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Ireland  
**RepTrak**<sup>®</sup>

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CELEBRATING  
**15**  
YEARS OF REPUTATION

Key Insights from the  
**Ireland RepTrak 2024 Study**

#IRLRepTrak24

# The Reputations Agency – Reputation Offerings

## RepTrak Platform

Measure and track your Reputation continually amongst the informed public. Combined with expert insights and advice

## Multi Stakeholder Audits

Understand how to protect and strengthen your Reputation amongst specialised stakeholder groups

## Reputation Workshops

Prioritise your strategic imperatives, set tangible goals and develop concrete plans to achieve these goals so your Reputation can continue to grow

## Strategic Public Relations

Our expert team applies creativity and strategic insight develop strategic communications plans that are results-driven, targeted and impactful

# The Importance of Reputation

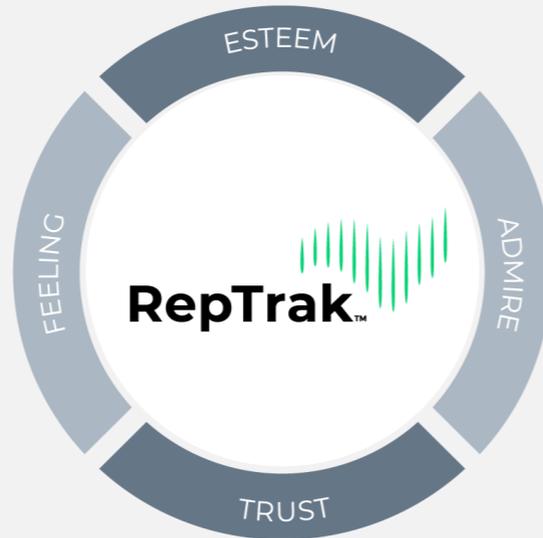
## TOUCH POINTS

Direct experience

What the company communicates

What others say

## REPUTATION



## SUPPORTIVE BEHAVIOUR

Benefit of the doubt

Buy

Recommend products / services

Recommend the company

Work for

Welcome into the community

Invest

## BUSINESS RESULTS

Support new product introductions

Reduce risk of increased regulations

Ability to charge price premiums

Recruit and retain top talent

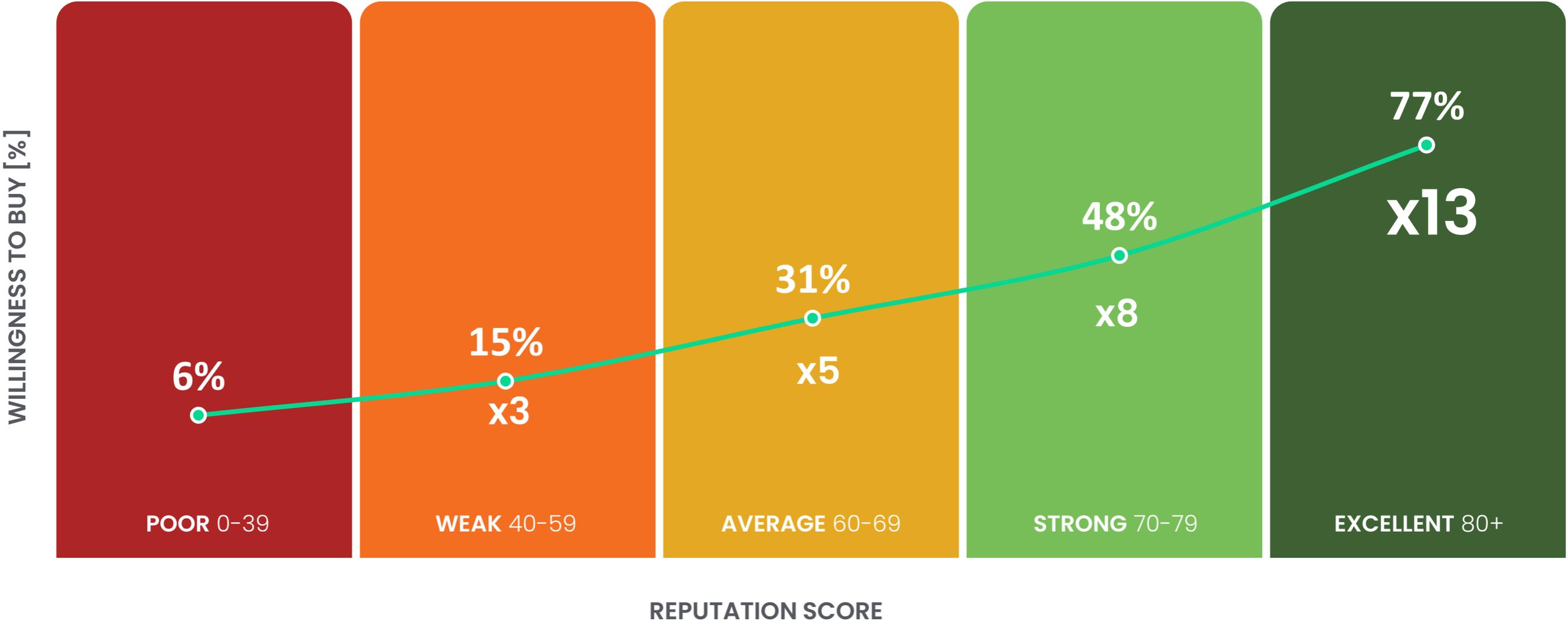
Support post-crisis recovery

Reduce cost of capital

Support entry into new markets

# Corporate reputation links **directly to stakeholder support**

In 2024, the public in Ireland is 13 times more *Willing to Buy* from an organisation with a reputation in the Excellent tier, than from an organisation whose reputation falls into the Poor tier.



# The largest database on **corporate reputation in Ireland**

**10 WEEKS**

Jan – Mar 2024



**5,000+**

Informed General Public



**14,520**

Individual Ratings



**100**

Organisations



# The Reptrak® Model

## Complete Business Intelligence System

**1. REPTRAK® SCORE**

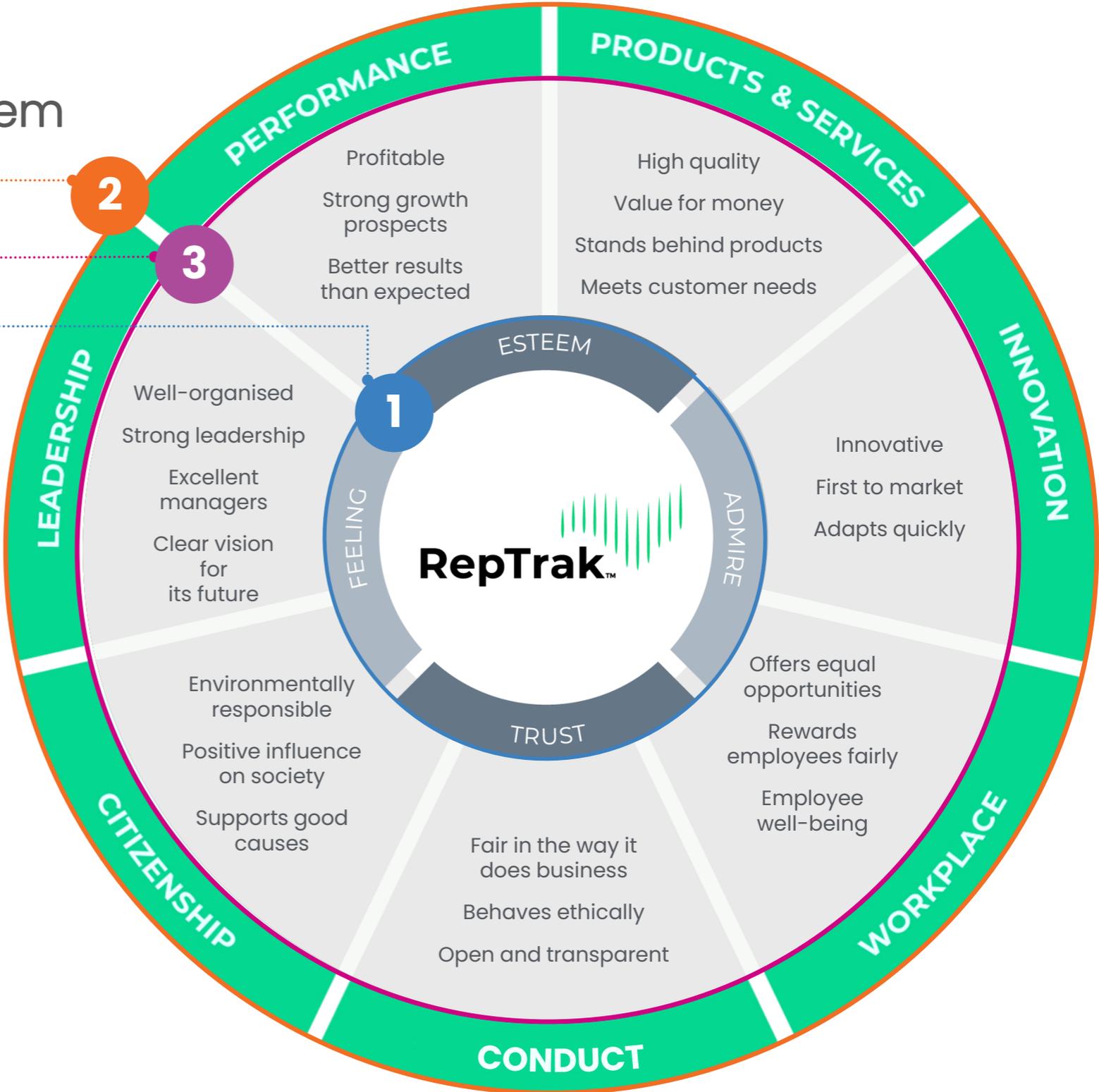
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

**2. DRIVERS**

These seven rational drivers have proven to be the pillars of organisational reputation.

