
Ireland
REPUTATION
INDEX 2025

Reputation in a Time of Disruption

■ THE
■ REPUTATIONS
■ AGENCY

29th April 2025
The Westbury Hotel

TODAY'S AGENDA

Welcome &
Key Insights



NIAMH BOYLE
CEO & Founder
The Reputations Agency

Keynote
Speaker



LYNNE EMBLETON
CEO
Aer Lingus

Reputation in
Global Uncertainty



OLIVER FREEDMAN
Executive Vice President
EMEA & APAC
The RepTrak Company

Unveiling the
Ireland Reputation Index
2025 ranking results



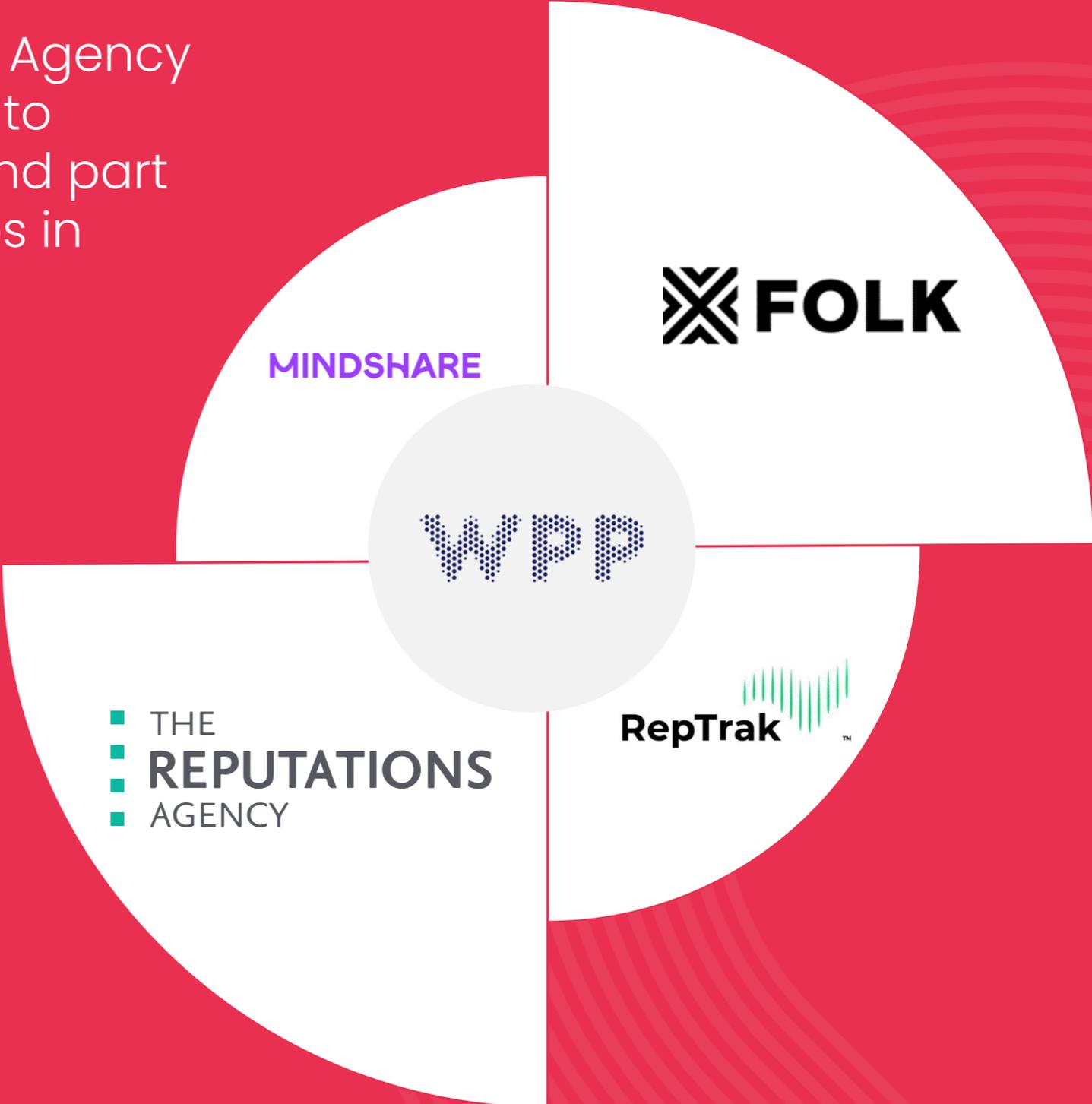
DR JENNIFER SCOTT
Managing Director
The Reputations Agency

- THE
- **REPUTATIONS**
- AGENCY

OUR AGENCY PURPOSE

To be trusted partners
in harnessing **the power of reputation**
for client transformation and growth.

Established in 2004, The Reputations Agency has been the exclusive Irish partner to The RepTrak Company since 2009 and part of the WPP (VML) network of agencies in Ireland since 2014.



A Snapshot of our Clients



Service Offerings

REPUTATION AUDITING ON THE REPTRAK PLATFORM

The world's leading cloud-based corporate reputation intelligence platform, powered by RepTrak, provides trusted data & insights about your company's reputation along with senior strategic advice.

