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Ireland  
REPUTATION  
INDEX 2025

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# Reputation in a Time of Disruption

■ THE  
■ REPUTATIONS  
■ AGENCY

29<sup>th</sup> April 2025  
The Westbury Hotel

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# TODAY'S AGENDA

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Welcome &  
Key Insights

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**NIAMH BOYLE**  
CEO & Founder  
The Reputations Agency

Keynote  
Speaker

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**LYNNE EMBLETON**  
CEO  
Aer Lingus

Reputation in  
Global Uncertainty

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**OLIVER FREEDMAN**  
Executive Vice President  
EMEA & APAC  
The RepTrak Company

Unveiling the  
Ireland Reputation Index  
2025 ranking results

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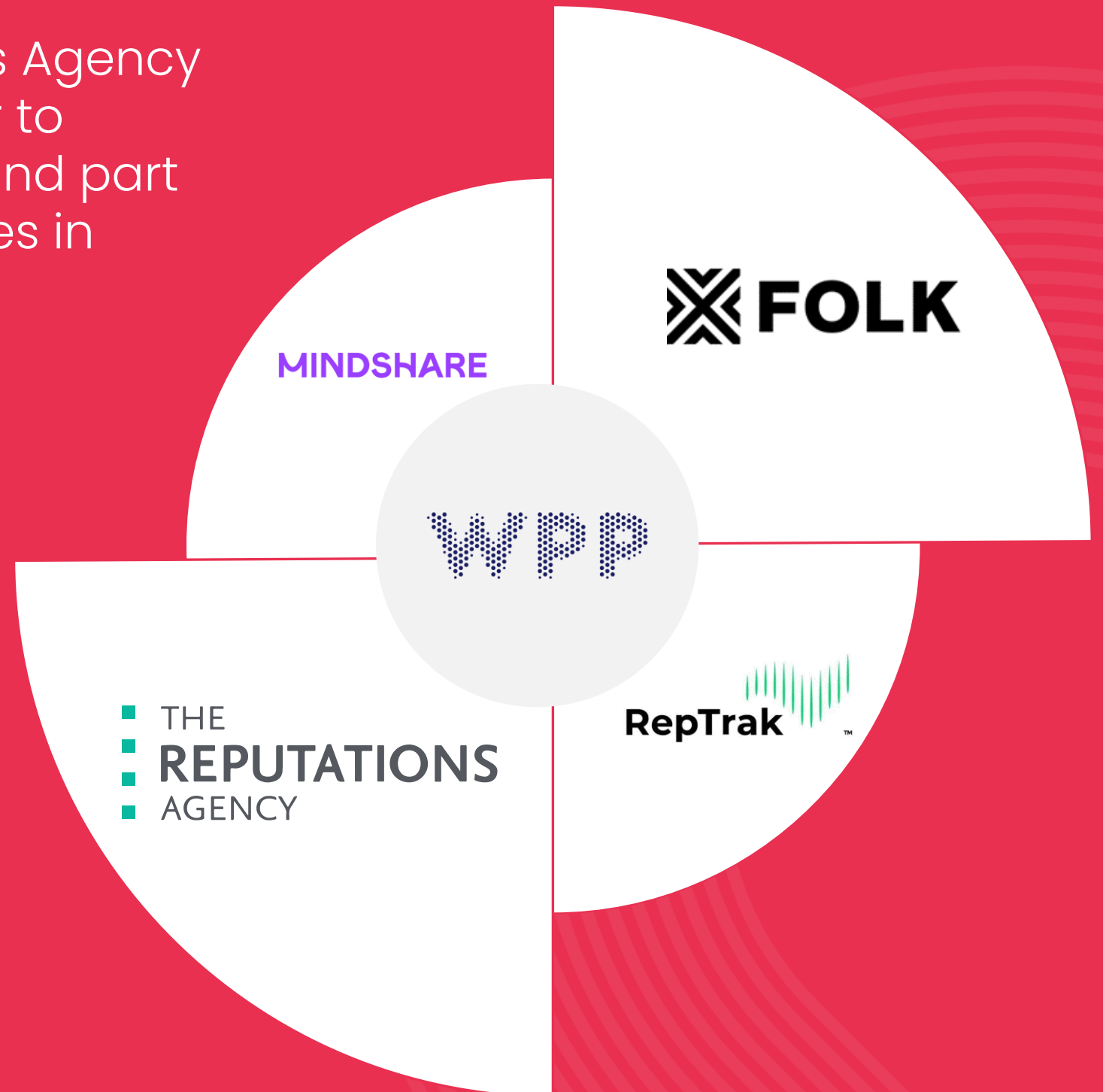
**DR JENNIFER SCOTT**  
Managing Director  
The Reputations Agency

# ■ THE ■ REPUTATIONS ■ AGENCY

## OUR AGENCY PURPOSE

To be trusted partners  
in harnessing **the power of reputation  
for client transformation and growth.**

Established in 2004, The Reputations Agency has been the exclusive Irish partner to The RepTrak Company since 2009 and part of the WPP (VML) network of agencies in Ireland since 2014.





# A Snapshot of our Clients



# Service Offerings

## REPUTATION AUDITING ON THE REPTRAK PLATFORM

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The world's leading cloud-based corporate reputation intelligence platform, powered by RepTrak, provides trusted data & insights about your company's reputation along with senior strategic advice.

## STRATEGIC PUBLIC RELATIONS

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Our expert team applies strategic insight and creativity to develop communications plans that are results-driven, targeted and impactful, and will protect and build your organisation's reputation.

## REPUTATION WORKSHOPS

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

## MULTI STAKEHOLDER AUDITS

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One to one interviews with key stakeholders within your unique ecosystem to understand perceptions of your organisation's strategic plan, the quality of your engagement & relationships and the level of support they will provide to help you to achieve your objectives.

# The Importance of Reputation and how it's formed

## 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

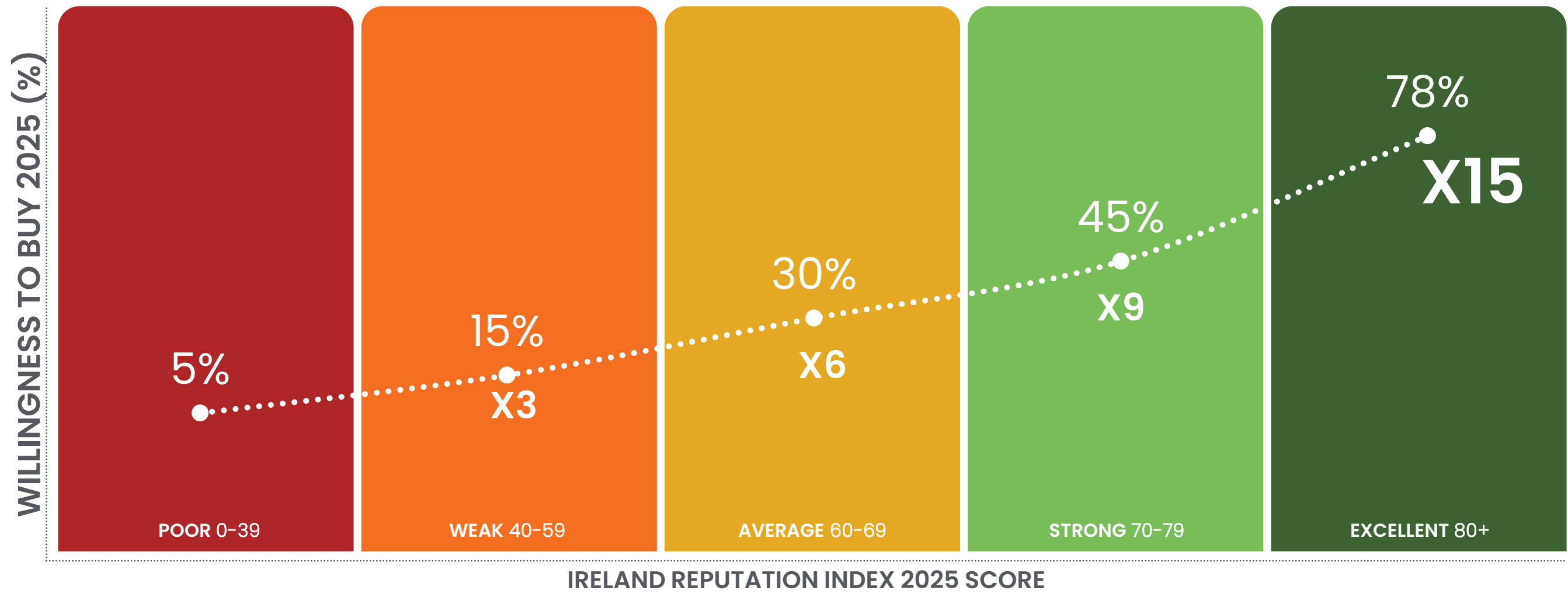
Reduce cost of capital

Support entry into new markets

Corporate reputation links

# directly to stakeholder support

In 2025, the public in Ireland is 15 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.



