



University of Arizona

February 2023



Publicity

Partisanship

Corporate Political Activity

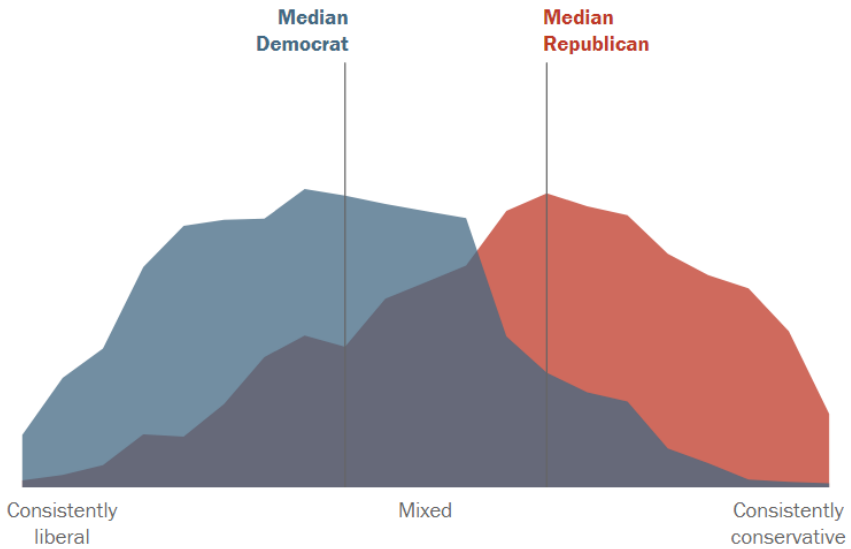


Corporate Social Responsibility

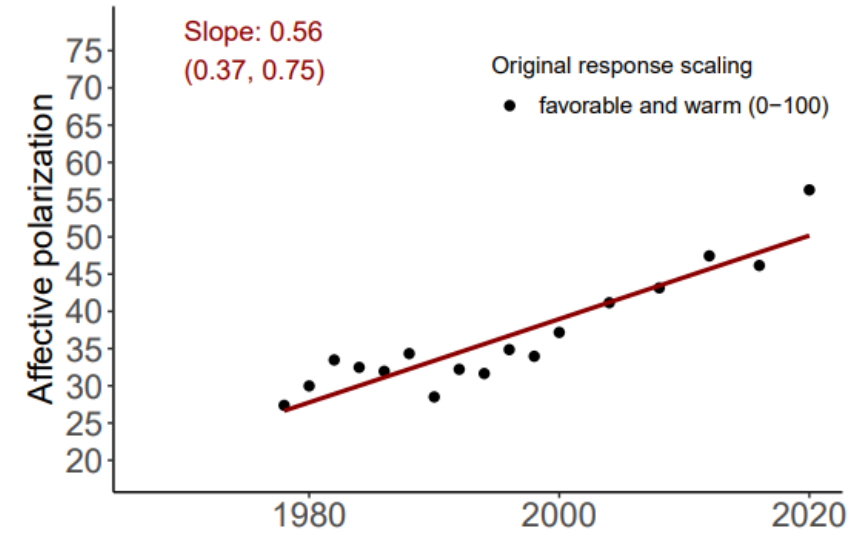
Partisanship

Publicity

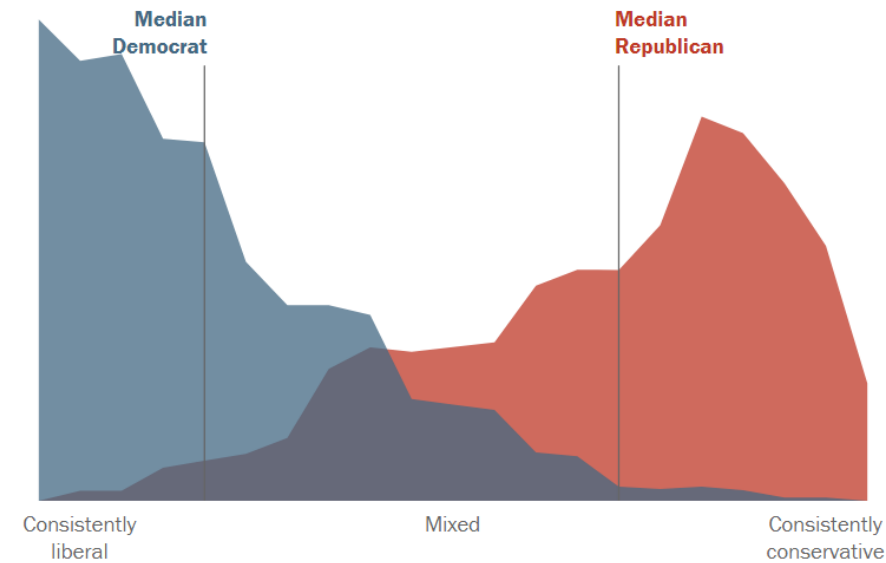
1999



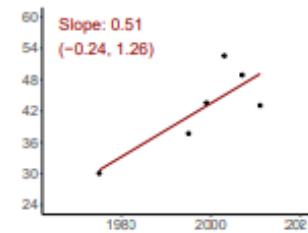
