



Company Values 2025 Global Impact Report

From Company Values To Measurable Brand Assets

What if your company values were not just initiatives, but strategic brand assets – generating trust, reinforcing values and creating measurable business impact?

In today's economy, core company values are the primary drivers of long-term reputation. To maximize impact, these values must be translated into quantifiable brand assets that resonate with investors, employees, and consumers alike.

This report explores the data-driven intersection of purpose and performance. We examine the specific metrics that turn abstract values into tangible brand equity, offering a clear framework for measuring engagement and calculating the ROI of social and environmental impact.

Gain access to groundbreaking data and strategic insights designed to help organizations optimize their communication for a new era of accountability and measurable value creation.

Transform your values into your brand's greatest strength with our data-backed roadmap to sustainable growth.

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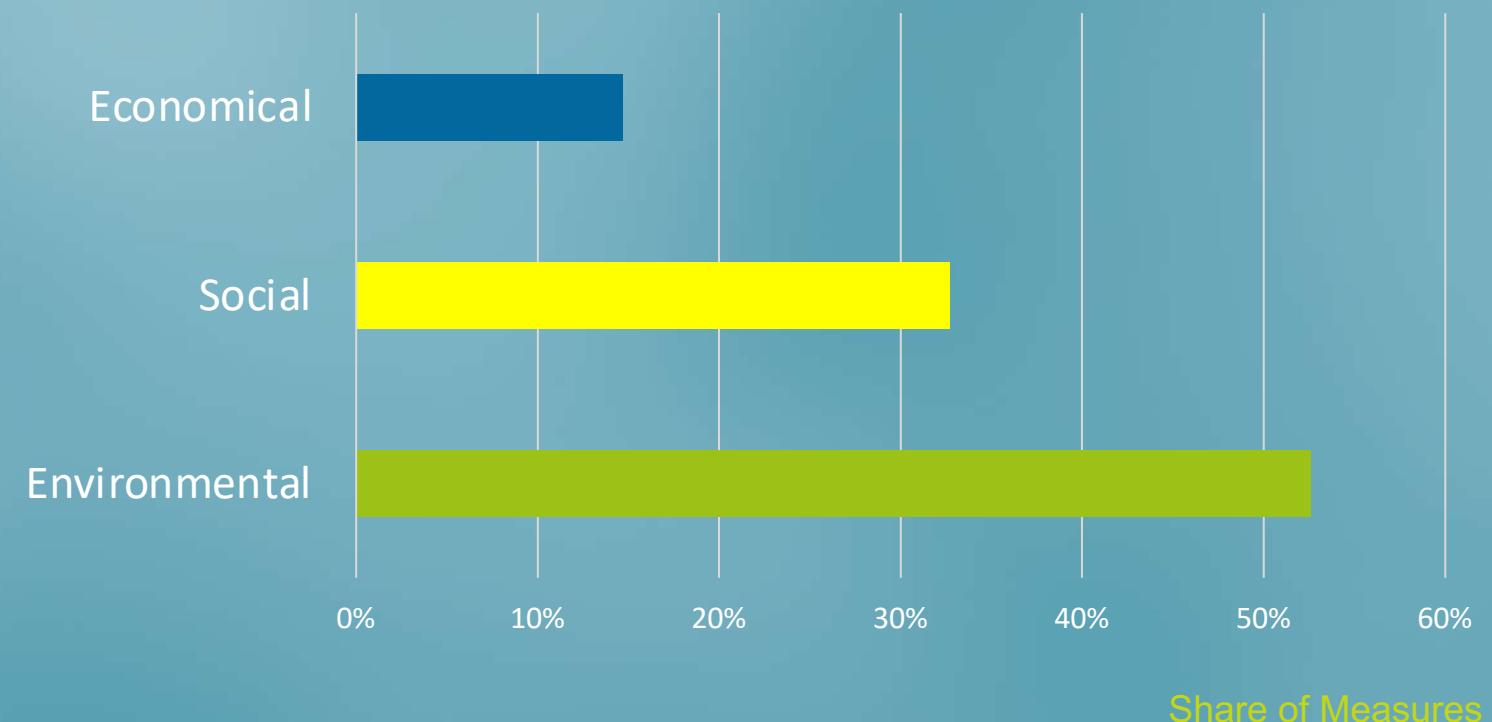
STAKEHOLDER REACH



24%

of organizations created **more than 20 planeed Action Points**, transforming their values into a dynamic & interactive dialogue.

Distribution of Action Points according to the three pillars of sustainability.

