

Ireland
RepTrak®

CELEBRATING
13
YEARS OF
REPUTATION

Reputational Leadership & Stakeholder Capitalism

6th May 2022





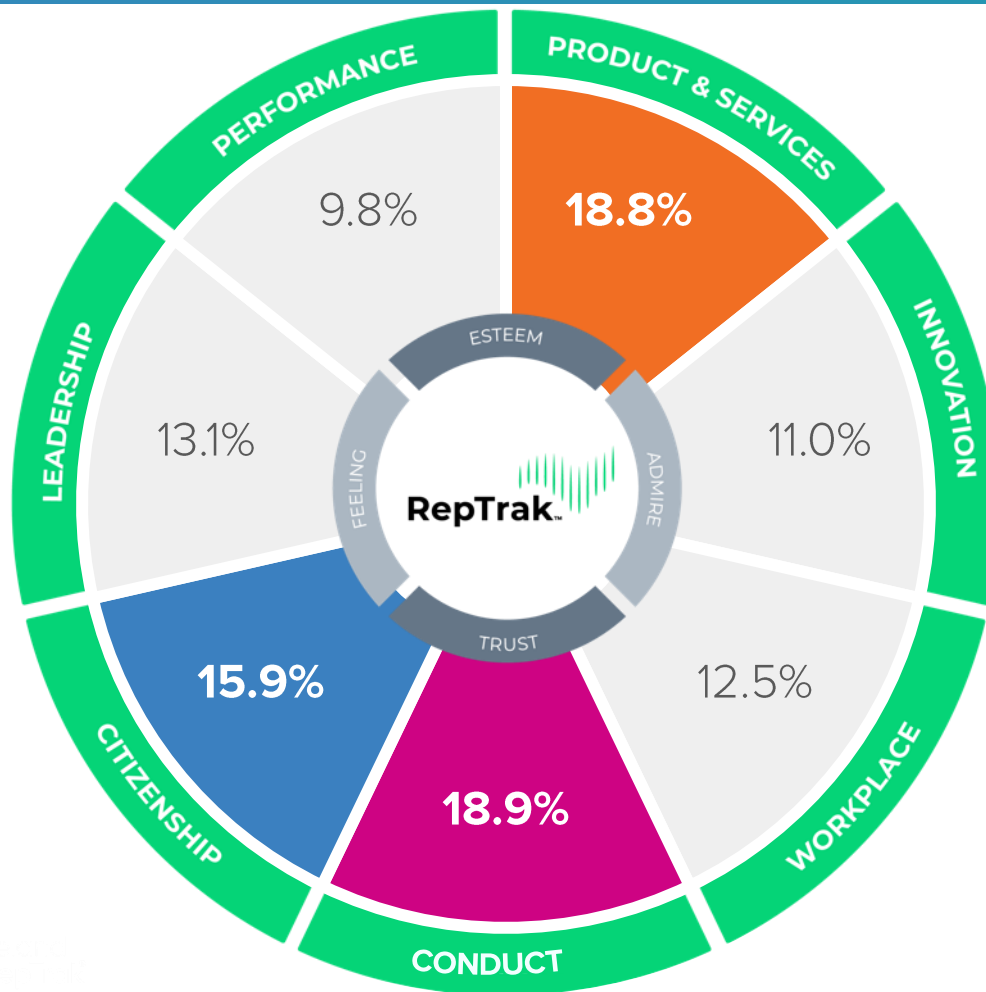
Stakeholder Capitalism seeks to create shareholder returns by creating value for society

Customers, employees, suppliers, communities and the environment.



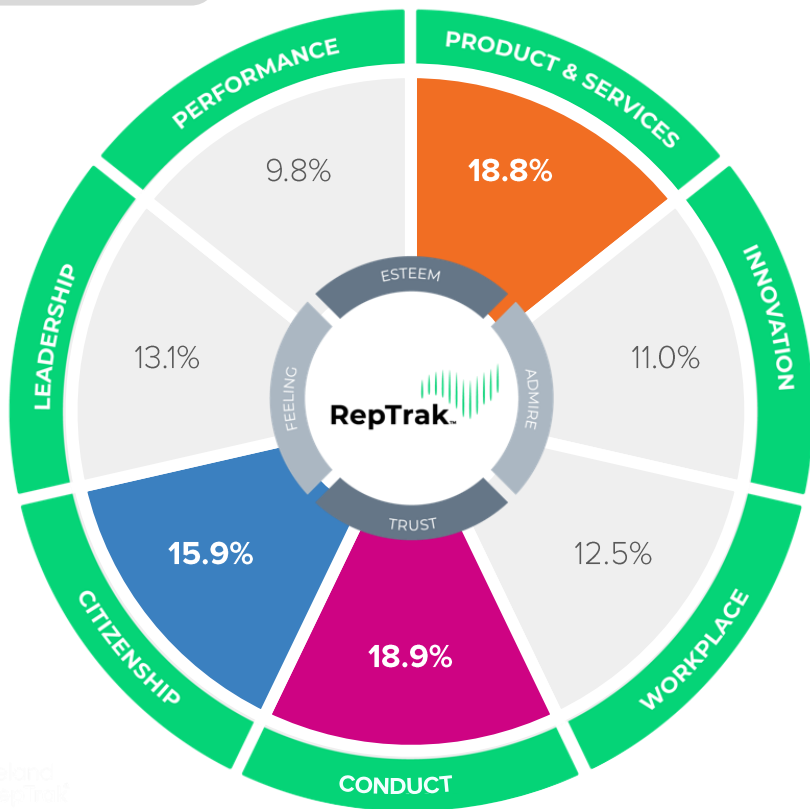
What drives reputation in Ireland and Globally?

