

Ireland  
RepTrak®

CELEBRATING  
**11**  
YEARS OF  
REPUTATION

**A HIGHER PURPOSE – Highlights Version**

**Virtual Experience, held 7<sup>th</sup> May 2020**

# TODAY'S AGENDA

## WELCOME AND KEY INSIGHTS FROM IRELAND REPTRAK 2020

**NIAMH BOYLE**  
MANAGING DIRECTOR  
THE REPUTATIONS AGENCY



## INTERNATIONAL KEYNOTE ADDRESS

**KYLIE WRIGHT-FORD**  
CEO  
THE REPTRAK COMPANY



## NEW PURPOSE POWER INDEX STUDY

**ANNE BROWNING**  
HEAD OF BRANDS  
THE REPUTATIONS AGENCY



## JP SCALLY



MANAGING DIRECTOR  
LIDL ROI & NI

## BERNADETTE LAVERY



MANAGING DIRECTOR  
BOOTS IRELAND

## DAVID MCREDMOND



CEO  
AN POST

## PAUL BAILEY



HEAD OF COMMUNICATIONS &  
CUSTOMER EXPERIENCE  
IRISH LEAGUE OF CREDIT UNIONS

## CATHRIONA HALLAHAN



MANAGING DIRECTOR  
MICROSOFT IRELAND

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**IRELAND REPTRAK®**  
**2020 RESULTS**

