

ESSENTIALS OF CORPORATE PURPOSE

2024

PORTER
NOVELLI

DOING BUSINESS BETTER

Corporate Reputation and the Role of Purpose in a Pushback Era

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Welcome to the Purpose Priorities Report 2024

For the seventh year in a row, we look at how purpose, performance, and quality all drive brand reputation – especially challenging in today’s complex political and cultural landscape. Executives are facing headwinds that include economic uncertainty, geopolitical conflicts, contentious elections, and ongoing pushback from activists. The Purpose Priorities Report (PPR) isn’t just about how organizations can navigate this complexity, but how they can thrive by decoding the change that is ever constant to drive value and growth.

This year’s data show that people continue to see business as a source for solutions to social and environmental issues. And your customers want to hear from you consistently about how you continue to meet your commitments to the issues they care about. When companies communicate about their progress, their reputational value goes up, but they benefit in multiple additional ways, including increased net promoter scores, greater forgiveness for missteps, and a stronger willingness to try new products. The value of Purpose remains strong; but it requires a sound strategy to deliver for your business in this era of anti-woke, anti-ESG activism.

This report will help you understand current consumer expectations, and then learn how to communicate effectively about the things that matter most to them.

If you’d like to know more about this report or your company/industry’s performance, we’d love to talk with you.

Thanks,



SANDY SKEES
Porter Novelli Purpose & Impact Global Lead



TL;DR:

THE IMPORTANCE OF PURPOSE IN BRAND REPUTATION

Purpose continues to be a key driver of corporate reputation, with 79% of consumers wanting companies to make progress on their commitments to purpose beyond profit. Purpose-driven actions help boost customer loyalty, willingness to try new products, and forgiveness for missteps.

INCREASING CONSUMER EXPECTATIONS

Consumers expect companies not only to address social and environmental issues but also to enable consumers to live more sustainably. This trend is particularly strong among younger generations, with a growing desire for businesses to help consumers take actionable steps toward sustainability.

LIVING WAGE AND ACCESSIBILITY

The highest priority for consumers is ensuring companies pay a living wage (54%), followed by making products accessible to all (39%).

REPUTATION CHALLENGES FOR COMPANIES

The average reputation score for companies has fallen to its lowest point in seven years, highlighting that it is becoming increasingly difficult for businesses to earn reputational praise. Environmental sustainability and corporate citizenship are no longer differentiators but expected baseline behaviors.

SECTORS WITH HIGHEST CONSUMER EXPECTATIONS

Consumers have different expectations for different industries. For example, the food and retail sectors are expected to focus on worker wages and environmental supply chain management, while healthcare companies are tasked with addressing health equity and accessibility.

For more than 50 years, Porter Novelli has worked at the intersection of purpose and value creation for brands and organizations around the world. We learned that a brand’s reputation – the way its stakeholders understand and support it – is driven by consistent delivery across three key dimensions: performance, quality, and purpose. We call this Doing Business Better.

We have been conducting consumer research every year for the PPR. The data in this, our seventh, year continue to show that purpose is an integral driver of a high reputation score. Results from the 2024 PPR show that the majority, nearly two-thirds, of consumers believe companies are better equipped than the government to solve major issues (65%), with Millennials holding an even stronger opinion in that regard (71%).

Consequently, we are also seeing an emerging trend that points to a more expansive expectation of companies – the shifting of focus on a company’s behavior to the concept of a company as an enabler. Specifically, Americans are four points more likely to say that companies should encourage consumers to address social and environmental issues today than in 2023 (69% vs. 65%).

What’s shifting this year is that the expectation is growing for companies to help consumers live more sustainable lives, take action, and adopt new behaviors. They want brands to help. Their aperture of expectations has widened from operational to enabling. This means that consumer-facing companies and retailers can now focus product and program innovation, as well as marketing messaging, on the environmental and social impacts that their products enable because consumers are looking for just that.

This trend is most noticeable with the Gen Z segment. As a generation that has grown up amid eroding trust around foundational societal institutions – the courts, the criminal justice system, the church, the news media – Gen Z has fewer expectations that companies will behave in responsible ways versus other generational cohorts. Despite two-thirds of Gen Z agreeing companies should prioritize purpose over profit, they are less fervent in those beliefs than older cohorts (67% of Gen Z believe this compared to 76% of the general population).

It’s not that they don’t believe companies should be operating in socially valuable ways – they do. They just don’t seem to put the responsibility as squarely on corporate America as do older generations. Instead, they have higher expectations of themselves, as they look to companies to help **provide ways for them to live their values.**

In the current pushback era where social media and legal activists are demanding companies back away from climate commitments or DEI programs, it is clear from our research that the average person still wants companies to participate in creating a thriving and equitable society.

The research shows 79% of respondents want companies to show how they are making progress on commitments and 76% want companies to demonstrate purpose beyond profit, despite what anti-woke and anti-ESG activists might have us believe.

When asked to rate issues overall across social and environmental concerns, respondents indicated that the highest-ranked issue companies should address is paying a living wage (54%) followed by making products accessible to everyone.

TOP ISSUES PEOPLE WANT BUSINESSES TO ADDRESS

54%

LIVING WAGE

39%

MAKE SURE PRODUCTS ARE AVAILABLE TO EVERYONE

EXECUTIVE SUMMARY

When it comes to Purpose, and the way companies are making an impact, consumers indicate they want companies to:

79%

DEMONSTRATE THEY ARE FOLLOWING THROUGH ON PURPOSE

72%

TALK ABOUT THEIR COMMITMENTS ALL YEAR LONG

When looking at what issues consumers want companies in different industry sectors to address, the results offer specific guidance to companies about what their consumers believe is the biggest issue facing that sector. For companies in the food and beverage and retail sectors, consumers believe their greatest responsibility is to pay their workers a living wage and manage the environmental challenges in their supply chain. For healthcare companies and pharmaceutical manufacturers, their customers are expecting them to address health equity and then ensure their drugs, devices and services are accessible to everyone.

This year, we also explored the intersection of brand activities and the ways in which consumers want companies to help

them live more sustainable lives. Knowing more about the activities that people are willing to adopt gives brands insight into what product features to highlight in marketing, or what packaging or product innovation will get the greatest response.

Buying reusable products that last longer is the top ask consumers (44%) have of brands in the coming years. Accessibility appears as a top issue (30%), as well – consumer insist they want to buy from companies who ensure ALL customers have the same access to products.