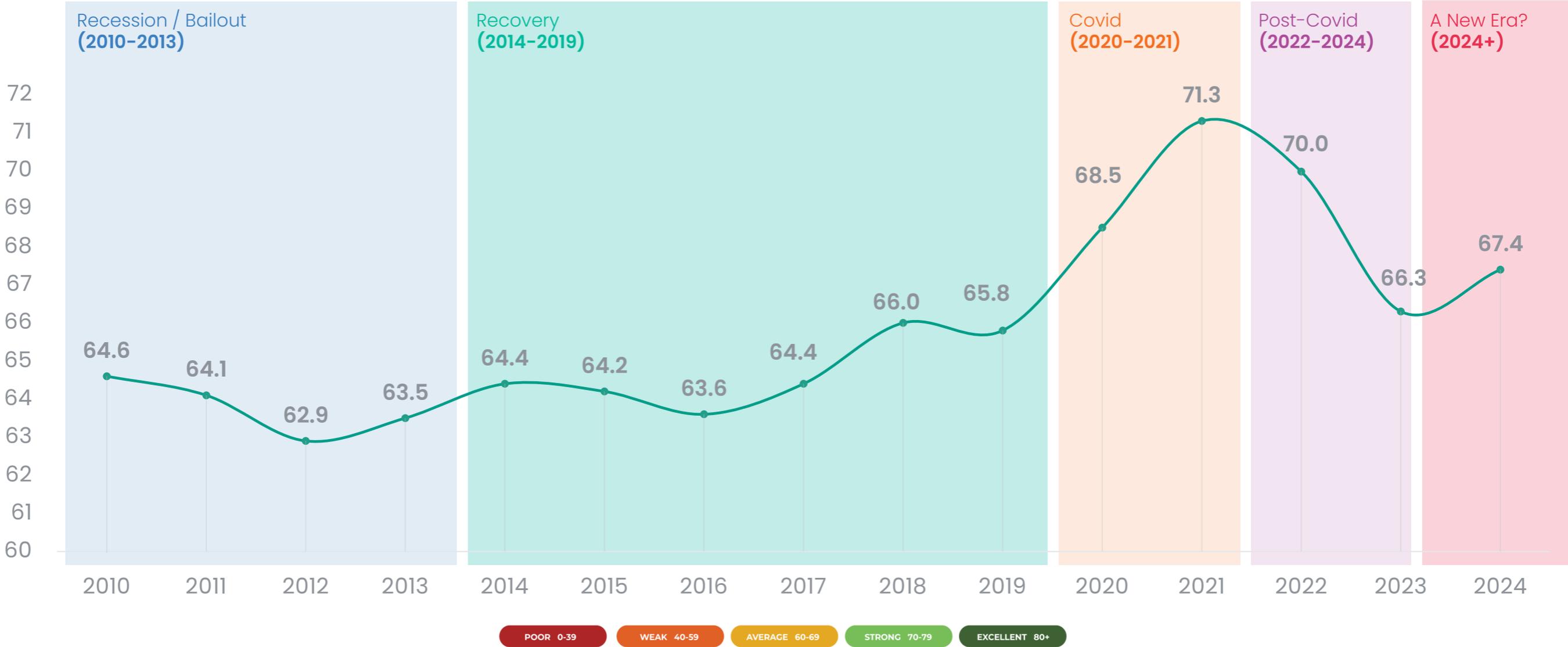
**3. FACTORS**

The 23 concrete and operational factors that underpin the seven drivers.



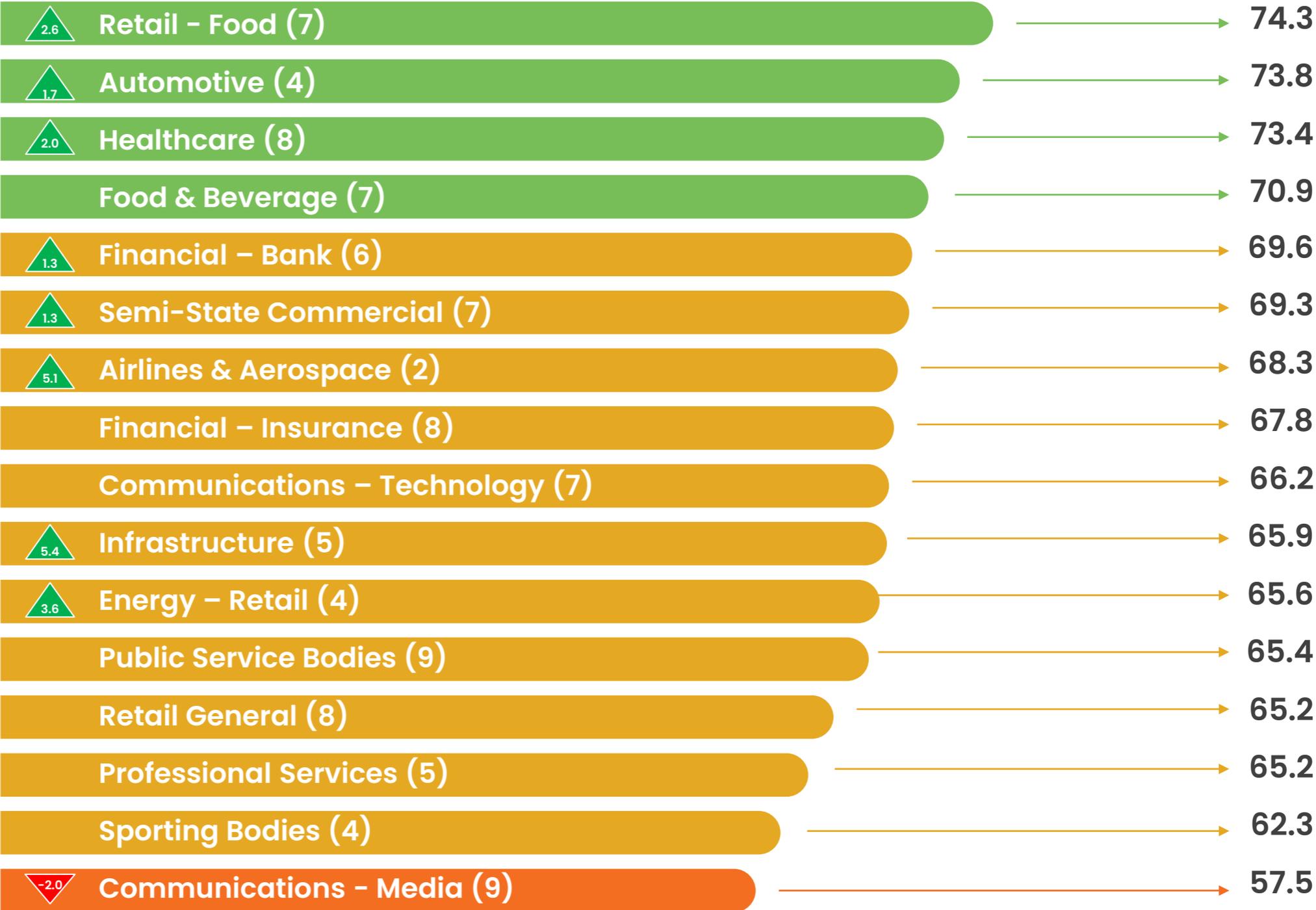
# Ireland RepTrak 2024 Trendline

Tracking the average Ireland RepTrak® Reputation score between 2023 and 2024, we see signs of stabilisation in 2024.



