

PART OF THE SOLUTION

Proprietary Research from Atlantic Brand Partners

The world is facing three incredible challenges: **combating climate change**, **advancing equality**, and **recovering from the pandemic**. Brands play a huge role in solving these issues, and they want audiences to know that they're truly committed to change. With so many brands working towards making a difference, it can be difficult to tell these stories in a unique way. Through proprietary research, Atlantic Brand Partners has identified insight into how—and why—brands should address these critical topics.

Below are our top five findings...

Insight One

Brands and Branded Content Matter

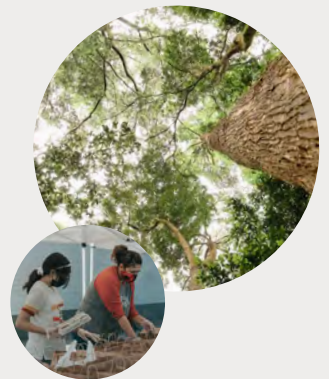
The majority of respondents say they find it meaningful when brands address sustainability (75%), equality (68%), and the pandemic (64%) in their messaging.



Insight Two

Radical Transparency Resonates

When it comes to branded content around sustainability and equality, respondents are most interested in engaging with honest, authentic, and clear content.



Insight Three

Future Commitments Mean More than Past Actions

Respondents are more interested in a brand's future plans (79%) to address sustainability than what they've done in the past (72%). The same is true for equality: 75% of respondents wanted to know a brand's future commitments versus 68% for past actions.



Insight Four

Giving Back Earns Trust

When it comes to brand messaging around sustainability and equality, respondents are most interested in hearing about how a brand is donating money over other investments like products, services, and business practices.



Insight Five

Put Your People First—and Share Their Stories

Respondents rate the following actions “very meaningful” when it comes to how companies stepped up during the pandemic: helped their employees (46%), helped their local communities (45%), donated money (43%).



For more insights from this research, contact Gina Bulla, Executive Director Insights for Atlantic Brand Partners.

Atlantic Brand Partners is an interdisciplinary collective within The Atlantic that partners with brands to create thoughtfully integrated, culturally consistent custom content and advertising solutions.

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