US



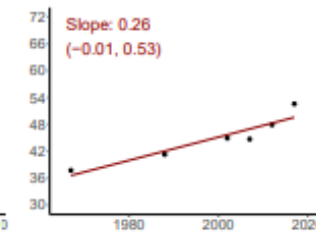
2017



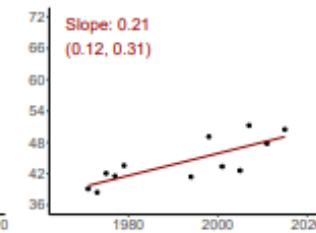
Switzerland



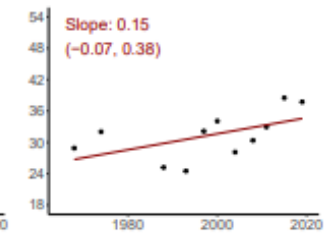
France



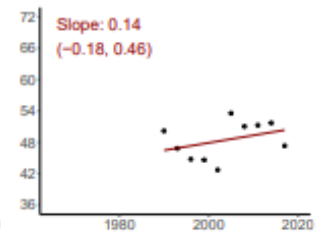
Denmark

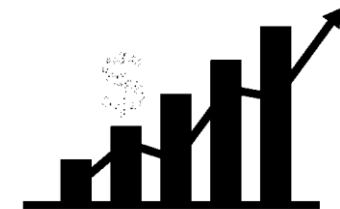
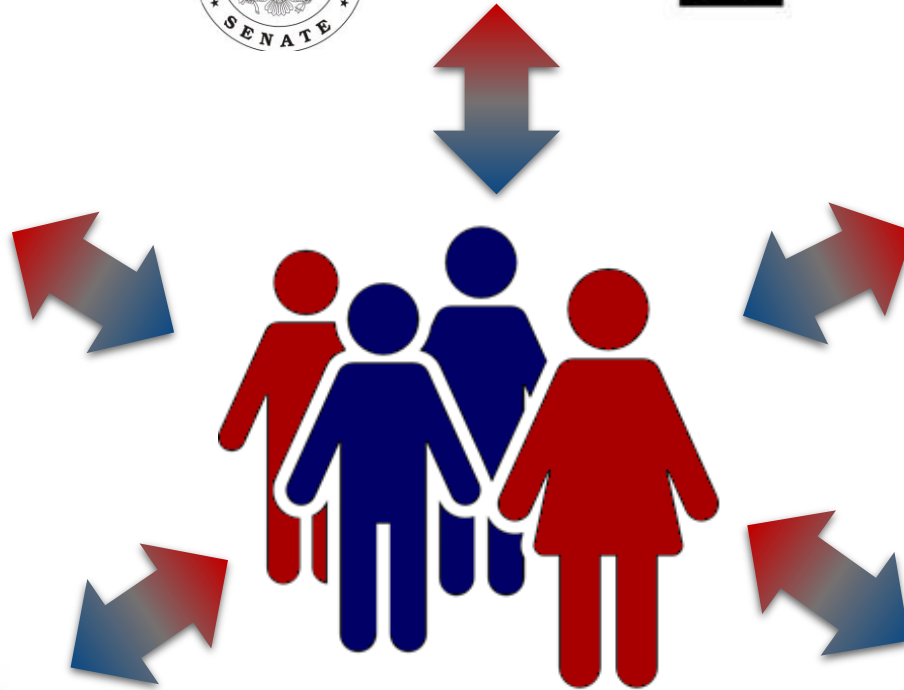
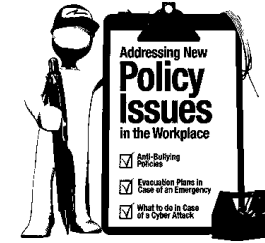