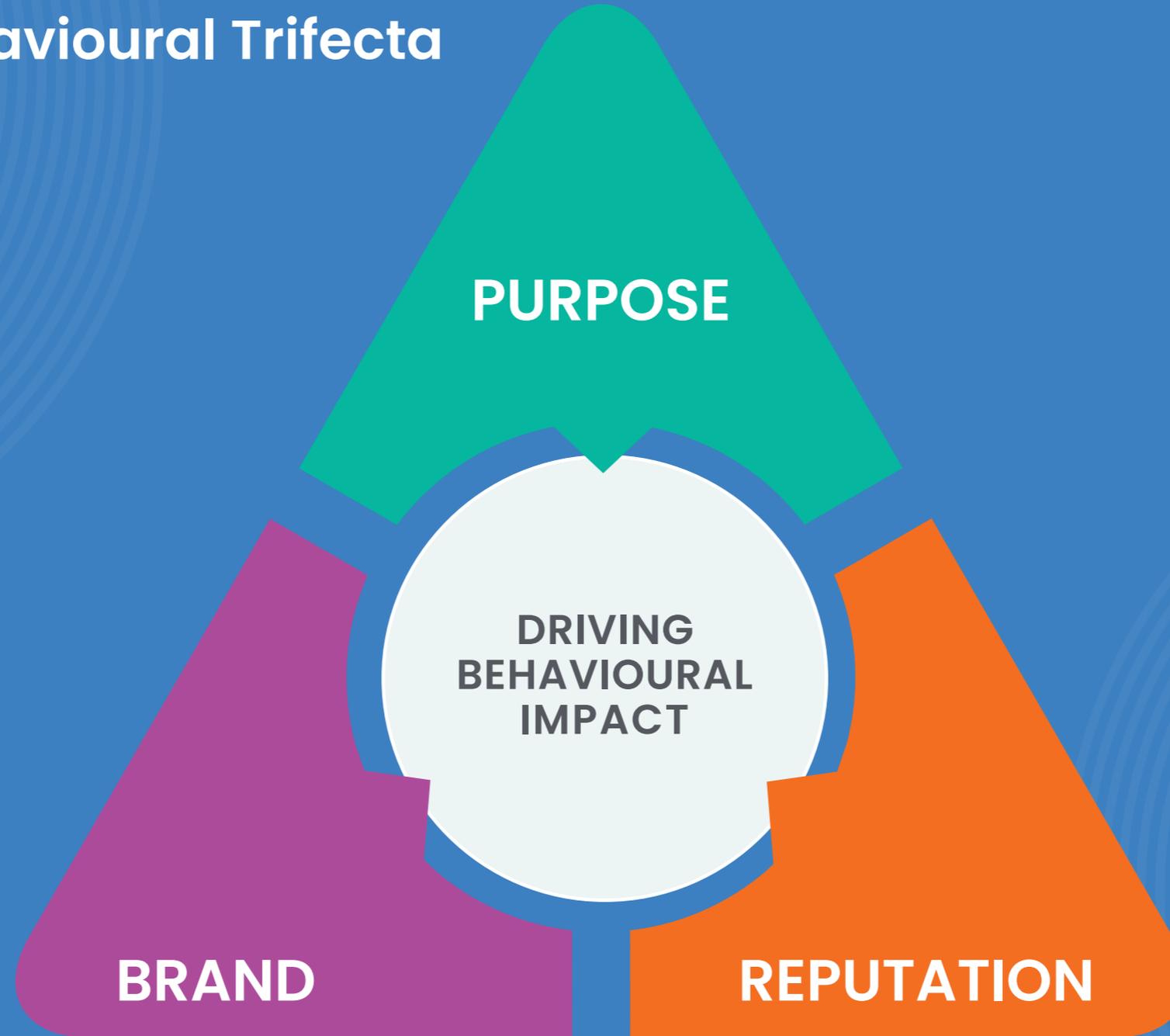
# Ireland RepTrak 2024 Industry Ranking

Several sectors improve this year.



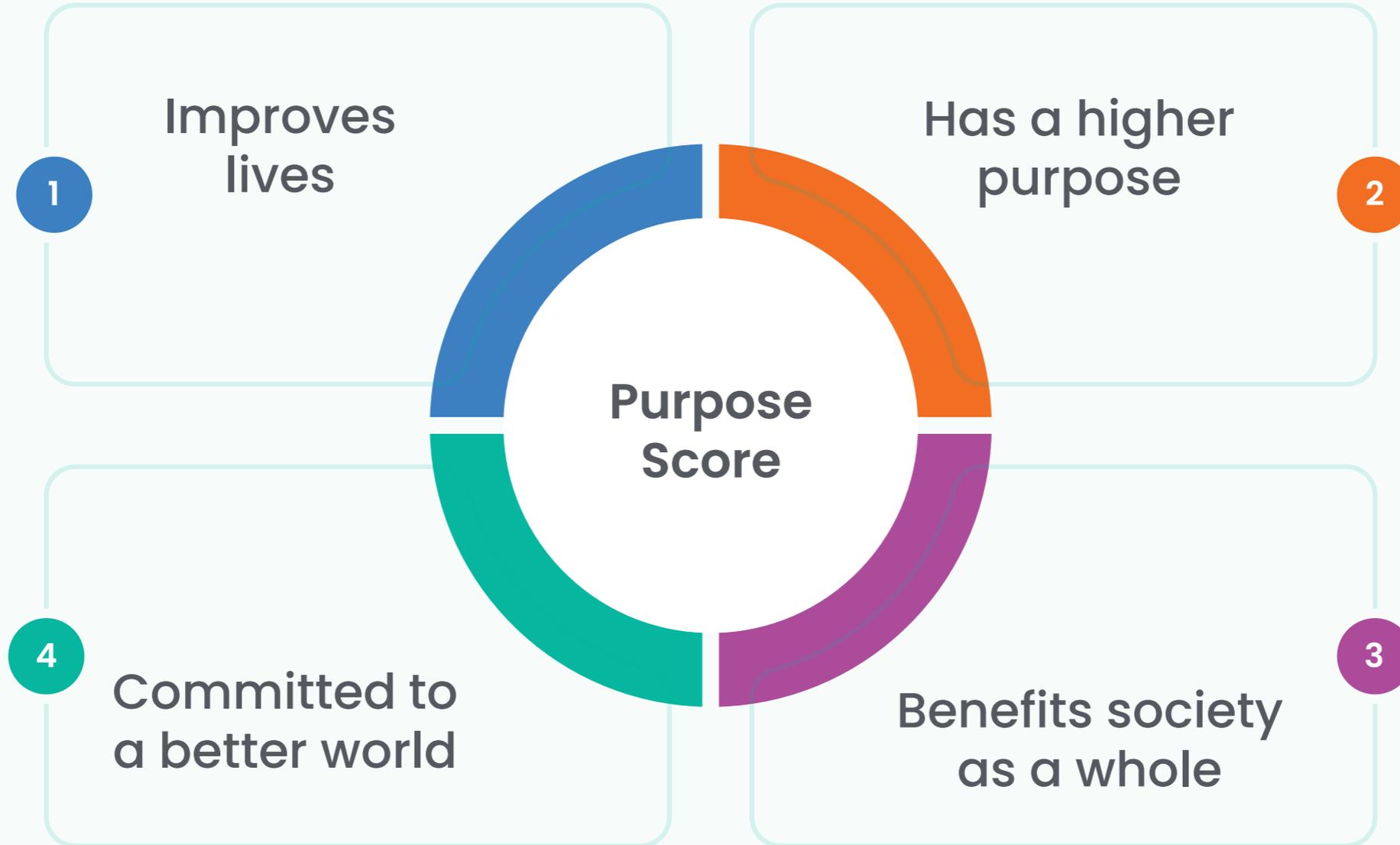
- EXCELLENT** 80+
- STRONG** 70-79
- AVERAGE** 60-69
- WEAK** 40-59
- POOR** 0-39

