

PORTER NOVELLI

**PURPOSE
PRIORITIES
REPORT 2023**

**COMMUNICATE
CONFIDENTLY
IN THE
PUSH BACK ERA**

6TH EDITION
Q4 2023



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They Want to See Action

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Welcome to the Purpose Priorities Report 2023

In our sixth edition, we look at how Purpose, Performance, and Quality all drive corporate reputation – especially in today’s complex landscape. Brands are struggling to navigate this complexity. The PPR is not just about how organizations can navigate, but how they can thrive.

What can communications leaders learn after a summer of smoke and fires, anti-woke attacks, a shrinking of diversity efforts, and, as we head into an election year with divisive lines already set? Data show that when companies communicate consistently, using voices and messages that meet consumers’ values, reputational value goes up and companies benefit from increased net promoter scores, more forgiveness for missteps, and a willingness to try new products. The value of Purpose remains strong but requires a sound strategy to deliver for your business.

The easy answer used to be Purpose. But Purpose has become a challenging term within executive offices, board rooms, and communications departments. Is it because consumers care less - or is it because consumers care more about real change and better business?

INTRODUCTION

This report will help you understand stakeholders’ expectations, and then learn how to communicate effectively about the things that matter most to them. We have decoded this year’s success stories and brand burnouts. Based on a survey of 7,000 U.S. adults, we took a deep dive to get answers on how brands can win reputational growth and deliver on commitments that are increasingly important to a wide range of audiences.

We are at the ready to talk if you’d like to know more about this report or your company in relation to it.



Jillian Janaczek
Porter Novelli Global CEO



THE BUSINESS IMPERATIVE FOR PURPOSE

In all my years researching Purpose, I've found one thing to be consistently true: the priority issues and how brands choose to support them may change, but companies who authentically lead with Purpose will always see a reputational premium. A deeper analysis of the role Purpose plays in determining corporate reputation shows that companies with higher Purpose scores saw consumers more willing to **try a new brand, switch brands, recommend a brand to others, and forgive a brand when they misstep**. It's hard to ignore the importance of Purpose to your bottom line when you look at the numbers over time.

**ANDREA
LIST**

SVP Data + Insights



EXECUTIVE SUMMARY

For the past six years, we have used the Purpose Priorities Report to look at the role of Purpose in driving corporate reputation. We continue to see patterns where quality, Purpose, and performance interact with each other to drive reputation.



KEY PURPOSE LEVERS TO DRIVE REPUTATIONAL GROWTH:

CONSUMERS WANT TO SEE ACTION, NOT RHETORIC.

They are downgrading Purpose as an overall corporate attribute but are increasingly scrutinizing specific Purpose actions. This customer savviness about environmental and social actions is now a new normal - and opinions are settled.

THE U.S. WOKE UP TO WILDFIRES + ENVIRONMENTAL DISASTERS.

Stakeholders want brands to be active participants in finding solutions for mitigation, adaptation, and resilience.

DEI DEMANDS AREN'T GOING AWAY but they are shifting from generic expectations to “operationalize DEI” to more specific expectations that company leaders and employees reflect the diversity of the communities where they do business.

POLITICS ARE MOVING UP ON THE AGENDA as a specific action consumers expect brands to engage in and even help generate wider involvement using their brand voice to encourage consumer action.

THE POWER OF INFLUENCER CONTENT drives reputational value in a few surprising ways. We’ve also seen that when brands stumble in any of those dimensions, reputational declines are sure to follow.

EXECUTIVE SUMMARY

BY THE NUMBERS



Beware the Boycott in an Era of Consumer Power to Punish

82%

of respondents believe companies should demonstrate how they are following through on their promises to people, the planet, or society

70%

of respondents believe companies should talk about how they address social and environmental issues continuously throughout the year, rather than during occasional moments in time

47%

of respondents will stop or reduce purchasing from companies that go back on their promises to address social or environmental issues

In a World on Fire, the Environment Might Finally be Getting its Due

76%

of respondents believe companies should have programs that address environmental sustainability

61%

of respondents say they are more concerned about global climate change after the extreme heat waves in the summer of 2023

32%

of respondents will start or increase purchasing from companies that share a point of view on environmental sustainability that is aligned with their own views

The Time for Making Progress in DEI Operations is Now

76%

of respondents believe a company's leaders should reflect the diversity of the communities where they do business

69%

of respondents believe companies should change the way they operate to address diversity and inclusion

EXECUTIVE SUMMARY

PORTER NOVELLI'S NEW RULES FOR COMMUNICATIONS



1 Consistency not campaigning

5 Be an ally, advocate, or activist

2 Choose your creators with care

6 Don't play politics

3 Manage the DEI debate

7 Plan your politics

4 Don't green hush or greenwash

HOW DO YOU MEASURE YOUR COMPANY'S PURPOSE?

