

Addressing Social Justice & Diversity in Communications

CALL TO BUSINESS: COMPANIES CANNOT STAY SILENT ON SOCIAL JUSTICE

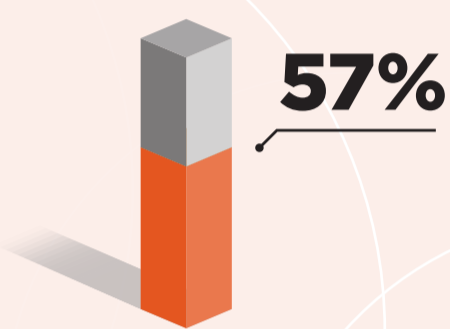


64% of Americans say it's no longer acceptable for companies to stay silent on social justice

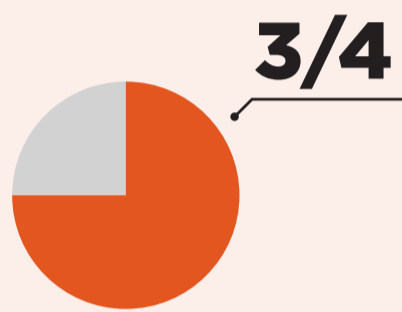


More than half say companies that do not talk about social justice issues in their marketing or communications are out of touch

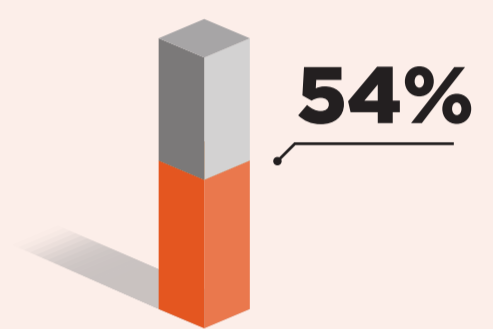
MARKETING AND COMMUNICATIONS SHOULD BE A LEVER FOR CHANGE



Believe more companies need to address racism in their branding



76% say a company's marketing and advertising should be more reflective of the diverse and inclusive business they aspire to be



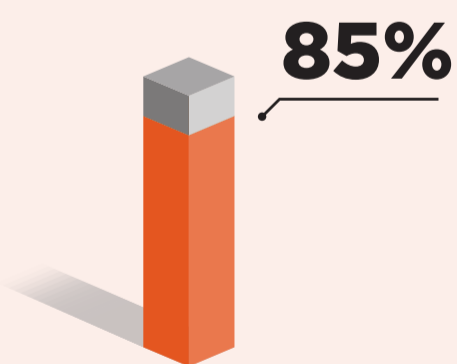
More than half say if they don't see themselves represented in a company's marketing and communications, they are less likely to want to support that company

AMERICANS STAND BY COMPANIES THAT PRIORITIZE DIVERSITY IN COMMUNICATIONS

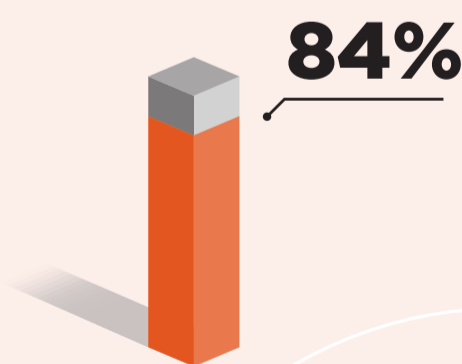
When a company reflects diversity in its marketing and communications, Americans are more likely to:

HAVE A MORE POSITIVE IMAGE OF THAT COMPANY	84%
PURCHASE PRODUCTS OR SERVICES FROM THAT COMPANY	81%
TRUST THE COMPANY	78%
BE LOYAL TO THE COMPANY	77%
FORGIVE THAT COMPANY IF IT MAKES A MISSTEP	76%
BE PROUD TO BE ASSOCIATED WITH THAT COMPANY	73%
DEFEND THAT COMPANY IF PEOPLE SPEAK BADLY OF IT	72%
WANT TO WORK FOR THAT COMPANY	72%
SHARE INFORMATION ABOUT THAT COMPANY ON THEIR SOCIAL NETWORK	57%

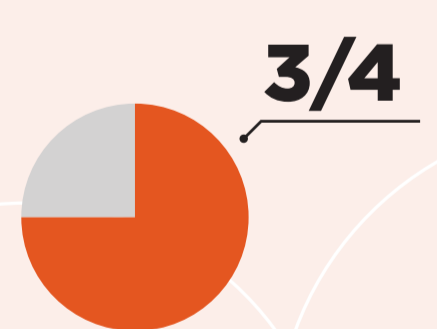
BUSINESS IS BEING HELD ACCOUNTABLE FOR MARKETING SPEND



Think companies need to examine their advertising platforms to ensure those platforms don't perpetuate hate speech and fake news



Believe companies have a responsibility to hold their advertising platforms accountable for hate speech and fake news



76% say if they see a company advertising on a platform that perpetuates hate speech and fake news, they will be more likely to boycott that brand

TURNING WORDS INTO ACTION: BUSINESS MUST CHANGE POLICIES AND OPERATIONS MOVING FORWARD



Say the most important action a company can take coming out of the current conversation is to change its business policies and operations to promote racial equality

METHODOLOGY

Porter Novelli fielded a PN View: 360 survey to gather people's insights regarding Purpose-driven companies and social justice. The survey was fielded online using Engine's online CARAVAN® Omnibus survey in biweekly waves between June 10-June 26, 2020 and a total sample of 1,004 U.S. general market adults was collected. The data were weighted to U.S. Census population estimates and the margin of error is +/- 3.1% at a 95% confidence level.