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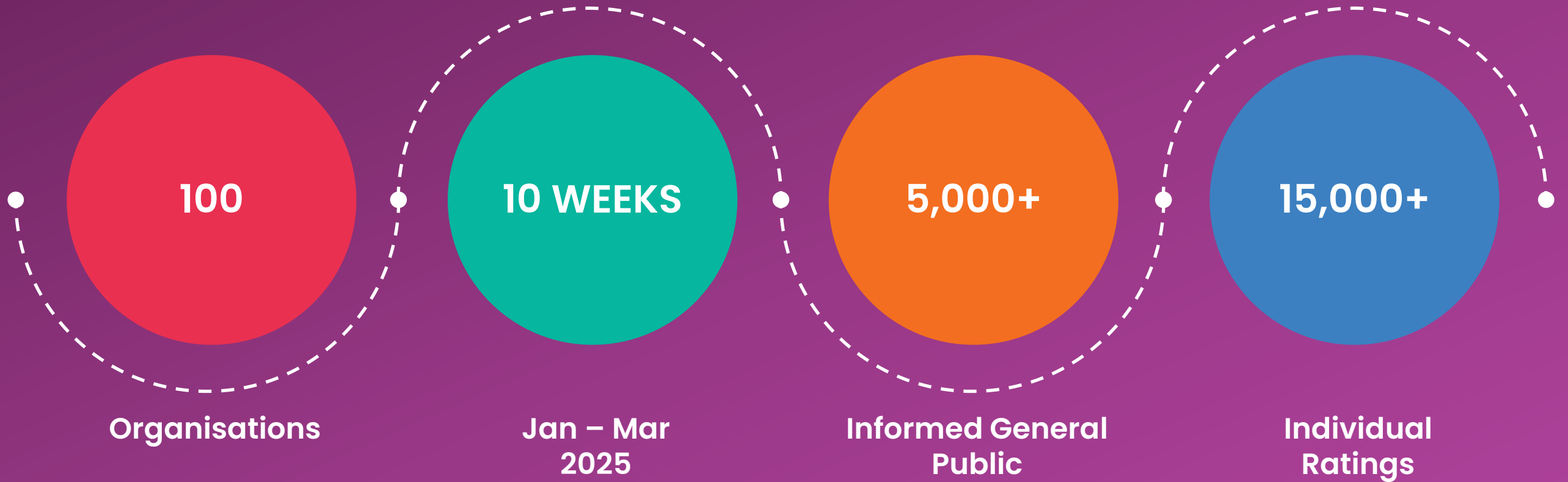
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# Methodology



# The largest data bank on corporate reputation in Ireland

2010 – 2025





# The Reptrak® Model

## Complete Business Intelligence System

### 1. REPTRAK® SCORE

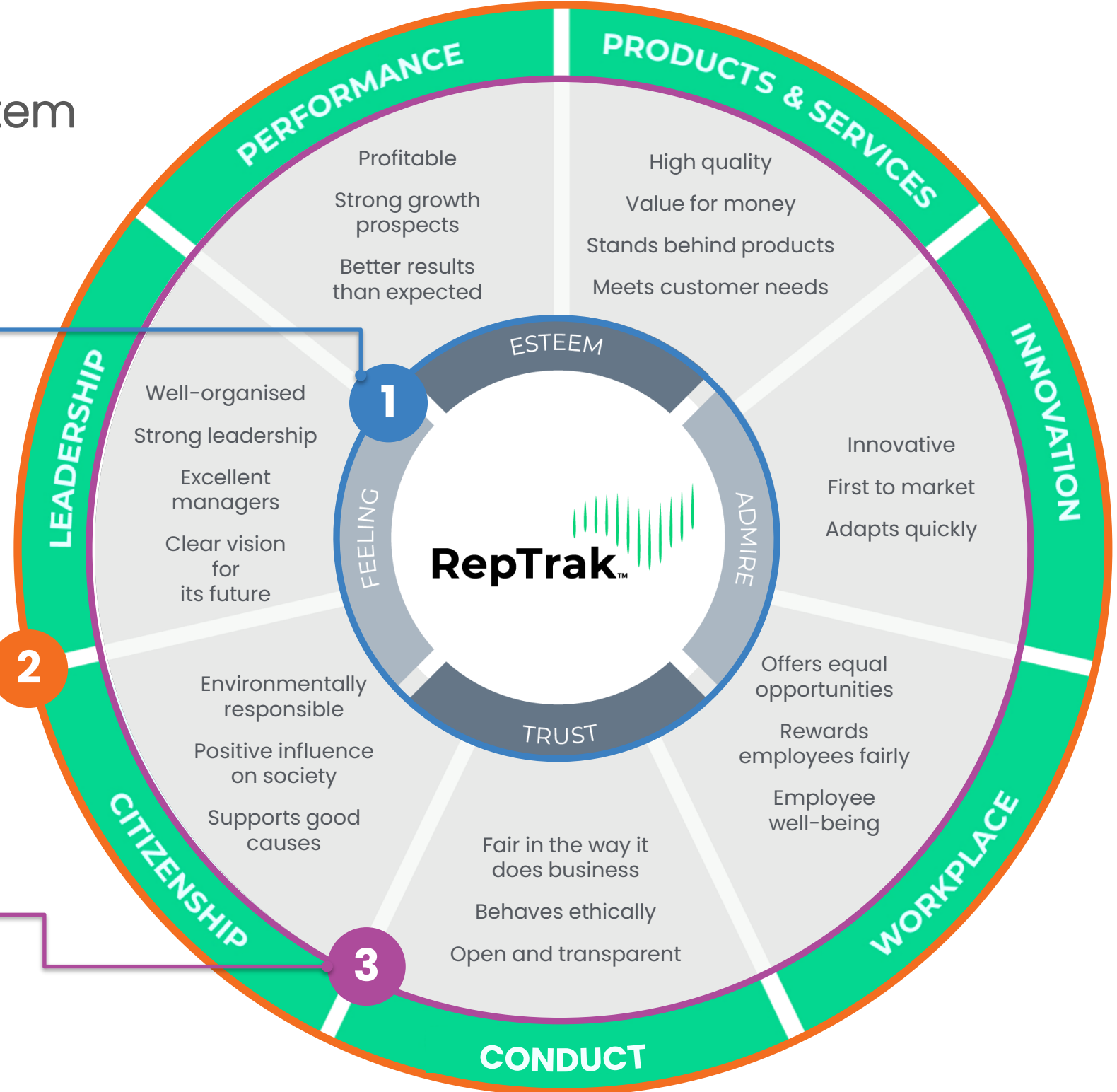
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

### 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.



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# Reputation in a Time of Disruption

■ THE  
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# 1. Reputational Impact of the External Environment

