

Authenticity:Gap

A Product of FleishmanHillard



WHAT IS IT?

The Authenticity Gap insights can be used to address a spectrum of brand and reputation needs, including:

Differentiating for industry leadership

Identifying strengths and weaknesses for reputation recovery

Strategic business planning

Mission, vision, values development

KPI in measurement dashboard

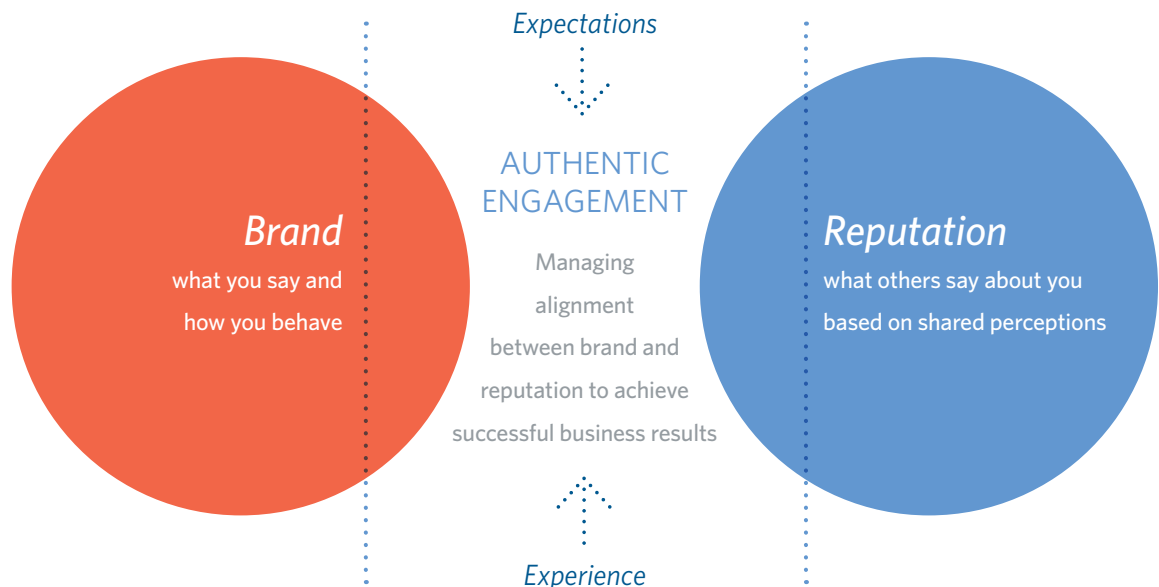
Building business case for additional resources

Government and community affairs strategy building

Cultural integration with employees

The Authenticity Gap is a methodology to help companies understand and proactively manage the gap between audiences' expectations and actual experiences with a company or brand. The insights allow organizations to create true relationships with their audiences - authentic engagement that drives progress and opportunity.

To succeed in a world where organizations and management are under increasing scrutiny, understanding expectations is fundamental. Companies must align what they say and how they behave (the brand) with the shared perceptions of others (the reputation). The pressure to bring brand and reputation together is driving the evolution of a new model, where the intersection of brand and reputation offers executives a new, single view of their organization.



HOW IS THE STUDY CONDUCTED?

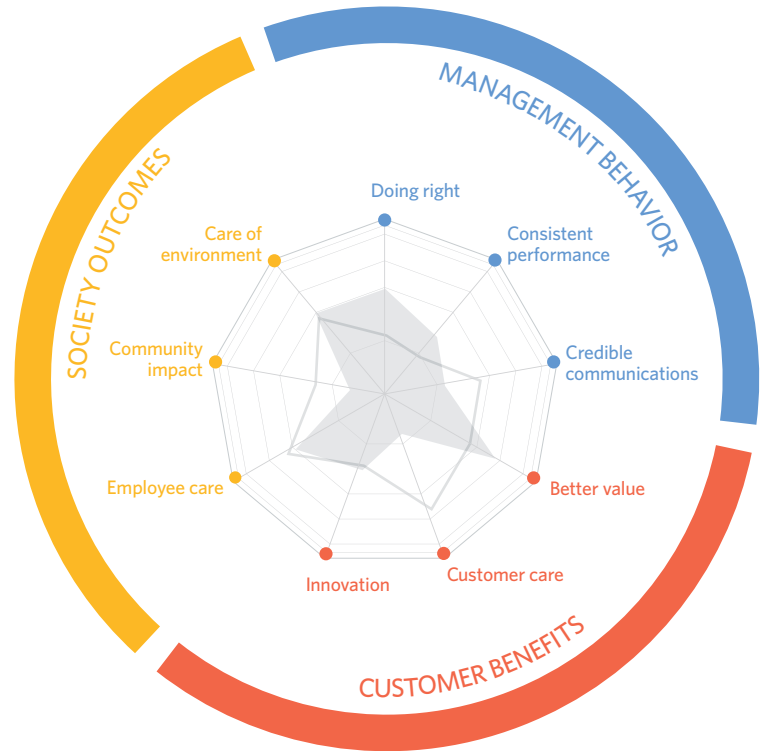
1 *Hundreds of brands studied across key product/service categories*



2 *Respondents rank their expectations and experience on Nine Drivers of Authenticity*

Our research is framed against the Nine Drivers of Authenticity – those attributes that most shape audiences’ perceptions and beliefs about a company. The drivers are tracked over time to monitor the organization’s current authenticity and momentum against key competitors.

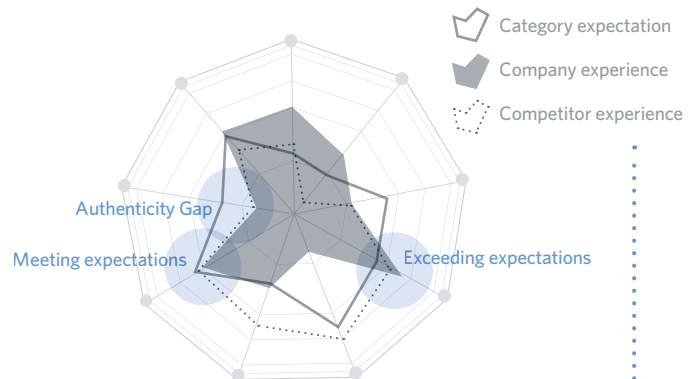
Together, these nine drivers provide a map to the agendas of today’s stakeholders and how they engage with a company. All findings are country-, industry- and brand-specific. The research was done in partnership with UK-based research firm Lepere Analytics and uses Lepere’s patent-pending methodology. Flipping the traditional recruitment methodology, Lepere identifies expert consumers who have a high level of interest, knowledge, engagement and influence in the specific industries they were questioned about in the survey.



These drivers map to stakeholder agendas and shape perceptions of a company

3 *Expectations and experiences are mapped and used to inform a company’s momentum against competitors*

Rather than a list of rankings like so many other research studies, our study gives communications and marketing executives actionable data they can use to shape their brands and business initiatives – thus addressing the Authenticity Gap.



MEETING EXPECTATIONS
ON 9 DRIVERS



EXCEEDING EXPECTATIONS
ON 1-2 DRIVERS

Reputation
Management



LEARN MORE

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