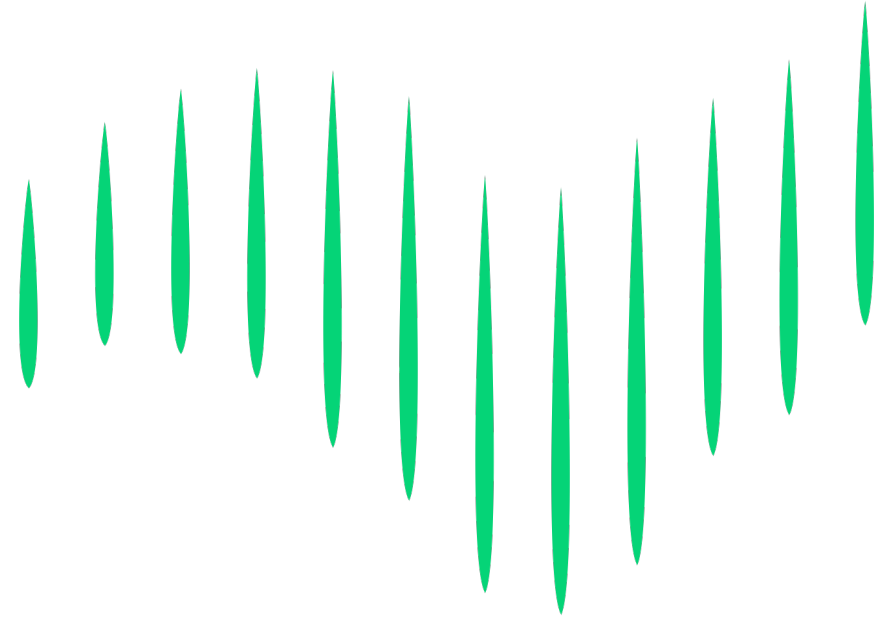






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## Rep-Case



# The RepTrak Company Leading the ESG Revolution

Brought to you by RepTrak's Content and Community | Find More Reputation in Context Pieces on Perspectives

# Climate Risk Sparks ESG Initiatives



## Challenge

An unprecedented influx of natural disasters left a need for community aid. To excel against competitors, this Australian Insurance company needed to embed environmental and social activism into a strategic communications framework.

# ESG is a Reputational Imperative

1

## Creativity

This company innovated to provide community education about climate change.

In one instance, it launched a free, interactive video game to teach children the importance of natural disaster preparedness.

2

## Partnerships

The insurer worked with non-profits to show its commitment to community well-being. It funded mental health recovery for individuals affected by the bushfires. It also worked to help victim-survivors of violence and abuse.

3

## Nurturing

This firm ran new campaigns to illustrate and foster public appreciation of wildlife protection.

The multi-series ad campaign featured beloved, native animals, creative storylines, and garnered international recognition.