Ireland  
**RepTrak®**

CELEBRATING  
**11**  
YEARS OF  
REPUTATION

# THE LARGEST NORMATIVE DATABASE ON CORPORATE REPUTATION IN IRELAND.



15,000+  
INDIVIDUAL  
RATINGS



100  
ORGANISATIONS

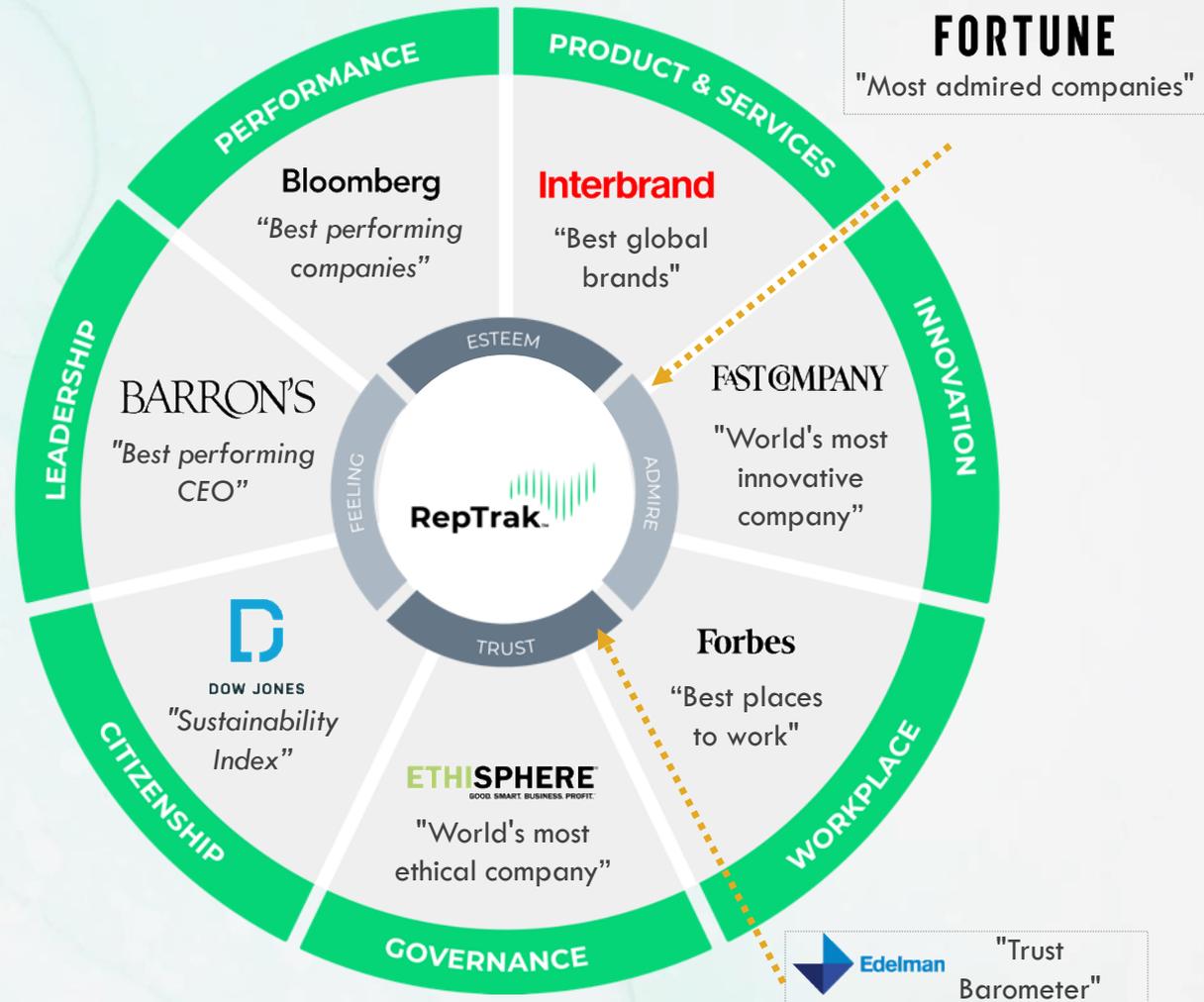


>7,000 INFORMED  
GENERAL PUBLIC

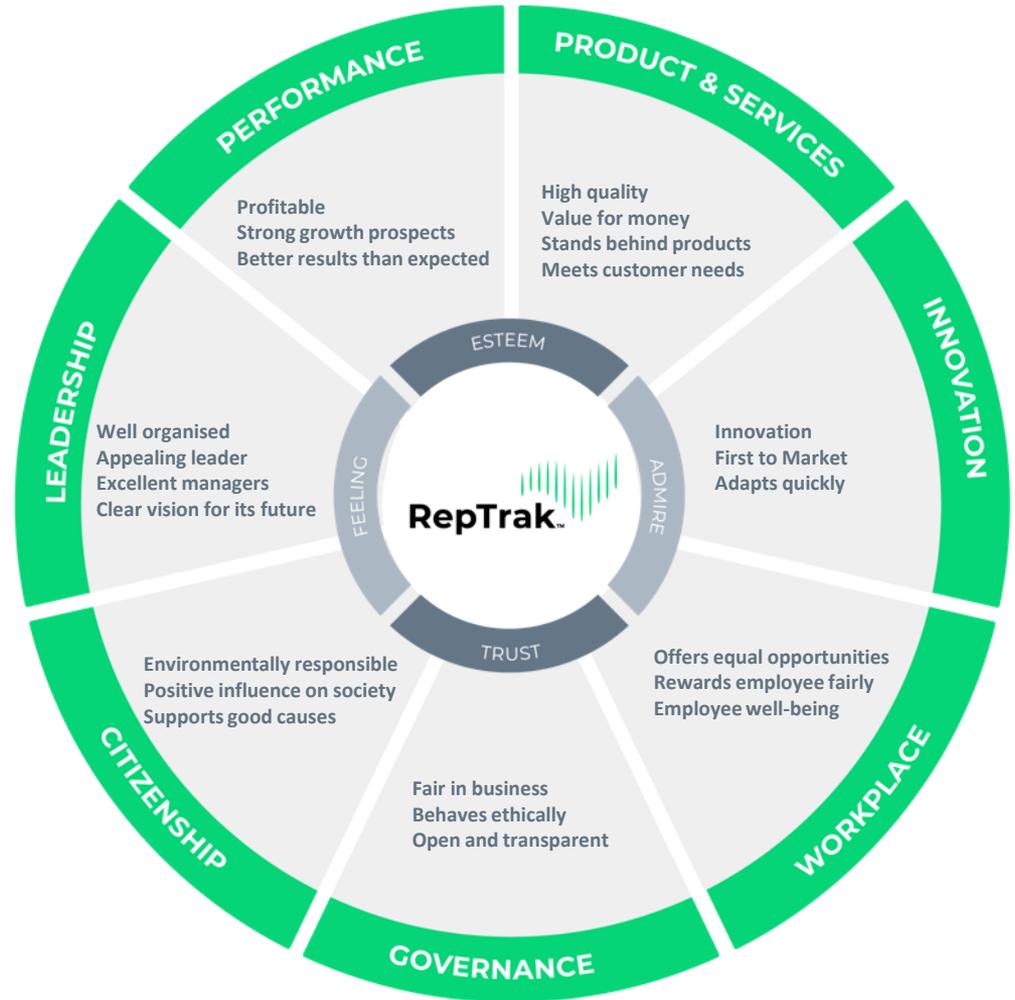


2 MONTHS  
JANUARY-  
MARCH 2020


# Multiple Ways to Measure Different Aspects of Business



REPTRAK® IS THE  