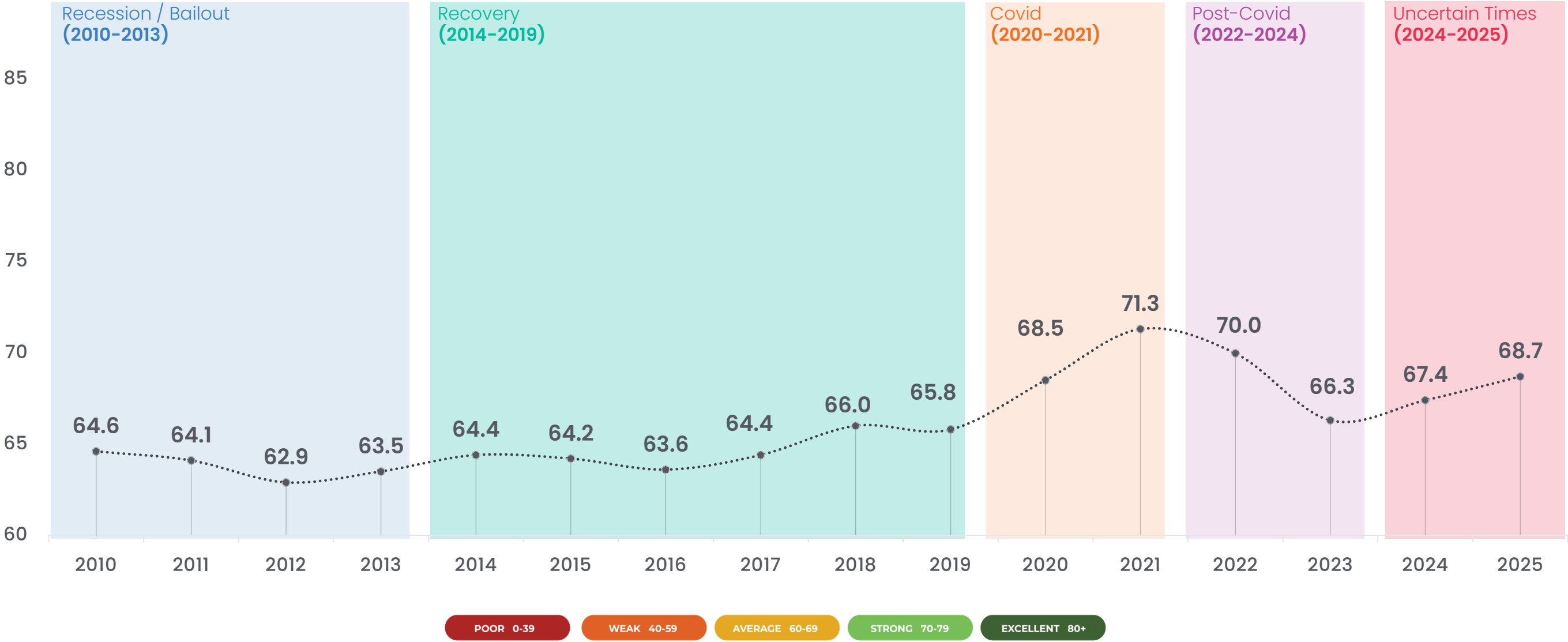






# Ireland Reputation Index 2010 to 2025 Trendline

100 organisations tracked over 16 years. Reputation improves in 2025 by +1.3 points.



# **2. Hold Firm as the rest of the World Spins**

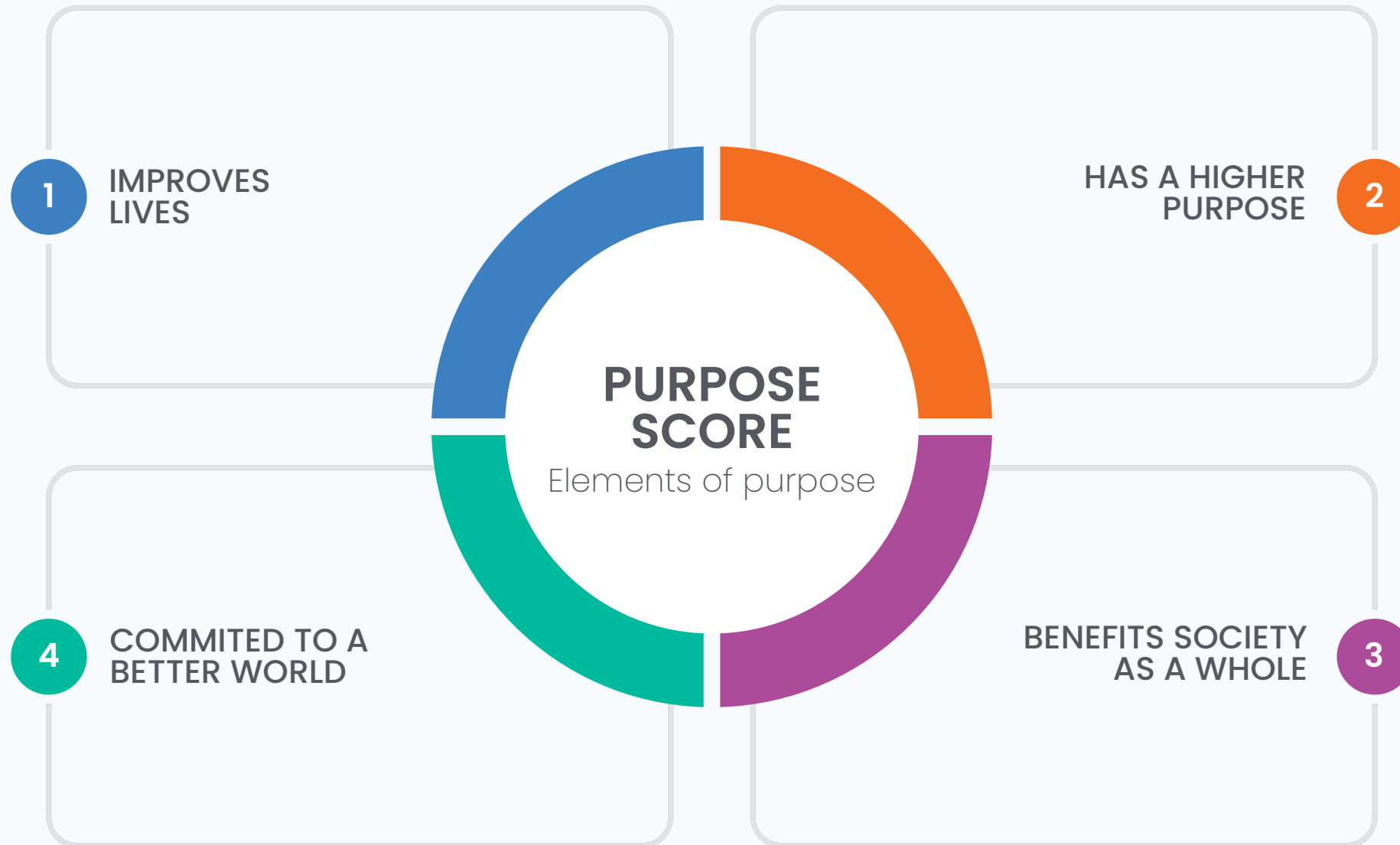






# The Power of Purpose Persists

The higher reason for the company's existence, defining what it stands for and its long-term value-creating promise



# Ten Most Purposeful Organisations in Ireland

(Alphabetical Order)



