



United States. Apr - Jun 2023



**Social
Responsibility
Score™**

Dove

Social Responsibility Score (SRS)

The multi-stakeholder sustainability measure.

REPORT:

Brand Snapshot Sample

FOCUS BRAND:

Dove

AUDIENCE:

Consumer

REFERENCE BRANDS:

Irish Spring | Johnson's | Kiehl's | Nivea | Olay | Softsoap

THE SOCIAL RESPONSIBILITY SCORE SYSTEM IS SUPPORTED BY:

Glow.

NIQ



Mondelēz
International

SRS Summary: Dove

Apr - Jun 2023



Social Responsibility Score

55

SRS Quartile: top quartile

Dove has an SRS score of 55 in the current period putting the brand in the top quartile nationally

31%

Difference to Industry

The % difference in SRS compared to all brands tracked in Food and Grocery Brands nationally

-4%

Latest Period Growth

The period-to-period growth for the brand in SRS for latest period monitored (Apr - Jun) versus the prior 3 months

77%

SRS Clarity: High

Dove has an SRS Clarity of 77% which puts the brand in the highest quartile nationally

2.5%

Revenue Impact *

Leading the competitive set. Revenue opportunity - is the brand maximizing revenue from the switching opportunity?

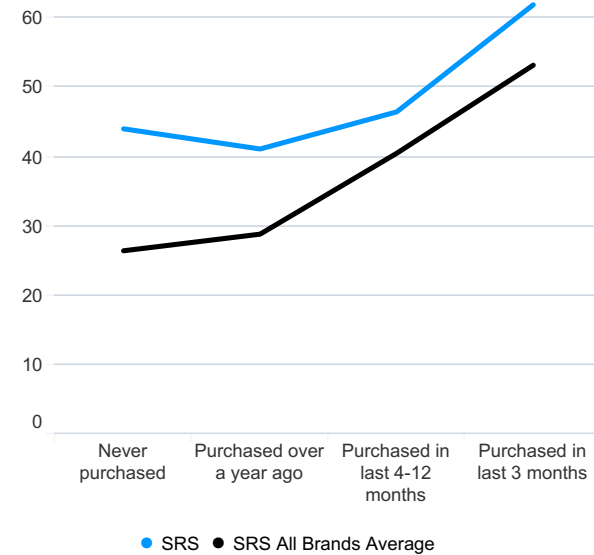
SRS by Age Group

	SRS	%diff to brand
Gen Z	52	-5%
Millennials	57	3%
Gen X	55	0%
Baby Boomers	54	-2%

SRS by Annual Household Income

	SRS	%diff to brand
Under \$75K	55	1%
\$75k & over	54	-2%

SRS by Purchase Recency



SRS by Family Type

	SRS	%diff to brand
Kids	57	4%
No Kids	54	-2%

SRS by Gender

	SRS	%diff to brand
Female	59	7%
Male	50	-8%

Brand Summary

Apr - Jun 2023



Social Responsibility Score

Rank	Display Brand	SRS	% Diff to All	% Diff to Industry	SRS Sample Size
1	Dove	55	36%	31%	●
2	Softsoap	44	10%	6%	●
3	Kiehl's	41	2%	-2%	●
4	Olay	41	1%	-2%	●
5	Irish Spring	40	0%	-4%	●
6	Nivea	40	-2%	-5%	●
7	Johnson's	34	-16%	-19%	●

Quarterly SRS

Apr - Jun 2023



Social Responsibility Score

Display Brand	Current Period SRS	Prior Period SRS	Quarterly Change	Current Period Last Year SRS	Year on Year Change
Dove	55	57	-4%	55	0%
Softsoap	44	50	-11%	46	-4%
Kiehl's	41	39	4%	43	-5%
Olay	41	47	-12%	45	-10%
Irish Spring	40	43	-7%	44	-9%
Nivea	40	47	-17%	44	-12%
Johnson's	34	42	-20%	40	-20%

Quarterly SRS: Dove

Apr - Jun 2023



Social Responsibility Score



Current Period SRS



Prior Period SRS



Quarter on Quarter Change



Current Period Last Year SRS



Year on Year Change

	Current Period SRS	Prior Period SRS	Quarter on Quarter Change	Current Period Last Year SRS	Year on Year Change
Dove	55	57	-4%	55	0%
Rank in Competitive Set	1	1	0	1	0
Competitive Set Average	43	48	-11%	46	-7%
Industry Average	42	46	-9%	45	-8%
All Brands Average	40	45	-11%	45	-12%

