



# MULTI-DIMENSIONAL BENCHMARKING AT HENKEL

MONICA CAMPESTRINI, 26 APRIL 2024

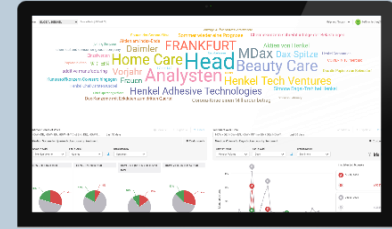


# BENCHMARKING ACROSS DIFFERENT DIMENSIONS

## MEDIA MONITORING & SOCIAL LISTENING



MEDIA MONITORING | UNICEPTA

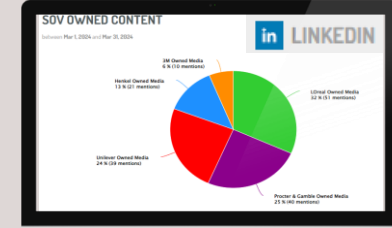


SOCIAL LISTENING & MONITORING  
BRANDWATCH

## CHANNEL PERFORMANCE

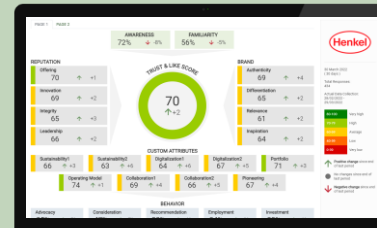


WEBSITE BENCHMARKING  
BOWEN CRAGGS



SOCIAL MEDIA BENCHMARKING  
DIGIMIND / BRANDWATCH

## REPUTATION MEASUREMENT



REPUTATION MEASUREMENT CALIBER

# BENCHMARKING | MEDIA MONITORING & SOCIAL LISTENING



# MEDIA MONITORING & SOCIAL LISTENING IN OUR INTERNAL SUSTAINABILITY REPORT

The Henkel **Sustainability Council** consists of members from all Business Units and is headed by one of the Board Members. Its main task is to lead the execution of our overall Henkel sustainability strategy.

The internal **Sustainability Report** is a by-monthly summary that **informs the Council about:**

- All recent owned sustainability initiatives
- Main news and developments in the outside world
- The audience's **awareness and perception of Henkel in comparison to selected competitors**

## Informative Summary



## Data Insights & Benchmarking:



# UNDERSTANDING HOW THE DIGITAL WORLD SPEAKS ABOUT HENKEL



## Sustainability Report Jan-Feb 2024

### HENKEL: EARNED MENTIONS WHAT CREATED ONLINE BUZZ



#### Observations

- **Global:** recognition of Henkel as one of America's Greatest Workplaces for Diversity 2024 by Newsweek and Plant-A Insights Group, Henkel working toward Zero Waste to Landfill of operations facilities.
- **Germany:** most of the mentions cover the recently introduced gender neutral parental leave. Other topics: acquisition Seal for Life, visit to Henkel factory during IHK and NRW delegation trip to Kiew

Brandwatch is a social listening tool that tracks mentions of specific keywords on Twitter, online news, online blogs & forums.

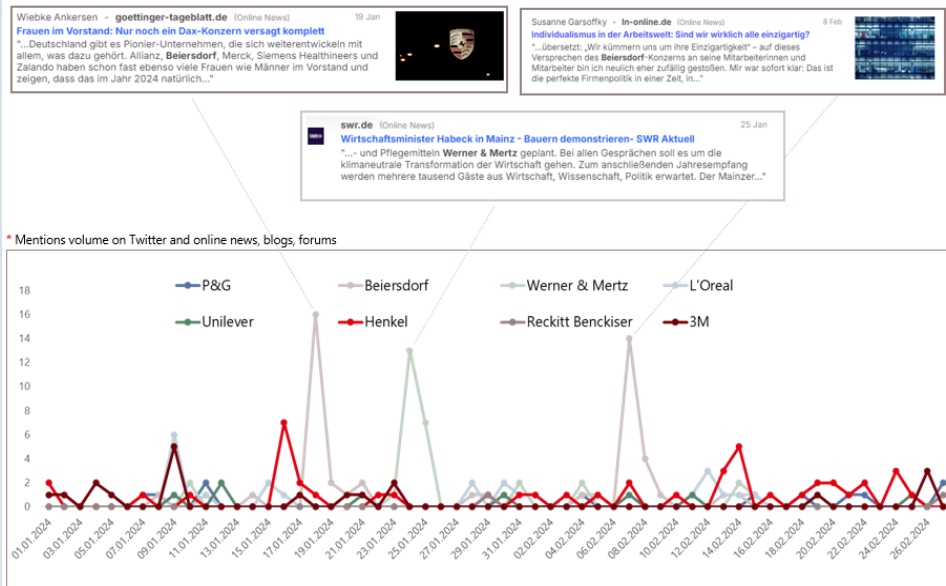
Here, the Wordcloud shows us the most recurring key phrases / hashtags across all online earned mentions\* of Henkel in relation to sustainability.

