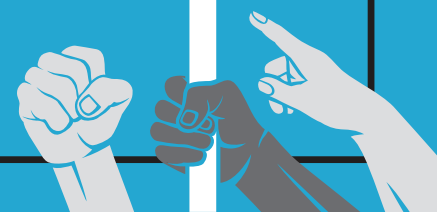


CEO ACTIVISM: INSIDE COMMS AND MARKETING



CEOs are increasingly speaking out publicly and taking stands on controversial issues. To understand how executives perceive their own CEOs' activism and whether organizations are prepared to respond to hot-button issues, Weber Shandwick partnered with KRC Research to survey 500 communications and marketing executives in the US (300), UK (100) and China (100).

AMONG COMMUNICATIONS AND MARKETING EXECUTIVES...



66%

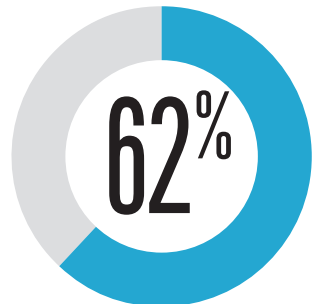
say their CEO is prepared to respond to issues

53%

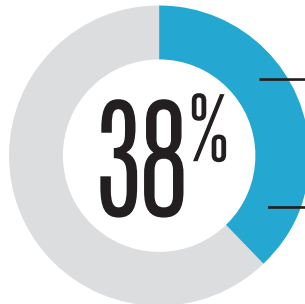
report their company spends time discussing whether the CEO should speak out on issues

41%

say their CEO is better prepared to respond to issues vs. one year ago



62% are favorable of their own CEO taking a position



38% have a CEO or other leader who has spoken out on an issue

78%



78% of those whose CEO has spoken out are favorable of the CEO speaking out

7%



Only 7% of those whose CEO has spoken out say activism had a negative impact on company reputation

80%

see an advantage to company reputation if the CEO were to speak out

73%

acknowledge there is a risk to company reputation if a CEO speaks out



For more information about *CEO Activism: Inside Comms & Marketing*, please contact:

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