



# **IRELAND REPTRAK® 2018**

Thursday 10<sup>th</sup> May 2018, The Marker Hotel

#RepTrak18





**NIAMH BOYLE**  
MANAGING DIRECTOR  
THE REPUTATIONS AGENCY



**The Reputations Agency – part of the JWT Group  
in Ireland and the global JWT network**



**The Reputations Agency** is a strategic reputation and communications agency, part of the JWT Group in Ireland and the Global JWT Network.

We are the leading experts in **Reputation Management** in Ireland and exclusive partners of the global Reputation Institute. We provide best in class reputation audit and reputation management services to some of Ireland's largest blue-chip organisations.

Our **Corporate & Financial PR** practice are Ireland's PR experts with strategic marketing, financial, legal and reputation management capability. We offer analysis, strategy, issues management, media relations and expert counsel to leading Irish businesses.

Our **TRA Brands** practice builds campaigns, from insight to execution, in partnership with some of the top marketers in the country. We are a key part of the inter-agency planning process with some of the most exciting brands and freshest thinkers in the country.



# RESULTS

IRELAND REPTRAK® 2018

# Ireland RepTrak® 2018

**15,127**

Individual ratings

**100**

Organisations

**7,094 Informed  
General Public**

Somewhat or very familiar  
with each organisation  
evaluated

**2 months**

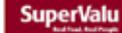
January-February 2018

**The largest normative database on corporate  
reputation in Ireland.**

# The 100 organisations studied in Ireland RepTrak® 2018



# The 100 organisations studied in Ireland RepTrak® 2018



# The RepTrak® model explains reputation

## 1. RepTrak® Pulse

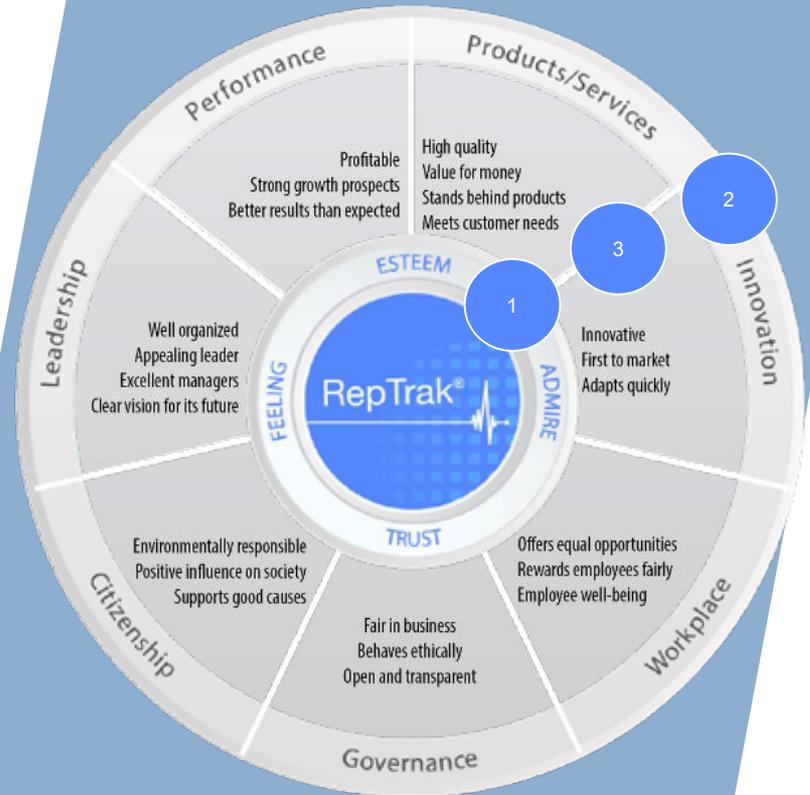
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

## 2. Dimensions

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

## 3. Attributes

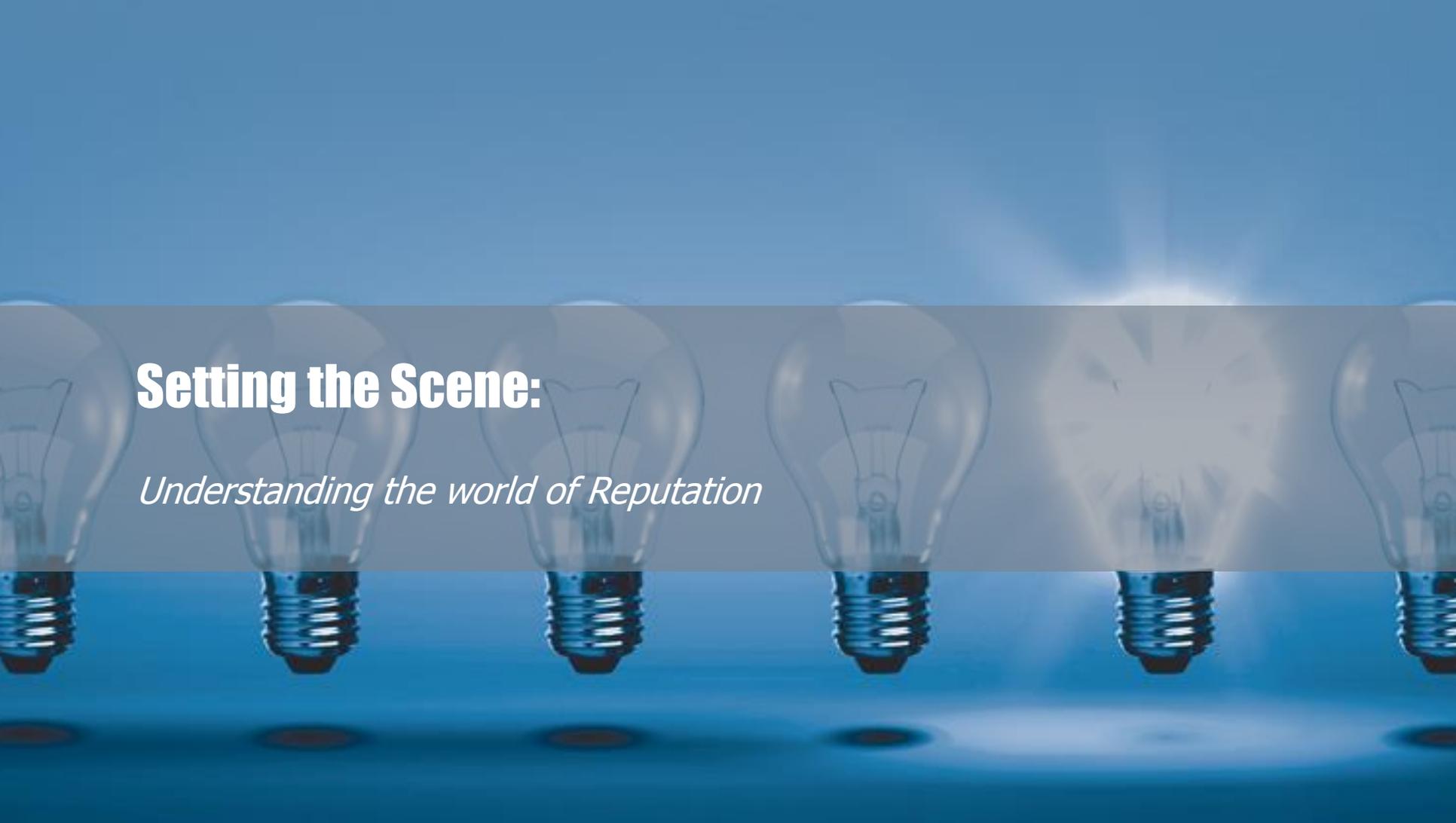
The concrete and operational attributes that underpin the seven dimensions.