Ireland

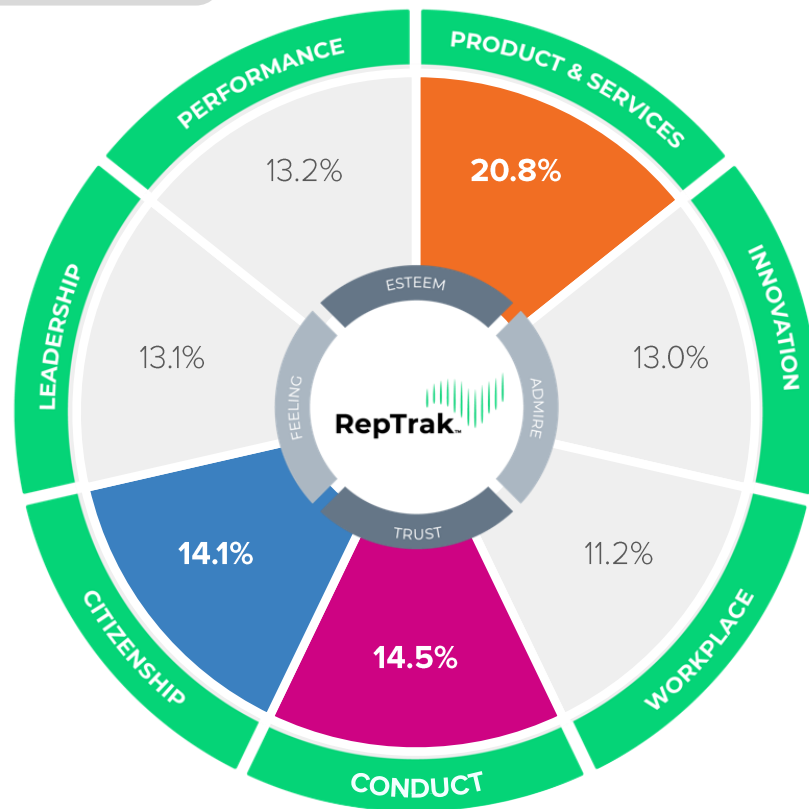


What drives reputation in Ireland and Globally?

Ireland



Global



Stakeholder Capitalism

We are witnessing a mind-shift change, moving from a prioritisation of short-term profit maximization to a world which is characterised much more by stakeholder responsibility.

Companies seek long-term value creation by taking into account the needs of all their stakeholders, and society at large.

Klaus Schwab

Founder & Executive Chairman,
WEF, Jan 2021



Stakeholder Capitalism

“What distinguishes truly great companies - they all share a clear sense of purpose; consistent values; and crucially recognise the importance of engaging with and delivering for their key stakeholders. This is the foundation of stakeholder capitalism.”

“A company must create value for and be valued by its full range of stakeholders in order to deliver long-term value for its shareholders.”

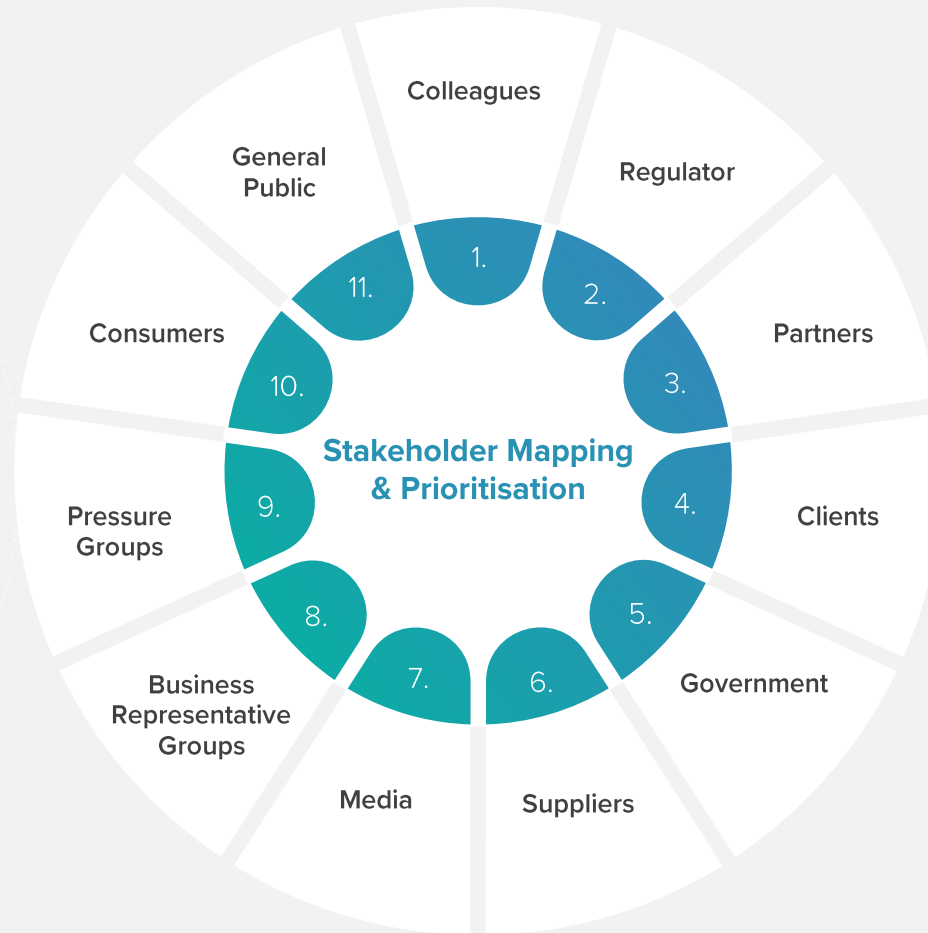
“It’s never been more essential for CEOs to have a consistent voice, a clear purpose, a coherent strategy, and a long-term view.”