# A Powerful Behavioural Trifecta

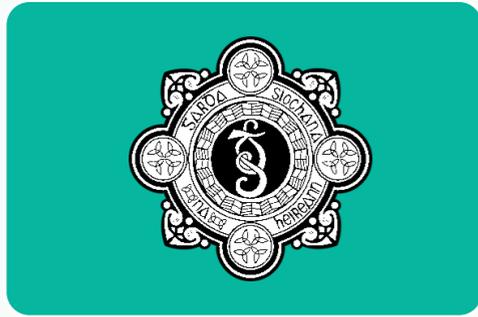


# The Power of Purpose

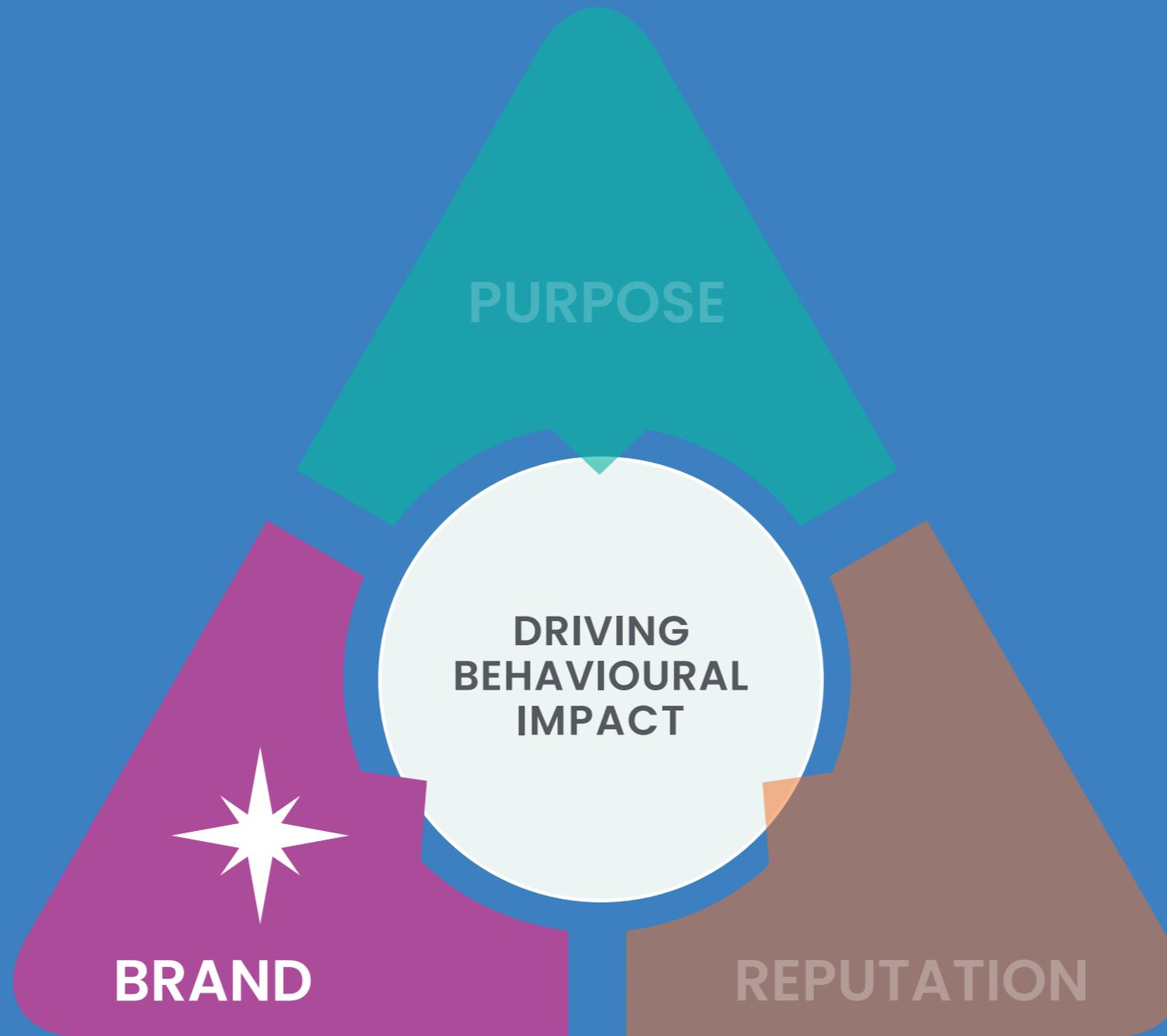
An organisation's Purpose score is an important barometer of overall public support



# Most Purposeful Organisations in Ireland (Alphabetical Order)



# Brand



# Brand Personas



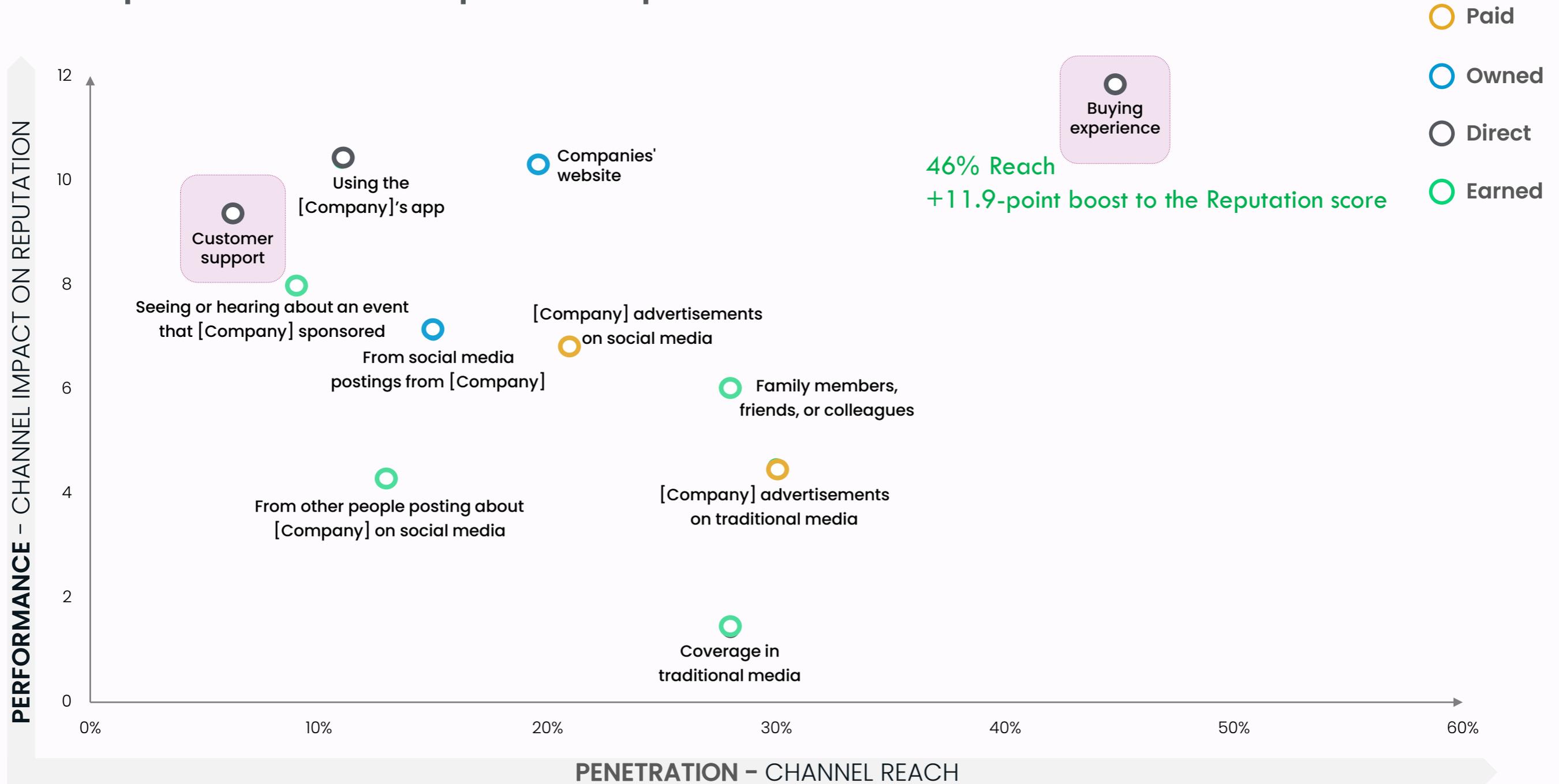
AGGRESSIVE	ARROGANT	BORING	CARING	CHARMING	CONFIDENT	COURAGOUS	CREATIVE
DARING	DOWN TO EARTH	ENVIRONMENTALLY CONSCIOUS	EXCITING	FAIR	FLEXIBLE	FRIENDLY	GENUINE
GREEDY	HARDWORKING	IMAGINATIVE	INSIGHTFUL	INTELLIGENT	MODERN	NURTURING	PATRIOTIC
PROGRESSIVE	SINCERE	SPIRITED	STRAIGHT FORWARD	TECH-SAVVY	TOUGH	TRADITIONAL	WORLDLY

# Brand Personas



<p><b>AGGRESSIVE</b></p> <p>Twitter</p>	<p><b>ARROGANT</b></p> <p>Twitter</p>	<p><b>BORING</b></p> <p>RTÉ</p>	<p><b>CARING</b></p> <p>Blackrock Healthcare Group</p>	<p><b>CHARMING</b></p> <p>Brown Thomas</p>	<p><b>CONFIDENT</b></p> <p>Apple</p>	<p><b>COURAGOUS</b></p> <p>An Garda Síochána</p>	<p><b>CREATIVE</b></p> <p>Glanbia</p>
<p><b>DARING</b></p> <p>Apple</p>	<p><b>DOWN TO EARTH</b></p> <p>Credit Unions</p>	<p><b>ENVIRONMENTALLY CONSCIOUS</b></p> <p>Coillte</p>	<p><b>EXCITING</b></p> <p>Apple</p>	<p><b>FAIR</b></p> <p>Credit Unions</p>	<p><b>FLEXIBLE</b></p> <p>Credit Unions</p>	<p><b>FRIENDLY</b></p> <p>Credit Unions</p>	<p><b>GENUINE</b></p> <p>Credit Unions</p>
<p><b>GREEDY</b></p> <p>RTÉ</p>	<p><b>HARDWORKING</b></p> <p>IDA Ireland</p>	<p><b>IMAGINATIVE</b></p> <p>Microsoft</p>	<p><b>INSIGHTFUL</b></p> <p>Bauer Media Group</p>	<p><b>INTELLIGENT</b></p> <p>Microsoft</p>	<p><b>MODERN</b></p> <p>Revolut</p>	<p><b>NURTURING</b></p> <p>Blackrock Healthcare Group</p>	<p><b>PATRIOTIC</b></p> <p>GAA</p>
<p><b>PROGRESSIVE</b></p> <p>Google</p>	<p><b>SINCERE</b></p> <p>Credit Unions</p>	<p><b>SPIRITED</b></p> <p>IRFU</p>	<p><b>STRAIGHT FORWARD</b></p> <p>Credit Unions</p>	<p><b>TECH-SAVVY</b></p> <p>Microsoft</p>	<p><b>TOUGH</b></p> <p>An Garda Síochána</p>	<p><b>TRADITIONAL</b></p> <p>GAA</p>	<p><b>WORLDLY</b></p> <p>The Irish Times</p>

# Touchpoint Reach and Impact on Reputation



\*Q: Where may you have read, heard, or seen information about Company in the past 12 months?