Canada



New Zealand







**BLACK
LIVES
MATTER**

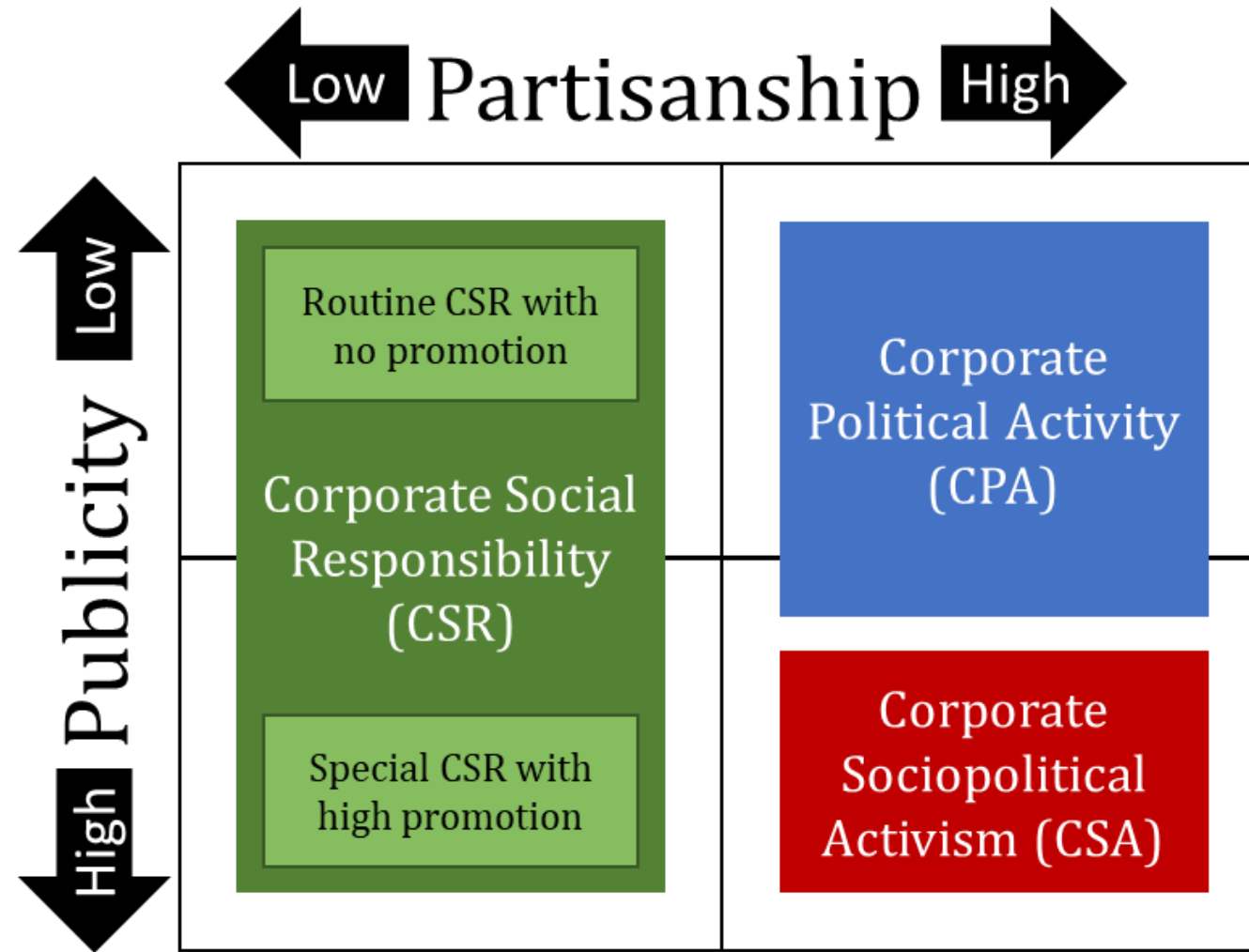


There are
ONLY
♀♂
genders
LGBT

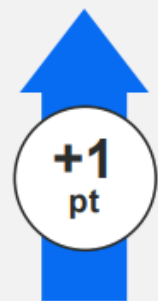


**PRO
CHOICE**





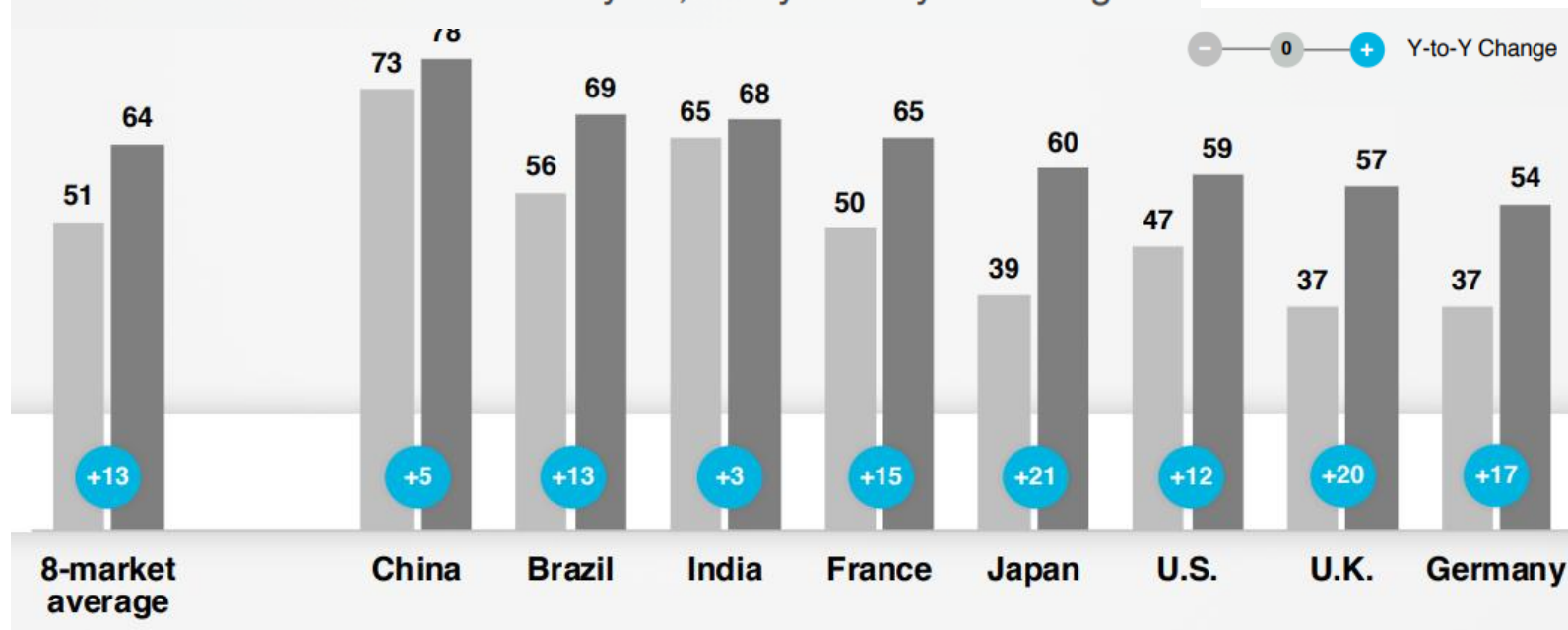
I buy or advocate for brands
based on my beliefs and values



Change,
June 2021 to
June 2022

Belief-Driven Buying Now Mainstream Around the World

Percent who are belief-driven buyers, and year-to-year change



Edelman Trust Barometer

67% will **purchase** from the brand that stands



67% will **trust** the brand that stands



64% will be more **loyal** to the brand that stands



63% will **recommend** the brand that stands



62% will **defend** the brand that stands



61% will have deeper **emotional connection** with the brand that stands



59% want to **work** for the brand that stands





Don't Ban Equality



To access a regularly updated database of corporate responses to the overturning of *Roe v. Wade*, click [here](#).

