

PULSAR*



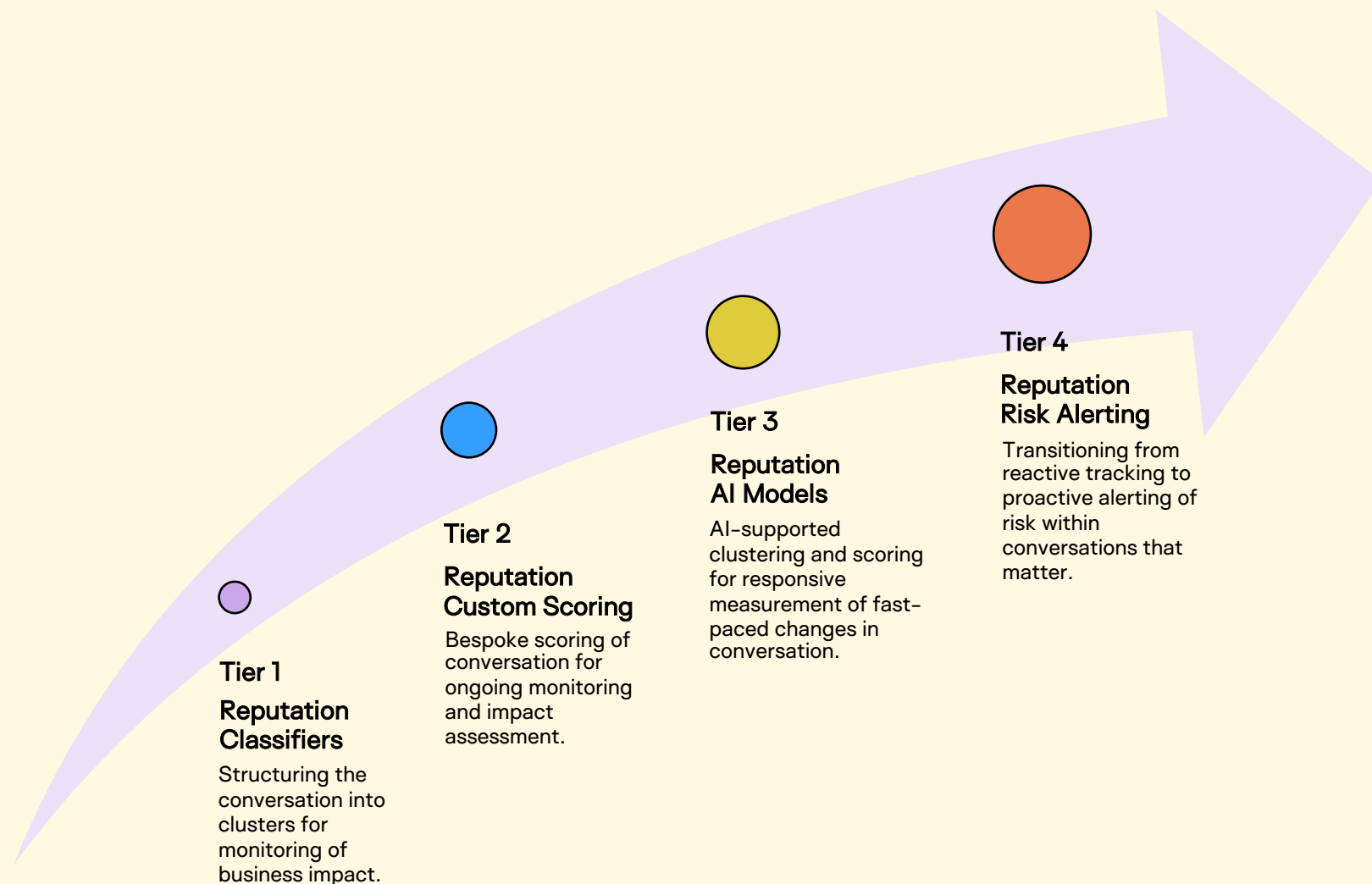
Reputation Intelligence
CPG: Personal Care Brands

What does Reputation Intelligence allow us to understand?

Tracking brand reputation shouldn't feel like searching for a signal in the noise—but it often does. Unstructured data and generic sentiment metrics don't tell us what really shapes audience perception.

