Ireland Sponsorship® RepTrak 2018 – Best in Class?

THE PUEPUTATIONS NGENCY

#TRARepTrak

THE
REPUTATIONS
AGENCY

INTRODUCTION TO OUR AGENCY



We are a strategic reputation, communications and PR agency, part of the JWT Group in Ireland and the global JWT network

TRA Reputations

We provide the insights and strategies to enable leaders to build sustainable and prosperous companies through our best in class reputation audit and management services.

TRA Brands

Our team are some of the freshest thinkers in the country and we build award winning consumer brand campaigns, from insight to execution working with some of the most exciting global and domestic brands.

TRA Corporate

Through our strategic communications, financial and legal skills we offer valuable analysis, strategy, issues management, media relations and expert council to our clients.

TRA CSR

Earning a strong CSR reputation brings societal and business performance benefits. We collaborate to build CSR strategies, delivering lasting value to our client's businesses.

TRA Sponsorship

Our team delivers award winning sponsorship strategies across sport and non-sport platforms, that bring brand experiences to life and deliver maximum business results.

TRA Digital

We design and execute powerful and innovative, multiplatform, online and social media strategies that amplify our client's brands and cut through with the right audiences.



KEYNOTE SPEAKER

Hans-Erik Tuijt, Director Global Heineken Sponsorships, Heineken International

Niamh Boyle, Managing Director, The Reputations Agency

HOST



Niamh Boyle, The Reputations Agency





Catherine Walsh, The Reputations Agency

GUEST SPEAKERS

Ireland CSR RepTrak[®] 2018 – cutting across the noise of CSR Catherine Walsh, Head of CSR, The Reputations Agency

Ireland Sponsorship RepTrak[®] 2018 – Best in Class? Measuring Reputational Impact Gareth Field, Head of Sponsorship, The Reputations Agency

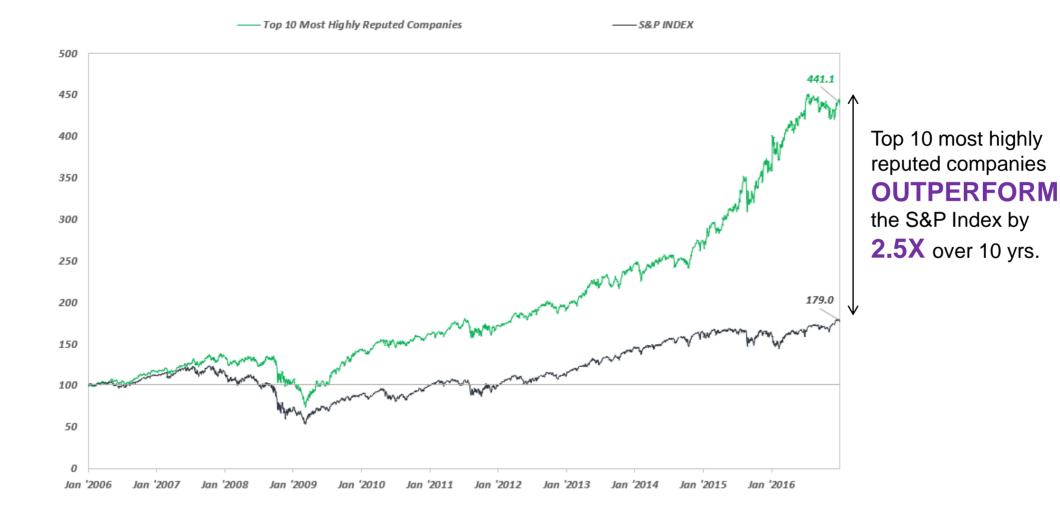


Gareth Field, The Reputations Agency





Reputation Moves Markets



The Multiplier Effect of Reputation

ENHANCED STOCK PRICE

2.5x Better stock performance for companies with a strong reputation compared to the overall market since 2006.

MITIGATE RISK

In a crisis, **63% of the general public give the benefit of the doubt** to companies with excellent reputations.

GENERATE ADVOCACY

A 5-point RepTrak[®] Pulse score increase yields a **5.7% increase in intent to recommend**.

INCREASE SALES

6.3% increase in purchase intent for each 5-point RepTrak[®] Pulse score improvement.

EMPLOYER OF CHOICE

57% of the general public would work for a company with an excellent reputation.

We set out to analyse how sponsorship activities link into the overall reputation for an organisation.