Overall, Purpose continues to have a strong effect on reputation, and brands who authentically deliver beyond profit and provide value to society or the environment are rewarded with loyal customers, engaged employees, and locales that want them to be part of the community.

Brands with a clear purpose and proven commitment to creating a thriving planet and equitable society have a competitive edge in maintaining stakeholder loyalty. Alongside strong performance and quality, this is what we mean when we say Doing Business Better.

JILLIAN JANACZEK
Porter Novelli Global CEO

The Fierce Urgency of Now

While we have been monitoring reputation on 17 dimensions for the past seven years, this year the Purpose Priorities Report is more relevant (and urgent) than ever before.

Corporate reputation is more critical than ever in 2024, primarily due to **economic uncertainty and geopolitical instability**. In such volatile conditions, **a strong reputation can stabilize a business**, helping it attract top talent, weather downturns, and maintain consumer trust. Companies with a clear Purpose and long-term commitment to societal and environmental goals have a competitive edge in maintaining customer loyalty.

Heightened consumer awareness also drives the urgency. Millennials and Gen Z increasingly demand that businesses address social and environmental issues, with 65% believing companies are better equipped than governments to solve these challenges. As traditional institutions lose trust, consumers look to corporations to be agents of change. Failing to meet these expectations risks market share and consumer loyalty.

The digital age amplifies reputational risks. Social media and real-time scrutiny mean corporate missteps can quickly go viral, leading to lasting damage. In contrast, companies that authentically communicate Purpose-driven actions are rewarded with stronger engagement, higher customer loyalty, and increased forgiveness for mistakes.

Cultural polarization adds further complexity. Despite backlash from anti-ESG and anti-woke activists, most consumers (79%) still want businesses to make progress on purpose-driven commitments. Companies must navigate these divided expectations while staying true to their core values, as misalignment can alienate key customer bases.

In short, corporate reputation is essential as a new “CEO Dashboard” or “Brand Health Indicator” in a world of economic volatility, rising consumer expectations, and instant digital scrutiny.

Purpose is no longer optional; it’s critical for business survival and success.

Reputation & Brand Value: The Purpose Premium Proven

Through our decades of work in corporate reputation, we identified 17 attributes that, when done successfully, ensure a strong reputation.

We then developed a statistical cluster analysis designed to organize the attributes into groups based on the similarity of the data with each attribute categorized into one of three pillars of reputation – **Quality, Performance, and Purpose.**

For all seven years of the PPR, a consistent pattern has emerged: The priority issues and how brands choose to support them may change based on what is happening in culture, 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.** The importance of Purpose is its ability to drive value over time and reputational lift year-over-year.

The 17 attributes tested include:

QUALITY

Quality Products/Services, Reliable, Secure, Customer-Focused, Trustworthy, Affordable, Well-Run & Managed

PURPOSE

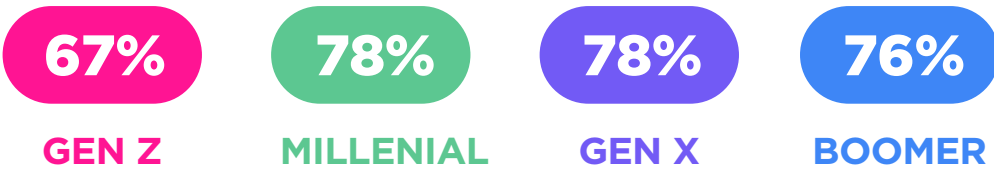
Transparent, Socially Responsible, Environmental, Inclusive, Employer of Choice, Philanthropic, Advocacy

PERFORMANCE

Innovative, Creative, Profitable

CONSUMERS BELIEVE COMPANIES:

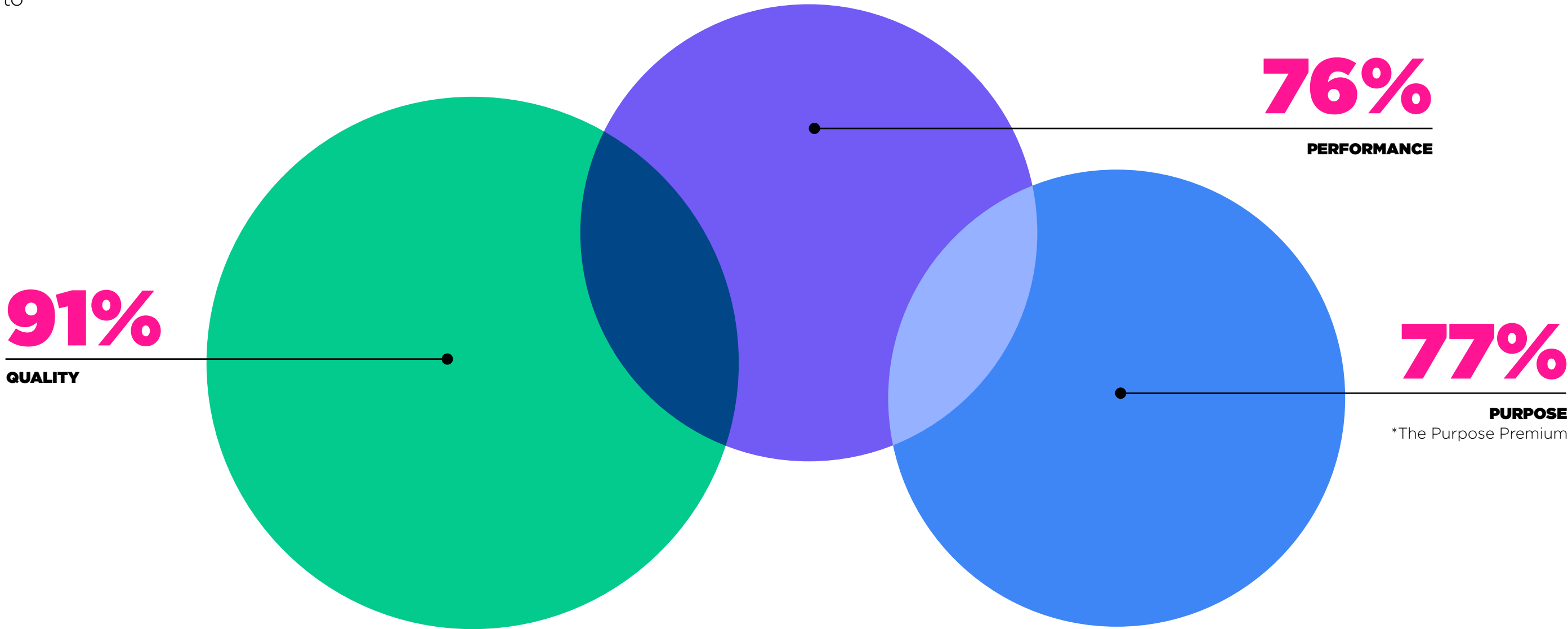
Have a responsibility to deliver Purpose beyond profit (76%)