“Your company’s purpose is its north star.”

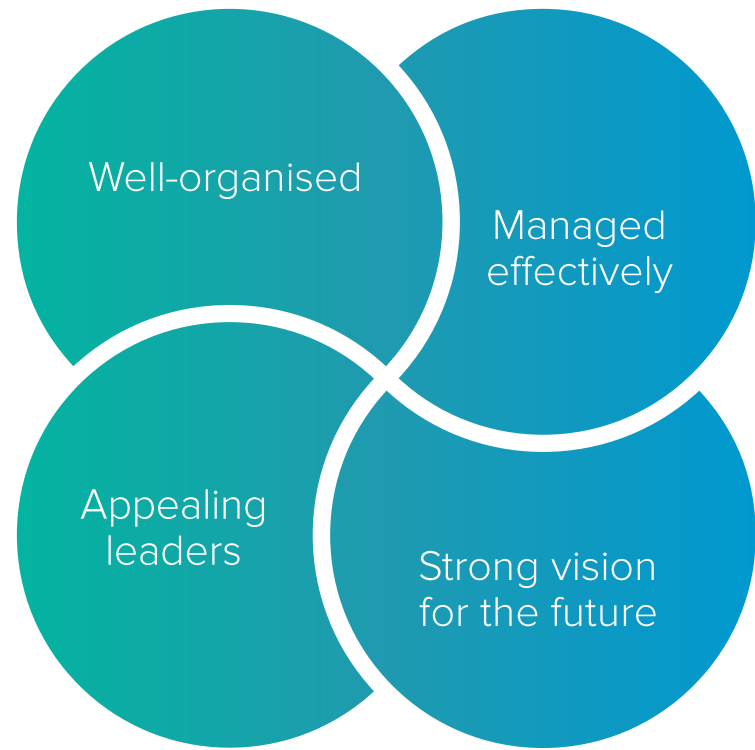
Larry Fink,
Chairman and CEO, BlackRock
2022 Letter to CEOs
The Power of Capitalism



