



2023 CORPORATE

Benefit of the Doubt Report



SHRINKFLATION
& BENEFIT OF THE DOUBT



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EPTRAK HOSTS THE WORLD'S LARGEST CORPORATE REPUTATION DATABASE.

Amongst these aspects includes *Business Outcomes*, the actions stakeholders are willing to take with interacting with a company.



Benefit of the Doubt Scores measure willingness to trust a company during a time of crisis.

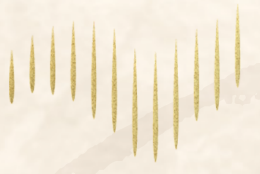
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UT GLOBAL BENEFIT OF THE DOUBT
SCORES ARE DOWN IN 2023.

BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Say Positive	68.6	▼0.4
Buy	68.1	▼0.4
Recommend Products	67.9	▼0.3
Trust to do the Right Thing	67.5	▼0.5
Benefit of Doubt	64.1	▼0.5
Invest	60.0	▼0.4
Work For	59.2	▼0.3

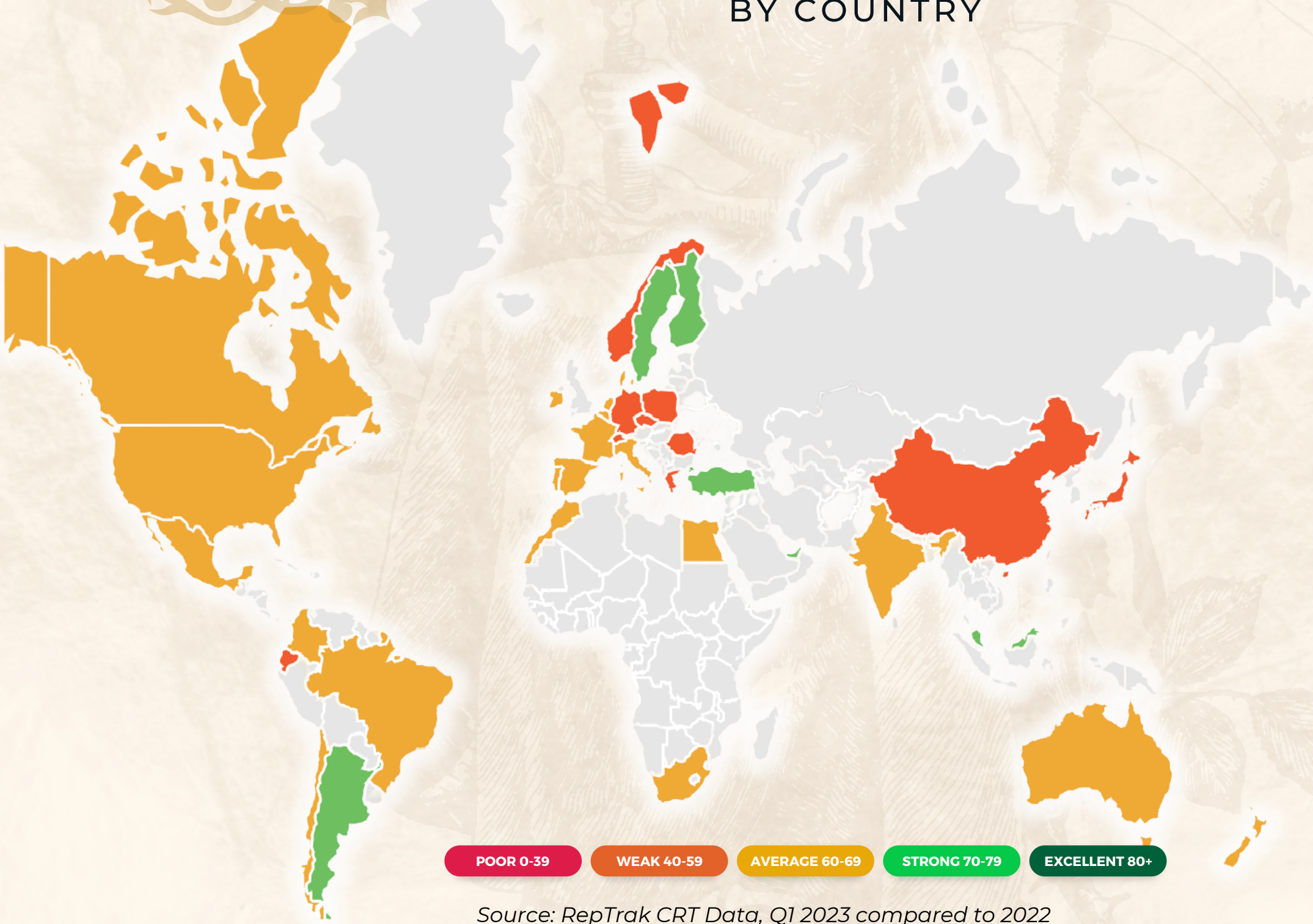
Source: RepTrak CRT Data, Q1 2023 compared to 2022



WITH SOME COUNTRIES MORE SKEPTICAL THAN OTHERS.

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BENEFIT OF THE DOUBT SCORES BY COUNTRY



Source: RepTrak CRT Data, Q1 2023 compared to 2022

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EPTRAK DATA INDICATES THAT
GENERAL INFLATION AND
SHRINKFLATION COULD BE
CONTRIBUTING FACTORS.

As inflation lingers, even the regular prices of everyday items can feel like a squeeze. But shrinkflation, in particular, can feel like a unique betrayal when it maintains the *appearance* of consistency.

SHRINKFLATION

'shrink-'flā-shən

Noun

1. A rise in the general price level of goods per unit of weight or volume, brought about by a reduction in the weight or size of the item sold.