15,127 Individual ratings

> 80 Organisations

7,094 Informed General Public

Somewhat or very familiar with each organisation evaluated

2 months

January-February 2018

Excluded companies that do not engage in sponsorship or were deemed not to have an active/recent sponsorship portfolio.



Question 1

Thinking specifically about [COMPANY]'s sponsorship activities, please rate whether you believe [COMPANY]'s sponsorship activities have had a positive impact on [COMPANY]'s overall reputation.



Question 2

You have rated [COMPANY] "X" out of 7 for having sponsorship activities that have a positive impact on its overall reputation. What makes you say that?



Question 3

When you think of all the sponsorship investment in Ireland, which kind of sponsorships do you think are most likely to have a positive impact on a company's reputation...

Type of Sponsorship

National Governing Sports Body / National Sports Team

Local Irish Sports teams / clubs

Arts & Culture sponsorships

Venue sponsorships

Cause-related / charitable initiatives

Awards initiatives

Other

Question 4

When you think of all the sports sponsorship investment across Ireland, please click on the options that you feel would have the most positive impact on a company's overall reputation...

Type of sport

Golf

GAA games

Rugby

Running events

Soccer

Swimming

Other (Please specify)

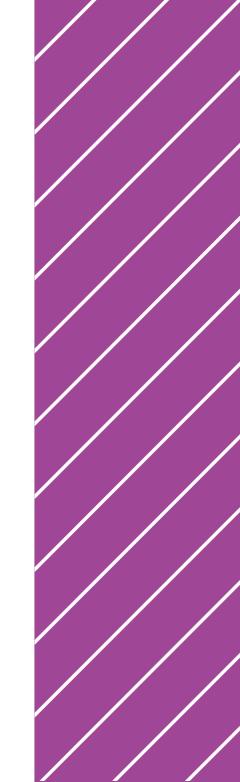


Question 5

In the last 12 months, have you read, seen, or heard information about [COMPANY] through:

- An event or team that [COMPANY] sponsored (live, via media, or on merchandise)?
- A program or event sponsored by [COMPANY] that you attended?

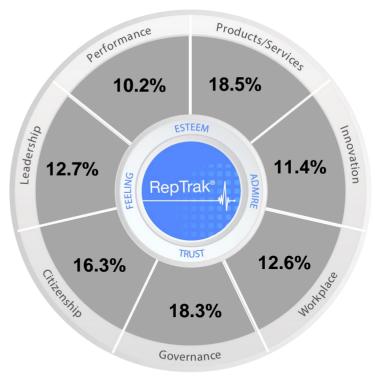




How does sponsorship move reputation?

Sponsorship scores are linked to **three** rational dimensions of reputation where we see a strong correlation.

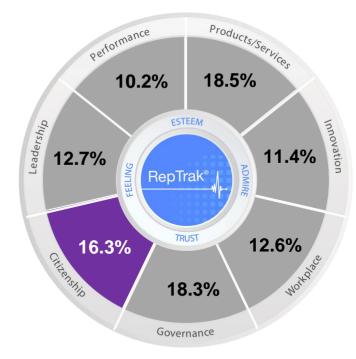
Drivers of corporate reputation in Ireland 2018