Are better equipped than government to solve social and environmental issues (65%)



CORRELATION OF REPUTATION DIMENSIONS WITH OVERALL REPUTATION



2024 Results: Top Brands and The Most Challenged

Average PPR scores are at their lowest in the past seven years as Doing Business Better has evolved from implementing operational environmental improvements or supporting niche social causes with philanthropic commitments to addressing increasingly enigmatic, sometimes monolithic human rights issues (equity, living wages, accessibility, etc.) that can be divisive and difficult to define. Regardless, consumers continue to have high standards for, and expectations of, companies as reputational kudos have become harder to earn. Environmental sustainability and corporate citizenship are now points of parity, and companies must work even harder to win over consumers who have become stingier with their praise.

CORPORATE AVERAGES



This year we expanded the top-rated companies list from 10 to 15 to show the breadth of industries that consumers are rating highly – across retail, apparel, finance, beauty products, consumer tech and grocery. Nintendo tops the overall reputation list buoyed by high quality, profitability, and creativity scores, all contributing to a reputation score of 7.40, nearly a full point higher than the corporate average. Nintendo also shows up on our top Purpose companies list at No. 5 – the second time Nintendo has made both the top Reputation and top Purpose companies list since our study

began in 2018, as well as on the Top Quality and Performance lists. Nintendo’s strongest Purpose attributes were “employer of choice” and “transparency,” which is no surprise as both these facets are front-and-center on the [company’s CSR page](#) that notes, “It is crucial that we, as a global company, create a work environment that empowers our employees, who are the source of our competitive edge.”

Nintendo is not alone in appearing across all four top companies lists. In fact, five of our top 15 Reputation companies appeared on all lists, demonstrating the boost in reputation that can be attributed to leading with Purpose, Quality and Performance. In 2024, Amazon topped the Purpose list, and was No. 3 on the overall Reputation list. It received higher overall Purpose marks for “inclusivity” and “advocacy,” and just launched the results of its [Amazon Racial Equity Audit Report](#), calling out its “Affinity Groups,” or ERGs, and career-advancement opportunities as areas that help drive inclusion. For Reputation, Amazon leads in “customer-focused,” “affordability,” and “profitability.”



Consumers’ Top-Rated Brands that are Doing Business Better

At the other end of the list are this year’s most challenged companies. In 2023, AB InBev fell to the bottom in the wake of anti-woke backlash toward its Bud Light brand’s partnership with transgender influencer Dylan Mulvaney, which led to massive boycotts. As consumers have moved past their vitriol toward Bud Light, AB InBev’s reputation has begun to rebound, moving from 5.29 in 2023 to 6.00 in 2024. Taking its place with the lowest reputation score in 2024 is Boeing with a grim 4.88 overall Reputation score – it was at a 6.78 in 2023.

This precipitous downturn is consumers’ response to ongoing news of faulty manufacturing practices, employee furloughs, and executive mismanagement. Boeing joins long-time reputational ruts Wells Fargo, Comcast and Facebook (Meta) who have yet to make it out of the bottom 10 in corporate Reputation since we began tracking in 2018.



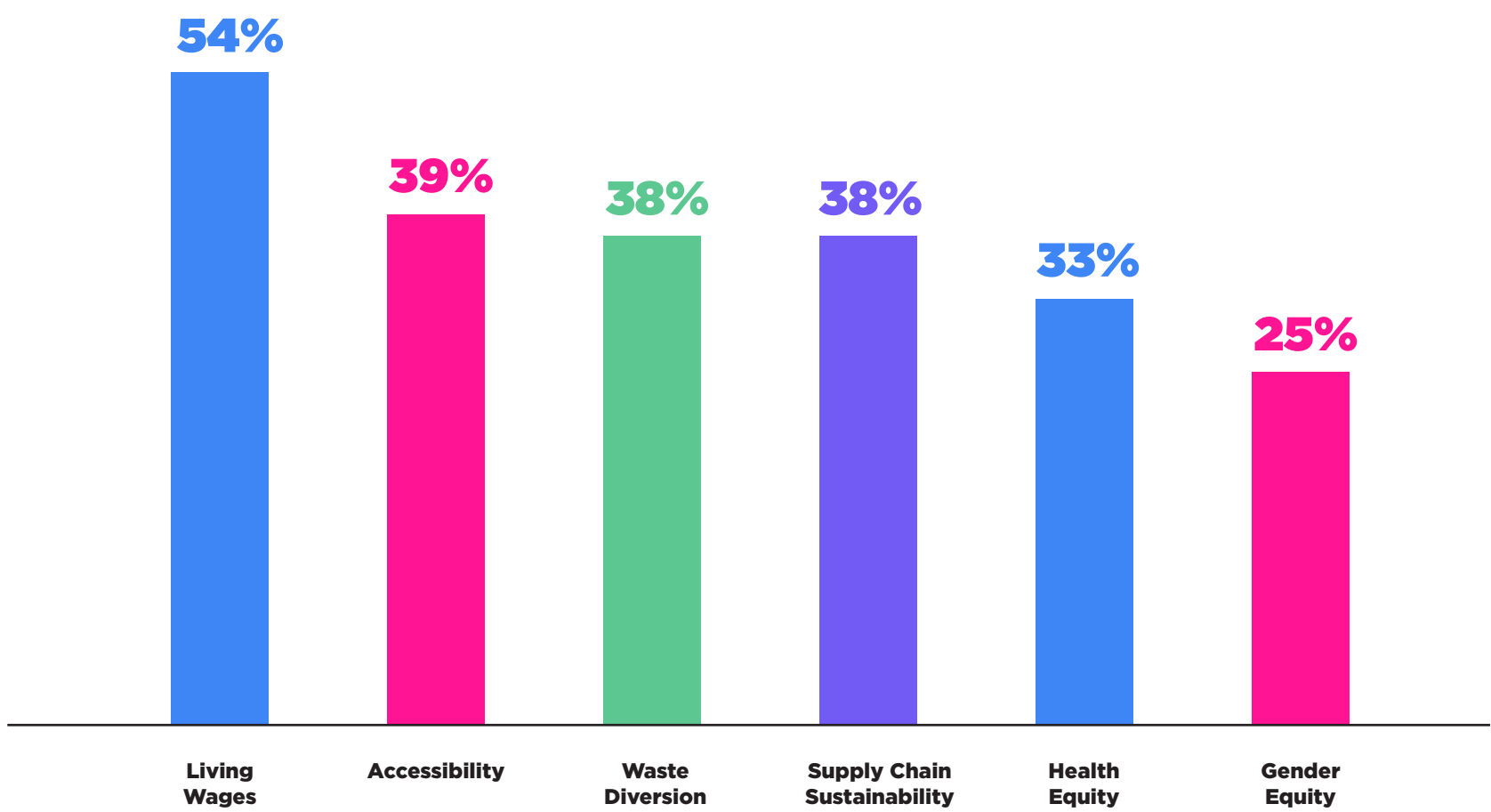
	REPUTATION TOP 15	QUALITY TOP 15	PERFORMANCE TOP 15	PURPOSE TOP 15
01	Nintendo (3)	Amazon (7)	Nintendo (3)	Amazon (7)
02	John Deere (5)	Fidelity (3)	Amazon (7)	Patagonia (2)
03	Amazon (7)	Nintendo (3)	Apple (7)	Whole Foods (1)
04	Fidelity (3)	Texas Instruments (3)	Microsoft (7)	Microsoft (7)
05	Patagonia (2)	John Deere (5)	Nvidia (2)	Nintendo (3)
06	Microsoft (7)	PayPal (6)	LEGO (2)	Wegmans (3)
07	Wegmans (3)	Unilever (3)	John Deere (5)	John Deere (5)
08	Caterpillar (7)	Costco (7)	Fidelity (3)	Unilever (3)
09	Texas Instruments (3)	LEGO (2)	Unilever (3)	Texas Instruments (3)
10	Estée Lauder (3)	Vanguard (1)	Mattel (3)	Heineken (1)
11	Clorox (3)	Clorox (3)	Samsung (3)	LEGO (2)
12	Samsung (3)	IHG Hotels & Resorts (1)	Patagonia (2)	Citizen's Financial (1)
13	Costco (7)	Patagonia (2)	LG (3)	Trader Joe's (3)
14	Trader Joe's (3)	Samsung (3)	Merck (7)	Roche (1)
15	LEGO (2)	Lowe's (7)	IBM (7)	Publix (7)