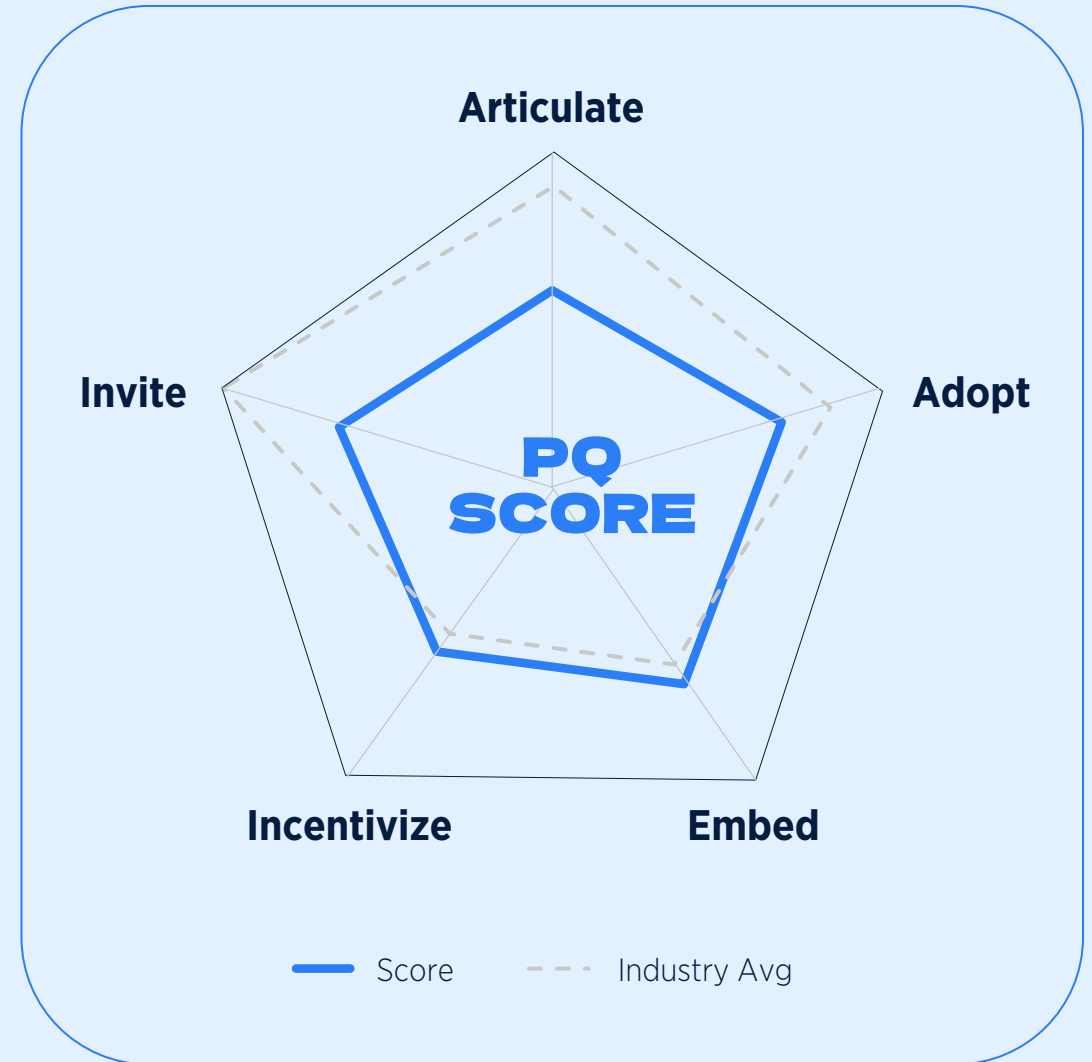
How consumers see a brand's Purpose helps drive reputation – our Purpose Priorities Report has tracked and recorded that reality for the last six years.

But consumer attitudes are only one dimension. How companies operationalize Purpose across siloed departments and global regions is the only way companies can ensure an enduring Purpose that delivers value.

Our **PURPOSE QUOTIENT (PQ)** is designed to measure Purpose as a driver of business value and continuous relevance.

The PQ is the sum of both **qualitative and quantitative** data assessed across five measures of maturity. Based on an analysis of organizational Purpose, it provides companies with an objective benchmark of where they are versus where they could be.

The PQ also allows organizations to benchmark themselves against their peers, understand what it will take to implement change, set actions for the future, and measure success along the way.