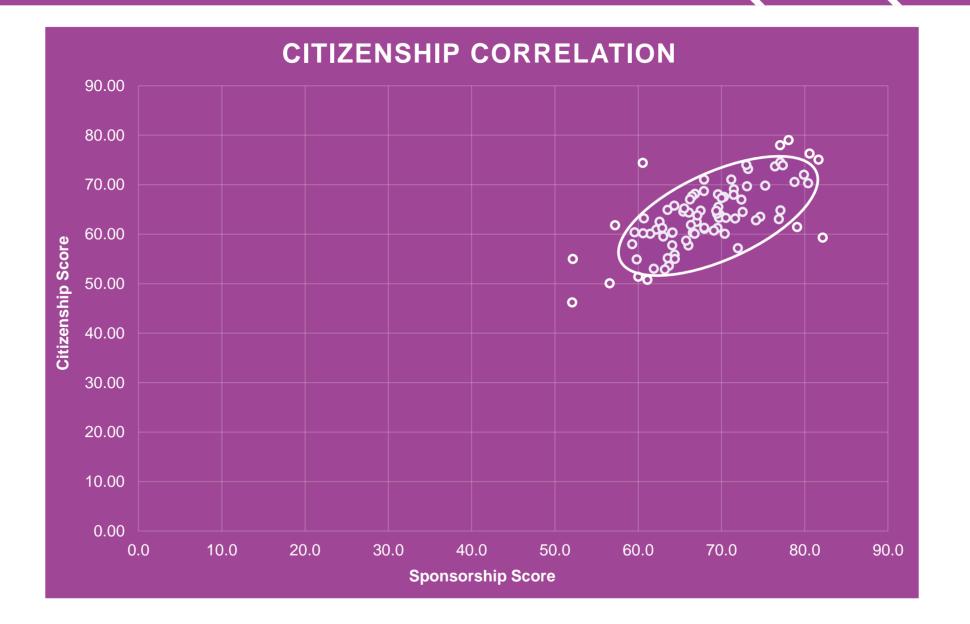
Citizenship



Sponsorship is most likely to correlate with the brand's citizenship score



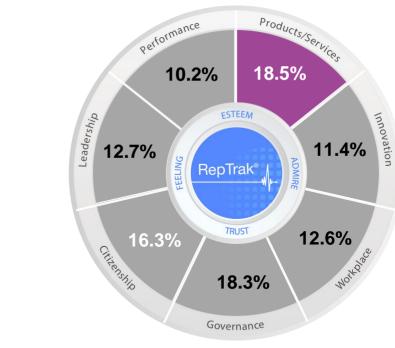
Citizenship



Correlation Strength .608

Products / Services

The second dimension that is moved most by a positive perception of a brand's sponsorship