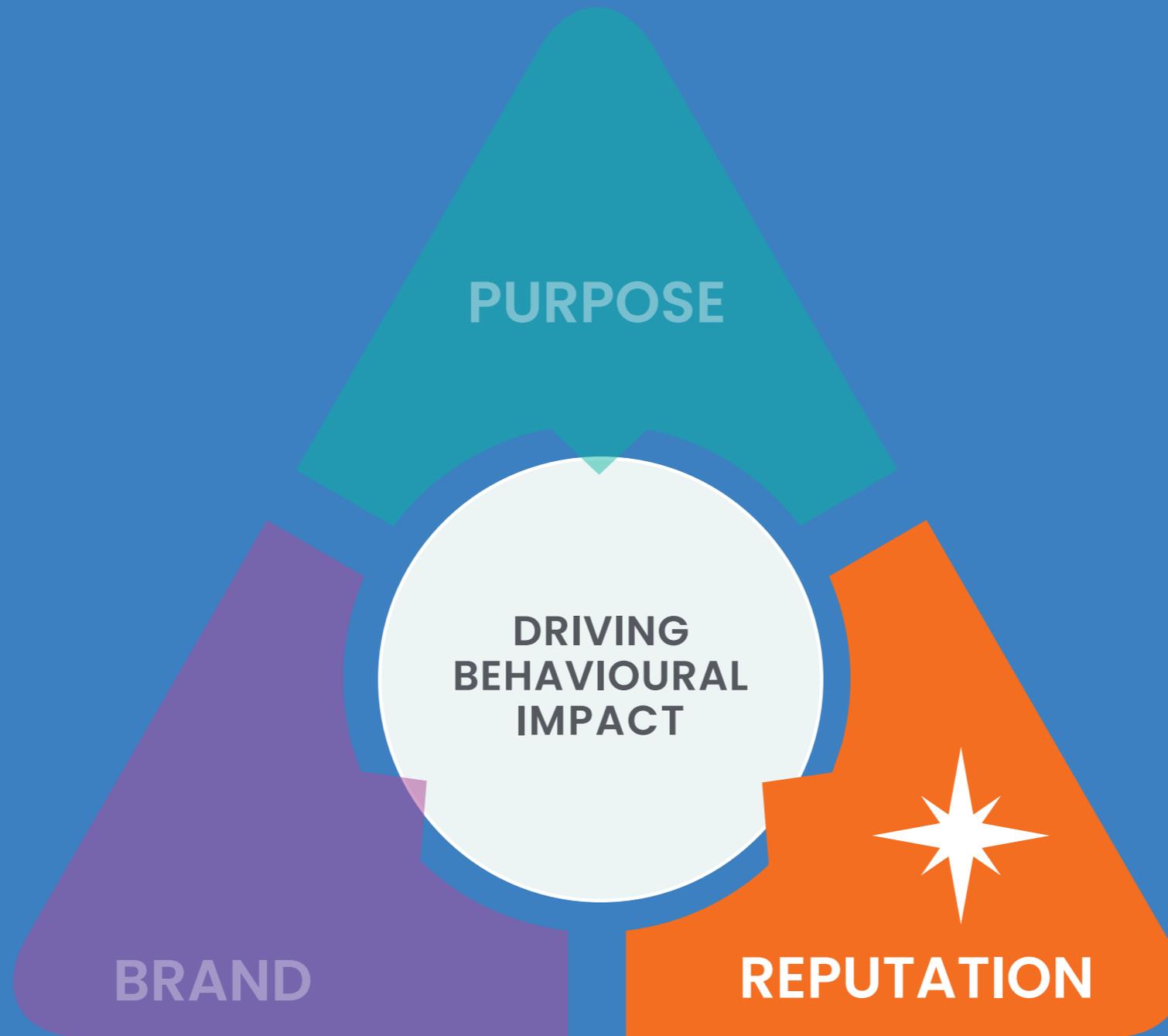
# Touchpoint Reach and Impact on Reputation

Our 2024 Study also looked at the reach and reputational impact of various public touchpoints, such as paid advertising or coverage in the media. The greater the reach, the further to the right. The greater the impact on reputation, the further to the top of the chart.

Looking at all 100 companies in 2024, we see **Buying Experience** coming out on top again this year with a reach of 46% and delivering a reputational boost of 11.9 points.

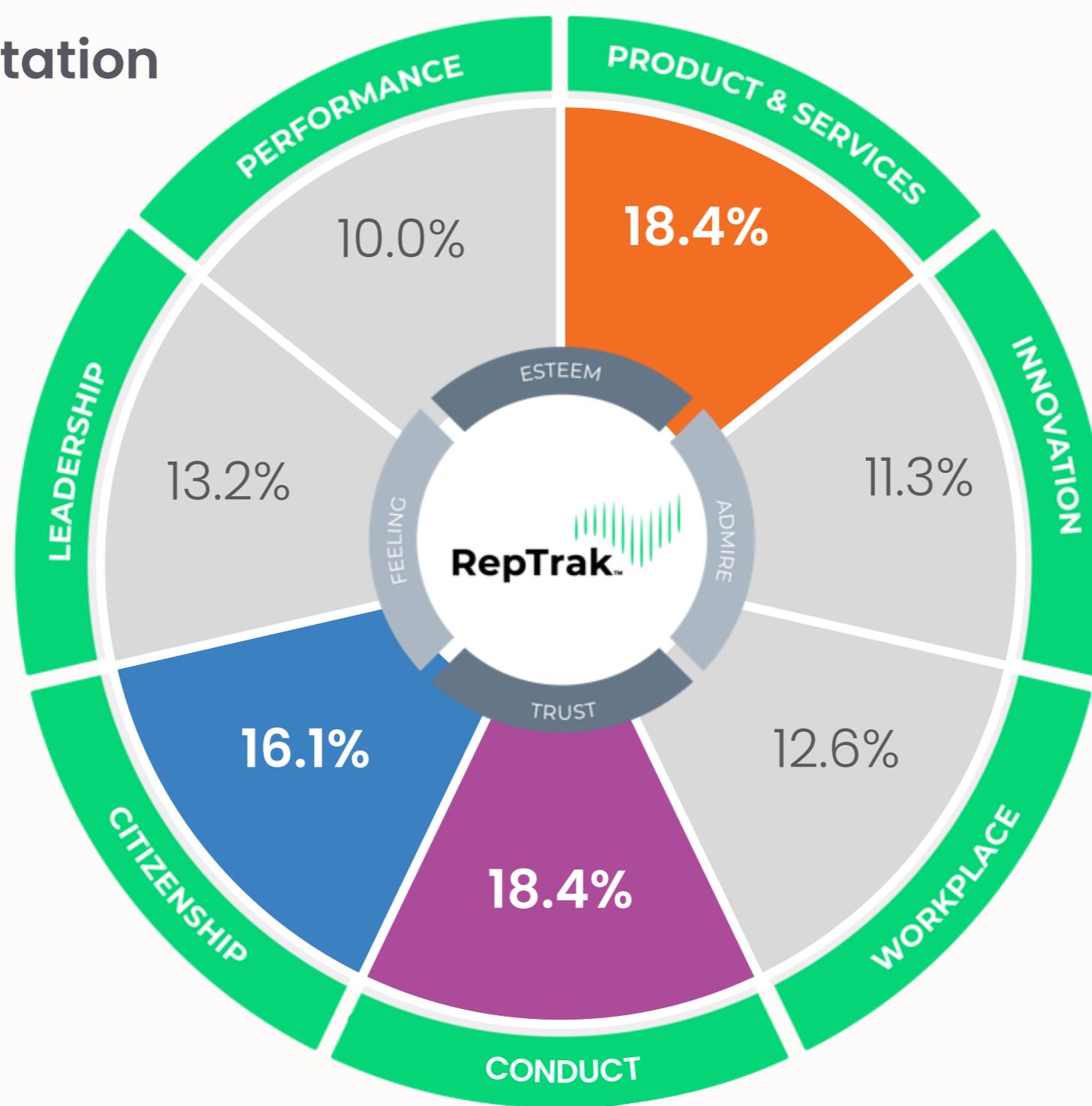
This shows the critical importance of **Customer experience** to reputation management. It underlines the importance of making every customer transaction a good one. This applies to people walking into a big grocery retailer like Lidl, all the way to people walking into a forest managed by Coillte.

# Reputation



# What drives reputation in Ireland?

2021 - 2024



# What drives reputation in Ireland?

We carry out an analysis each year, to see which of the seven Drivers are most important in shaping reputation in Ireland.