Pulsar-Powered Reputation Intelligence cuts through the noise, turning scattered data into structured insights that drive business strategy. Our tiered framework helps brands pinpoint the right starting point and scale their analysis over time.

This report applies Tier 2 Reputation Intelligence.



How can we quantify the reputation of CPG brands?

Personal care products often become embedded within the routines of customers. This can present both advantages and challenges for brands in the space—on the one hand, relatively little processes of evaluation or shopping around can lead to more durable and consistent audiences. On the other, these same factors make it harder to displace an incumbent, and to win back lost consumers.

All of this makes the role of brand crucial. A dip in reputation can lead to a brand communicating a bad 'feel' or 'vibe', and in a category that revolves around often instinctive or habitual purchasing behaviors, this can have a terminal impact on market share or sales figures.

Brands need to actively manage their reputation. That's where Pulsar-Powered Reputation Intelligence comes in. It cuts through surface-level sentiment, offering actionable playbooks that help brands connect emotionally with consumers and build a reputation that truly resonates.

In this deep dive, we explore online conversations taking place around Pantene, Gillette, Durex, Nivea, Clinique and Listerine—unpacking what consumers are saying and how brands can respond.

Approach

Data Collection Period:

Jan 1st , 2024 – May 28th , 2025

Channels:

 X  Reddit  YouTube
 Blogs  Forums  Online News
 TikTok  Instagram  Reviews

Markets/Languages:

US, UK, Australia and Singapore
Analysis in English-language

What data do we have to play with?

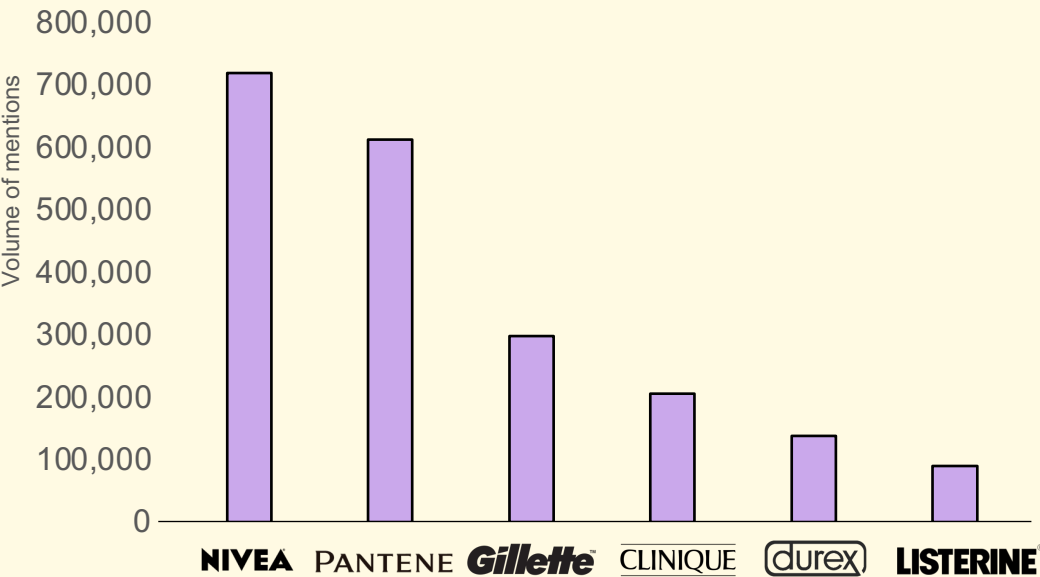
First, we identify all the relevant conversations

More mentions don't always equate to a stronger—these conversations can be damaging or downright irrelevant. While Pantene receives significant buzz as a brand, it has the smallest percentage of