These companies stand with Don't Ban Equality



Delta is reaching out to the NRA to let them know we will be ending their contract for discounted rates through our group travel program. We will be requesting that the NRA remove our information from their website.

1:32 PM - Feb 24, 2018

176K 51.9K people are talking about this







Delta 
@Delta



Delta is reaching out to the NRA to let them know we will be ending their contract for discounted rates through our group travel program. We will be requesting that the NRA remove our information from their website.

1:32 PM - Feb 24, 2018

 176K  51.9K people are talking about this



Casey Cagle 
@CaseyCagle

Follow



I will kill any tax legislation that benefits @Delta unless the company changes its position and fully reinstates its relationship with @NRA. Corporations cannot attack conservatives and expect us not to fight back.

1:02 PM - 26 Feb 2018

1,818 Retweets 4,552 Likes



 7.6K  1.8K  4.6K 

Do **Investors** Always React Negatively to Activism?



Do Investors Always React Negatively to Activism?





Customers



Employees



Legislators



% of Events	29%
Stock Market Return	.71%
Annual Sales Growth	.12

ExxonMobil



Customers



Employees



Legislators



% of Events	12.3%
Stock Market Return	-2.45%
Annual Sales Growth	-.043

Are Your Stakeholders All on the Same Page?

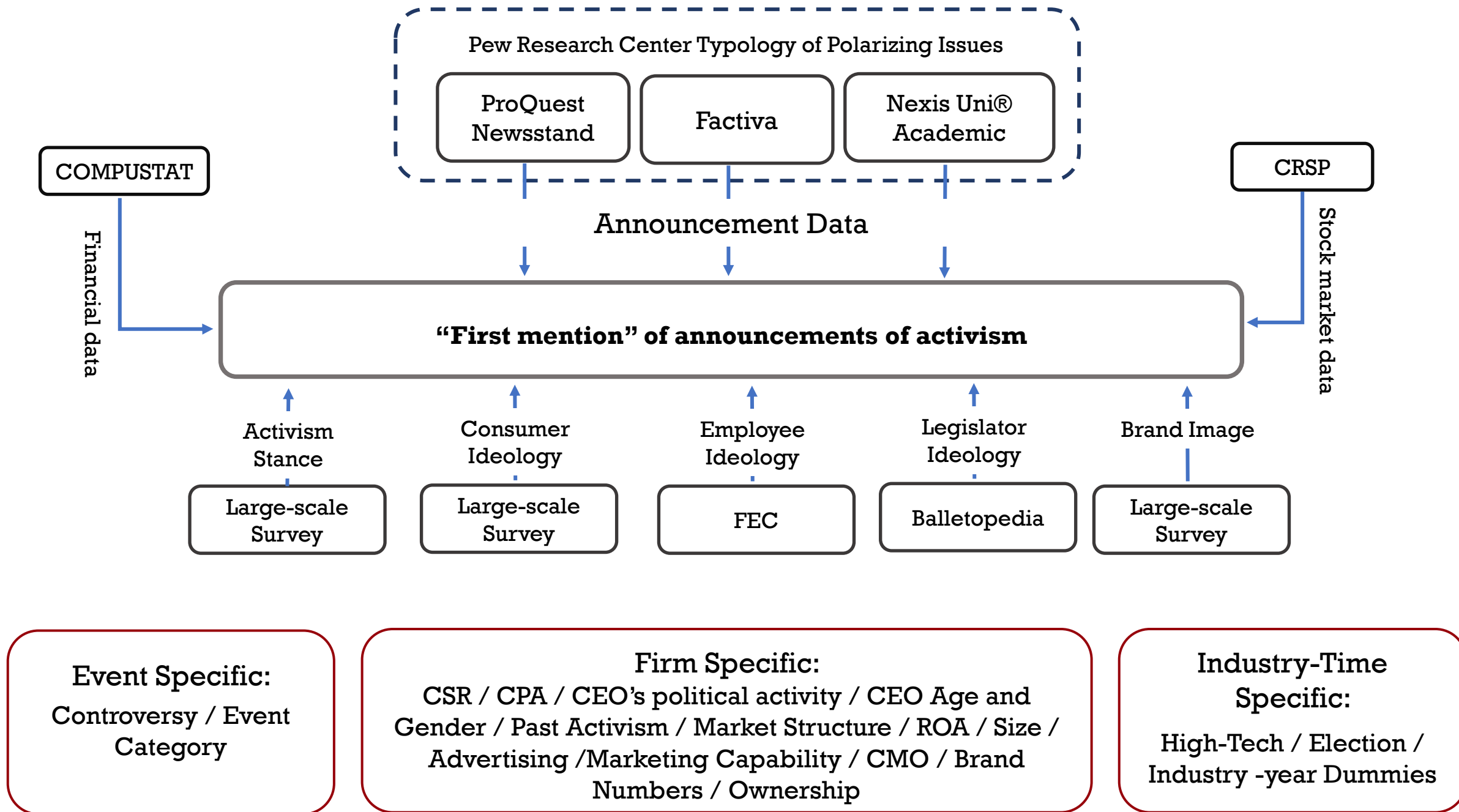
**Customers'
Political Ideology**



**Employees'
Political Ideology**



**Government's
Political Ideology**





Customers	
Employees	
Legislators	



Customers	
Employees	
Legislators	



Customers	
Employees	
Legislators	

% of Events	11%	9.2%	10.2%
Stock Market Return	-.62%	-	-
Annual Sales Growth	-	.081	.10

Southwest

Customers



Employees



Legislators



DIRECTV

Customers



Employees



Legislators



Customers



Employees



Legislators



% of Events	6.8%	11.3 %	10.2%
Stock Market Return	-1.79%	-.26%	-.94%
Annual Sales Growth	.045	.000	-.053

