## Is cancel culture just noise for brands, the B2B metaverse, and where events are at

## Audio



Learn about whether cancel culture for brands is just noise and how brands can best avoid landing themselves in hot water over social issues. "In Other News," we discuss what to expect





from the B2B metaverse and how far events have come. Tune in to the discussion with our analyst Dave Frankland.

Reasons Why US Adults Would Cancel* a Comp Dec 2020	any,
% of respondents	
To change its ways	
	38%
To change policies/stances surrounding political involvement	
27%	
To fire the individual(s) responsible for an offensive statement	
26%	
To disassociate itself from a celebrity or spokesperson who said or did something offensive	
22%	
To take a financial or reputational hit	
19%	
To change branding and/or external representation	
18%	
To share feelings/disapproval to social networks	
15%	
To "go away" completely	
14%	
Other	
2%	
Note: *stop supporting	
Source: Porter Novelli, "2021 Business of Cancel Culture Study," Jan 26, 2021	
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