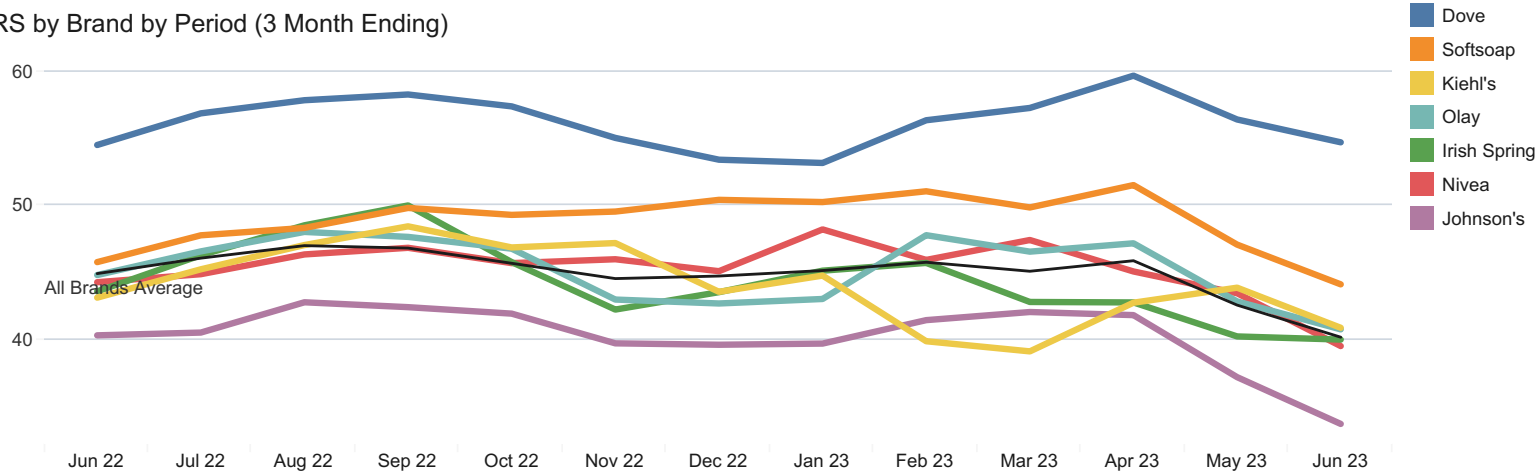
Brand Momentum

Rolling 3 Monthly to Jun 2023



Social Responsibility Score

SRS by Brand by Period (3 Month Ending)



SRS by Brand by Period (3 Month Ending)

	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23
Dove	55	57	58	58	57	55	53	53	56	57	60	56	55
Softsoap	46	48	48	50	49	50	50	50	51	50	52	47	44
Kiehl's	43	45	47	48	47	47	44	45	40	39	43	44	41
Olay	45	47	48	48	47	43	43	43	48	47	47	43	41
Irish Spring	44	46	49	50	46	42	44	45	46	43	43	40	40
Nivea	44	45	46	47	46	46	45	48	46	47	45	43	40
Johnson's	40	41	43	42	42	40	40	40	41	42	42	37	34

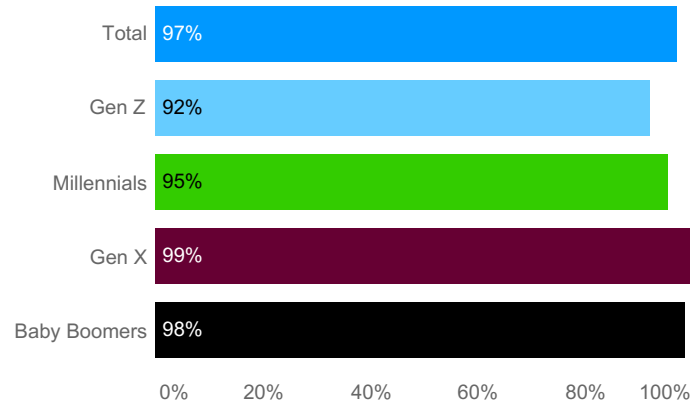
Funnel Metrics: Dove

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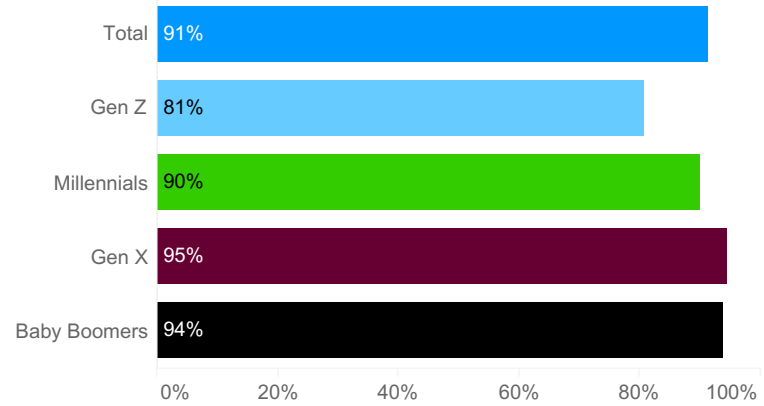