# Why should we care about reputation?

A **strong reputation** increases supportive behaviours and **delivers positive business results**





## **Setting the Scene:**

*Understanding the world of Reputation*

# Reputation is Driving the World Economy



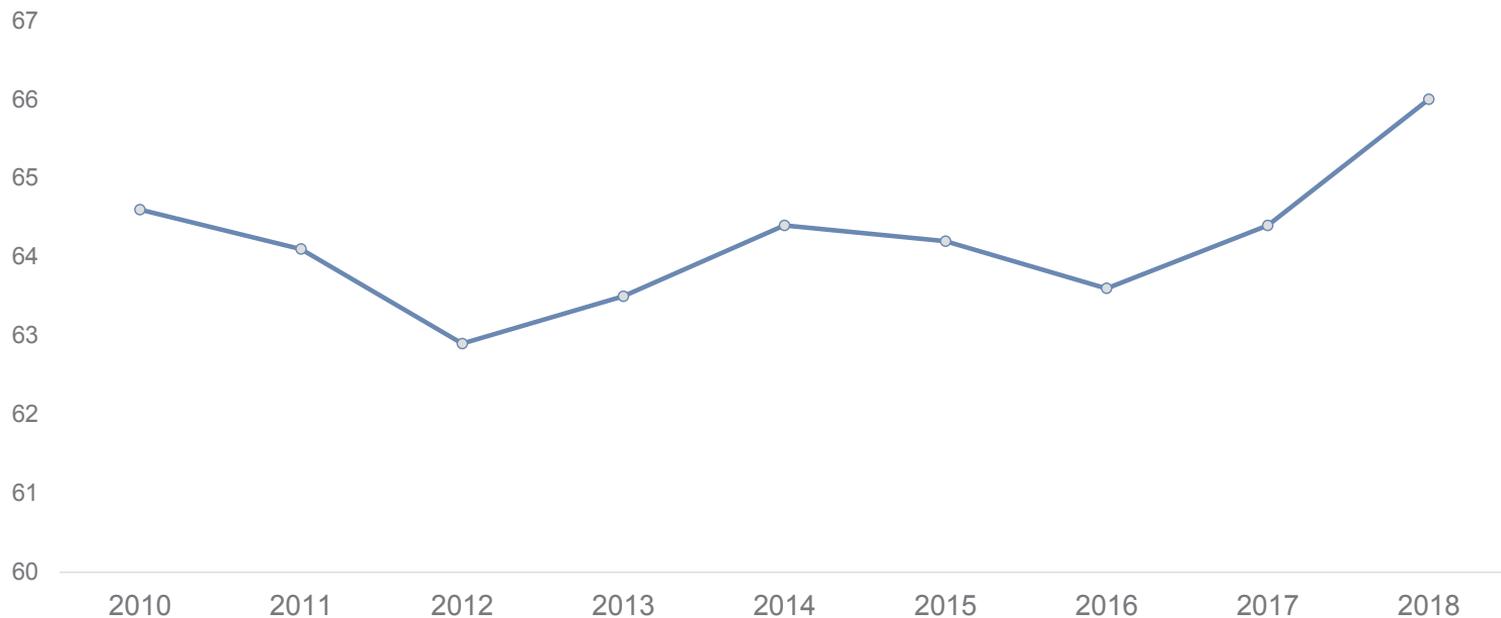
There is a new era emerging in which the **intangibles of reputation** underscore political, social, and economic change.

# What's been happening in Ireland?



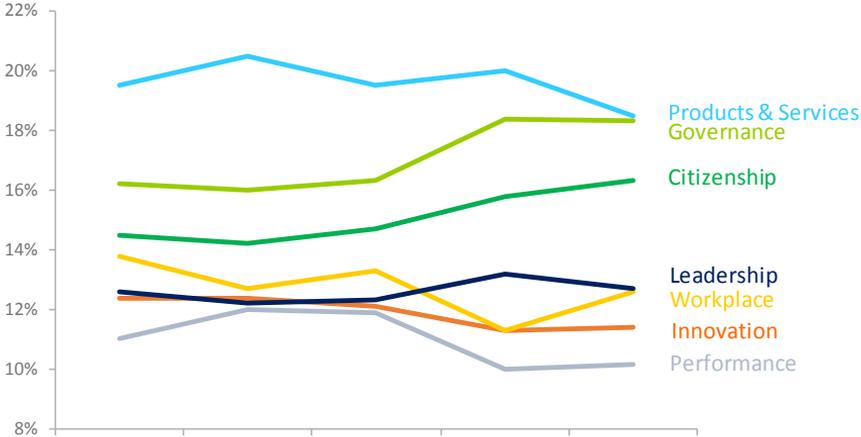
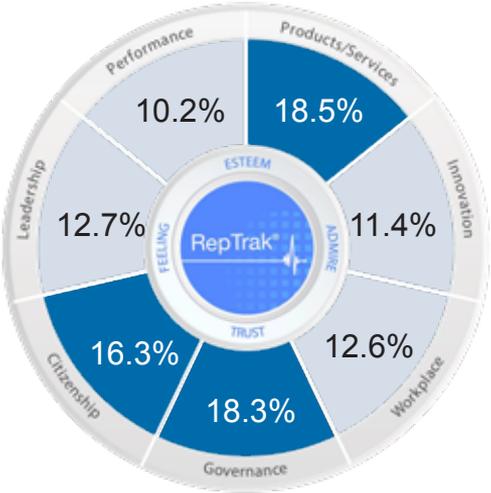
# Ireland RepTrak® 2018 – Trendline

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



# Drivers of reputation in Ireland 2018

2018 and development



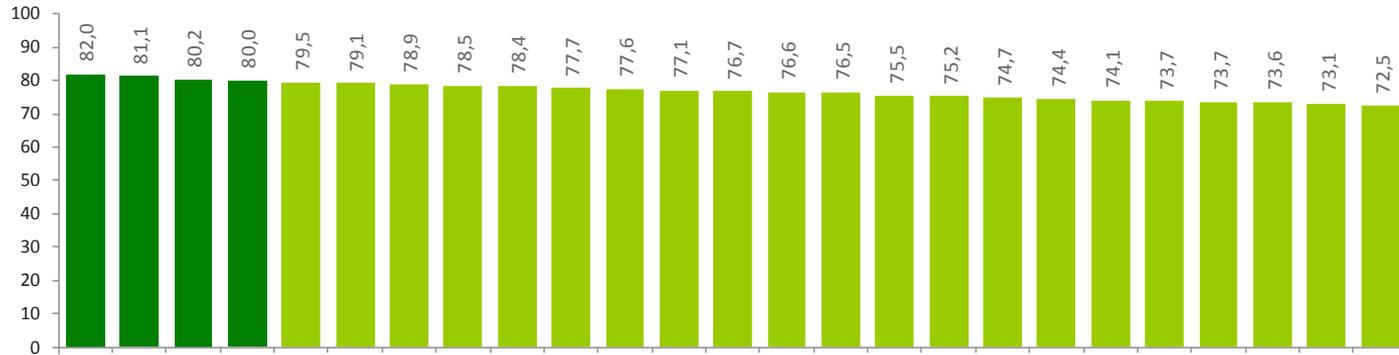
# Ireland RepTrak® Pulse 2018

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

# RepTrak® Pulse

Ireland 2018 (1/4)