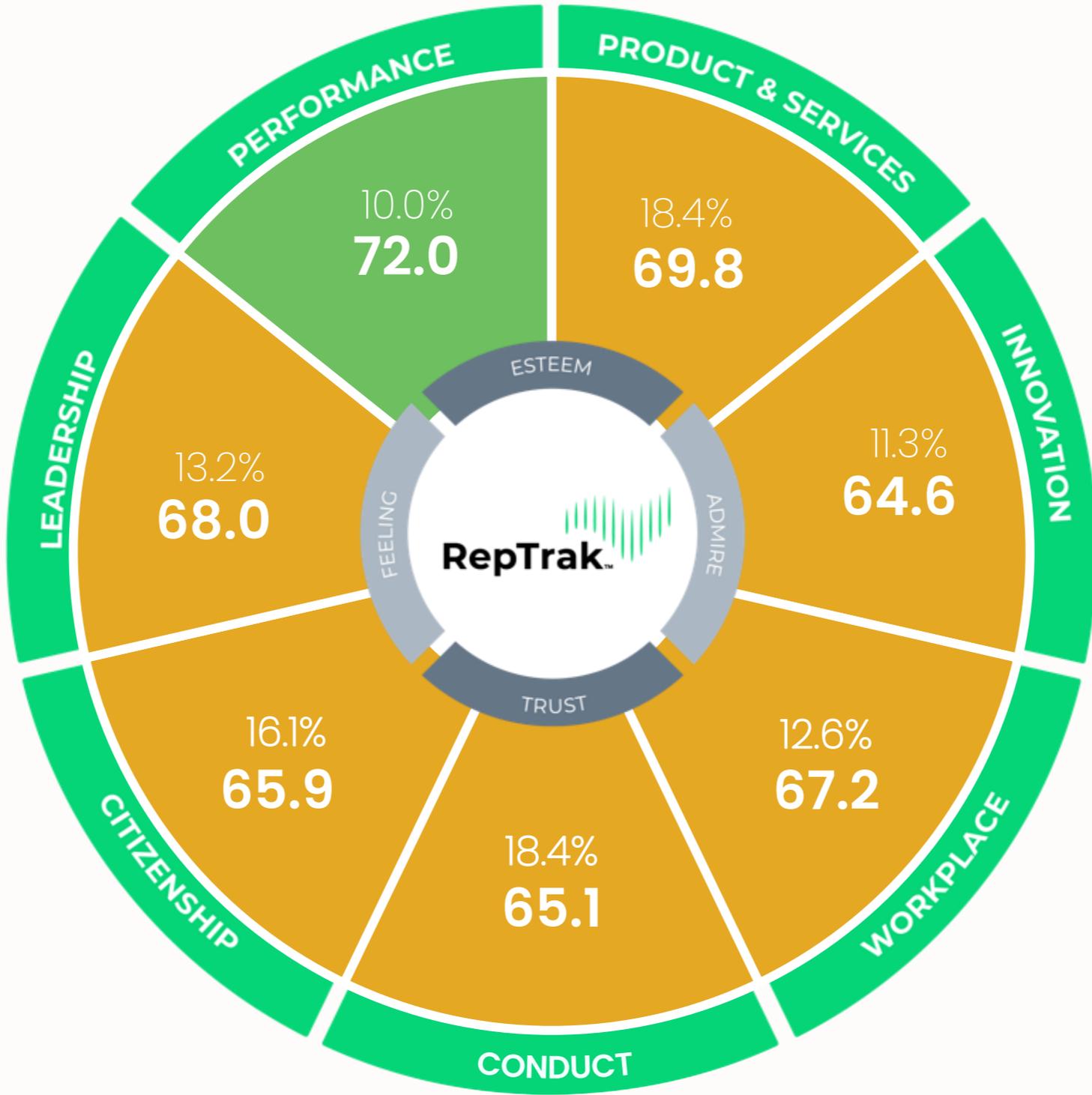
This year we see that Conduct drew even in importance with Products & Services. They each have the highest importance weighting, driving 18.4% of an organisation's reputation.

This change puts greater responsibility on enterprises to be seen as fair, transparent and ethical, alongside delivering quality and good value in their products and services and meeting customer's needs.

Citizenship remains third at 16.1% followed by Leadership, and Workplace. Least important are Innovation and Performance. Although they are all important!

# Driver Scores and Importance

2024



Average Reputation score

**67.4**  
Average

- POOR** 0-39
- WEAK** 40-59
- AVERAGE** 60-69
- STRONG** 70-79
- EXCELLENT** 80+

# Driver Scores and Importance 2024

Now let's look at how the 100 organisations in Ireland perform on each of these Drivers.

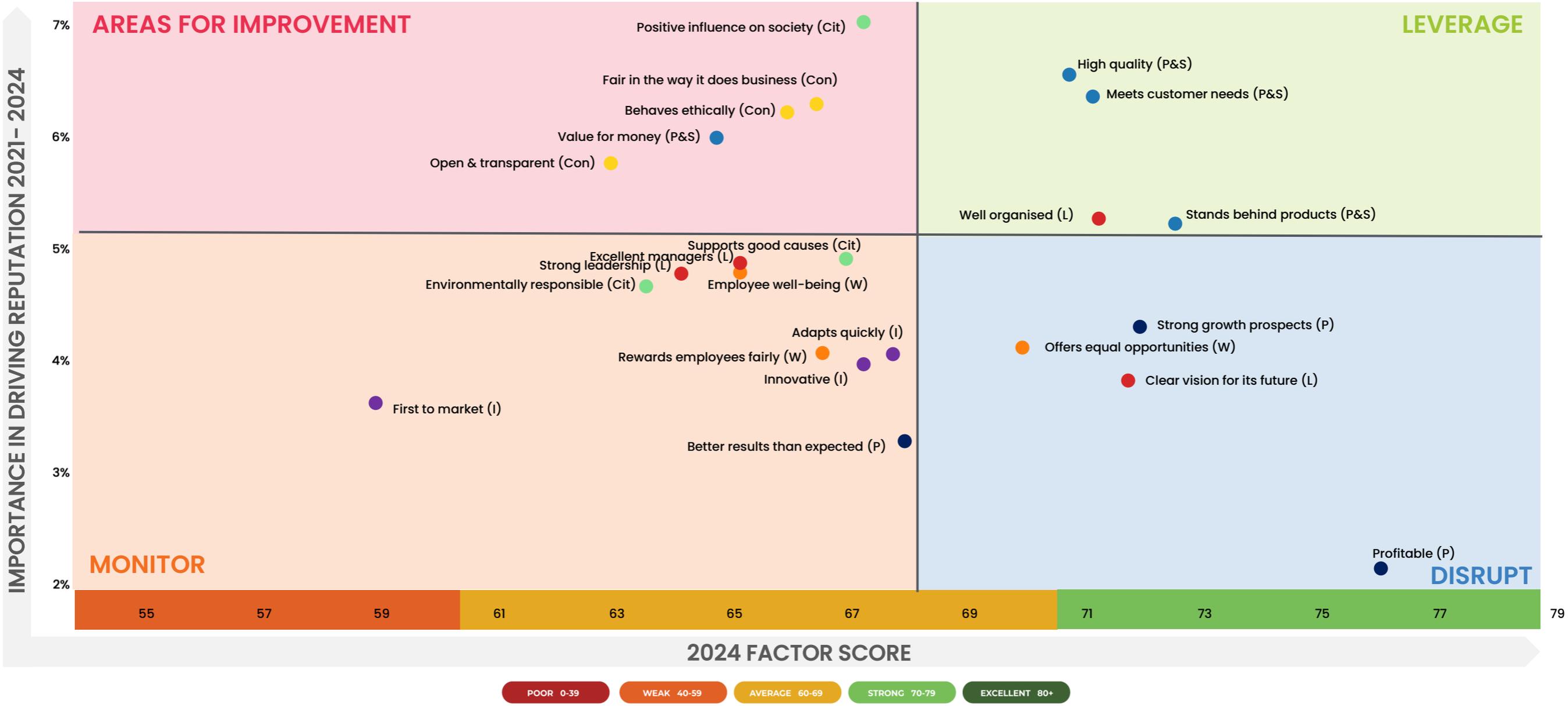
We see them scoring most highly on Performance -- with a Strong score of 72. Despite it being the least important driver of reputation.

We see Products & Services scoring second most-highly with 69.8. This lines up nicely with their high importance as a driver of reputation.

However, Conduct – tied as a top driver of reputation – scores second-to-last, with a score of 65.1.