Social Responsibility Score

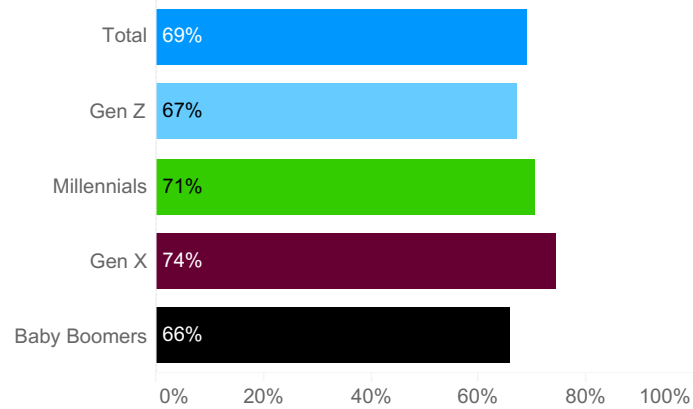
Awareness



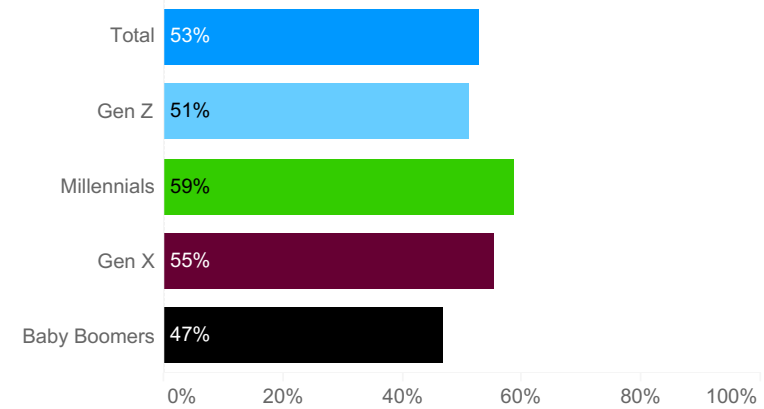
Consideration



Preference



Purchase



Glossary

What is Social Responsibility Score (SRS)?

Social Responsibility Score (SRS) is a single metric that ranges from -100 to +100 capturing how socially and environmentally responsible (or irresponsible) consumers view brands. Consumers are only asked to rate brands they know and are able to answer 'don't know' if they don't have a clear opinion of a brand's social and environmental credentials.

% Diff to All

Comparison of a brand's SRS to the average SRS for all brands tracked in the market.

% Diff to Industry

Comparison of a brand's SRS to the average SRS for all brands being tracked within the industry.

SRS Clarity %

The % of respondents who were aware of the brand, who then gave the brand a Social Responsibility Score. This captures how well a brand is communicating its ESG efforts.

SRS Sample Size

The total number of respondents who have given an SRS for the brand.

Green = 400+ respondents have given the brand a Social Responsibility Score

Amber = 100 to 399 respondents have given the brand a Social Responsibility Score

Red = Under 100 respondents have given the brand a Social Responsibility Score

Funnel Metrics

Awareness: The % of respondents who confirmed they knew a brand

Consideration: The % of respondents who stated they would consider purchasing the brand in the future

Preference: The % of respondents who stated the brand would be their first choice or they would seriously consider the brand in the future

Purchase: The % of respondents who stated they had purchased the brand in the last 3 months

% Diff to Brand

Comparison of the brand's SRS for a specific demographic split to the overall SRS for the brand.

Revenue Impact

A calculation of the potential impact on revenue from sustainability driven switching based on the brand's position in its competitive set. The calculation factors together the difference between the brand SRS and that of the average of all brands included in the report (competitive set), recalled switching behavior by industry and market, and the proven link between SRS and brand revenue growth from multiple studies utilizing over \$1T in sales data.

Solution Partner: **Glow.**

Research technology company

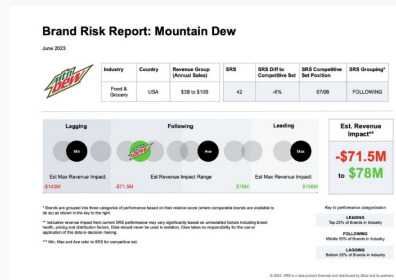
- Glow is an on-demand research platform
- Provides high quality research fast via an intuitive platform with expert support
- Access over 110m people in more than 64 markets
- Use cases include consumer profiling, concept testing, category U&A, brand tracking and more.
- SRS partner - solutions and technology
- Trusted research provider for:



SRS solution examples

Benchmark: SRS Now

Establish baseline brand performance and \$ risk



Evaluate: SRS Diagnostic

Identify the 'why' to reveal opportunities/ threats



Like to know more?

Learn more about Glow's SRS solutions and request a data demo at glowfeed.com



Social Responsibility Score



**Social
Responsibility
Score™**

CONTACT

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