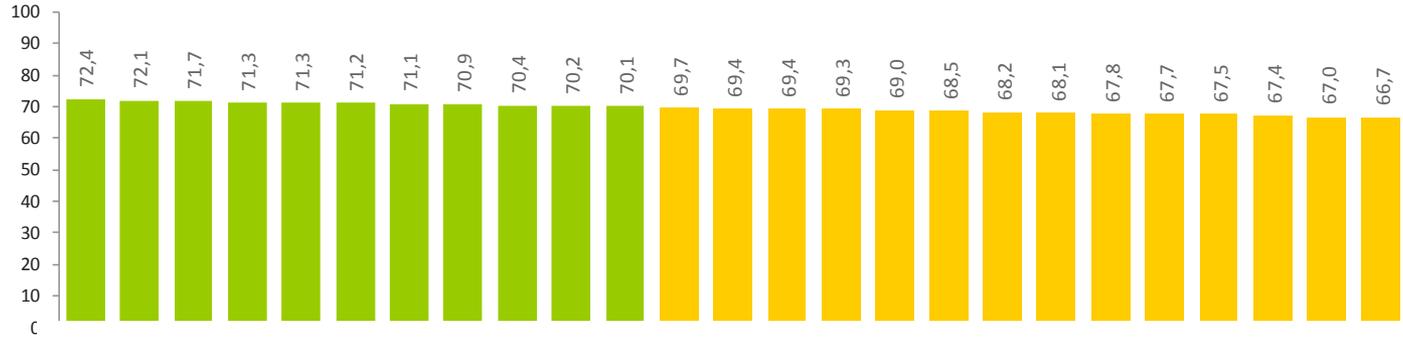
Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



4 organisations in the Excellent tier

32 organisations in the Strong tier

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



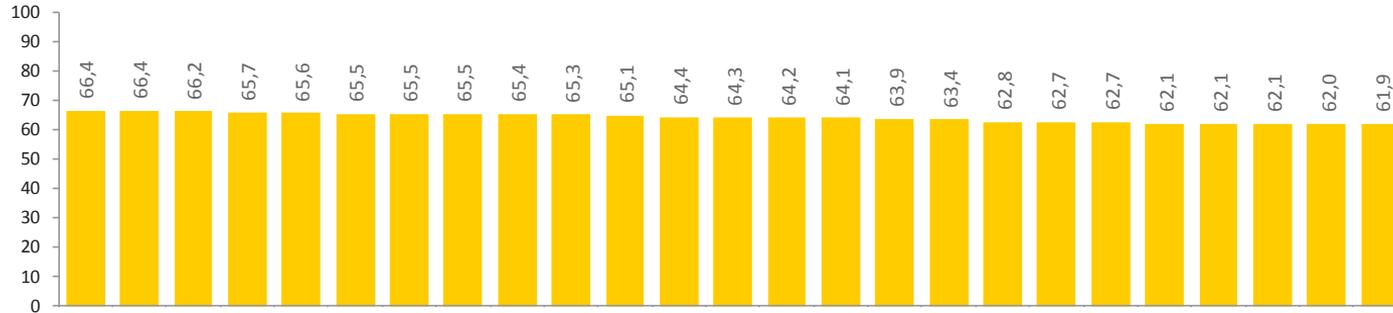
**32 organisations  
in the Strong tier**

**44 organisations  
in the Average tier**

# RepTrak® Pulse

## Ireland 2018 (3/4)

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

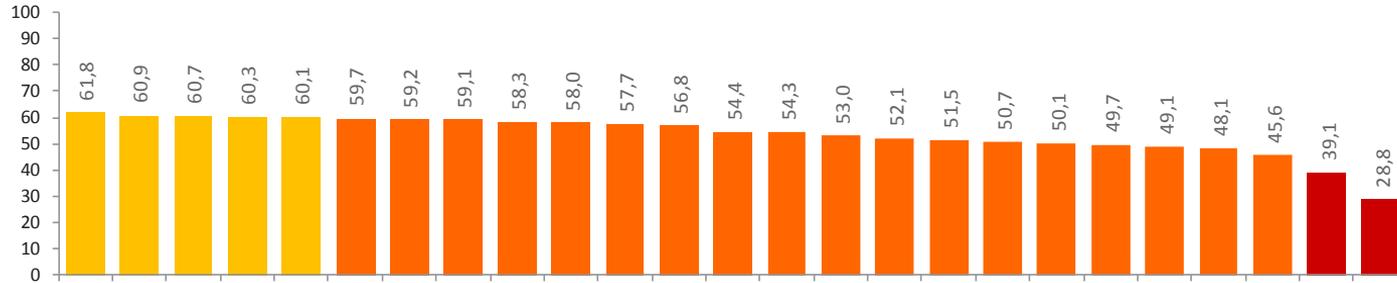


**44 organisations  
in the Average tier**

# RepTrak® Pulse

Ireland 2018 (4/4)

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



**44 organisations  
in the Average tier**

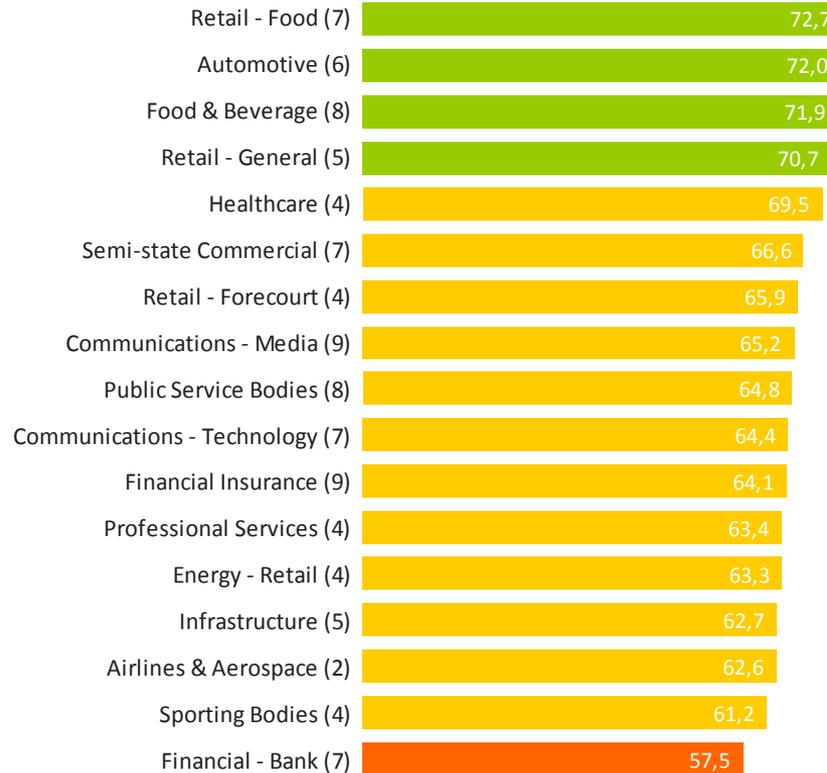
**18 organisations  
in the Weak tier**

**2 organisations in  
the Poor tier**

# Industry ranking 2018

## Ireland

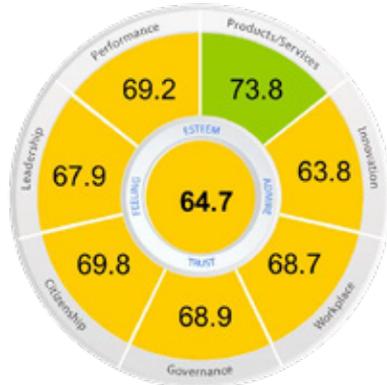
Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