Can Your Activism Implementation Strategy Affect Investors' Response?



What Does Your Activism Implementation Say About Your Company's Strategic Commitments?

Form of Support



The inequitable and brutal treatment of Black people in our country must stop.

Together we stand in solidarity with the Black community – our employees, customers, and partners – in the fight against systemic racism and injustice.

amazon

Activism Implementation	Action	Statement
Stock Market Return	-1.32%	.48%

What Does Your Activism Implementation Say About Your Company's Strategic Commitments?

CEO Announcement



Activism Implementation	CEO	Other Firm Reps
Stock Market Return	-1.21%	-.05%

What Does Your Activism Implementation Say About Your Strategic Commitments?

Business Interest Communication

The murder of George Floyd was the result of inhumane police brutality that is perpetuated by a culture of white supremacy. What happened to George Floyd was not the result of a bad apple; it was the predictable consequence of a racist and prejudiced system and culture that has treated Black bodies as the enemy from the beginning. What happened to George Floyd in Minneapolis is the fruit borne of toxic seeds planted on the shores of our country in Jamestown in 1619, when the first enslaved men and women arrived on this continent. Floyd is the latest in a long list of names that stretches back to that time and that shore. Some of those names we know — Ahmaud Arbery, Breonna Taylor, Oscar Grant, Eric Garner, Trayvon Martin, Michael Brown, Emmett Till, Martin Luther King, Jr. — most we don't.



Activism Implementation	Business Interest	No Business Interest
Stock Market Return	.97%	-1.43%

What Does Your Activism Implementation Say About Your Strategic Commitments?

Alliance Size

SF Giants, Silicon Valley Firms Urge Supreme Court to Declare Right to Same-Sex Marriage

"The San Francisco Giants are proud to sign the brief because it speaks directly to our core values of equality and social justice for all."

