



2025 Reputation Resolutions

Reputation trends to capitalize on in 2025

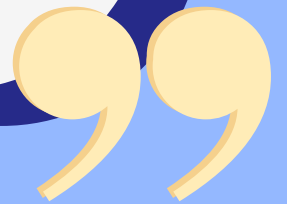


AI



The era of AI hype is over, and stakeholders are now **expecting delivery** on the promise of AI.

Not every company communication needs to feature AI, but when it does, the focus needs to be on **specific, tangible benefits**.



Laurence Stellings
SVP, Advisory (EMEA)



Trust



In today's unpredictable corporate ecosystem, companies that prioritize both Trust and Reputation are more **resilient** during times of crisis and better-positioned to sustain **lasting stakeholder support**.



Matthew McCarthy

Manager, Advisory (Americas)



Brand

In 2025, brand distinctiveness and authenticity will be key for corporations striving to enhance their reputation.

To succeed, focus on building trust, ensuring your brand stands out as **uniquely distinctive**, and forge a clear connection to your **purpose beyond profit**.



Lyndsey Tierney

Senior Director, Advisory (Americas)



Sustainability

“ Maintaining strong performance in sustainability requires **transparency** and **measurable actions** — not just promises.

Clearly and authentically communicate your sustainability efforts to build loyalty and safeguard against reputational risks — such as greenwashing.

”

Alicia Sanz Ruano

Manager, Advisory (EMEA)



Social Responsibility

“ While there has been a lot of pushback around corporate involvement in ESG initiatives, RepTrak data indicates that being a good corporate citizen only improves Reputation.

In 2025, maintain your community engagements, but **keep initiatives in line with core product and service offerings.**”



Dan Swedlove

Manager, Advisory (Americas)



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