

Ireland
RepTrak®

CELEBRATING
12
YEARS OF
REPUTATION

IRELAND REPTRAK® 2021

Executive Summary Results

The largest normative database on corporate reputation in Ireland.



16,250+

INDIVIDUAL
RATINGS



100

ORGANISATIONS



>6,500

INFORMED
GENERAL PUBLIC

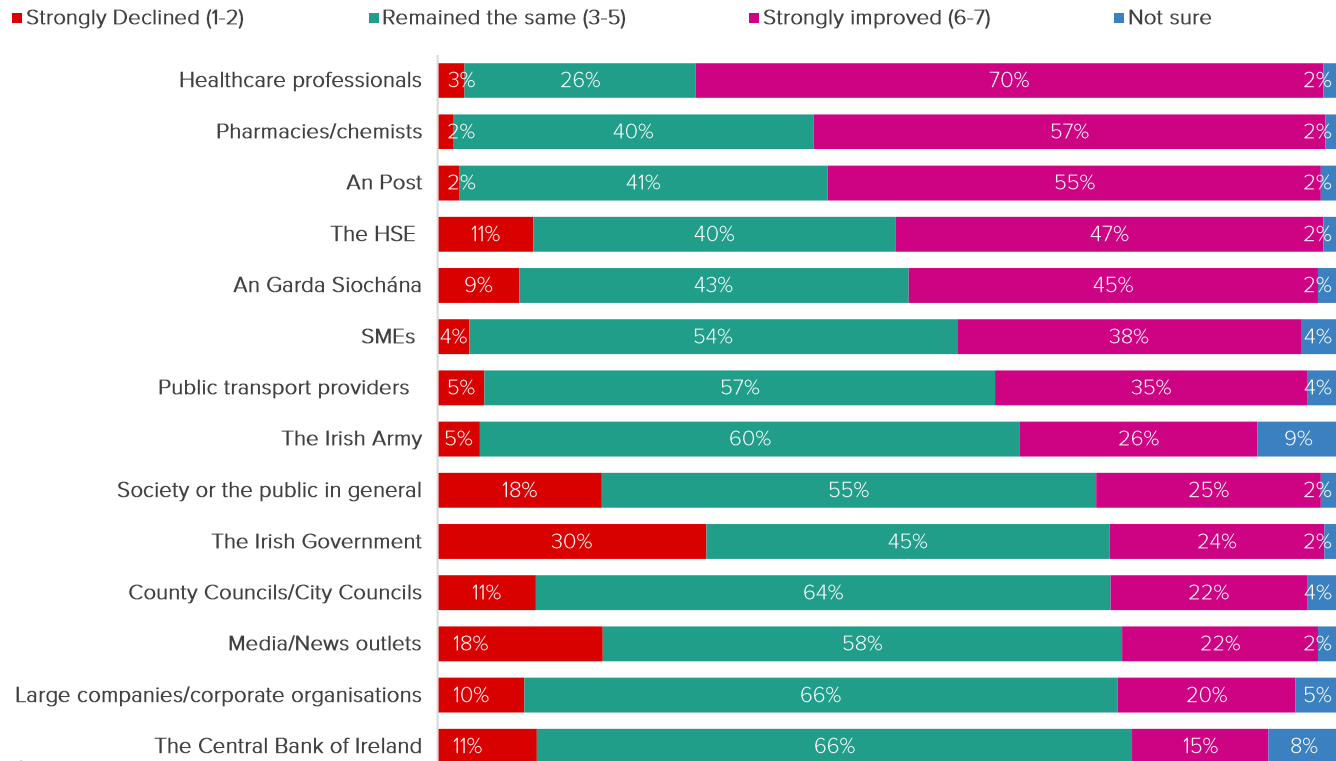


2+ MONTHS

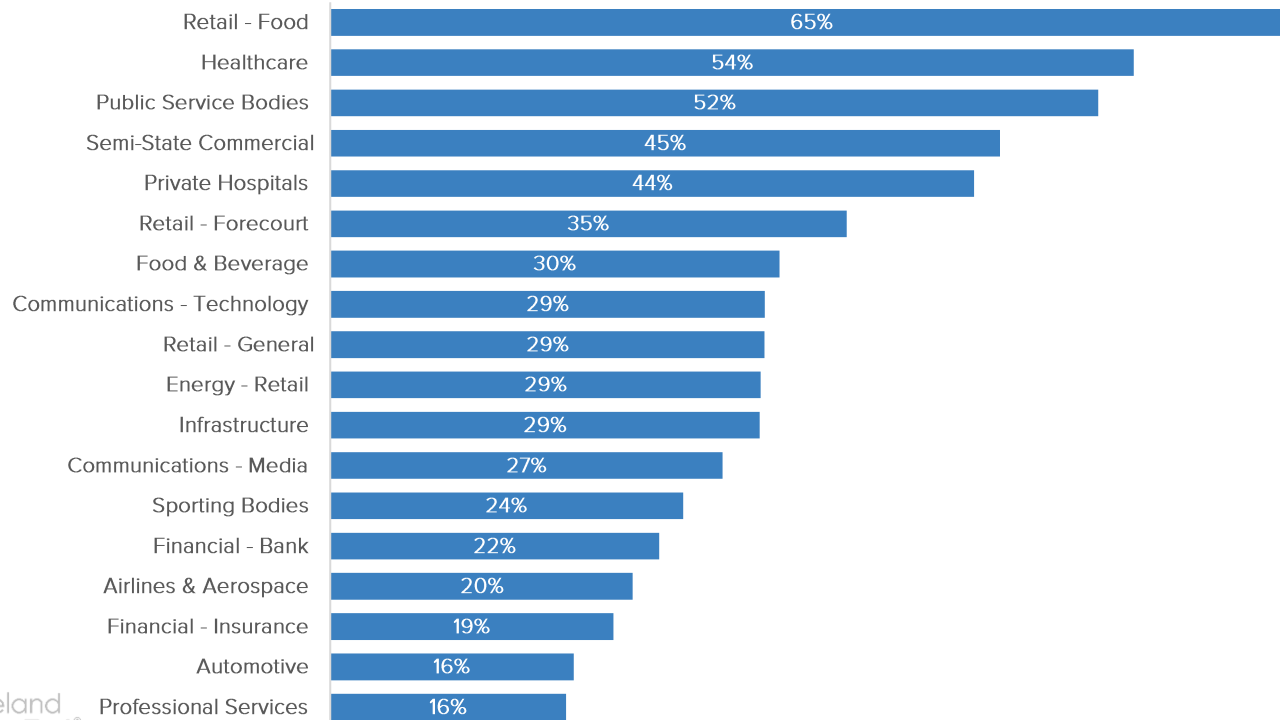
21ST JANUARY -
29TH MARCH 2021

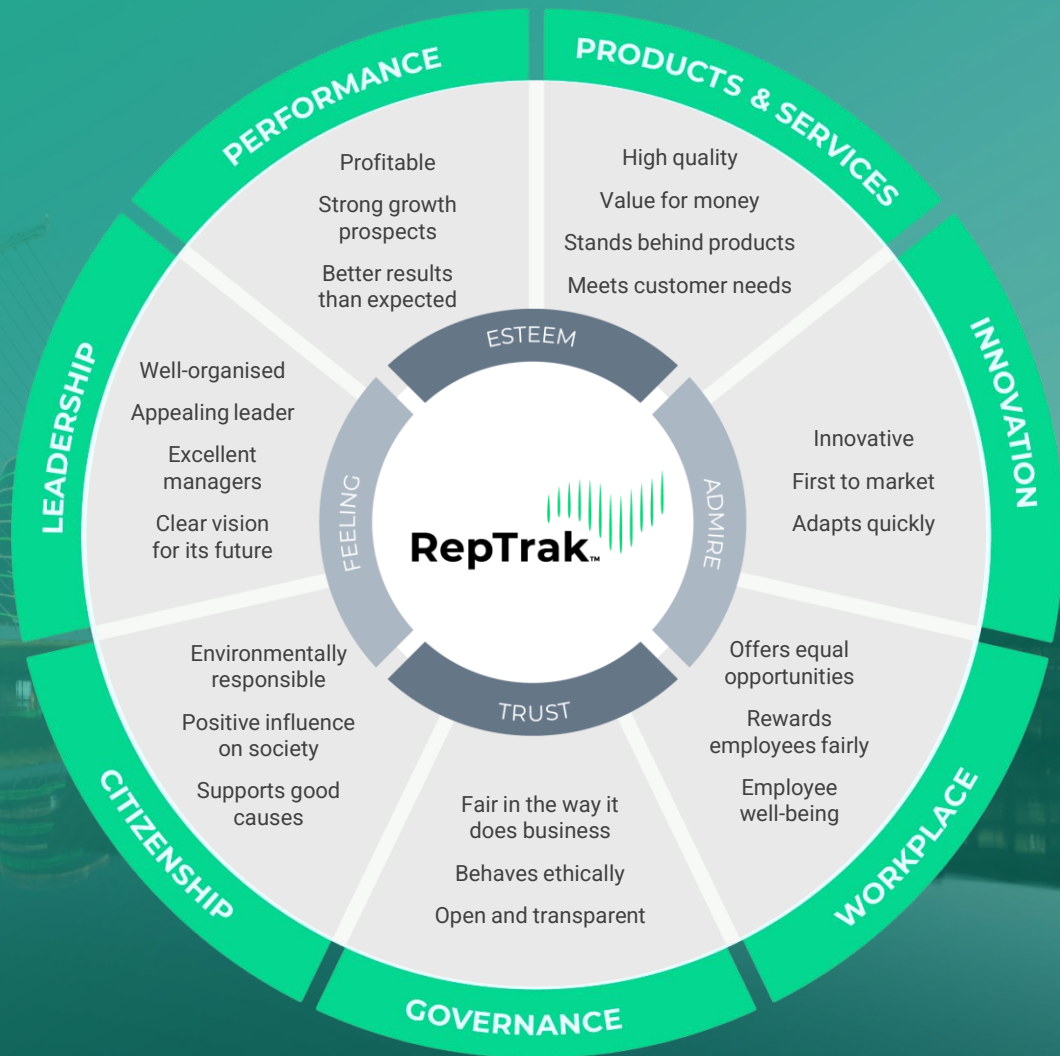
Public perception of organisations during Covid



Which sectors have contributed positively to helping people to survive and live as well as possible during this difficult time