2023

REPUTATION: WINNERS AND LOSERS



2023 REPUTATIONAL SUCCESS DEFINED

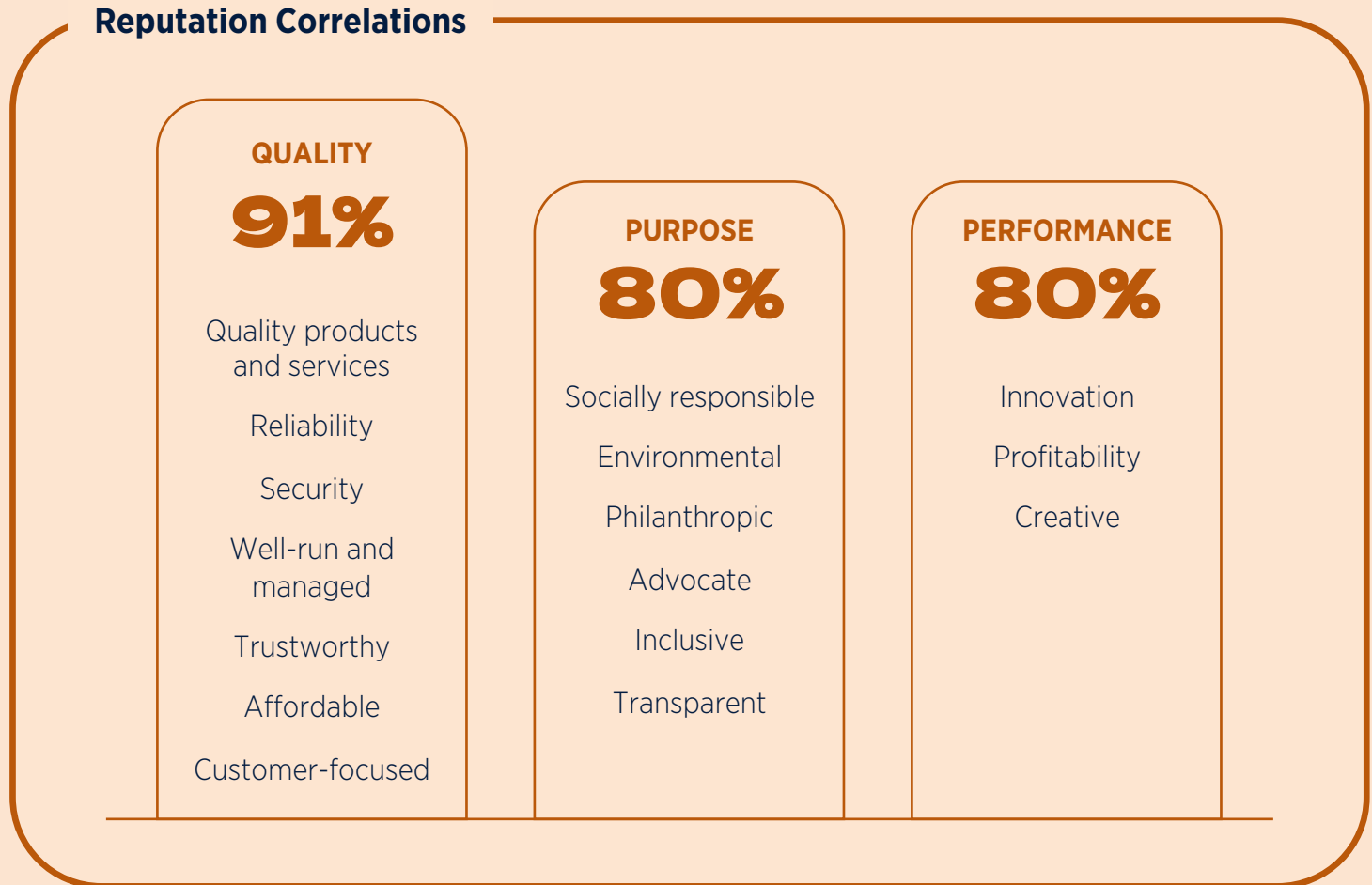
The Purpose Priorities Report looks at 16 individual drivers of corporate reputation, each clustered via a statistical analysis, under a core pillar of reputation.

QUALITY

PURPOSE

PERFORMANCE

In 2023, we found **QUALITY** drivers correlated most highly with overall corporate reputation, demonstrating the mutually beneficial relationship between good products and services and a solid reputation.



2023 TOP 10 COMPANIES

Household brand names topped our reputational list for 2023, continuing the trend of a reputation “correction” from 2022. The COVID-19 years of 2020 and 2021 saw companies who were first movers in pandemic support, or who provided essential goods and life-saving vaccines, top the list.

As we move to a post-pandemic era, consumers are returning to what is familiar by rewarding top reputation scores to companies they feel good about and use in their everyday lives.

And, indeed, Purpose does correlate highly with reputation as seven out of the top 10 Purpose companies were also top 10 reputation companies (darker orange denotes companies on both lists).



of consumers have a positive perception of the top 10 reputation companies – that’s nearly **10 points higher than the average** for all companies analyzed (67%)



of consumers report they use the top reputation companies’ products always/often

Purpose Top 10

- 1 **PATAGONIA**
- 2 **KELLOGG CO.**
- 3 **REI**
- 4 **WEGMANS**
- 5 **TRADER JOE’S**
- 6 **NIKE**
- 7 **LG**
- 8 **JOHN DEERE**
- 9 **CLINIQUE**
- 10 **TOYOTA**

Reputation Top 10

- 1 **SAMSUNG**
- 2 **CLINIQUE**
- 3 **APPLE**
- 4 **JOHN DEERE**
- 5 **REI**
- 6 **IBM**
- 7 **NIKE**
- 8 **LG**
- 9 **PATAGONIA**
- 10 **WEGMANS**



2023 REPUTATIONAL WINNERS

This year we've seen new brands take center stage as consumers reward and punish company behavior. At the core of this movement is the new power of influencers and creators to make — or break — a brand's reputation. It's no longer just about commitments and communications, it's the company you keep.

