

Ireland  
RepTrak®

CELEBRATING  
**12**  
YEARS OF  
REPUTATION

# Reputational Leadership -Niamh Boyle Introductory remarks

# The largest normative database on corporate reputation in Ireland.



**16,250+**

INDIVIDUAL  
RATINGS



**100**

ORGANISATIONS



**>6,500**

INFORMED  
GENERAL PUBLIC

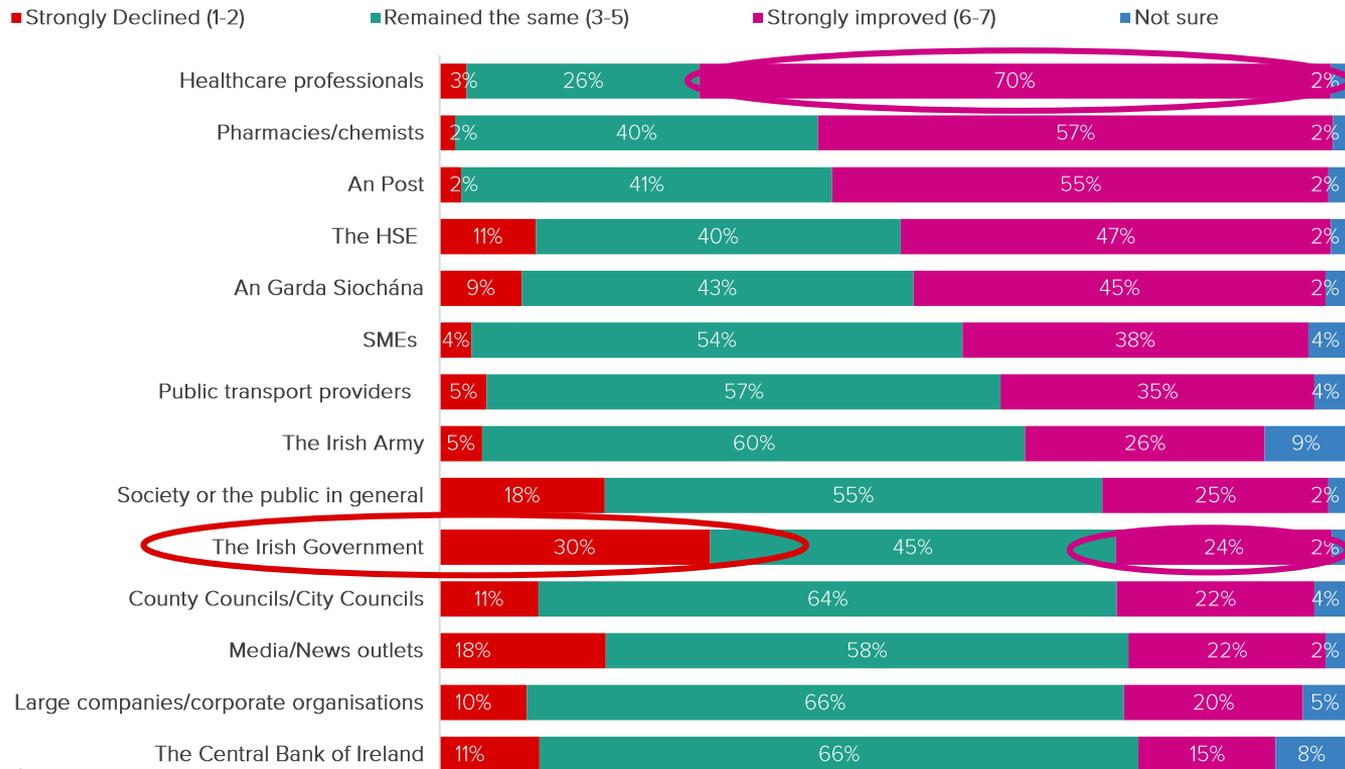


**2+ MONTHS**

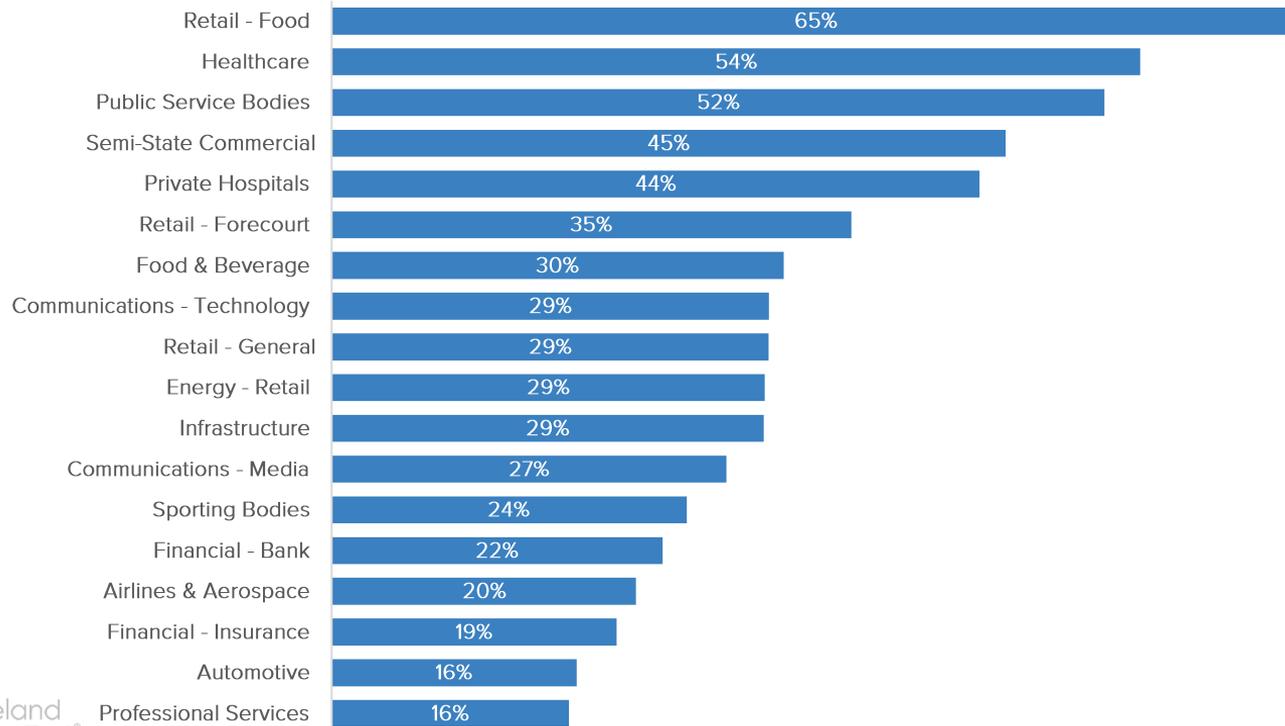
21<sup>ST</sup> JANUARY -  
29<sup>TH</sup> MARCH 2021