STRATEGIC PUBLIC RELATIONS

Our expert team applies strategic insight and creativity to develop communications plans that are results-driven, targeted and impactful, and will protect and build your organisation's reputation.

REPUTATION WORKSHOPS

Prioritise your strategic imperatives, set tangible goals and develop concrete activations to achieve these goals so your Reputation can continue to grow.

MULTI STAKEHOLDER AUDITS

One to one interviews with key stakeholders within your unique ecosystem to understand perceptions of your organisation's strategic plan, the quality of your engagement & relationships and the level of support they will provide to help you to achieve your objectives.

The Importance of Reputation and how it's formed

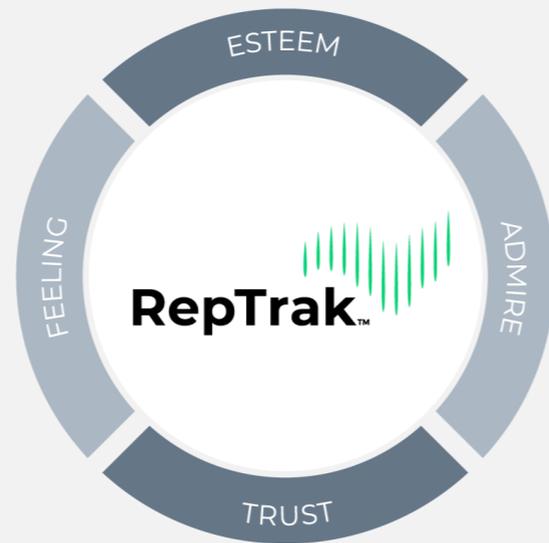
TOUCH POINTS

Direct experience

What the 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

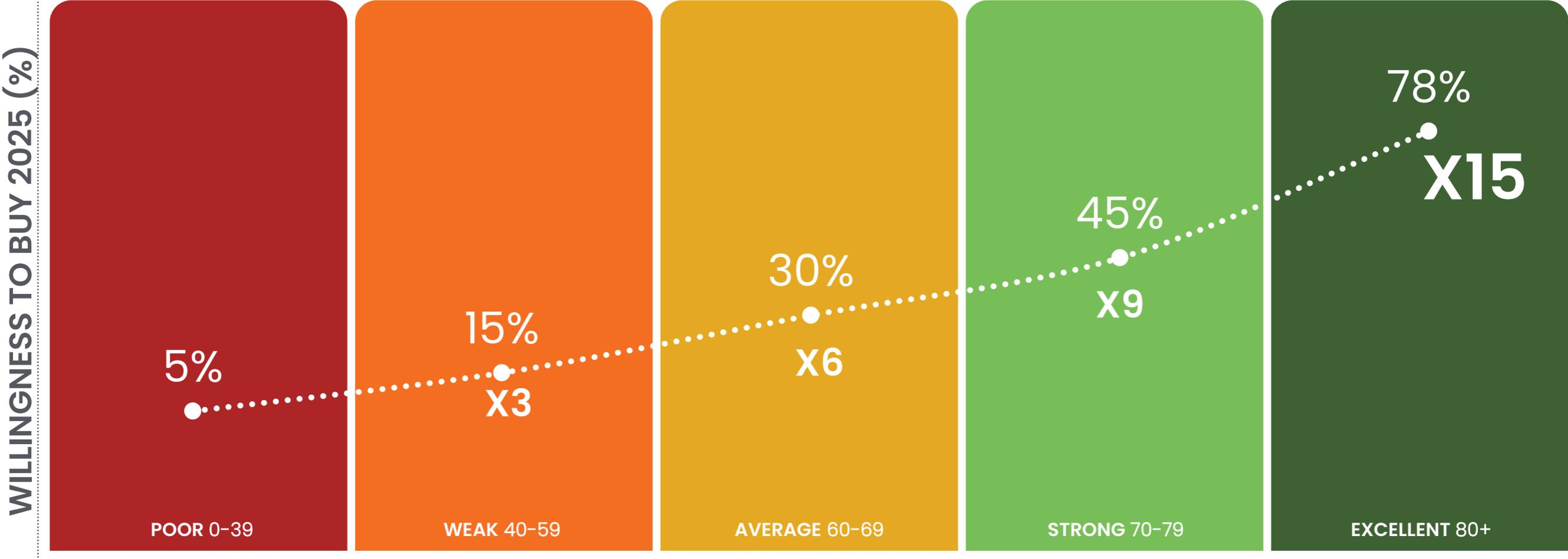
Reduce cost of capital

Support entry into new markets

Corporate reputation links

directly to stakeholder support

In 2025, the public in Ireland is 15 times more *Willing to Buy* from an organisation with a reputation in the Excellent tier, than from an organisation whose reputation falls into the Poor tier.