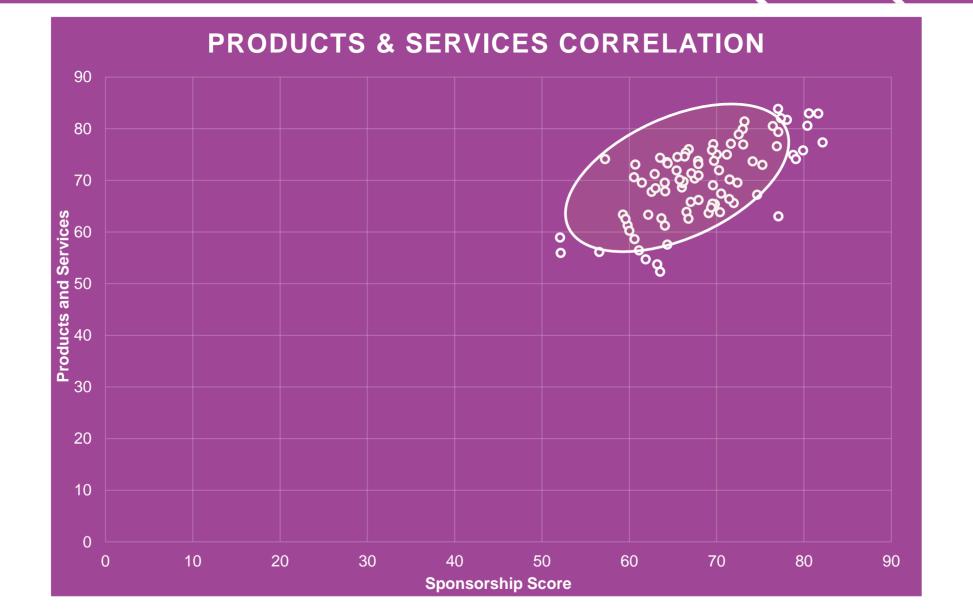








Products / Services

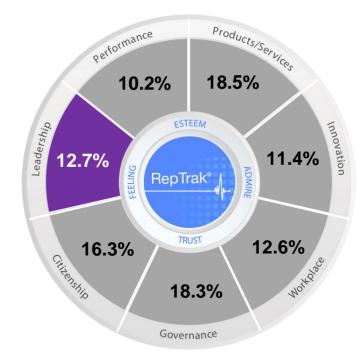


Correlation Strength .592

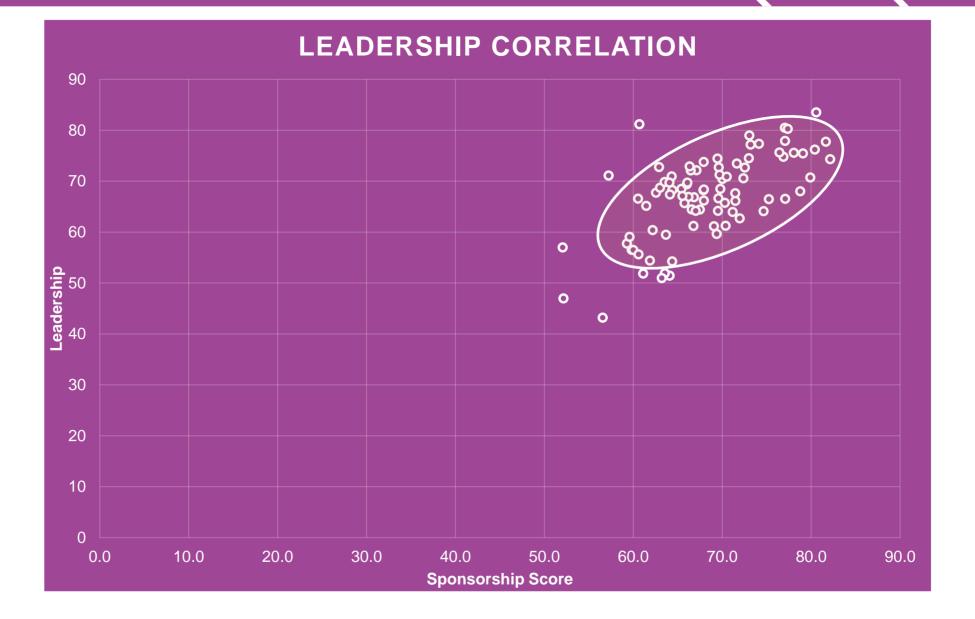
Leadership



The third dimension that is moved most by a positive perception of a brand's sponsorship



Leadership

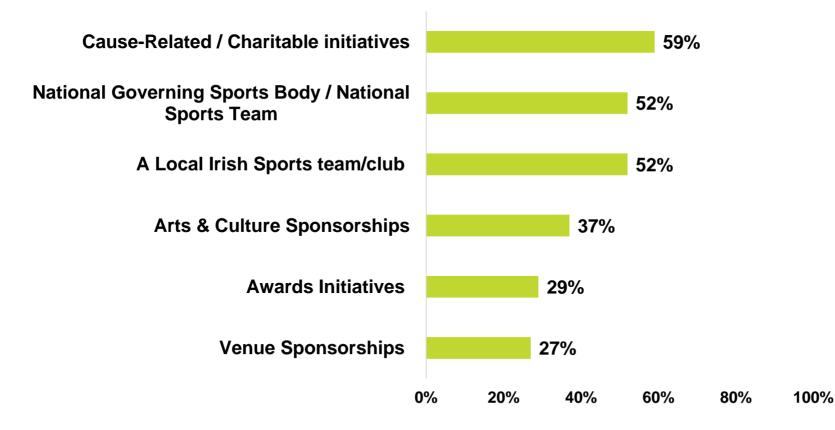


Correlation Strength .582

Sponsorships must resonate

Enhancing your reputation

"When you think of all the sponsorship investment across Ireland, please click on the options below that you feel would have the most positive impact on a company's overall reputation?"





