



Pharma's Reputation Check-up



5 reputation takeaways for Pharma



Pharma Scores are testing positive

The Pharmaceutical industry's global Reputation Score has increased ▲0.8 points from 2023 to the first half of 2024 — reaching a Strong 70.2.

While the recovery may seem gradual, this upward trend signals a positive shift for Pharma companies in the aftermath of the global pandemic.



2023 PHARMA REPUTATION SCORE
- GLOBAL

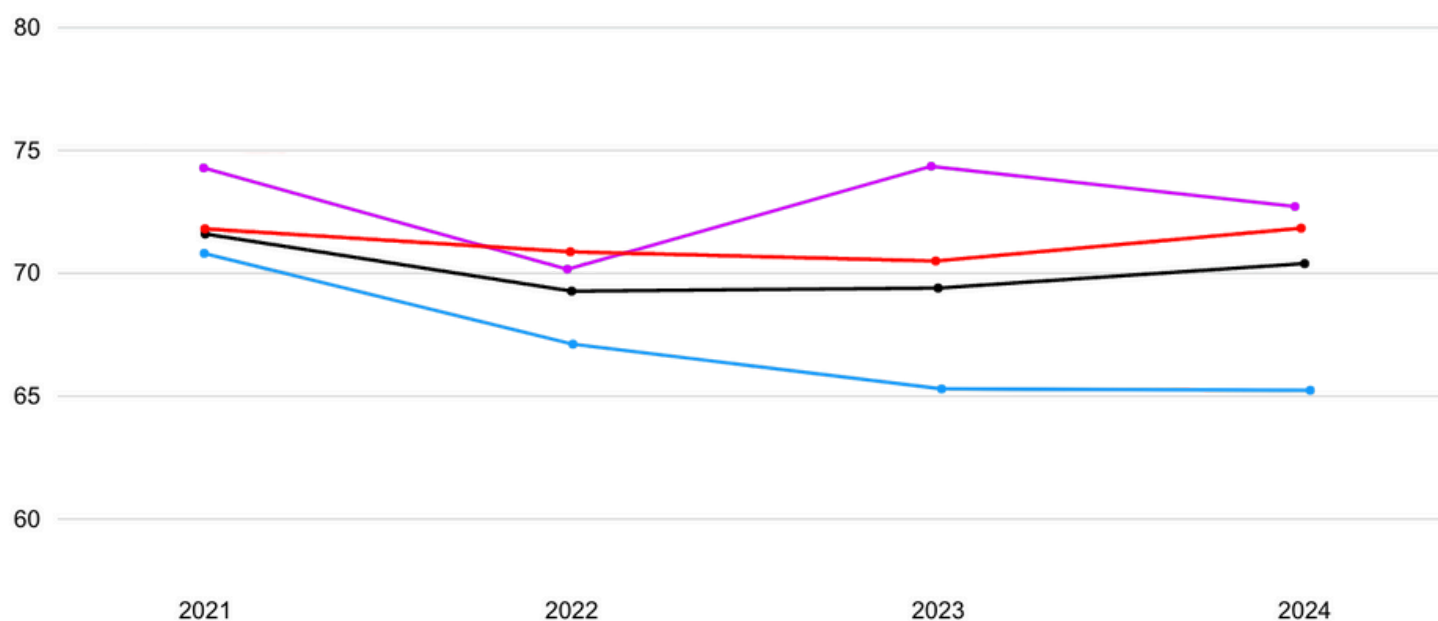


2024 PHARMA REPUTATION SCORE
- GLOBAL



APAC leads the way, but for how long?

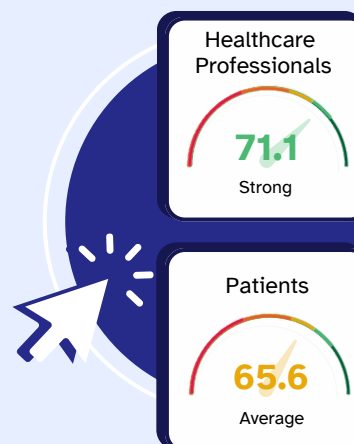
PHARMA REPUTATION SCORE OVER TIME:
GLOBAL VS. REGION



Source: RepTrak CRT data, 2021 - 2024

● Global ● EMEA ● Americas ● APAC

APAC holds the highest regional Score in 2024, yet its recent decline highlights the urgent need for proactive efforts and effective communication.