an  
post

Bon  
Secours

BORD BIA  
IRISH FOOD BOARD

COILLTE  
GROW · TRANSFORM · SUSTAIN

  
Credit Union

 Enterprise  
Ireland

 Fáilte  
Ireland

 IDA  
Ireland

 ST. VINCENT'S  
PRIVATE HOSPITAL  
Elm Park

**3.**

# **Reputation is Resilient and Protects Against Headwinds**

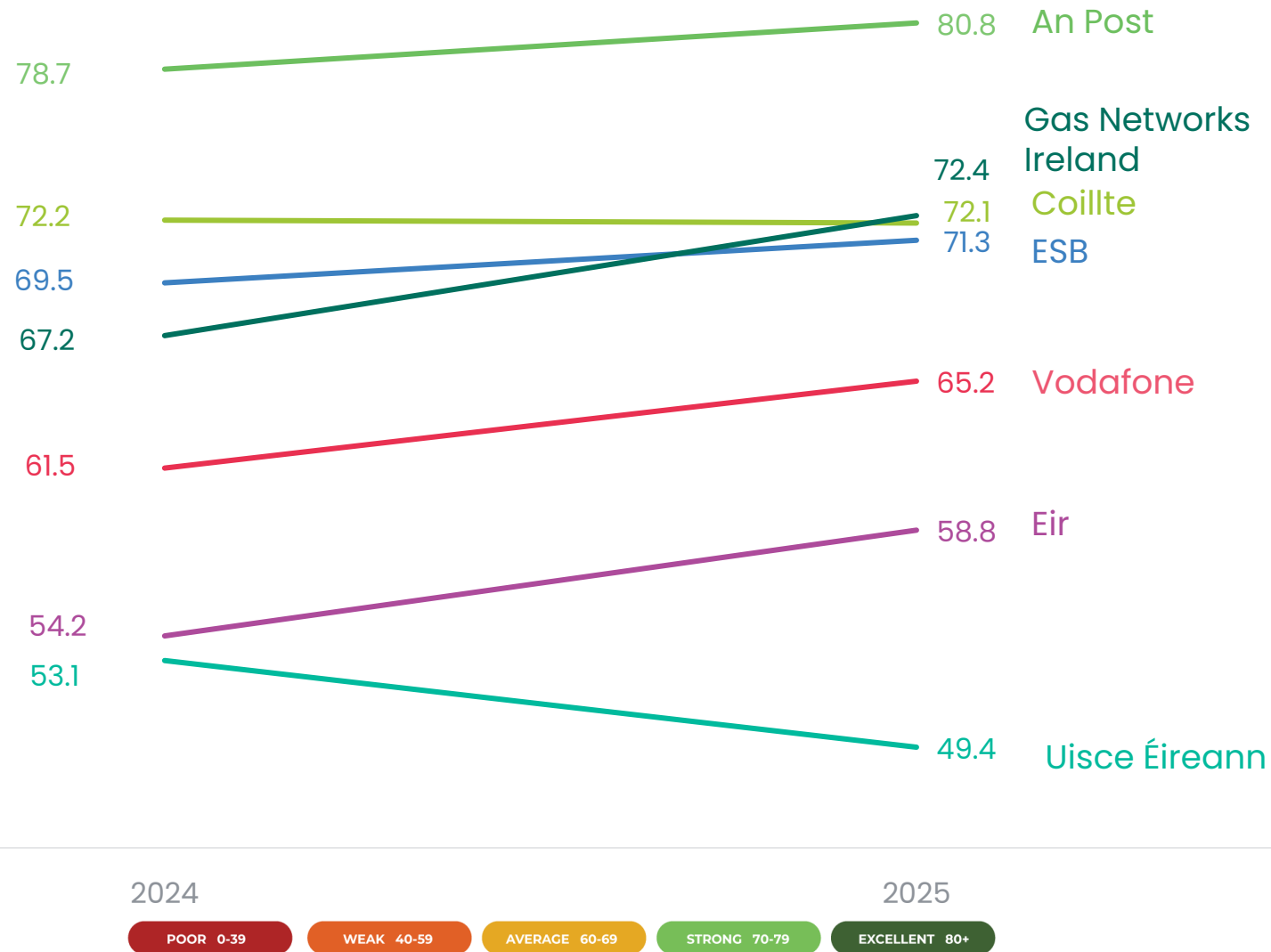


# Storm Éowyn

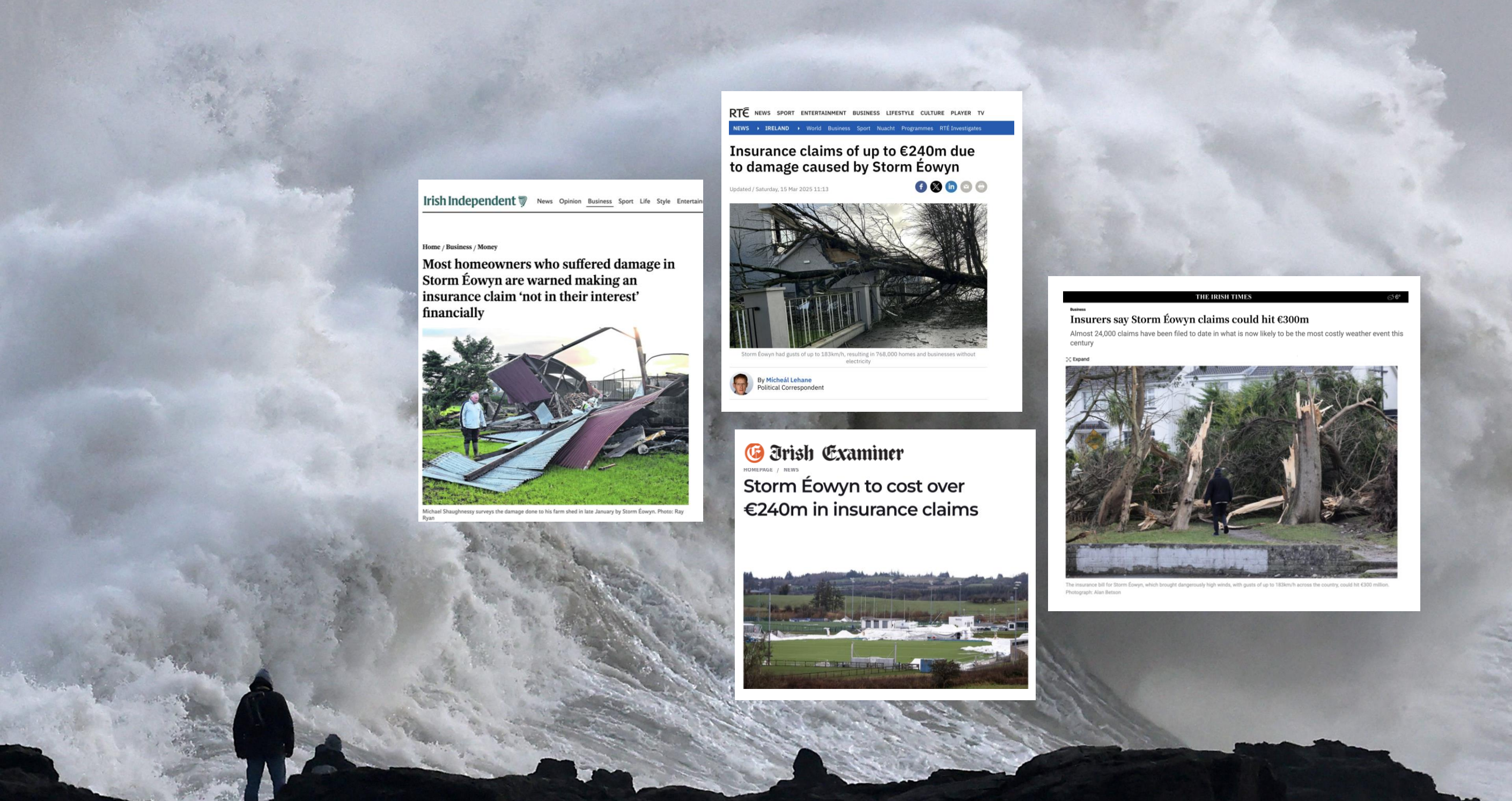




## Impact of Storm Éowyn on Reputation








**Irish Independent**

News Opinion Business Sport Life Style Entertainment

Home / Business / Money

**Most homeowners who suffered damage in Storm Éowyn are warned making an insurance claim ‘not in their interest’ financially**



Michael Shaughnessy surveys the damage done to his farm shed in late January by Storm Éowyn. Photo: Ray Ryan

RTÉ

NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV

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**Insurance claims of up to €240m due to damage caused by Storm Éowyn**

Updated / Saturday, 15 Mar 2025 11:13

f x in

20 20



Storm Éowyn had gusts of up to 183km/h, resulting in 768,000 homes and businesses without electricity



**By Micheál Lehané**  
Political Correspondent

**Irish Examiner**

Homepage / NEWS

**Storm Éowyn to cost over €240m in insurance claims**



**THE IRISH TIMES**


6°

Business

**Insurers say Storm Éowyn claims could hit €300m**

Almost 24,000 claims have been filed to date in what is now likely to be the most costly weather event this century

Expand



The insurance bill for Storm Éowyn, which brought dangerously high winds, with gusts of up to 183km/h across the country, could hit €300 million. Photograph: Alan Betson



# 4. Building Reputation Takes Time

A decorative graphic consisting of numerous concentric circles in a lighter shade of purple, located on the right side of the slide.