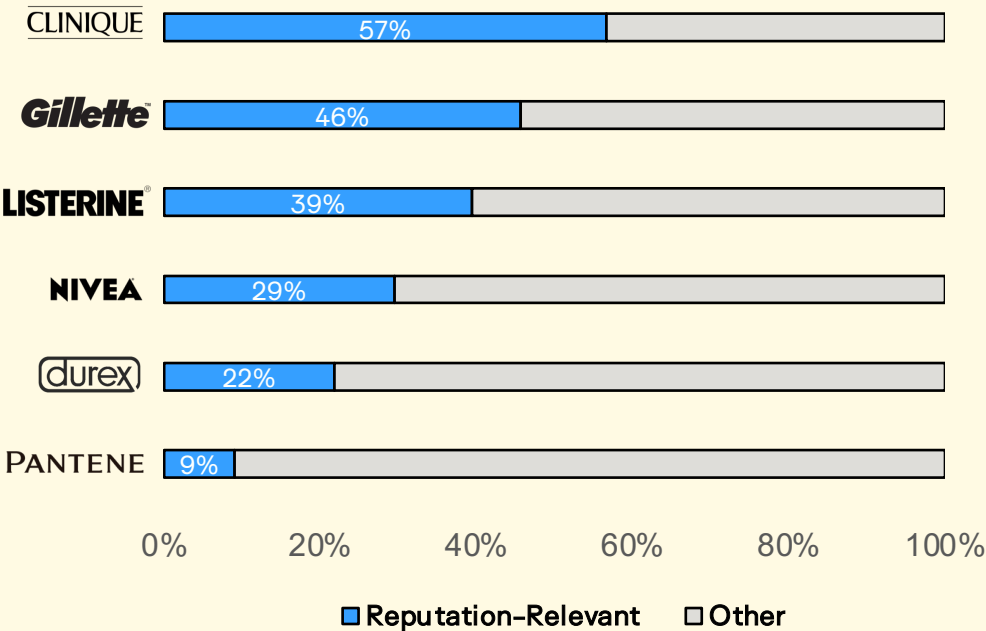
reputation—relevant conversation. For example, a portion of Pantene's overall traction comes from hype directed around its collab with Thai GL duo LingOrm. This conversation certainly increases awareness of

the brand but does not move the dial on how audiences view it along several key reputational dimensions. We'll explore what these dimensions are over the coming pages.

Selected personal care brand mentions



Percentage of reputation—relevant discussion per brand



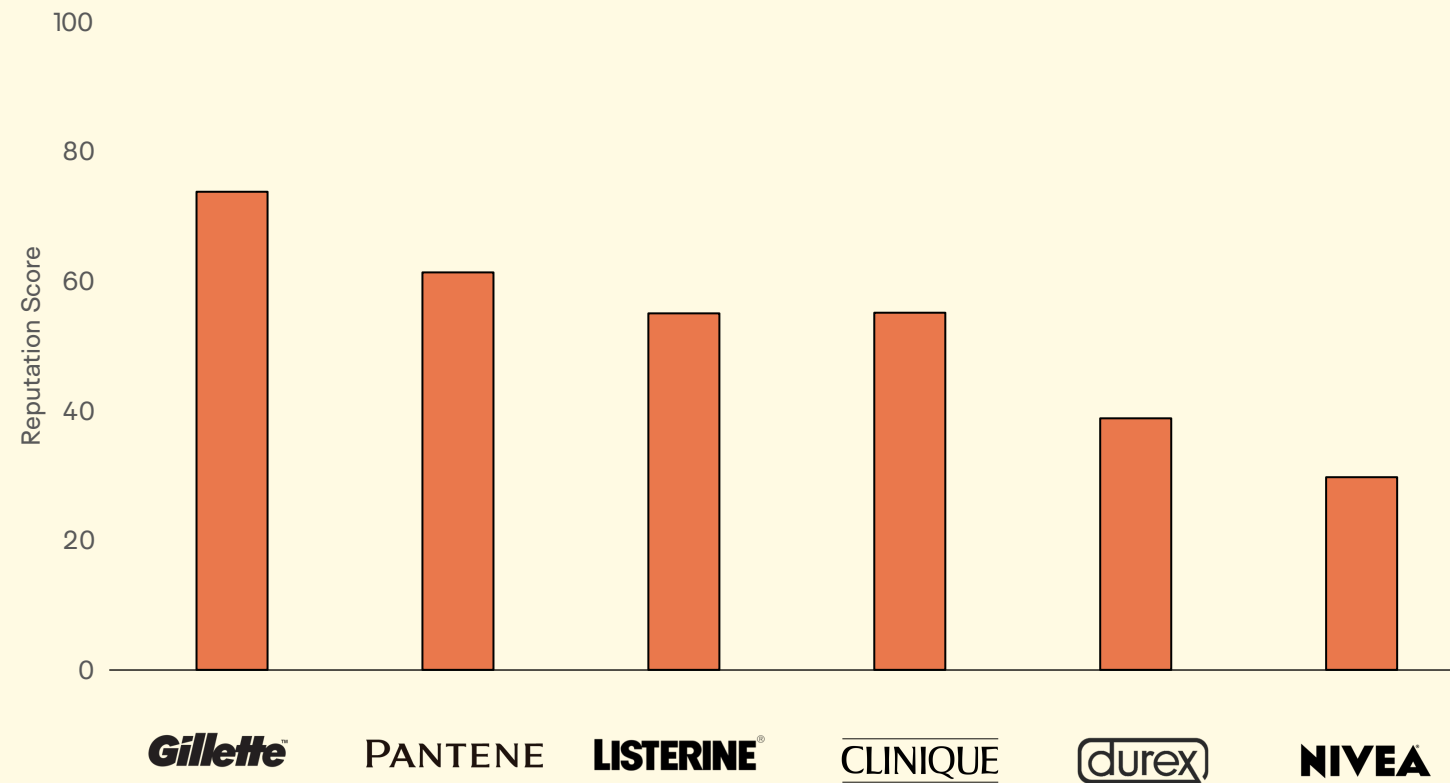
Mentions of selected personal care brands and their percentage within the Personal Care brands conversation across X, Reddit, YouTube, Blogs, Forums, News, Instagram and TikTok, between Jan 1, 2024 – May 28, 2025. Source: Pulsar TRAC