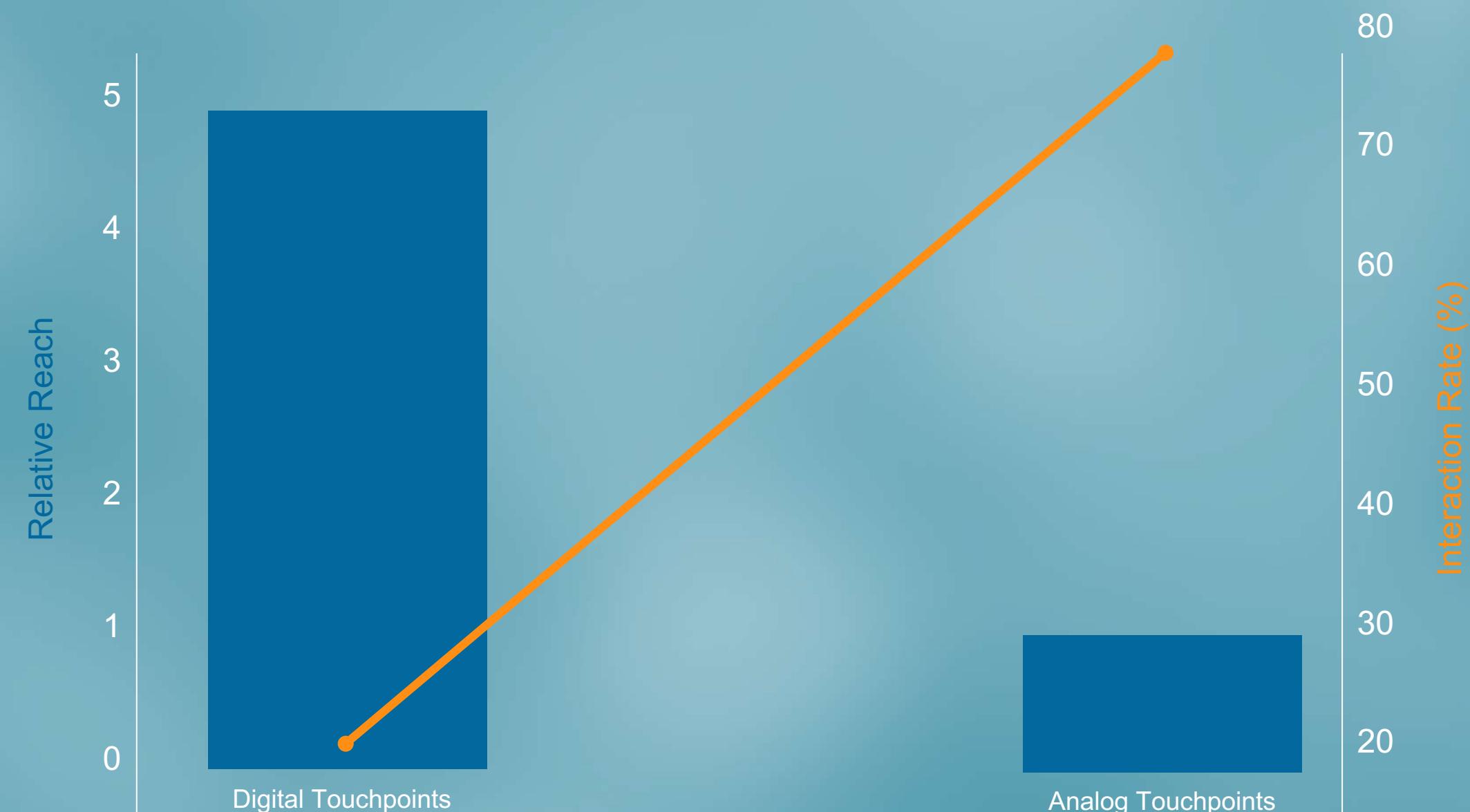


Organizations additionally communicated their Action Points with planeed's provided digital and analog touchpoints, leveraging the reach of the organization's values.



Nearly **three of four values** (72%) were supported by additional touchpoints, reflecting the **strong acceptance of cross-platform and analog communication channels**.

Digital touchpoints achieved nearly 5 times the reach of analog touchpoints.

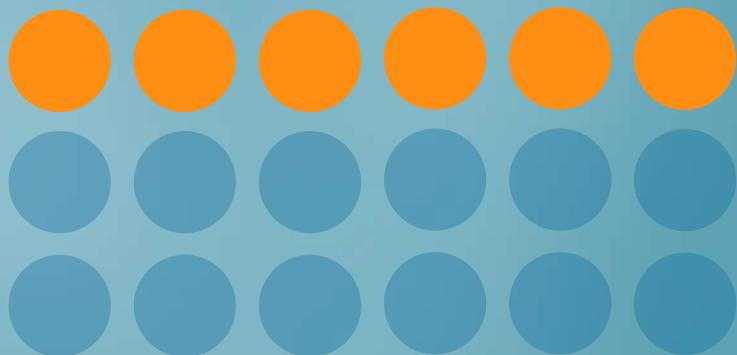
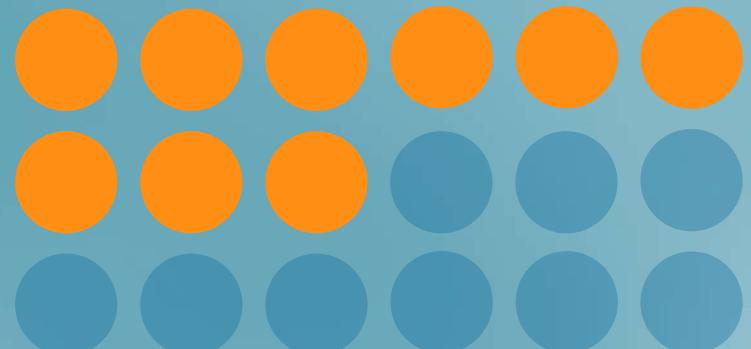


However, **the interaction rate for analog touchpoints was 4 times higher** than for digital touchpoints.