COMPLETE  
BUSINESS  
INTELLIGENCE  
SYSTEM



# THE REPTRAK<sup>®</sup> MODEL EXPLAINS REPUTATION

## 1. REPTRAK<sup>®</sup> PULSE

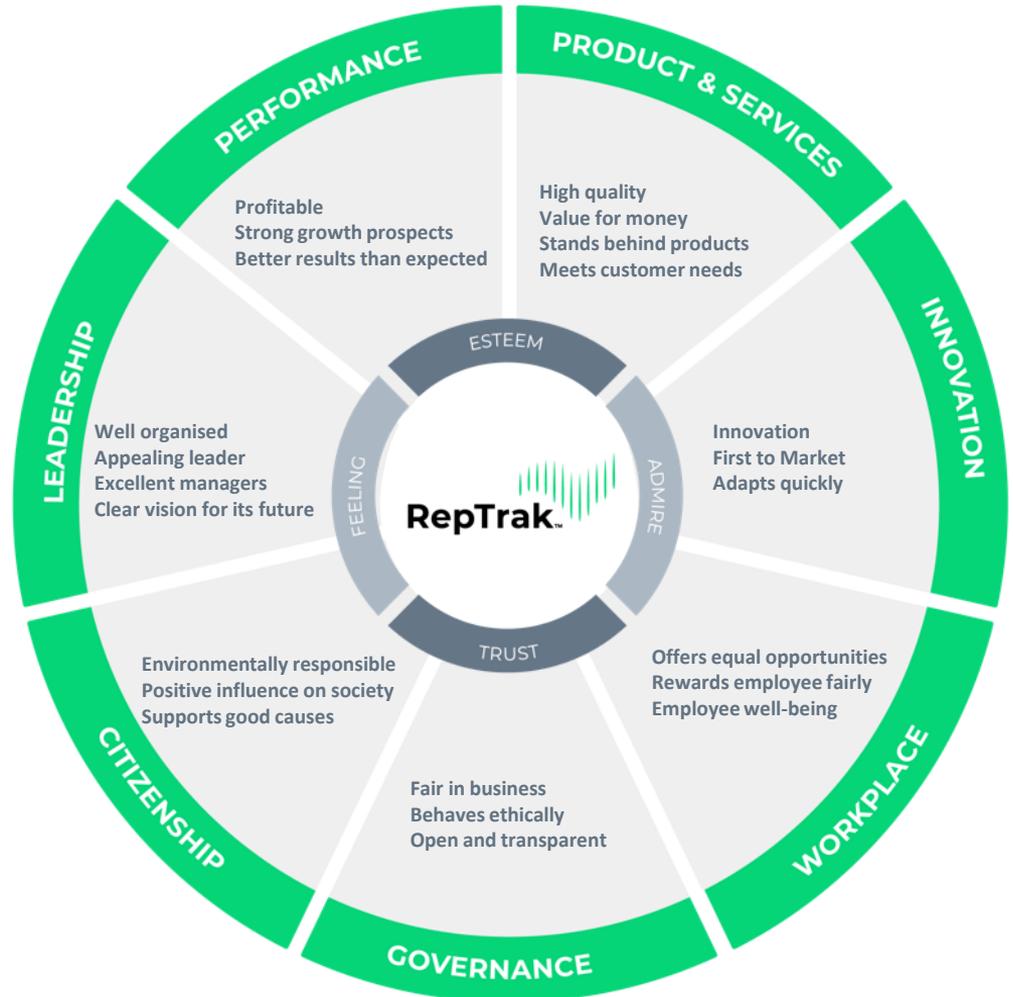
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

## 2. DIMENSIONS

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

## 3. ATTRIBUTES

The concrete and operational attributes that underpin the seven dimensions.



