



# INSIGHT LAB

*Redefining tools for  
a stronger reputation*

*The crises of 2025*

*At the beginning of a year expected to be complicated in many ways, Rogalski Damaschin publishes the results of the research "Crises of 2025", focusing on the reputation vulnerabilities that companies may face in the upcoming period.*

*The research was conducted within the **INSIGHT LAB** program, a platform designed to support brands and communication professionals with data-driven insights.*

*Based on a questionnaire addressed to publications and journalists from all fields, the "Crises of 2025" research revealed three main conclusions:*

- 1.** In the context of current political and economic developments, there are no industries that are completely safe from the danger of reputational crises. However, some industries are very exposed to the risk of undergoing such crises. These are the systemic industries that ensure the functioning of the economy at a macro level.
- 2.** Within these industries, some companies will be more vulnerable than others, considering the messages spread in the public space during last year's election campaigns and after the cancellation of the November 2024 presidential elections. Those companies that do not build connections with consumers and the public in Romania, those that do not rely on the narrative of being a local company, or those that do not create jobs for Romanians risk becoming easier targets of criticism.
- 3.** Facing the risk of communication crises that could impact their reputation in 2025, companies must prepare a set of tools that will help them communicate more effectively with the public.

# Crisis sources for the business environment in 2025



PRESIDENTIAL ELECTIONS IN ROMANIA



INTRODUCTION OF NEW TAXES OR INCREASE IN EXISTING ONES



INFLATION



DECLINE IN ECONOMIC GROWTH



CONTINUED UPWARD TREND OF THE BUDGET DEFICIT



TECHNOLOGICAL CHANGES (AI/ACCELERATED DIGITALIZATION)



LACK OF WORKFORCE



DISINFORMATION ON SOCIAL MEDIA



UNEMPLOYMENT



REGIONAL CONFLICTS AND DEMOCRACY STABILITY



INTERRUPTIONS IN SUPPLY CHAINS



CYBERSECURITY



SOCIAL JUSTICE AND EQUAL OPPORTUNITIES ISSUES



CLIMATE CHANGE

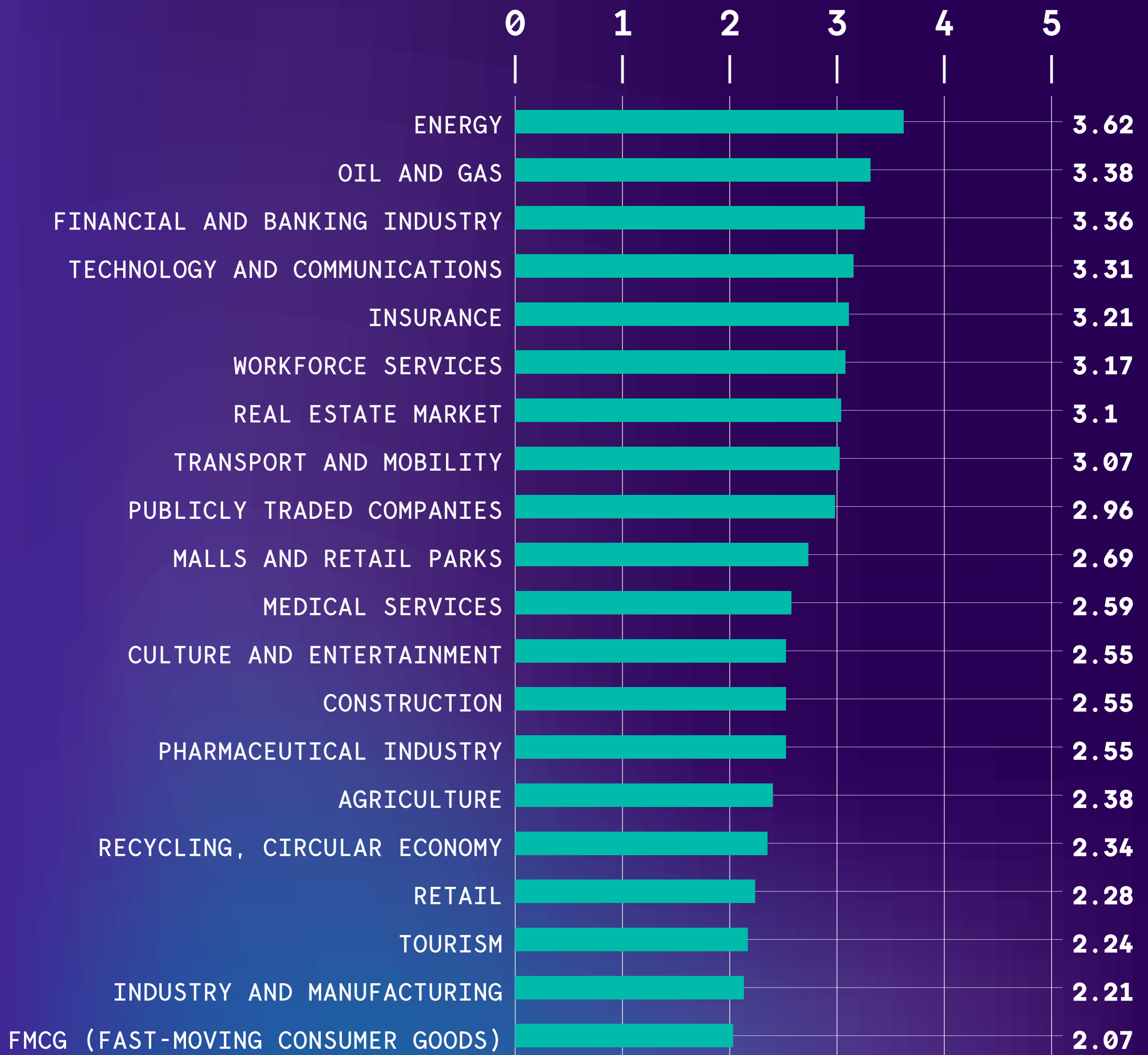
## *Crisis sources for the business environment in 2025*