(see also page 17)

Stakeholders amplified the organizations share of values.

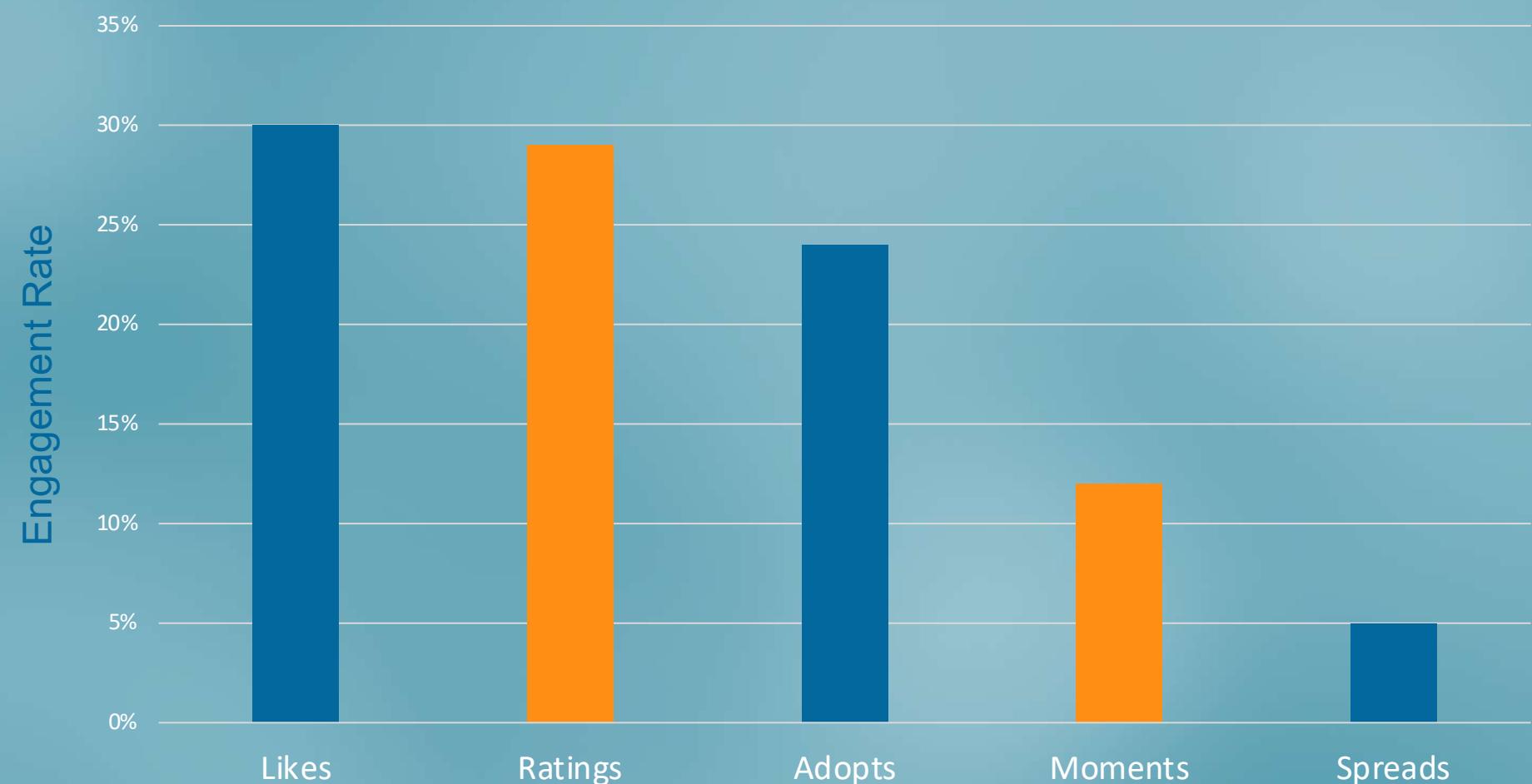
Every 2nd company value has a share by stakeholders within their own communities.



Every 3rd company value was supported with Moments – a newly introduced engagement feature – as a proof of the execution of the measure.

