




Play your cards right

5 action items for Energy, Oil, and Gas companies



At RepTrak, we don't bet on what stakeholders are thinking, we *know*. We turn evolving stakeholder sentiment into quantifiable, actionable data — and we like to share that data with you. In our Q4 2023 Current Events survey, we found that the Energy, Oil, and Gas sector had the highest rate of declining perceptions out of any sector — with **43% of global respondents** saying their outlook on the industry has gotten worse.

The good news? RepTrak is here to help you play your reputation cards right. One of our reputation experts, Oliver Freedman, EVP of Advisory in APAC, has **five action items** for Energy, Oil, and Gas companies to deal out as the year unfolds.



43%

of global consumers have a worsening outlook on the Energy, Oil, and Gas sector

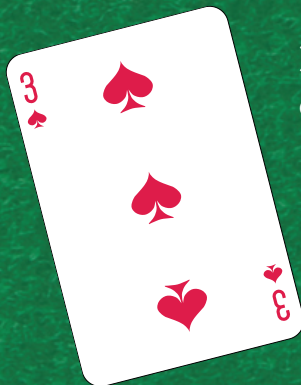


Communicate with both internal and external stakeholders about the positive actions your company is taking.

A proactive approach will safeguard perceptions — especially amongst the other half of the population who had steady or improving views.

Understand the ramifications of increasing customer prices.

Companies might need to increase prices during economic challenges. But if you don't communicate your reasoning with stakeholders, they may lose trust in your business. Understand the ramifications this will have on your reputation, and get ahead of it.

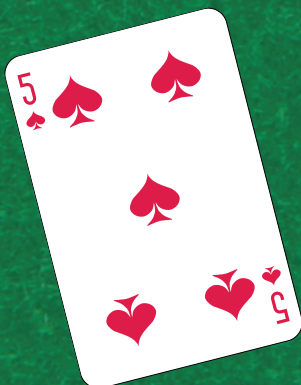


Be mindful of what you say and how it will come across to your audience.

What might seem like small price increases to companies have big impacts on consumers. Saying “it's only a coffee a day,” downplays their experiences and will increase your reputational risk.

Identify the impact of environmental responsibility on your reputation.

RepTrak **current events data** shows that stakeholders want to see companies prioritize environmental responsibility. Identify *the right* channels to use in communicating these efforts.



Showcase your achievements over making promises.

When reputation declines, company promises typically don't improve stakeholder opinions until they are fulfilled. Demonstrate to the public what has already been accomplished *alongside* what you're working on to help build trust.

The Energy, Oil, and Gas sector faces challenges in sustaining a positive outlook from global stakeholders — but there is always opportunity to change their minds. Leveraging these five insights will help you strengthen your corporate reputation and put you back in the game. You have the right cards in your hand, play them right and you can win back favor with your consumers.