# 5. Strategy Rooted in Knowledge



LEVERAGING INSIGHT FROM BEING STRATEGIC MAKES A BIG DIFFERENCE



Forests for wood



Forests for people



Forests for nature



Forests for climate



A Greener Future for All





# The critical role of forests

### Forests for climate



- Create new forests which will sink more carbon
- Manage our estate to increase carbon storage
- Redesign peatland forests
- Generate renewable energy to power homes



### Forests for nature



- Increase the area managed primarily for biodiversity
- Enhance and restore existing biodiversity value
- Transform areas of our estate to create new habitats



### Forests for wood



- Provide a sustainable supply of certified timber
- Promote the increased use of wood products
- Develop new innovative high-value wood products



### Forests for people



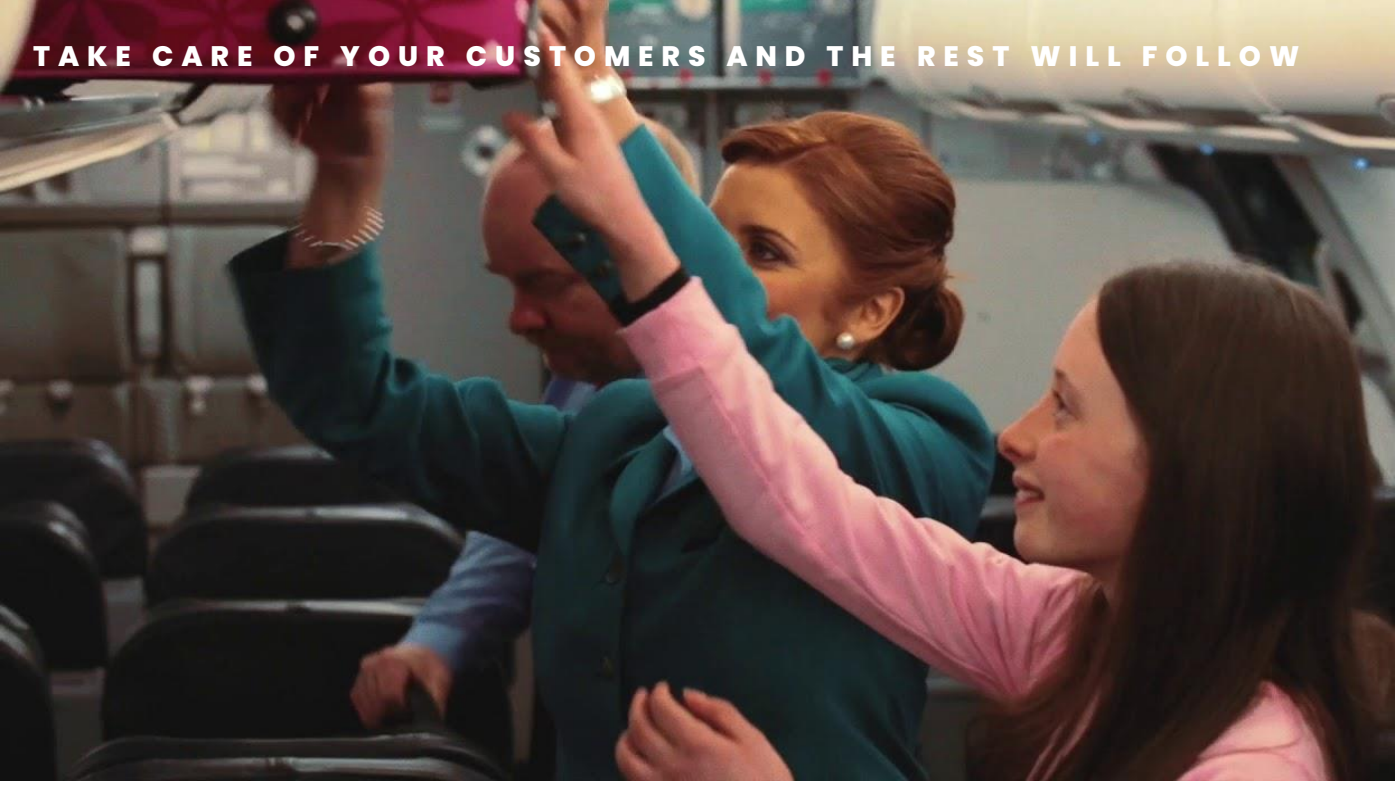
- Provide more recreation areas to benefit wellbeing
- Enable world class visitor destinations for tourism
- Create new jobs in rural communities



**6.**

**Take Care of your Customers  
and the rest will follow....**





**7.**

# **Reputational Leaders lean into their Irishness**



# Ireland Reputation Index 2025

1-10	2010		2023		2024		2025	
1	GOOGLE	82.2	 CREDIT UNIONS	82.8	 CREDIT UNIONS	84.2	 CREDIT UNIONS	82.4
2	KELLOGG'S	82.0	 AN POST	80.8	LIDL	79.2	 AN POST	80.8
3	BMW	81.1	 BORD BIA	80.6	BOOTS	79.0	BOOTS	79.5
4	MARKS & SPENCER	81.0	TOYOTA	78.9	 AN POST	78.7	AER LINGUS	78.7
5	NOKIA	80.3	 BLACKROCK CLINIC	77.7	TOYOTA	77.7	LIDL	78.6
6	APPLE	79.2	ALDI	77.6	SAMSUNG	77.3	 BORD BIA	78.6
7	 THE IRISH TIMES	78.7	 ST VINCENTS	77.6	 MATER PRIVATE NETWORK	77.3	 DUNNES STORES	78.6
8	 NATIONAL LOTTERY	78.1	BOOTS RETAIL	76.1	 FÁILTE IRELAND	77.1	TOYOTA	78.2
9	INTEL	76.6	LIDL	75.9	REVOLUT	76.9	 BON SECOURS HEALTH SYSTEM	78.2
10	TOYOTA	76.0	SAMSUNG	75.9	 BLACKROCK HEALTHCARE GROUP	76.9	 ST. VINCENT'S PRIVATE HOSPITAL	76.3

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# 8. Exemplars have a very special DNA

# Key Takeaways

1.

Reputational impact  
of the external  
environment

2.

Hold firm while the  
rest of the world  
spins

3.

Reputation is  
resilient & protects  
against headwinds

4.

Building reputation  
takes time

5.

Strategy rooted in  
knowledge

6.

Do the right thing  
by your customer

7.

Reputation leaders  
lean into their  
Irishness

8.

Learn from the  
Exemplars as they  
have a  
very special DNA

Keynote  
Speaker

**LYNNE  
EMBLETON**  
CEO

**Aer Lingus** 





# Reputation in Global Uncertainty

**OLIVER FREEDMAN**

Executive Vice President  
APAC and EMEA







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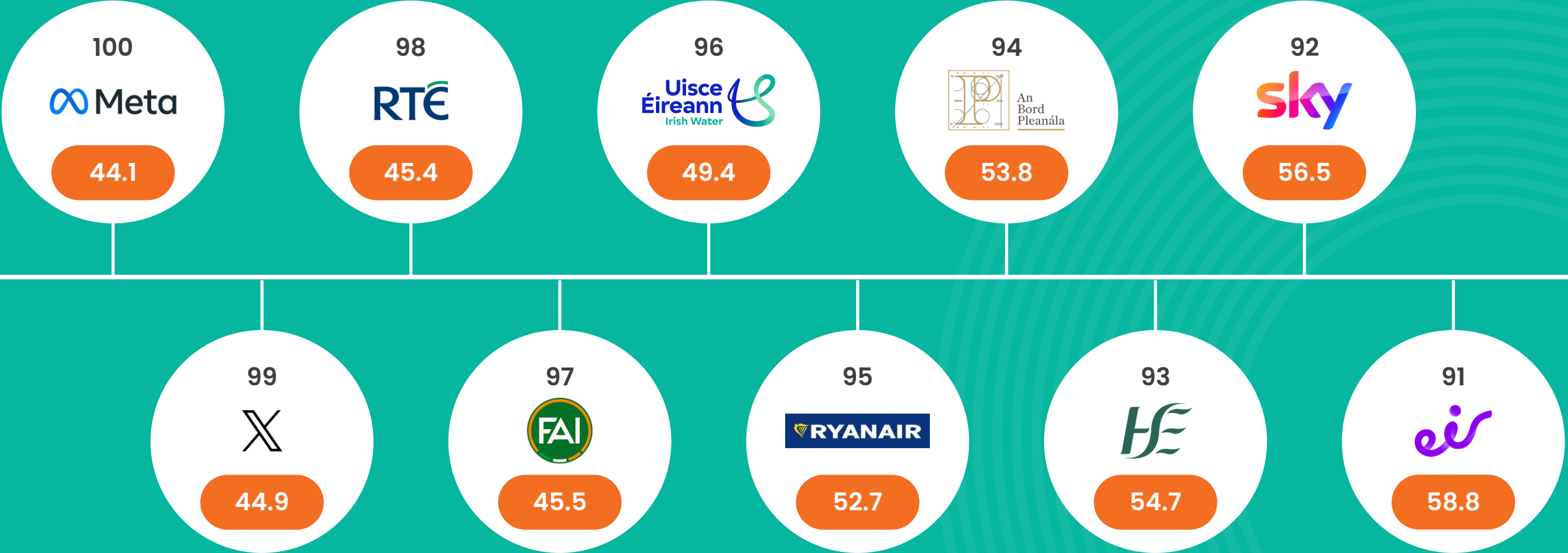
# Ireland Reputation Index 2025