# WHY SHOULD WE CARE ABOUT REPUTATION?

A strong reputation increases supportive behaviours and delivers positive business results

DIRECT  
EXPERIENCE

WHAT A COMPANY  
COMMUNICATES

WHAT  
OTHERS SAY



REPUTATION



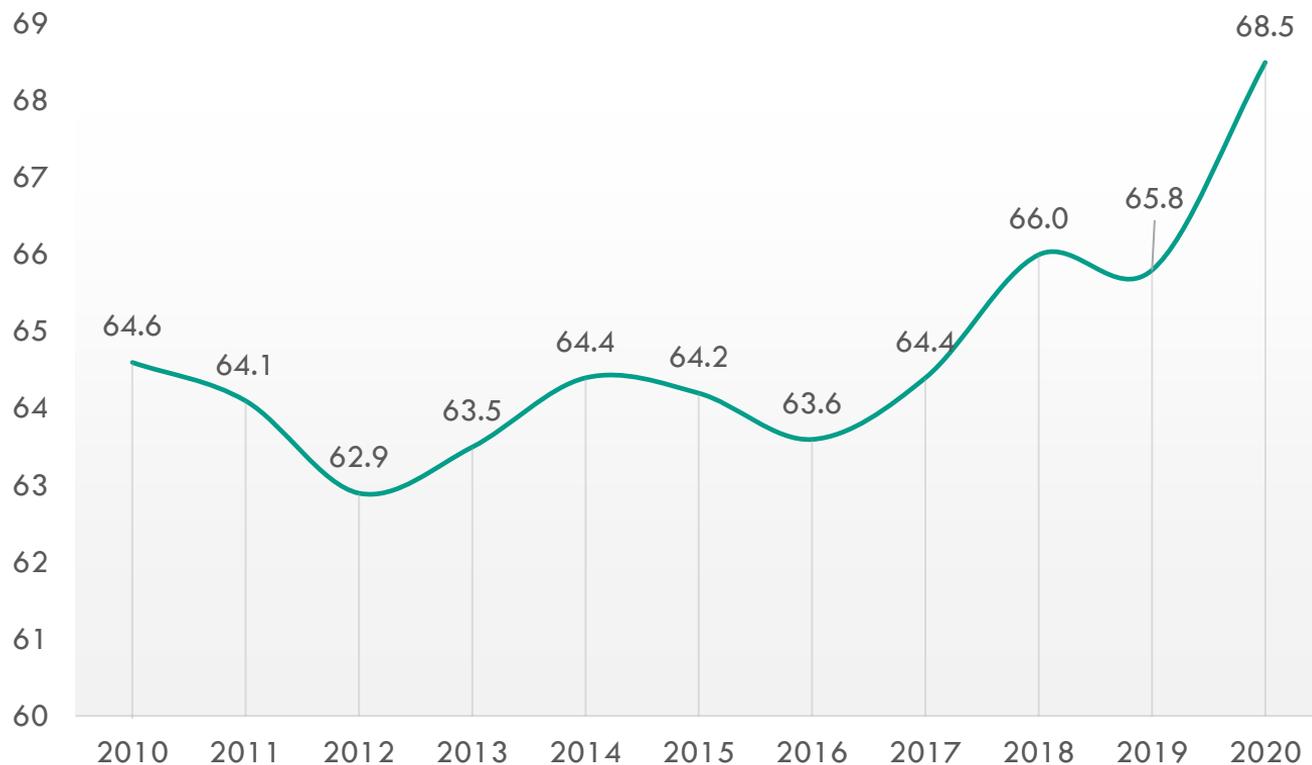
BEHAVIOUR



BUSINESS  
RESULTS

# IRELAND REPTRAK® 2020 TRENDLINE

Tracking the average Ireland  
RepTrak® Pulse score across all  
companies over eleven years



POOR 0-39

WEAK 40-59

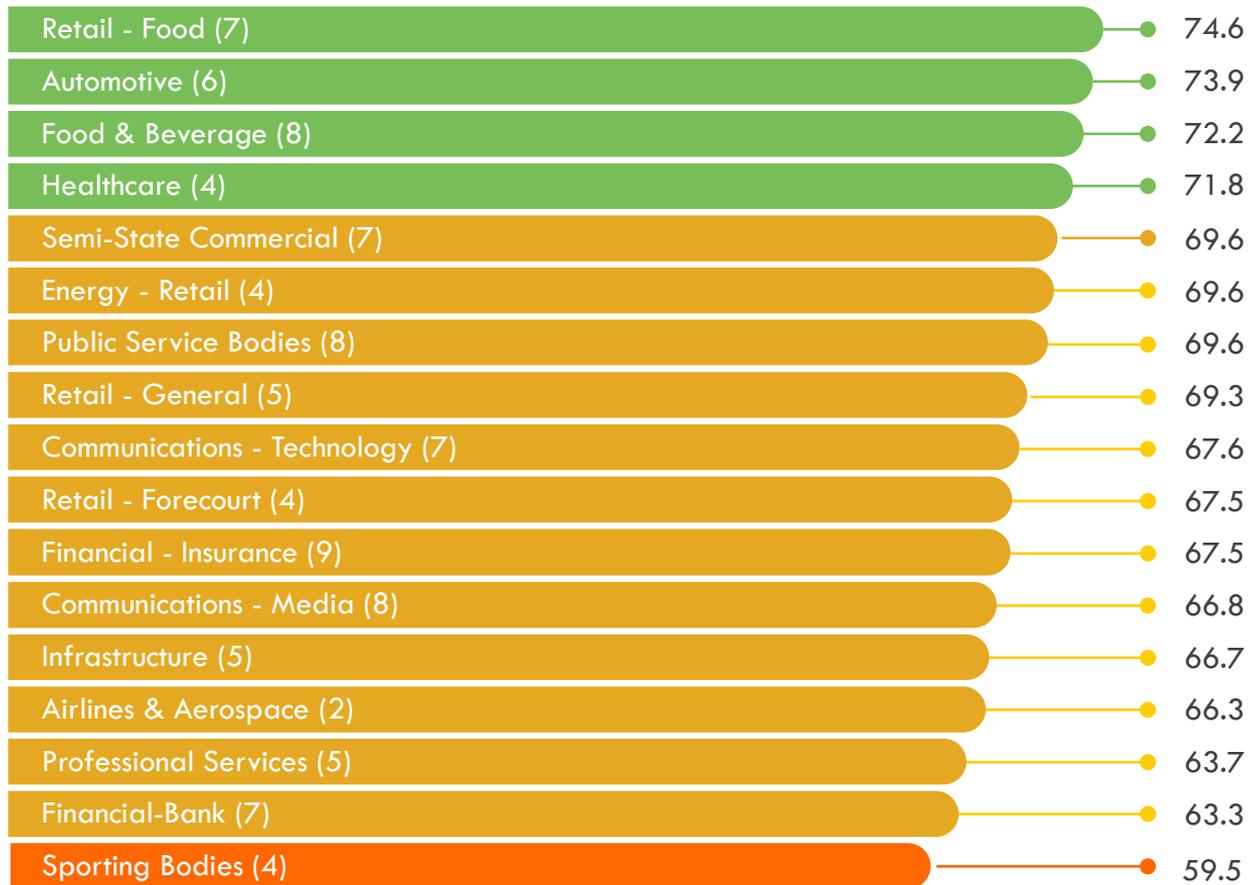
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® INDUSTRY RANKING 2020