* Company names in bold appear across all four Top 15 lists
+ Numbers in () indicate how many years the company has been listed in the PPR

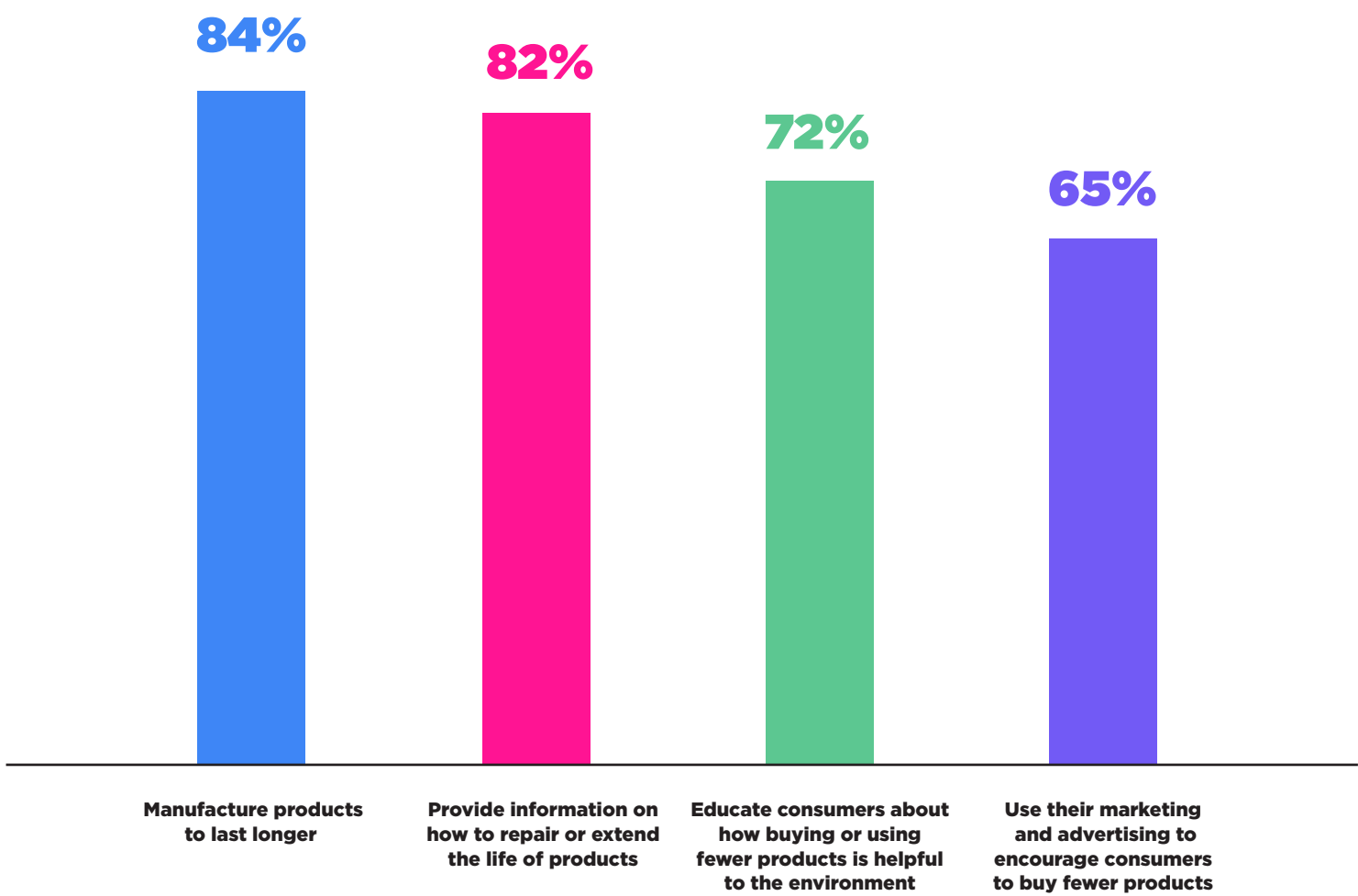
Consumer Priorities: Where Brands Can Engage

This year's research includes information about what actions consumers are willing to take when it comes to sustainable behavior – and what they want from brands to help them do that. And how they will reward brands that demonstrate leadership.