## Top 100 Ranking



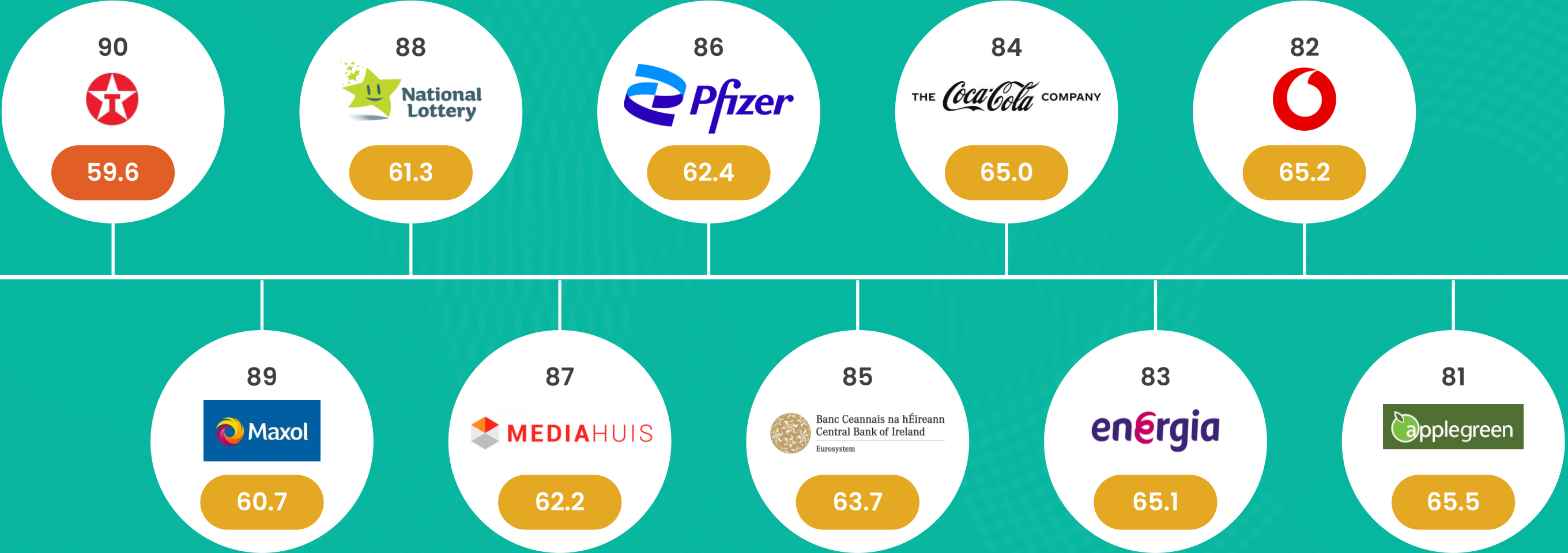
# Ireland Reputation Index 2025

## Ranked 100 – 91



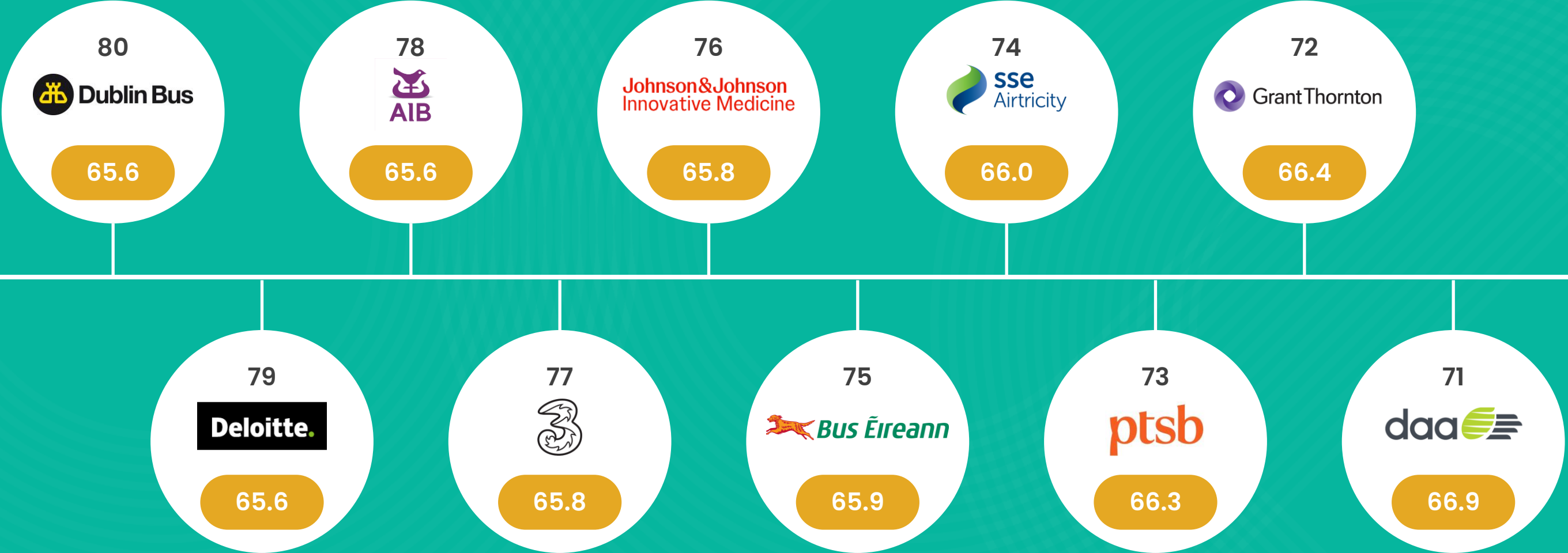
# Ireland Reputation Index 2025

## Ranked 90 – 81



# Ireland Reputation Index 2025

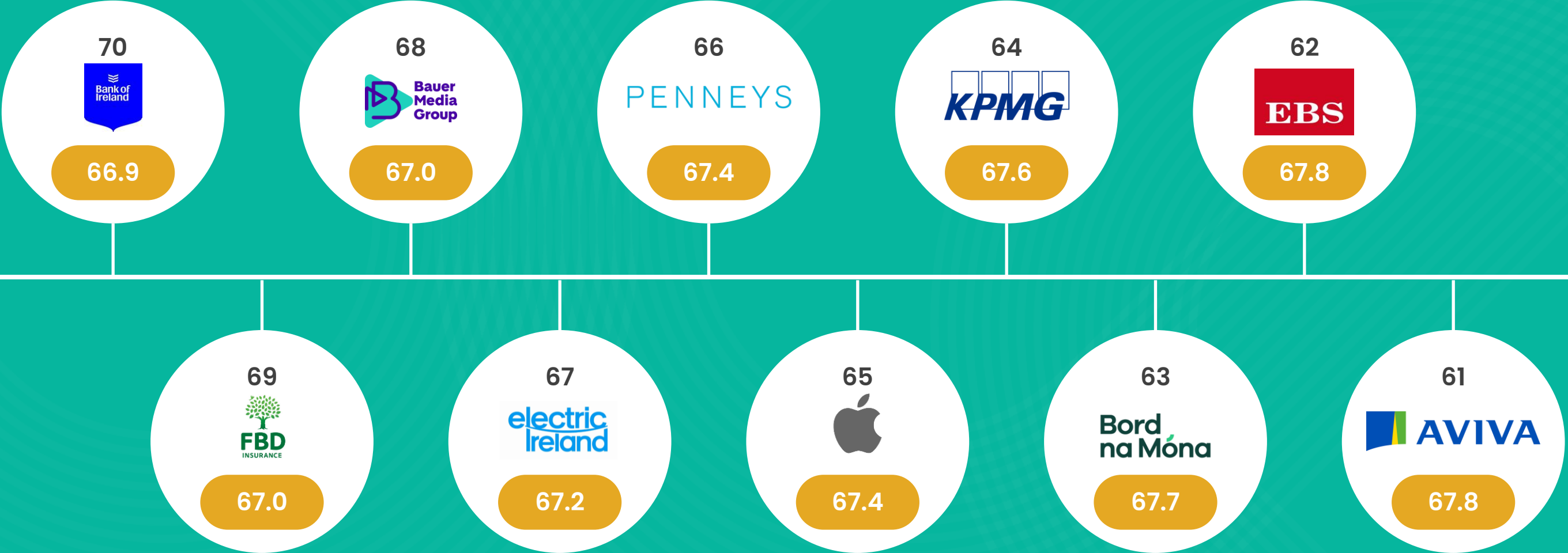
## Ranked 80 – 71





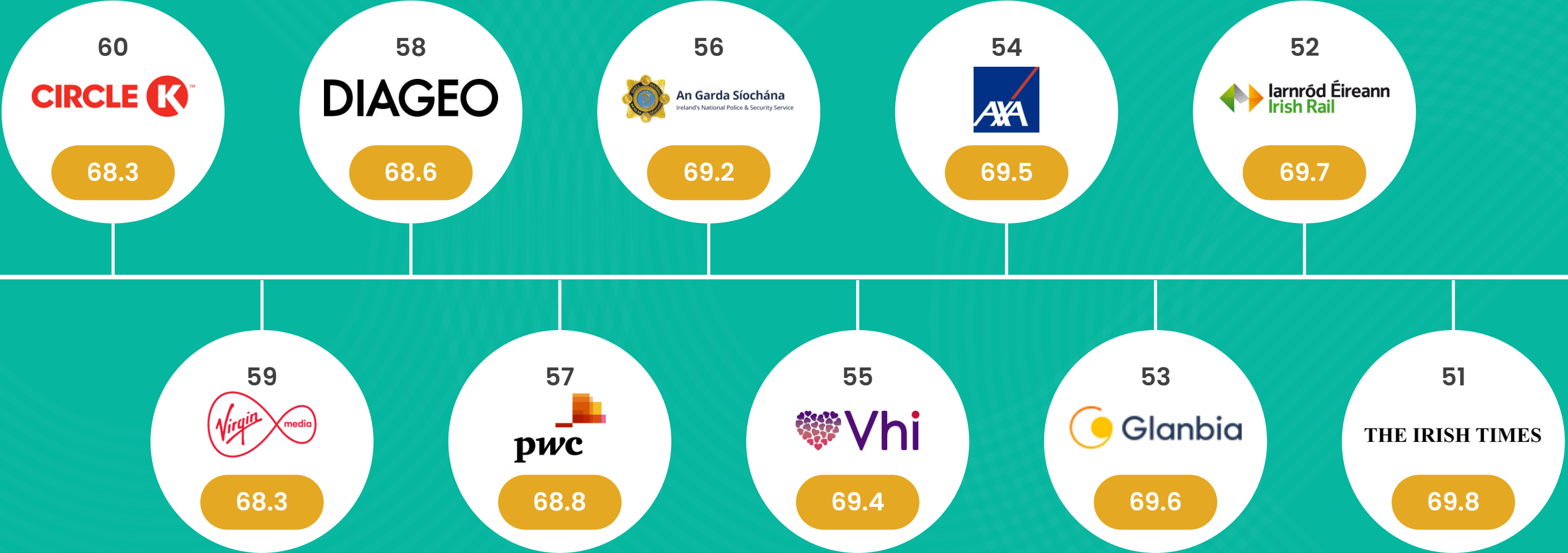
# Ireland Reputation Index 2025

## Ranked 70 – 61



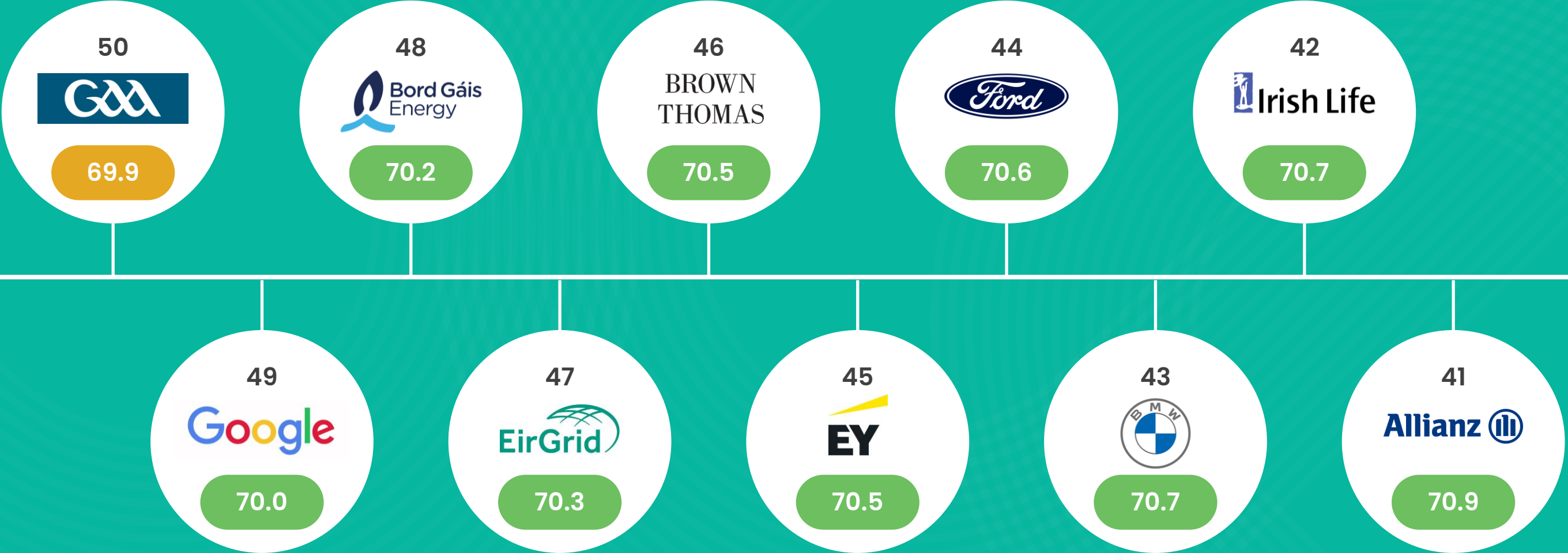
# Ireland Reputation Index 2025

## Ranked 60 – 51



# Ireland Reputation Index 2025

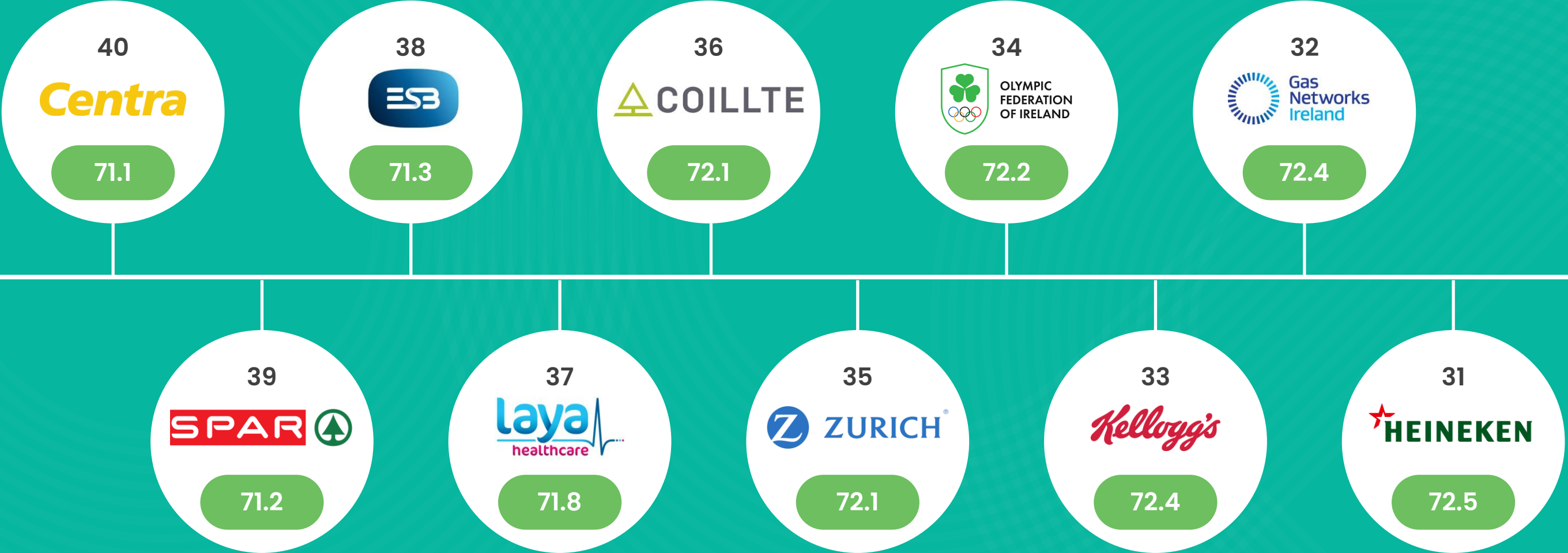