# Irish indigenous organisations vs. multinational organisations

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

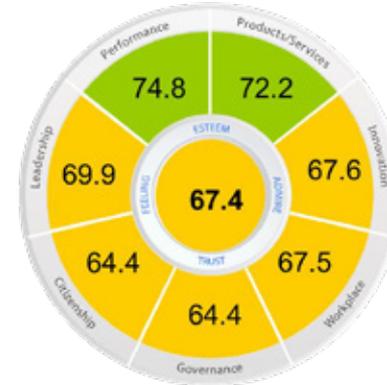
Irish indigenous organisations 2018 Ireland RepTrak®



n = 8,608

Number of organisations: 51

Multinational organisations 2018 Ireland RepTrak®



n = 6,518

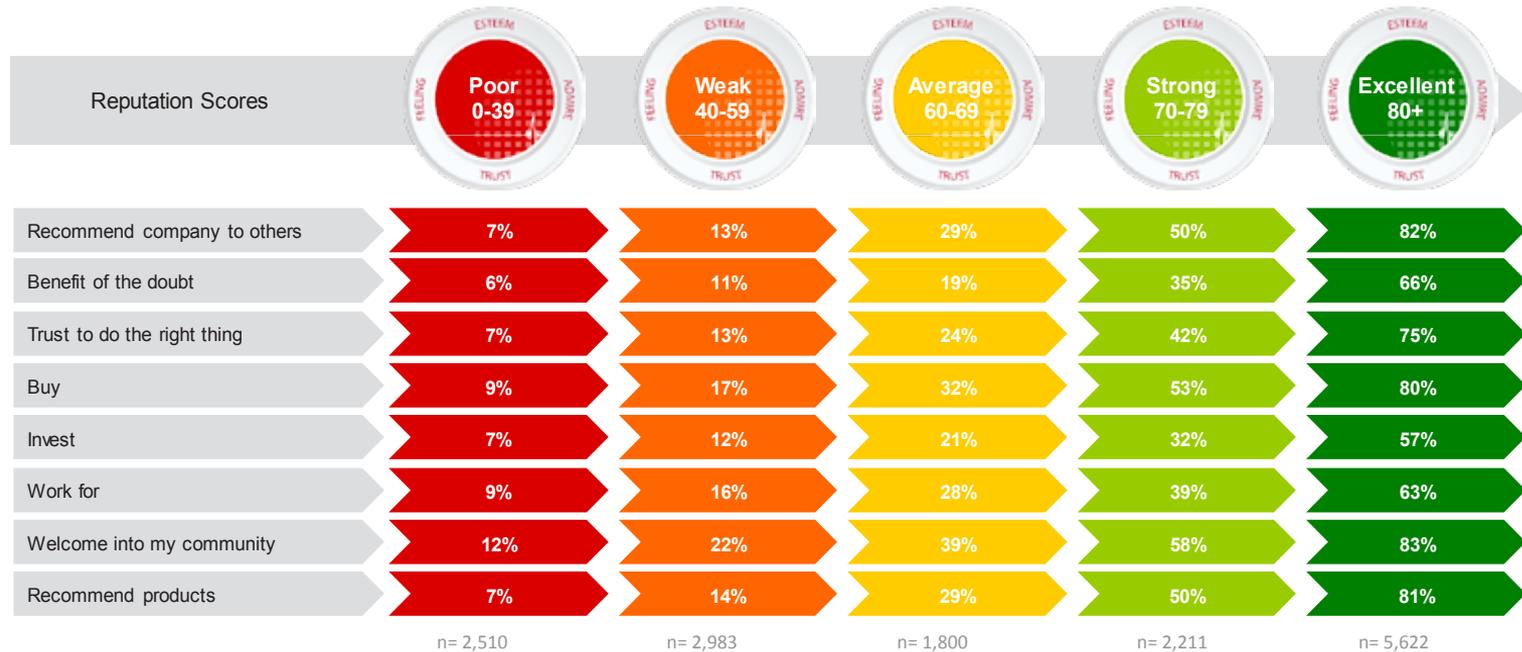
Number of organisations: 49

← -2.7 →  
RepTrak® Pulse

Source: Annual RepTrak® Ireland 2018

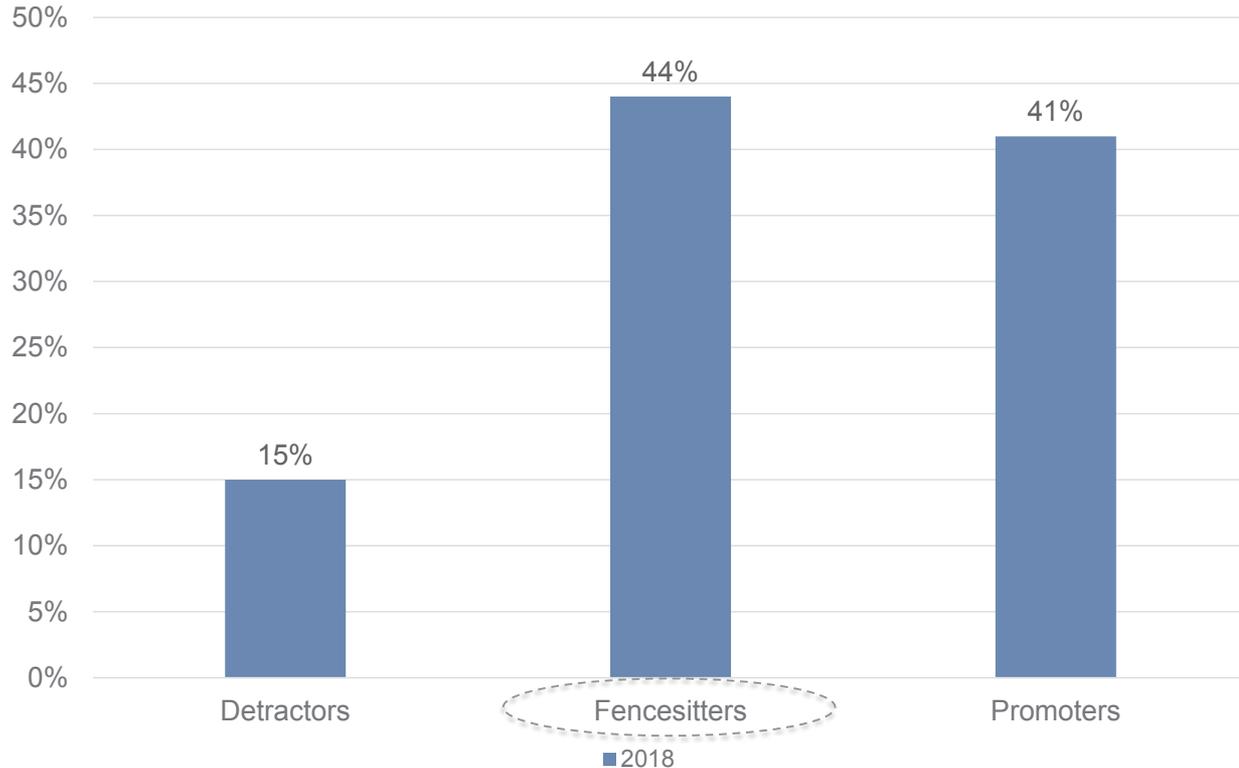
# Support for the most and least reputable companies in Ireland 2018

## Reputation Drives Support



Source: Annual RepTrak® Ireland 2018

# Reputation Silver Lining



Almost half of Ireland is still open to being convinced:

