



# Boost Your ESG Strategy with Measurement



## How Communications Leaders Manage Their ESG Narratives

## Why ESG matters for PR

Your consumers' priorities are changing.

Not only do the majority of consumers now attach a higher value to purpose-led brands, with a focus on social, environmental, and cultural topics, but Gen Z consumers care more about brands' sustainability than any other generation before them. In fact, data from PwC revealed that **younger consumers are twice as likely to consider ESG issues when making a purchasing decision** than older generations. Investors, too, are taking a greater interest in companies' ESG performance when making investment decisions.

The business value of improving companies' ESG practices is widely accepted. But **what does this mean for PR?**



Your team is responsible for communicating your brand's purpose and values. Thus, consumers' views of how your brand performs on the various dimensions of ESG are a direct reflection of your work.

### So, how can you improve your ESG messaging?

With media measurement, you can determine whether your ESG messages are reaching your audience and pinpoint ways to optimize your strategy.

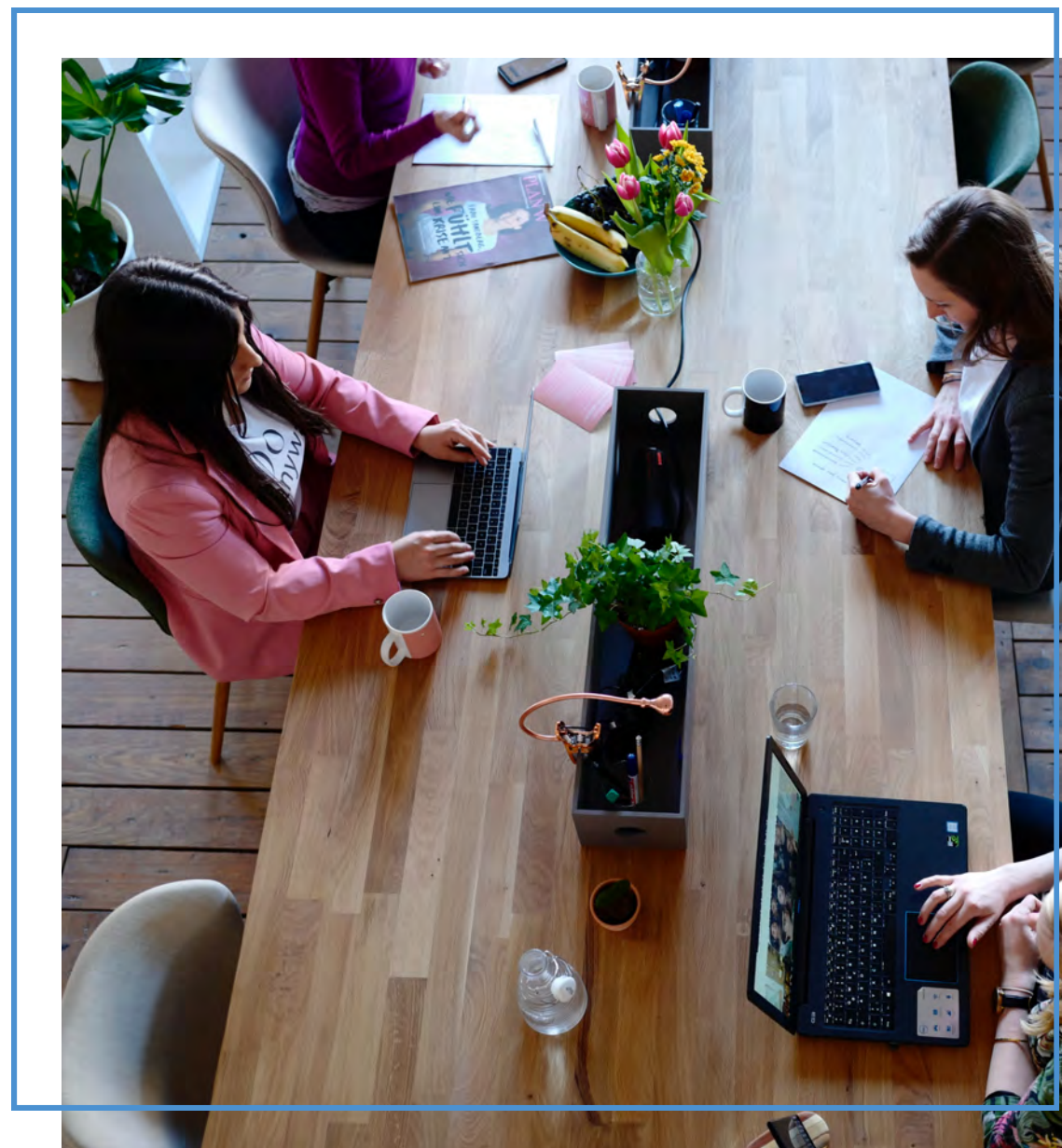
We surveyed **71 communications leaders from the world's top brands** to understand how they use measurement to quantify their value and improve their ESG messaging performance.

