

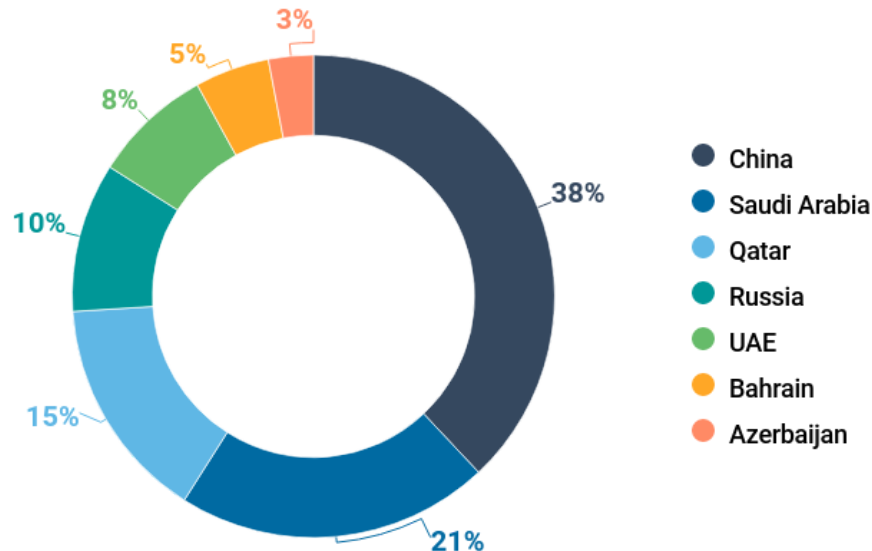
Will Handling “Sportswashing” Become PR Priority? Analysing the Media Debate Around Countries, Teams and Brands

Media Analysis Summary



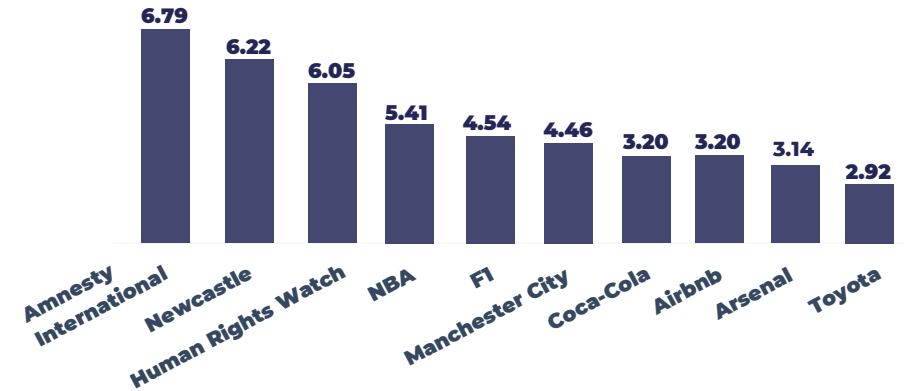
Countries in the sportswashing debate by share of voice

China was the focal point of the media debate, as critics warned that the country uses the Winter Olympics in Beijing as a sportswashing opportunity to distract the public from its human rights abuses.



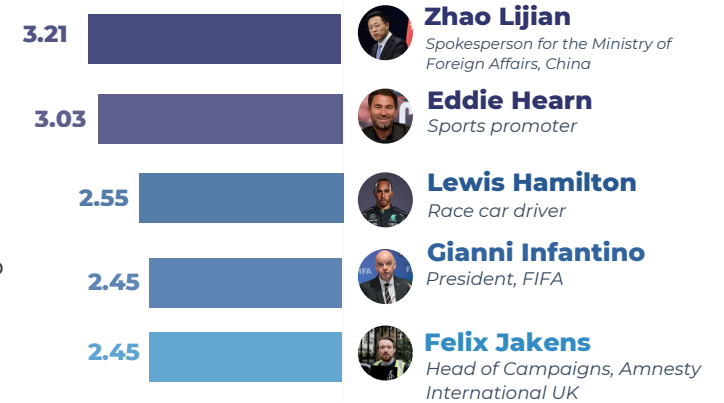
Top 10 organisations in the sportswashing debate by media impact score

Our analysis found that the organisation which coined the term “sportswashing” – Amnesty International – continued to dominate the discussion.



Top 5 spokespeople in the sportswashing debate by influence score

We also found that corporate spokespeople were particularly silent – no company representative was among the most influential individuals in the sportswashing debate.



4 tips on how brands can avoid reputational dangers with sportswashing countries

- Try to address the issue rather than sweep it under the rug
- Have a clear human rights message
- Focus on promoting athletes
- Create a bank of goodwill with more proactive investments in ESG initiatives

Read the whole analysis here:

<https://commetric.com/2022/02/11/will-handling-sportswashing-become-pr-priority-analysing-the-media-debate-around-countries-teams-and-brands/>

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