

The value of protecting your company's reputation.

THREE
TRILLION
DOLLARS

Value of the corporate reputations of the S&P 500—nearly 22% of its total market capitalization.¹



58%



of Apple's corporate value stems from its corporate reputation.¹

80%

chance in any 5-year window that there will be a month when a company loses 20% of its value.²

\$53

BILLION



The market value loss BP suffered in the year following the oil spill in the Gulf of Mexico. This did not account for cleanup, repair, legal or punitive costs.²

60%

of companies see a direct link from their reputation to customer loyalty, revenue and market share.³

FIFTEEN
PERCENT



Average **drop** in a company's value the year following a reputational incident where it was slow, failed to communicate, issued inadequate responses, refused to take responsibility or attempted to shift blame.²

57%



of marketing executives said their company does not have a crisis response plan in place.⁴

21%



Amount a company's value **increased** in the year after a reputational incident that was handled with prompt disclosure, transparency, honesty, the company taking responsibility for its actions and changing its behavior.²

¹Echo Research in association with Reputation Dividend.

²Oxford Metrica 2011 Reputation Review

³Reputation Institute's 2013 Global RepTrak™ 100

⁴B2B and Mower.