Winners showcased how they operationalized Purpose and are doing business better by meeting specific stakeholder expectations with real world improvements. They then leveraged voices and creative content platforms that were authentic to consumer experiences.



CATEGORY WINNERS



The Grocery Industry

With two supermarket chains in the top 10 lists and three more in the top 25 (Costco, Publix & BJ's Wholesale Club), grocery stores are showing that putting consumers and employees at the heart of doing business better pays off reputationally.



Outdoor Retailers

Patagonia and REI are no strangers to putting Purpose ahead of profits, always opting to do what they believe is right even when it means selling fewer products.

2023 REPUTATIONAL LOSERS

This year's losers had significant say/do gaps and communicated opportunistically, using voices and channels that came across as performative and inauthentic. Their fall to the bottom of the reputation list is proof that consumers can sniff out real (or not) commitments and stories.

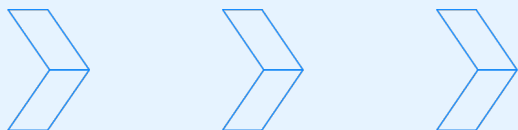
To find out where your brand stands, please contact Carolyn Weis, carolyn.weis@porternovelli.com.

CATEGORY LOSERS



Internet, Cable, and Banking

The category losers might not look like they share much, but upon close inspection, what we see is a real asymmetry of power between the company and the customer. Internet, Cable, and Banking are all monopolistic – the categories don't offer a lot of consumer choice. And as such, there is less incentive for Purpose or purposeful behavior from these categories.



**CONSUMERS
DECODED:
THEY WANT
ACTION**



CONSUMERS WANT **BRANDS TO STOP TALKING PURPOSE AND START BEING PURPOSEFUL**

Consumers are clear: they want the companies they buy from to take responsibility for making the world a better place. Not just deliver a profit, but keep promises they've made to people, the planet, or society.

When we dig a little deeper into the data, something interesting appears. While the numbers related to the word "Purpose" have dipped a few points since last year, the specific actions people want to see from companies has increased. Consumers have become more sophisticated – they want actions not words.

CONSUMERS BELIEVE COMPANIES SHOULD...



CONSUMERS WANT **BRANDS TO FIX THE PLANET**

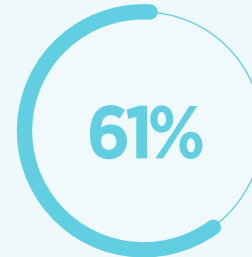


The world is literally on fire. Companies are reeling from the effects and coping with supply chain disruption, labor shortages due to population displacement, and distribution challenges.

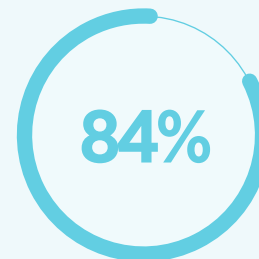
Their consumers are concerned, according to our research, and looking to businesses to help mitigate or adapt to the most destructive effects of climate change. They are ready to take action and looking to brands to do the same.

The message to brands

Your consumers are ready for you to take action, be consistent, and help them make the changes they need in their lives to address the challenges brought on by climate change.

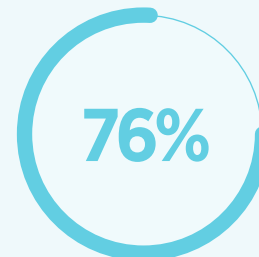


are **more concerned about global climate change** after the extreme heat waves in the summer of 2023



of those more concerned are **likelier to adopt environmentally friendly behaviors** because of their increased concern for global warming

★ We see this more acutely in younger generations who have grown up during ongoing climate crises



agree companies should have programs that **address environmental sustainability**

CONSUMERS WANT **CORPORATE ACCOUNTABILITY**



Brands are operating within growing global complexity and grappling with the reality of shared value and shared risk. The veneer of separateness, that any business can succeed in isolation from responsibility for social systems or environmental resources, is eroding. Whether a brand uses the word 'Purpose' to describe the greater good they are creating in the world, consumers know how to hold companies accountable. These savvy customers – who are also companies' employees and investors – are telling us they expect better business.



**SANDY
SKEES**

Purpose & Impact
Global Lead
Author of
Purposeful Brands



CONSUMERS WANT **DIVERSITY DELIVERED**

The anti-woke pushback is real and being felt around the world. Not just in court rulings, but also in the rise in popularity of far-right candidates and the expansion of activist groups.

For the first time, brands are seeing anti-DEI rhetoric, and lawsuits in the most extreme cases, coming from some groups while also getting pressure from others who expect companies to live up to their DEI commitments of years past. How does a company navigate these choppy waters and a landscape that is getting more crowded, more complex, more divisive? In this context, we believe winning requires changing the game, leap-frogging the pack, and casting DEI strategies in a bigger way.