ENGAGEMENT

CSR-specific interactions are almost on par with the well-known “Like”, demonstrating the willingness of users to **evaluate the measures more differentiated and adopt them.**

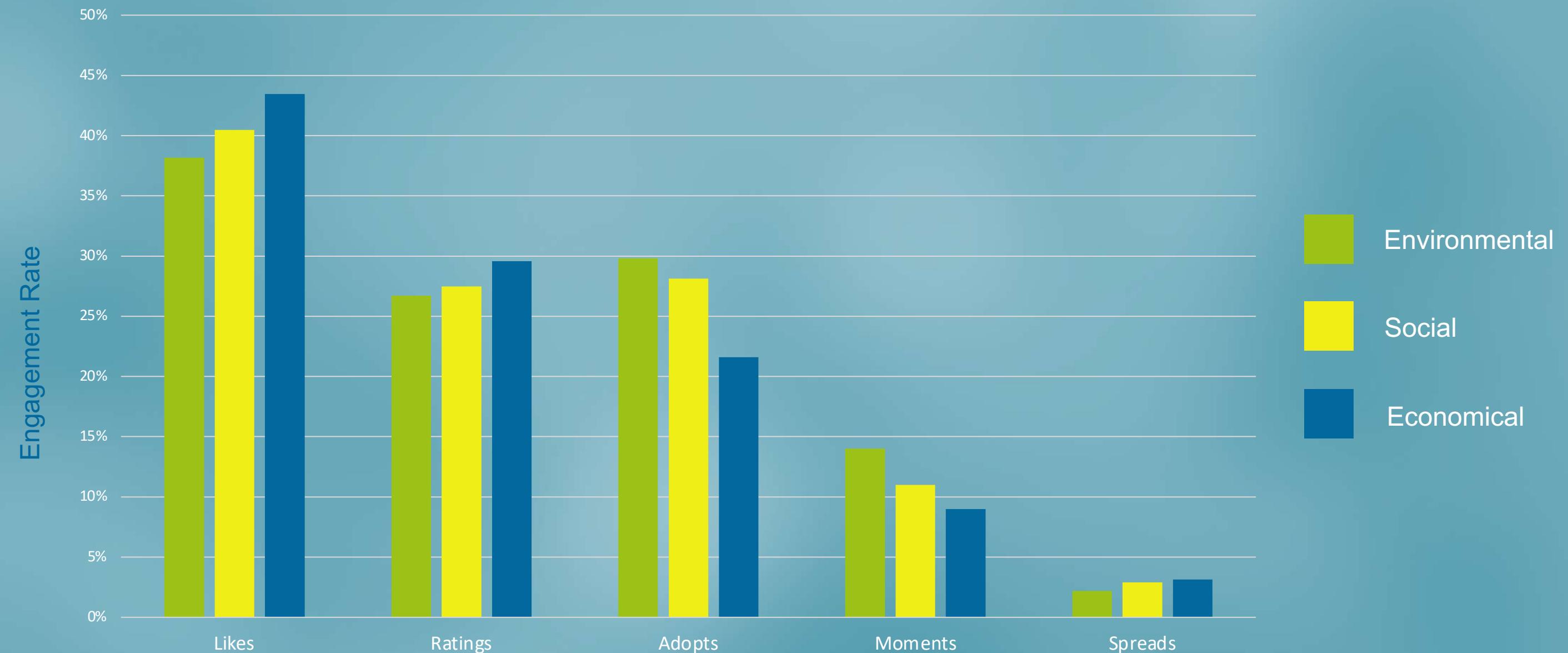


Noteworthy:

The ‘Ratings’ have been very well accepted by all users, providing highly valuable feedback for companies upon stakeholder sentiment.

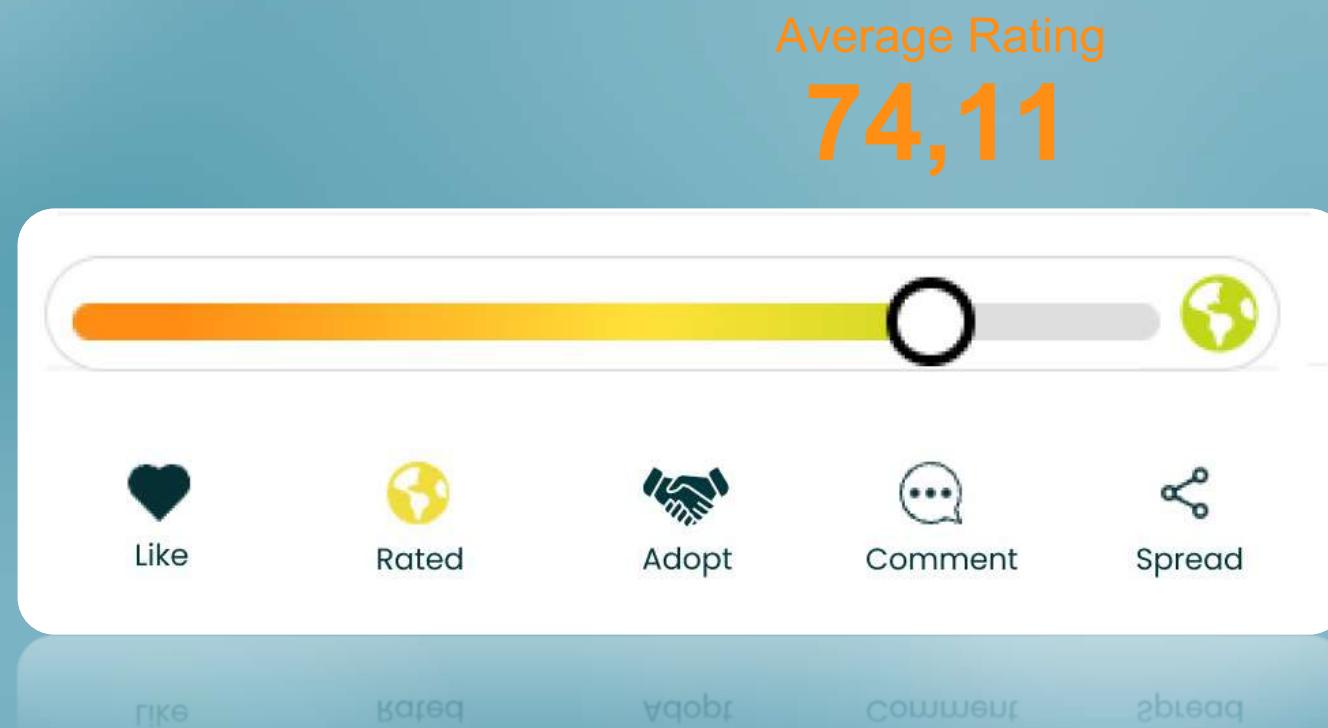
The ‘Moment’ is allowing users to document their adopted CSR actions. It is a perfect reminder and motivation boost for all stakeholders.

