



BRANDS IN THE SPOTLIGHT

Managing reputation in the face of greater consumer accountability

- Guy Corbet, Brands2Life
- Katharine Peacock, ComRes
- Nicola Green, O2
- Nick Jones, Visa Europe
- Harry Wallop, Daily Telegraph

#commsdirectors @Brands2Life
Network: Haymarket > Conference
Wi-fi username: 17/10/2013
Wi-fi password: pool







***“It's almost
like social
media is
regulating the
press now”***

Jane Moore
speaking on the
Andrew Marr Show
6 October 2013

#moveyourmoney

Switch in
7
days.

**It will only take you
7 days to switch from
Lloyds/HSBC/Barclays/TSB
/Natwest/Santander/RBS***

Yes, its payback time ...

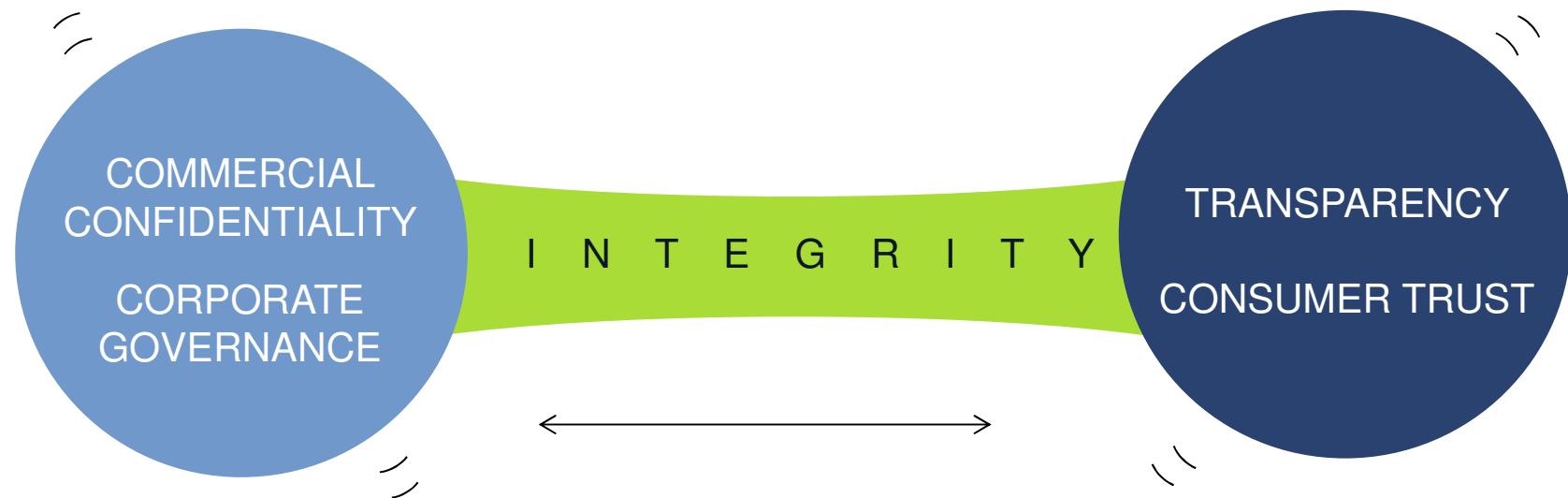
(*take your pick)



A poll by activist group Move Your Money and YouGov found 80 per cent of consumers would avoid badly behaving banks when switching



Inherent tensions for businesses



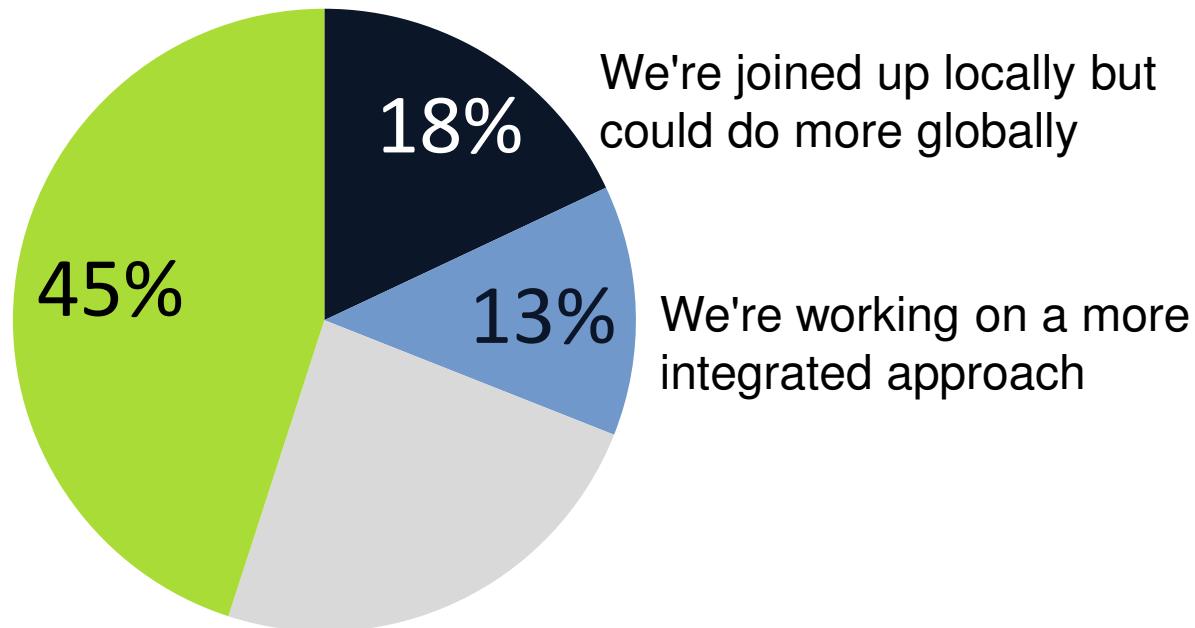
- Corporate tax issues
- Supply chain and operations (horse meat)
- Excessive profits
- Standards of behaviour
 - Lobbying to Libor
 - Expenses or press standards
 - Zero-hour contracts to petrol costs

Businesses are joining up

Working with other business functions

Communications are helping to join up teams across the business to better meet the needs of corporate transparency

We're more joined up globally between communications (PR, social), legal and finance as a consequence of the need for increased corporate transparency



Boards not always living the brand

Corporate decision making

Too often corporate decision making does not reflect well the brand values of the business



WELL
58%



NOT WELL
42%

How well do you think the corporate decision making in your organisation reflects the brand values of the business?

The UK is misunderstood

Overseas parents don't understand

Most UK subsidiaries say their overseas parents do not understand well the UK operating environment



WELL
35%



NOT WELL
65%

How well do you think your overseas parents understand the communications challenges and operating environment in the UK?



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