REPTRAK[®] IS THE COMPLETE BUSINESS INTELLIGENCE SYSTEM



THE REPTRAK® MODEL COMPLETE BUSINESS INTELLIGENCE SYSTEM

1. REPTRAK® PULSE

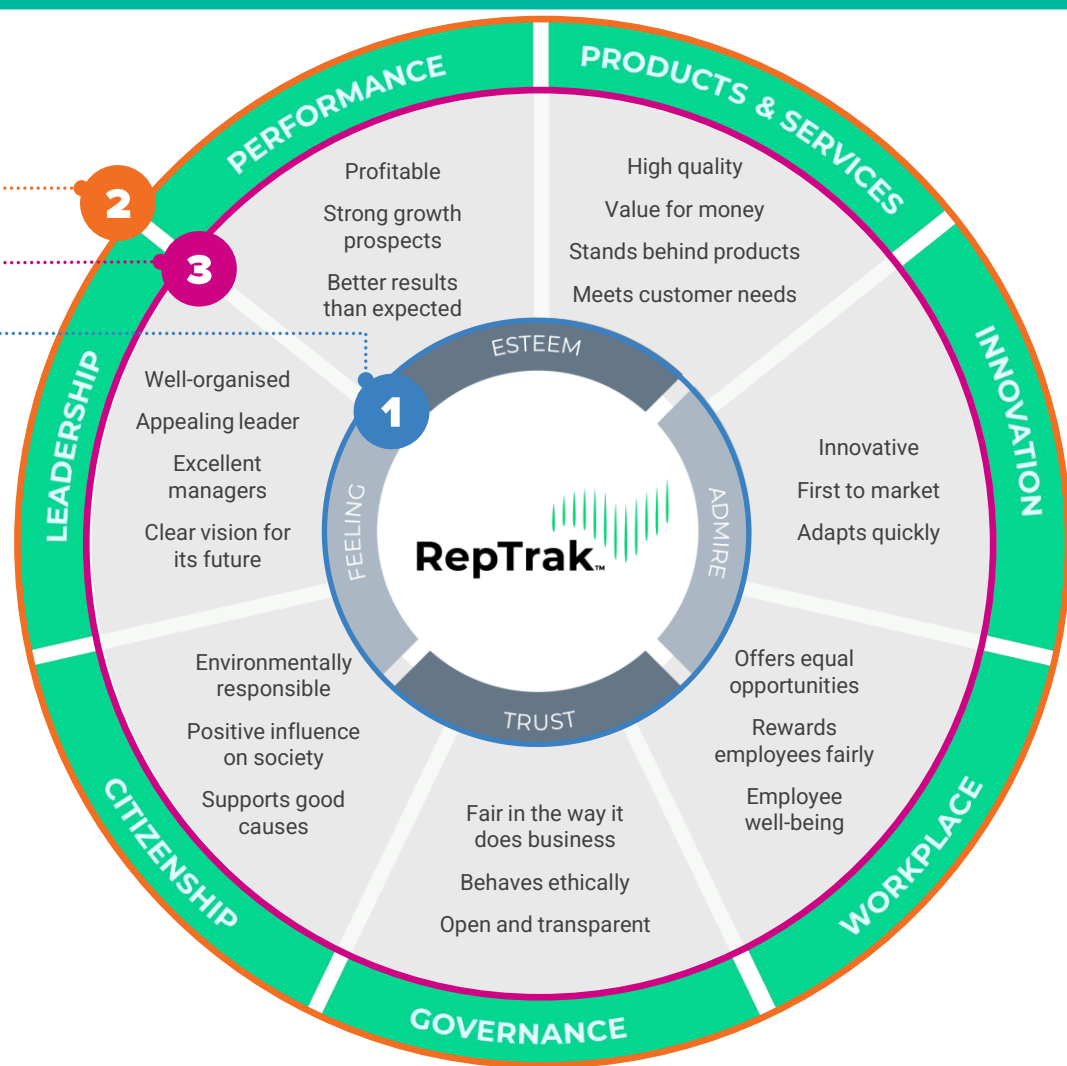
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2. DIMENSIONS

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

3. ATTRIBUTES

The 23 concrete and operational attributes that underpin the seven dimensions.



Why should we care about reputation?

Reputation drives supportive behaviour amongst important stakeholders.
This support allows the company to achieve business results.