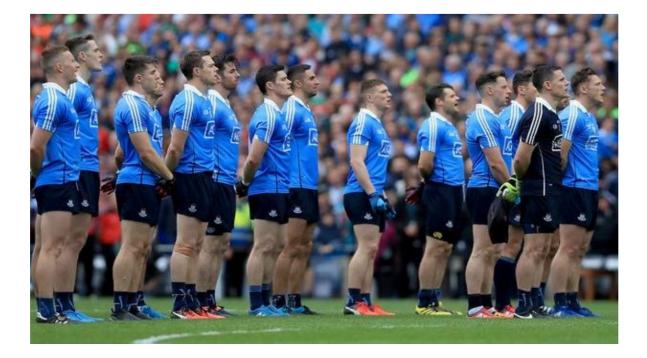
Resonating with men



1. National Irish Sports body / team



Resonating with men



2. Local Irish Sports team/club



Resonating with men



3. Venue



Resonating with women



1. Awards Ceremonies



Resonating with women



2. Arts & Culture



Resonating with women



3. Cause Related / Charitable







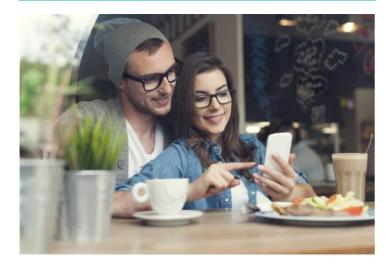
1. Venue

2. Arts & Culture

3. Award Ceremonies







1. Venue

2. Irish sports body/team

3. Award Ceremonies







1. Local sports team/club

2. Arts & Culture

3. Cause related/ Charitable





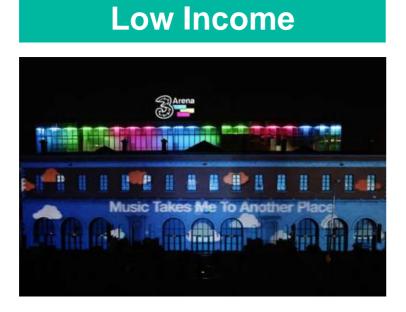


1. Local sports club/team

2. Cause related/ Charitable

3. Award Ceremonies





1. Venue

2. Irish sports body/team

3. Award Ceremonies



1. Local sports team / club

2. Arts & Culture

3. Cause related / Charitable





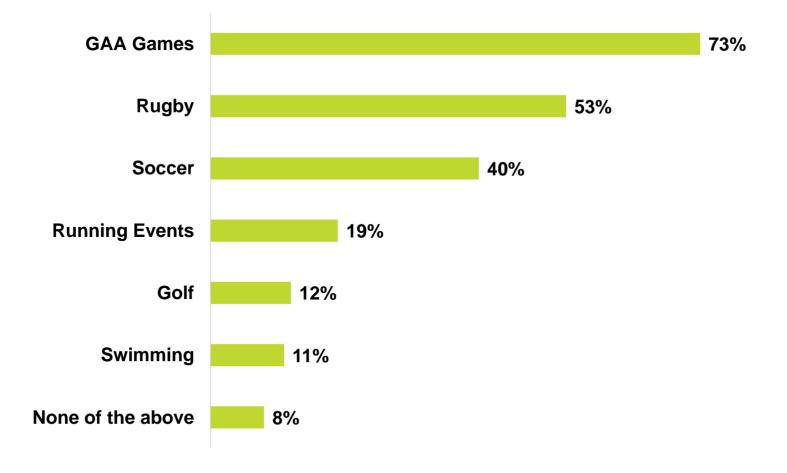
1. Local sports team / club

= Irish sports body / team

= Arts & Culture



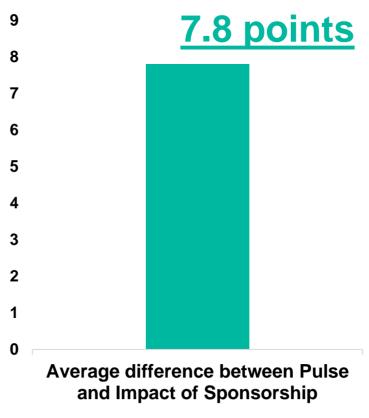
"When you think of all the sponsorship investment **made in sport** across Ireland, please click on the options below that you feel would have the most positive impact on a company's overall reputation?"





Sponsorships must be amplified

A **positive gut feel** for a brand's reputation will **significantly increase** if your audience is exposed to your sponsorship activities.



Exposed

Sponsorships that somehow benefit people at grass roots level have the most positive impact on a brand's reputation.

Even a national sponsorship, activated through local touchpoints, can demonstrate that your organisation is committed to the local communities where they belong.



Ireland Sponsorship Reptrak 2018 Results

The best sponsorship reputations in Ireland

"Thinking specifically about [COMPANY]'s sponsorship activities, please rate whether you believe [COMPANY]'s sponsorship activities have had a positive impact on [COMPANY]'s overall reputation.

Company	Spon Score	
Centra Live EVERY DAY	71.5	Exc Str Ave
Vhi	71.5	We
DOST	71.2	
Virgin media	70.5	
No.	70.4	
DUNNES STORES	70.3	
MARKS <mark>&</mark> SPENCER	70.0	
Allianz 🕕	69.8	
NISSAN	69.7	
НУШПОЯІ	69.6	
	<image/>	Company 71.5 Image: Company 71.2 Image: Company 70.5 Image: Company 70.4 Image: Company 70.3 Image: Company 70.0 Image: Company 69.8 Image: Company 69.7 Image: Company 69.6

xcellent/Top Tier 80+ trong/Robust 70-79 verage/Moderate 60-69 Veak/Vulnerable 40-59 Poor/Lowest Tier <40

The best sponsorship reputations in Ireland



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



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Thank you

25 Merrion Square, Dublin 2, Ireland info@thereputationsagency.ie +353 1 661 8915