## IRELAND



POOR 0-39

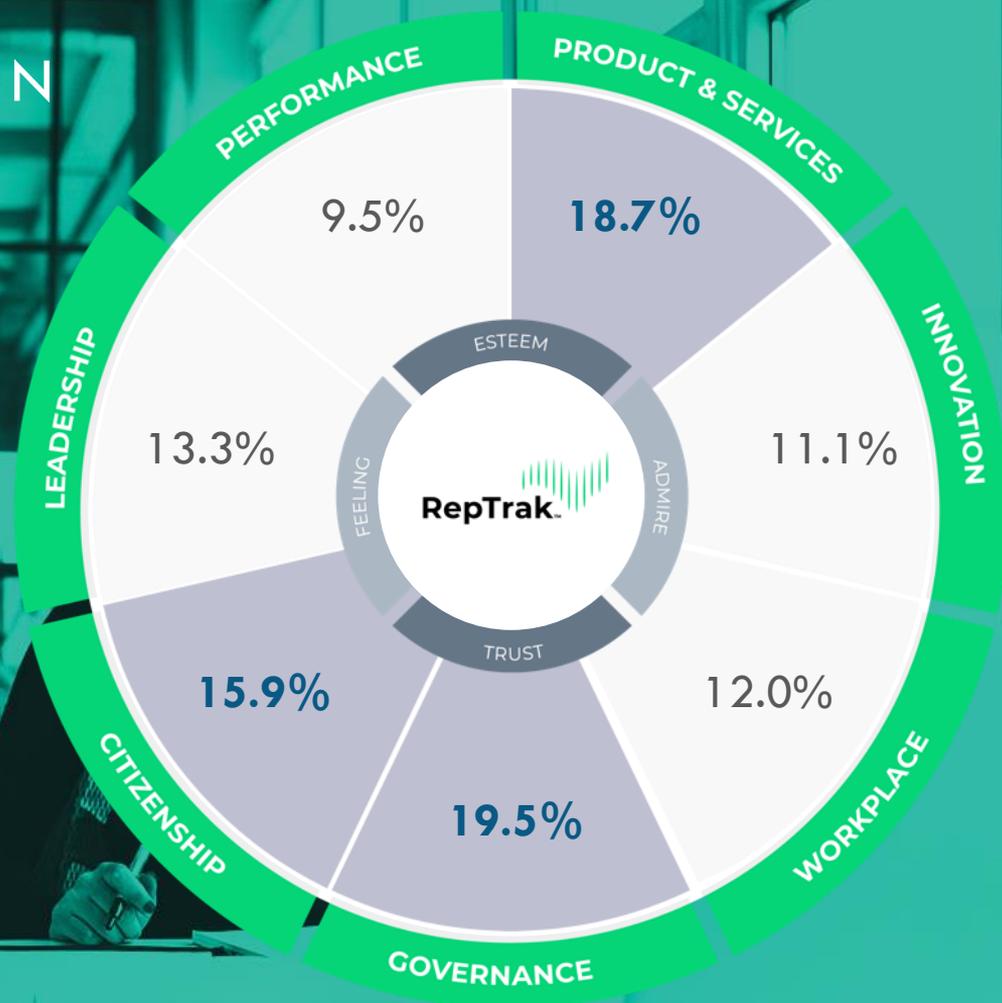
WEAK 40-59

AVERAGE 60-69

STRONG 70-79

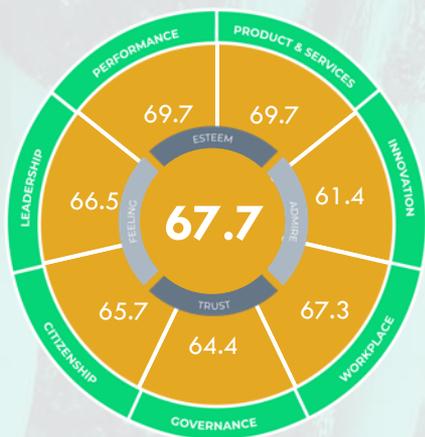
EXCELLENT 80+

# DRIVERS OF REPUTATION IN IRELAND 2020



# IRISH INDIGENOUS ORGANISATIONS VS. MULTINATIONAL ORGANISATIONS

## IRISH INDIGENOUS COMPANIES IRELAND REPTRAK® 2020



n = 8,899 Number of companies: 57

## MULTINATIONAL COMPANIES IRELAND REPTRAK® 2020



n = 6,421 Number of companies: 43

REPTRAK® PULSE -2.0

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

69.6



# SUPPORTIVE BEHAVIOUR

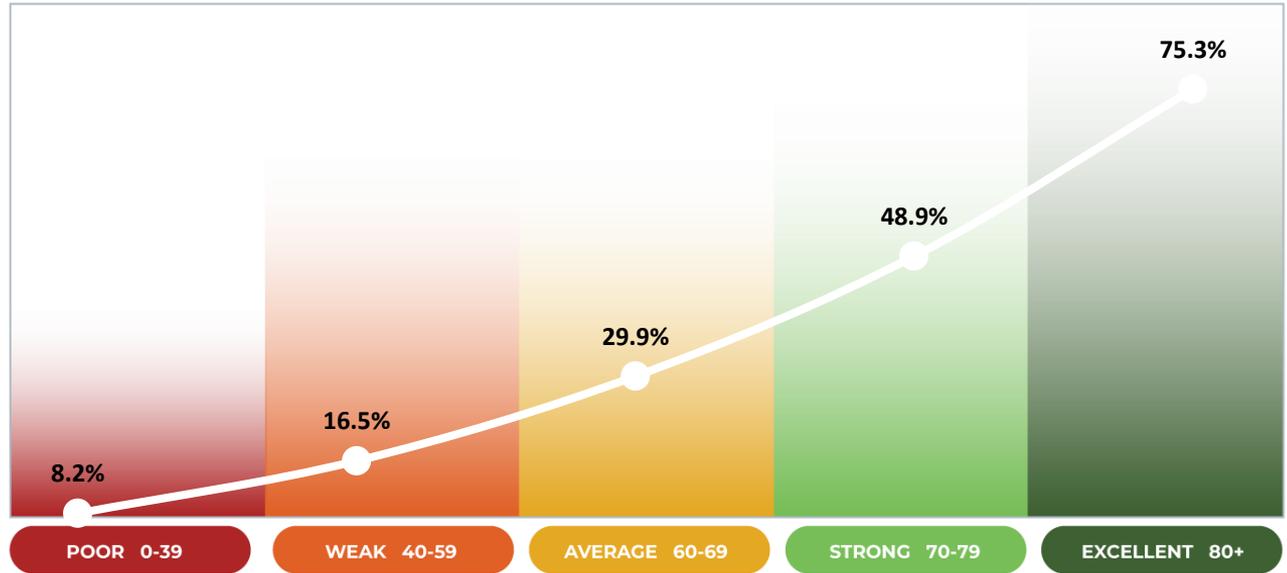
Ireland  
RepTrak®

CELEBRATING  
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# Corporate Reputation Links Directly to Stakeholder Support

Companies with Excellent or Strong Reputation get **significantly more support** from stakeholders

Purchase intent / Willingness to buy [ % ]



Willingness to buy increases when a company improves its reputation

EXCELLENT / TOP TIER | 80+

STRONG / ROBUST | 70-79

AVERAGE / MODERATE | 60-69

WEAK / VULNERABLE | 40-59

POOR / LOWEST TIER | <40

Reputation Score



Centellia Algal

Welcome, Anthony Mulvey

Total Users  
2500  
+1% From last week

Q Average Time  
1.51 Sec  
+1% From last week

Total Mails  
2,500  
+1% From last week

Total Formers  
4,567  
+12% From last week

Total Subscribers  
2,315  
+1% From last week

Total Connections  
7,325  
+1% From last week

# IRELAND REPTRAK® 2020 RESULTS

Ireland  
RepTrak®

11  
YEARS OF  
REPUTATION

# REPTRAK® PULSE 2020

RANKED 100 - 81

100  31.3	99  40.5	98 FACEBOOK 47.9	97  49.3	96  54.2	95  54.5	94  55.3	93 permanent tsb 55.5	92  56.7	91  57.5
90  59.1	89  60.8	88  61.0	87  61.3	86 Bank of Ireland 61.6	85  61.6	84 123.ie 62.5	83 pwc 62.7	82 Deloitte. 62.7	81  63.2

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2020

RANKED 80 - 61

80  63.3	79  63.5	78  63.7	77  63.7	76  64.2	75  64.6	74  64.7	73  64.7	72  64.8	71  64.9
70  64.9	69  65.4	68  65.8	67  66.0	66  66.2	65  66.2	64  66.7	63  66.9	62  67.4	61  67.4

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2020

RANKED 60 - 41

60  67.4	59  67.8	58  68.1	57  68.1	56  68.3	55  68.5	54  68.6	53  68.6	52  68.9	51  69.3
50  69.4	49  69.8	48  70.0	47  70.2	46  70.2	45  70.4	44  71.2	43  71.4	42  71.5	41  71.6

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2020

RANKED 40 - 21

40 glanbia 71.7	39 HYUNDAI 71.7	38 EIRGRID GROUP 72.1	37 HEINEKEN 72.2	36 Laya healthcare 72.4	35 Centra LIVE EVERY DAY 72.4	34 TESCO 72.7	33 SuperValu Real Food. Real People 72.7	32 ESB Energy for generations 72.8	31 Bord Gáis Energy 72.9
30 THE IRISH TIMES 73.2	29 COILLTE 73.5	28 NISSAN 73.6	27 daa 73.6	26 LloydsPharmacy 73.7	25 BMW 73.7	24 IDA Ireland 73.8	23 Ford 74.4	22 Irish Distillers Pernod Ricard 74.8	21 Google 74.9

POOR 0-39

WEAK 40-59

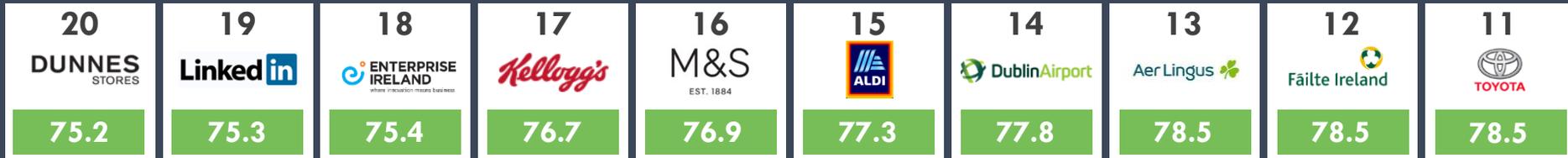
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2020

