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Dear Clients,

This is a time of significant upheaval in America. More than 200,000 Americans have died from COVID-19. At the same time, protestors have taken to the streets across the country demanding change and resolution to racial inequity and social justice issues. What does this mean for your company? How should you respond and what does your response mean to consumers? How does your company become a purposeful organization that connects with your targeted audiences? Especially when, for example, those audiences may react differently based on their age, gender, ethnicity and other factors. The answer isn't a single approach, but requires a comprehensive strategy informed by a deep understanding of the motivations and expectations of each audience segment.

The Blackstone Group's Corporate Civic Engagement Monitor is a quarterly syndicated study based on a representative sample of 2,000 US consumers. This study is a strategic tool that will enable your company to engage key stakeholders including employees, potential employees and consumers, as well as investors, shareholders, legislators, regulators, communities and the media.

Opportunities to Elevate Corporate Purpose

What makes this study unique is:

- Its implicit assumption that current events, regardless of how troubling, present opportunities for corporations to elevate their true purpose to society.
- A focused lens that couples health justice with social justice. This information enables companies to engage their stakeholders, as well as protect, promote and further build their brands.

Protecting & Promoting Your Brand

The findings show that some companies, especially those in the **Retail** and **Technology** sectors, like Target, Apple, Amazon and WalMart, are leading the pack in terms of corporate civic engagement. Others, especially those in the **Finance** and **Home Energy** sectors, do not fare as well in these measures.

One of the special interest reports from this study, **Generations**, shows that while companies have long expected Gen Z and Millennials to say it's important for corporations to be active and civically engaged, the reality is that there are times when even a larger percentage of Gen X, Baby Boomers and the Silent Generation are looking for the same thing.

Findings To Meet Changing Consumer Expectations

For example:

- Both Gen X and Baby Boomers are more likely than Millennials and Gen Z to boycott a company they think isn't doing its share to drive social justice.

- For health justice, these generations think it's important for companies to take steps to support their employees and protect customers through the COVID-19 pandemic.

On the other hand, Gen Z and Millennials are just not as trusting of companies across the board. They are more likely to put themselves on the line by directly **protesting** a company they think isn't doing its share to drive social justice. It's critical companies understand that consumers of all ages increasingly spend their dollars and their influence with organizations that share their world view. On a moment's notice, are willing to take-on those they think don't. Clearly, customer loyalty is integrally linked to **Corporate Civic Engagement**.

The **Corporate Civic Engagement Monitor** provides deep insight into the expectations of consumers, providing a valuable guide for corporations seeking to lean into their purpose, further engage their targeted audiences and meet the expectations of all their stakeholders.

To learn more, click on this [LINK](#).

Sincerely Yours,



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