|  |   |  |  |   |   |   |  |  |  |
|--|---|--|--|---|---|---|--|--|--|
|  Aer Lingus                      |  AIB                            |  ALDI  |  Allianz            |  An Garda Síochána<br>POLICE   |  an post                                  |  Apple                             |  applegreen                                       |  AVIVA                             |  AXA                             |
|  Bank of Ireland               |  Beacon Hospital               |  Blackrock Clinic                                     |  BMW              |  BON SECOURS<br>HEALTH SYSTEM  |  Boots                                  |  BORD BIA<br>IRISH FOOD BOARD    |  Bord Gáis<br>Energy                            |  BORD GÁ MÓNA<br>Naturally Driven |  BROWN THOMAS                   |
|  Bus Éireann                   |  Centra                        |  Banc Ceannais na hÉireann<br>Central Bank of Ireland |  CIRCLE K         |  Coca-Cola   |  COILLTE<br>GROW • TRANSFORM • SUSTAIN |  Communicorp media               |  Credit Union                                   |  daa                              |  Deloitte                       |
|  DIAGEO                        |  Dublin Bus                    |  DublinAirport  |  DUNNES<br>STORES |  EBS   |  eir                                    |  EIRGRID<br>GROUP                |  electric<br>Ireland                            |  enèrgia                          |  ENTERPRISE<br>IRELAND          |
|  ESB Energy for<br>generations |  EY                            |  FACEBOOK   |  FAI              |  Fáilte Ireland<br>Fáilte • Fáilte • Fáilte                              |  FBD<br>INSURANCE                       |  Ford                            |  GAA  |  Gas Networks<br>Ireland          |  glanbia                        |
|  Google                        |  Grant Thornton                |  gsk  |  HEINEKEN         |  HSE<br>Fídhionannacht na Seirbhíse Síocháin<br>Health Service Executive |  IDA Ireland                            |  INM Independent<br>News & Media |  Irish Distillers<br>Pernod Board               |  Irish Life                       |  UISCE<br>IRISH WHISKY<br>WATER |
|  IRFU                          |  Iarnród Éireann<br>Irish Rail |  THE IRISH TIMES                                      |  KBC              |  Kellogg's   |  KERRY                                  |  KPMG                            |  Laya<br>healthcare                             |  LIDL                             |  LinkedIn                       |
|  LloydsPharmacy                |  M&S<br>EST. 1884              |  Mater<br>Private<br>Network                          |  MAXOL            |  Microsoft   |  National<br>Lottery                    |  PENNEYS<br>CORPORATE PARTNER    |  permanent tsb                                  |  Pfizer                           |  |
|  pwc                           |  RTÉ                           |  RYANAIR  |  SAMSUNG          |  sky   |  SPAR                                   |  sse                             |  ST. VINCENT'S<br>PRIVATE HOSPITAL<br>EST. 1861 |  SuperValu                        |  TESCO                          |
|  TEXACO                       |  Three.ie                     |  Tourism<br>Ireland                                  |  Toyota          |  Ulster<br>Bank   |  Vhi<br>HEALTH CARE                    |  virginia<br>media              |  vodafone                                     |  VW                              |  ZURICH                       |

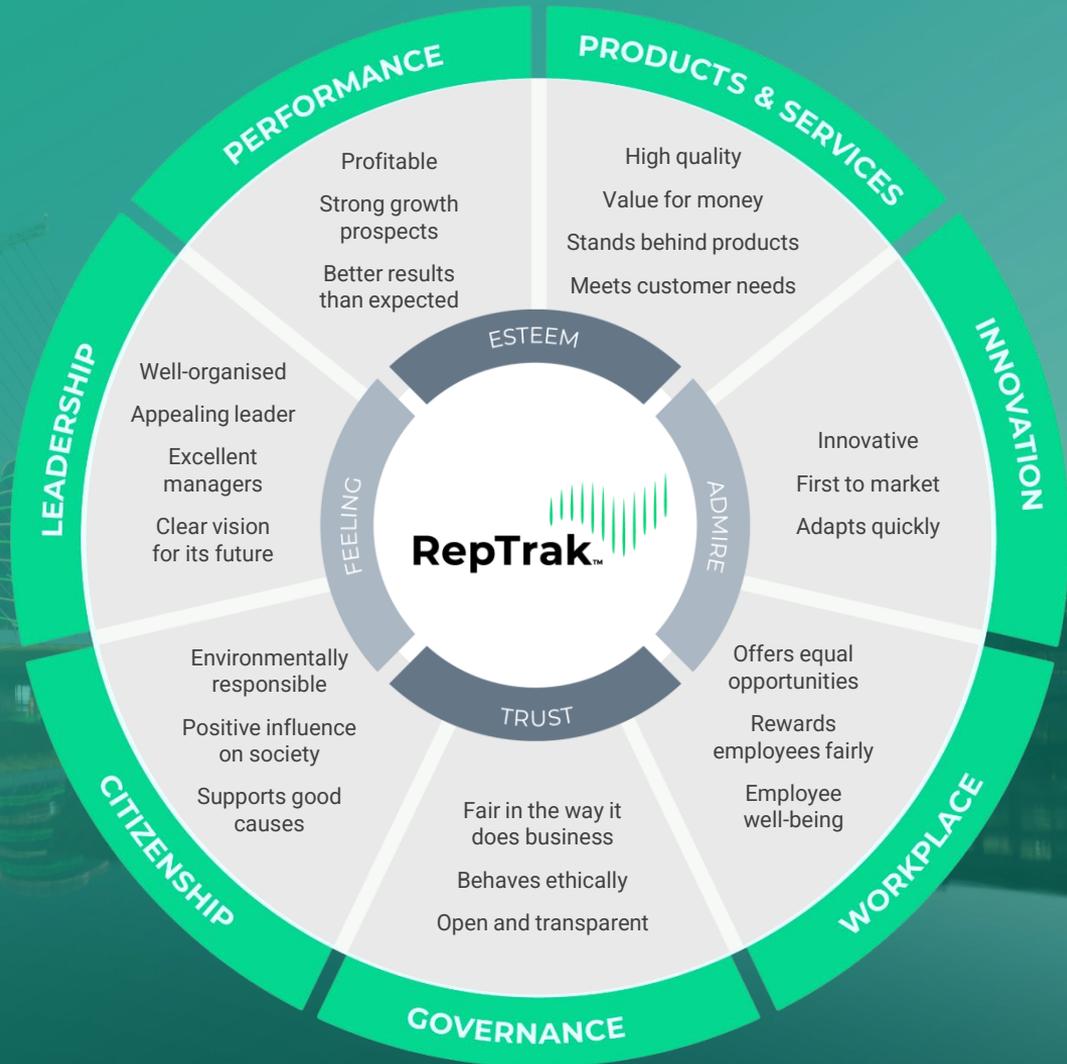
# Public perception of organisations during Covid