TOUCH POINTS

Direct experience

What a 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

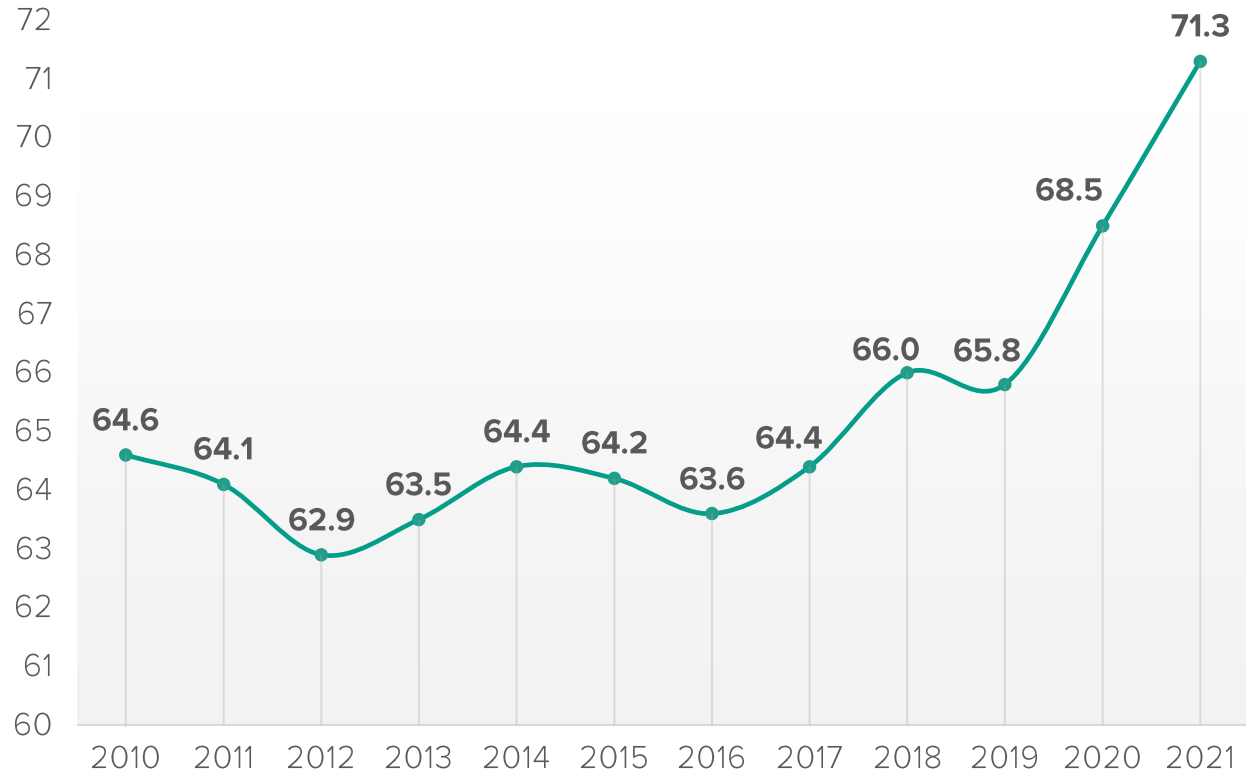
Support post-crisis recovery

Reduce cost of capital

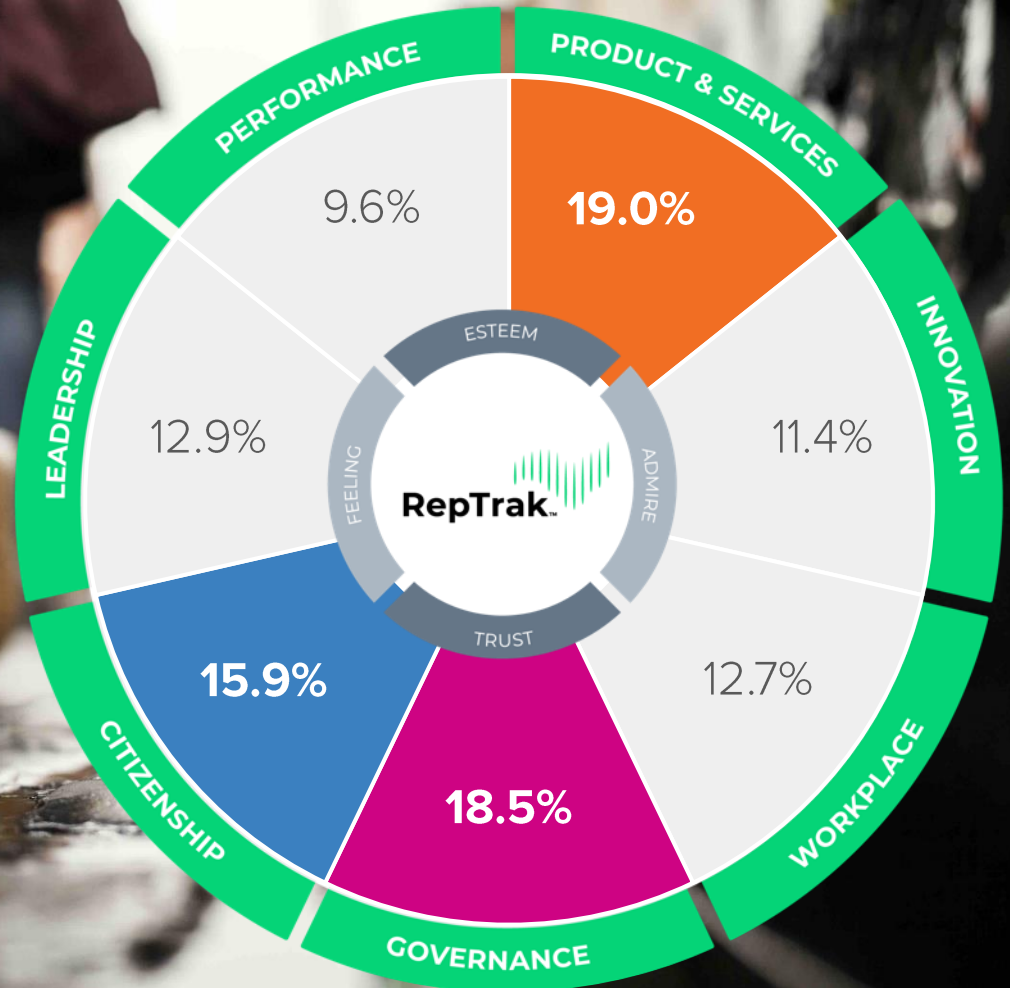
Support entry into new markets

IRELAND REPTRAK[®] 2021 TRENDLINE

Tracking the average Ireland RepTrak[®] Pulse score across all companies over twelve years