Note: \*Earned Mentions = mentions from content that is not owned by Henkel (Henkel social media accounts or websites)

# UNDERSTANDING HOW THE DIGITAL WORLD SPEAKS ABOUT OUR COMPETITORS

## Sustainability Report Jan-Feb 2024

### HENKEL & COMPETITORS MENTIONS VOLUME IN ONLINE MEDIA



#### What generated peaks in online conversations In Germany\*?

- **Beiersdorf:**
  - Praise for female representation among board members
  - Reflection on Beiersdorf diversity motto
- **Werner & Mertz:**
  - Habeck visits Mainz and the W&M factory
- **Henkel:**
  - gender neutral parental leave
  - Acquisition Seal for Life
- **L'Oreal:**
  - CES® 2024 Innovation Award for energy-saving hairdryer

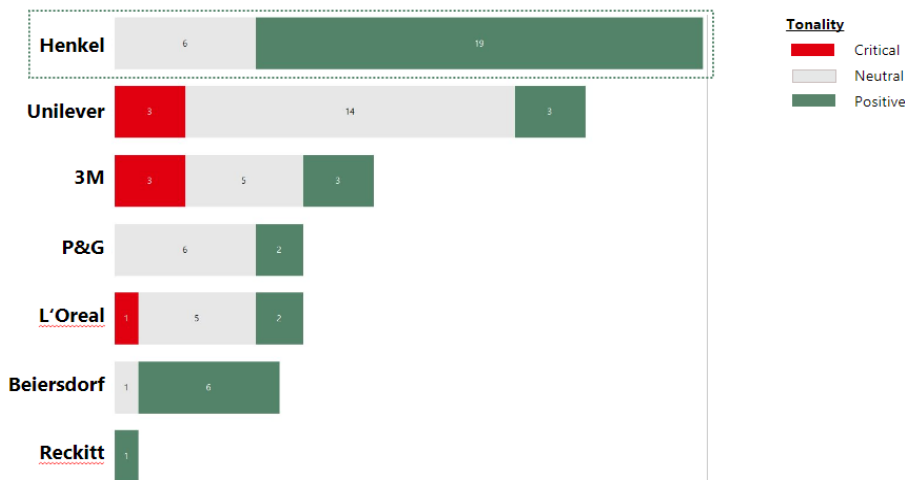
Brandwatch tracks the mentions' volume of specific keywords on Twitter, online news, online blogs & forums. In this case we track mentions of Henkel and competitors in relation to sustainability. This includes the company's own communications and/or earned mentions (mentions made by others e.g. articles referencing Henkel or competitors.)

# UNDERSTANDING HOW MAJOR MEDIA OUTLETS SPEAK ABOUT HENKEL & COMPETITORS



## Sustainability Report Jan-Feb 2024

### HENKEL & COMPETITORS MEDIA REPORTING, TONALITY



\*Time period January 1 – Feb 29. Data retrieved March 13, 2024.

23 SUSTAINABILITY COMMUNICATIONS: BI-MONTHLY REPORT JAN & FEB 2024

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#### Observations

- Henkel's introduction of the gender-neutral parental leave not only led to an outstanding (positive) media coverage but did also provoke a general conversation about corporate parental leave regulations in German media outlets.

Our media tool Unicepta provides us with a “pulse” on the tone in which Henkel's priority media report on Henkel and its competitors – here focusing on sustainability.

Unicepta reviews Henkel's defined priority media set, which we have identified as top-tier German and international media, both print and online (e.g. FAZ, WSJ, FT). This is a smaller but higher-quality data sample consolidated by Unicepta's analysts.





# BENCHMARKING | CHANNEL PERFORMANCE





# CHANNEL PERFORMANCE BENCHMARKING: WEBSITE




## Website Performance Benchmarking

**Bowen Craggs** compares the website performance of corporate websites based on millions of visitor surveys, in addition to insights from website analytics benchmarks. The final score is based on multiple criteria.

### Index top 10

Rank	Score		Company
1	234	↑	Nestle
2	230	↑	BP
3	221	↑	Bosch
3	221	↑	Unilever
5	217	↑	GSK
6	216	↓	Verizon Communications
7	213	↑	NXP
8	210	↓	HSBC
9	209	↑	Aviva
10	208	↑	Aramco
10	208	◆	Shell
10	208	◆	Target

Metric / Submetric [max score]													
	SCORE	VS. BEST		VS. MEDIAN									
Total [280]	196	-38	+13	206	200	221	234	173	186	206	221		
† 1. Construction [60]	39	-11	+1	39	44	46	50	32	38	40	48		
† 2. Message [48]	38	-5	+5	37	37	39	43	31	33	37	40		
† 3. Contact [12]	8	-3	+1	7	10	10	11	8	9	8	10		
† 4. Serving society [32]	24	-5	+1	26	25	26	28	23	25	26	27		
† 5. Serving investors [32]	21	-9	-1	27	19	24	27	18	22	21	24		
† 6. Serving media [32]	23	-3	+5	25	24	25	26	15	16	25	21		
† 7. Serving jobseekers and employees [32]	22	-7	0	24	21	24	25	23	21	26	26		
† 8. Serving customers [32]	21	-9	-1	21	20	27	24	23	22	23	25		
<div><div></div> Score is in the 1<sup>st</sup> 25<sup>th</sup> percentile</div> <div><div></div> Score is in the 2<sup>nd</sup> 25<sup>th</sup> percentile</div> <div><div></div> Score is in the 3<sup>rd</sup> or 4<sup>th</sup> 25<sup>th</sup> percentile</div>													