Distribution of the Engagement Rate according to the three pillars of sustainability.

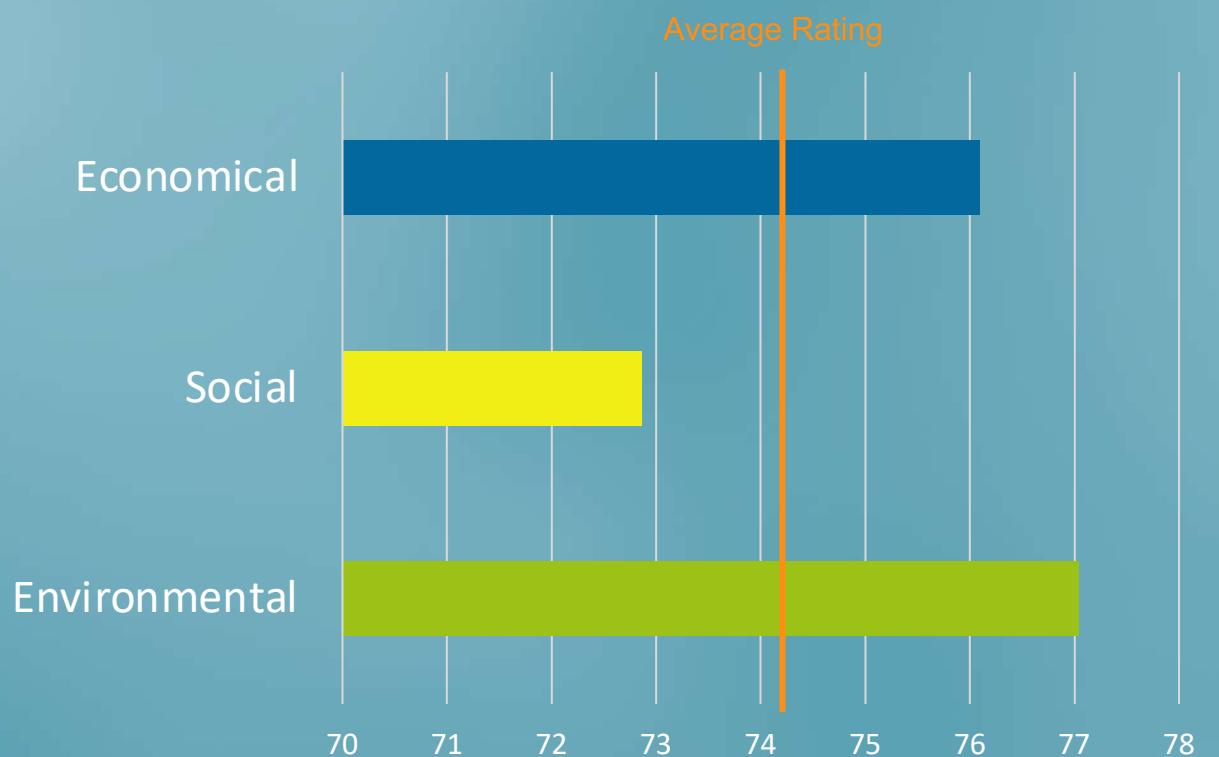


SENTIMENT METRICS

The stakeholders attributed an average perceived impact of 74,11 (out of 100) to all documented company values, indicating that the activities **effectively resonated with stakeholder sentiment**.