The main sources of crisis for the business environment are related to the political changes expected this year and the economic measures already taken or planned, according to the "Crises of 2025" research. When asked about the factors they believe will have an impact on the business sector in the next 12 months, most respondents placed the upcoming presidential elections in May at the top of the list (40.30%).

Next, in order of importance, are the introduction of new taxes or increases in existing ones (38.70%), inflation (36%), and the decrease in economic growth (34%), which are seen as potential crisis triggers for the business environment in 2025.

Basically, these results emphasize the effects of the electoral rounds at the end of 2024, whether it is about the canceled presidential election that will be resumed, generating uncertainty in society, or the parliamentary elections that led to the change of government. The new executive adopted a series of fiscal-budgetary measures, and their effects are expected from now on.

# Industries most exposed to communication crises in 2025

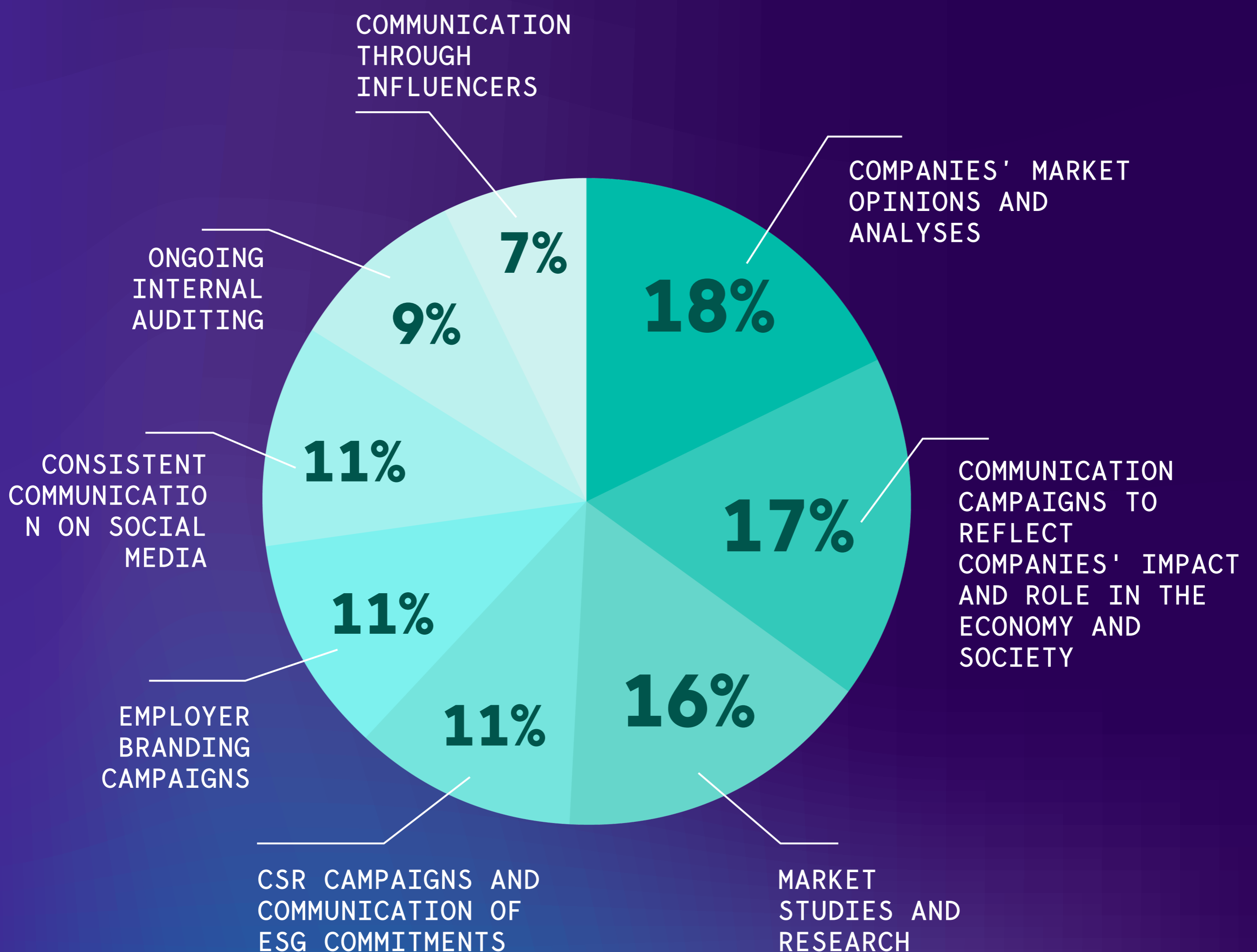


