

October 2018

## **Ireland RepTrak® 2019**

### **Reputation matters – it builds support with key stakeholders and delivers tangible business results**

For the tenth consecutive year, The Reputations Agency, with our global partners, Reputation Institute, will be conducting our annual **Ireland RepTrak® study** from early January to early March 2019. We will conduct surveys with over 5,000 members of the general public aged 18-64 throughout the Republic of Ireland.

All CEO's focus on the fundamental business drivers - the P&L, the balance sheet, earnings growth, return on assets. Outstanding leaders also measure the intangibles that drive corporate success: trust and respect; integrity and ethics; and respect for society and the environment. They understand the importance of reputation. Our Ireland RepTrak® study equips the C-Suite with the right reputation data and insight, arming organisations with tools that don't just raise brand awareness, but achieve competitive differentiation, help recruit and retain top talent, and support post-crisis recovery. The data not only predicts the actions stakeholders will take but informs what strategies will push the needle.

**You can register for one of three detailed reports measuring your organisation's reputation against benchmarks of your choice.**

1. **Annual Ireland RepTrak® Q1 2019 Pulse report** – the results of twenty-five questions measuring the emotional and rational health of your reputation along with how supportive the public are of your organisation across a range of scenarios, plus data from the previous four years, where available.
2. **Annual Ireland RepTrak® Q1 2019 DeepDive report**– a rich in-depth report covering over 100 questions including the Pulse study questions, plus an analysis of the unique drivers of your organisation's reputation, scores across the 23 attributes that underpin the seven drivers of reputation, and brand personality analysis, along with a measurement of the effectiveness of your communications strategy and touch points and your CSR programmes – all presented against your chosen benchmarks.
3. **The National Reputation Tracker 2019** – a continuous reputation measurement throughout the 2019 calendar year, which rates your organisation against your chosen benchmarks. This monthly tracker is delivered in four quarterly DeepDive reports accompanied by expert-led workshops.

**New Social-Media audit add on.** We can now audit social media conversations about your organisation and correlate them with the key findings from your RepTrak® report.

We provide other consultancy services to our clients including Multi stakeholder Reputation Audits and Reputation Strategy Development. We also facilitate a Reputation Leaders Network – a premier Irish and global network of senior reputation experts.

**Early-bird bookings attract a significant discount if you book before Friday 23<sup>rd</sup> November 2018.** If you would like to discuss anything about this year's study, you can phone myself, Paul McSharry or Marna Harmey at 01 661 8915. To register for a report, you can phone us, email [Marna Harmey](mailto:Marna.Harmey@reputationsagency.com) or complete and return the order form. We would also be happy to meet with you to discuss the study in more detail.

Yours sincerely,

Niamh Boyle  
Managing Director