## Ranked 50 – 41





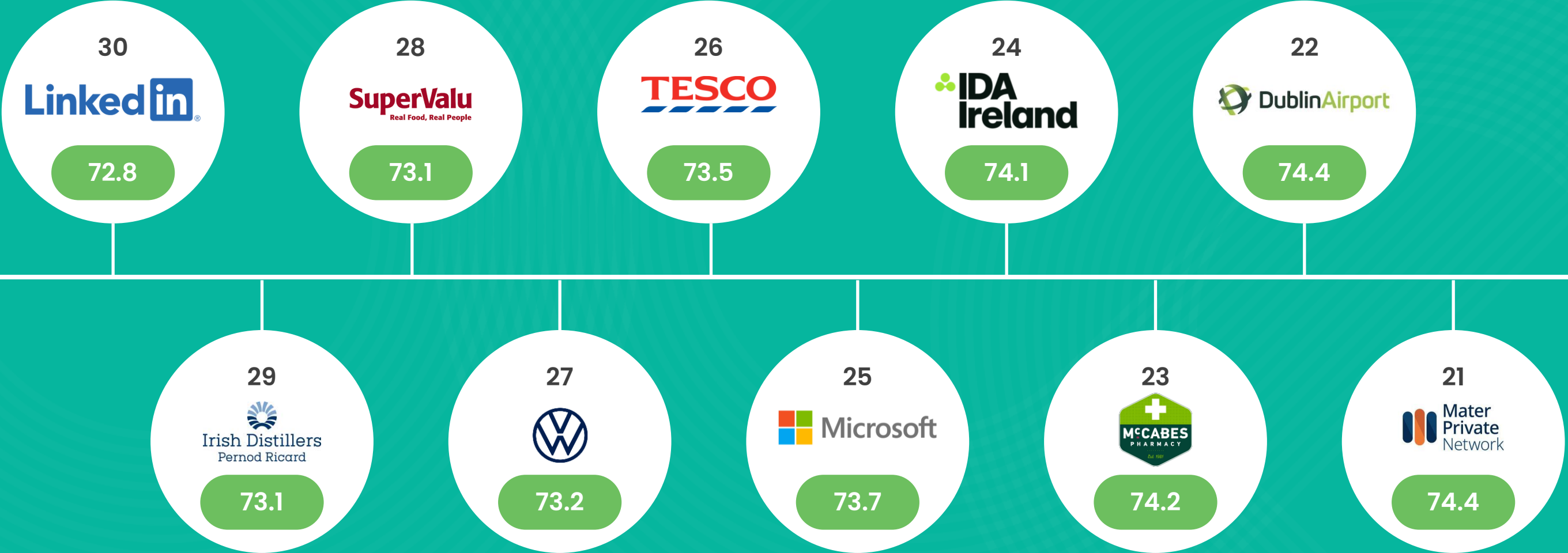
# Ireland Reputation Index 2025

## Ranked 40 – 31



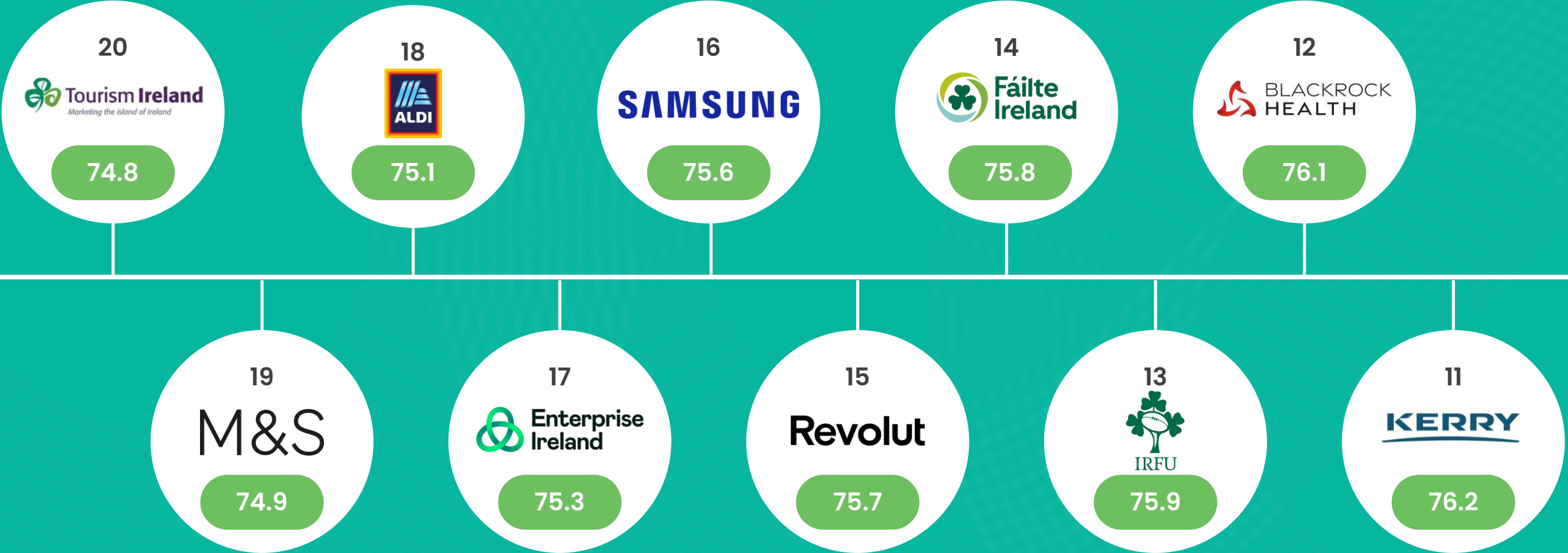
# Ireland Reputation Index 2025

## Ranked 30 – 21



# Ireland Reputation Index 2025

## Ranked 20 – 11







# Ireland Reputation Index 2025

## Ranked 10 – 6


10



ST. VINCENT'S  
PRIVATE HOSPITAL  
Elm Park

76.3

8



78.2

6

**BORD BIA**  
IRISH FOOD BOARD

78.6

9



BON SECOURS  
HEALTH SYSTEM

78.2

7

**DUNNES**  
STORES

78.6



