

# A DATA-DRIVEN APPROACH TO LANDING SUSTAINABILITY STORIES IN GLOBAL TOP-TIER MEDIA



The sustainability media landscape is increasingly competitive. To ensure our clients can remain a step ahead, FleishmanHillard analyzed top-tier global coverage of ESG and sustainability themes over a six-month period in 2024. The analysis we've conducted equips us with data-informed insights on what stories and topics are landing coverage and how our clients can uncover open spaces to share their progress with the stakeholders that matter most.

We partnered with TRUE Global Intelligence, our award-winning insight and analytics practice, and leveraged our tool stack to analyze top-tier global coverage of ESG and sustainability themes over six months in 2024. The team manually reviewed over 6,000 articles identified by our tools to narrow our search to earned content featuring companies' sustainability actions. Each article was categorized based on the outlet, sector(s) represented, tone and subject matter.

**6,000+**  
articles identified  
and reviewed

Our research demonstrates that companies with solid stories to share should feel comfortable pitching stories and can be reassured that top-tier outlets trend toward positive coverage.

**612**

unique companies were mentioned in top-tier global media coverage.

**52%**

of positive and neutral top-tier global media stories focus on corporate innovations designed to promote sustainability.

**55%**

of the companies mentioned in two or more top-tier global media stories were B2B companies.

**43%**

of top-tier global media pieces focused on renewable energy and/or emissions.

**38%**

of all positive and neutral top-tier global media coverage in 2024 was published in Forbes.

Insights from the research can help brands stay ahead of competitors as they finalize communication plans for 2025. FleishmanHillard counselors would welcome the opportunity to present the research to you and have a conversation about findings you can leverage to reach your priority audiences.

Contact [Judith Rowland](#) or the [Responsible Business](#) team to set up a time to discuss how the findings can help your organization.

## About Responsible Business and Global Impact at FleishmanHillard

Our Responsible Business and Global Impact practice, fueled by our proprietary research, strategy and strong internal culture, is an essential partner for companies looking to innovate and create a more equitable and sustainable world. We're helping clients across industries transform to align with today's expectations.