Developing communications strategies around DEI activities should be a carefully calibrated undertaking. Some organizations who are passionate about the issue intend to calibrate the “talk” while maintaining the “walk” to avoid becoming a target for activists who call DEI practices discriminatory and question the value to shareholders. Others are working to clarify the inherent business value of a diverse and stable workforce while others are looking to let their consumers know they are still committed to ensuring an inclusive and equitable workplace.

Consumers are becoming more sophisticated in their understanding of what DEI strategies mean inside their favorite brands.

Our research reveals that they are not just looking at DEI broadly but have increased their expectation of how this manifests in company action:



of consumers believe that companies should **change the way they operate** to address DEI



of consumers believe that a company's **leaders** should reflect the diversity of the communities where they do business



of consumers believe that a company's **employees** should reflect the diversity of the communities where they do business



CONSUMERS WANT **BOLDNESS & AUTHENTICITY**

The DEI Landscape is undergoing significant shifts, and consumers have never been clearer about their expectations.

Companies can't pretend that DEI is important and get away with lip service. Consumers and employees want to see companies show up significantly, boldly, and authentically. To be successful, we help clients build the operational and communications apparatuses they need to truly embed DEI into every part of their organization.



**DEIDRA
JOHNSON**

VP JEDI
Advisory Services



CONSUMERS WANT POLITICAL CONSISTENCY

As we head into an election year in the U.S., companies are faced with the question of whether to engage in political discourse. Your consumers are expecting you to participate in ways consistent with your Purpose.

Surprisingly, the number has increased since we asked the question last year. 41 percent of people in 2023 want companies to comment on political topics in the news. But, make sure it is consistent with your **commitments to political candidates and PACs** – or 45 percent will stop purchasing and 26 percent would tell others to stop as well.

Be prepared to support your political rhetoric.

If a company publicly comments on a political topic with a view that is the opposite of a consumer's own:

40%

would stop or reduce purchasing

22%

would speak out against the company on social media

23%

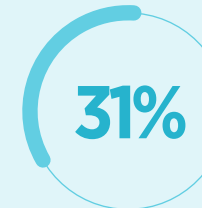
would tell others not to buy from the company



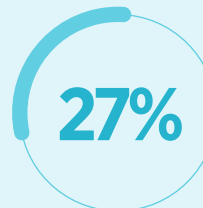
CONSUMERS BELIEVE COMPANIES SHOULD COMMENT ON POLITICAL TOPICS IN THE NEWS



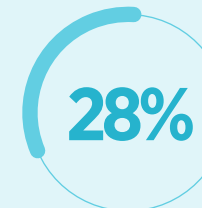
Strongly Agree



Somewhat Disagree



Somewhat Agree



Strongly Disagree

The background features a light orange color with faint, large-scale geometric patterns. On the right side, there are three right-pointing chevrons. The main text is centered in a dark orange rectangular box.

NAVIGATE NOW: NEW RULES FOR COMMUNICATIONS

RULE 1

CONSISTENCY NOT CAMPAIGNING

If a company goes back on promises it has made to address social or environmental issues.

47% would stop or reduce purchasing

26% would speak out against the company on social media

28% would tell others not to buy from the company



Campaigns are fun, and they can win awards. But brands are built over time – and the brands that tell the most resonant and consistent stories to their stakeholders win things like trust, new customers, and most importantly, market share.

I think as communicators we often forget how essential our function is for business performance. Entrepreneur Ben Horowitz famously said, ‘The story is the strategy.’ Story is the domain of communications. And corporate storytelling can – and should – be a vital differentiator for any business. The best stories (and strategies) are clear and told (or executed) with conviction and consistency.



**CALI
PITCHEL**
SVP Brand &
Corporate Strategist

RULE 2

CHOOSE YOUR CREATORS WITH CARE



Influencers can save or sink your brand.

They must be considered as part of a holistic strategy for how you show up with your stakeholders. The messenger matters as much as the message, especially when it comes to sharing or explaining commitments to social issues.

In the end, consumers will only trust content about how companies are navigating complexity around environmental and social issues from voices that resonate with the brand. Consumers are looking for congruence – between what a company says and does and who does the speaking on behalf of the brand.

One-off campaigns or clever stunts telegraph an insincere effort to participate in an issue or effort that can have deep resonance with consumers. Brands should expect scrutiny and regular check-ins from a wide range of stakeholders who will be holding them accountable for meeting commitments. That's where clear, consistent, and brand-resonant influencer strategy can drive reputational value.



A Return on Influence: Clinique

A relevant product offering coupled with a powerful team of diverse influencers and content creators have brought the brand to new (young) consumers in an authentic and creative way. While Estée Lauder reported lackluster US sales in fiscal Q4, Clinique was a stand out, leading growth in their makeup portfolio – proving a return on their influencer investments.