Assigning a reputation score allows us to compare similar brands

We use Pulsar’s platform to map the qualitative aspects of brand reputation on a quantitative scale, overlaying pillars such as sentiment and visibility as they touch on essential areas like products, performance, workplace culture, and societal impact.

Looking at the brand scores across six selected personal care brands, Gillette takes the top spot, followed by Pantene and Listerine. This rewards consistently high scoring across each of these pillars (as we’ll see, some brands see their overall score undercut by one lagging reputational dimension).

Even though we view and measure these pillars as distinct, within natural conversation they can often recur in the same social post or news article. For instance, leadership and innovation could both be cited should an industry magazine article report on some new initiative imposed by the C-suite.

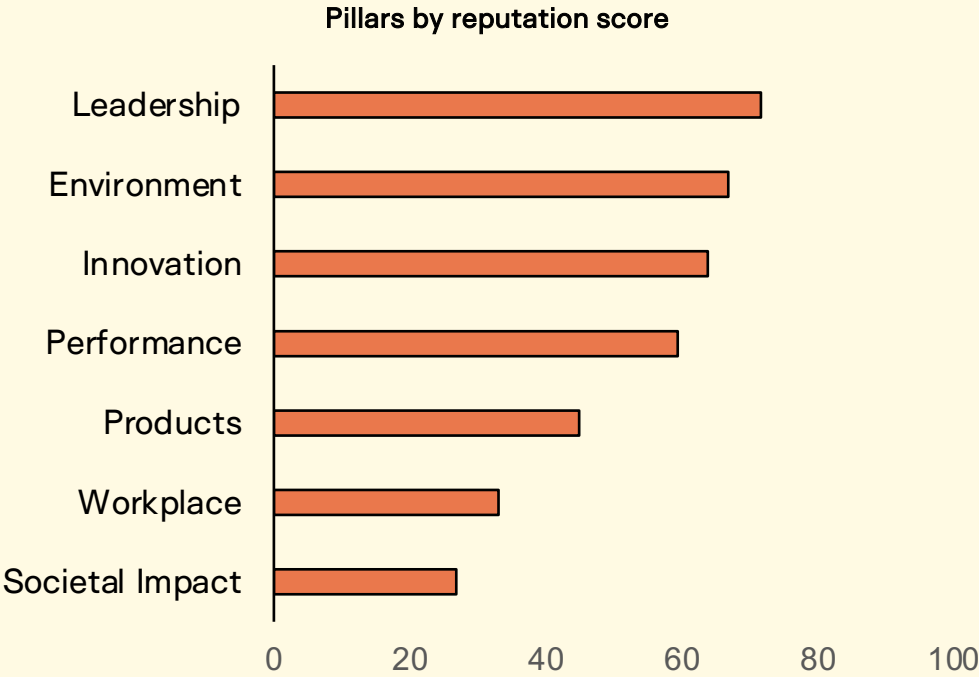
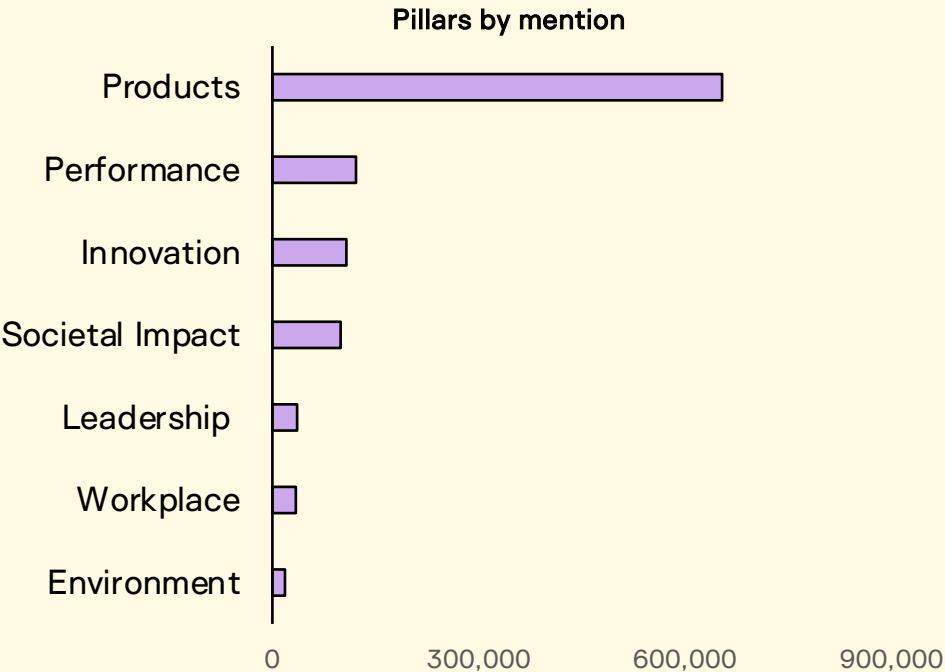