Here's what we learned:

## 82% track their ESG coverage

Communications leaders are turning to media analytics to gauge their brand narrative on ESG issues.

Not only does tracking media coverage allow you to determine the key message penetration and the impact of your ESG campaigns, but these metrics can be connected to your PR outputs and subsequent business outcomes.



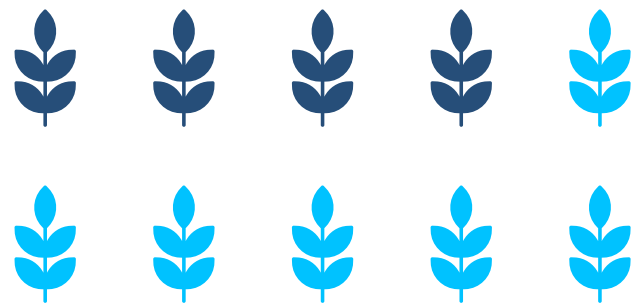


## The majority also track competitors' ESG coverage

Of those tracking ESG, 59% of communications leaders also track their competitors' ESG coverage.

Why does this matter?

Understanding your competitors' coverage on ESG topics can serve as a benchmark, highlighting what you're doing well and any opportunities to learn from peers within your unique competitive landscape.



## Leading communicators focus more on environmental and social topics

44% of communicators measuring ESG are tracking topics across the three dimensions (Environment, Social, and Governance). However, environment and social topics tend to receive greater focus than governance.



## Most communications leaders report on ESG coverage

Of those tracking ESG topics, 73% report these metrics to executives, and 51% track and report on it in detail, diving into multiple subtopics.

Why does this matter?

Detailed tracking of ESG coverage beyond high-level topics enables more nuanced insights when it comes time for reporting. Then, **when you present your metrics to your CEO, you have the full story behind the numbers.**

Further, knowing the “why” behind your top-level stats and the lower-level messages driving success can inform your strategy, paving the way towards improvement.

**73%** Report on ESG coverage



## How does your ESG strategy stack up?

ESG topics are likely becoming more central to your PR strategy, but how well do you understand your performance?

**Communications leaders use measurement to track, analyze, and improve their ESG narratives** and learn from their competitors. With our human-augmented technology, you can join communicators at the world's top brands and boost your performance on ESG messaging.



### The energy industry prioritizes tracking ESG:

#### All communications leaders in the Energy, Utilities & Waste industry track ESG

100% of surveyed communicators in the Energy, Utilities & Waste industry track their ESG coverage, with 69% tracking ESG coverage for both themselves and their competitors.

44% focus on all the topics evenly, with **25% focusing more on Governance** than the other two dimensions of ESG.

The emphasis on Governance is likely due to the stringent regulation of the Energy, Utilities, and Waste industry. However, these companies would benefit from an equal focus on environmental topics as a part of a holistic ESG strategy.

Cayla Williams  
Author & Designer

**Get in touch** with a member of our team to learn how you can optimize your ESG program today!