IRELAND REPUTATION INDEX 2025 SCORE

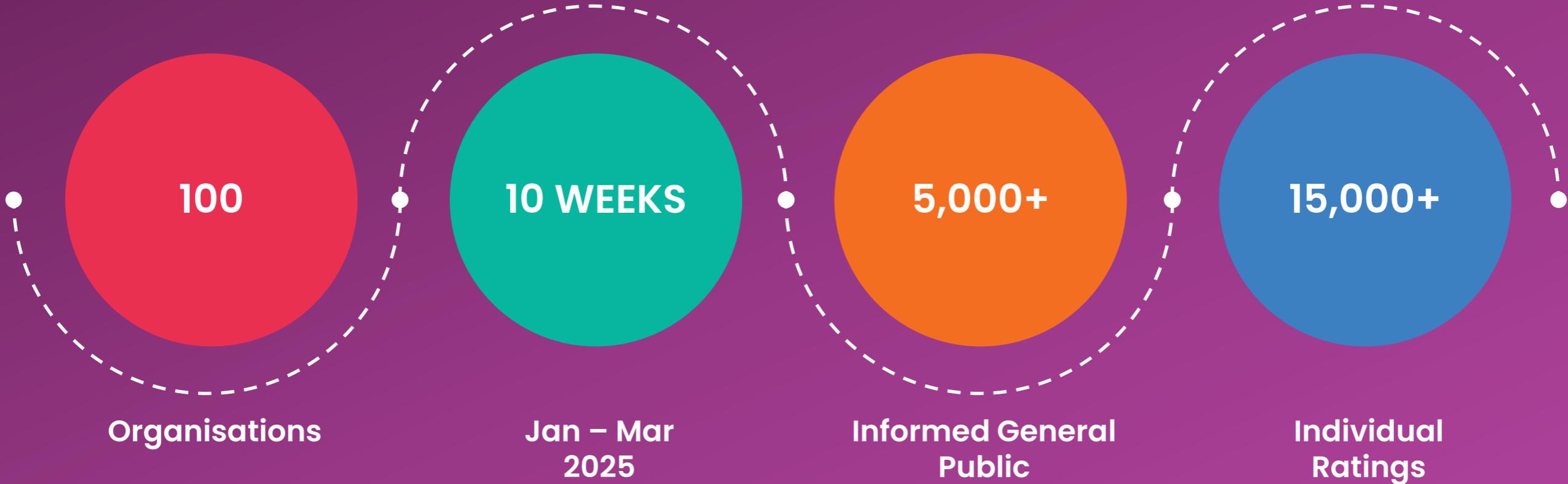
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Methodology



The largest data bank on corporate reputation in Ireland

2010 – 2025



The Reptrak® Model

Complete Business Intelligence System

1. REPTRAK® SCORE

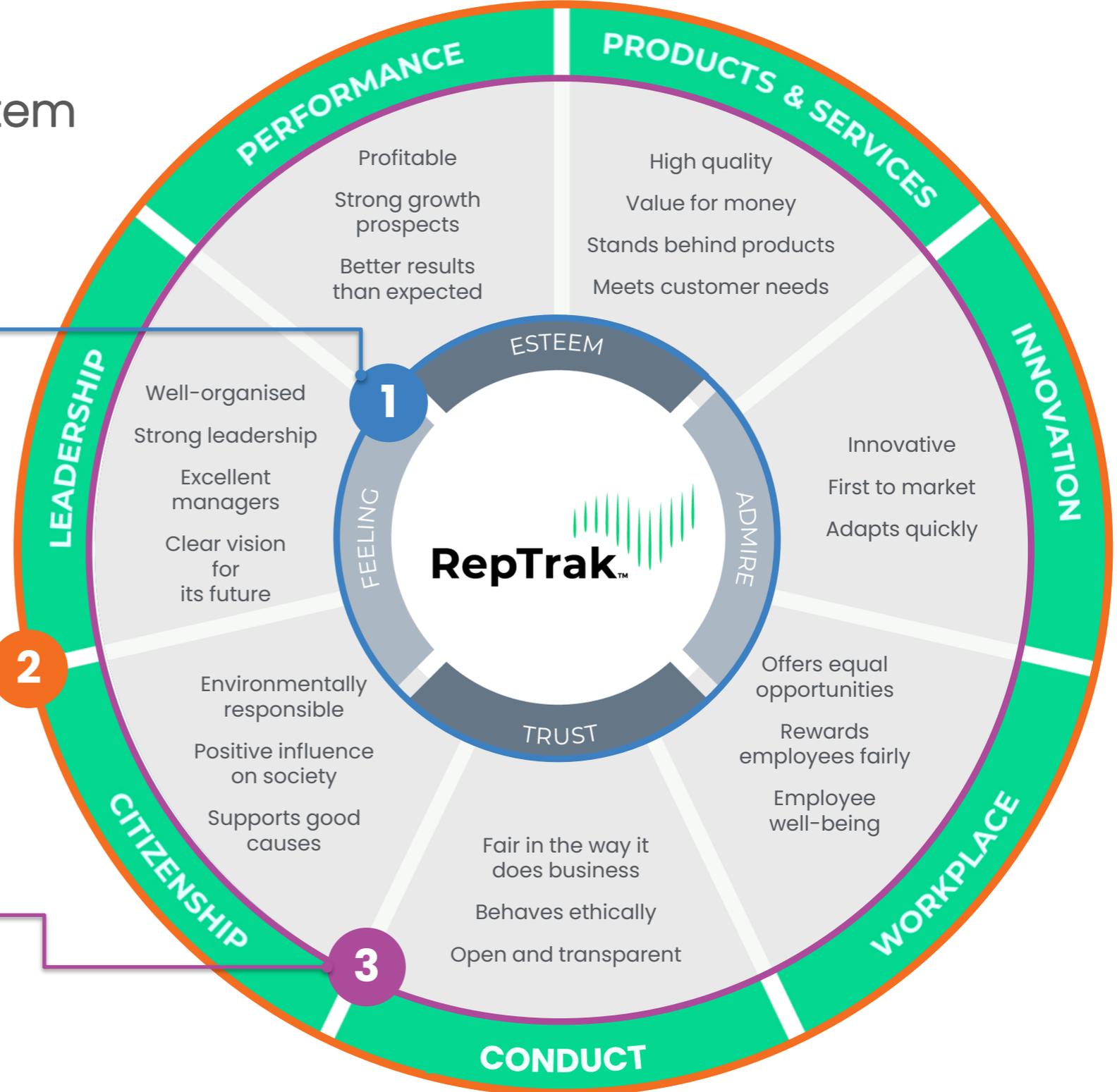
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2. DRIVERS