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



# REPTRAK<sup>®</sup> IS THE COMPLETE BUSINESS INTELLIGENCE SYSTEM



# THE REPTRAK® MODEL COMPLETE BUSINESS INTELLIGENCE SYSTEM

## 1. REPTRAK® PULSE

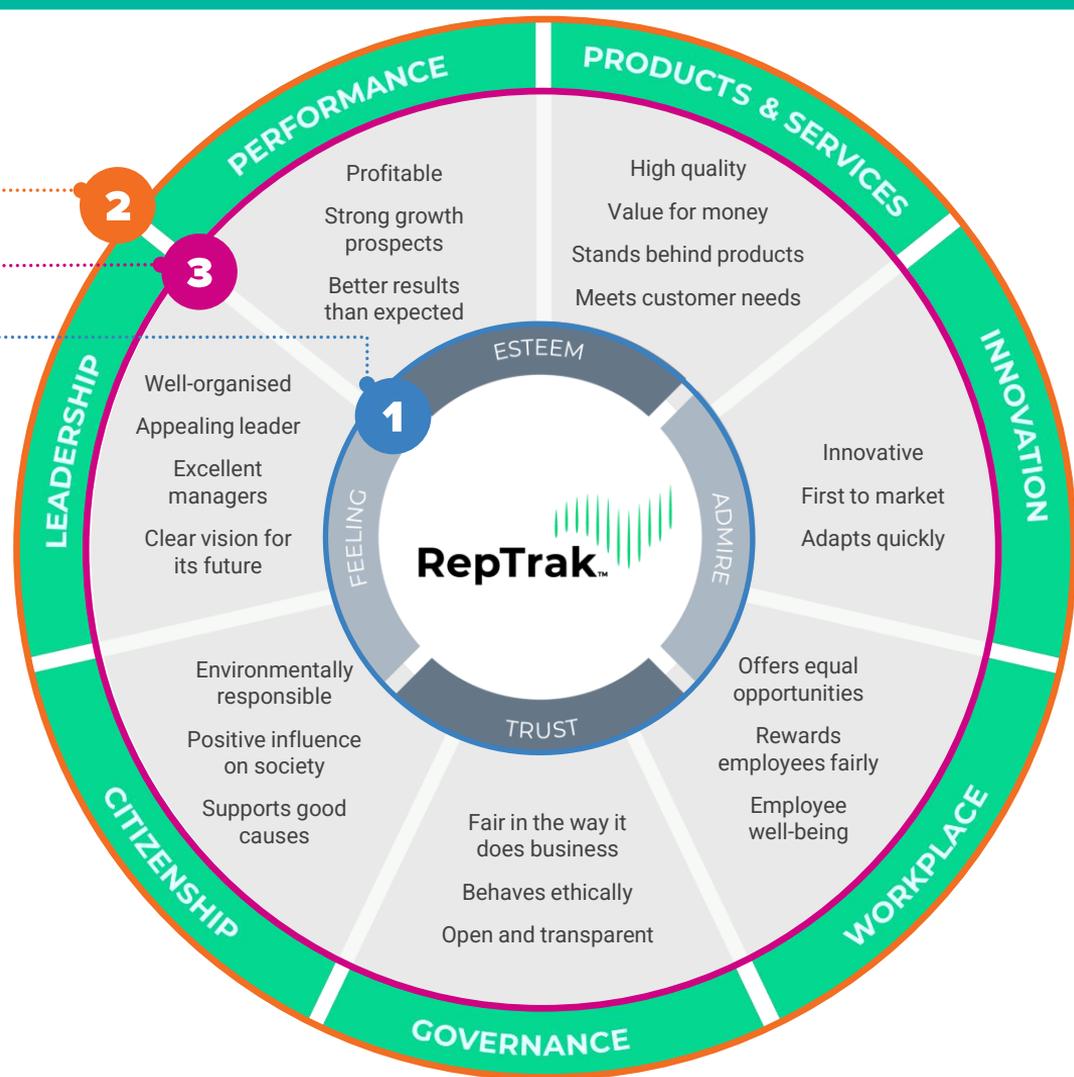
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