Brand reputation isn't shaped by a singular factor

Having already established that multiple pillars can be cited in any one social or media item, it's not surprising to see product-related discussions account for 84% of total conversation. After all, within the CPG category interacting with these products on a regular basis is the core touchpoint many consumers have with any of the brands.

However, what's more counter-intuitive is that this overall conversational dominance does not necessarily translate to a similar impact of overall reputation score. Why is this? It comes down to two factors. Firstly, the average visibility of conversation related to the environment, leadership or innovation

is much higher. At the same time, these pillars can also attract conversation with a stronger sentiment—whether positive or negative—that's far more likely to move the dial on someone's opinion of a brand.

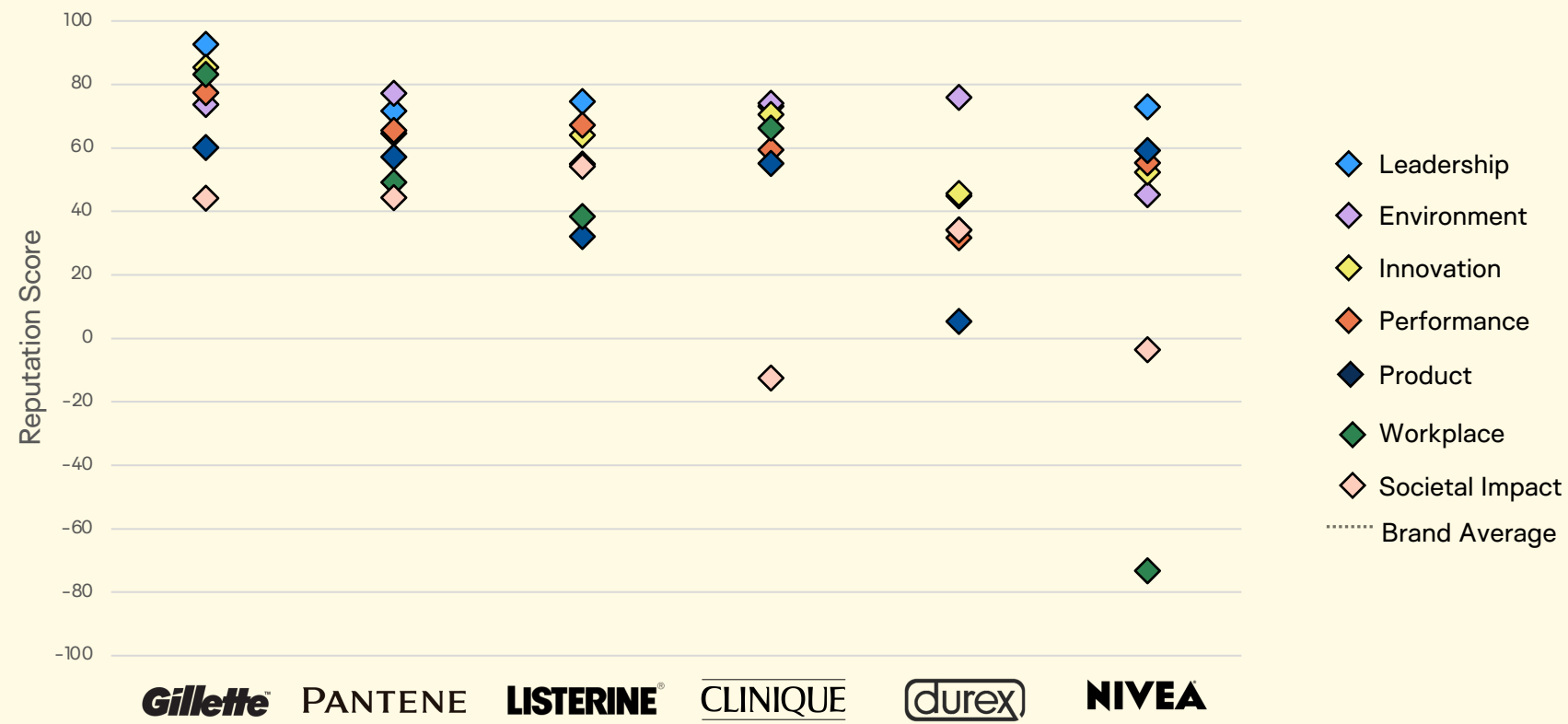


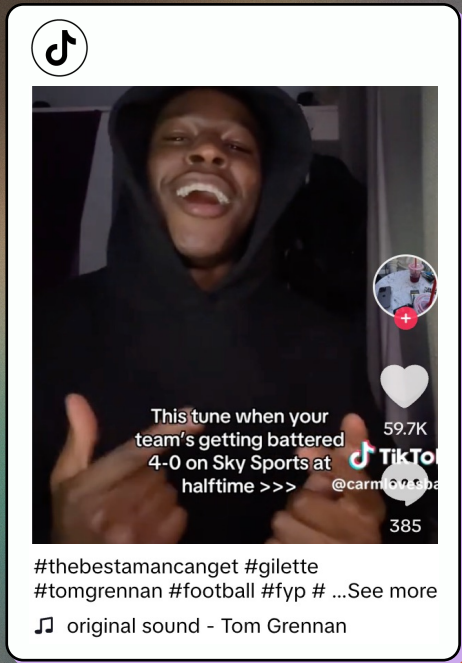
It only takes one factor to hurt overall reputation

As we've previously inferred, it's brands that are consistent across each of the pillars that tend to perform better overall.

Compare the tight range within Gillette or Pantene, for instance, with the single pillars undermining Clinique (societal impact) and Nivea (workplace).

This latter conversation revolves around factory shutdowns within Nigeria, which have been reported and amplified by local communities.





What's behind Gillette's high reputation score?

From nostalgia to community spirit

Corporate foundations like leadership and workplace often make headlines, shaping industry views. But it's cultural influence—rooted in community—that builds a truly lasting brand through consumer connection. Gillette has done just that, with the nostalgia, community or relatability evoked by its different campaigns helping to rebound positively onto many of the pillars we've established as being beneficial for reputation.

A standout example is Gillette's ad, released in December 2023, which features Tom Grennan's rendition of "The Best A Man Can Get"—a seamless blend of the nostalgia of the 1989 slogan with a modern, fresh vibe that resonates with younger men by rooting the song in contemporary male cultural content, including footballtok and memes. At the same time, Gillette has become a key part of the community's aesthetic. On subreddits like r/wicked_edge, Gillette razors are at the heart of the "Shave of the Day" trend.

Despite these wins, Gillette still faces challenges. Some are boycotting the brand over its Israeli funding, choosing alternatives like Nisa and Hiba Removal Cream. While Gillette remains a cultural powerhouse, it continues to navigate the complexities of brand reputation.