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

3. FACTORS

The 23 concrete and operational factors that underpin the seven drivers.



Profitable
Strong growth prospects
Better results than expected

High quality
Value for money
Stands behind products
Meets customer needs

Well-organised
Strong leadership
Excellent managers
Clear vision for its future

Innovative
First to market
Adapts quickly

Environmentally responsible
Positive influence on society
Supports good causes

Offers equal opportunities
Rewards employees fairly
Employee well-being

Fair in the way it does business
Behaves ethically
Open and transparent

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Reputation in a Time of Disruption

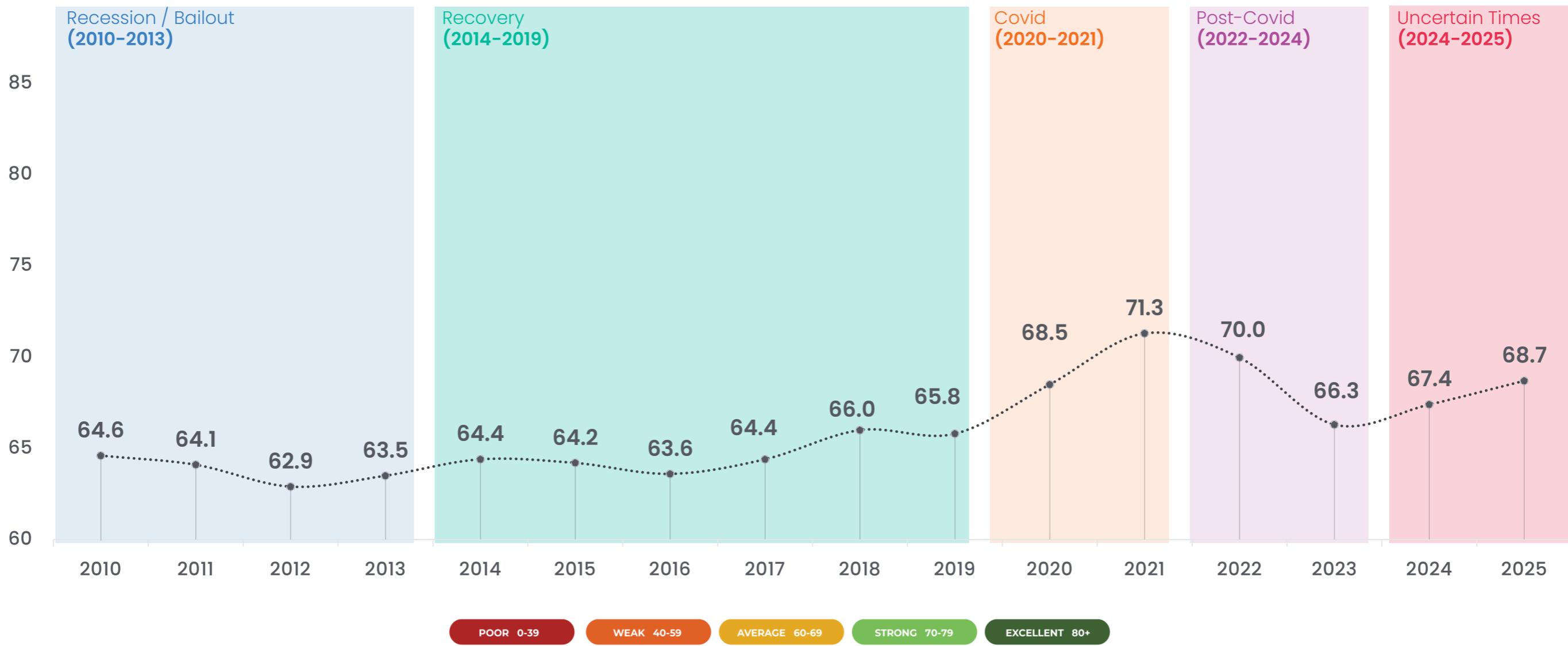
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1. Reputational Impact of the External Environment



Ireland Reputation Index 2010 to 2025 Trendline

100 organisations tracked over 16 years. Reputation improves in 2025 by +1.3 points.



2.