**44%**

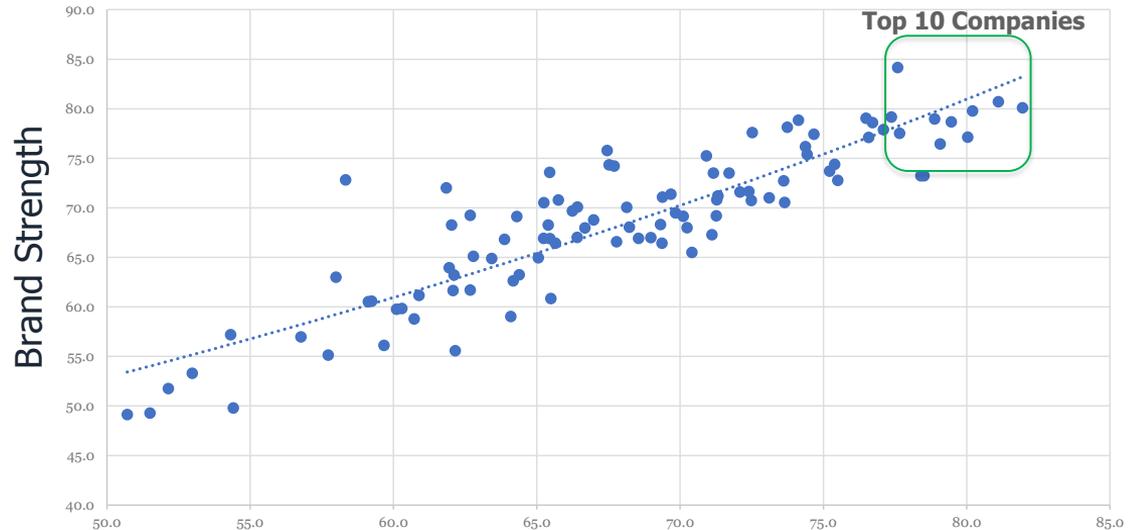


**BRAND STRENGTH & AUTHENTICITY**

# High Purpose = Stronger Reputation

## Corporate Brand Correlates with a Stronger Reputation

- Purpose driven companies with enhanced brand strength have a higher reputation, as evidenced by **the top 10 companies.**
- Across the top 100 global companies, overall **brand strength has decreased by 3 points** – during a time when being purposeful is more important than ever.



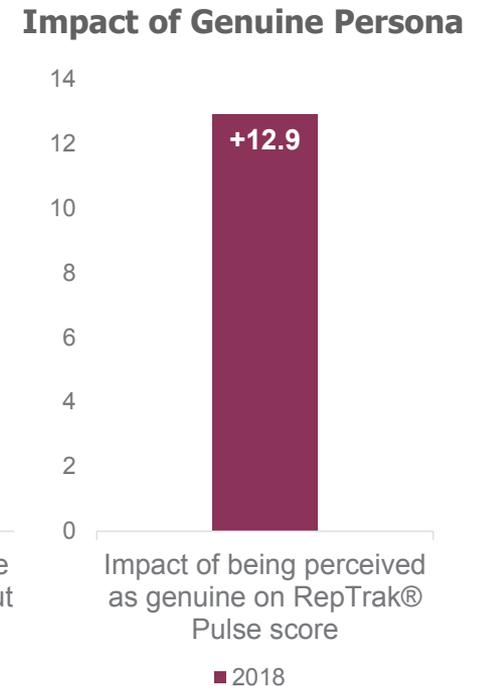
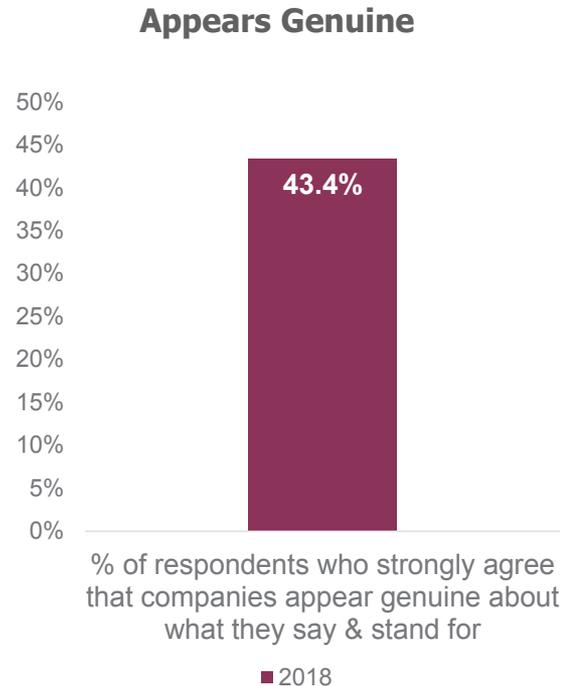
# Being genuine yields high pulse impact

- Respondents who agree that organisations in our study “*appear genuine about what a company says and stands for*”

**43%**

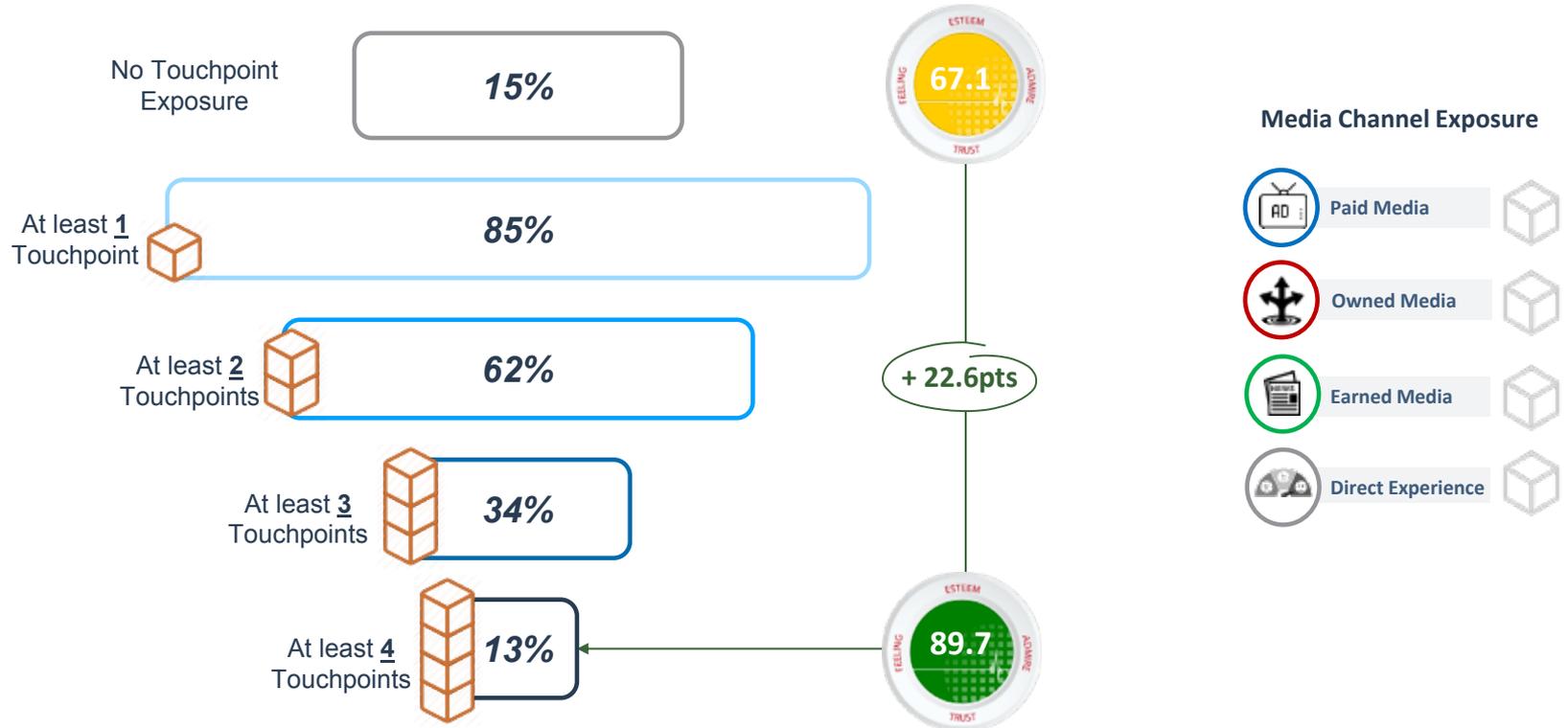
- Being perceived as a “genuine” company is the personality trait that **yields the highest pulse impact**