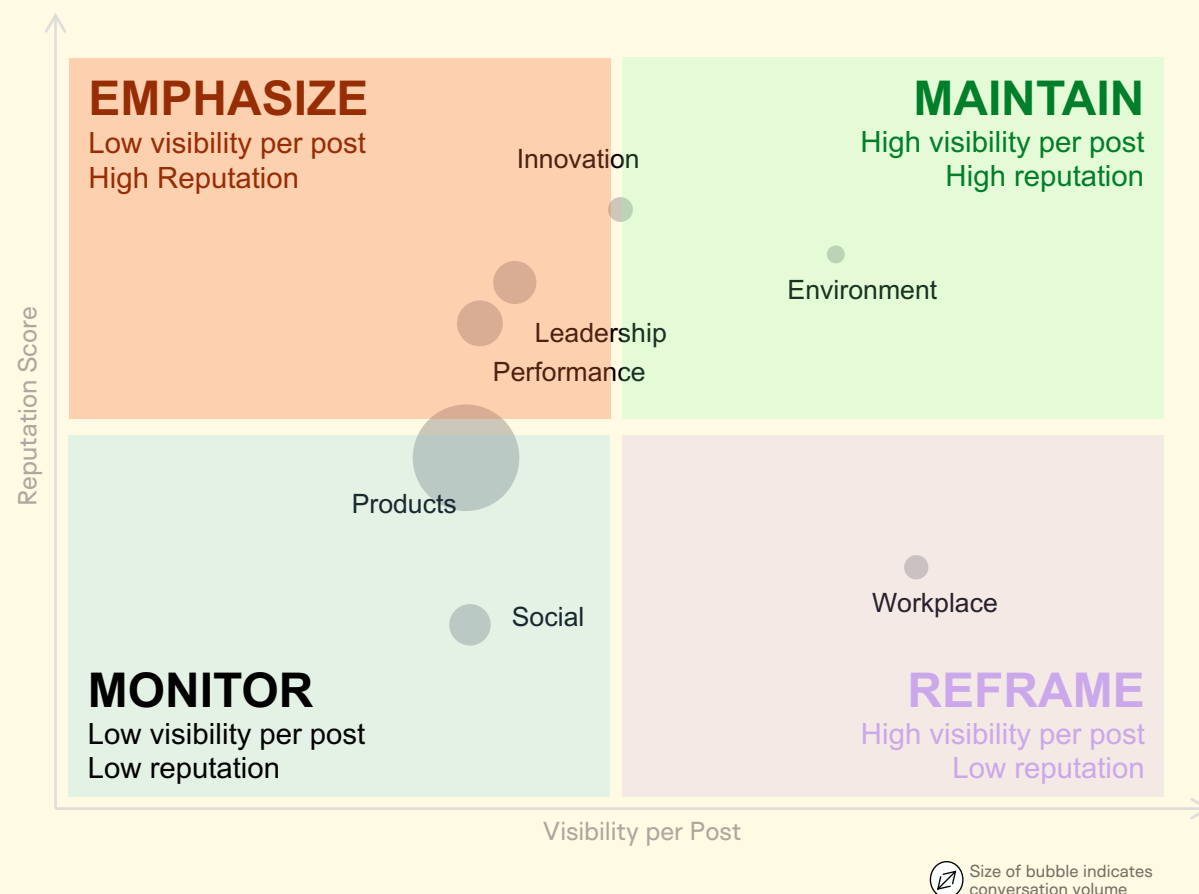
Can we derive a CPG reputation playbook?

Turning insight into action

In CPG, reputation is more than what individuals perceive—it's about earning trust, building emotional connections, and staying connected to consumers. In order to take action on insights, brands must engage meaningfully with their consumers, with a shared sense of values.

Popularity through products is just the starting point; attention is earned through building awareness and evoking genuine emotions. The most effective ways to achieve this are through innovation, leadership, and sustainability—particularly across social media platforms. By using non-traditional media channels that focus on putting users at the center, brands can magnify their messages and amplify their influence.

Moreover, negative social roles of brands propagate rapidly. High visibility with low reputation scores mean negative sentiment is picking up speed, usually driven by geoeconomic concerns and poison ingredient fears. Brands need to act fast in such a case to restore and maintain trust.



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