Hold Firm

as the rest of the World Spins



The Power of Purpose Persists

The higher reason for the company's existence, defining what it stands for and its long-term value-creating promise



Ten Most Purposeful Organisations in Ireland

(Alphabetical Order)



an
post

Bon
Secours

BORD BIA
IRISH FOOD BOARD

COILLTE
GROW · TRANSFORM · SUSTAIN

Credit Union

Enterprise
Ireland

Fáilte
Ireland

IDA
Ireland

ST. VINCENT'S
PRIVATE HOSPITAL
Elm Park

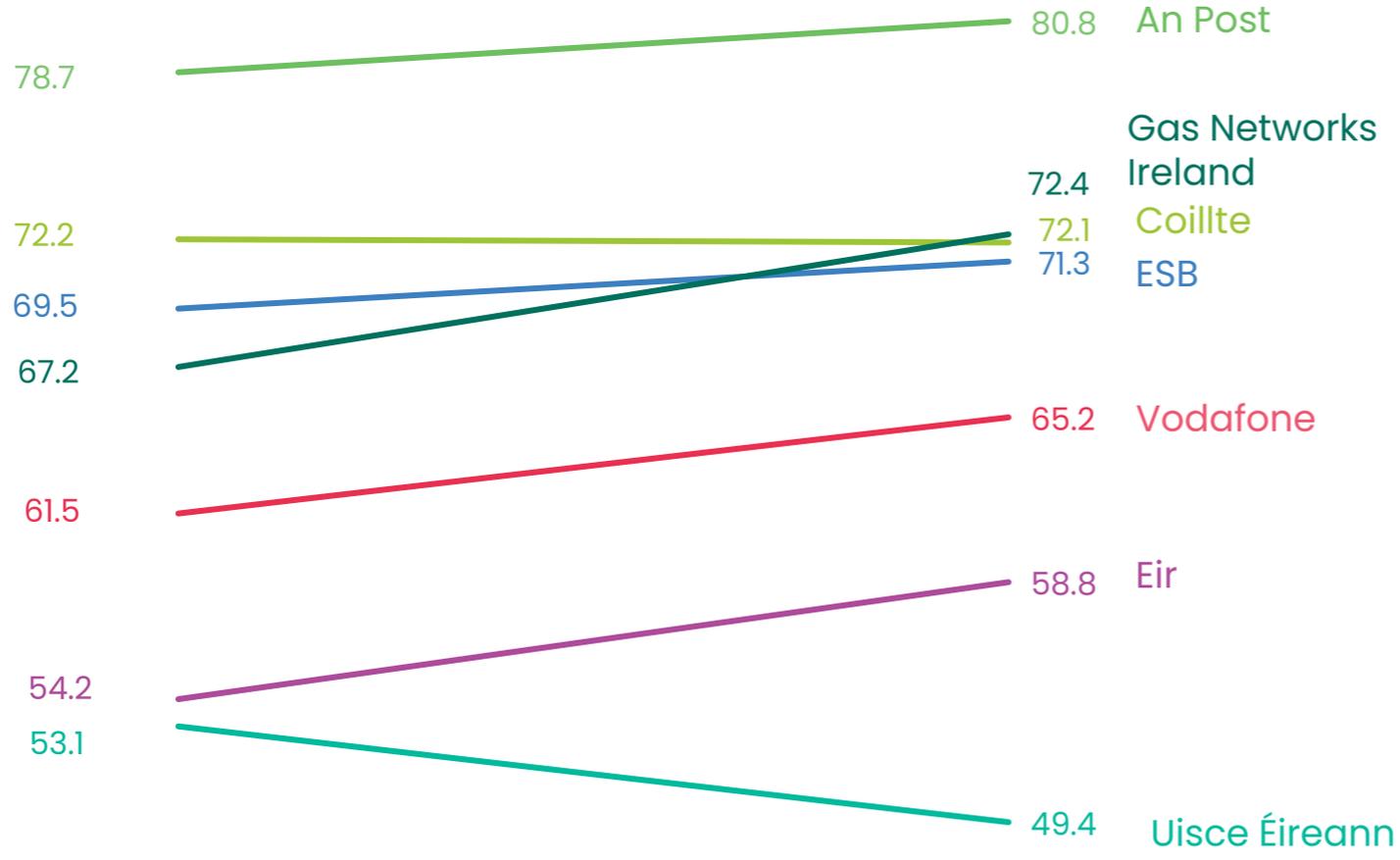
3.

Reputation is Resilient and Protects Against Headwinds

Storm Éowyn



Impact of Storm Éowyn on Reputation



STORM ÉOWYN UPDATE

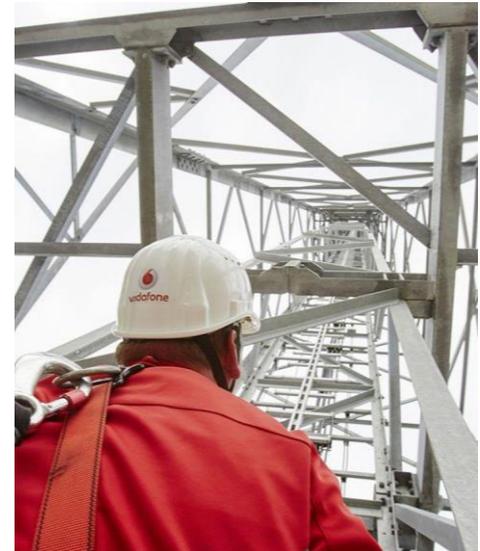
We are fully committed and our network teams are working hard to restore services in any of the areas where our customers have been impacted by Storm Éowyn. If you've been without electricity and it has now been restored, here's some steps you can take to get back online:

