



# **PUBLIC GOOD**

Mitigating Risk Through Social Impact

**May 2018**

89% of Americans are buying or boycotting a brand based on its social impact.



24% of consumers will actively advocate for brands they agree with and defend them from critics.



More than 69% of consumers want to work alongside a brand on social impact.



Consumers who take action alongside a brand become advocates. They have an NPS of 92.



Scandals matter. Embroiled companies lose an average of 30% of their value compared to peers.



UAL

Value loss: 18%

NPS: -5

SBUX

Value loss: 0%

NPS: 77



Verizon

Value loss: 6%

NPS: 7

FaceBook

Value loss: 15%

NPS: -5





33% of customers will abandon a brand who stayed silent on a social issue where they should have take a stand.



“This...can be used as a learning moment for all PR people and brand communicators on WHAT NOT TO DO.”

FedEx

Value loss: 15%

NPS: 3



REI coop model is even more responsive. Cut off Vista Outdoors over guns. VSTO loses 18% in one day.



TLDR: Social impact is not just altruistic or just a way to get and retain customers. It is a vital risk mitigation strategy when **authentically and consistently** engaged in over time.



## Key sources:

Edelman Earned Brand 2017

Cone Communications CSR Study 2017

Public Good Do Well By Doing Good Whitepaper 2018





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