RANKED 20 - 11



POOR 0-39

WEAK 40-59

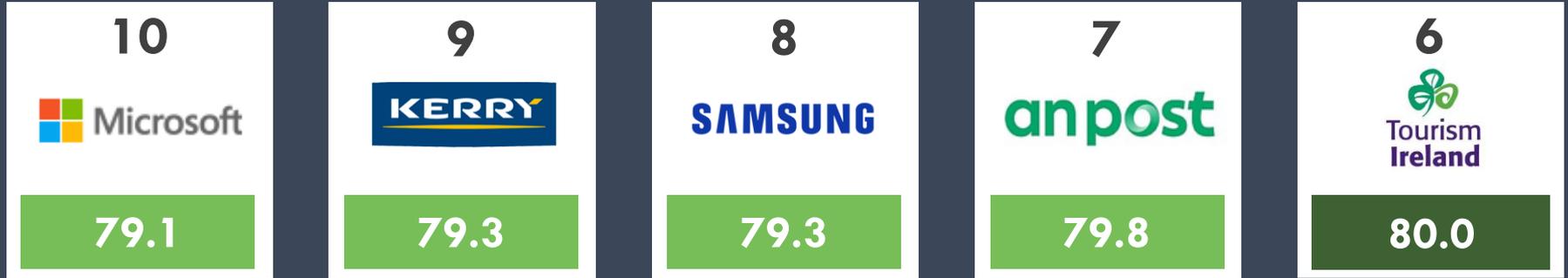
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2020

RANKED 10 - 6



POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

IRELAND REPTRAK®  
2020  
AWARDS

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# 5. LIDL



# 4. IRFU



# 3. BOOTS



# 2. BORD BIA



# 1. CREDIT UNION



CONTRIBUTOR

**PAUL BAILEY**

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CUSTOMER EXPERIENCE  
THE IRISH LEAGUE OF  
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MANAGING DIRECTOR  
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Ireland Purpose  
Power Index –  
Covid-19 study