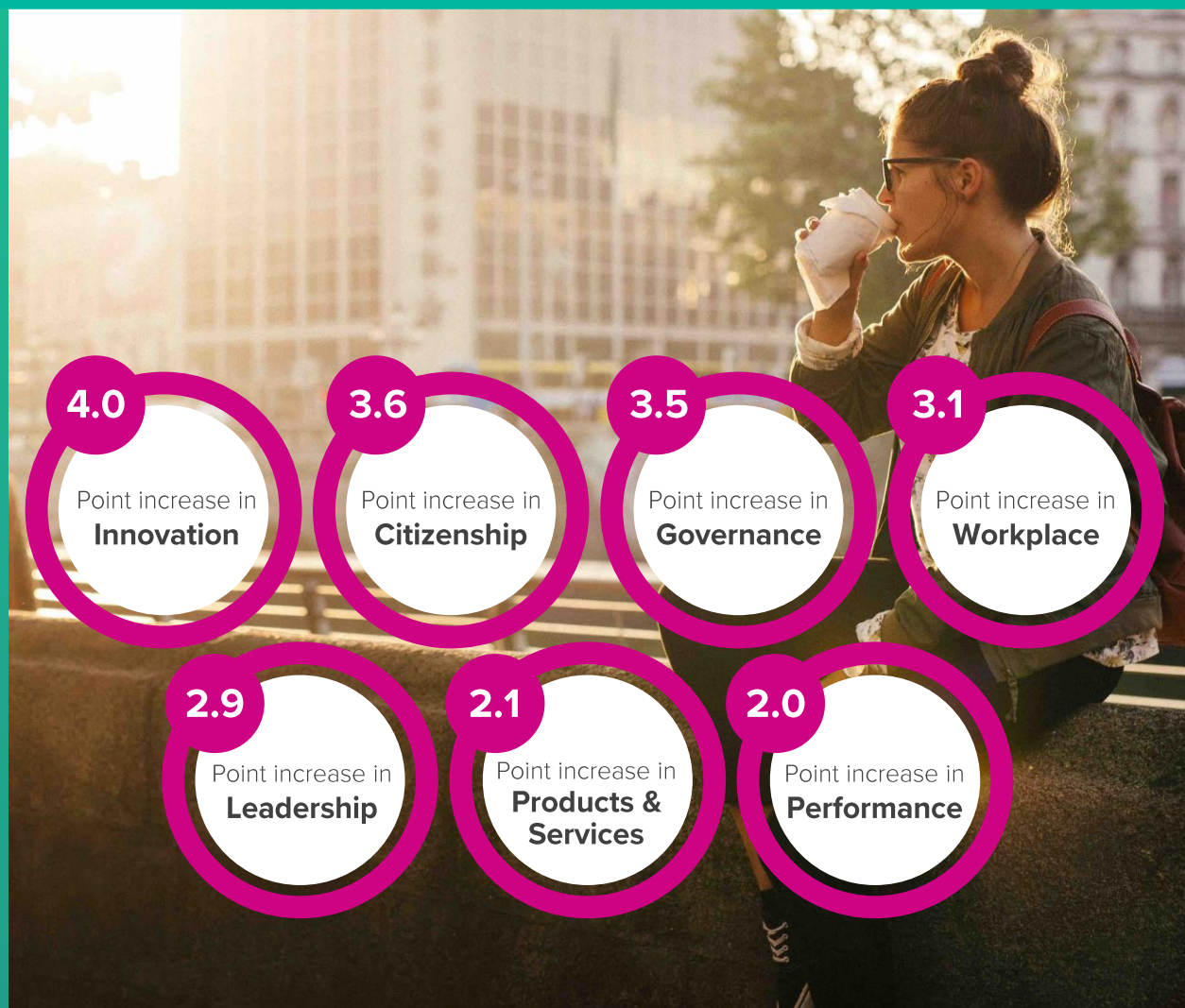
DRIVERS OF REPUTATION IN IRELAND 2021



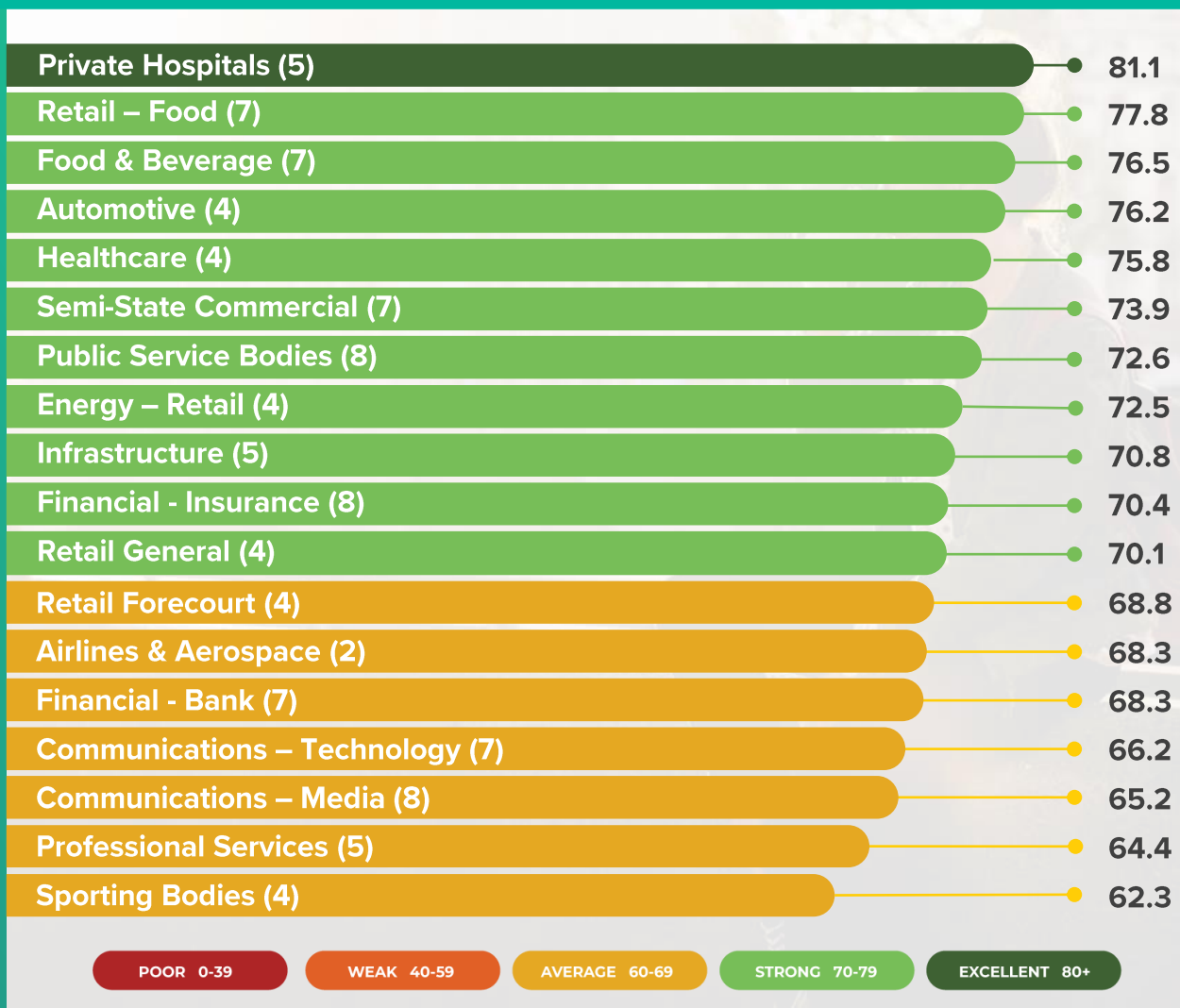
CSR AND INNOVATION DROVE REPUTATION IN 2021

Top 100 most reputable companies increased their reputation score by **2.8 points** compared to 2020.

Where did this reputational lift stem from?



