and the environment and runs its business honestly and transparently all drive trust in the brand / corporate, which ultimately contributes to consideration.

CREATING BRAND CONSIDERATION THROUGH TRUST AND ESG DIMENSION

Another example of ESG in building brand consideration is shown in Figure 8. Along the consideration pathway between aligned values and trust are ESG items.

We know trust can be ephemeral and difficult to interpret. In this case, **trust as acting with honesty and integrity and trust as functionally delivering value for money – both relatively enduring and clear attributes.**

Drivers of Trust: Structural Map*

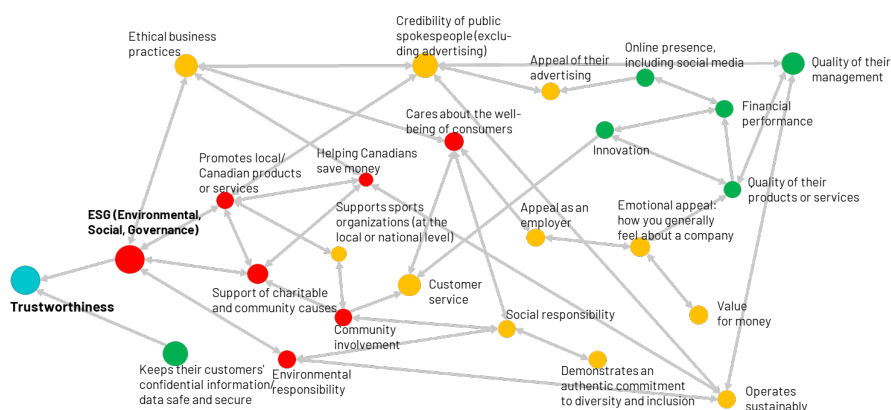
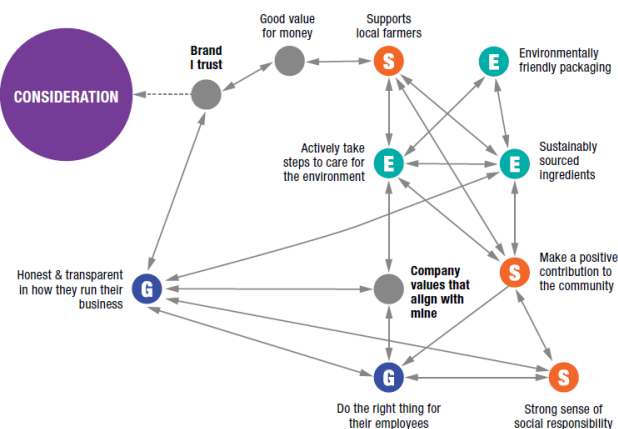


Figure 8: Structural map showing drivers of brand consideration (ESG Brand Tracking 2022)



2024 Ipsos' Global Trend find that **86% of Thais believe that businesses have a duty to contribute to society, not just to make profits**

IPSOS ESG SUSTAINABILITY INDEX

Our syndicated study aims to give you a snapshot of where your company stands in ESG space and if you are on the right track



Sustainability Index

One single number provide you a quick idea on where your corporate stands against other corporates across variety of industries.



Individual E, S, G score

Let you pinpoint on where your company strength / weakness lies.



ESG imageries

What are consumers' perception of your company vs. others? Is it aligned with your ESG intention?



Are you part of problem / solution

Provides you an indication of how consumers' see your companies - Do they see your corporate as creating problems or be a part of solution.

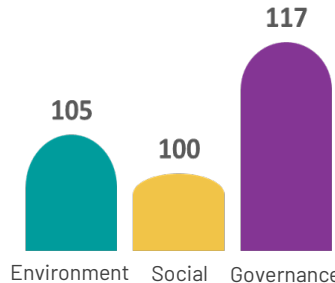
ESG Scores and a Single Sustainability KPI allow you the ability to build comparison and benchmark

Ipsos proprietary Brand ESG Scores and Single Sustainability KPI can identify how strong the brand is across E, S and G metrics compared to the competition, offering a view on which area(s) to improve and/or maximize.

SUSTAINABILITY INDEX



Single Sustainability Score:
Normalized index make it comparable across industries and regions.



Individual normalized score to help pinpoint corporate's strength and weakness on each metric (E, S, G).

Details

Sample size:

2,500 planned interview; general population of 20 - 65 year old, SES ABCD, Nationwide (Quota according to national proportion)

Core Corporates that will be asked in the survey:

Finance: KBank, SCB, Krungsri

FMCG: Coca-Cola, ThaiBev, Unilever

Petroleum & Automotive: PTT, Bangchak

FW date:

Mid September 2024

Report date:

November 2024

Report & Investment

Report will include up to 15 slides:

- 1) Sustainability Index (total)
- 2) E, S, and G score
- 3) Awareness of corporate activities on E, S, and G
- 4) ESG brand image
- 5) Additional questions

Data provided at Total & Generation levels

ESG Syndicated Study

Price in THB (exc. tax)

Early bird special price*
(able to add up to 3 additional closed ended questions)

120,000

Standard price

150,000

*Sign up for subscription before end of August 2024

For more information, please contact: Pimtai.Suwannasuk@ipsos.com