# Ireland REPUTATION INDEX 2025

## Top Five





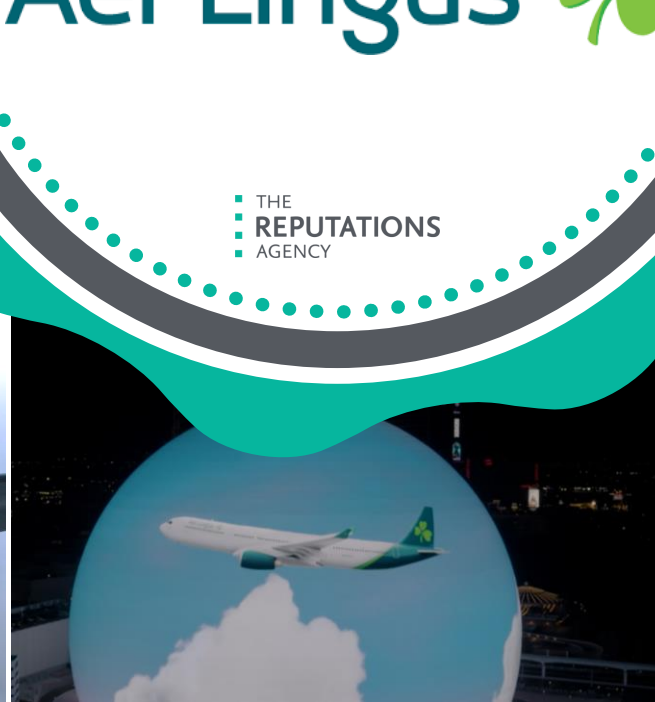
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5<sup>TH</sup> PLACE



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REPUTATIONS  
AGENCY













an post | Making better happen

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REPUTATION  
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2<sup>ND</sup> PLACE

an post

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REPUTATIONS  
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**Thank you.**