

# the company behind the brand: in reputation we trust

87%

of executives say  
a strong corporate  
brand is just as  
important as  
strong product  
brands

70%

of consumers  
avoid buying a  
product if they  
don't like the  
company behind  
the product

67%

of consumers  
are increasingly  
checking product  
labels to see  
what company  
is behind the  
product they buy

60%

of a company's  
market value is  
attributable to its  
reputation

**“Reputation speaks volumes.”**

**“The company is  
the soul  
of the product.”**

**“The company name  
is a warranty of a  
good product.”**

**“Great product. Great employees.  
Great company. Satisfied customers.”**

**“The integrity of  
a company will  
ultimately show  
in its products.”**

**“A majority of  
products are  
sold on  
reputation.”**

## Six New Realities of Corporate Reputation

**1**  
Corporate brand is  
as important as the  
product brand(s)

**2**  
Corporate  
reputation provides  
product quality  
assurance

**3**  
Any disconnect  
between  
corporate and  
product reputation  
triggers sharp  
consumer reaction

**4**  
Products drive  
discussion,  
with reputation  
close behind

**5**  
Consumers  
shape reputation  
instantly

**6**  
Corporate  
reputation  
contributes  
to company  
market value



Go to [www.webershandwick.com](http://www.webershandwick.com) for the executive summary or [click here](#)

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