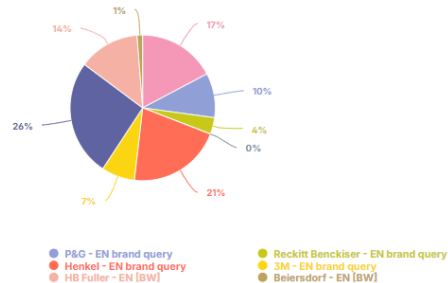
# CHANNEL PERFORMANCE BENCHMARKING: SOCIAL MEDIA



## Social Media Performance Benchmarking

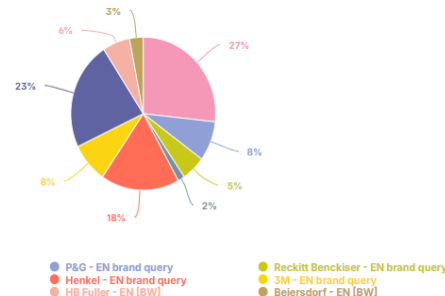
We compare the performance of our social media communications against selected competitors within strategically relevant topics via Brandwatch (Meta, X) and Digimind (LinkedIn) analytics.

### SHARE OF (OWNED) VOICE ON META / X HENKEL & COMPETITORS SUSTAINABILITY COMMUNICATIONS



Brandwatch

### SHARE OF (OWNED) VOICE ON META / X HENKEL & COMPETITORS INNOVATION COMMUNICATIONS



Brandwatch

### LINKEDIN (OWNED) PERFORMANCE HENKEL & COMPETITORS

	COMMUNITY <small>Fans, Followers, etc.</small>		INTERACTIONS <small>Likes, Retweets, Comments, etc.</small>		PUBLICATIONS <small>Posts, Tweets, Videos, etc.</small>	
	TOTAL	GROWTH	TOTAL	GROWTH	TOTAL	GROWTH
Unilever	18.14M	▲0.4%	18.96K	▲5%	33	▼-26%
P&G	7.8M	▲0.7%	24.21K	▲10%	37	▼-5%
Reckitt Benckiser	1.31M	▲1%	2.37K	▼-63%	8	▼-10%
Henkel	1.25M	▲1%	4.78K	▼-45%	17	▼-19%
Beiersdorf	756.35K	▲1%	5.17K	▼-44%	21	▼-22%
Werner & Mertz	6.04K	▲3%	301	▼-4%	3	▼-50%

Digimind

# BENCHMARKING | REPUTATION MEASUREMENT



# REPUTATION MEASUREMENT

## Benchmarking across different reputational dimensions

**Caliber** provides a survey-based real-time estimation of corporate reputation. Caliber main KPI for reputation is the “Trust & Like score”, which is also measured across different strategic dimensions.

### Trust & Like Score for Henkel & Competitors



	Henkel	3M	Beiersdorf	L'Oréal	P&G	Sika	Unilever
Trust & Like Score	69	69	63	68	65	71	60
Reputation	Offering	71	73	69	70	73	65
	Innovation	69	72	68	68	72	64
	Integrity	65	66	63	62	70	56
	Leadership	66	69	65	65	69	61
	Authenticity	68	70	66	65	71	60
Brand	Differentiation	65	69	62	64	70	58
	Relevance	62	63	60	59	67	53
	Inspiration	66	69	64	64	71	59
	Governance	64	65	62	62	68	56
ESG	People*	65	67	66	63	67	58
	Planet*	62	63	61	59	66	54
	Pioneering	67	67	66	63	66	60
Custom	Digitalization*	65	68	65	66	68	62
	Portfolio	69	71	68	68	72	65
	Operating model	73	73	72	73	72	71
	Diversity*	65	66	64	66	68	60

How to read results

80-100	Very high	70-79	High	60-69	Average	40-59	Low	0-39	Very low	0-100	Low sample
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# CHALLENGES AND NEXT STEPS

## WHAT ARE THE CHALLENGES?

- Selecting the right set of competitors for each benchmarking dimension
- Establishing a correlation between (social) media mentions / sentiment and reputation development for Henkel and competitors
- Formulating an overall evaluation of where we stand with respect to competitors, based on all benchmarking dimensions
- Integrating these different data sets into one data review “format”

## HOW TO TACKLE THEM?

- Defining what represents best practice for us in each measurement dimension
- Establishing a better practice of insights generation (what is behind peaks and sentiment?)
- Designing data review sessions that bring multiple benchmarking dimensions together

**Further ideas from you? Any benchmarking experience to share?**

# THANK YOU.