**Anne Browning**

Head, TRA Brands  
The Reputations Agency

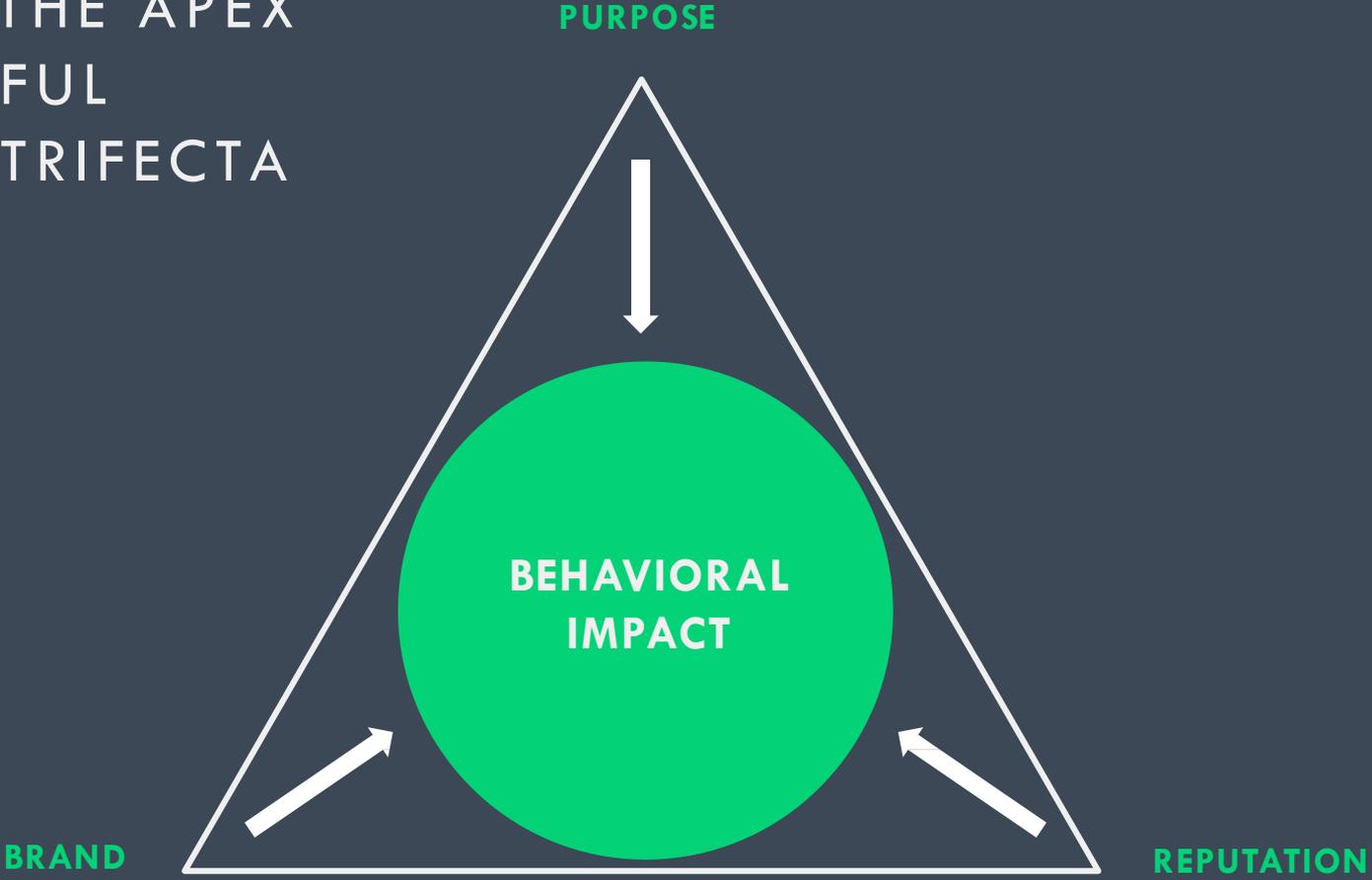


# PURPOSE POWER INDEX

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COVID -19 STUDY APRIL 2020

PURPOSE AT THE APEX  
OF A POWERFUL  
BEHAVIORAL TRIFECTA



# HOW WE MEASURE HIGHER PURPOSE: GAUGING BELIEF

HIGHER PURPOSE



ELEMENTS OF PURPOSE

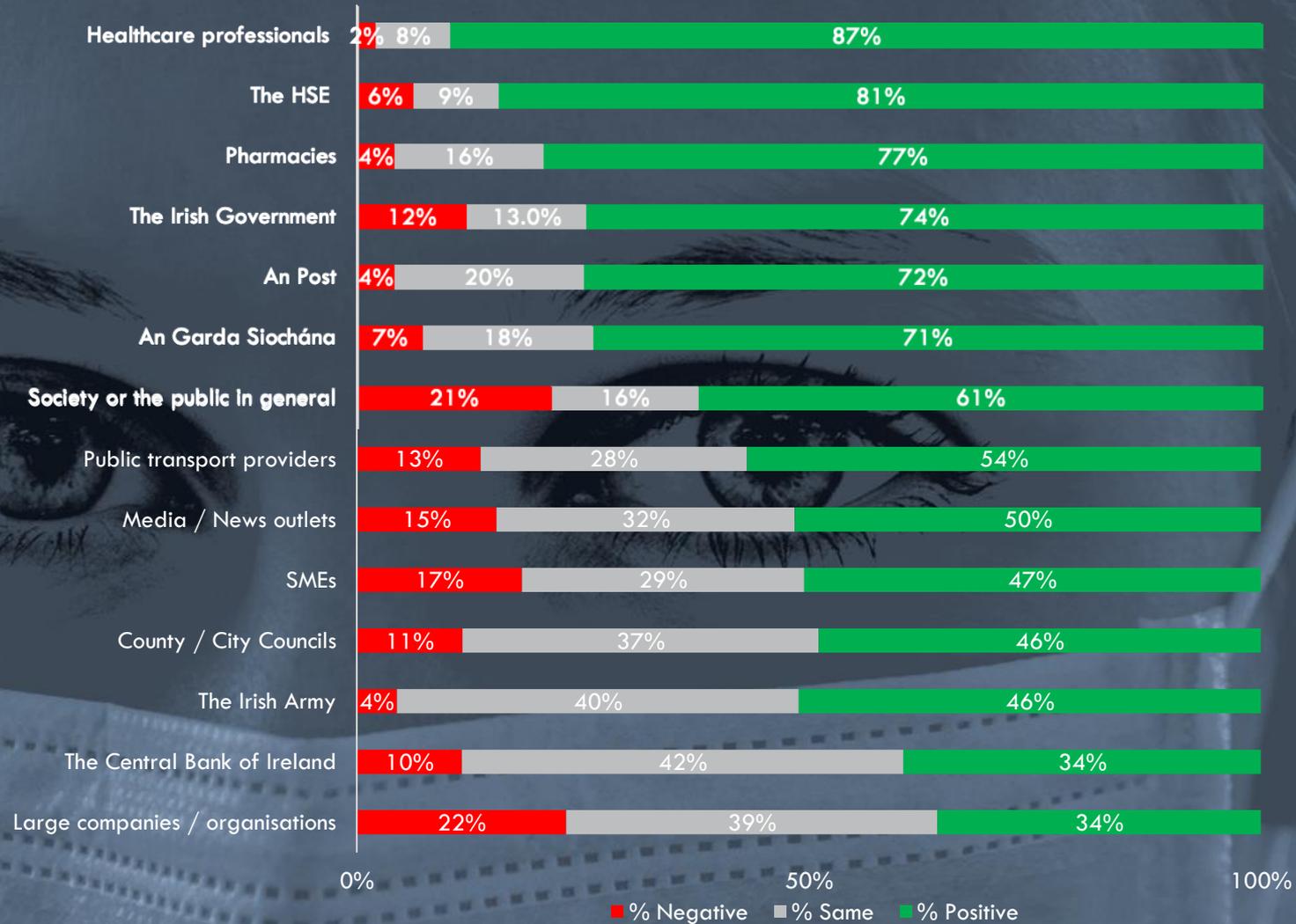
IMPROVES  
LIVES

BEYOND  
PROFIT

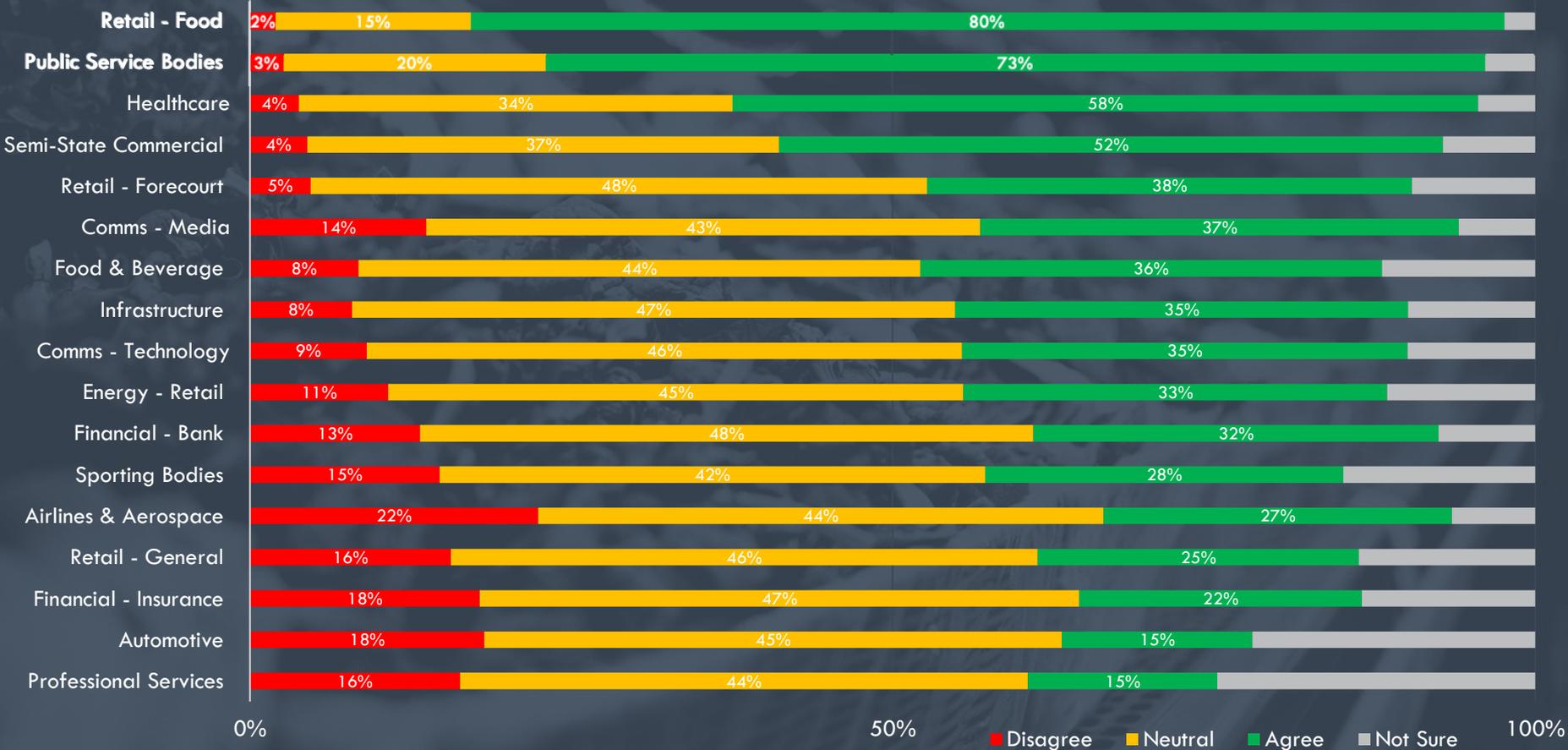
BETTER  
WORLD

BENEFITING  
SOCIETY

Perceptions around the work carried out by Healthcare professionals has improved the most since the Covid19 pandemic commenced.



# Which sectors have contributed positively to help people in this difficult time?



# CASE STUDIES

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Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive

Reputation Pulse score improves **+30** points from a Weak score to a Strong Pulse score of **79.4**.

Excellent Purpose score of **81.4**





**An Garda Síochána**  
Ireland's National Police and Security Service

Reputation Pulse score improves **+14.6** points  
from an average score to a Strong score of **78.2**.

Excellent Purpose score of **80.2**



**COVID-19**  
Home Crime Prevention Advice

- KEEP UNEXPECTED CALLERS OUT**  
Do not open the door. Use the door chain. Look for ID.
- Use only the services of people you know and trust.
- If you require assistance call your local garda station.
- Keep a lookout for friends and neighbours while adhering to appropriate physical distancing.



For up to date advice on COVID-19 visit [www.garda.ie](http://www.garda.ie) for more crime prevention advice





Rialtas na hÉireann  
Government of Ireland

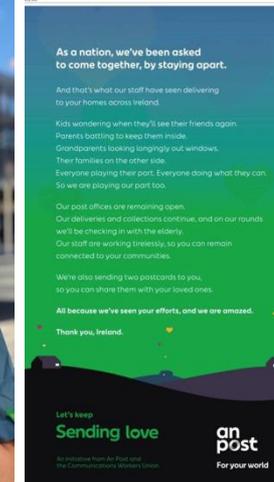
74% say their opinion of The Irish Government has improved since the Covid-19 crisis

The Irish Government is one of the top five most frequently mentioned when asked which organisations have been particularly helpful during the crisis.

# an post

Already Strong reputation Pulse score improves  
+Strong reputation improves +2.7 points to an  
Excellent score of 82.5

