



Insight

Action

Q3 Current Events Data



The location of where a company is based strongly influences trust.

WHAT CAN YOU DO?

- ✦ Use targeted messaging to address skepticism, emphasizing ethics and global standards.
- ✦ Highlight local engagement and adherence to international norms.
- ✦ Track how bias impacts reputation metrics and adjust messaging and metric expectations accordingly.



People define value by whether a product meets their real needs — not by affordability alone.

WHAT CAN YOU DO?

- ✦ Communicate how offerings meet daily needs through tangible proof points.
- ✦ Reinforce product reliability and ease of access in all channels.
- ✦ Show consistency between marketing and citizenship messaging to build authenticity.



Stakeholders expect companies to be socially responsible, balancing profit with positive impact on people.

WHAT CAN YOU DO?

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- ✦ Showcase proof of fair practices, fair wages, inclusion, and community investment.
 - ✦ Ensure purpose-led messaging is consistent across investor, customer, and employee communications.
 - ✦ Communicate profit discussions carefully to avoid appearing tone-deaf during sensitive times.
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