IRELAND REPTRAK® INDUSTRY RANKING 2021



Brand personas of top 100 organisations

Organisations who have strong positive brand personas have stronger reputations

FRIENDLY



SuperValu

anpost

Aer Lingus 

HARD-WORKING



anpost



GENUINE



anpost



Aer Lingus 

BORD BIA
IRISH FOOD BOARD

EXCITING



SAMSUNG



Google































CARING



LloydsPharmacy

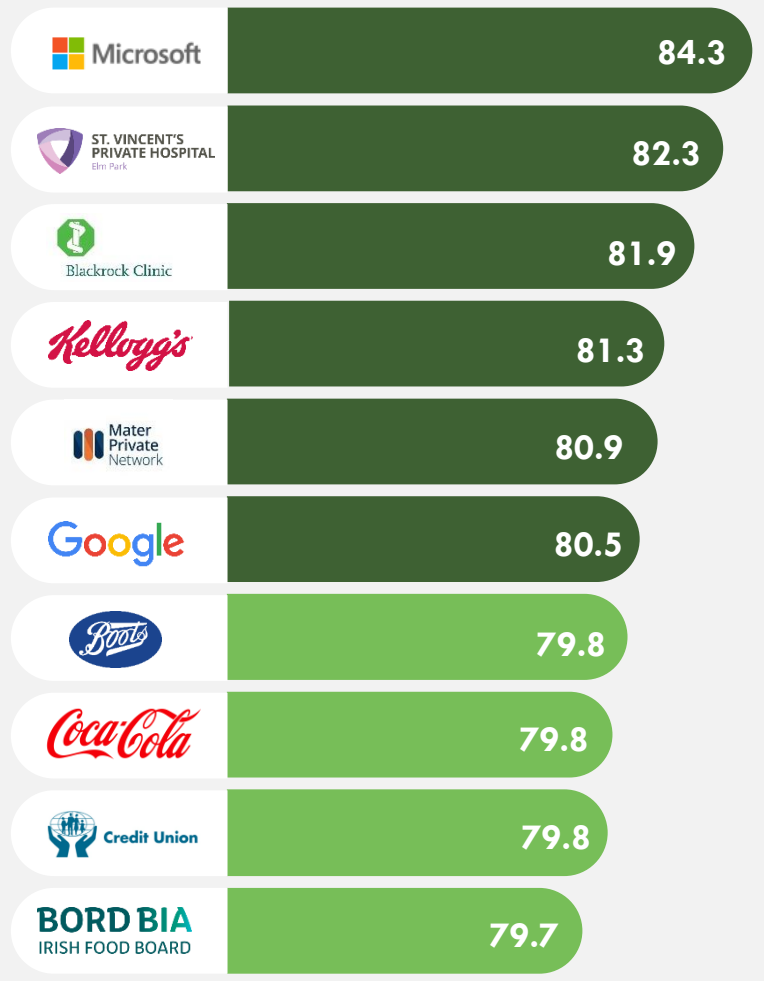


Be friendly, hard-working, genuine, exciting and caring

CARING  BON SECOURS HEALTH SYSTEM	CHARMING  Tourism Ireland	CONFIDENT 	COURAGEOUS 	CREATIVE 	DARING 	DOWN-TO-EARTH  Credit Union
ENVIRONMENTALLY-CONSCIOUS  COILLTE GROW TRANSFORM SUSTAIN	EXCITING 	FAIR  Credit Union	FLEXIBLE  Credit Union	FRIENDLY  Credit Union	GENUINE  Credit Union	HARD-WORKING  pwc
IMAGINATIVE 	INSIGHTFUL 	INTELLIGENT 	MODERN 	NURTURING  BON SECOURS HEALTH SYSTEM	PATRIOTIC  IRFU	PROGRESSIVE 
SINCERE  Credit Union	SPIRITED  IRFU	STRAIGHTFORWARD  Credit Union	TECH-SAVVY 	TOUGH 	TRADITIONAL 	WORLDLY 

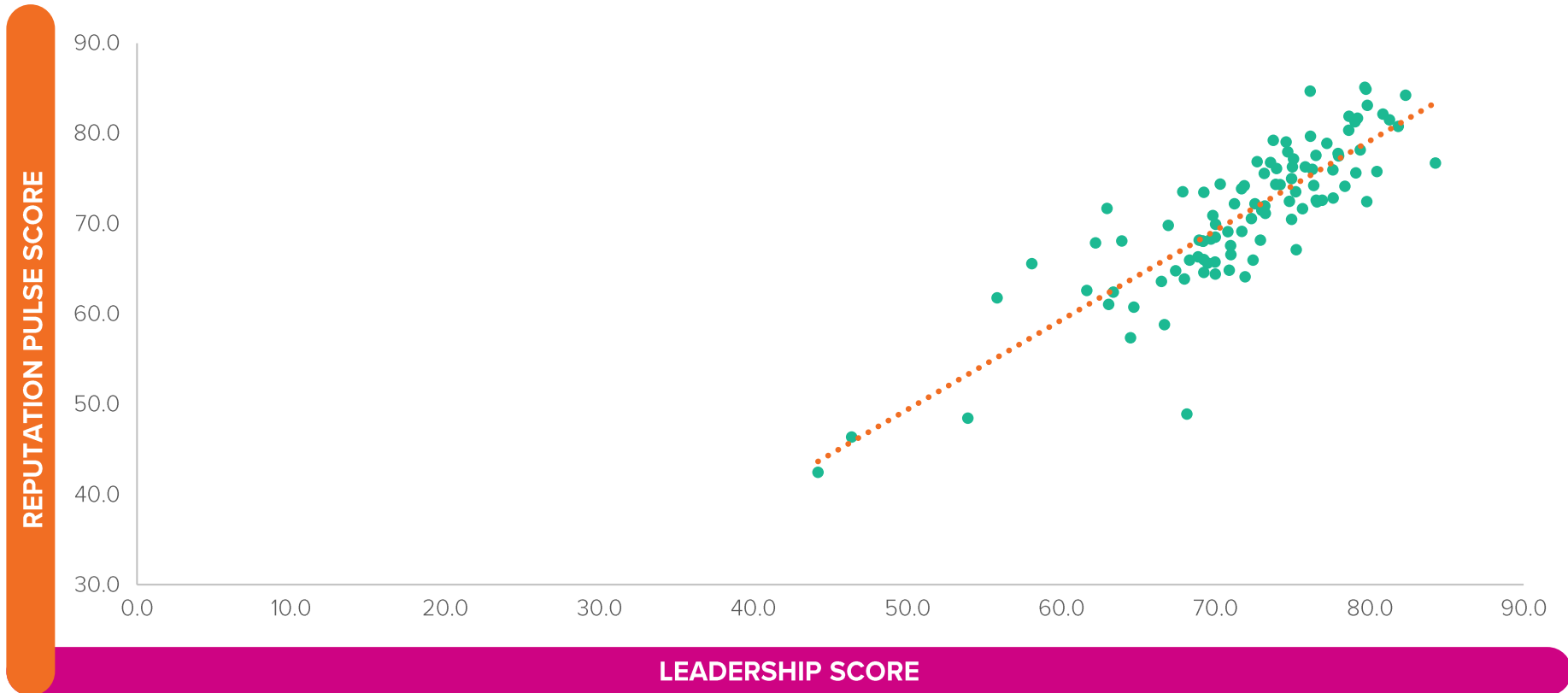
THE TOP 10 ORGANISATIONS IN IRELAND

THE LEADERS WITHIN LEADERSHIP



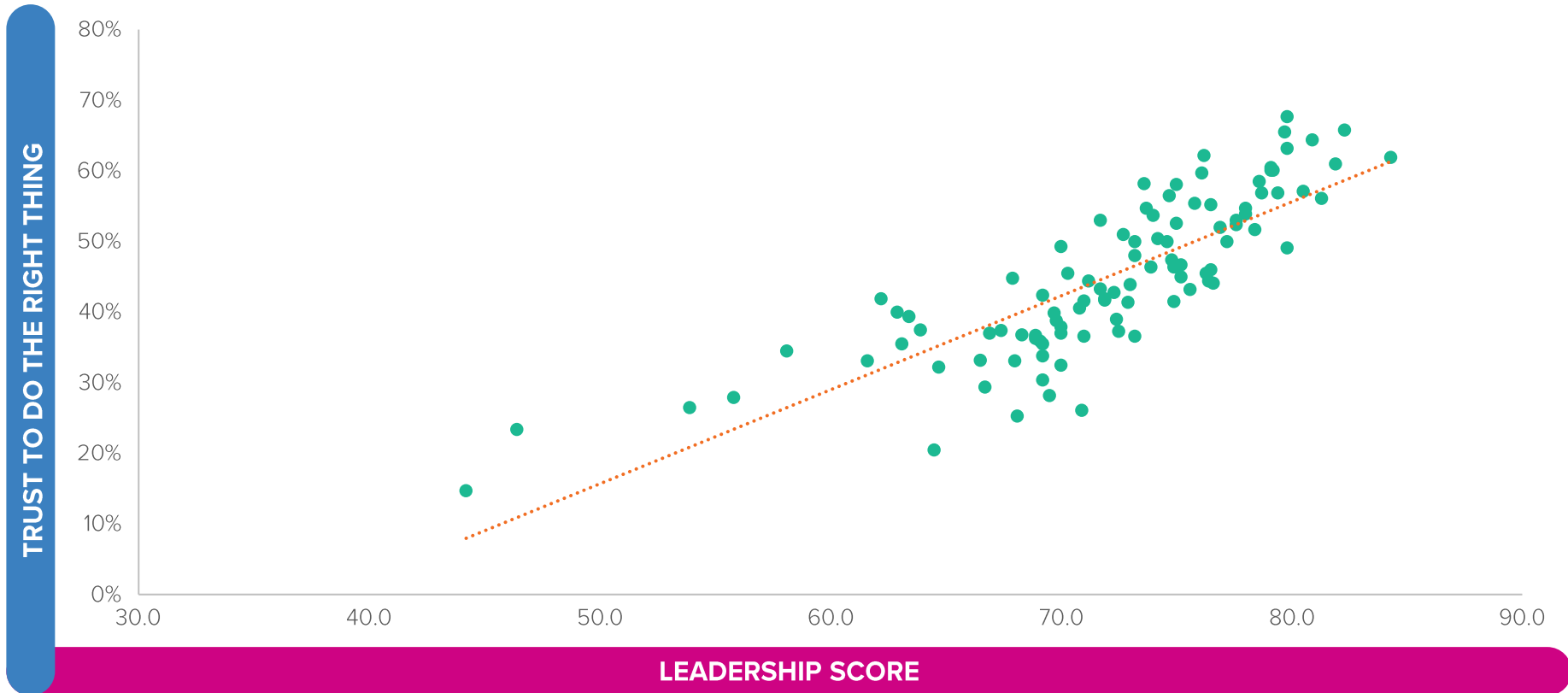
Perceptions of Leadership Build Reputation