## 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

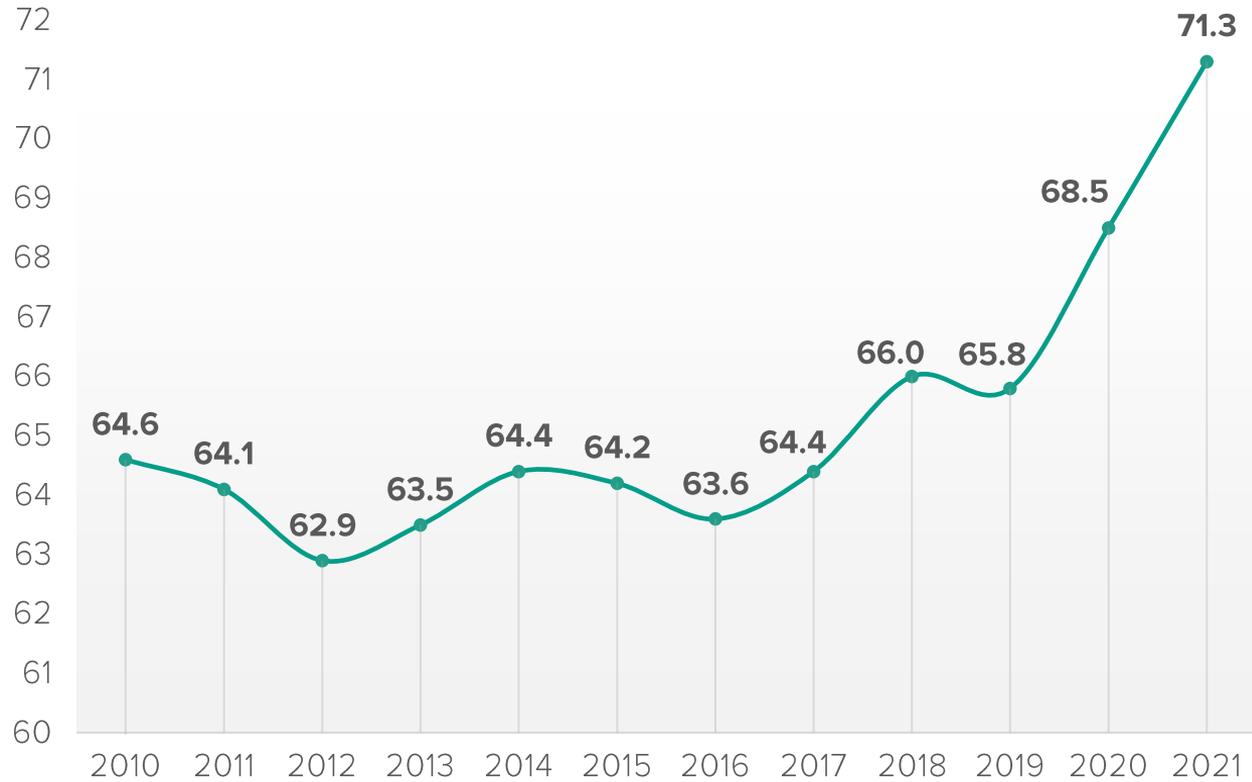
Support post-crisis recovery

Reduce cost of capital

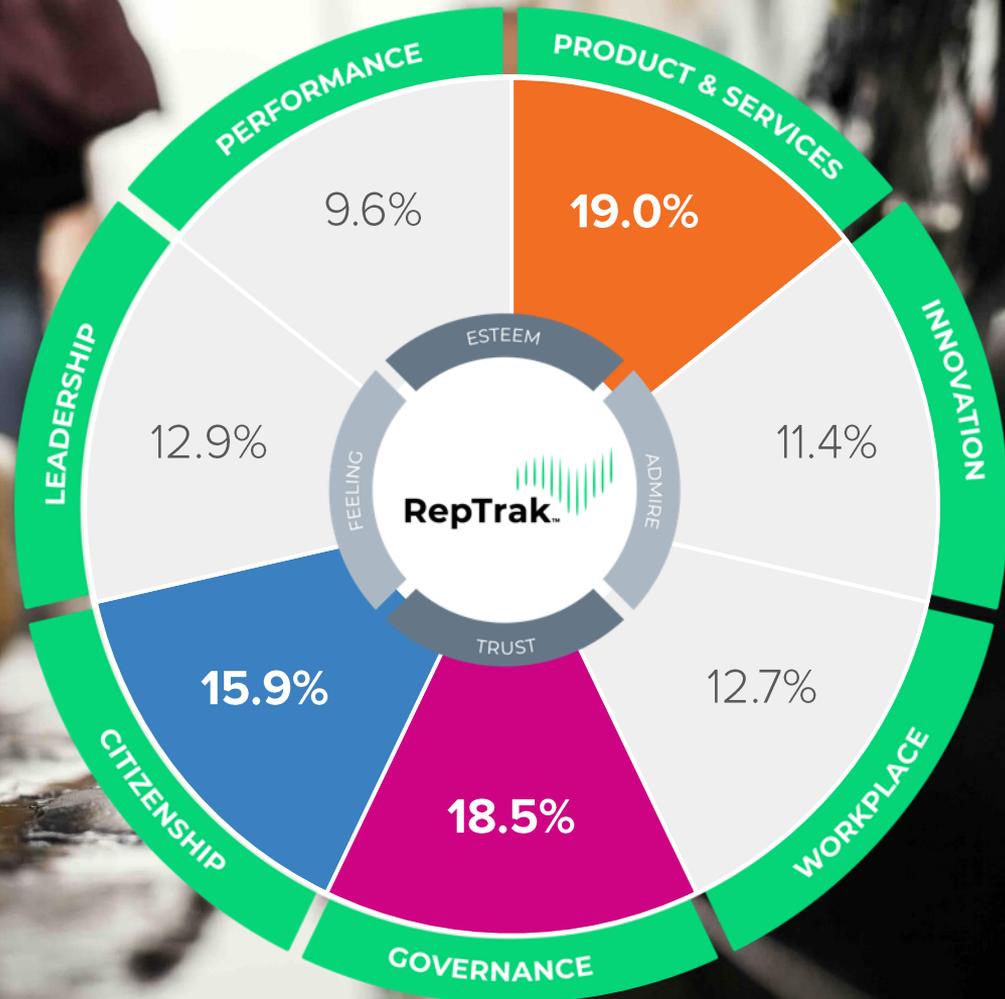
Support entry into new markets

# IRELAND REPTRAK<sup>®</sup> 2021 TRENDLINE

Tracking the average Ireland RepTrak<sup>®</sup> Pulse score across all companies over twelve years