**+12.9 points**

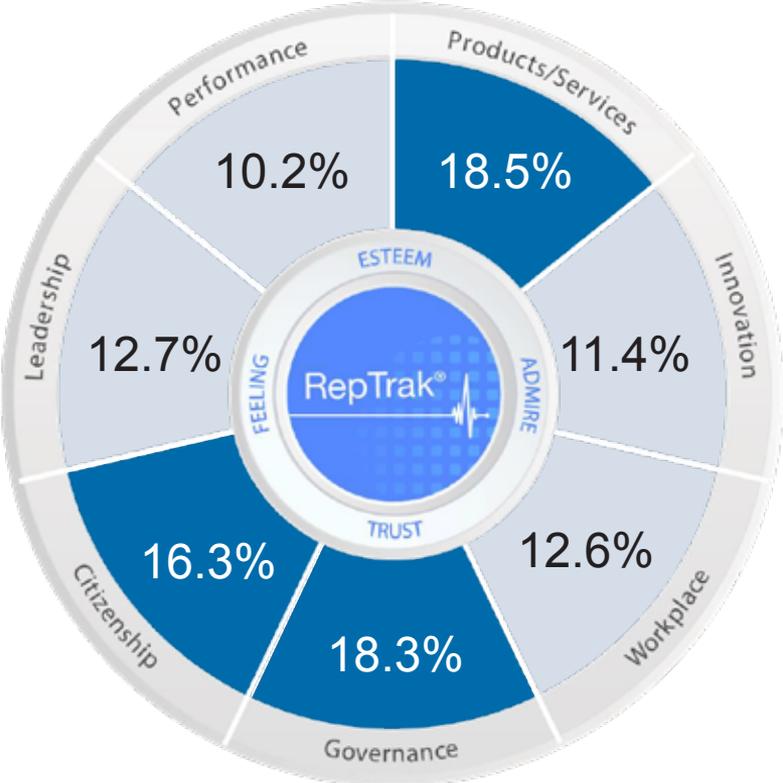


Source: Annual RepTrak® Ireland 2018

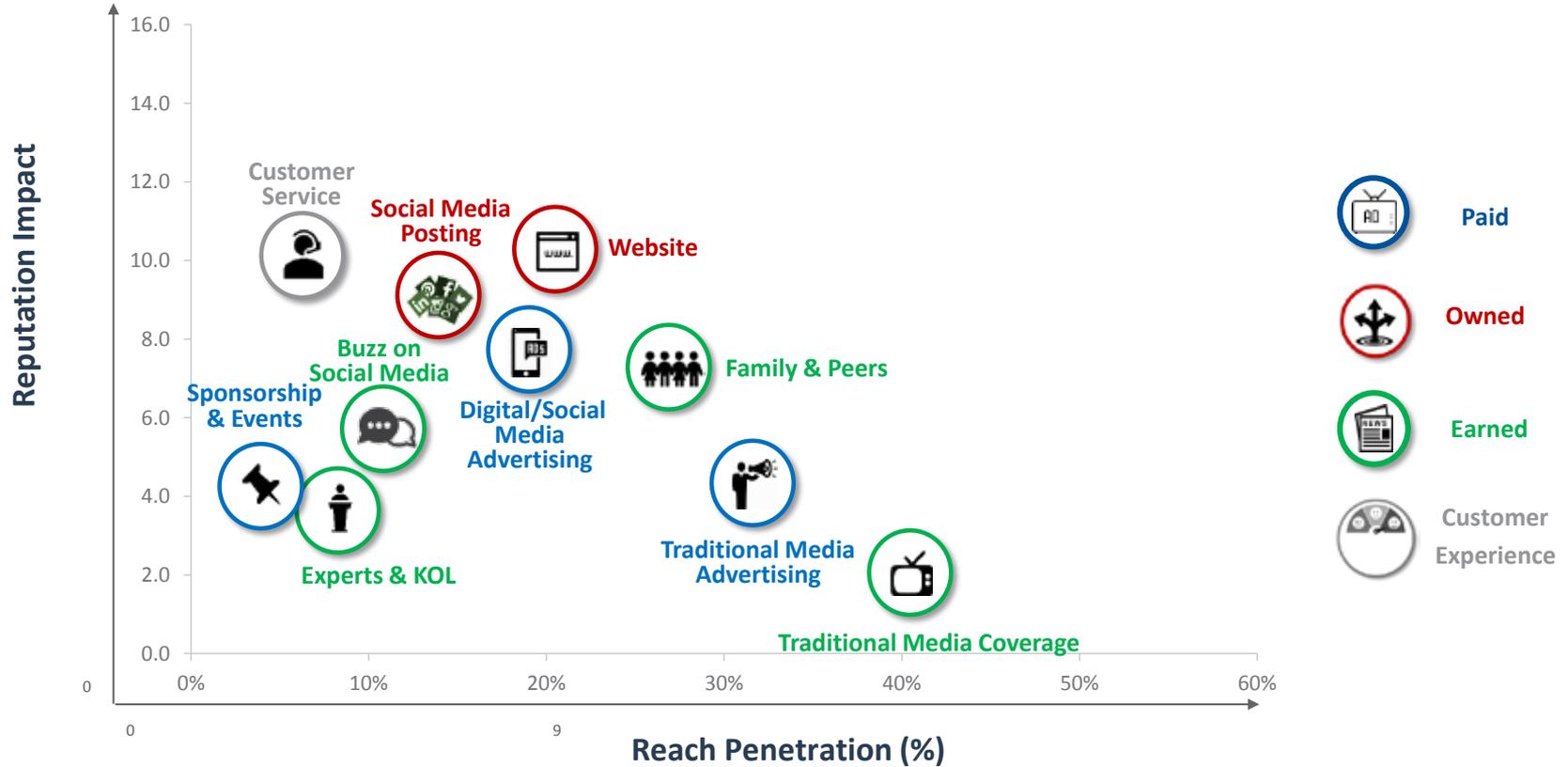
# Applying a multi-channel strategy is critical +22.6 pts in reputation score



# Content strategies in Ireland in 2018 need to focus on key drivers



# Channel strategies in Ireland need to focus on high ROI



# Social Media Can Make a Difference

A relatively small percentage of people can have a major impact

Social Media Touchpoint	2018 % Reach	2018 Reputation Impact
Company's advertisements on social media	19.5%	+8.1
From social media postings by Company	13.1%	+5.5
Topic experts, websites and blogs	5.8%	+8.4
From others posting about Company in social media	10.5%	+3.9

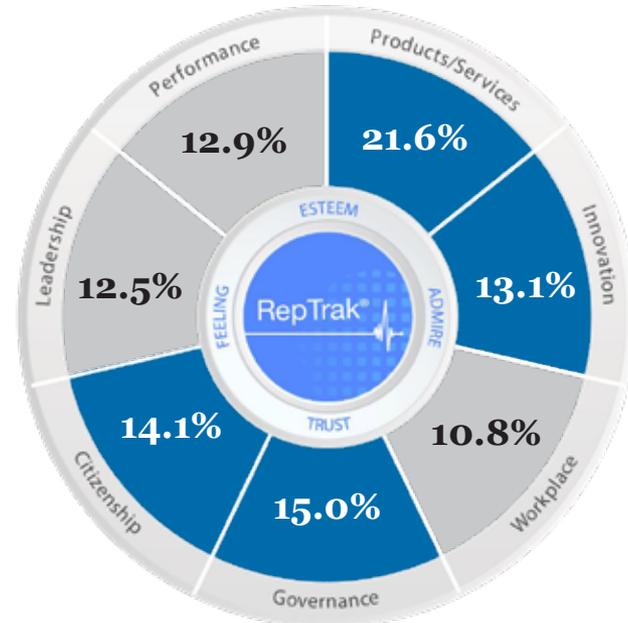
Source: Annual RepTrak® Ireland 2018

# What is Driving Social Media Discussion?

The digital conversation for top 10 companies is **overwhelmingly positive** and centers around dimensions that drive reputation