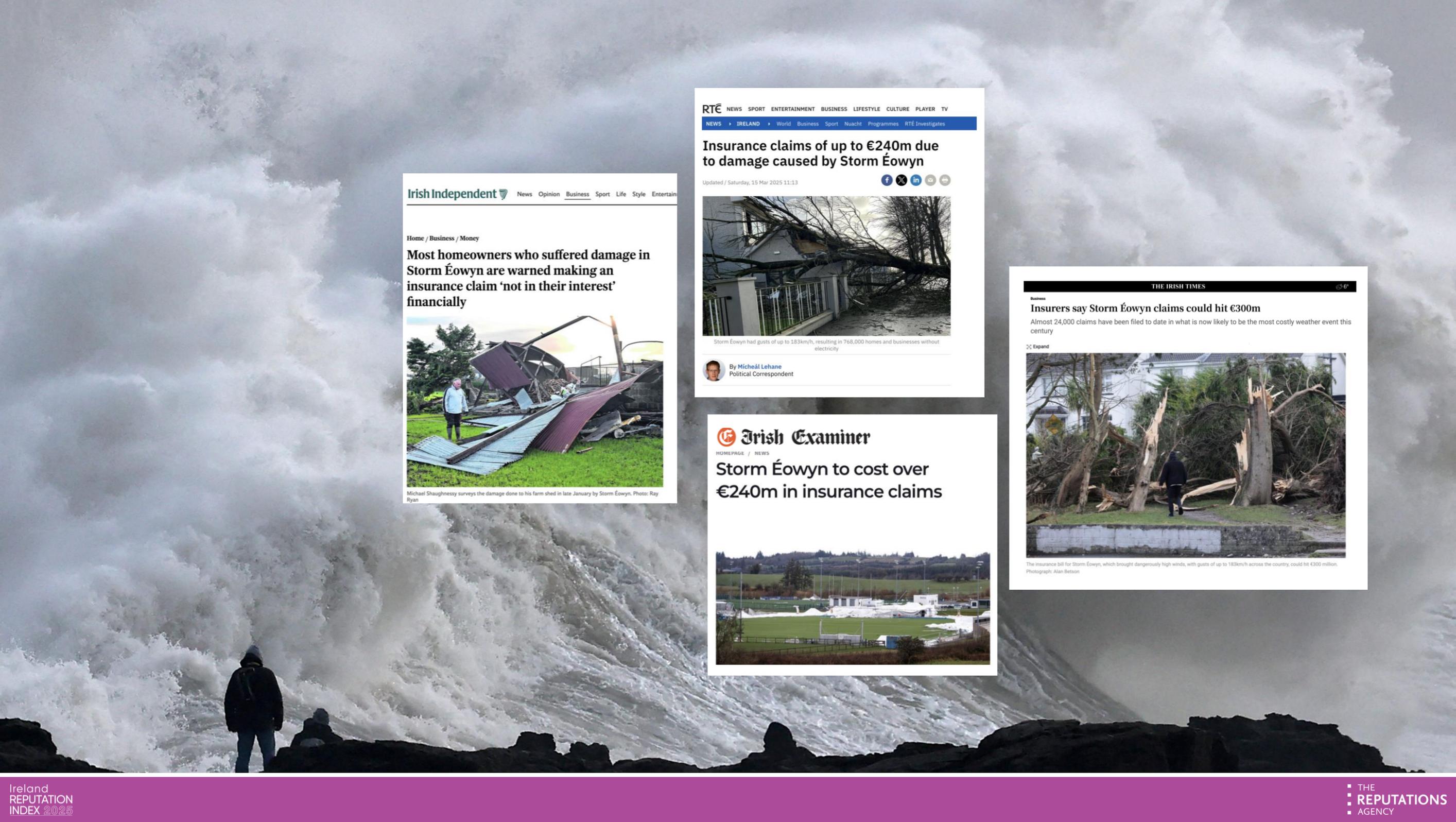
- If the ESB has restored power to your home, you may need to reboot your modem to restore service
- If there is a fault in your area, you will receive confirmation from us via text to let you know we are working to restore service. You don't need to do anything else
- Make sure to check in on vulnerable neighbours to ensure they're back online also
- If you require any support during this time, our teams are still available on 1907



For those areas still affected by storm Éowyn our post people are available to check in on anyone you're concerned about in your area.

an post
For your world





Irish Independent News Opinion Business Sport Life Style Entertainment

Home / Business / Money

Most homeowners who suffered damage in Storm Éowyn are warned making an insurance claim 'not in their interest' financially



Michael Shaughnessy surveys the damage done to his farm shed in late January by Storm Éowyn. Photo: Ray Ryan

RTÉ NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE PLAYER TV

NEWS IRELAND World Business Sport Nuacht Programmes RTÉ Investigates

Insurance claims of up to €240m due to damage caused by Storm Éowyn

Updated / Saturday, 15 Mar 2025 11:13



Storm Éowyn had gusts of up to 183km/h, resulting in 768,000 homes and businesses without electricity