The Dangers of Dissonance: Anheuser-Busch InBev

The parent company of Bud Light saw its marquee brand lose stock price, shelf space, and its spot atop the list of best-selling beer in the U.S. The consumer boycott over an ill-conceived partnership with trans influencer Dylan Mulvaney has led to a significant drop in reputation for AB InBev, who has fallen to bottom of the list for overall reputation score, ahead of only perennial bottom dweller Facebook.

RULE 3

MANAGE THE DEI DEBATE



Our research shows that consumers want to see company leaders and employees that are as diverse as the communities they operate in.

But in this push-back era, brands are seeing their DEI programs, many of which have been around for years if not a decade, suddenly in the white-hot light of controversy. The resistance is driven mostly by newly emergent activist groups using DEI programs to generate online outrage, regardless how well respected or successful those programs are in delivering business value.

When it comes to communicating about DEI, there is no one-size-fits-all approach. We recommend companies continue to walk the walk when it comes to their DEI efforts, even if it means slowing down the “talk.” Bolster internal communication about DEI, letting employees know that the company still believes in the work. Engage with DEI experts to help create a plan for your company that maintains DEI progress providing business value and set metrics that measure outcomes (increased innovation, increased employee engagement, increase sense of belonging) rather than specific identity numbers.



of respondents believe a company’s **leaders should reflect the diversity** of the communities where they do business



of respondents believe **companies should change the way they operate** to address diversity and inclusion

RULE 4

DON'T GREEN HUSH OR GREENWASH

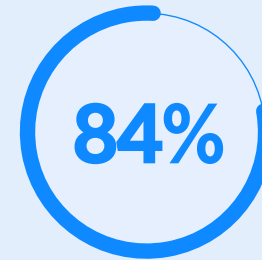
Consumers continue to expect brands to both act and speak up on climate and culture.

There is a growing sense of urgency specifically around climate, following a summer of intense and dangerous weather. Consumers want to hear what companies are doing to combat climate change, with specifics and consistently throughout the year.

But brands are skittish.

The temptation to “green hush” — not talking about your sustainability commitments as a way to avoid backlash from a very vocal but small group of activists — can backfire.

A much larger group of consumers are looking for proof that commitments are being honored with forward momentum.



are more concerned than ever and are **likelier to adopt environmentally friendly behaviors** because of their increased concern for global warming



RULE 5

BE AN ALLY, ADVOCATE, OR ACTIVIST

ALLY

ADVOCATE

ACTIVIST

These three personas are a good way of categorizing the tenor and tone of a company's response and the commitment and longevity of a brand's participation in a particular issue. Most companies will engage as all three, at different times and on different issues, which forms the basis of our ENGAGE framework. Being an ally, advocate, or activist depends upon the issue itself. Sometimes, if the incident or social issue is tangential to the business or its core purpose, demonstrating allyship is all that is needed. Other times, critical issues are central to a business, or its customers, and activism is called for.

As brands react to consumer expectations on social issues, we recommend our ENGAGE framework to help guide consideration, executive discussion, decision making, and resource deployment when faced with crises, issues, or even steady participation in cultural milestone moments (LGBTQ+ Pride, Black History, Earth Day). This process links the highest-order expression of Purpose to individual events or incidents that impact employees, customers and their families, and the community at large, preventing a say/do gap.

If you'd like to learn more about our ENGAGE approach, please contact Gina Lindblad at gina.lindblad@porternovelli.com.



RULE 6

DON'T PLAY POLITICS...

Now more than ever, companies' stakeholders expect them to respond to – or engage in – a variety of social issues, current events, and crises of national or global scale. But how do companies meet the sometimes-competing demands of their stakeholders and navigate the complexities of these issues?

The data show that what's more important than just reacting to politics is the consistency with which an organization responds. Politics is another opportunity to ensure the say/do gap is airtight – aligning what you say and support with what you do.



would take action if companies **encourage consumers to take political actions** (e.g., vote, write to congress, speak up for/against political topics)

If a company encourages consumers to take political actions (e.g., vote, write to congress, speak up for/against political topics)

24%

would start or increase purchasing from the company

23%

would praise the company on social media

21%

would recommend the company to family or friends

If a company makes a political party donation to a candidate that supports issues that are the opposite of what the company says it supports

45%

would stop or reduce purchasing

25%

would speak out against the company on social media

26%

would tell others not to buy from the company

RULE 7

PLAN YOUR POLITICS

Going into an election year, it's not a matter of if - but when brands will be asked to engage in political conversations that matter to their stakeholders.

The solution is two-fold: one, a stakeholder-first issues strategy. And two, consistency. When you know what's important to your stakeholders, commit to it and hold tight. There will be resistance, but the brands who can take the long view and keep their stakeholder close, will weather any political storm.