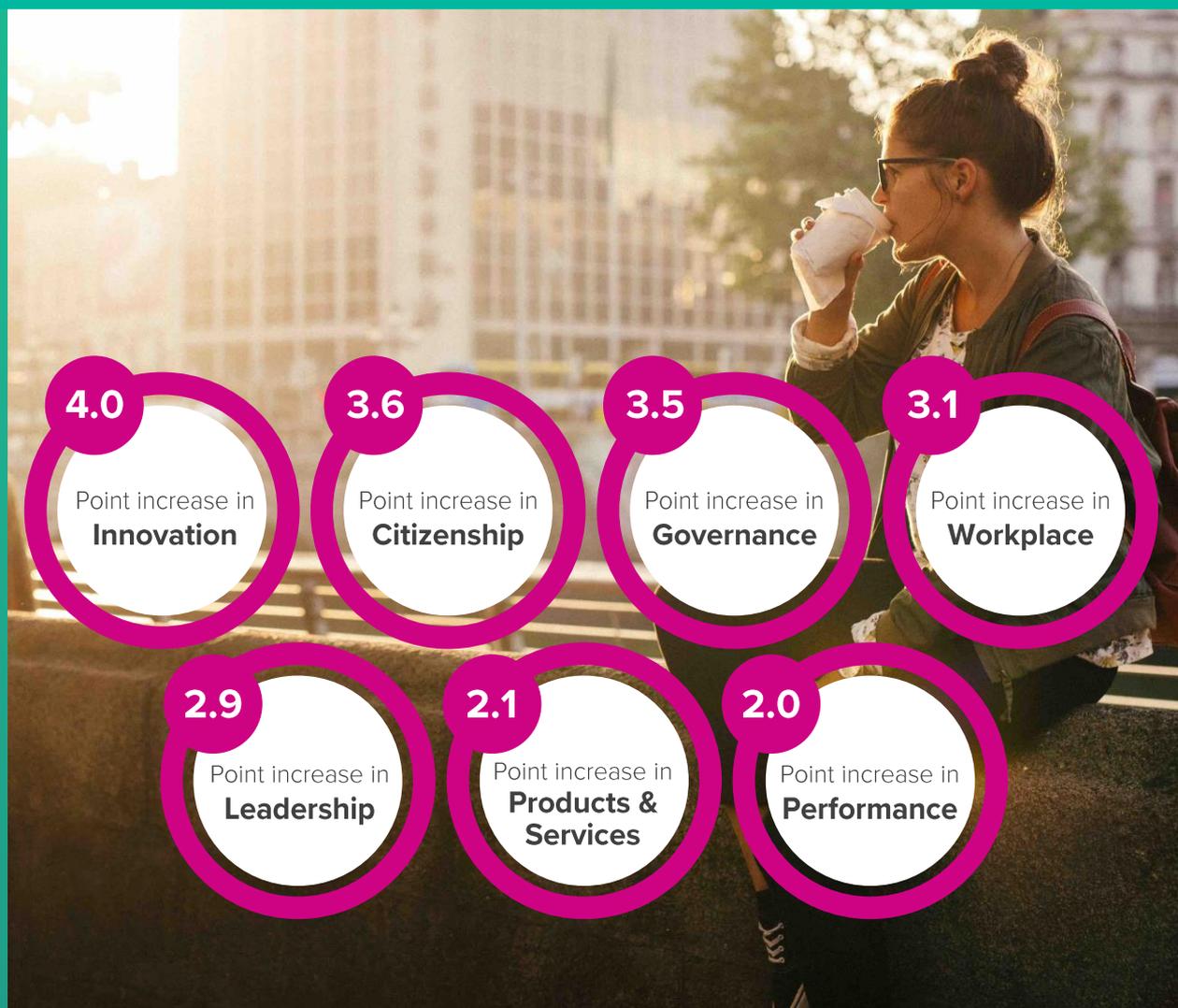
# DRIVERS OF REPUTATION IN IRELAND 2021



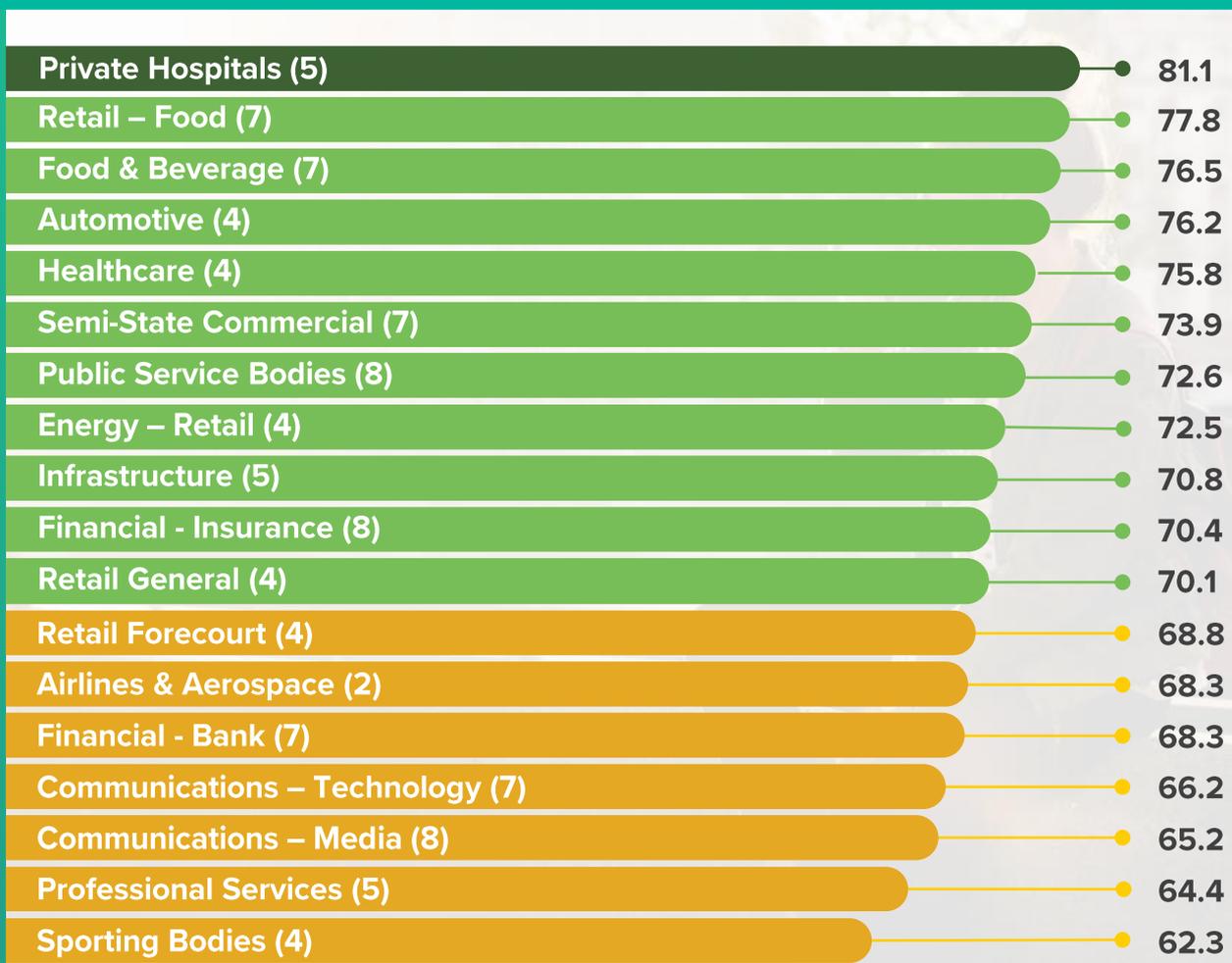
# CSR AND INNOVATION DROVE REPUTATION IN 2021

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

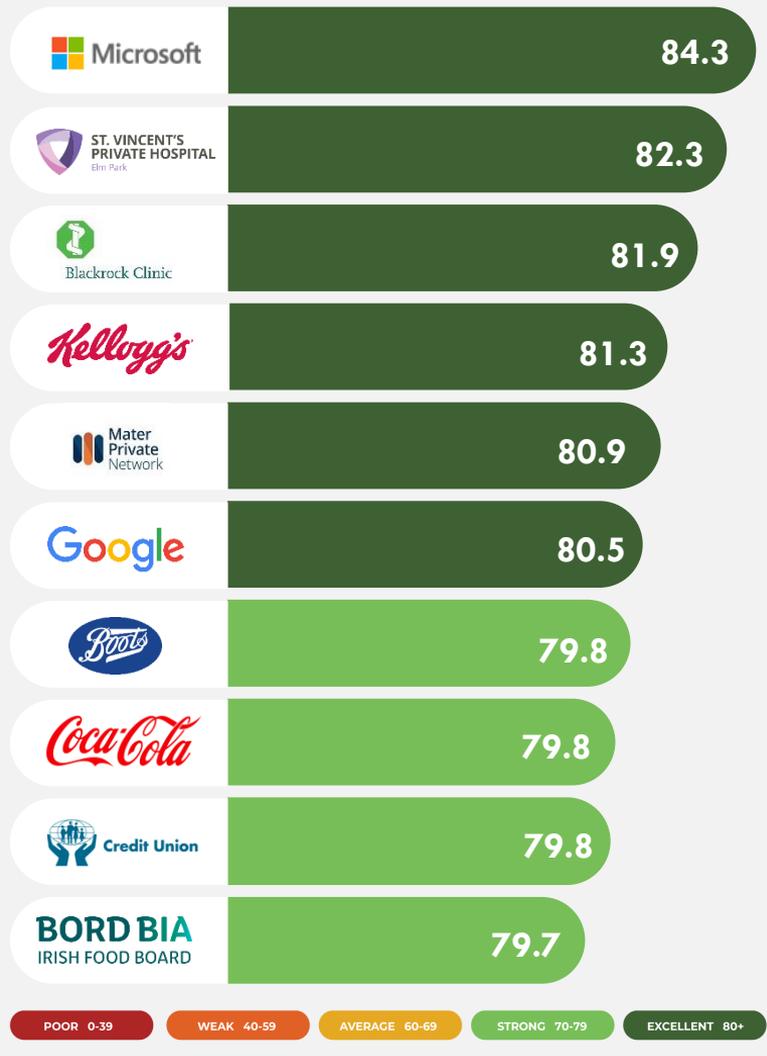


