


Reputation management:

# Protecting public profiles

**“Glass, china and  
reputation are easily  
cracked and never  
well mended”**

Benjamin Franklin

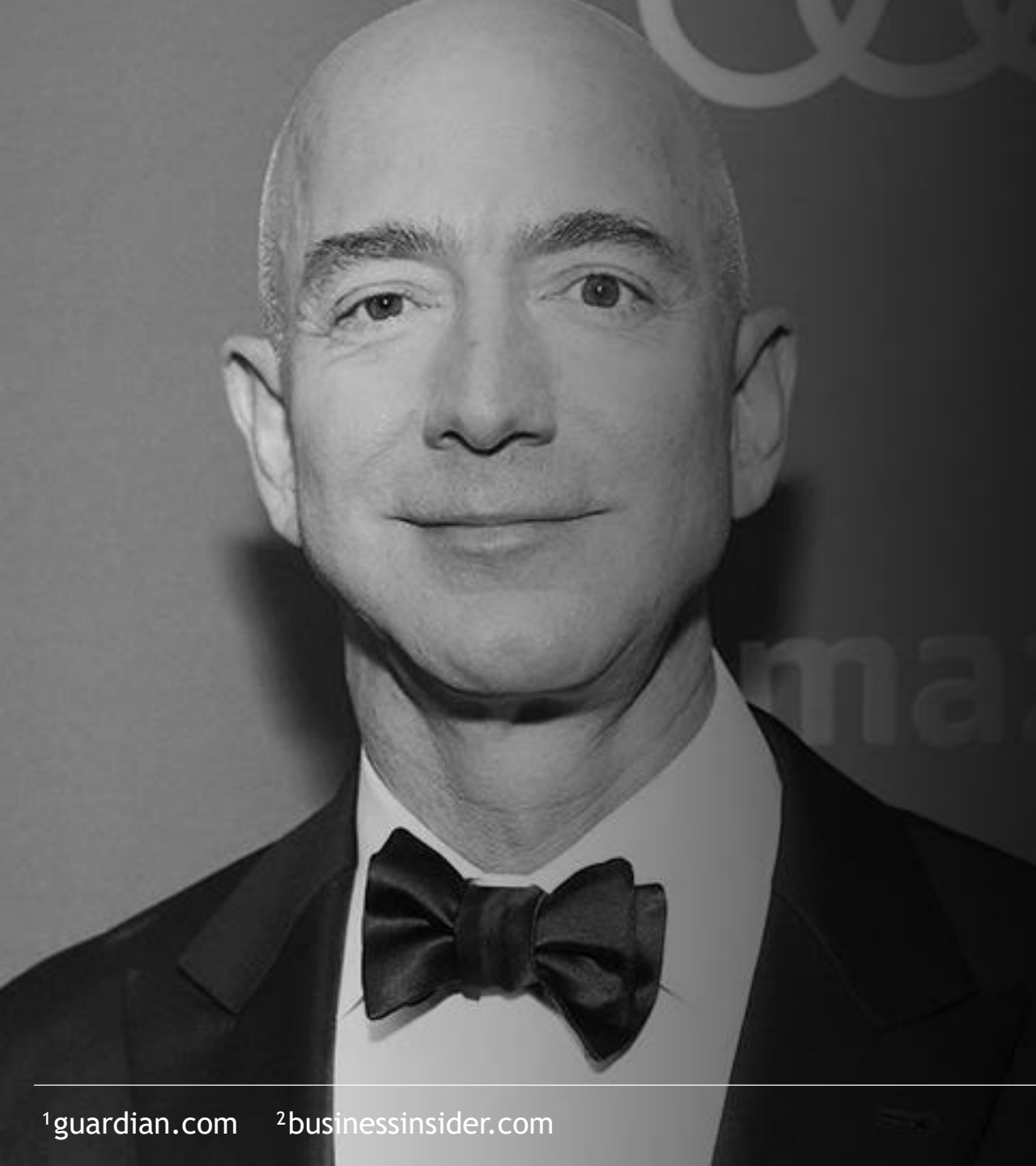


How protected  
is your public  
profile?

A young boy is crouching in a dark industrial setting, possibly a factory or warehouse. He is looking directly at the camera with a serious expression. The background is filled with large pipes, machinery, and structural elements, creating a complex and somewhat somber atmosphere. The lighting is low, highlighting the boy's face and the textures of the industrial environment.