Stakeholder Mapping & Prioritisation

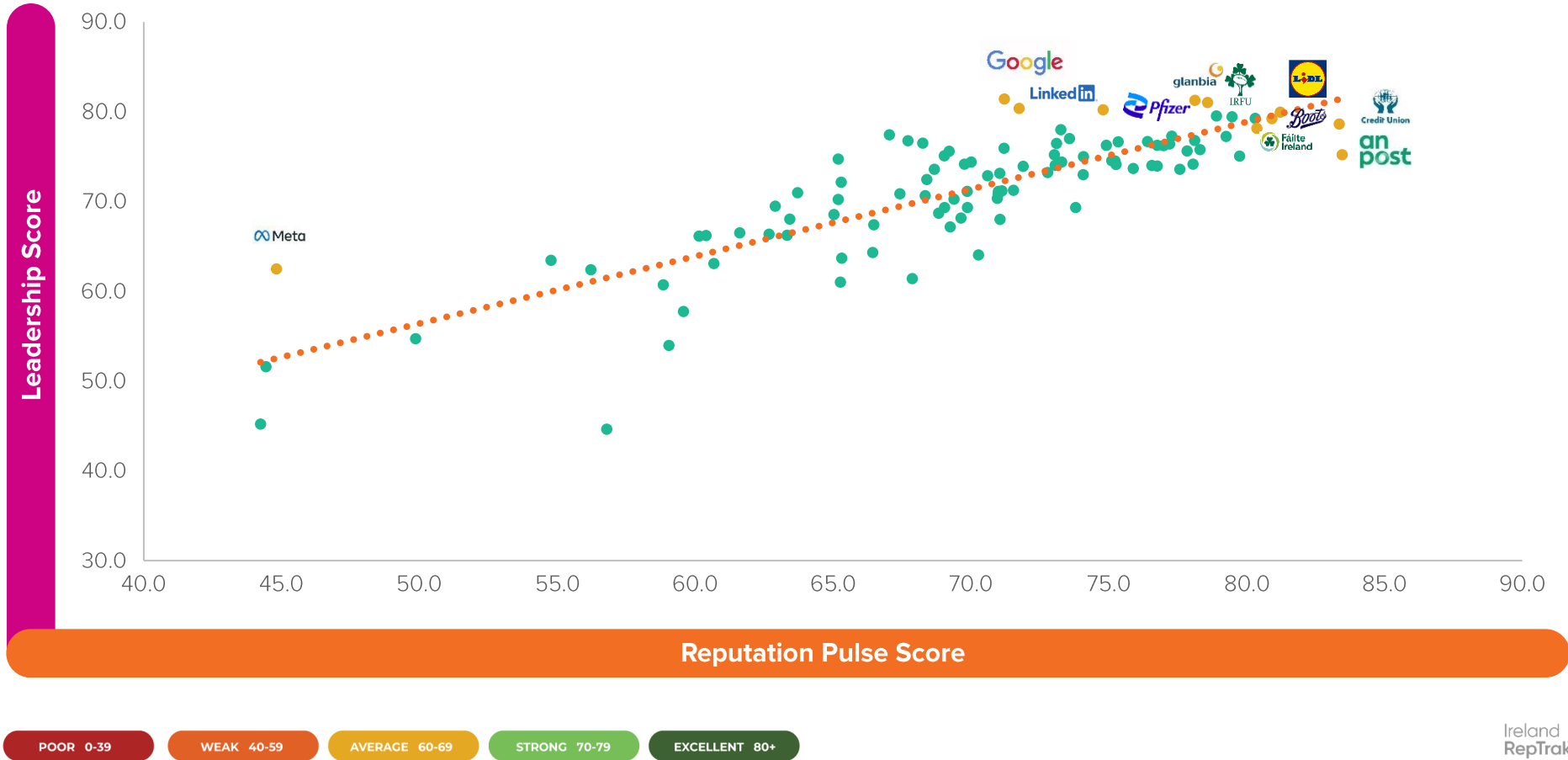


How we measure leadership



Perceptions of Leadership Build Reputation

Strong correlation between **Reputation** and **Leadership**



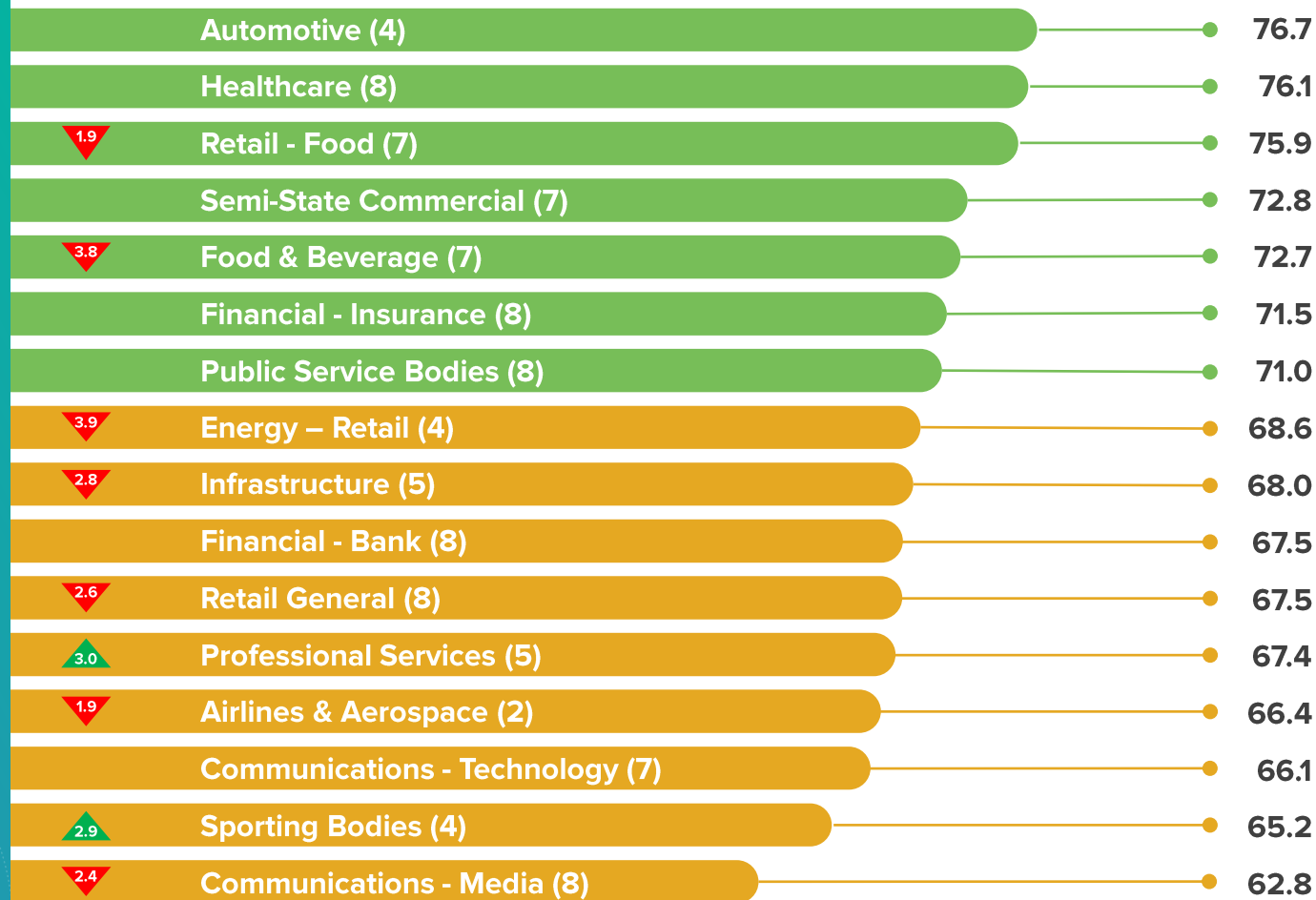
Ireland RepTrak 2022 Trendline

Tracking the average Ireland RepTrak® Pulse score across all 100 organisations over thirteen years. 1.3 point decline in Q1 2022.



Ireland RepTrak 2022 Industry Ranking

Automotive Industry remains stable, but as other industries decline, it takes first place.