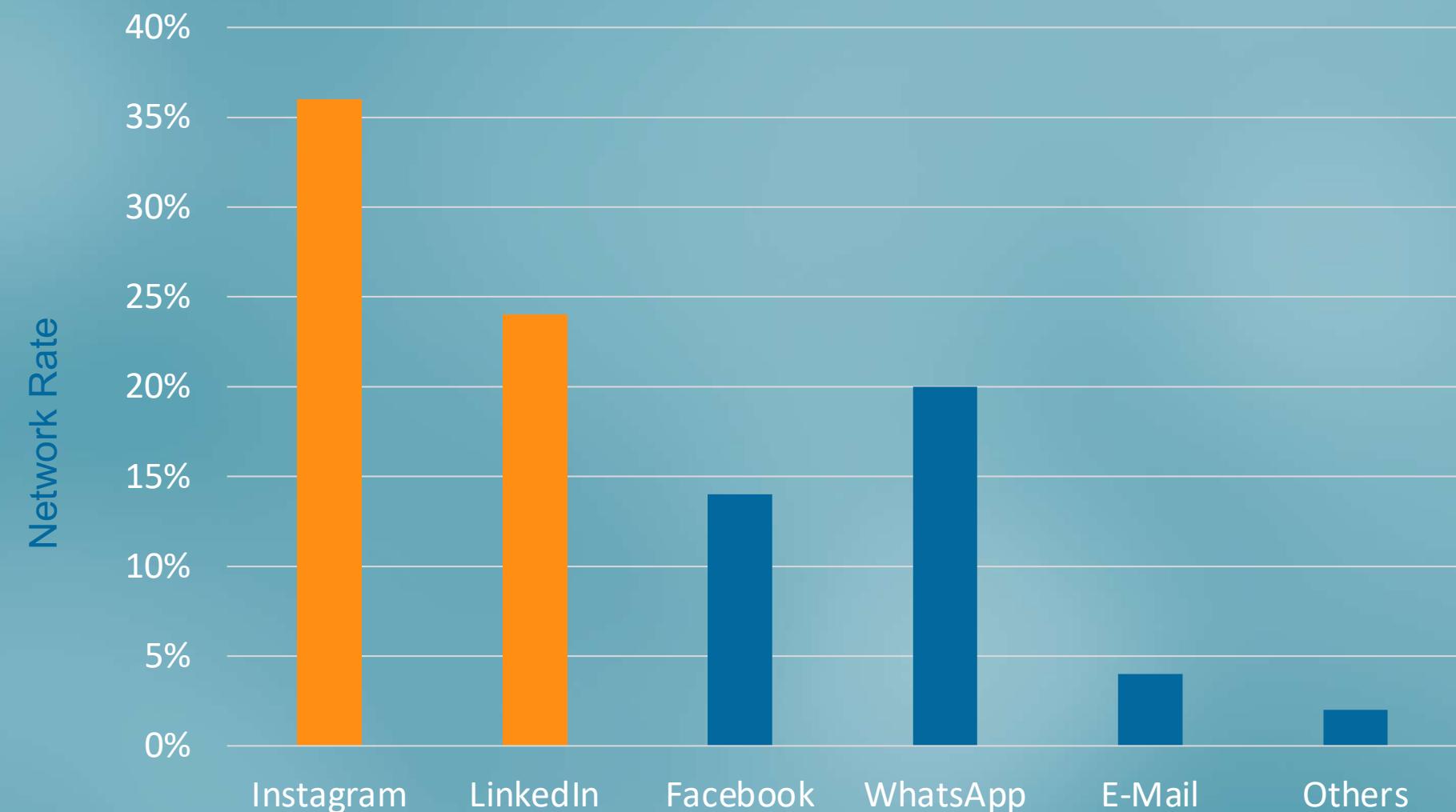


Distribution of the Sentiment Rate according to the three pillars of sustainability.