The Issues Consumers Believe Companies Should Address Include:



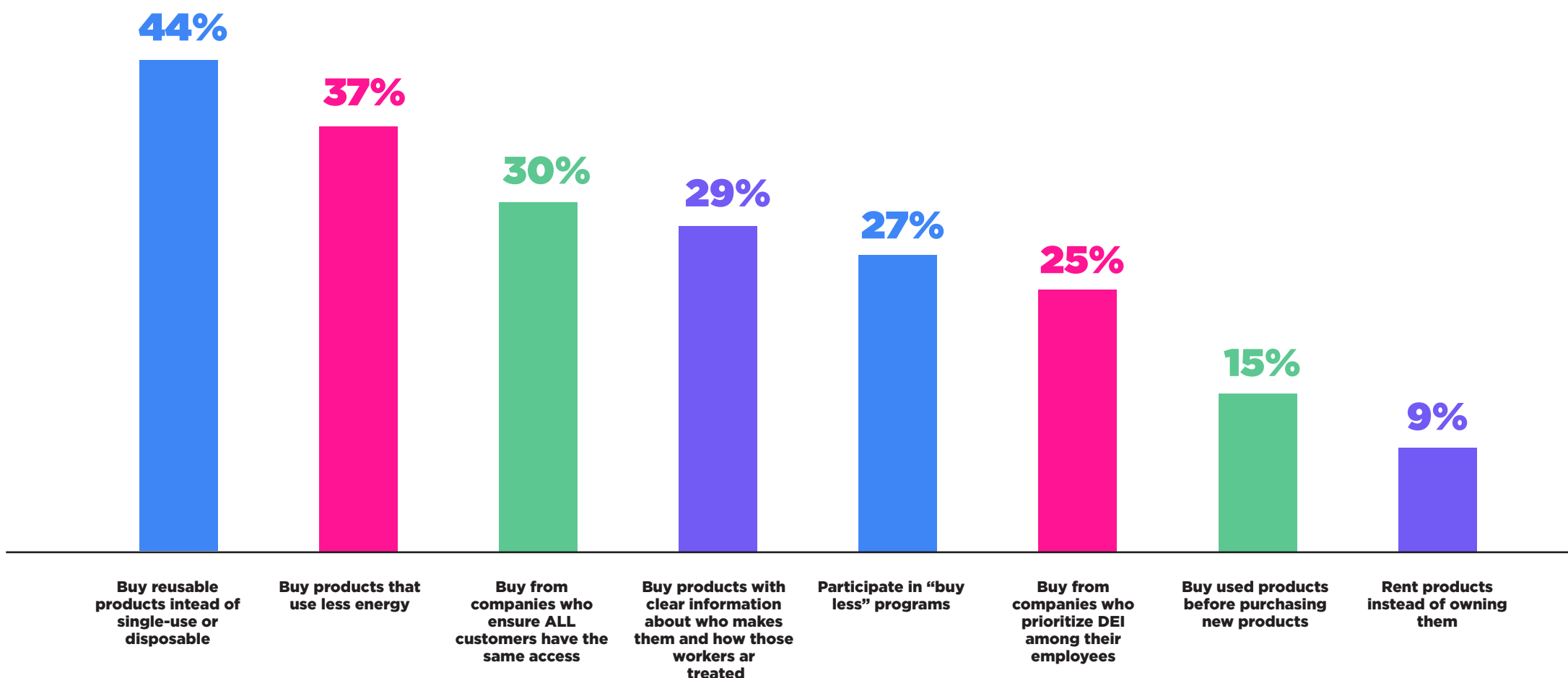
Consumers Believe Companies Have a Responsibility To:



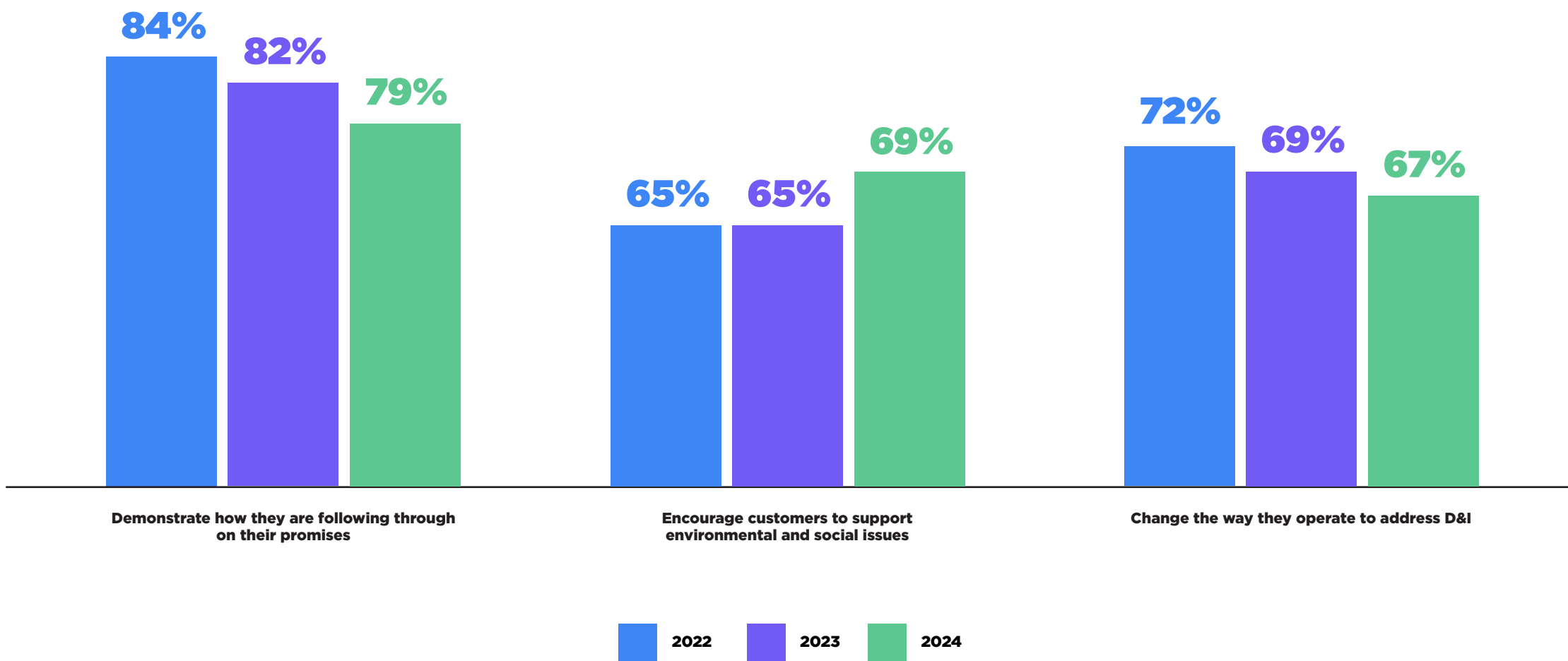
When we compare consumer attitudes over the last several years, we see an overall – albeit small – downward trend in the expectations that companies demonstrate how they are following through on their commitments – 79% in 2024 versus 84% in 2022. Where we do see an increase is consumers looking for companies to create ways for them to engage with the brand on environmental or social issues.

