

Want to Balance Your Inflation Coverage?

Position your brand as an **inflation thought leader** with **market forecasts**.

Inflation is a consistent feature of media coverage across all sectors and poses a reputational risk.

At PublicRelay, we performed a media benchmark analysis of the world's leading companies to identify **trends in inflation coverage** so you can protect your brand from potential pitfalls.

We took a closer look at the food & beverage industry for more insight into **how product-centered brands navigate inflation messaging**.

Here's what we found.

Inflation mentions accounted for **23%** of all food & beverage sector mentions in Q2, up from **11%** in Q1.

While package sizing dominated negative sharing, some companies generated **significant positive sharing with market forecast coverage**.

One company stood out from the crowd.

CEO James Quincey positioned Coca-Cola as a thought leader by frequently discussing inflation's impact on consumer preferences.

Coke mentions drove **88%** of the industry's positive market forecast sharing.

So, what does this mean for your communications?

Inflation is an opportunity for positive thought leadership coverage.

You can **offset inflation risks** by including CEOs in market forecast messages to establish expertise and transparency about your company's response to inflation.

Want to **elevate your communications?**

Reach out to our [team](#) to **preview more insights** from the PublicRelay Benchmark report.

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Inflation Subtopics