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



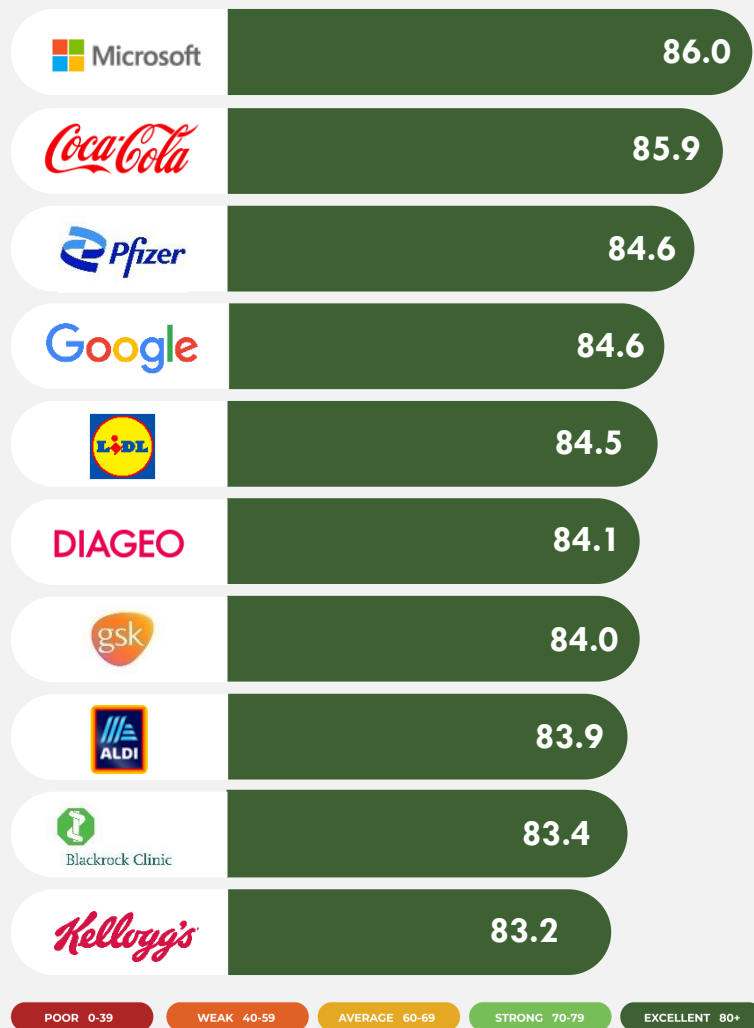
Perceptions of Leadership Build Trust

Strong correlation between **Leadership** and **Trust**



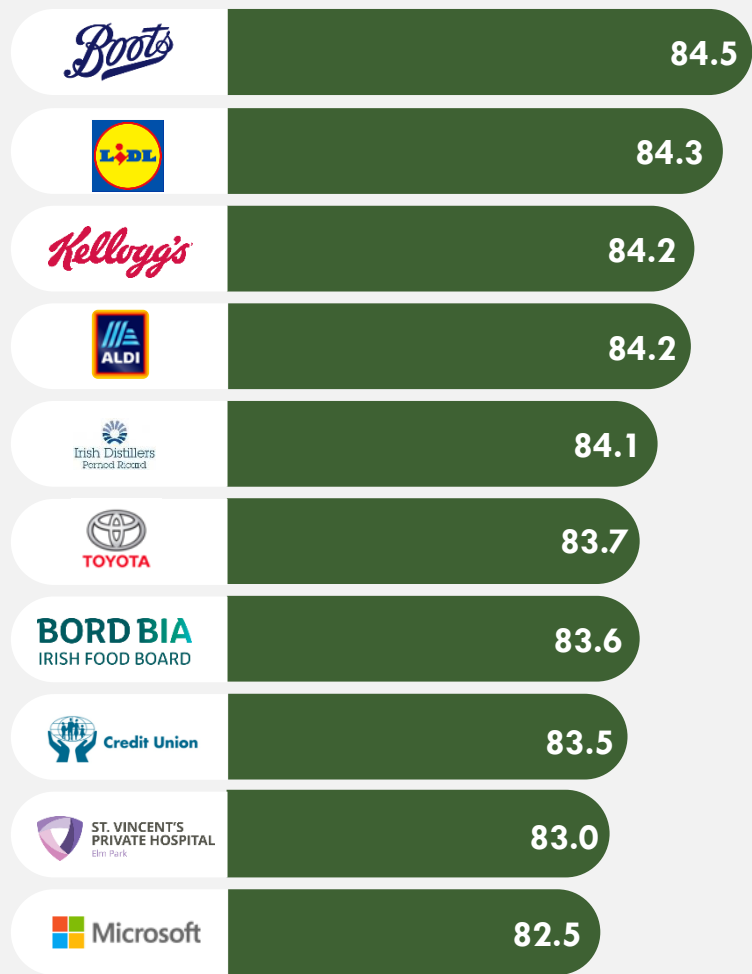
THE TOP 10 ORGANISATIONS IN IRELAND

THE LEADERS WITHIN PERFORMANCE



THE TOP 10 ORGANISATIONS IN IRELAND