By **Micheál Lehane**
Political Correspondent

Irish Examiner
HOMEPAGE / NEWS

Storm Éowyn to cost over €240m in insurance claims



THE IRISH TIMES

Business

Insurers say Storm Éowyn claims could hit €300m

Almost 24,000 claims have been filed to date in what is now likely to be the most costly weather event this century

Expand



The insurance bill for Storm Éowyn, which brought dangerously high winds, with gusts of up to 183km/h across the country, could hit €300 million. Photograph: Alan Betson

4. Building Reputation Takes Time



5. Strategy Rooted in Knowledge



Forests for wood

Forests for people

Forests for nature

Forests for climate

A Greener Future for All



The critical role of forests



Forests for climate

- Create new forests which will sink more carbon
- Manage our estate to increase carbon storage
- Redesign peatland forests
- Generate renewable energy to power homes



Forests for nature

- Increase the area managed primarily for biodiversity
- Enhance and restore existing biodiversity value
- Transform areas of our estate to create new habitats



Forests for wood

- Provide a sustainable supply of certified timber
- Promote the increased use of wood products
- Develop new innovative high-value wood products



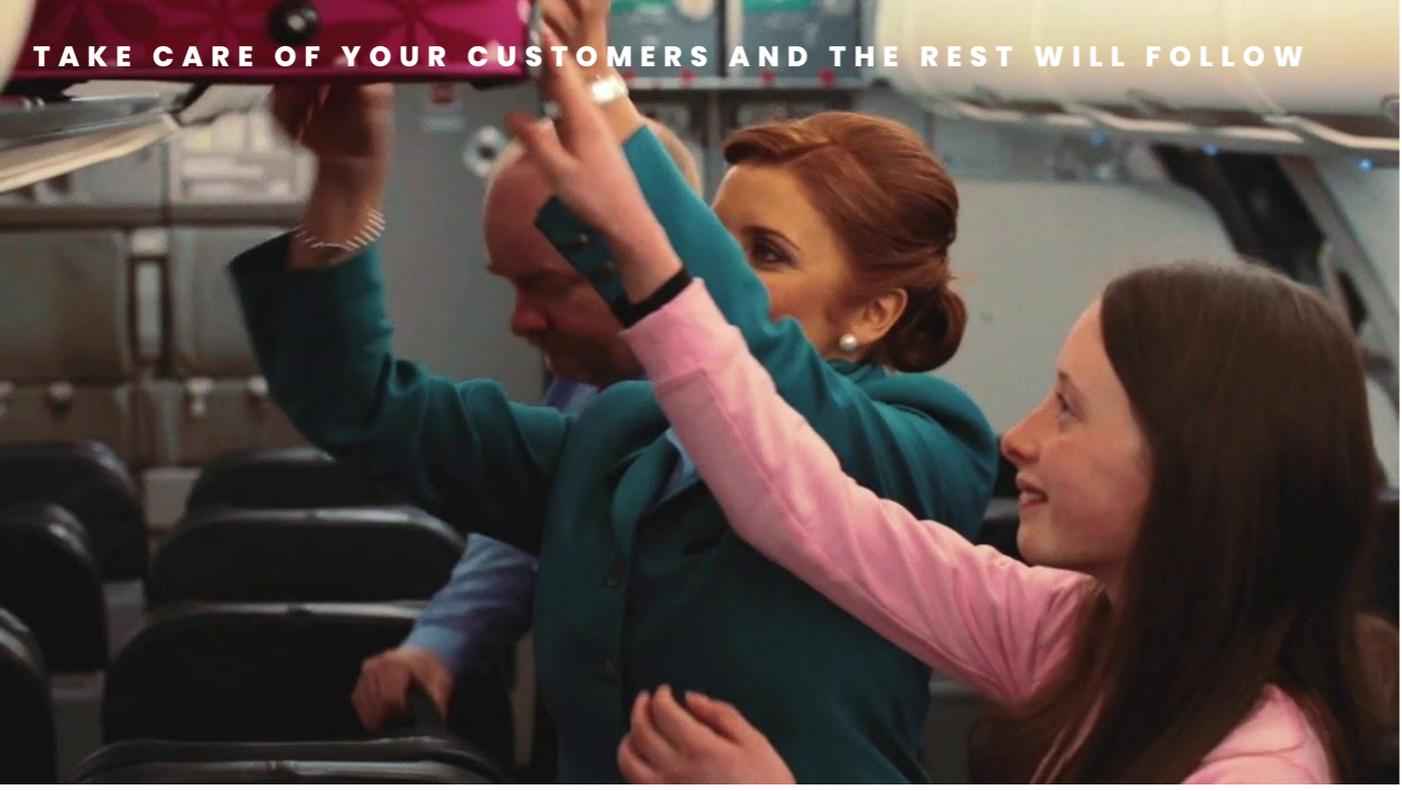
Forests for people

- Provide more recreation areas to benefit wellbeing
- Enable world class visitor destinations for tourism
- Create new jobs in rural communities



6.

**Take Care of your Customers
and the rest will follow....**



7.

