Did Your Brand Make the List?

cohn&wolfe
For the First Time Ever...

The largest global study on authenticity reveals the inescapable truth for brands. Authenticity is more than a buzzword. It matters to consumers. And how they define authenticity might surprise you. Take a look at the complex web of signals through the eyes of consumers and the Authentic 100 Index – the most authentic brands in the world.
Meet the Authentic 100
WHY DOES AUTHENTICITY MATTER?
Consumers are Yearning for Authenticity

78% of consumers do not think brands are open and honest

78%

There is a True “Authenticity Deficit” in the Global Marketplace
The Relationship Between Brands and Consumers is Broken

An “Authenticity Deficit” becomes clear when you look at what consumers value.

Less than one in 4 see brands and companies delivering on “open and honest.”

% Globally Agree that Brands and Companies Today ...

- Stay true to their purpose: 26%
- Can be trusted: 25%
- Make the world a better place: 25%
- Do what they say they are going to do: 25%
- Take full responsibility for their actions: 24%
- Uphold high values: 23%
- Are open and honest: 22%
Around the World, Authenticity is Lacking

Regardless of where you live, lack of authenticity is a challenge, with countries in Western Europe leading the cynicism.

Percent of Market that Says Brands/Companies Today are “Open and Honest”

- China: 36%
- Indonesia: 35%
- India: 28%
- USA: 23%
- Global: 22%
- Brazil: 19%
- UAE: 19%
- Singapore: 13%
- Hong Kong: 11%
- Italy: 9%
- Spain: 7%
- UK: 7%
- France: 7%
- Germany: 7%
- Sweden: 5%

The chart shows the percentage of the market that believes brands/companies are open and honest, with China and Indonesia leading the positive end at 36% and 35%, respectively, and Sweden at the most negative end at 5%.
Nearly 90% of global consumers will reward a brand for its authenticity.

And it Matters Because Authenticity Translates to the Bottom Line

- Will recommend it to others: 52%
- Remain loyal to brand: 49%
- Value the brand: 48%
- Want to work for the company: 20%
- Invest in the company: 20%

NET: checked any of the above: 88%
Authenticity Yields Business Benefits Regardless of Market

From a high of 94% in Indonesia to a low of 76% in the UK, the large majority of consumers report that they will reward brands that are authentic.
SO HOW DO CONSUMERS DEFINE AUTHENTICITY?
Consumers Define Authenticity as the “3 R’s”

Authenticity is a function of how much consumers perceive a company or brand to be ...

<table>
<thead>
<tr>
<th>RELIABLE</th>
<th>RESPECTFUL</th>
<th>REAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrates that authenticity is primarily about delivery to the consumer</td>
<td>Is about managing consumer relationships carefully</td>
<td>Is to many observers perhaps the most obvious interpretation of authenticity and it is perhaps surprising that to consumers it comes third</td>
</tr>
</tbody>
</table>
Brands Getting it Right Follow This Three “R” MODEL

Each R is a cluster of individual attributes.

**RELIABLE**
- Delivers on promises
- Is high quality

**RESPECTFUL**
- Treats customers well
- Protects customer privacy/data

**REAL**
- Communicates honestly
- Is genuine and real, not artificial
- Acts with integrity
The Top Authentic Brands Deliver on the 3 R’s

<table>
<thead>
<tr>
<th></th>
<th>RELIABLE</th>
<th>RESPECTFUL</th>
<th>REAL</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disney</td>
<td>62</td>
<td>61</td>
<td>84</td>
<td>75</td>
</tr>
<tr>
<td>BMW</td>
<td>102</td>
<td>58</td>
<td>64</td>
<td>72</td>
</tr>
<tr>
<td>Microsoft</td>
<td>60</td>
<td>73</td>
<td>60</td>
<td>71</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>51</td>
<td>107</td>
<td>56</td>
<td>68</td>
</tr>
<tr>
<td>Apple</td>
<td>95</td>
<td>56</td>
<td>59</td>
<td>64</td>
</tr>
</tbody>
</table>
To Be **Perceived As Authentic**, Brands Can Gain More by Focusing on What Consumers Experience Versus What They Have to Learn

- Delivers on promises
- Is high quality
- Treats customers well
- Protects customer privacy/data
- Communicates honestly
- Is genuine and real, not artificial
- Acts with integrity
- Stays true to its values and purpose
- Is clear about its values and beliefs
- Socially responsible
- Environmentally responsible
- Responsible with respect to public’s health

**To Be Perceived As Authentic**, Brands Can Gain More by Focusing on What Consumers Experience Versus What They Have to Learn

**Reliable**

**Respectful**

**Real**

**Purposeful**

**Responsible**

50% 52% 54% 56% 58% 60% 62% 64% 66% 68% 70%
How a brand directly treats a consumer (69%) is more important than how a brand treats the planet (55%) or if a brand is clear about its beliefs (59%).
The Opportunity for Brands

While all 3 R’s are critical to driving perceptions of authenticity, it is the “Real” dimension where many brands are challenged:

- All three are desired, but the average global brand actual performance is lowest for “Real.”
- Communications can play a strong role in driving perceptions of “Real.”
How We Diagnose Brands

• Cohn & Wolfe has been studying authenticity since 2012. We worked with 12,000 consumers in 14 markets to assess perceptions on 7 reputational attributes.

• Through this data, Cohn & Wolfe has a diagnostic tool that can now offer data-driven recommendations on how brands can improve authenticity and overall reputation in key markets.

Delivers on promises

Is high quality

Treats customers well

Protects customer privacy and data

Communicates honestly

Acts with integrity at all times

Is open and honest about its business practices
WANT TO LEARN MORE?
WANT TO SEE HOW YOUR BRAND STACKS UP?

CONTACT US!
authentic100@cohnwolfe.com