**CONROY
BOXHILL**
US President



WATCHHOUTS

WATCHHOUTS

Not saying something is saying something

The anti-woke have woken up and are up for a fight

Stakeholders demand consistency for authenticity

Beware - influencers can sink or save your brand

ABOUT THIS REPORT



METHOD OLOGY



The 2023 Purpose Priorities Report presents the findings of a survey designed and executed in August 2023 among an online sample of 7,000 American adults, ages 18+. The study was fielded by Dynata. Respondents were asked to rate up to six companies they are familiar with and able to evaluate (positively or negatively), with each company rated by an average of 150 respondents.

To calculate Reputation, Quality, Performance and Purpose scores for each company, respondents were asked to rate companies on a scale of zero to 10 (where zero is “poor” and 10 is “excellent”) on how well companies performed across 16 attributes of reputation: quality, reliable, secure, innovative, profitable, well run and managed, socially responsible, customer focused, trustworthy, environmental, philanthropic, affordable, inclusive, creative, advocates and transparent. A statistical analysis clustered each attribute into one of three pillars of reputation – Quality, Performance, and Purpose. The average overall reputation score across all companies analyzed was 6.60. Quality scores averaged to 6.34, Performance averaged to 6.27 and the Purpose average was 5.95. Only companies with a consumer familiarity of 30 percent or more were ranked for overall Purpose and Reputation scores.

The companies analyzed were compiled from the Fortune 100, Fortune Best Companies to Work For, World’s Most Ethical and Diversity Inc.’s Top 50, among others.

2023 BRANDS IN REPORT

If you don't see your company on here and would like to be included next year, please get in touch with the business development team at Porter Novelli.

3M	BJ's Wholesale Club	Dell Technologies	General Motors	Kimberly-Clark	Michelin Group	Prudential Financial	TIAA
AB InBev	BMW	Deloitte	GlaxoSmithKline	Kohl's	Microsoft	Publix Super Markets	TJX
Abbott Laboratories	Boeing	Delta Air Lines	Goldman Sachs	Kraft Heinz	Moderna	Purina	T-Mobile USA
AbbVie	Bridgestone	Diageo PLC	Goodyear	Kroger	Mondelez	Quidel	Toyota
Accenture	Bristol-Myers Squibb	DICK'S Sporting Goods	Google	L.L. Bean	Morgan Stanley	Raytheon Technologies	Trader Joe's
Adidas	Campbell Soup Co.	Discover Financial Services	Hanes	LG	Nationwide	REI	Tyson Foods
Adobe	Capital One	Dollar General	HCA Healthcare	Liberty Mutual	Nestlé	RiteAid	Unilever
Aflac	Cardinal Health	Dollar Tree	H-E-B	Lilly	Netflix	Roblox	United Airlines
AIG	CarMax	Dow	Hershey Company	LinkedIn	New York Life Insurance	Salesforce	UnitedHealth Group
Albertsons	Caterpillar	Ecolab	Hewlett Packard Enterprise	Lockheed Martin	Nike	Samsung	UPS
Allstate	Centene	Enterprise Products Partners	Hilton	L'Oréal	Nintendo	Sanofi U.S.	US Bank
Ally Financial	Charter Communications	Estée Lauder	Home Depot	Lowe's	Nordstrom	Sephora	USAA
Amazon	Chipotle	Exelon	Honda	Macy's	Northwestern Mutual	Shopify	Verizon
American Airlines	CHS	Experian	Humana	Marathon Petroleum	Novartis	Sony	Visa
American Express	Cigna	Facebook	Hundai	Marriott International	Nucor	SpaceX	Visby
Amgen	Cisco	Fannie Mae	Hyatt Hotels	Mars	Oracle	Stanley Black & Decker	Volkswagen
Anthem	Citigroup	FedEx	IBM	Massachusetts Mutual Life Insurance	Panasonic	Starbucks	Walgreens
Apple	Clinique	FICO	Insulet	Mastercard	Patagonia	State Farm Insurance	Walmart
Archer Daniels Midland	Clorox	Fidelity Investments	Intel	Mathworks	PayPal	StoneX Group	Walt Disney
AstraZeneca	Coca-Cola	Ford Motor Company	Jiffy Lube	Mattel	Penske	Sysco	WarnerMedia
AT&T	Colgate-Palmolive	Freddie Mac	JM Smucker	McCormick & Company	Petsmart	Takeda	Wegmans Food Markets
AutoNation	Comcast	General Dynamics	John Deere	McDonald's	Pfizer	Target	Wells Fargo
Bank of America	Costco	General Electric	Johnson & Johnson	McKesson	Phillips 66	Tesla	Whirlpool
Bayer	Cox Communications	General Mills	JPMorgan Chase	Mercedes-Benz	Procter & Gamble	Thermo Fisher Scientific	William Grant & Sons
Berkshire Hathaway	CVS		Kellogg Co.	Merck	Progressive Insurance		Williams-Sonoma
Best Buy	Daiichi Sankyo		Keurig Dr Pepper	MetLife			

THE EXPERTISE BEHIND THE REPORT



JILLIAN JANACZEK
GLOBAL CEO

As CEO of Porter Novelli, Jillian is managing talent and operations of the communications agency globally, nurturing key client relationships, and driving business growth across corporate communications, employee engagement, sustainability and social impact, brand growth, and strategic services. She is part of OPRG's global leadership team.