Analysis is based on **121 million conversations in 2017** across the world in publicly-available digital channels - Facebook, Twitter, New York Times, blogs, and online forums

The most prevalent reputation dimensions on social media for top 10 companies

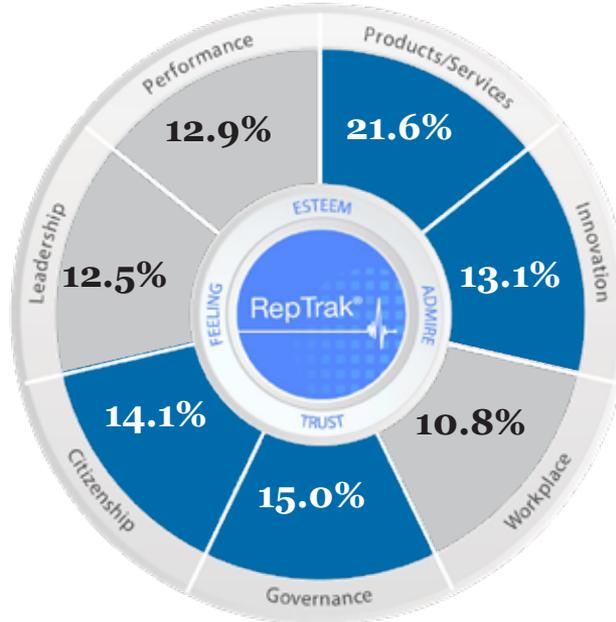


# Discussion links Product to Purpose and to Social Benefit

Key social narratives by dimension across digital media for top 10 companies

**Citizenship:** Narrative centered around the organisation as an embedded element of modern culture, making modern living better, and more sustainable.

**Governance:** Genuine transparency and clear purpose facilitate positive narrative and sharing of experiences.



**Products and Services:** Unwavering focus on high quality and value, coupled with responsive customer service.

**Innovation:** Shift from novelty and product characteristics to an outcome of “enabling lives”.



**Ireland RepTrak® 2018 - results**

# RepTrak® Pulse 2018 **Ranked 83 - 100**

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

## RepTrak® Pulse development

Ireland		2018
83	123.ie	59.1
84	Facebook	58.3
85	Independent News & Media	58.0
86	Bus Éireann	57.7
87	EBS	56.8
88	Permanent tsb	54.4
89	KBC Bank	54.3
90	AIB	53.0
91	An Garda Síochána	52.1
92	Ulster Bank	51.5
93	Bank of Ireland	50.7
94	Central Bank of Ireland	50.1
95	Ryanair	49.7
96	Olympic Council of Ireland	49.1
97	FAI	48.1
98	eir	45.6
99	HSE	39.1
100	Irish Water	28.8

# RepTrak® Pulse 2018 Ranked 65 - 82

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

## RepTrak® Pulse development Ireland

	2018
65 Maxol	64,1
66 VHI Healthcare	63,9
67 PwC	63,4
68 Electric Ireland	62,8
69 KPMG	62,7
70 TV3 Group	62,7
71 RTÉ	62,1
72 EY	62,1
73 FBD	62,1
74 GlaxoSmithKline	62,0
75 SSE Airtricity	61,9
76 Communicorp	61,8
77 Irish Life	60,9
78 Vodafone	60,7
79 Three	60,3
80 Energia	60,1
81 Iarnród Éireann	59,7
82 Dublin Bus	59,2

# RepTrak® Pulse 2018 Ranked 47 - 64

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

## RepTrak® Pulse development Ireland

	2018
47 LinkedIn	67,5
48 Diageo	67,4
49 Laya Healthcare	67,0
50 EirGrid	66,7
51 Sky Ireland	66.4
52 daa	66.4
53 Pfizer	66.2
54 Virgin Media	65.7
55 Topaz	65.6
56 Allianz	65.5
57 Harvey Norman	65.5
58 The Coca-Cola Company	65.5
59 Deloitte	65.4
60 National Lottery	65.3
61 Zurich	65.1
62 Texaco	64.4
63 PepsiCo	64.3
64 AXA	64.2

# RepTrak® Pulse 2018      Ranked 29-46

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

## RepTrak® Pulse development

Ireland 2018

29 ESB	71,3
30 Bord na Móna	71,3
31 Hyundai	71,2
32 Dunnes Stores	71,1
33 GAA	70,9
34 Centra	70,4
35 Ford	70,2
36 LloydsPharmacy	70,1
37 IDA Ireland	69,7
38 Applegreen	69,4
39 Spar	69,4
40 Aviva	69,3
41 Volkswagen	69,0
42 Bord Gáis Energy	68,5
43 Nissan	68,2
44 Gas Networks Ireland	68,1
45 Tesco	67,8
46 Apple	67,7

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

## RepTrak® Pulse development Ireland

	2018
11 Google	77,6
12 Lidl	77,1
13 Samsung	76,7
14 Fáilte Ireland	76,6
15 IRFU	76,5
16 Aer Lingus	75,5
17 Marks and Spencer	75,2
18 BMW <small>congratulations again on placing so well in this year's ranking!</small>	74,7
19 Glanbia	74,4
20 Microsoft	74,1
21 Brown Thomas	73,7
22 Coillte	73,7
23 Penneys	73,6
24 SuperValu	73,1
25 Irish Distillers	72,5
26 Heineken	72,4
27 The Irish Times	72,1
28 Enterprise Ireland	71,7

# The 10 Organisations with the Best Reputations in Ireland – 2018

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40

The strength of the emotional bond between the organisation and general public based on:

- Trust
- Good feeling
- Admiration
- Esteem



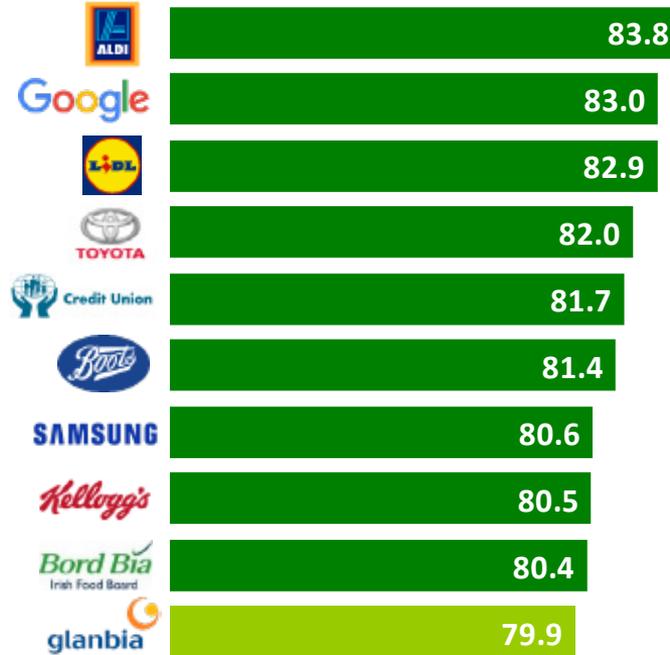
Rank	Organisation	RepTrak® Pulse Score
1	Credit Union	82.0
2	Kellogg's	81.1
3	ALDI	80.2
4	Bord Bia Irish Food Board	80.0
5	Boots	79.5
6	Tourism Ireland <i>Marketing the Island of Ireland</i>	79.1
7	TOYOTA	78.9
8	DOST	78.5
9	Dublin Airport	78.4
10	KERRY	77.7