By Renee Schiavone, Patch National Staff | Mar 6, 2015 5:18 pm ET



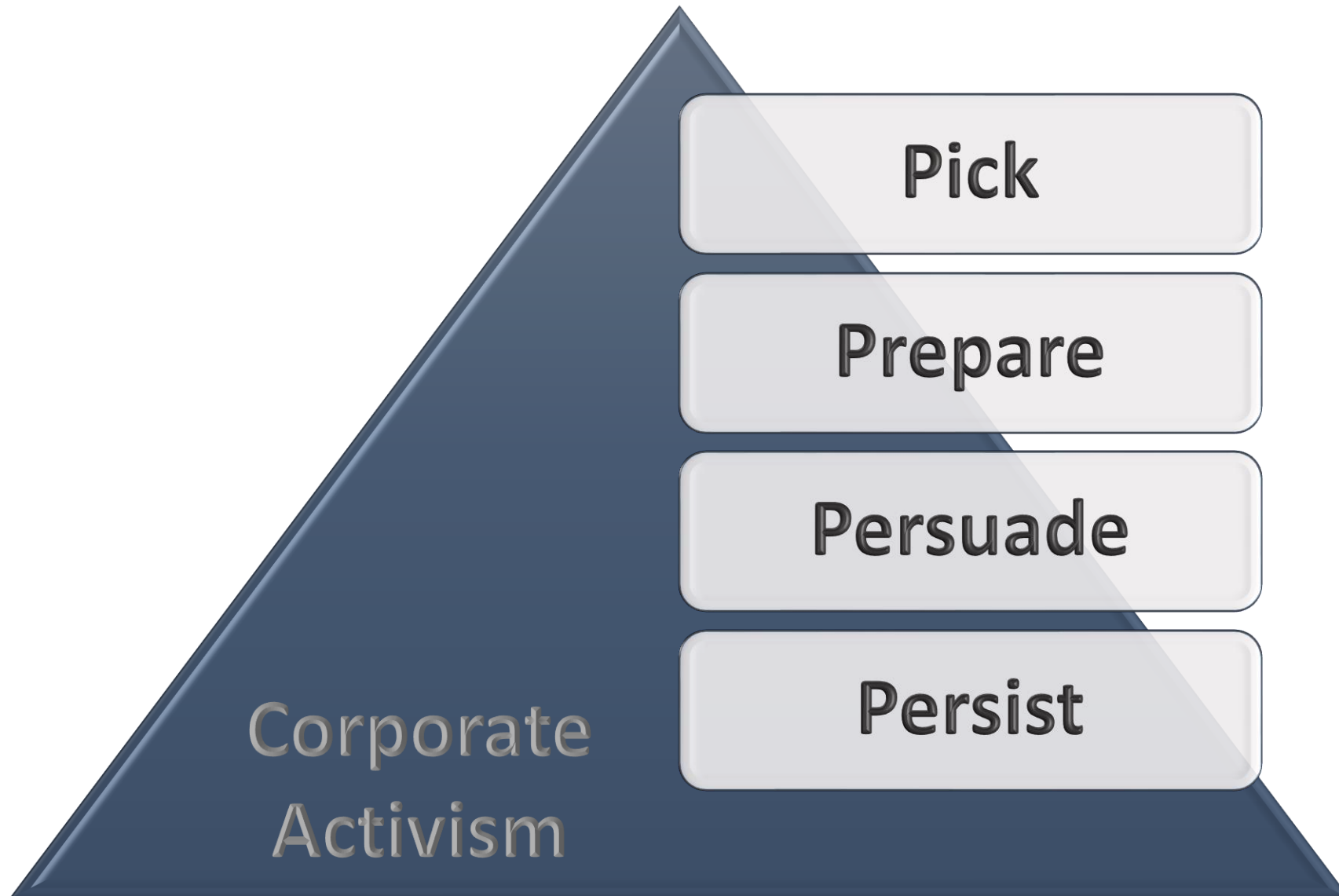
Don't Ban Equality

[Home](#) [About](#) [Past Campaigns](#) [Media](#) [FAQ](#)

To access a regularly updated database of corporate responses to the overturning of *Roe v. Wade*, click [here](#).

These companies stand with Don't Ban Equality

Activism Implementation	Coalition	Solitary
Stock Market Return	1.21%	-1.02%





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