# Strategic Imperatives for the 100 Organisations in Ireland

- Products & services
- Innovation
- Workplace
- Conduct
- Citizenship
- Leadership
- Performance



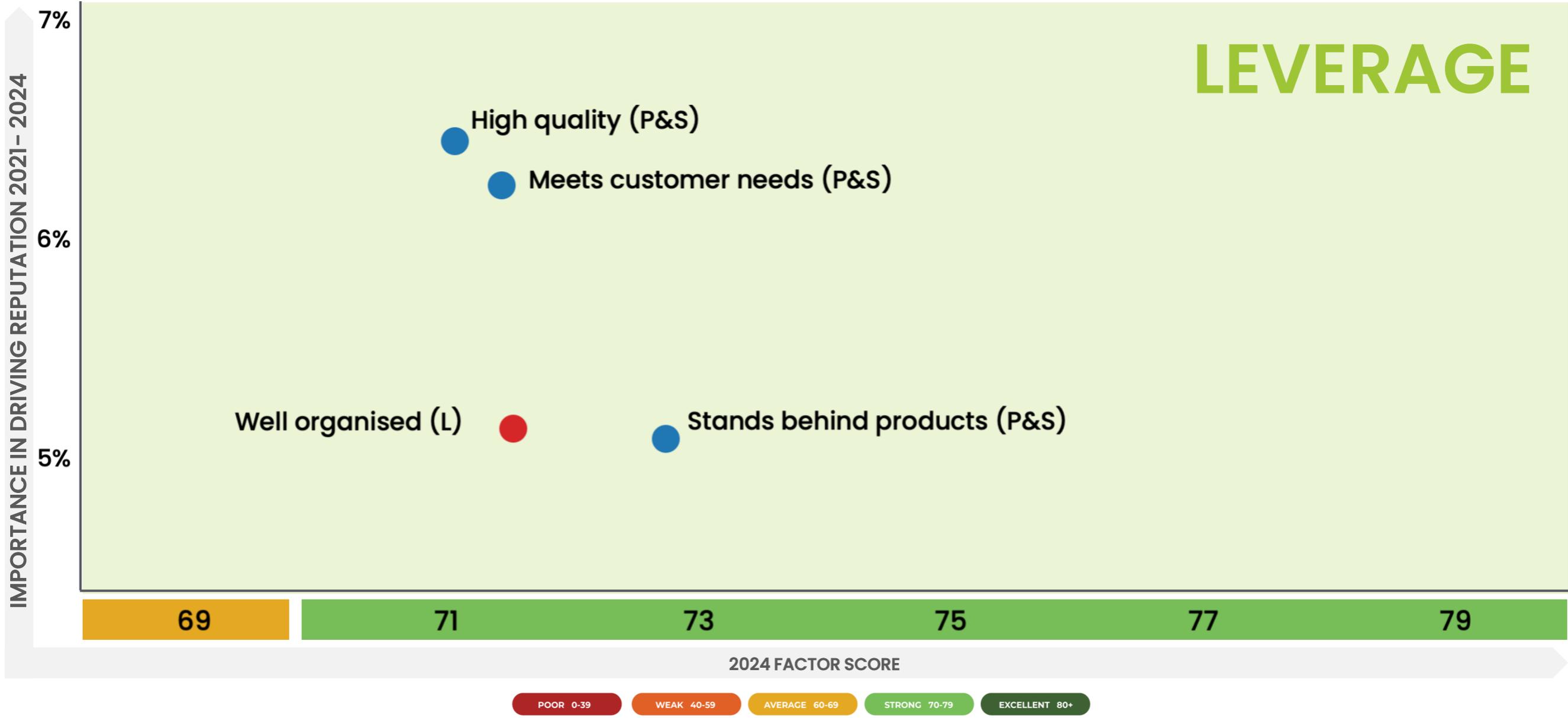
# Strategic Imperatives for the 100 Organisations in Ireland

This Strategic Imperatives chart is a custom analysis that The Reputations Agency develops for each of our clients. It's designed to inform strategy to protect and strengthen their reputation.

It charts the scores for each of the 23 Factors on the horizontal-axis. Stronger scores to the right. It also maps the importance of each Factor in driving a company's reputation on the vertical axis. More important is higher.

# Strengths to Leverage for the 100 Organisations in Ireland

- Products & services
- Innovation
- Workplace
- Conduct
- Citizenship
- Leadership
- Performance



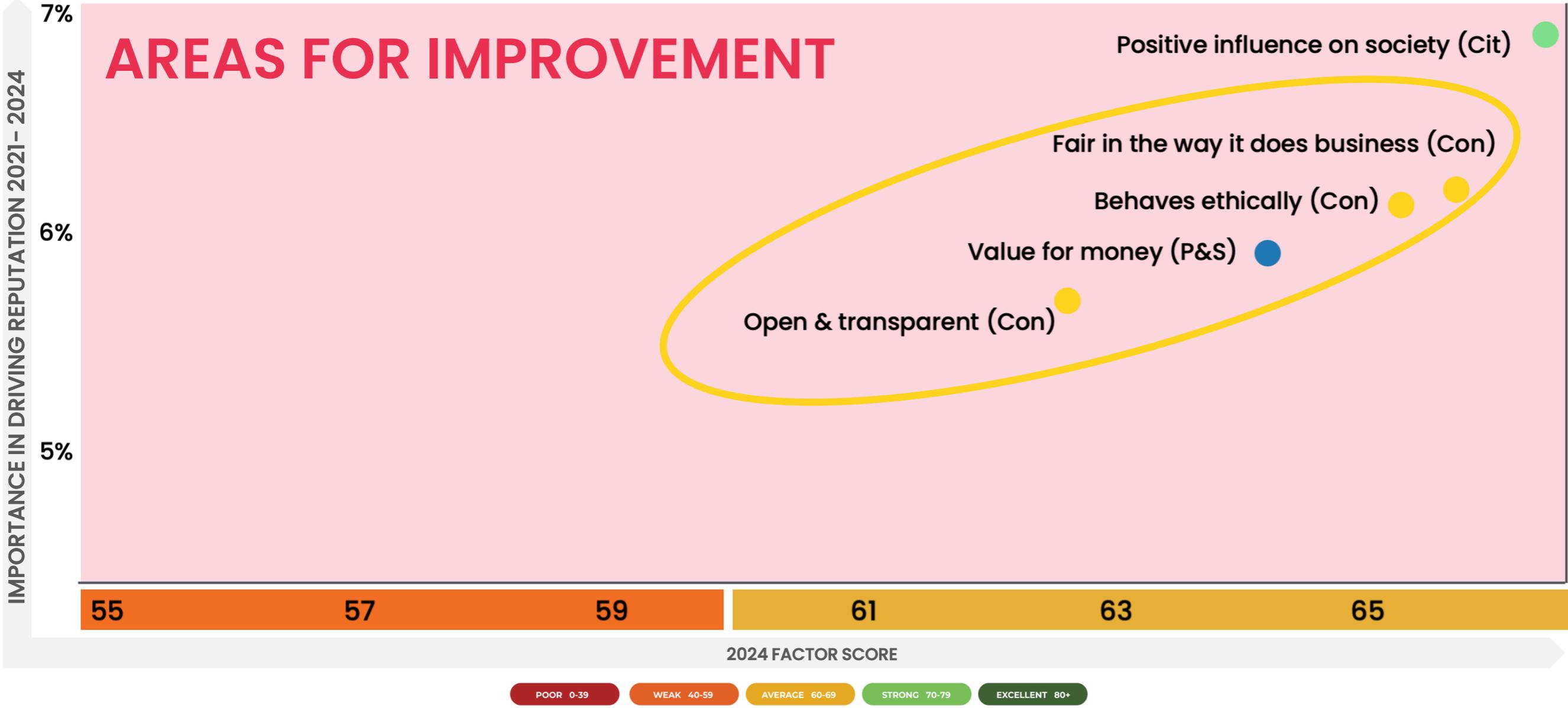
# Strengths to Leverage for the 100 Organisations in Ireland

Let's zoom into the Strengths to Leverage quadrant, where the 100 organisations in Ireland have strong scores on the most important Drivers of reputation.

There are three Products & Services Factors in this quadrant, meaning that delivering high quality, meeting customer needs, and standing behind products and services are key strengths that most organisations can build upon to drive reputation.

# Areas for Improvement for the 100 Organisations in Ireland

- Products & services
- Innovation
- Workplace
- Conduct
- Citizenship
- Leadership
- Performance



# Areas for Improvement for the 100 Organisations in Ireland

Zooming into the upper left quadrant on the map – Areas for Improvement. This is where organisations are seen to be underperforming on important drivers of reputation. Critically, we see all three Conduct Factors clustered in this quadrant.

Lagging Conduct scores don't just impact reputation, they can impact other Factor scores. Notably, we often find that lagging Conduct scores go along with lagging Value for Money scores, and we can see that this is the case here. This means that addressing Conduct is not just good for reputation but can have a material impact on an organization's financial success.

# In Sum – Highlights of 2024

## Reputation

Is stabilising after a two-year post-COVID drop

## Conduct

Is now tied with Products & Services as the most important reputation Driver

## Customer Experience

Anchors excellent reputation management

# Highlights of 2024

So, some key take-aways from the 2024 Ireland RepTrak data?

**Firstly**, reputation overall in Ireland has ***stabilized***, following a two-year drop in 2022 and 2023, with most **sectors** either seeing an improvement or staying stable.

**Secondly**, *Conduct* is now tied with *Products & Services* as the most important Driver of Reputation in Ireland.

**Thirdly**, *Customer Experience* remains key to reputational and organizational success.

The message for 2024 is clear: to protect and build reputation in Ireland, organisations must get the essentials of Products & Services and Customer Experience right, but today it is essential to compliment these with a clear and pervasive commitment to fairness, transparency, and ethical behaviour.