Reputational Leaders lean into their Irishness

Ireland Reputation Index 2025

1-10	2010	2023	2024	2025
1	GOOGLE	82.2  CREDIT UNIONS	82.8  CREDIT UNIONS	84.2  CREDIT UNIONS
2	KELLOGG'S	82.0  AN POST	80.8 LIDL	79.2  AN POST
3	BMW	81.1  BORD BIA	80.6 BOOTS	79.5 BOOTS
4	MARKS & SPENCER	81.0 TOYOTA	78.9  AN POST	78.7 AER LINGUS
5	NOKIA	80.3  BLACKROCK CLINIC	77.7 TOYOTA	77.7 LIDL
6	APPLE	79.2 ALDI	77.6 SAMSUNG	77.3  BORD BIA
7	 THE IRISH TIMES	78.7  ST VINCENTS	77.6  MATER PRIVATE NETWORK	77.3  DUNNES STORES
8	 NATIONAL LOTTERY	78.1 BOOTS RETAIL	76.1  FÁILTE IRELAND	77.1 TOYOTA
9	INTEL	76.6 LIDL	75.9 REVOLUT	76.9  BON SECOURS HEALTH SYSTEM
10	TOYOTA	76.0 SAMSUNG	75.9  BLACKROCK HEALTHCARE GROUP	76.3  ST. VINCENT'S PRIVATE HOSPITAL



8.

**Exemplars have a
very special DNA**

Key Takeaways

1.

Reputational impact
of the external
environment

2.

Hold firm while the
rest of the world
spins

3.

Reputation is
resilient & protects
against headwinds

4.

Building reputation
takes time

5.

Strategy rooted in
knowledge

6.

Do the right thing
by your customer

7.

Reputation leaders
lean into their
Irishness

8.

Learn from the
Exemplars as they
have a
very special DNA

Keynote
Speaker

**LYNNE
EMBLETON**
CEO

Aer Lingus 



Reputation in Global Uncertainty

OLIVER FREEDMAN

Executive Vice President
APAC and EMEA



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Ireland Reputation Index 2025

Top 100 Ranking

Ireland Reputation Index 2025

Ranked 100 – 91

100



44.1

98



45.4

96



49.4

94



53.8

92



56.5

99



44.9

97



45.5

95



52.7

93



54.7

91



58.8



Ireland Reputation Index 2025

Ranked 90 – 81

90



59.6

88



National Lottery

61.3

86



Pfizer

62.4

84



THE Coca-Cola COMPANY

65.0

82



65.2

89



Maxol

60.7

87



MEDIAHUIS

62.2

85



Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem

63.7

83



enÉrgia

65.1

81



applegreen

65.5



Ireland Reputation Index 2025

Ranked 80 - 71

80
 **Dublin Bus**
65.6

78
 **AIB**
65.6

76
Johnson & Johnson
Innovative Medicine
65.8

74
 **sse**
Airtricity
66.0

72
 **Grant Thornton**
66.4

79
 **Deloitte.**
65.6

77
 **3**
65.8

75
 **Bus Éireann**
65.9

73
ptsb
66.3

71
daa 
66.9



Ireland Reputation Index 2025

Ranked 70 – 61

70



66.9

68



67.0

66

PENNEYS

67.4

64



67.6

62



67.8

69



67.0

67



67.2

65



67.4

63

Bord na Móna

67.7

61



67.8



Ireland Reputation Index 2025

Ranked 60 – 51

60



68.3

58

DIAGEO

68.6

56



An Garda Síochána
Ireland's National Police & Security Service

69.2

54



69.5

52



69.7

59



68.3

57



68.8

55



69.4

53



69.6

51

THE IRISH TIMES

69.8



Ireland Reputation Index 2025

Ranked 50 - 41

50



69.9

48



70.2

46

BROWN THOMAS

70.5

44



70.6

42



70.7

49



70.0

47



70.3

45



70.5

43



70.7

41



70.9



Ireland Reputation Index 2025

Ranked 40 - 31

40



71.1

38



71.3

36



72.1

34



72.2

32



72.4

39



71.2

37



71.8

35



72.1

33



72.4

31



72.5



Ireland Reputation Index 2025

Ranked 30 – 21

30



72.8

28



73.1

26



73.5

24



74.1

22



74.4

29



73.1

27



73.2

25



73.7

23



74.2

21



74.4



Ireland Reputation Index 2025

Ranked 20 – 11

20



Marketing the island of Ireland

74.8

18



75.1

16



75.6

14



75.8

12



76.1

19



74.9

17



75.3

15



75.7

13



75.9

11



76.2





Ireland Reputation Index 2025

Ranked 10 – 6

10



ST. VINCENT'S PRIVATE HOSPITAL
Elm Park

76.3

8



78.2

6

BORD BIA
IRISH FOOD BOARD

78.6

9



BON SECOURS HEALTH SYSTEM

78.2

7

DUNNES STORES

78.6



Ireland REPUTATION INDEX 2025

Top Five



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5TH PLACE



THE
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AGENCY





Ireland
REPUTATION
INDEX 2025

4TH PLACE

Aer Lingus 

THE REPUTATIONS
AGENCY





Ireland
REPUTATION
INDEX 2025

3RD PLACE

Boots

THE REPUTATIONS
AGENCY





Ireland
REPUTATION
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2ND PLACE

an post

THE REPUTATIONS AGENCY

an post | Making better happen



For those areas still affected by storm Eowyn our post people are available to check in on anyone you're concerned about in your area.

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WINNER

Credit Union

THE REPUTATIONS
AGENCY



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Thank you.