Strong Purpose score of 77.3



Elderly Shopping Hours  
9-11am everyday.



65+

This is a time for help.

And at Tesco, thousands of our colleagues are working hard to help make sure that our communities have everything they need. From Wednesday March 18th, we will introduce dedicated time in-store for over 65s and family carers. Monday, Wednesday and Friday mornings up to 9am will now be a dedicated time for our senior citizens and family carers to have more space and a helping hand where needed.

Because now more than ever, every little helps. For details on opening hours for your nearest store see Tesco.ie.



TESCO

ONE TROLLEY.  
ONE PERSON.  
EVERYONE ELSE PLEASE  
STAY AT HOME.  
YOUR LOCAL TESCO STORE ISN'T THE  
PLACE FOR SOCIAL GATHERINGS.



# SUPERMARKETS AND SHOPS

80% feel food retailers have contributed positively to society during the Covid-19 crisis

81% mention a food retailer, especially Lidl and Tesco, when asked which organisations have been particularly helpful during the crisis



# KEY LEARNINGS

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## KEY LEARNINGS

STRONG SENSE OF PURPOSE GARNERS LONG TERM  
PUBLIC SUPPORT

PURPOSE DRIVES REPUTATION

THOSE THAT ACTIVATE WILL BE REMEMBERED

ACTIONS

---

HOW CAN WE SUPPORT

## ACTIONS

### AUDIT

understand stakeholders view

### BUILD

putting purpose at the core of your strategy

### ACTIVATE

what part can you play

CONTRIBUTOR

**DAVID MCREDMOND**

CEO  
AN POST

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THE  
REPUTATIONS  
AGENCY

THANK YOU.

# CONTACT US



THE REPUTATIONS AGENCY, 25 MERRION SQUARE, DUBLIN 2.  
WWW.THEREPUTATIONSAGENCY.IE

NIAMH BOYLE,  
MANAGING DIRECTOR

+ 353 1 661 8915 Mobile: +353 87 248 1476

[niamh@thereputationsagency.ie](mailto:niamh@thereputationsagency.ie)

PAUL MCSHARRY,  
CORPORATE DIRECTOR

+ 353 1 661 8915, Mobile: +353 87 240 6642

[paul@thereputationsagency.ie](mailto:paul@thereputationsagency.ie)

MARNA HARMEY,  
SENIOR CLIENT MANAGER

+ 353 1 661 8915, Mobile: +353 86 356 5557

[marna@thereputationsagency.ie](mailto:marna@thereputationsagency.ie)