# The Leaders within Products and Services

The Top 10 Organisations in Ireland 2018

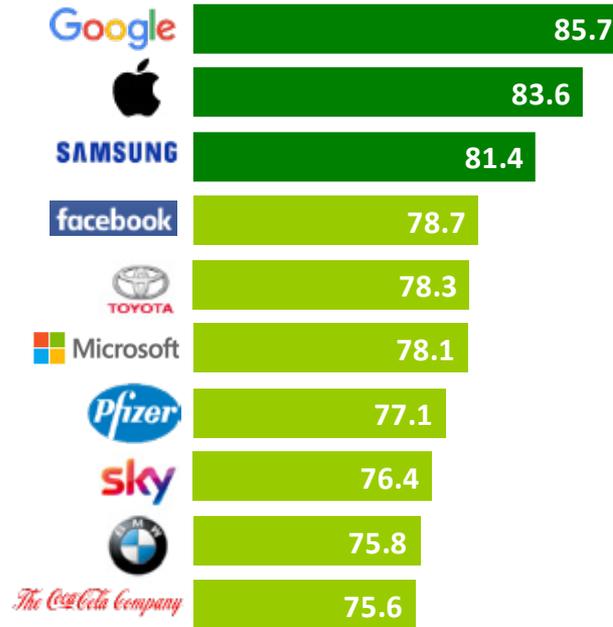
Excellent/Top tier	80+
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# The Leaders within Innovation

The Top 10 Organisations in Ireland 2018

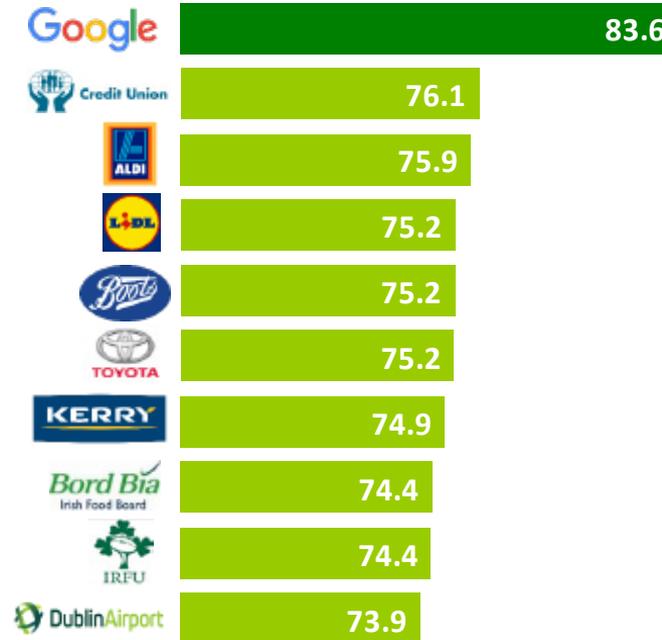
Excellent/Top tier	80+
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# The Leaders within Workplace

The Top 10 Organisations in Ireland 2018

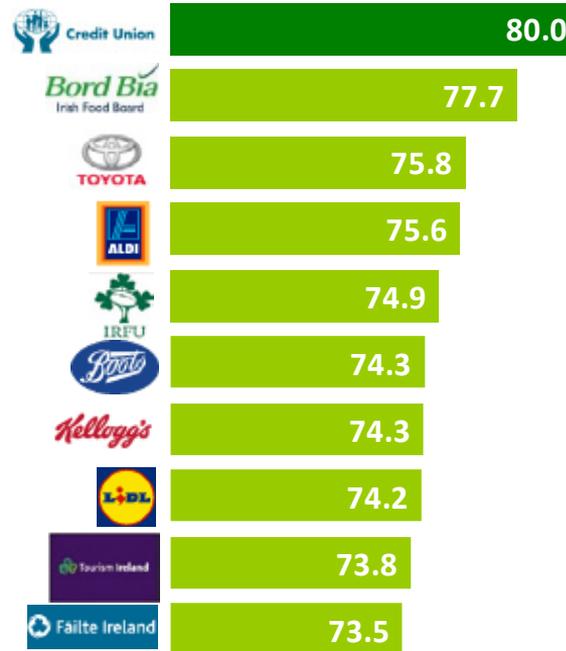
Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
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Poor/Lowest tier	<40



# The Leaders within Governance

The Top 10 Organisations in Ireland 2018

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



# The Leaders within Citizenship

The Top 10 Organisations in Ireland 2018

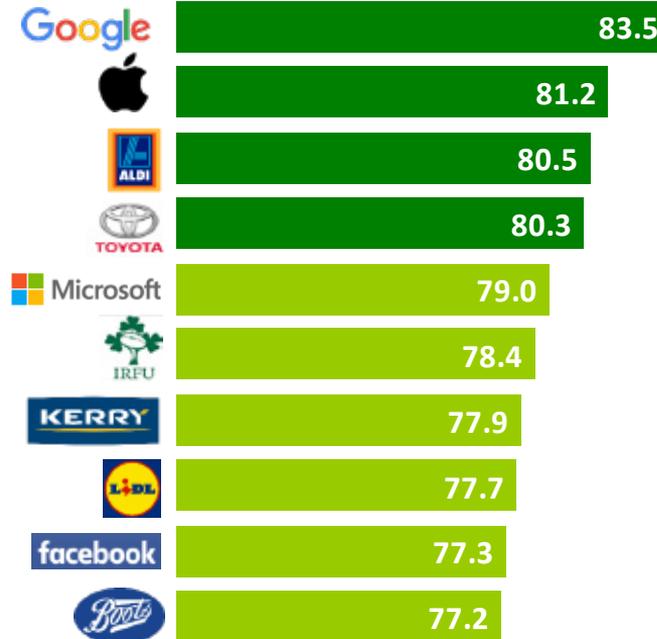
Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



# The Leaders within Leadership

The Top 10 Organisations in Ireland

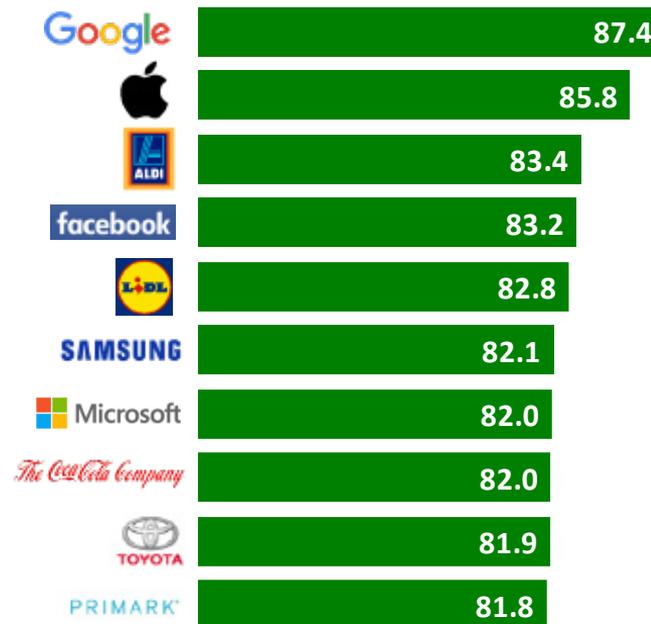
Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40



# The Leaders within Performance

The Top 10 Organisations in Ireland 2018

Excellent/Top tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest tier	<40





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