POOR 0-39

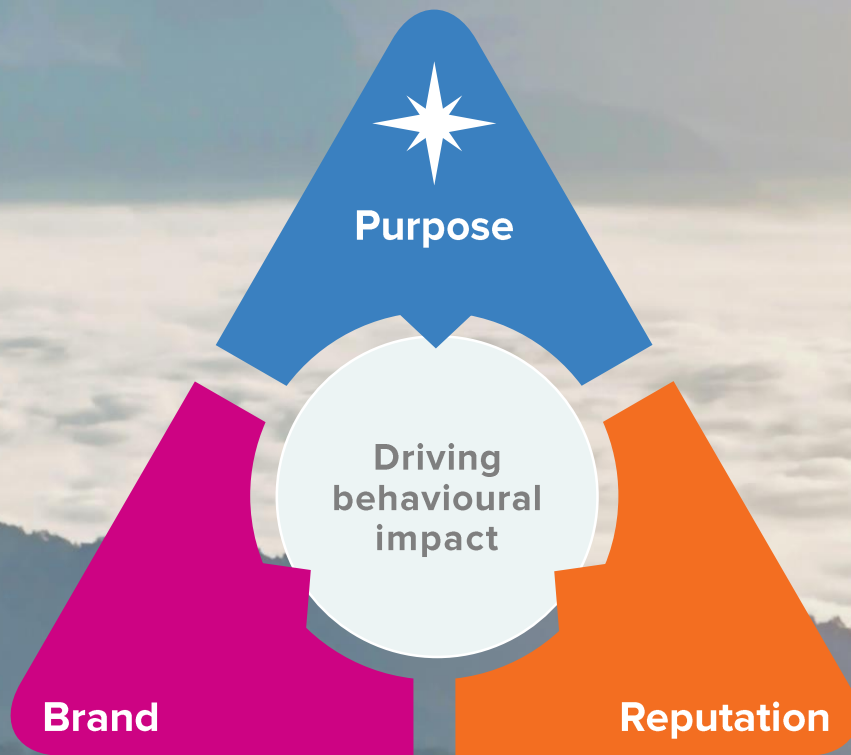
WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

A powerful behavioural trifecta



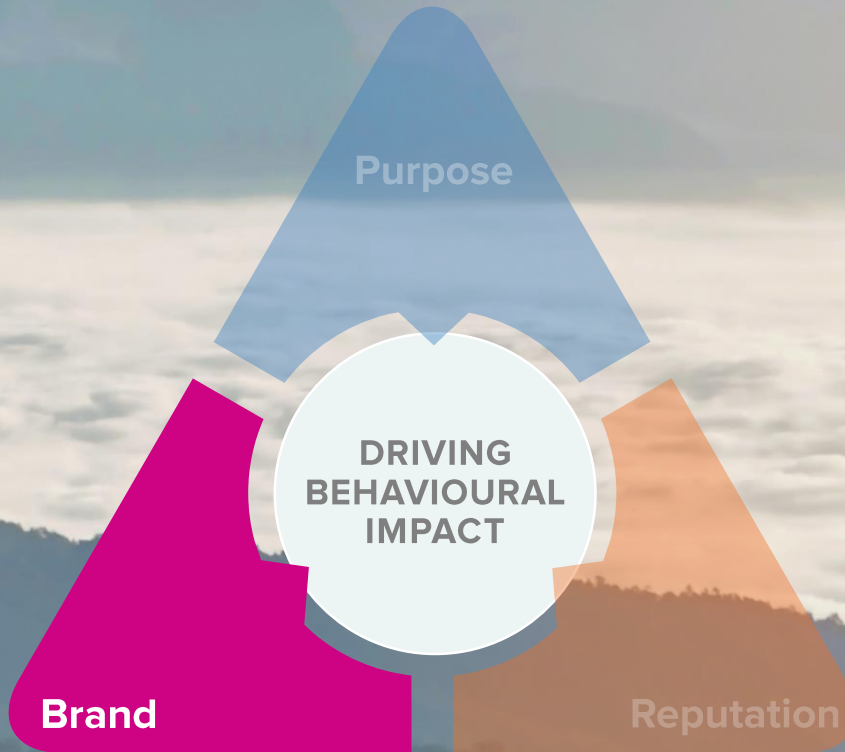
Most Purposeful Organisations in Ireland

**an
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BORD BIA
IRISH FOOD BOARD



The importance of a compelling brand



Brand expressiveness

The five most successful in communicating their corporate brand -

- delivering a consistent experience
- communicating often
- standing out
- delivering on its promise
- genuine in what they say and what they stand for