Prior to Porter Novelli, Jillian was President, BCW New York, spearheading the firm's largest market and managing healthcare, consumer and corporate practices for Fortune 500 clients. She sat on BCW's Global Board and was Chair, Client Risk Committee.

Earlier in her career, Jillian was Managing Director of Healthcare at Cohn & Wolfe. Her background includes extensive work with prescription medications and Rx to OTC switches, and she has worked across diagnostics, biotech, healthcare systems, public affairs, crisis; and advocacy has been a focal point especially in her work in mental health, vaccination, and women's health.



CONROY BOXHILL
PRESIDENT, US

Conroy is a senior communications executive with more than 20 years of experience helping companies achieve their business goals through strategic communications.

In his current role leading U.S. for Porter Novelli, Conroy works with a high-performing team of 300 communications professionals who partner with clients to anticipate, navigate, and close the "say/do" gap in stakeholder expectations. As the global pandemic and fight for racial justice emerged as a focal point for businesses, Conroy launched a consulting offering to guide clients on values-based solutions.

Conroy has extensive expertise working with the C-suite and Boards of Directors to shape strategic communications programs to transform their business. Prior to joining Porter Novelli, Conroy led Edelman's corporate and crisis practice where he served as a senior strategist for global crisis communications, thought leadership, and reputation management.



SANDY SKEES
**EVP · GLOBAL PURPOSE
+ IMPACT LEAD**

Sandy brings more than 25 years of management consulting and strategic communications experience to Porter Novelli.

In her role leading Porter Novelli's Global Purpose and Impact Practice, Sandy aligns purpose, sustainability and ESG, DEI, and social justice programs with compelling communications. Over the years, her work with corporations, nonprofits, and NGOs has been focused on LGBTQ+ and racial equity, climate, supply chain, and human rights. She has also worked with brands including Visa, Abercrombie & Fitch, eBay, General Mills, and Panasonic.

Named as PRWeek's Most Purposeful Agency Pro of 2021 and PRWeek's Woman of Distinction 2023, Sandy is a Board Director of Sustainable Brands and an Advisory Board member of The Diversity Center. In 2023, she published *Purposeful Brands: How Purpose and Sustainability Drive Brand Value and Positive Change*.

THE EXPERTISE BEHIND THE REPORT



DEIDRA JOHNSON

**VP • JUSTICE, EQUITY,
DIVERSITY + INCLUSION
(JEDI) ADVISOR**

For more than 20 years, Deidra has practiced the delicate art of facilitating tough conversations to mobilize change in the areas of health, diversity, livable communities, and social reform.

After more than 16 years working for AARP, the country's largest non-profit, Deidra joined Porter Novelli to lead the JEDI Advisory Services Group where she helps clients reach their diversity, equity, and inclusion goals.

In her career, Deidra helped organize the White House Conference on Aging; served under Presidents Bush and Obama as a leader on minority health issues as part of 10 Health and Human Services Regional Health Equity Councils; and helped redesign the Alabama health and human service delivery system by improving access to care.



ANDREA LIST

**SVP • DATA +
INSIGHTS LEAD**

Andrea leverages her research and analytics expertise to lead clients, including eBay, Panasonic, Bayer Crop Science, FCC, FDIC, Taylor Farms, and the Almond Board of California, building and in sustaining competitive advantages by uncovering comprehensive, audience-specific insights that inform campaign and concept development, message testing, and program measurement.

As a measurement and evaluation expert, Andrea has created proprietary agency platforms and dashboards used across multiple clients and has also developed and deployed company-wide reporting standards and measurement approaches for clients such as General Mills, CMS, UPS, Ben & Jerry's, John Hancock, Medtronic Foundation, and Keurig Dr Pepper.



CALI PITCHEL

**SVP • BRAND + CORPORATE
STRATEGIST**

Cali is a brand and corporate strategist with over 15 years of experience in consumer research, brand and creative strategy, and enterprise storytelling.

She started her career in academia, exploring the sociology of nostalgia and its implications for consumer behavior and media consumption. After an MA program and two years of PhD coursework, she made the move into marketing and communications where she learned to leverage her research and writing skills into creative strategy and ideation.

Cali uses her expertise in creative, brand, and content to help global brands like Visa, State Farm, Panasonic, and Abercrombie & Fitch create communications to build internal alignment, show up differently with customers, and win in the marketplace.

PORTER

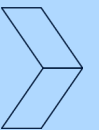
ABOUT **PORTER NOVELLI**

Porter Novelli is the strategic communications company built on purpose to do business better.

In a shifting landscape of new influences and audience power, we decode change and navigate culture to shape reputation and accelerate growth.

Porter Novelli is a full-service agency that offers cross-disciplinary expertise in the following four areas: brand growth, corporate counsel, employee experience, and purpose and impact.

To find out more how to drive resonance with your stakeholders and growth for your business please contact Carolyn Weis at carolyn.weis@porternovelli.com.



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