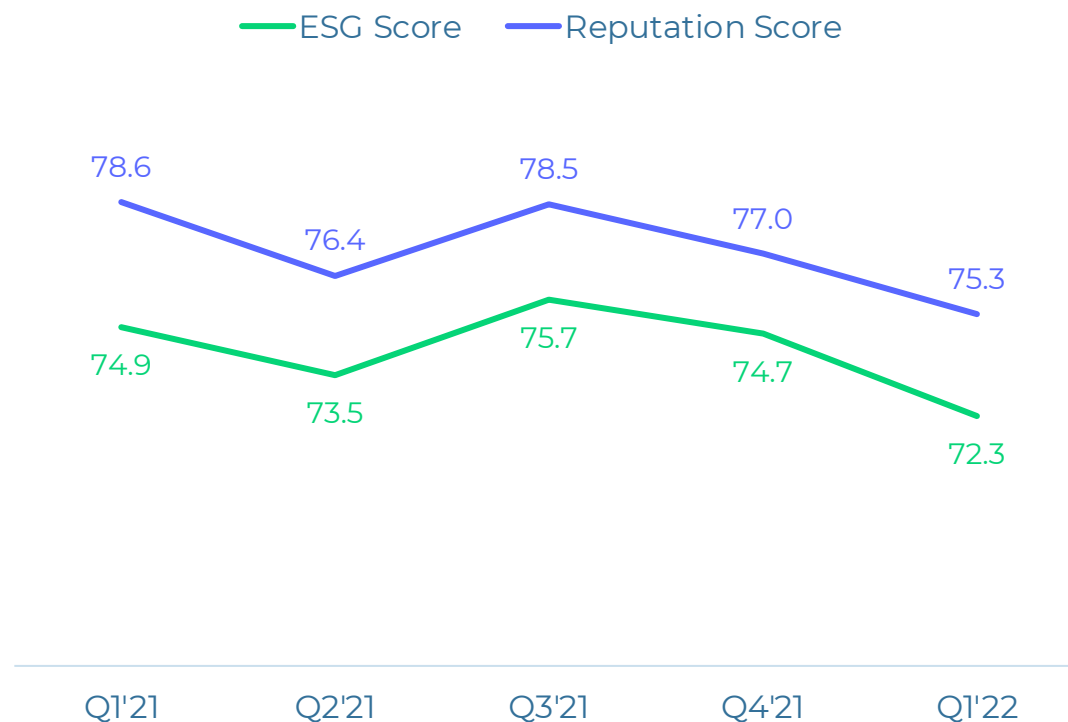
## Response

This company saw an opportunity to innovate using ESG in a multi-channel strategy.

These initiatives helped the company achieve strong awareness perceptions (61% in Q1 2022).