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post

Boots



Brand Personas

CARING

CHARMING

CONFIDENT

COURAGEOUS

CREATIVE

DARING

DOWN-TO-EARTH

ENVIRONMENTALLY-
CONSCIOUS

EXCITING

FAIR

FLEXIBLE

FRIENDLY

GENUINE

HARD-WORKING

IMAGINATIVE

INSIGHTFUL

INTELLIGENT

MODERN

NURTURING

PATRIOTIC

PROGRESSIVE

SINCERE

SPIRITED

STRAIGHTFORWARD

TECH-SAVVY

TOUGH

TRADITIONAL

WORLDLY

Organisations taking the top slots in these brand personas

SAMSUNG

IMAGINATIVE

CONFIDENT

CREATIVE



CHARMING

PATRIOTIC



INTELLIGENT

Revolut

FLEXIBLE

MODERN

PROGRESSIVE



SINCERE

FAIR

FRIENDLY

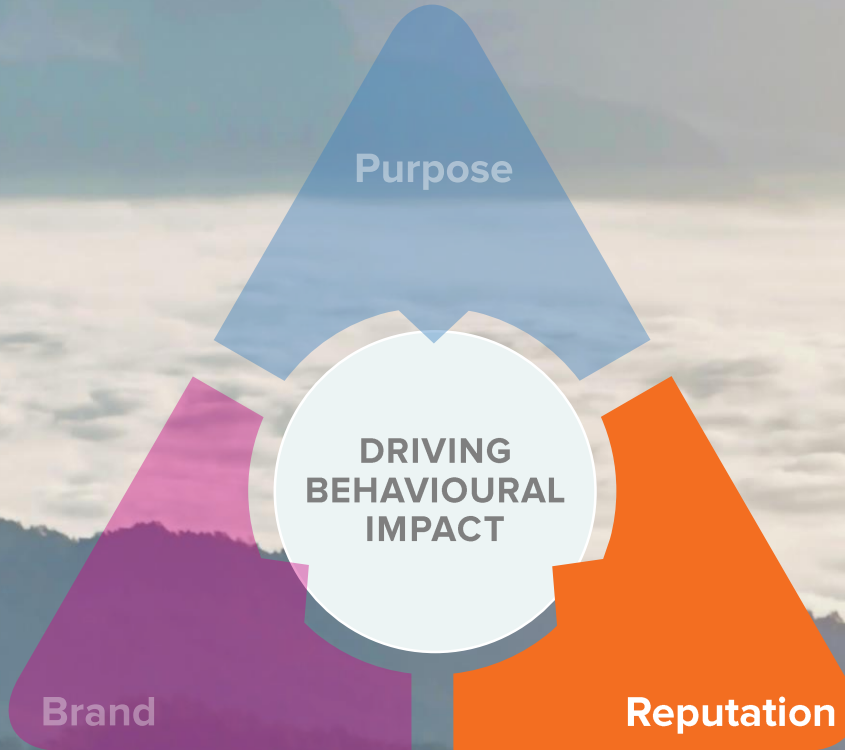
DOWN-TO-EARTH



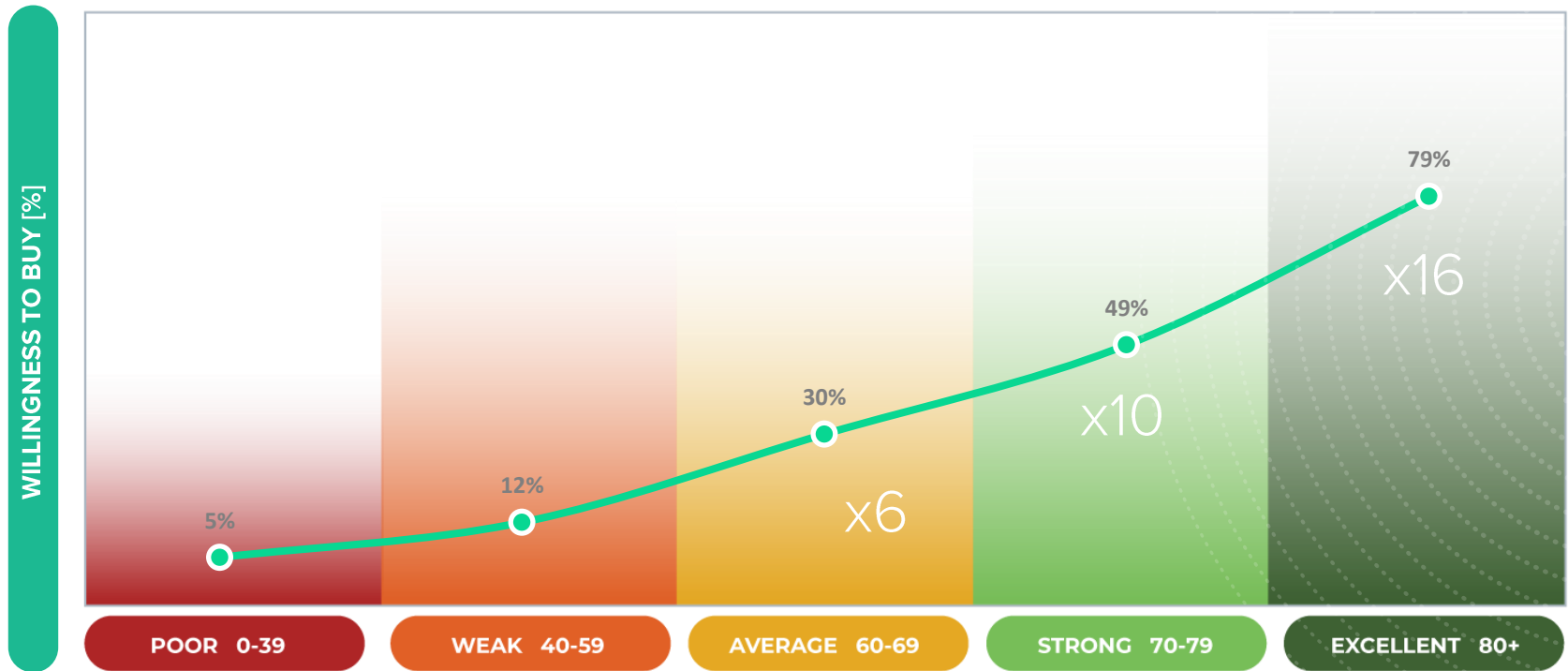
TECH-SAVVY

WORLDLY

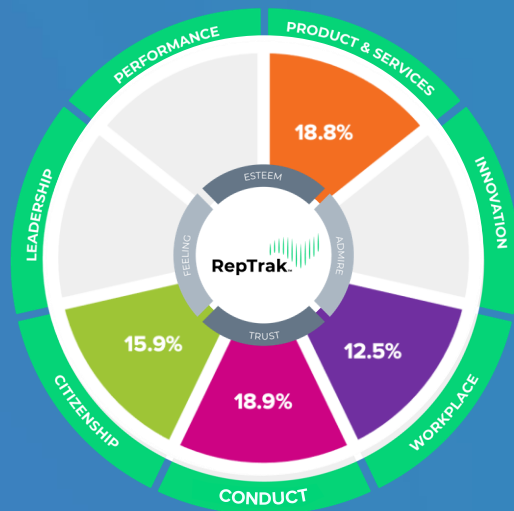
Reputation Drives Support



Corporate reputation links directly to stakeholder support



The link between the three key drivers of reputation and success



Give the benefit of
the doubt in a crisis



Trust to do
the right thing



Buy their products
/ services



Recommend company
/ product & services



Welcome them
to the community



Work for them



Takeaways

Create value
for your
stakeholders

Understand
the big
drivers of
reputation

Leaders
have an
important
role to play

Powerful trifecta
of purpose,
brand and
reputation

Our strategic
reputation process
links these parts
together



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Ireland RepTrak® 2022 Results

The largest normative database on corporate reputation in Ireland.