For product designers and program innovators, we believe this signals a willingness on the part of consumers to participate in product take-back, refill, and reuse initiatives. These data match recent [research from Bain](#) where 76% of respondents said “that a sustainable lifestyle is important because their actions have an impact. However, consumers have trouble figuring out how to live sustainably and look to brands and retailers, in addition to government, to help them.”

What Consumers Want Companies to Help Them Do:



Consumers Expect Companies To:





Industry Insights

When we look at specific industry sectors, consumer attitudes about the issues they want companies to address and the environmental or social actions they want help from brands changes for each of four key sectors: Retail & Apparel, Food & Ag, Consumer Tech, and Healthcare and Pharmaceutical Manufacturers.

Retail

Purpose is the grounding force helping retailers stay anchored to customers and employees in an unsteady year of slowed spending, evolving labor trends, and cultural change at the speed of TikTok. Our colleagues often say, **“When you know who you are, you know what to do.”** Retailers that know their purpose can find deeper connection to customers, authentically engage their employees, and find unexpected sources of brand growth.

With the rising cost of household goods, customers have deeper cynicism that retailers are looking out for them – they wonder if inflation is just an excuse to make more money. A clear purpose demonstrates retailers’ intentions, with the receipts to back it up. That proof may be stories of their product origins, their community initiatives, loyalty programs rooted in purpose, inclusive product lines, and partnerships that help society.

This year, **LEGO (No. 15 overall)** announced several initiatives that deliver on its purpose of inspiring and developing the builders of tomorrow. The company was thorough in communicating about these programs and received media coverage and online engagement throughout the year.

- **Build the Change: new challenges and topics, such as helping children design more inclusive spaces, available at LEGOLAND Discovery Centers worldwide.**
- **Research on societal trends: its global study on the trends that affect children’s creative confidence found that pressure to be perfect and everyday vocabulary can hold children back.**
- **International Day of Play: helped the UN General Assembly adopt an International Day of Play, celebrated for the first time on June 11, 2024.**

Food & Ag

The food, agriculture, and nutrition sector is facing a perfect storm of challenges. Food insecurity is on the rise, exacerbated by rising food prices, supply chain disruptions, and climate change. Simultaneously, consumers are increasingly demanding transparency, sustainability, and ethical practices in the food system. This shift in consumer behavior presents a significant opportunity for businesses to differentiate themselves and contribute to a more just and sustainable future. To meet the evolving needs of stakeholders, food retailers and suppliers must prioritize Purpose-driven

initiatives. Initiatives such as regenerative agriculture, plant-based alternatives, food waste reduction, ethical labor practices, and food equity are gaining traction as consumers seek healthier, more sustainable options – all while trying to balance their purchase decisions against the rising food costs impacting their personal wallet.

Many companies in the food, agriculture, and nutrition sector are actively addressing these challenges by investing in sustainable practices, prioritizing ethical sourcing, developing innovative products, improving supply chain transparency, supporting local communities, and reducing food waste. These efforts not only contribute to a more just and sustainable future but also enhance brand reputation and long-term success.

The grocery sector, with its range of products that are literally consumed, was one of the first industries to see the rise of sustainability over 20 years ago as a key element in purchase intent and consumer loyalty. Grocers that can provide information on food safety, sourcing, farmer well-being, and even packaging reduction have consistently given reputational lift to brands like Whole Foods (No. 40 overall) and Wegmans (No. 7 overall).



Consumer Tech

Technologies have quickly become part of everyone's lives, changing the way we work, live, play, and connect with each other. Even many traditional household appliances have become smart devices, thanks to the evolution of the Internet of Things. As such, consumers are developing relationships with, and judgement on, consumer technology brands, much like how they make consumption choices in other categories.

Consumers expect technology companies to help address the following pressing issues: living wages (50%), supply chain sustainability (45%), accessibility (43%), and waste diversion (42%). These priorities are in line with their expectations of companies in pharmaceutical and health, food and beverage industries, retail and apparel, automotive, and communications.

These expectations also extend to their beliefs on how consumer technologies can help them make better consumer decisions. They want demonstrated action. For example, consumers expect companies to help them buy products that use less energy (37%), ensure all consumers have the same access (30%), and provide clear information about who makes their products, and how those workers are treated (29%). Within these areas, consumers of different age groups differ in their priorities. For example, 49% of Boomers want products that use less energy, the highest among all age groups, compared to 27% of Gen Z. However, their expectations on manufacturing information are reversed, 33% of Gen Z versus 25% of Boomers.

The insights, in turn, can inform the consumer technology industry on how companies should approach product design and lineup, marketing, and operational issues. For example, like the apparel industry, consumer technology OEMs (original equipment manufacturers) are managing a complex global supply chain and multi-region manufacturing parties. Given the shifting consumer expectations, these companies are held accountable for not only how they operate but the partners they choose, and their partners' business practices and behaviors.