Source: Australia CRT Data; Q1 '22

# Reputation and ESG Score Strength



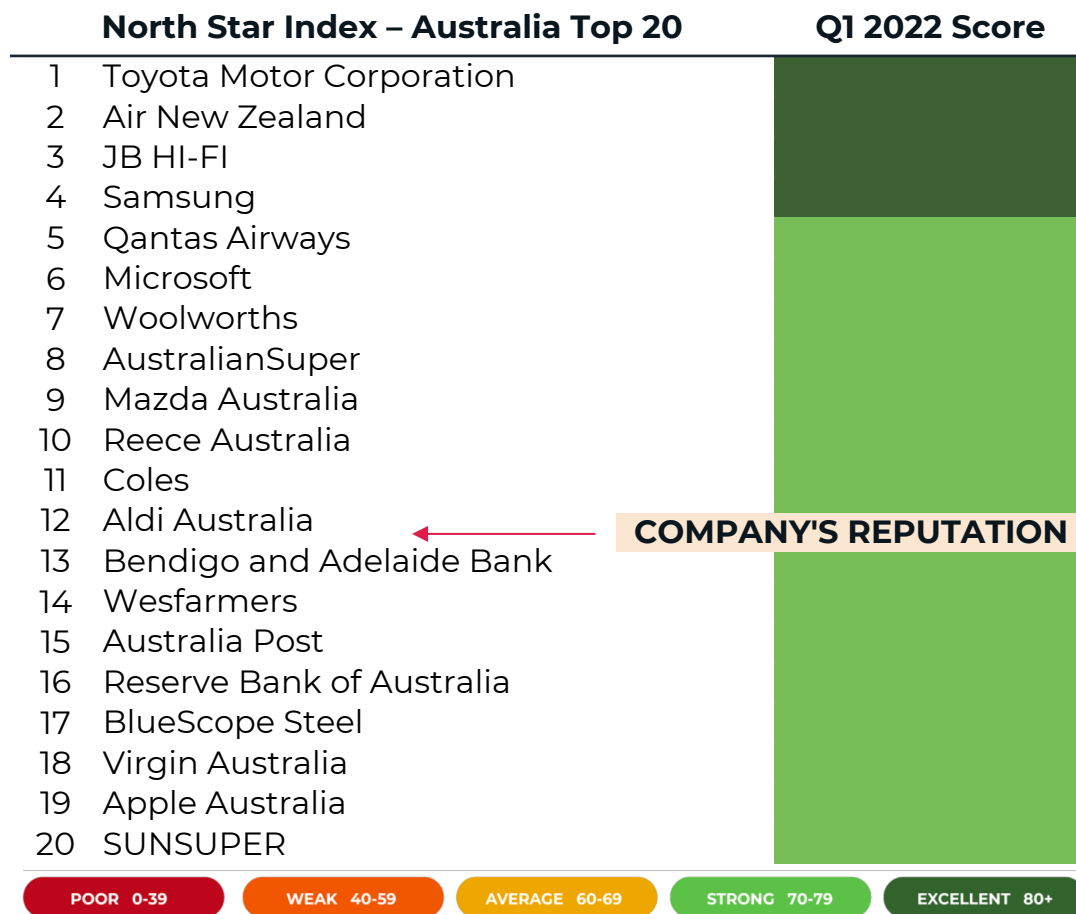
## Result #1

The Australian public has positive perceptions of this company in both reputation and ESG.

RepTrak's Reputation and ESG Scores both partially overlap and complement one another, leaving a strong correlation between the scores ( $R^2 = 0.86$ ).

Source: Australia CRT Data; Q1 '21 – Q1 '22

# Prevailing Against Top Australian Firms



## Result #2

In a highly competitive environment, this company's scores are on par with the major global brands in Australia.

Relative to Australia Benchmark 20 NorthStar Index, the company's strong Reputation score ranks in the top 15.

Note: North Star Index companies must have a minimum of 30% familiarity amongst General Public and \$500mil USD in revenue (2020 reported)

# ESG Boosts Multiple Reputation Factors

| Factor   | Q1 '21 | Q2 '21 | Q3 '21 | Q4 '21 |
|--|--------|--------|--------|--------|
| Adapts quickly to change                       |        |        |        |        |
| Environmentally conscious                      |        |        |        |        |
| First to market with new products and services |        |        |        |        |
| Good value products and services               |        |        |        |        |
| High quality products and services             |        |        |        |        |
| Innovative                                     |        |        |        |        |
| Meets customer needs                           |        |        |        |        |
| Positive influence on society                  |        |        |        |        |
| Stands behind products and services            |        |        |        |        |
| Supports good causes                           |        |        |        |        |

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+



## Result #3

This company's ESG communications is a key differentiator.

Excellent Products & Services Factor Scores in 2021 are bolstered by strong Innovation and Citizenship.

Source: Australia CRT Data; Q1 '21 – Q4 '21

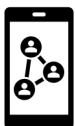
## Consistent Campaign Led to Significant Earned Media



21.4M Earned Global Reach; 100% of the coverage was positive-neutral



Two front-page press coverage



365 direct brand mentions across TV, radio, press, online and social media



2.7M views, 6K shares and 22.9m impressions on Facebook



866,200 views and over 1,100 comments on Instagram



### Result #4

The insurance company's wildlife protection campaign led to international recognition.

In return, it became the 3<sup>rd</sup> strongest brand in Australia and the strongest insurance brand globally.\*

The company also received the Gold Tangram for Effectiveness, which celebrates creativity and marketing effectiveness in the APAC creative communications industry.

Note: Ranking based on Brand Finance's Brand Strength Index.



## Care For Your Community

“

Nothing matters more than the feeling of security you get from your home... The campaign is designed to demonstrate our understanding that there is more to a home than it being just the bricks and mortar we live within.

Creative Director



# Impact



## Key Takeaways | Lessons Learned from Australian Insurer



### ESG Activism Builds Consumer Support

RepTrak's ESG Scores have a high correlation with Business Outcomes "Trust to do the right thing," "Recommend products," "Willingness to buy," and "Willingness to work for." Businesses must spearhead the global ESG revolution to accelerate stakeholder approval.



### Form Community Ties

Strong ESG perceptions are founded upon consistent, transparent contributions to the community. Companies that work from the ground-up can expect reputation rewards.



### Environmental Innovation

Today, performative ESG actions quickly fail under increased stakeholder scrutiny. To outperform competitors reputationally and build credibility, companies must deliver captivating green initiatives, beyond products & services.

## For more –

- Insights
- Information
- Perspective
- Reputation in Context



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