

STAKEHOLDERS ARE SHOWING UP, ARE YOU?

HOW YOUR COMPANY CAN CAPITALIZE ON THE POSITIVE STAKEHOLDER MOMENTUM IN CANADA

At RepTrak, we measure stakeholder perceptions across the globe — delivering a clear, data-driven view of your reputation in every market where you operate.

Our latest report takes a closer look at the Canadian market, uncovering the key reputational shifts that have unfolded over the past year.

Rising U.S.-Canada tensions and recent political shifts have sparked Canadian national pride — boosting favorability for domestic brands rooted in Canadian values like resilience and independence. But while patriotism may drive short-term gains, lasting reputation is built on consistency and purpose.

Let’s take a closer look at how stakeholder behavior is evolving — and the strategic actions your company can take to turn this momentum into a long-term advantage.



MOMENTUM IS BUILDING, NOW EARN LOYALTY



2025 CANADA BUSINESS OUTCOMES SCORES

OUTCOME	SCORE	CHANGE
Say Positive	68.3	▲ 1.0
Buy	68.0	▲ 1.0
Recommend Products	67.5	▲ 1.1
Trust To Do The Right Thing	67.5	▲ 0.2
Benefit Of The Doubt	64.0	▲ 0.3
Invest	61.8	▲ 0.7
Work For	58.8	▲ 1.9

Source: RepTrak CRT Data
▲▼ Statistically significant change

RepTrak’s Business Outcomes reflect the actions stakeholders are willing to take when considering, supporting, and engaging with your company.

Canadians aren’t just *thinking* positively about companies — they’re backing up their thoughts with *actions*. Every Business Outcome is up, with notable gains in **Say Positive, Buy, Recommend, and Work For**.

Trust to Do the Right Thing and Benefit of the Doubt saw smaller increases, underscoring that while optimism is rising, deeper trust still needs to be earned.



When you show up with clarity and consistency, stakeholders respond.



Short-term wins are great, but lasting favor comes from consistency and staying tuned into what matters most to stakeholders. We assume you’re curious about where to begin...

START WITH THESE 5 ACTION ITEMS



GROUND YOUR BRAND IN ITS CORE PRINCIPLES

Reinforce the fundamentals — quality, reliability, and value remain powerful drivers of positive perception, even as external conditions evolve.



LEAD WITH CANADIAN VALUES

Patriotic visuals may spark short-term connection, but lasting impact comes from living Canadian values like fairness, resilience, and community in how you lead and communicate.



GET AHEAD ON SUSTAINABILITY

As seasonal shifts bring environmental issues into sharper focus, companies that act early on sustainability and social responsibility will be better equipped to meet growing stakeholder scrutiny.



BE HONEST AND CLEAR, EVEN WHEN IT’S TOUGH

In times of disruption — from tariffs to elections — transparency earns trust. Clear communication about challenges and long-term plans will set credible companies apart.



UTILIZE REPUTATION MANAGEMENT TO STAY AHEAD

Stay ahead of the curve by using reputation insights (RepTrak can help with that) and stakeholder feedback to adapt before perception becomes a risk.

Now is the time to lead with credibility and show stakeholders what Canadian companies are made of. By staying consistent in your efforts and aligning your strategy with what matters most to stakeholders, you can build a reputation that stands the test of time.

In a rapidly shifting landscape, reputation isn’t just a reflection of who you are — it’s a strategy for where you’re going.