17,000+

Individual
Ratings



100

Organisations



6,500

Informed
General Public



2+ Months

3rd January -
14th March 2022





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Ireland RepTrak® 2022 **Top 100 Ranking**

100



44.2

98

Meta

44.8

96

RYANAIR

54.8

94

HE
Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

56.8

92

RTE

59.1

99

UISCE
EIREANN IRISH
WATER

44.4

97

air

49.9

95

National
Lottery

56.2

93

KBC

58.8

91

Ulster
Bank

59.6

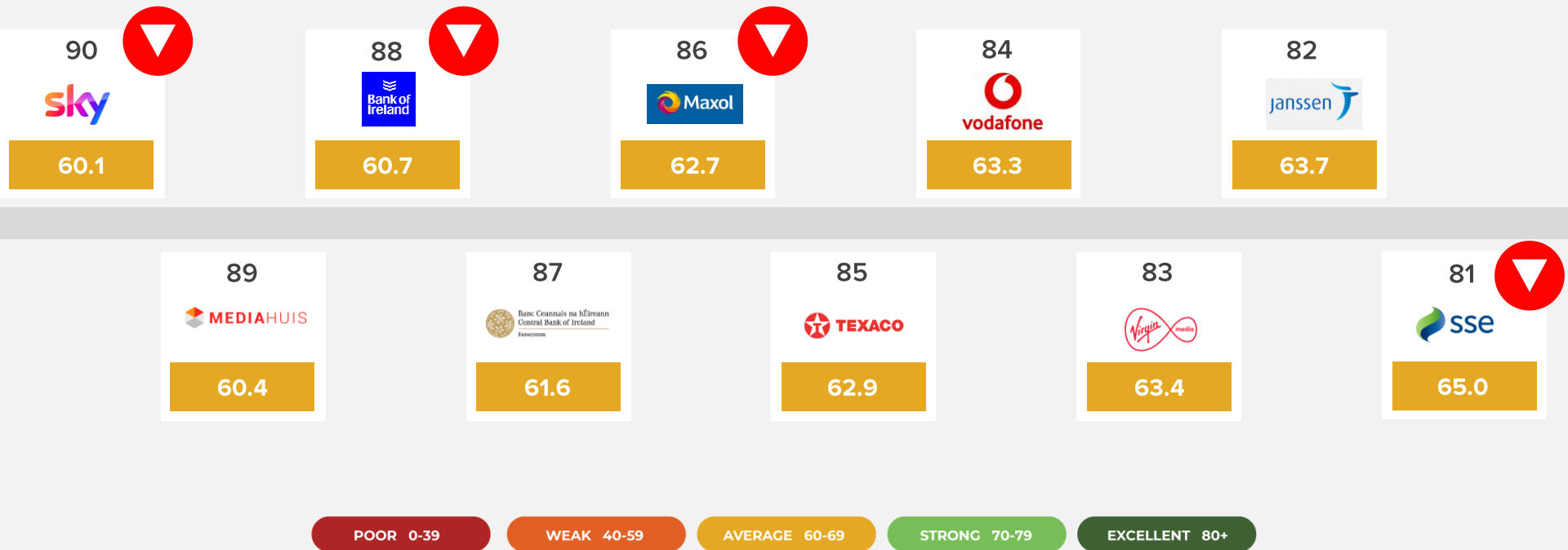
POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+



80



MEDIA GROUP

65.2

78



An Garda Síochána
Ireland's National Police & Security Service

65.3

76



OLYMPIC
FEDERATION
OF IRELAND

65.3

74



66.5

72



67.4

79



65.2



77



Grant Thornton

65.3

75



permanent tsb

66.4

73



67.0



71



67.7

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

70



67.9

68



68.4

66



Deloitte.