# Be friendly, hard-working, genuine, exciting and caring

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

# THE TOP 10 ORGANISATIONS IN IRELAND

## THE LEADERS WITHIN LEADERSHIP



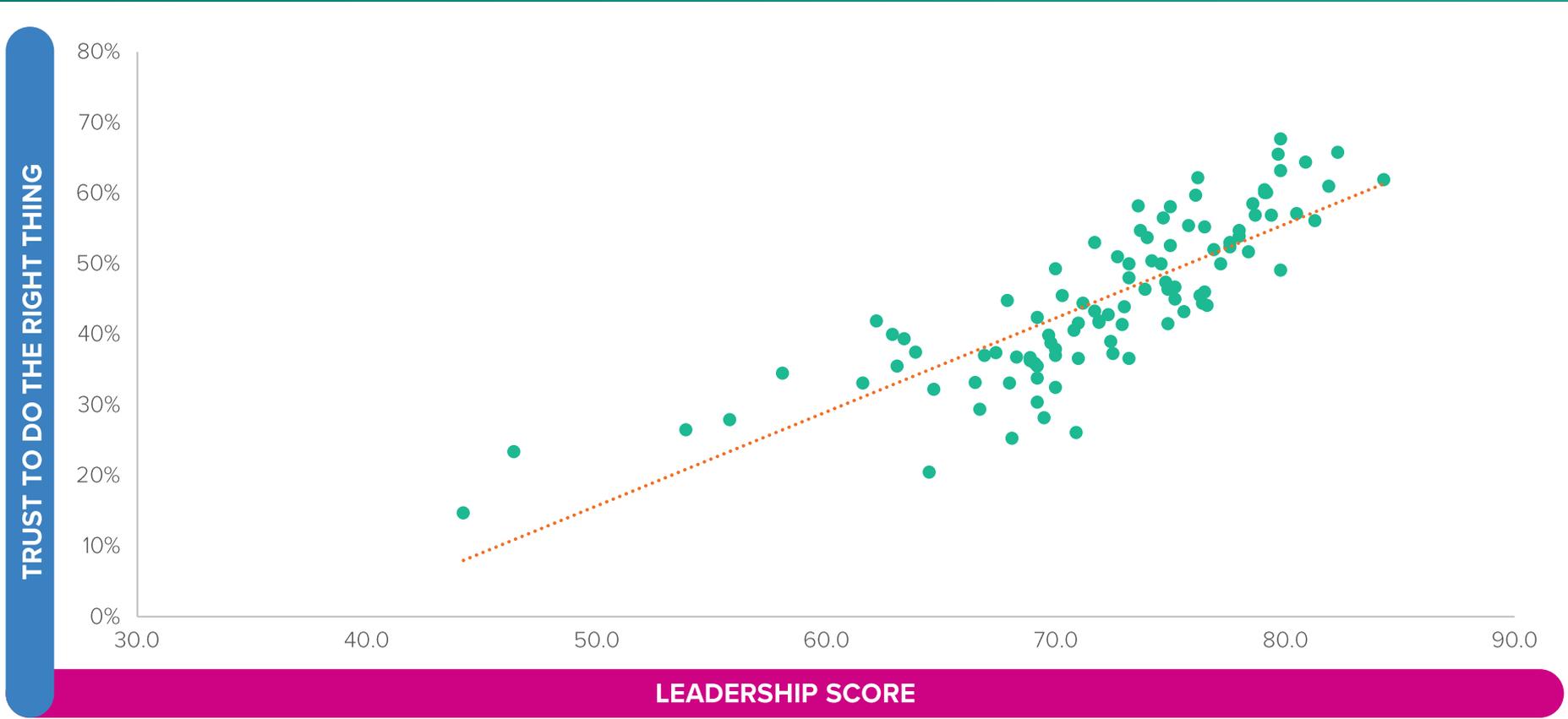
# Perceptions of Leadership Build Reputation