## *Industries most exposed to communication crises in 2025*

The "Crises of 2025" tool shows that the industries most exposed to communication crises that could affect their reputation are energy (score of 3.62), oil and gas (3.38), the financial-banking industry (3.36), technology and communications (3.31), insurance (3.21), labor market services (3.17), real estate (3.1), transportation and mobility (3.07).

Some of these industries are targeted by the economic measures announced at the end of last year. Others, such as the energy sector, will be the focus of decisions to be taken by the Government in the coming months. Thus, companies in these sectors will be put in a position to react to the decisions made by the Executive, both to protect their businesses and to communicate to clients how they will be affected and what solutions are available. Additionally, industries seen as vulnerable by the respondents are interconnected, meaning there is a risk that a crisis in one sector could be felt in other areas of the business environment.

# Tools that will help companies communicate better with the public





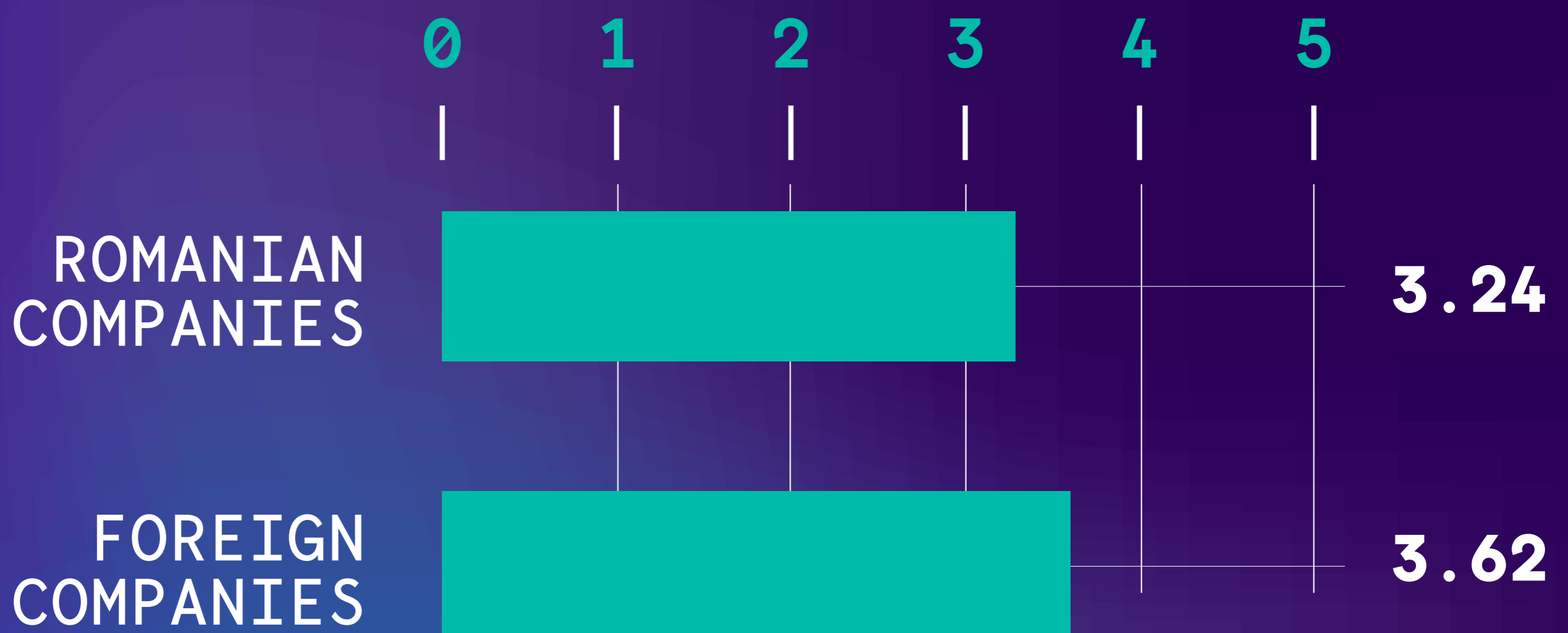
## *Tools that will help companies communicate better with the public*