68.7

64



69.0

62



DIAGEO

69.2

69



68.3

67



68.4

65



68.8

63

en@rgia

69.0

61



69.3

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

60



69.4

58



69.8

56



69.9

54



70.3

52



71.0

59



69.6

57

THE IRISH TIMES

69.9

55



70.0

53



70.6

51



71.0

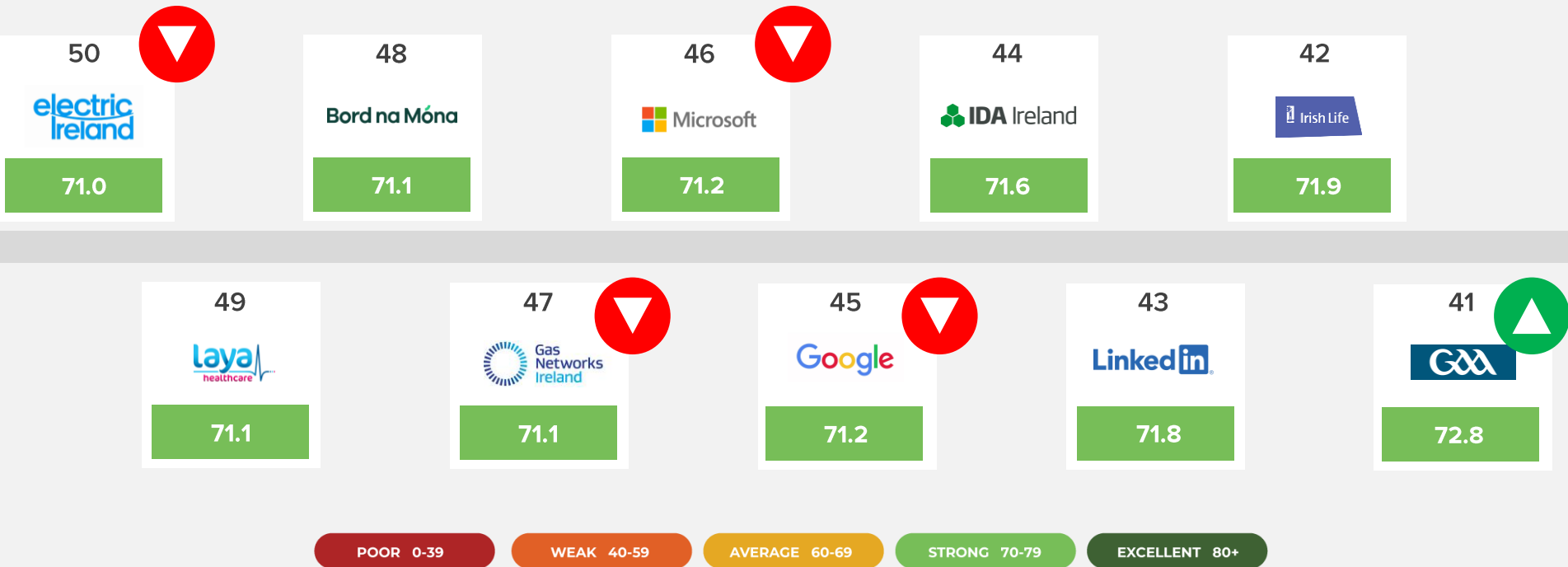
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40

KERRY

73.0

38

PENNEYS
Sponsored by PRIMARK

73.1

36

Allianz

73.3

34

COILLTE
Irish Woodlands

73.8

32

daa

74.1

39

Kellogg's

73.1

37

Irish Distillers
Pernod Ricard

73.3

35

**BROWN
THOMAS**

73.6

33

M&S
EST. 1884

74.1

31

Pfizer

74.8

POOR 0-39

WEAK 40-59

AVERAGE 60-69

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30

Revolut

74.9

28



75.2



26



75.3

24



76.4

22

DUNNES
STORES

76.8

29



75.1

27



75.3

25



75.9



23

SuperValu

76.6

21

TESCO

76.8

POOR 0-39

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20

LloydsPharmacy

77.0

18

Vhi
HEALTHCARE

77.3

16

ST. VINCENT'S
PRIVATE HOSPITAL
Elm Park

77.8

14

Mater
Private
Network

78.1

12

DublinAirport

78.3

19

BON SECOURS
HEALTH SYSTEM

77.2

17

Tourism
Ireland

77.6

15

Aer Lingus

78.1

13

glanbia

78.1

11

IRFU

78.6

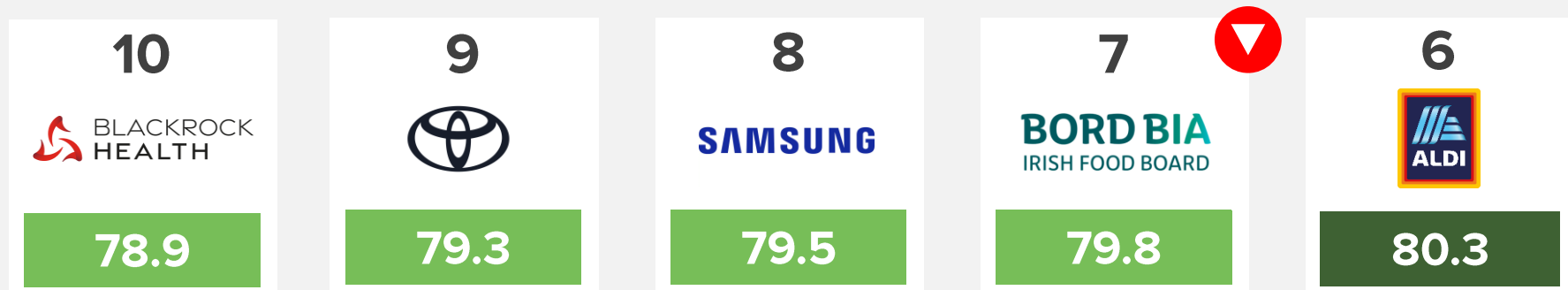
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Ireland RepTrak® 2022 **Top 5 winners**

5th



Fáilte
Ireland



4th

Boots



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REPUTATION

Ireland RepTrak® 2022 **Top 3 winners**



3rd



2nd



Credit Union



*Credit unions were voted as the most highly regarded organisation in the Ireland RepTrak 2022 study of 500 leading organisations in Ireland (The Reputation Agency). Credit unions in the Republic of Ireland are regulated by the Central Bank of Ireland.

1st

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Ogham Wish on Click & Post



"Our partnership with An Post has helped us grow from a local handcraft shop to a thriving online business. They have helped us to provide our award winning handmade Ogham products to customers all over the world."

Celebrating
SME Day
27th June

anpost
commerce
A world closer



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For more information on how your organisation
can understand, protect and build its reputation,
contact us at info@thereputationsagency.ie