

# RETURN ON ETHICS\*

*Brands must swap 'pressure for positivity' as Phrasee research reveals unethical marketing is taking its toll*

The survey of 400 marketers and 4,000 consumers across the UK and the USA has revealed that not only is ethical marketing the right thing to do, but it can also drive commercial benefits and generate ROE (Return on Ethics).

With some brands continuing to use negative emotions like fear, uncertainty, and doubt to push sales, Phrasee is urging marketers to swap pressure for positivity, and put ROE at the top of their priority lists for 2019.

**\*Return on Ethics (ROE) is the impact that marketing and communicating to customers in an ethical and responsible way has on a business.**

Consumers reported that marketing can make them feel:



**48%**

angry



**39%**

inadequate



**38%**

sad



**38%**

anxious



**68%**

of consumers would not buy from a brand that used negative emotions in its marketing

**69%**

of consumers would buy more from a brand that used positive marketing

**56%**



agree that brands using negative emotions are, in part, responsible for harming people's mental health

**63%**

agree that brands using high-pressure selling tactics are responsible for getting people into financial difficulty

**27%**

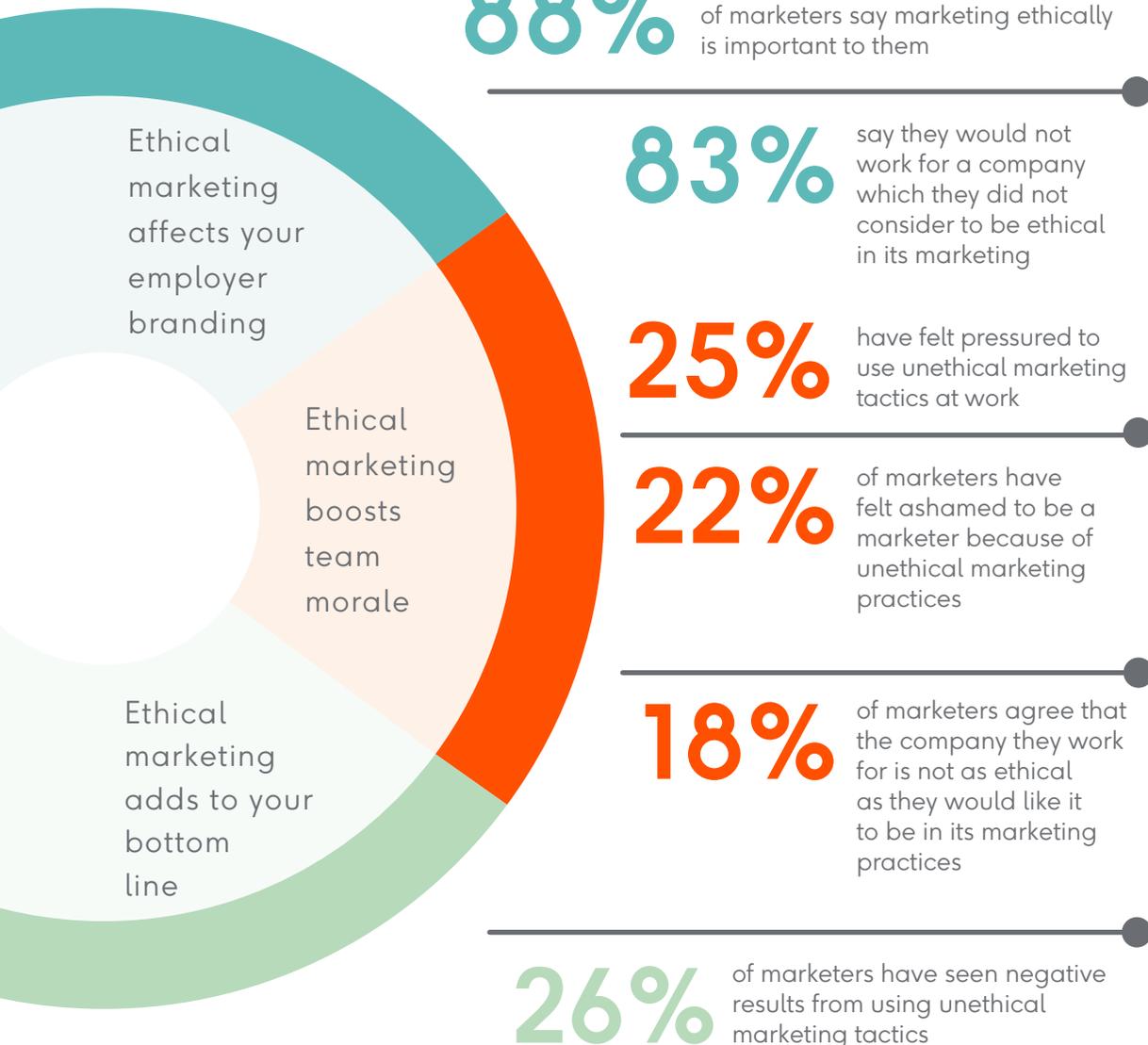
agree that anxiety-inducing marketing has made them buy things they have later regretted



**76%**

agree that they are turned off by brands that use high-pressure selling tactics

Most marketers consider marketing ethically to be important to them, but many have concerns about unethical marketing practices in the industry - and even within their own organizations.



**88%** of marketers say marketing ethically is important to them

**83%** say they would not work for a company which they did not consider to be ethical in its marketing

**25%** have felt pressured to use unethical marketing tactics at work

**22%** of marketers have felt ashamed to be a marketer because of unethical marketing practices

**18%** of marketers agree that the company they work for is not as ethical as they would like it to be in its marketing practices

**26%** of marketers have seen negative results from using unethical marketing tactics

"Our vision at Virgin is to become the most-loved travel brand, something we can only do through genuine, honest and meaningful conversations with our customers. We've supported Phrasee's Emotions Matter campaign from the start and this new research makes it even clearer how ethics play a huge part in transforming our customers' experiences."

*Mark Croucher, Head of Customer Experience, Virgin Holidays*

### The Phrasee promise

We are committed to empowering marketers to embark on a new era of positive, ethical marketing through:

**Our philosophy:** we have an industry-leading ethics policy that sits at the heart of everything we do, and which brands can adopt.

**Our technology:** we believe technology plays a key role in delivering a positive and powerful customer experience. Our technology delivers high-performing marketing language at scale, powered by machines and controlled for your brand voice, giving peace of mind that your message is on-brand and consistent.

**Our trailblazing marketers:** we work with brands with a sense of purpose and are committed to sharing best practice examples of the long-term strategies that underpin market-leading, AI-powered email campaigns.

**Our insights:** the combination of our data and insights from running email campaigns worldwide show the long-term benefits of forgoing short-term shock tactics in favor of more positive marketing to deliver high-performing campaigns and positive customer experiences.