

# Marketing Communications Practices in the World's Most Ethical Companies

A Benchmarking Study of Culture, Leadership, Governance and Engagement



---

Ethisphere and our strategic brand communications partner, EthicOne, are embarking on a groundbreaking study of ethics and the role they play in the marketing and communications functions. Working with the World's Most Ethical Companies community, we are benchmarking the policies, procedures, values and practices that guide the communications functions of leading companies, enabling participants to gain deep insights into best practices among their peers.

The results will allow Chief Marketing and Communications Officers to share their leadership strengths, find gaps that may require resources, and position their teams to better deliver on the ethics imperatives of managements and boards. Our goal is to provide a benchmark and framework of best practices for the industry and help companies and organizations optimize their marketing and communications functions.

## Benchmarking Topics

The benchmarking study consists of fifty distinct data points over five categories, including:



### Values-Based Leadership

- Visibility of Leadership in Values/Ethics Communications
- Prioritization of Ethics in Communications
- Expectations and Consequences



### Winning Hearts and Minds (Culture)

- Clarity of Ethics Mandates
- Employee Engagement
- Employee Commitment



### Trust and Transparency (Stakeholder Engagement)

- Transparency and Authenticity in Communications
- Frequency and Reach of Communications
- Third-Party Engagement
- Reputation and Transparency



### Governance, Structure and Authority

- Governance
- Reporting Relationships
- Cross-Functional Integration
- Escalation Protocols for Ethics Concerns in Communications
- Globalization and Localization of Ethics Communications



### Communicating Your Ethics Leadership

- Sharing Your Ethics Certifications/Commendations with Stakeholders

## Approach

The study consists of a web-based survey followed by in-person interviews to gain critical context.

Milestones are as follows:

- Web-based survey issued to participants (+/- 30-minute completion time)
- Interviews (telephone and in-person, +/- 60-minute completion time)
- Results tabulation, report development and follow-up interviews
- Results report issued to participants
- Results report issued to industry

## Results

Each participating company will receive an in-depth report of the benchmarking findings, including:

- A detailed comparison of how their company's communications and marketing practices compare with their World's Most Ethical Companies peers.
- Case studies of select practices of leading companies to provide context and ideas.
- Recommendations for further strengthening their company's marketing and communications practices.

## Benchmarking Participation Levels

\$17,500 Founding Participants/\$8,500 Participants/\$1,500 Associate Participants  
(Detail of Individualized Analysis, Insights and Reporting varies by Participant category)

## Timing

June - Survey launch // July/August/September - Data Gathering // October - Report issues