2. When product sizes shrink, but prices stay the same



MOST IMPORTANT FACTORS IN INFLUENCING BENEFIT OF THE DOUBT



1 OFFERS PRODUCTS AND SERVICES THAT
ARE A GOOD VALUE FOR THE MONEY

BEHAVES ETHICALLY 2

3 IS OPEN AND TRANSPARENT ABOUT
THE WAY THE COMPANY OPERATES

IS FAIR IN THE WAY IT
DOES BUSINESS 4

5 HAS A POSITIVE INFLUENCE
ON SOCIETY

OFFERS HIGH QUALITY PRODUCTS
AND SERVICES 6

7 MEETS CUSTOMER NEEDS

ACTS RESPONSIBLY TO PROTECT
THE ENVIRONMENT 8

9 STANDS BEHIND ITS PRODUCTS
AND SERVICES

SUPPORTS GOOD CAUSES 10



TOP 10

When we look at the most influential factors in influencing Benefit of the Doubt, "*Offers products and services are a good value for the money*" stands as the most powerful — with most of the Top 10 somehow related to shrinkflation or inflation in general.

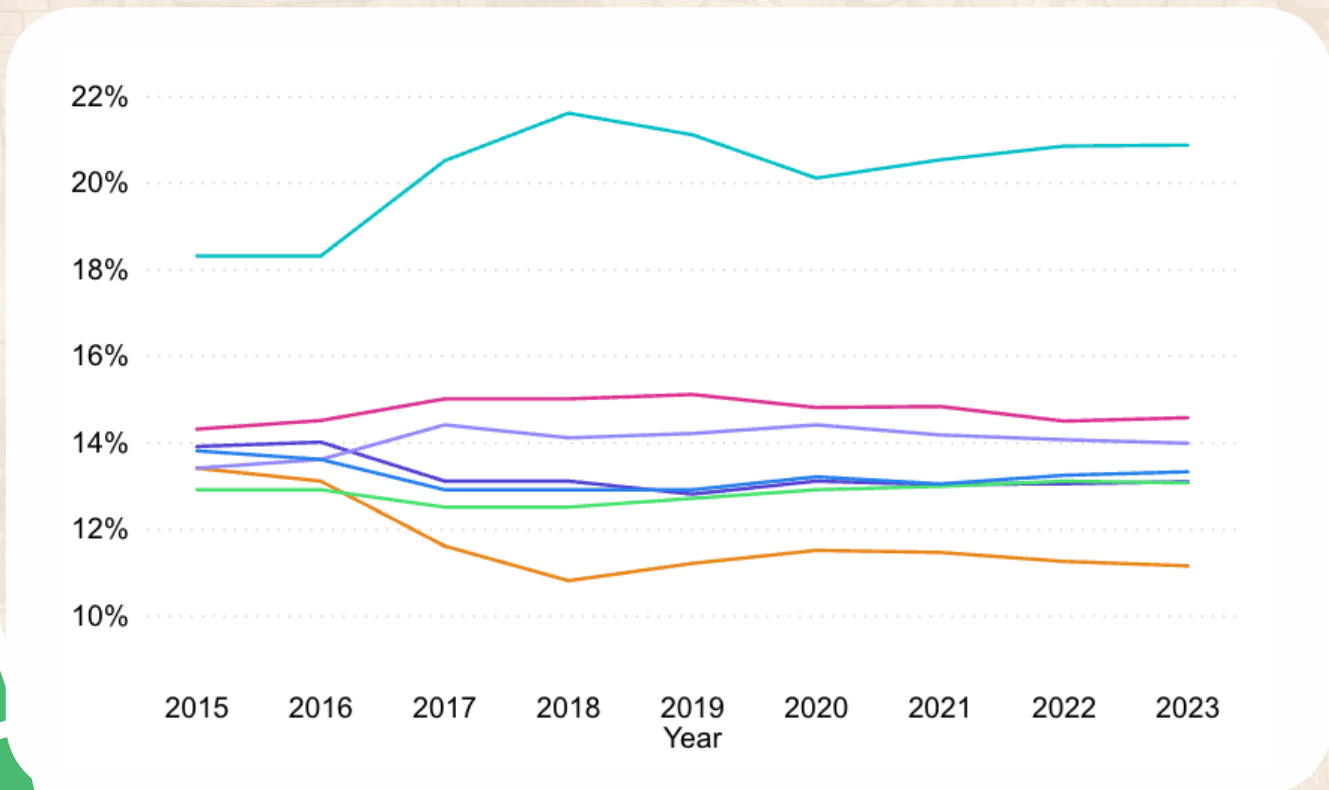
Source: RepTrak CRT Data,
April 2022 - March 2023



IN THE REPTRAK REPUTATION MEASUREMENT AND MANAGEMENT SUITE, "GOOD VALUE" IS AN ELEMENT OF THE PRODUCTS & SERVICES REPUTATION DRIVER.

And **Products & Services** serves as the most powerful Driver in impacting overall reputation.

GLOBAL REPUTATION DRIVER WEIGHTS OVER TIME



- Products/Services
- Workplace
- Citizenship
- Performance
- Innovation
- Conduct
- Leadership

Source: 2023 Global RepTrak 100 Study



SHRINKFLATION MAY BE A SHORT TERM SOLUTION WITH LONG TERM CONSEQUENCES, IMPACTING HOW THE PUBLIC THINKS AND IS WILLING TO ACT.

The public is not quick to forgive and forget.

When shrinkflation is unavoidable, **thorough communications** and **reasonable accommodations** could make the difference.



For more on this Benefit of the Doubt decline, and what to do next, read our *2023 Corporate Benefit of the Doubt Report* at RepTrak.com/blog