THE LEADERS WITHIN PRODUCTS AND SERVICES



POOR 0-39

WEAK 40-59

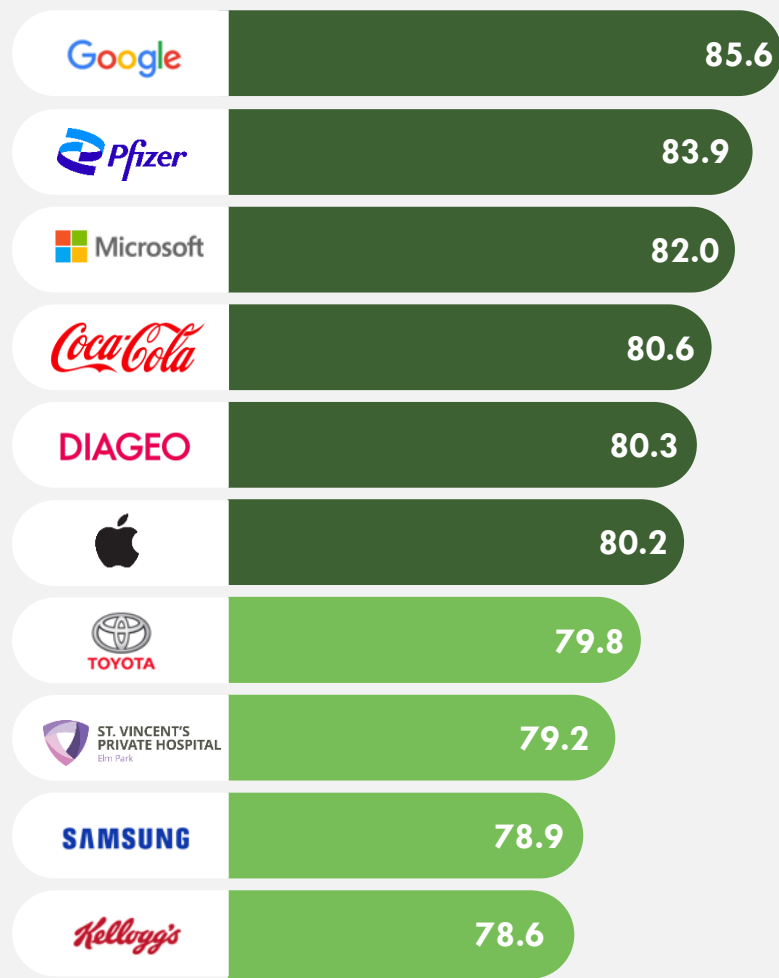
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

THE TOP 10 ORGANISATIONS IN IRELAND

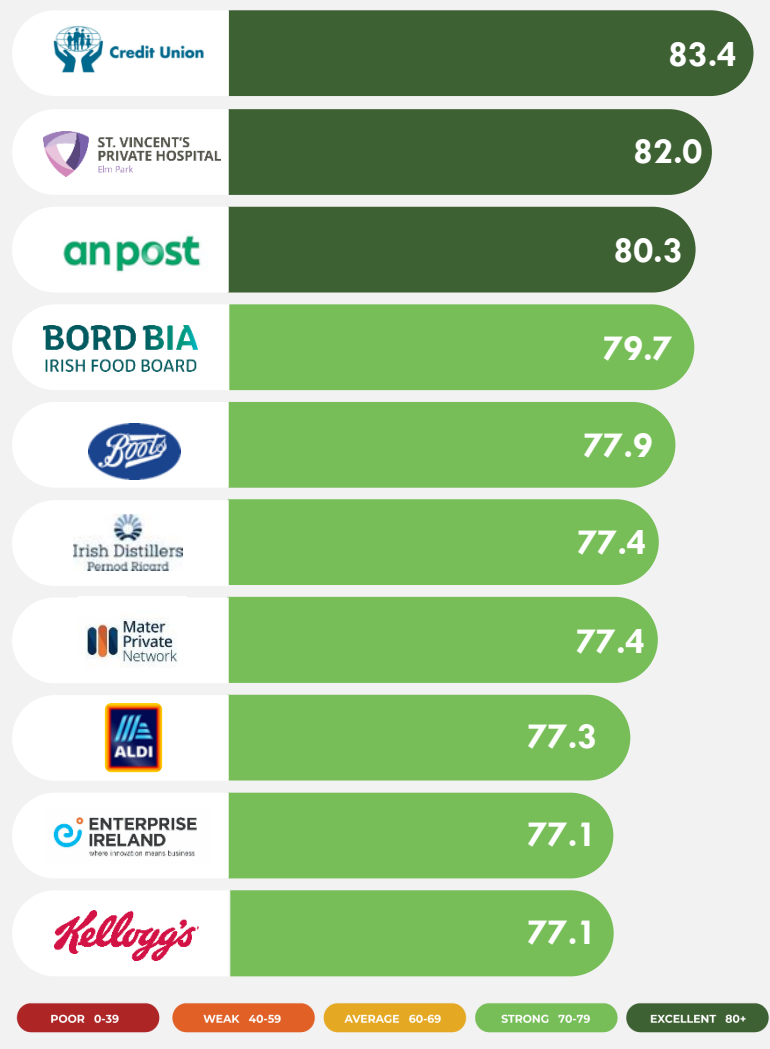
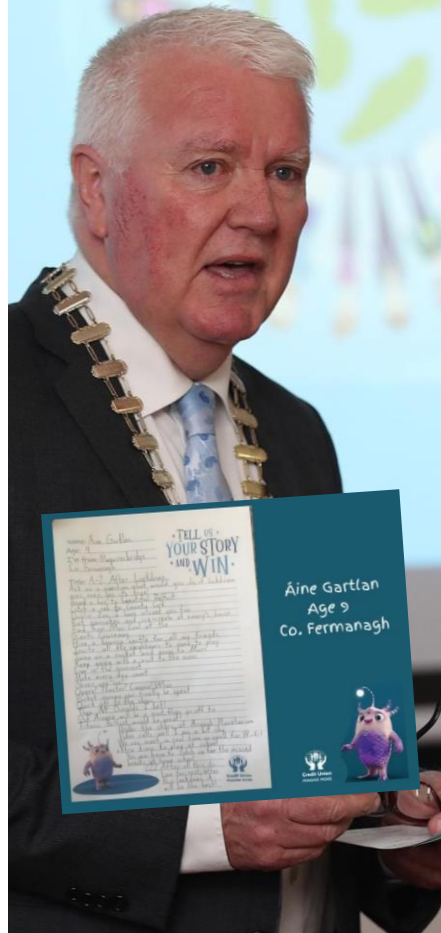
THE LEADERS WITHIN INNOVATION