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Ireland  
RepTrak<sup>®</sup>

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CELEBRATING  
**15**  
YEARS OF REPUTATION

# Ireland RepTrak<sup>®</sup> 2024 Top 100 Ranking

#IRLRepTrak24

# Ireland RepTrak® 2024

## Ranked 100 – 91

100  
  
34.9

98  
 An Bord Pleanála  
42.1

96  
  
47.8

94  
  
53.1

92  
  
57.5

99  
  
41.2

97  
  
44.0

95  
  
51.4

93  
  
54.2

91  
 Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosystem  
59.3

# Ireland RepTrak® 2024

## Ranked 90 – 81

90



59.5

88



60.5

86



61.5

84



62.6

82



63.2

89



59.5

87



60.9

85



62.3

83



62.8

81



63.5

# Ireland RepTrak® 2024

## Ranked 80 - 71

80



63.7

78



64.1

76



64.2

74



64.3

72



64.9

79



63.9

77



64.1

75



64.2

73



64.5

71



65.0

# Ireland RepTrak® 2024

## Ranked 70 – 61

70



National Lottery

65.1

68



Bord Gáis Energy

65.4

66



Bus Éireann

65.6

64



Allianz

66.0

62



pwc

66.2

69



Janssen | PHARMACEUTICAL COMPANIES OF Johnson & Johnson

65.3

67



THE Coca-Cola COMPANY

65.5

65



energia

65.9

63



Dublin Bus

66.1

61



An Garda Síochána  
Ireland's National Police & Security Service

66.4

# Ireland RepTrak® 2024

## Ranked 60 - 51

60

**Bord na Móna**

66.7

58



67.0

56



67.1

54



67.2

52



67.6

59



66.8

57



67.1

55



67.2

53

**THE IRISH TIMES**

67.3

51

**PENNEYS**

67.8

# Ireland RepTrak® 2024

## Ranked 50 - 41

50



67.8

48



68.5

46



69.2

44



69.3

42



69.5

49



68.3

47

BROWN THOMAS

69.1

45



69.3

43



69.4

41



69.6

# Ireland RepTrak® 2024

## Ranked 40 - 31

40  
**HEINEKEN**  
69.9

38  
**EirGrid**  
70.4

36  
**VW**  
71.0

34  
**Apple**  
71.6

32  
**Glanbia**  
71.9

39  
**DIAGEO**  
70.0

37  
**Vhi**  
70.8

35  
**LinkedIn**  
71.3

33  
**Iarnród Éireann  
Irish Rail**  
71.7

31  
**LloydsPharmacy**  
72.0

# Ireland RepTrak® 2024

## Ranked 30 – 21

30



72.0

28



72.4

26



72.9

24



73.2

22



73.5

29



72.2

27



72.5

25



73.1

23



73.3

21



73.6

# Ireland RepTrak® 2024

## Ranked 20 – 11

20  
**DUNNES**  
STORES

74.0

18



BON SECOURS HEALTH SYSTEM

74.2

16



ST. VINCENT'S  
PRIVATE HOSPITAL  
Elm Park

75.2

14

Aer Lingus 

75.8

12



ALDI

76.3

19



*Kellogg's*

74.0

17



Tourism Ireland  
*Marketing the island of Ireland*

74.4

15



IRFU

75.5

13

**BORD BIA**  
IRISH FOOD BOARD

76.0

11

**SuperValu**  
*Real Food, Real People*

76.4





# Ireland RepTrak® 2024

## Ranked 10 – 6

10



BLACKROCK  
HEALTH

76.9

8



Fáilte  
Ireland

77.1

6

SAMSUNG

77.3

9

Revolut

76.9

7



Mater  
Private  
Network

77.3

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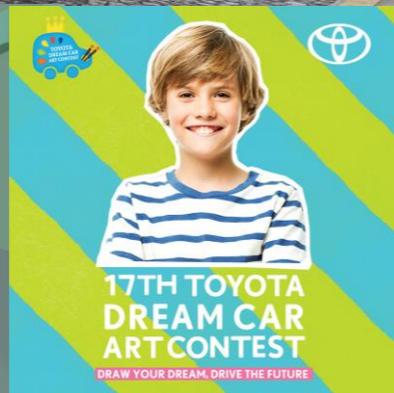
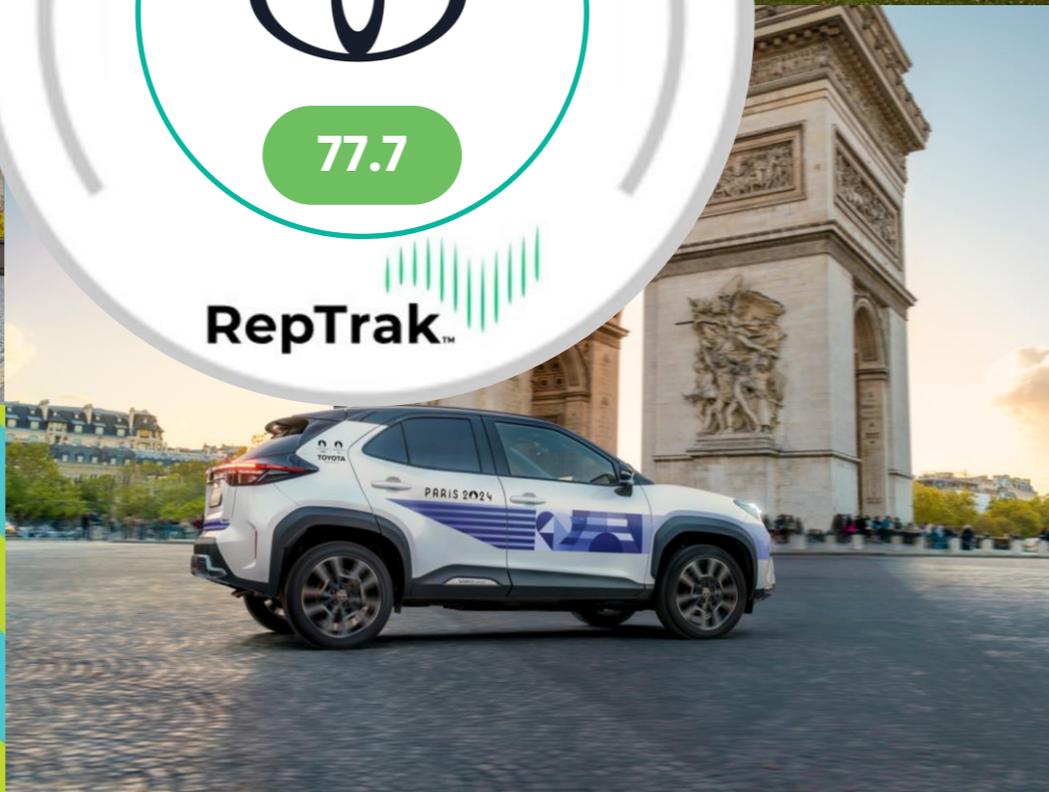
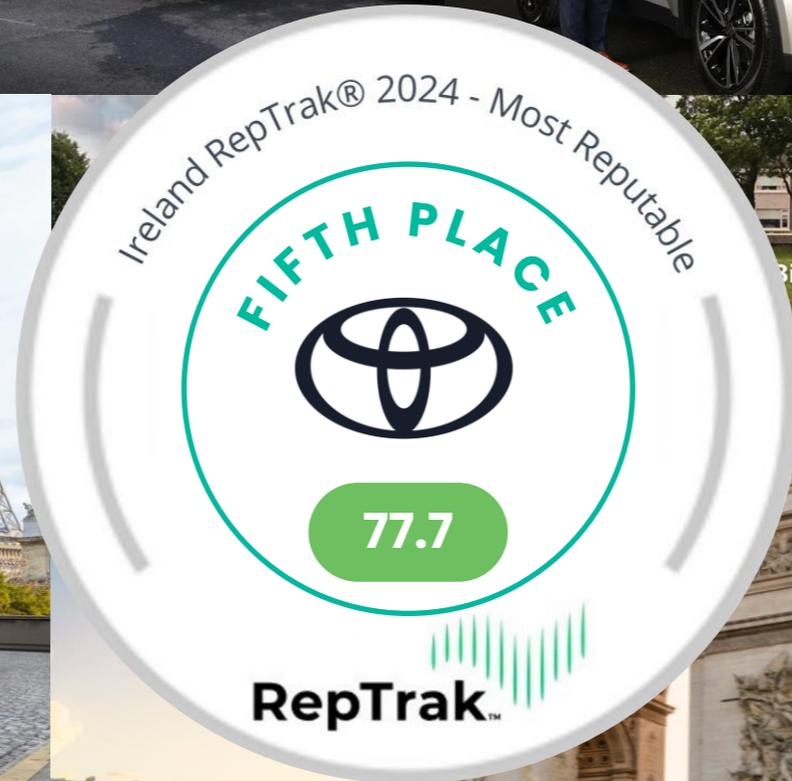
Ireland  
RepTrak<sup>®</sup>

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CELEBRATING  
**15**  
YEARS OF REPUTATION

# Ireland RepTrak<sup>®</sup> 2024

## Top 5





Do your banking in your post office.

Bank of Ireland  
AIB



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Ireland  
**RepTrak**<sup>®</sup>

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CELEBRATING  
**15**  
YEARS OF REPUTATION

# **Ireland RepTrak<sup>®</sup> 2024**

## Top 3 winners







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Ireland  
RepTrak<sup>®</sup> CELEBRATING  
**15**  
YEARS OF REPUTATION

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**Thank you.**

#IRLRepTrak24

15<sup>th</sup> May 2024  
The Merrion Hotel