As the use of generative AI becomes mainstream, consumers' expectations of technologies will likely evolve, as well. While delivering workers living wages and making technologies accessible are two pressing priorities today, consumers may demand more. Technology companies are likely to be expected to create new opportunities and training for workers disadvantaged or replaced by generative AI. As AI and other technological advancement continue to improve design engineering, it may not be enough for smart devices to be only smart, in the future, but also be more attuned to consumers' accessibility needs.

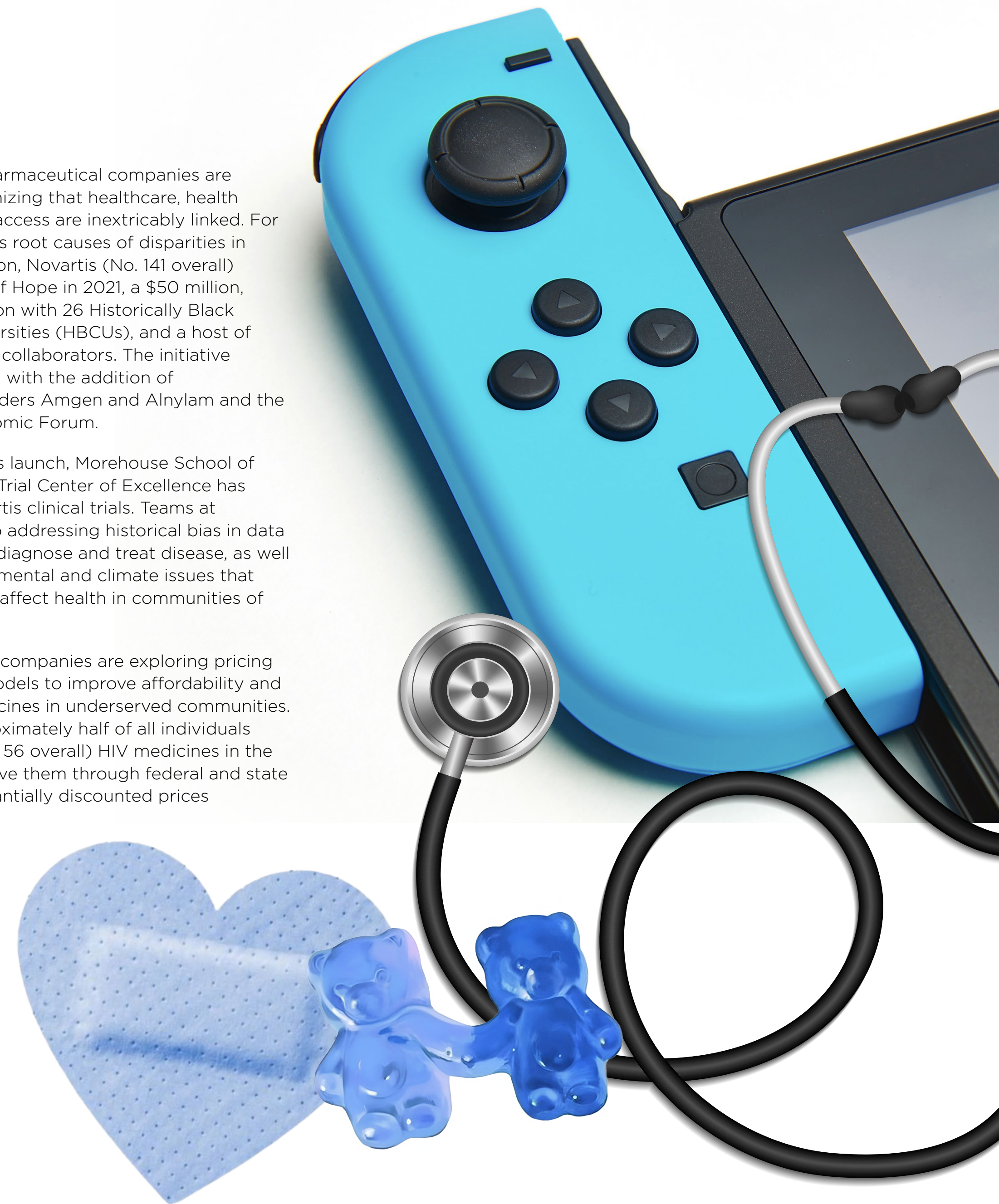
Nintendo's (No. 1 overall) purpose is "to put smiles on the faces of everyone we touch." A factor contributing to its high Purpose score and great reputation is the company's longstanding commitment to opening the gaming world from one marketed almost exclusively to men, to one that appeals to a wider audience. The "Nintendo difference" is in building a reputation for promoting family-centric play and designing games that appeal to girls and women. The company has a legacy of reducing guts and gore in its games and the continual innovation around multi-player consoles that allow for family engagement. This enduring commitment to its Purpose – smiles on the faces of everyone – is a key element in its consistent appearance in the top reputation companies.

Health

Healthcare and pharmaceutical companies are increasingly recognizing that healthcare, health equity, and health access are inextricably linked. For example, to address root causes of disparities in health and education, Novartis (No. 141 overall) launched Beacon of Hope in 2021, a \$50 million, 10-year collaboration with 26 Historically Black Colleges and Universities (HBCUs), and a host of industry peers and collaborators. The initiative expanded last year, with the addition of pharmaceutical leaders Amgen and Alnylam and the Global Black Economic Forum.

Since the initiative's launch, Morehouse School of Medicine's Clinical Trial Center of Excellence has initiated four Novartis clinical trials. Teams at Morehouse are also addressing historical bias in data standards used to diagnose and treat disease, as well as tackling environmental and climate issues that disproportionately affect health in communities of color.

In terms of access, companies are exploring pricing and distribution models to improve affordability and availability of medicines in underserved communities. For instance, approximately half of all individuals taking Gilead ((No. 56 overall) HIV medicines in the United States receive them through federal and state programs at substantially discounted prices





Actionable Strategies

Cultivate Consumer Momentum

The 2024 PPR clearly shows consumers are ready to take actions that brands can make possible with product innovation or programs like take back, refill, or reuse. Consumers are increasingly adopting behaviors and habits to save money that are also more sustainable, like walking more and driving less, acquiring and customizing secondhand clothing, and extending the use or repair of products. It's now up to product designers and marketers to meet them where they are.

Consistency is Key

Being consistent is critical to ensuring your stakeholders not only trust you (i.e., you do what you say and close your Say/Do Gap) but also understand the story. It's how a company becomes known for something. This means consistency of behavior and consistency of communication. There's a principle in storytelling that's a riff on an Aristotle quote about rhetoric and speech-making: "Tell them what you're going to tell them, tell them what you told them, and tell them again."