In anticipation of crisis situations, companies must find ways to communicate as effectively as possible with the public. The "Crises of 2025" research indicates that, in this regard, the most useful tools are companies' opinions and market analyses (18%), communication campaigns designed to show the impact and role of companies in the economy and society (17%), market studies and research (16%), CSR campaigns and communication of ESG commitments (11%), employer branding campaigns (11%) and ongoing communication on social media (11%).

The choice of these tools highlights, according to the research results, the public's need to understand the broader context in which companies operate, as the explanations provided can act as a stabilizing factor. Additionally, the "Crises of 2025" tool shows the need to build and strengthen trust in the brand among consumers and the company's own employees.

# *How likely is it that companies' reputations will be influenced by Romania's political situation and geopolitical risks?*

Foreign brands and companies face a higher reputational risk than local companies due to potential political disruptions in Romania and geopolitical issues.



## *How likely is it that the reputation of foreign companies will be influenced by the political situation in Romania and geopolitical risks*

When asked if the internal political situation and the geopolitical context will influence how foreign companies and brands operating in Romania are perceived by the public, the journalists achieved a final score of 3.6 out of 5, with 5 representing full agreement. The result shows that they are not entirely convinced that there will be an impact on the image of foreign companies operating in our country, but there is a noticeable trend towards the opinion that these brands will be affected in terms of public perception by developments at the national and international levels.

Asked to justify their answers, some journalists stated that they have noticed that "the public's interest in the origins of companies operating in Romania has already increased significantly" and that, depending on the outcome of the presidential elections, they expect promotional or defamation campaigns targeting certain brands to emerge.

*“In the context of rising nationalism in Romania, there may be increasing reluctance toward foreign brands, especially those newer to the local market.”*

## *The influence of the internal political situation and geopolitical issues on how Romanian companies and brands are perceived*

Regarding the extent to which the internal political situation and global developments will influence the public's perception of Romanian companies and brands, the final score recorded was 3.2 out of 5, with 5 also representing overall agreement. A rather neutral positioning of journalists can be observed again, with a tendency towards the idea that the internal and international context will influence how local companies are seen in Romania.

In justifying their answers, journalists referred again to the presence of a wave of nationalism, under which "Romanian companies will be able to promote themselves more easily and will be more appreciated."

*“The presidential elections are of great importance, as halting Romania's European path would bring macroeconomic and political changes that, initially, could benefit Romanian companies – but only within the country. However, in the medium and especially long term, such approaches hinder competition, reduce efficiency, and damage the value of companies and the image of their brands.”*

# *Conclusions and recommendations*

The transformations that have occurred in recent months in the political scene, the prospect of a new electoral campaign and presidential elections, as well as the economic measures should lead to strategies to increase the resilience of companies in all industries, as they can expect to face crises that may affect their reputation in the upcoming period, according to the findings of the research "Crises of 2025."

Some industries are more exposed to the risk of facing such crises. But regardless of the degree of risk exposure, companies should update and adapt their crisis preparedness tools.

According to the results presented, greater vulnerabilities to potential crises are associated with certain sectors, as well as with the origin of the companies, the Romanian/foreign polarization being amplified by the narratives that have been widely spread since the electoral campaigns of last year.

*Here are five strategic recommendations based on the insights from the "Crises of 2025" report, published by Rogalski Damaschin. Thus, companies should:*

- 1. Review their reputational risk management strategies, crisis communication manuals and procedures*
- 2. Continue to be transparent both with the public and with their own employees and associate with values that unite people*
- 3. Focus more on campaigns and initiatives that show their involvement and impact at the local level, and how their economic activity contributes to the well-being of Romanians*
- 4. Review their sponsorship and influencers policies to reduce the risks that may come from association with potentially controversial events, public statements or behaviors*
- 5. Communicate constantly and transparently with journalists and opinion leaders and continuously monitor the environment in which they operate.*

Read here the first Insight Lab report:  
[\*Press releases in the era of algorithms\*](#)



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