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



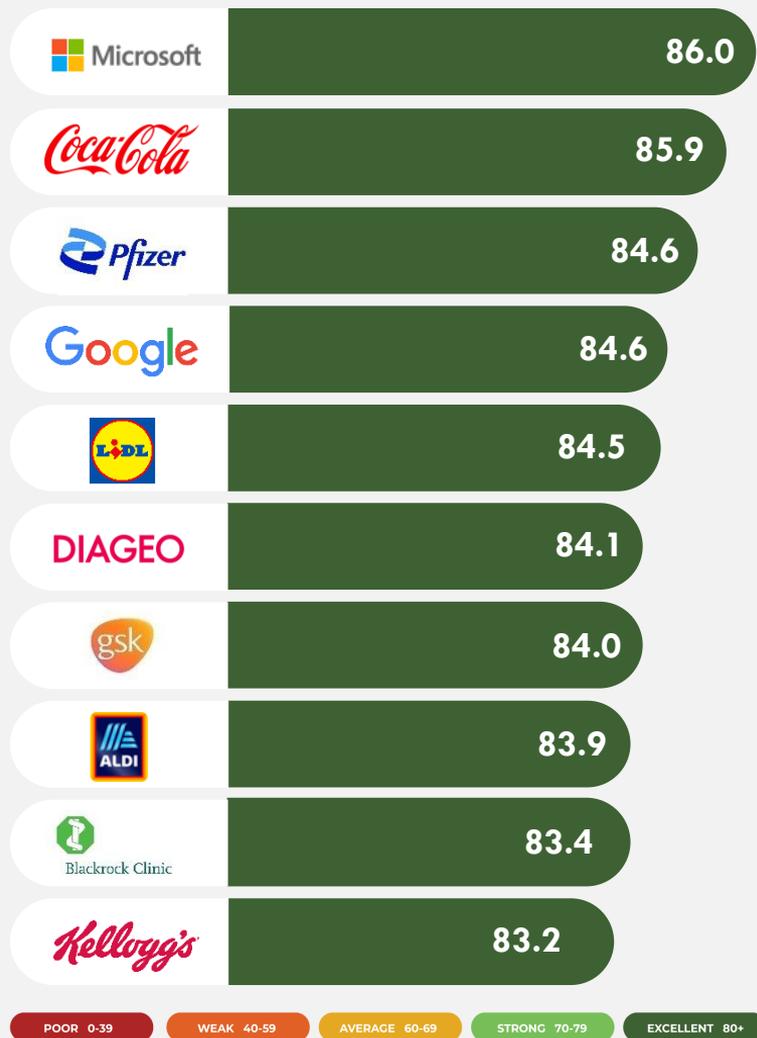
# Perceptions of Leadership Build Trust

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



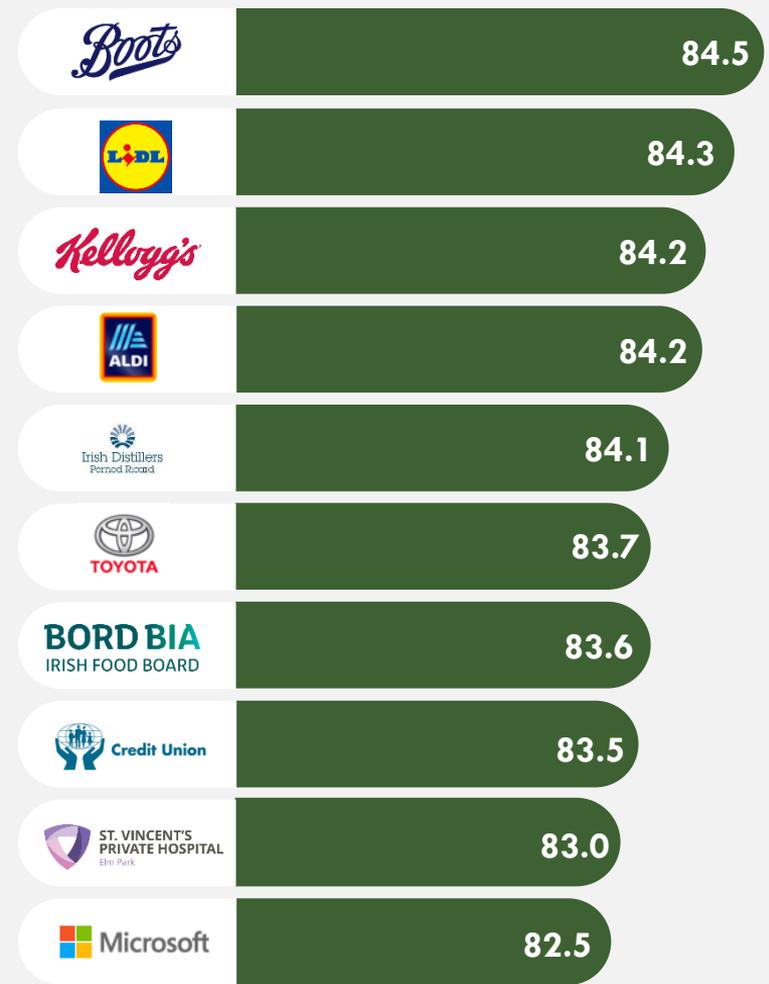
# THE TOP 10 ORGANISATIONS IN IRELAND

## THE LEADERS WITHIN PERFORMANCE



# THE TOP 10 ORGANISATIONS IN IRELAND

## THE LEADERS WITHIN PRODUCTS AND SERVICES



POOR 0-39

WEAK 40-59

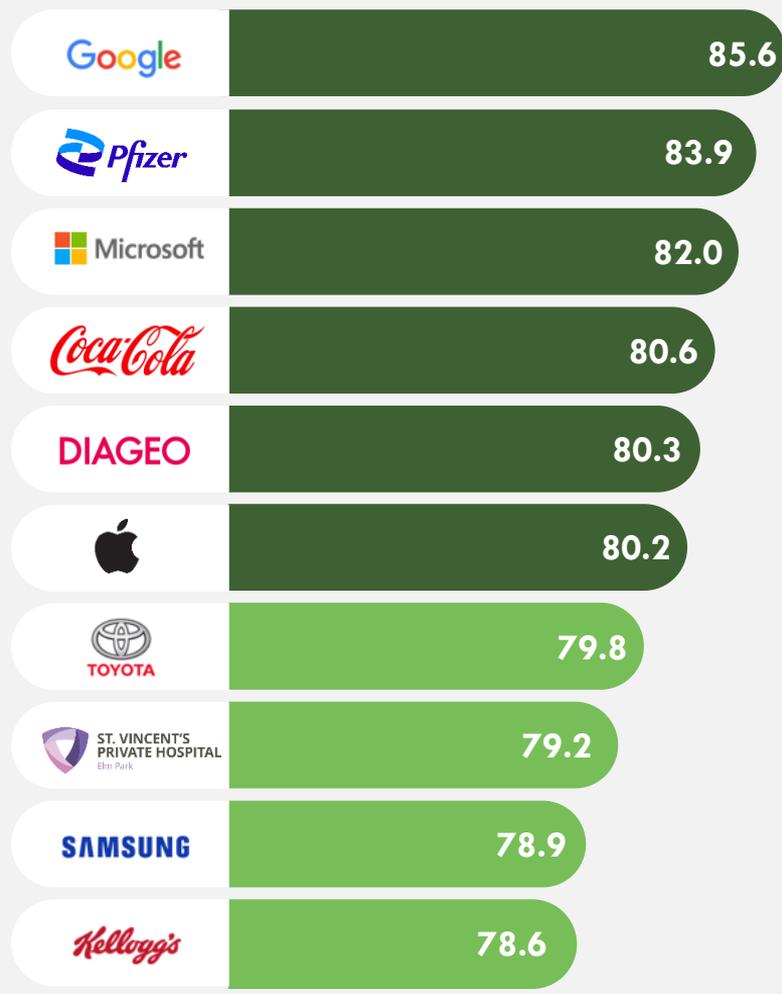
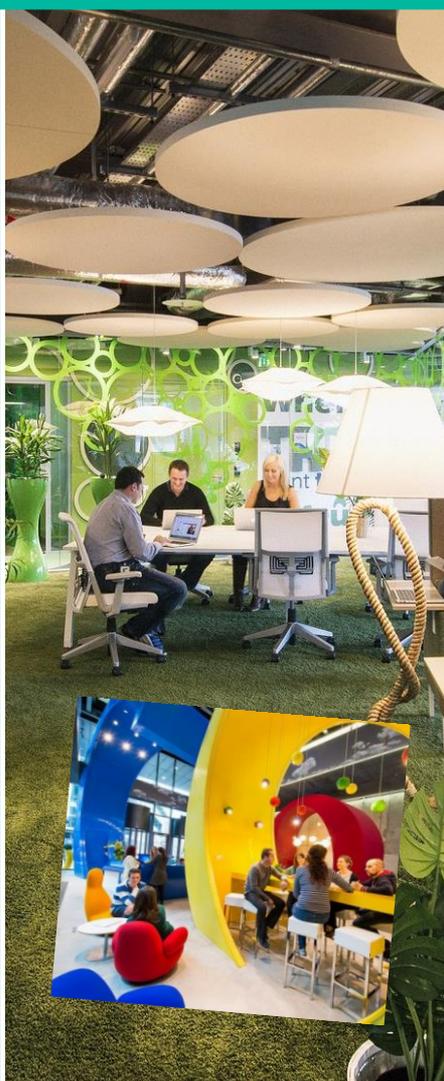
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# THE TOP 10 ORGANISATIONS IN IRELAND

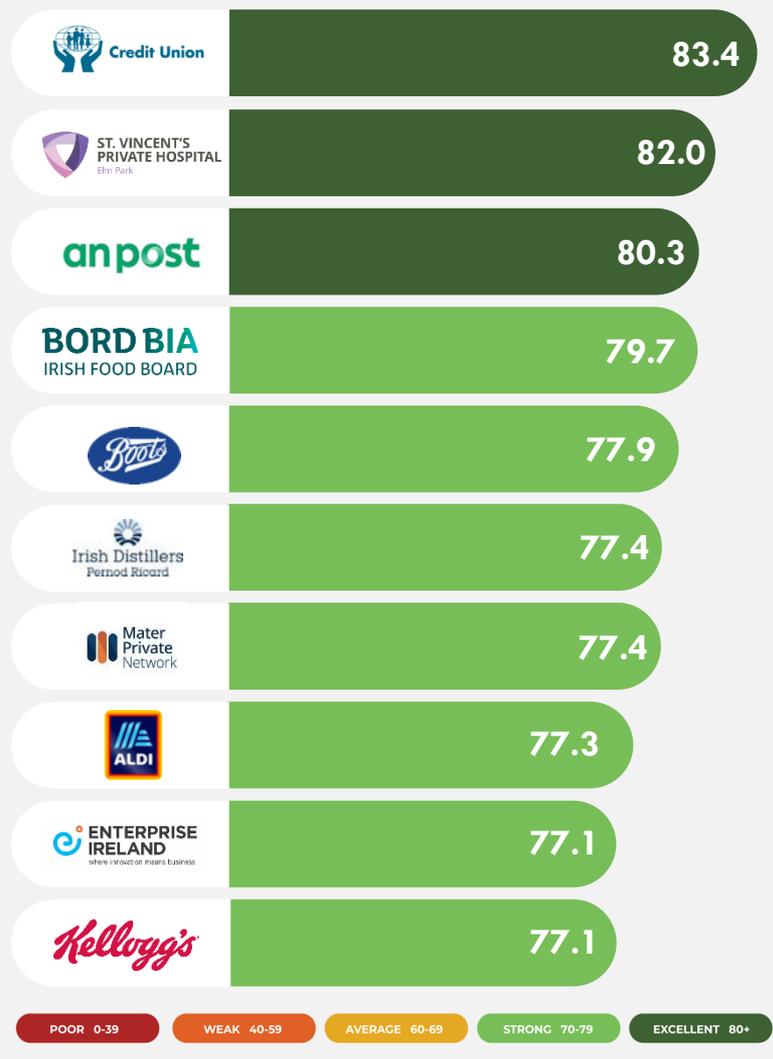
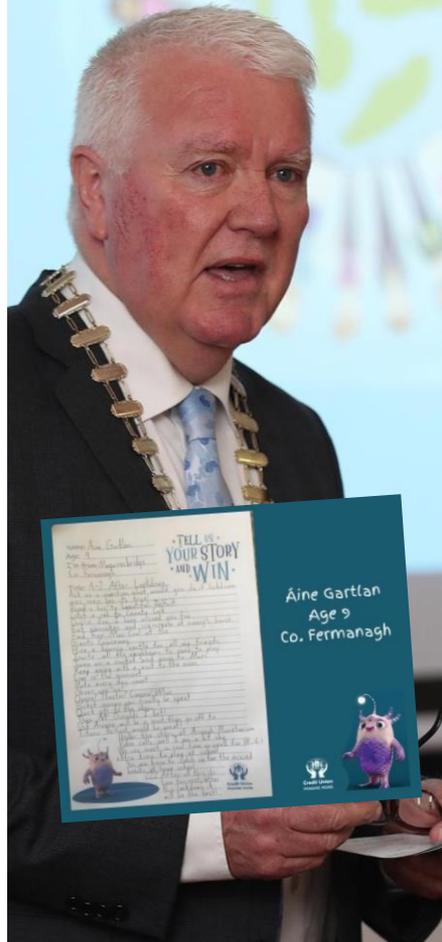
## THE LEADERS WITHIN INNOVATION



