

Special Report

Brands and Racial Justice

**Edelman
Trust
Barometer
2020**

01

Brands Have to Act or Consumers Will Flee

60% said that brands must take a stand to publicly speak out on racial injustice and systemic racism. Six out of 10 respondents said that they will buy or boycott a brand based on if and how it responds to the current protests.

02

Brands Have a Moral Obligation

The primary motivation for demanding brand action is moral obligation (56%), followed by “owe it to employees” (52%).

03

Educate + Influence

Nearly 60% say that brands need to use their marketing dollars to advocate for racial equality and to educate the public on the issues. This is especially true of respondents of color (70%).

04

Act to Create Change

Brands are expected to use their creative power to inspire customers to get involved in promoting racial justice, a sentiment that’s especially strong among diverse communities (68%).

05

Get Your House in Order

Nearly 2/3 of respondents say that brands have to reflect the full diversity of the country within their own organizations and in their products and communications.

06

Politics Play a Role in Expectations

Only 40% of Republicans expect brands to take a stand to publicly speak out on racial injustice and systemic racism, versus 80 percent of Democrats and 54 percent of Independents.

07

You Gain Trust by Taking a Stand

4x as many respondents say that taking a stand on racial injustice gains brand trust versus loses it. This is true across the political spectrum.

08

Promises Must Be Backed By Action

63% say promises must be backed by action or brands risk being seen as exploitative.