Do you really know  
**where & how**  
your products are  
made?

These brands thought  
they did...



# amazon

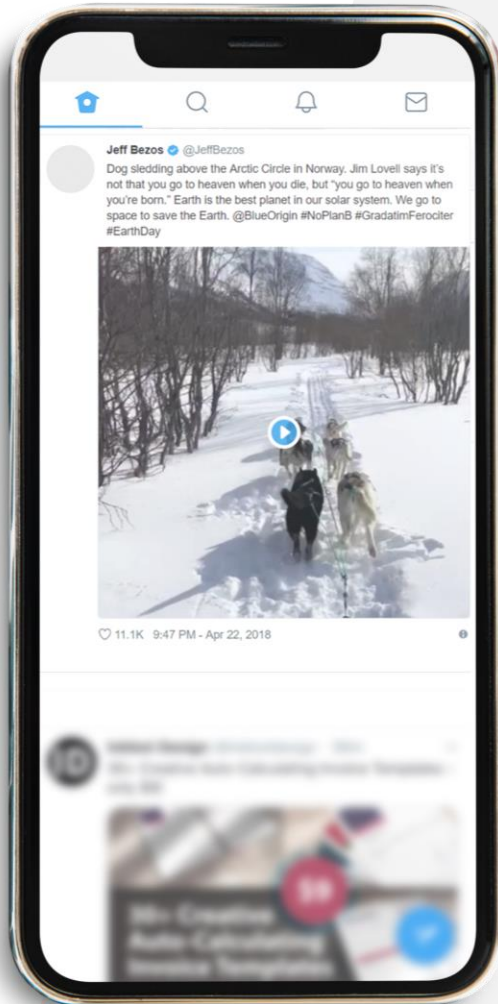
- \$59.7b Sales Q1 2019<sup>1</sup>
- CEO Net worth circ. \$112b<sup>2</sup>





# However...

- Exposed unethical practices in UK
- Strike action taken by US employees warehouse conditions and low wages



# During the PR turmoil...

- Tweet on World Earth Day
- Celebrity backlash
- Online PR storm from the public

## REPORTED RESULT:

Increased wages for staff, time and money defending conditions





# To Bangladesh

- Rana Plaza
- Factory Collapsed
- Garment factory
- Used by well known high street brands

GAP

MATALAN

PRIMARK®

MANGO

## Back home...

- Highlighted to the world the poor working conditions
- PR and Brand disaster

### REPORTED RESULT:

Circ. 1k killed, circ. 2.5k injured, £24m donation to compensation fund

# McDonald's

- Serves 68m customers a day<sup>3</sup>
- 100% Outsourced Supply Chain<sup>3</sup>
- Invested heavily in Supply Chain education
- Often face PR backlash

The background of the slide features two white McDonald's cups with clear plastic straws. The cup on the left has the golden arches logo, and the cup on the right has the 'McDonald's' logo. The scene is set against a dark, textured background, possibly a wall with a light fixture.

# Victim of pressure?

- Growing concerns over plastics
- Heightened focus from celebrity endorsement
- Move from plastic to paper straws

## **REPORTED RESULT:**

Consumer backlash as paper straws are not recyclable

So, where did they  
go wrong?

**“It takes many good  
deeds to build a good  
reputation and only one  
bad one to lose it”**

Benjamin Franklin



# What happened?

- Commercial pressures?
- Unaware of supply chain practices?
- Ignored need for responsible supply chain?
- Didn't holistically consider the impact?

# ‘Greenwashing’

- Harnessing consumers desire of ‘environmentally friendly’ or ‘sustainable’ products or practices for corporate financial gain
- Making changes to a business or product’s claims to meet consumer need, not what is for the best

# It pays to be socially responsible.

66%

would pay more.<sup>4</sup>

73%

are paying more.<sup>4</sup>

**How do you protect  
your public profile?**

# Best protection

- Know your supply chain
- Use audited suppliers
- Approach holistically



# Know your supply chain

- Full visibility of end to end process
- Clear accountability for each stage
- Frequent reviews to ensure standards are met





# Use audited suppliers

- Internationally accredited auditors
- Ensure employees are treated fairly
- Visit the facilities to restrict risk



# Approach holistically

- Avoid quick fixes
- Consider sustainable materials
- Understand the production process
- Fully review alternatives

**Be proactive,  
not reactive!**