**GAIN EXPANDED
INSIGHT INTO PHARMA'S
MOST IMPORTANT
STAKEHOLDER GROUPS**



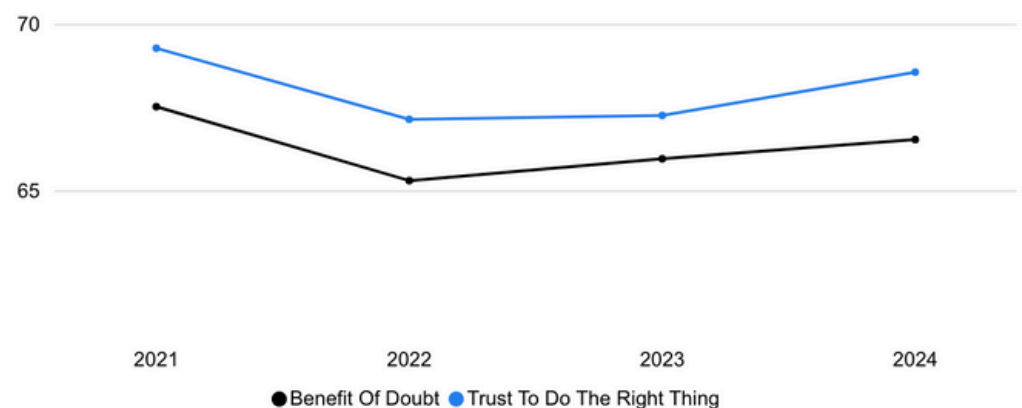
We prescribe building Trust and Benefit Of The Doubt



In 2024, Pharma's global Benefit Of The Doubt Score stands at an Average 66.6 — and displays a steady increase from 2023.

Benefit Of The Doubt, however, consistently lags behind Trust To Do The Right Thing, which stands at an Average Score of 68.5 in 2024.

PHARMA BENEFIT OF THE DOUBT VS. TRUST TO DO THE RIGHT THING - GLOBAL



Source: RepTrak CRT data, 2021 - 2024

Stakeholders are more willing to trust Pharma companies to do the right thing than they are to give them the benefit of the doubt after a crisis.





Ambassadors promote, Detractors diminish

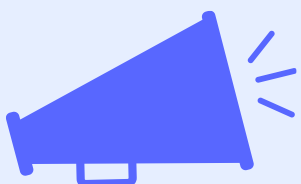
Companies with stronger Scores in Trust To Do The Right Thing and Benefit Of The Doubt are more likely to remain resilient during times of crisis — serving as a safeguards that prevent Ambassadors from turning into Detractors.

Ambassadors will:

- Actively promote your brand
- Use word of mouth to say positive things about your brand
- Regularly engage with your brand

Detractors will:

- Be vocal with negative opinions about your brand
- Write negative reviews on social media
- Actively discourage people from doing business with you



Ambassadors and Detractors represent consumer attitudes and behaviors toward a brand, product, or company.



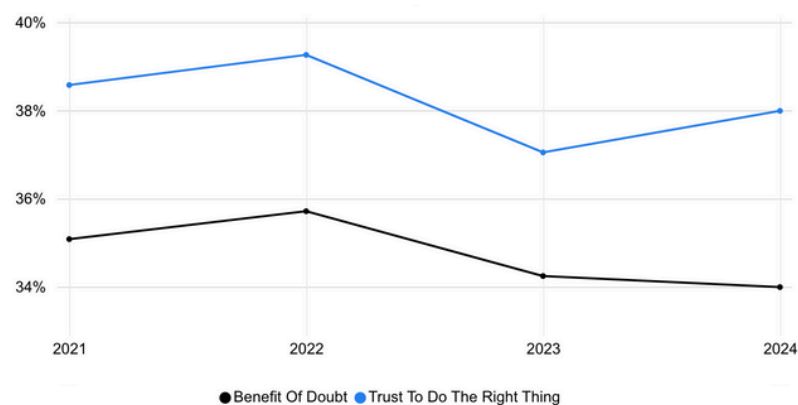
Prevent a Detractor outbreak

Pharma is earning back stakeholder trust, and with it, brand Ambassadors. Trust To Do The Right thing has a correlating growth in Ambassadors, and a declining rate of Detractors.



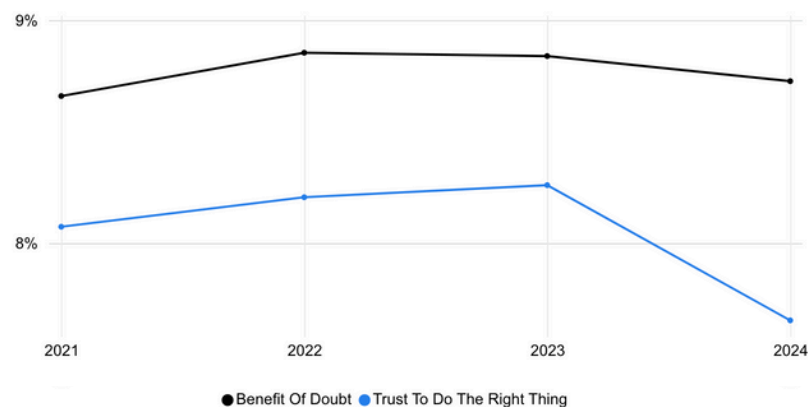
But stakeholders are less likely to (positively) shout out your brand when it comes to giving you the benefit of the doubt following a crisis.

PHARMA AMBASSADORS - GLOBAL



Source: RepTrak CRT data, 2021 - 2024

PHARMA DETRACTORS - GLOBAL



Source: RepTrak CRT data, 2021 - 2024



Let's look deeper

Explore the full report for more on what's shaping the Pharmaceutical industry's reputation, and how RepTrak can help.



[Read the full report](#)