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

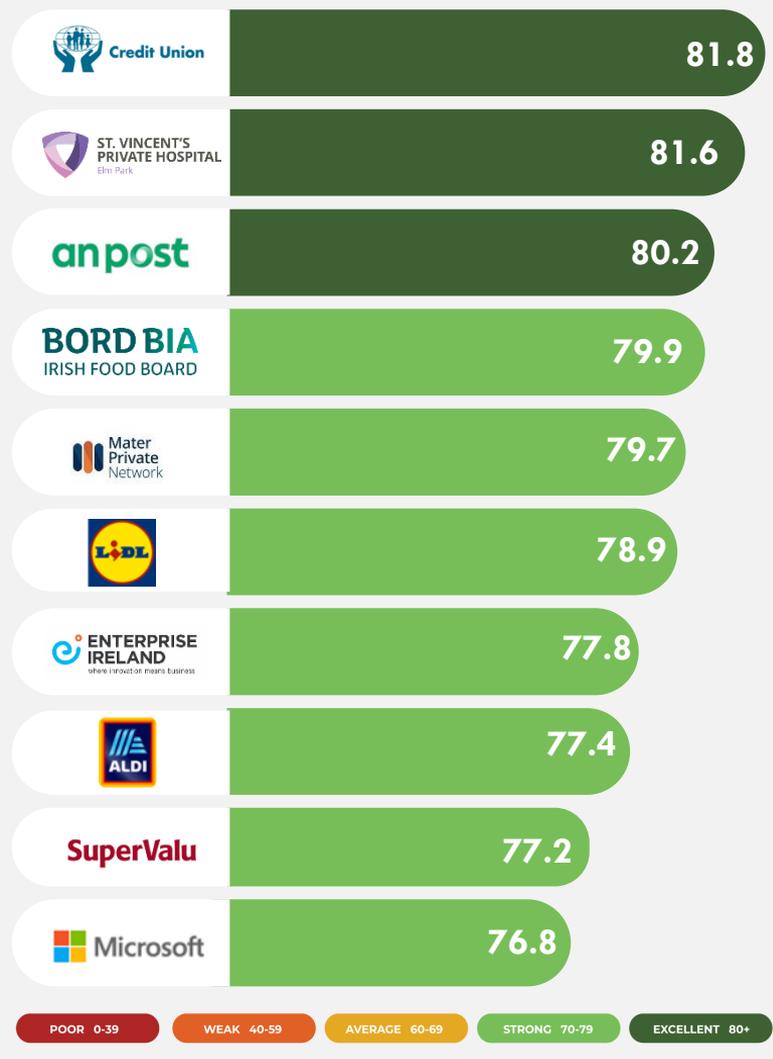
# THE TOP 10 ORGANISATIONS IN IRELAND

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

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2021

## RANKED 80 - 61

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

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

# REPTRAK® PULSE 2021

## RANKED 60 - 41

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



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.



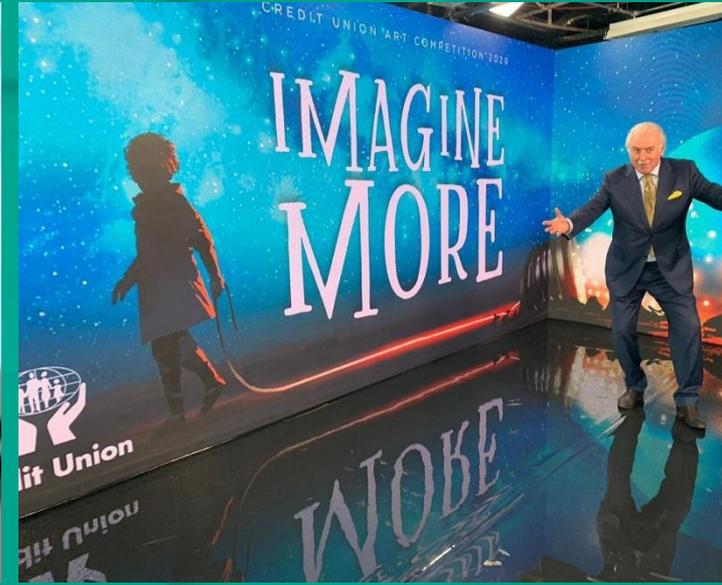
an  
post



2.



Credit Union



1.



# BORD BIA

IRISH FOOD BOARD



Ireland  
RepTrak<sup>®</sup>

CELEBRATING  
**12**  
YEARS OF  
REPUTATION

## Niamh Boyle - **END/Summary**

- To take a moment to reflect on this morning's content, there isn't a chief executive or business leader who doesn't focus on the fundamental drivers of their organisation's success. But outstanding leaders also measure the intangibles that play a part in driving their corporate success: trust and respect; integrity and ethics; respect for stakeholders and their environment. They know the importance of reputation.
- Understanding each of the components that build a reputation, and access to the right data and analysis means that the C-Suite is armed with the tools to protect and build their organisations. Through reputation analysis we can predict the actions your stakeholders will take, and what strategies will push the needle to grow your business.
- I want to thank you for your time this morning and most particular thank our wonderful speakers for their insights on Reputational Leadership.
- Details of the report as well as a recording of today's event will be sent you all later today and will also be available on our website.
- Thank you again and enjoy the rest of your day