Break Purpose Out of Its Silo

When Purpose works across your entire business, you can unlock its full potential – from innovation and employee happiness to customer loyalty and market share. When it stays in a CSR-ESG-DEI silo, it's not truly a Purpose that will power your business and shape your reputation.

Know Your Stakeholders

As noted in the report, expectations for how business behaves and which issues they address vary across industries. This brings into sharp focus how important it is for a business to know – and align with – its stakeholders. Tools and technology for gauging internal and external stakeholder sentiment mean a company does not need to guess, and by regularly pulsing its audiences, it can stay connected and engaged on what matters most.

This year's research has many more nuggets of information that can be sliced by generation, employer sector, and within peer sets of competitors.

If you are interested in seeing more or a customized look at consumer data relevant to your business, please reach out to PPR2024@porternovelli.com

Methodology

The 2024 Purpose Priorities Report presents the findings of a survey designed and executed in August 2024 among an online sample of 7,000 American adults, ages 18+. The study was fielded by Dynata. Respondents were asked to rate up to four companies they are familiar with and able to evaluate (positively or negatively), with each company rated by an average of 140 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 17 attributes of reputation: quality, reliable, secure, innovative, profitable, well run and managed, socially responsible, customer focused, trustworthy, environmental, philanthropic, affordable, inclusive, creative, advocates, transparent, and employer of choice.

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 6.50. Quality scores averaged to 6.24, Performance averaged to 6.19, and the Purpose average was 5.80. Only companies with a consumer familiarity of 30 percent or more were ranked for overall Reputation, Purpose, Performance, and Quality 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.

LIST OF COMPANIES

3M	CHARLES SCHWAB	GENERAL MILLS	LEGO	OPENAI	TD BANK
AB INBEV	CHARTER COMMUNICATIONS	GENERAL MOTORS	LEVI STRAUSS & CO.	ORACLE	TESLA
ABBVIE		GILEAD SCIENCES	LG	PANASONIC	TEXAS INSTRUMENTS
ABERCROMBIE & FITCH	CHEESECAKE FACTORY	GOODYEAR	LIBERTY MUTUAL	PATAGONIA	TJX
ADIDAS	CHIPOTLE	H&M	LILLY	PAYPAL HOLDINGS	T-MOBILE
ADOBE	CISCO SYSTEMS	HASBRO	LINKEDIN	PENSKE	TOYOTA
AFLAC	CITIGROUP	H-E-B	LL BEAN	PEPSICO	TRADER JOE’S
ALBERTSONS	CITIZENS FINANCIAL GROUP	HEINEKEN	L’OREAL	PETSMART	TRUIST FINANCIAL
ALLSTATE	CLINIQUE	HERSHEY CO.	LOWE’S	PFIZER	TYSONS FOODS
ALPHABET	CLOROX COMPANY	HEWLETT PACKARD	LVMH	PROCTER & GAMBLE	UBER TECHNOLOGIES
AMAZON	COCA-COLA	HILTON	MACY’S	PROGRESSIVE	UNILEVER
AMERICAN AIRLINES GROUP	COLGATE-PALMOLIVE	HOME DEPOT	MARRIOTT INTERNATIONAL	PUBLIX	UNITED AIRLINES HOLDINGS
AMERICAN EXPRESS	COMCAST	HONDA	MARS	PURINA	UPS
AMGEN	NBCUNIVERSAL	HORMEL FOODS	MASTERCARD	REI CO-OP	US BANK
APPLE	COSTCO	HYUNDAI	MATTEL	RITE AID	USAA
ASTELLAS	COX COMMUNICATIONS	HYATT HOTELS CORP	MCCORMICK & COMPANY	ROBLOX	VANGUARD
ASTRAZENECA	CVS HEALTH	IBM	MCDONALD’S	ROCHE	VERIZON COMMUNICATIONS
AT&T	DELL TECHNOLOGIES	IHG HOTELS & RESORTS	MEDTRONIC	SALESFORCE	VERTEX PHARMACEUTICALS
AUTONATION	DELTA AIR LINES	IKEA	MERCEDES-BENZ	SAMSUNG	VISA
BANK OF AMERICA	DHL	INSULET	MERCK	SANDOZ	VOLKSWAGEN
BAYER	DIAGEO	INTEL	META PLATFORMS	SANTANDER	
BEST BUY	DICK’S SPORTING GOODS	J.CREW	MICHELIN GROUP	SAP	WALGREENS BOOTS ALLIANCE
BJ’S WHOLESALE CLUB	DISCOVER	JM SMUCKER	MICROSOFT	SEPHORA	WALMART
BLUE ORIGIN	DISNEY	JOHN DEERE	MODERNA	SHISEIDO	WASTE MANAGEMENT
BMW	EBAY	JOHNSON & JOHNSON	MOLSON COORS	SHOPIFY	WEGMANS
BOEING	ELECTROLUX	JP MORGAN CHASE	MONDELÉZ	SONY	WELLS FARGO
BRIDGESTONE	ESTÉE LAUDER	KAISER PERMANENTE	NESTLÉ	SOUTHWEST AIRLINES	WHATSAPP
BRISTOL-MYERS SQUIBB	FEDEX	KELLOGG CO.	NETFLIX	SPACEX	WHIRLPOOL
BROWN-FORMAN	FIDELITY	KENDALL JACKSON	NIKE	SPOTIFY	WHOLE FOODS
CAMPBELL SOUP CO.	FORD MOTOR COMPANY	KEURIG DR PEPPER	NINTENDO	STANLEY BLACK & DECKER	WILLIAM GRANT & SONS
CANON	FRIDGIDARE	KIA	NORDSTROM	STARBUCKS	WILLIAMS-SONOMA
CAPITAL ONE FINANCIAL	GAP INC.	KIMBERLY-CLARK	NORTHWESTERN MUTUAL	STATE FARM INSURANCE	YOUTUBE
CARMAX	GEICO	KOHL’S	NOVARTIS	TACO BELL	YUM BRANDS
CATERPILLAR	GENENTECH	KRAFT HEINZ	NOVO NORDISK	TAKEDA	
		KROGER	NVIDIA	TARGET	

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Corporate Reputation and the Role of Purpose in a Pushback Era

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