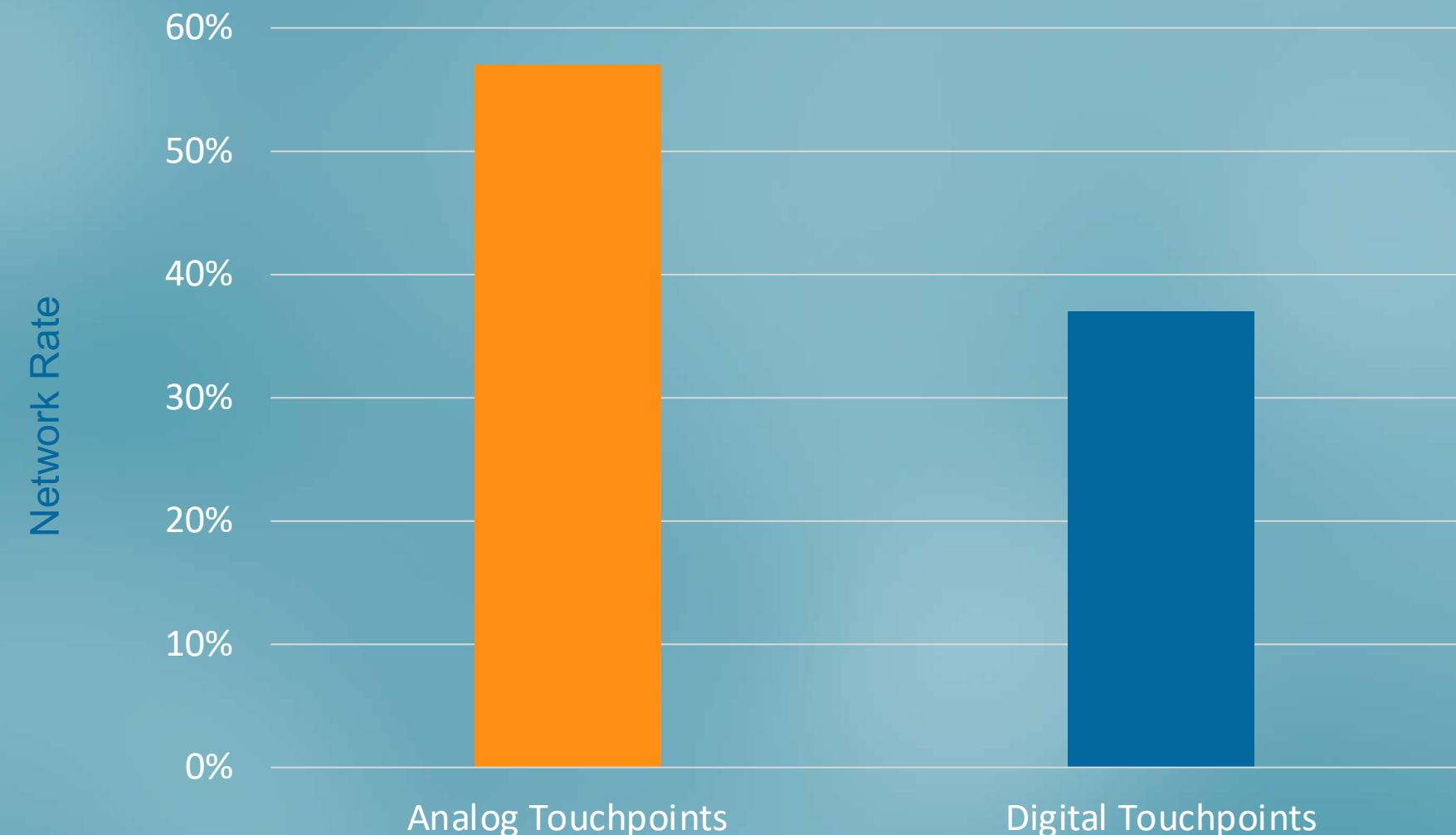
NETWORK & VIRAL EFFECTS

Company values reached an extended audience through stakeholders **acting as micro-influencers**.



60% of extended reach based on shares on Instagram (Stories) & LinkedIn.

Stakeholders are more likely to share company values they have perceived via **analog touchpoints (57%)**, than digital touchpoints (37%).



The **importance of the context** in which stakeholders perceive the brand message is clearly demonstrated.

(see also page 8)

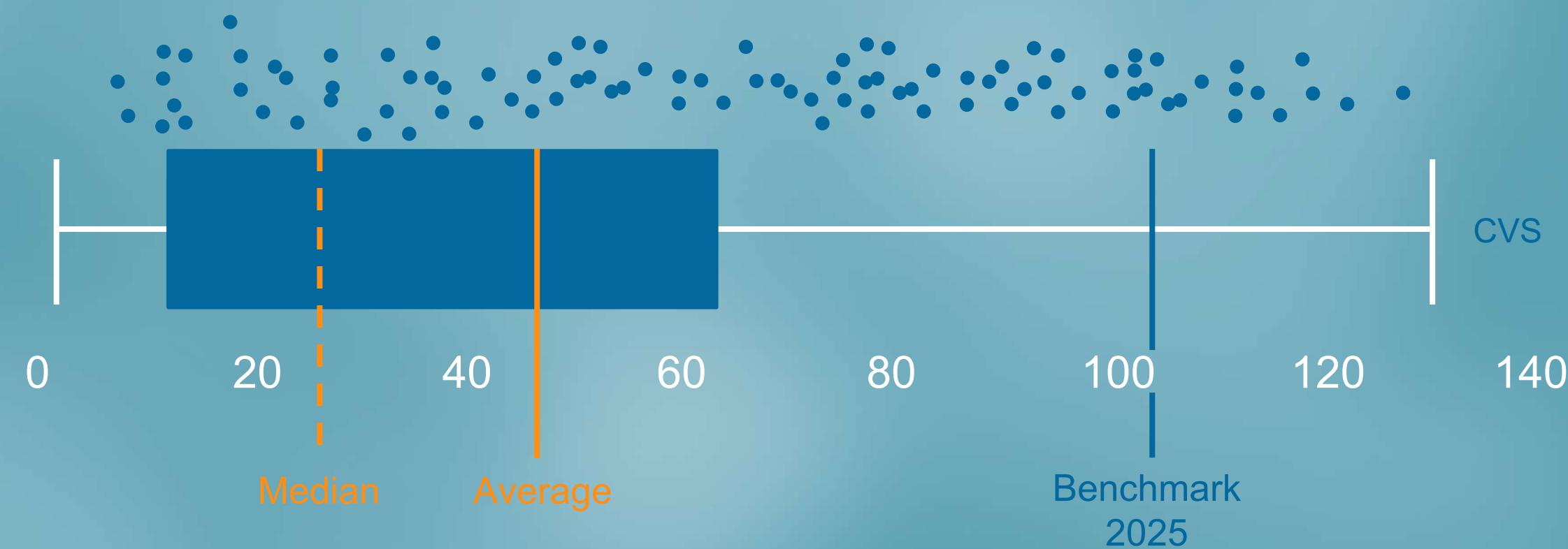
SDG COVERAGE

By incorporating **company values across all SDGs**, the organizations demonstrate their holistic approach to creating a positive and lasting impact on society and the environment.