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

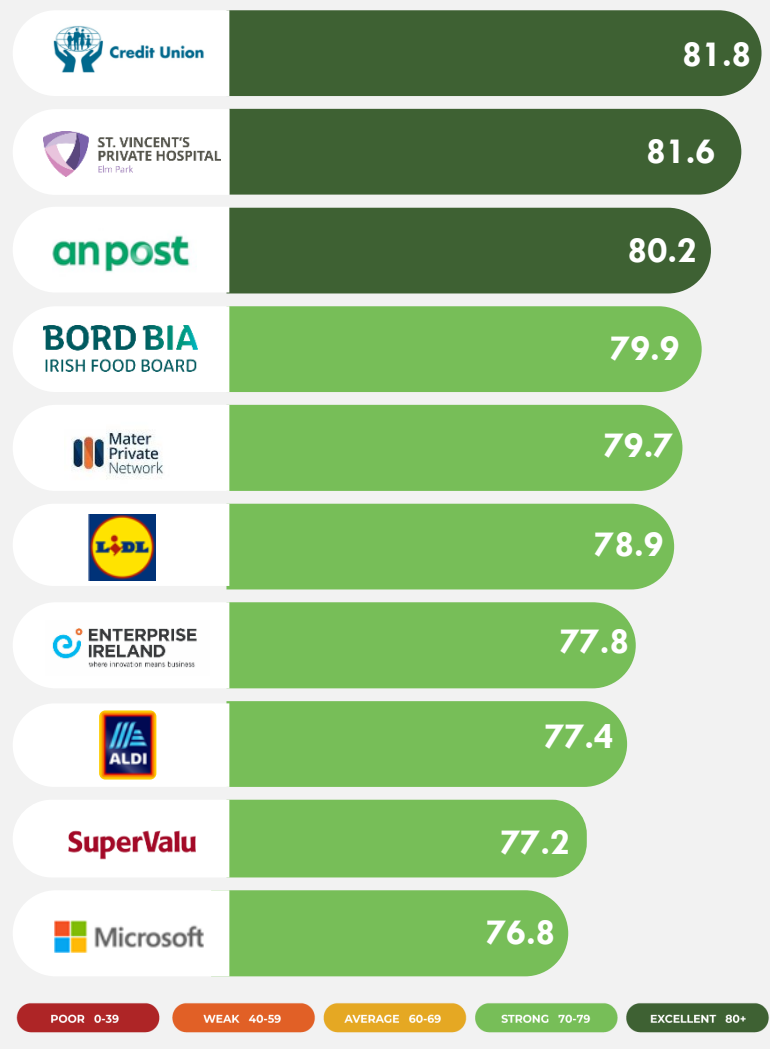
THE TOP 10 ORGANISATIONS IN IRELAND

THE LEADERS WITHIN GOVERNANCE



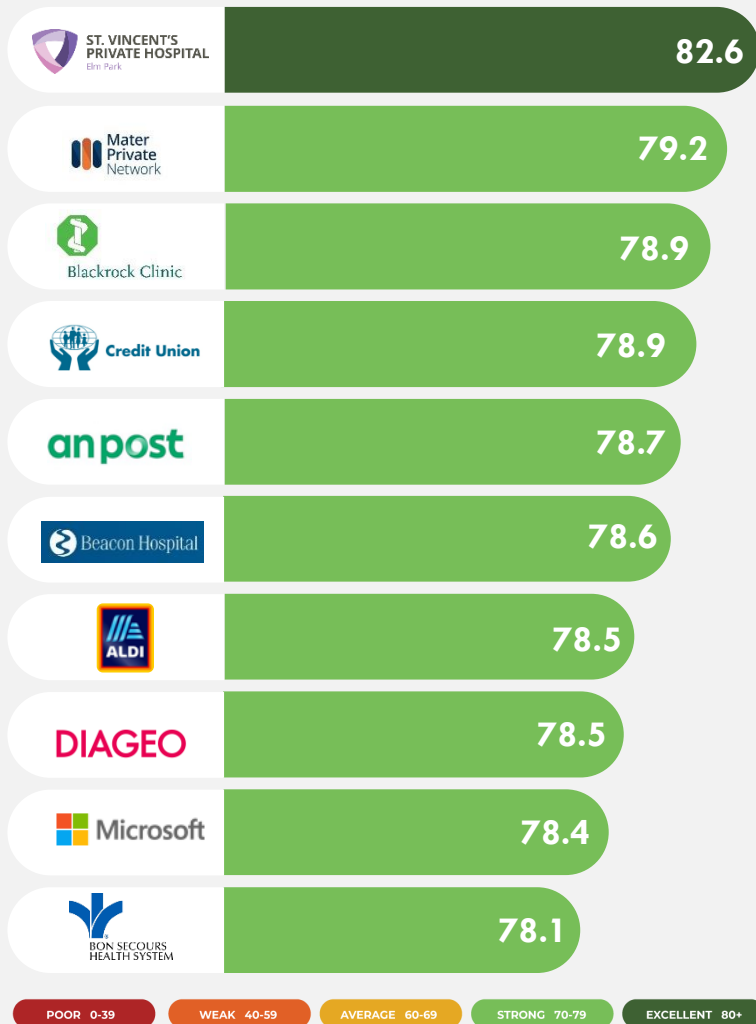
THE TOP 10 ORGANISATIONS IN IRELAND

THE LEADERS WITHIN CITIZENSHIP



THE TOP 10 ORGANISATIONS IN IRELAND

THE LEADERS WITHIN WORKPLACE



CORPORATE REPUTATION LINKS DIRECTLY TO STAKEHOLDER SUPPORT

Companies with an Excellent Reputation receive ten times the support of those with a Poor Reputation



REPUTATION BUILDS SUPPORT

Top five organisations who have the most support from the public

BUY THEIR PRODUCTS / SERVICES



BORD BIA
IRISH FOOD BOARD

Kellogg's

RECOMMEND THE COMPANY



GIVE THE BENEFIT OF THE DOUBT IN A CRISIS



BORD BIA
IRISH FOOD BOARD



anpost



RECOMMEND PRODUCTS/SERVICES



Kellogg's

anpost

INVEST IN



TRUST TO DO THE RIGHT THING



BORD BIA
IRISH FOOD BOARD



WELCOME THEM TO THE NEIGHBOURHOOD



anpost



WORK FOR THEM









DIAGEO



REPTRAK® PULSE 2021

RANKED 100 - 81

100  42.4	99  46.4	98  48.5	97  48.9	96  57.4	95  58.8	94  Independent News & Media 60.8	93  61.8	92  61.8	91  62.4
90  62.6	89  63.6	88  63.9	87  64.1	86  64.4	85  64.6	84  64.8	83  64.9	82  65.6	81  65.6

POOR 0-39

WEAK 40-59



















AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2021

RANKED 80 - 61

80  65.7	79  66.0	78  66.0	77  66.0	76  66.3	75  66.6	74  67.1	73  67.6	72  67.9	71  68.1
70  68.1	69  68.1	68  68.2	67  68.2	66  68.3	65 BROWN THOMAS 68.5	64  69.1	63  69.2	62  69.8	61 THE IRISH TIMES 70.0

POOR 0-39

WEAK 40-59





















AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2021

RANKED 60 - 41

60  70.5	59  70.6	58  70.9	57  71.2	56  71.5	55  71.7	54  71.7	53  72.0	52  72.2	51  72.2
50  72.4	49  72.5	48  72.5	47  72.6	46  72.6	45  72.8	44  73.5	43  73.5	42  73.6	41  73.9

POOR 0-39

WEAK 40-59





















AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2021

RANKED 40 - 21

40	39	38	37	36	35	34	33	32	31
									
74.1	74.2	74.2	74.3	74.4	74.4	75.0	75.6	75.6	75.8
30	29	28	27	26	25	24	23	22	21
									
76.0	76.0	76.1	76.3	76.3	76.7	76.8	76.9	77.2	77.5

POOR 0-39

WEAK 40-59











AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2021

RANKED 20 - 11

20	19	18	17	16	15	14	13	12	11
									
77.6	77.8	78.0	78.2	78.9	79.1	79.2	79.7	80.4	80.8

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2021

RANKED 10 - 6



POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

5.



Boots



4.



**ST. VINCENT'S
PRIVATE HOSPITAL**
Elm Park



3.



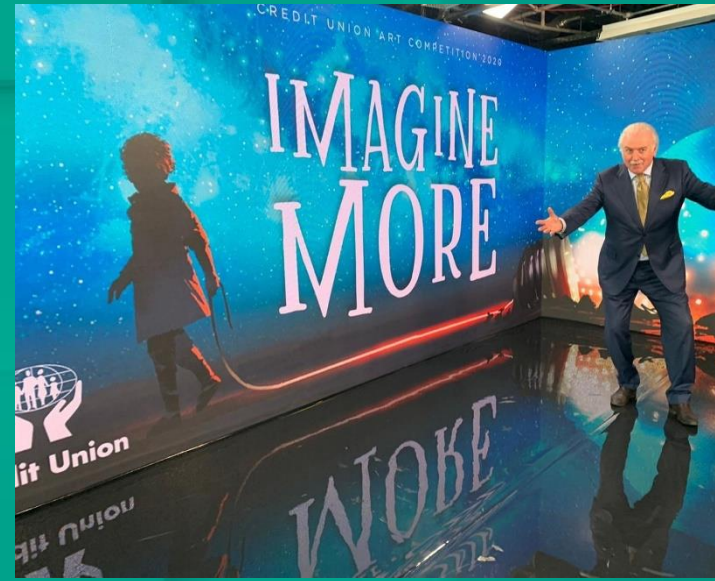
an
post



2.



Credit Union



1.



BORD BIA

IRISH FOOD BOARD



Ireland
RepTrak®

CELEBRATING
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