

# STAY WOKE?

A look at corporate activism in 2021

Corporate transparency and accountability are no longer a warm fuzzy, but an expectation and necessary action. Impacting:

- Employer brand
- Purchase appeal
- Trust
- Willingness to recommend
- and general reputation

The public now expects Corporate Activism towards social, political, and environmental conflicts.

**SAYING &  
DOING THE  
RIGHT THING  
IS GOOD FOR  
BUSINESS.**

— the RepTrak motto

## 2021 Global Reputation Score

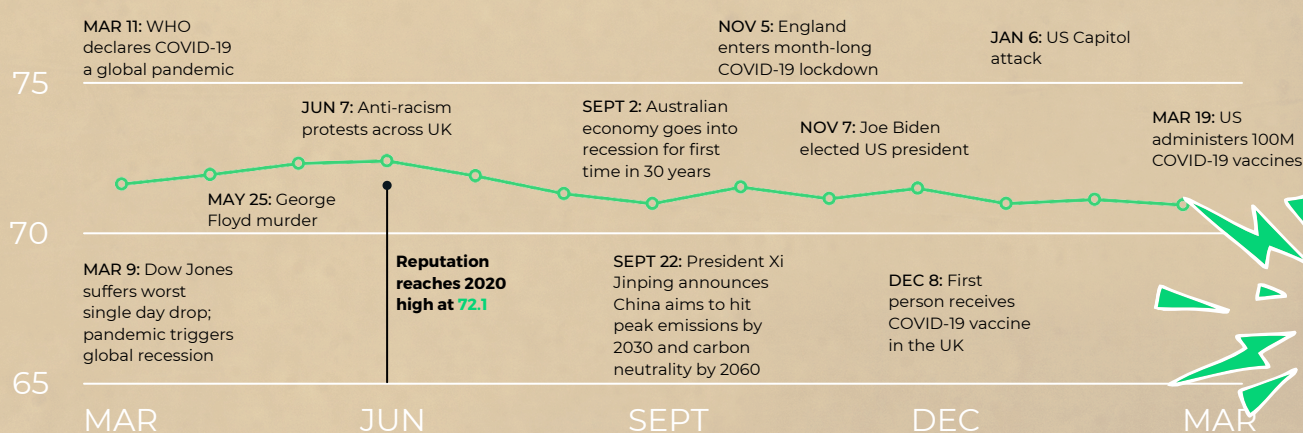


## The difference between making the promise and acting on it

2020 maintained a Strong reputation score of 71, but we've seen a recent half point decline, back down to 70.5

In 2020, major, specific events gave companies the cue to respond. In 2021, the public is looking for companies to make due on those promises.

## World Events in Reputation 2020-2021



## They're waiting...

In the changing social and environmental role of business, go beyond the bare minimum and meet statements with action.

The public has lost its taste for rhetoric for the sake of rhetoric. Make relevant and deliberate actions, and communicate progress with your audience.

After all, saying and doing the right thing is good for business.

**Pro Tip:** Don't forget to provide regular communication on your corporate activism initiatives. Your audience can't read minds!



51% of the public believe it is essential for corporations to provide both actions and words in response to cultural issues.

36%

have felt “betrayed by what a company stands for”

47%

have stopped doing business with a company as a result

63%

of global consumers prefer to buy goods and services from companies that “stand for a purpose that reflects their values and beliefs” and will avoid those that do not

Read our full Corporate Activism report at [RepTrak.com/Blog](https://RepTrak.com/Blog)