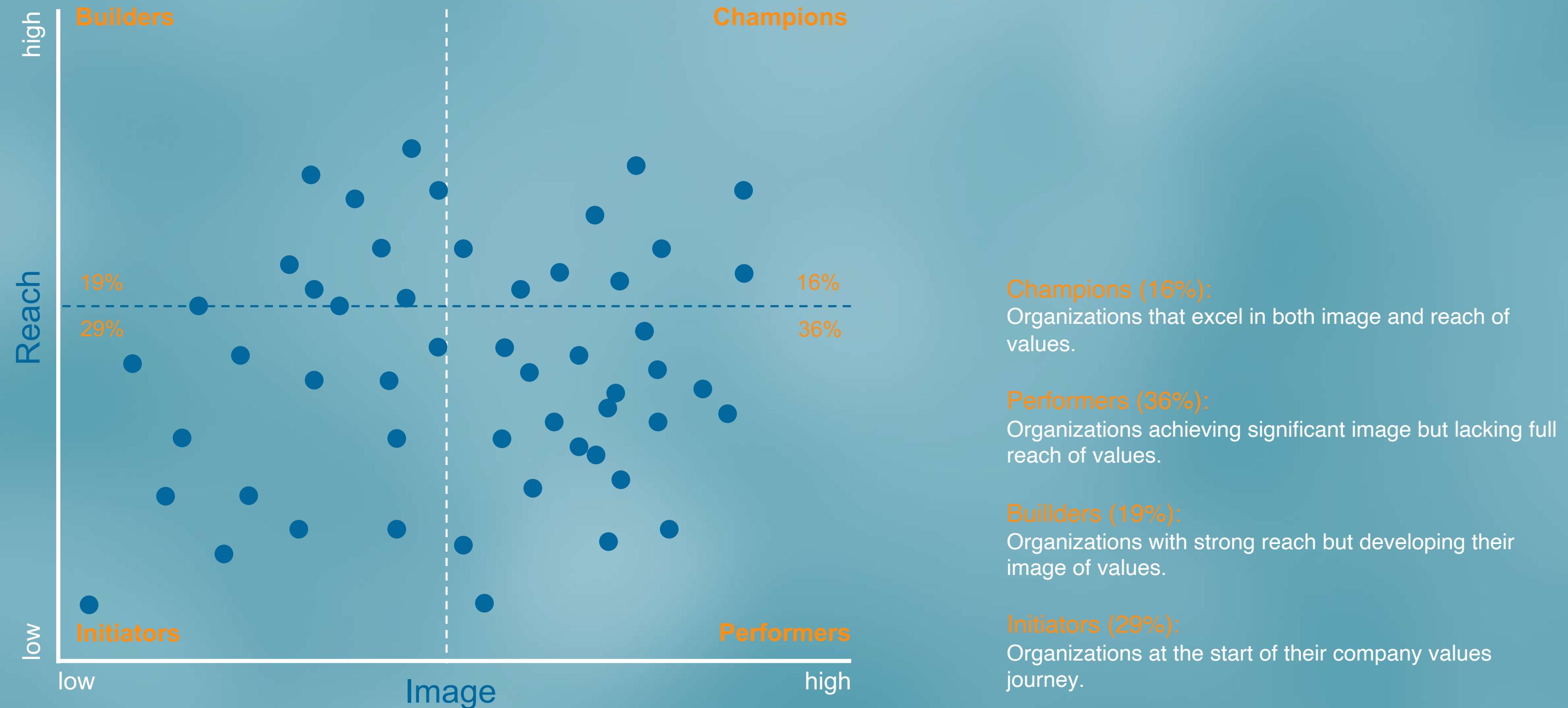


BRAND REPUTATION

The average Company Value Score (CVS) - representing the brand reputation - has been 49, with **48% of organizations exceeding this CVS**. For 2025, the planeed benchmark was established at 105, with 22% of organizations surpassing this target.



BRAND IMPACT QUADRANT



KEY FINDINGS

- **Values Drive Message Impact**

Brand messages perform best when audiences are primed with values they already relate to.

- **Sustainability Is a Shared Experience**

Effective brands move beyond ESG reporting and activate their communities as part of the sustainability journey.

- **Credibility Comes from Lived Values**

Corporate responsibility resonates most when it is experienced in actions, not just communicated in statements.

- **Engagement Beats Information**

Stakeholders expect active participation and dialogue, not one-way CSR communication.

- **Real-Time Feedback Matters**

Understanding stakeholder sentiment in real time is becoming essential for credible value communication.

- **Values Must Be Tangible and Shareable**

Messages are strongest when people can see them, feel them, and pass them on.

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