

# 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

