

A HIGHER PURPOSE – Highlights Version

Virtual Experience, held 7th May 2020

TODAY'S AGENDA

WELCOME AND KEY INSIGHTS FROM IRELAND REPTRAK 2020

NIAMH BOYLE
MANAGING DIRECTOR
THE REPUTATIONS AGENCY



INTERNATIONAL KEYNOTE ADDRESS

KYLIE WRIGHT-FORD
CEO
THE REPTRAK COMPANY



NEW PURPOSE POWER INDEX STUDY

ANNE BROWNING
HEAD OF BRANDS
THE REPUTATIONS AGENCY



JP SCALLY



MANAGING DIRECTOR
LIDL ROI & NI

BERNADETTE LAVERY



MANAGING DIRECTOR
BOOTS IRELAND

DAVID MCREDMOND



CEO
AN POST

PAUL BAILEY



HEAD OF COMMUNICATIONS &
CUSTOMER EXPERIENCE
IRISH LEAGUE OF CREDIT UNIONS

CATHRIONA HALLAHAN



MANAGING DIRECTOR
MICROSOFT IRELAND

Ireland
RepTrak®

CELEBRATING
11
YEARS OF
REPUTATION

Ireland
RepTrak®

CELEBRATING
11
YEARS OF
REPUTATION

NIAMH BOYLE

MANAGING DIRECTOR
THE REPUTATIONS AGENCY



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Ireland
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JP Scally
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IRELAND REPTRAK®

2020 RESULTS

Ireland
RepTrak®

CELEBRATING
11
YEARS OF
REPUTATION

THE LARGEST NORMATIVE DATABASE ON CORPORATE REPUTATION IN IRELAND.



15,000+
INDIVIDUAL
RATINGS



100
ORGANISATIONS



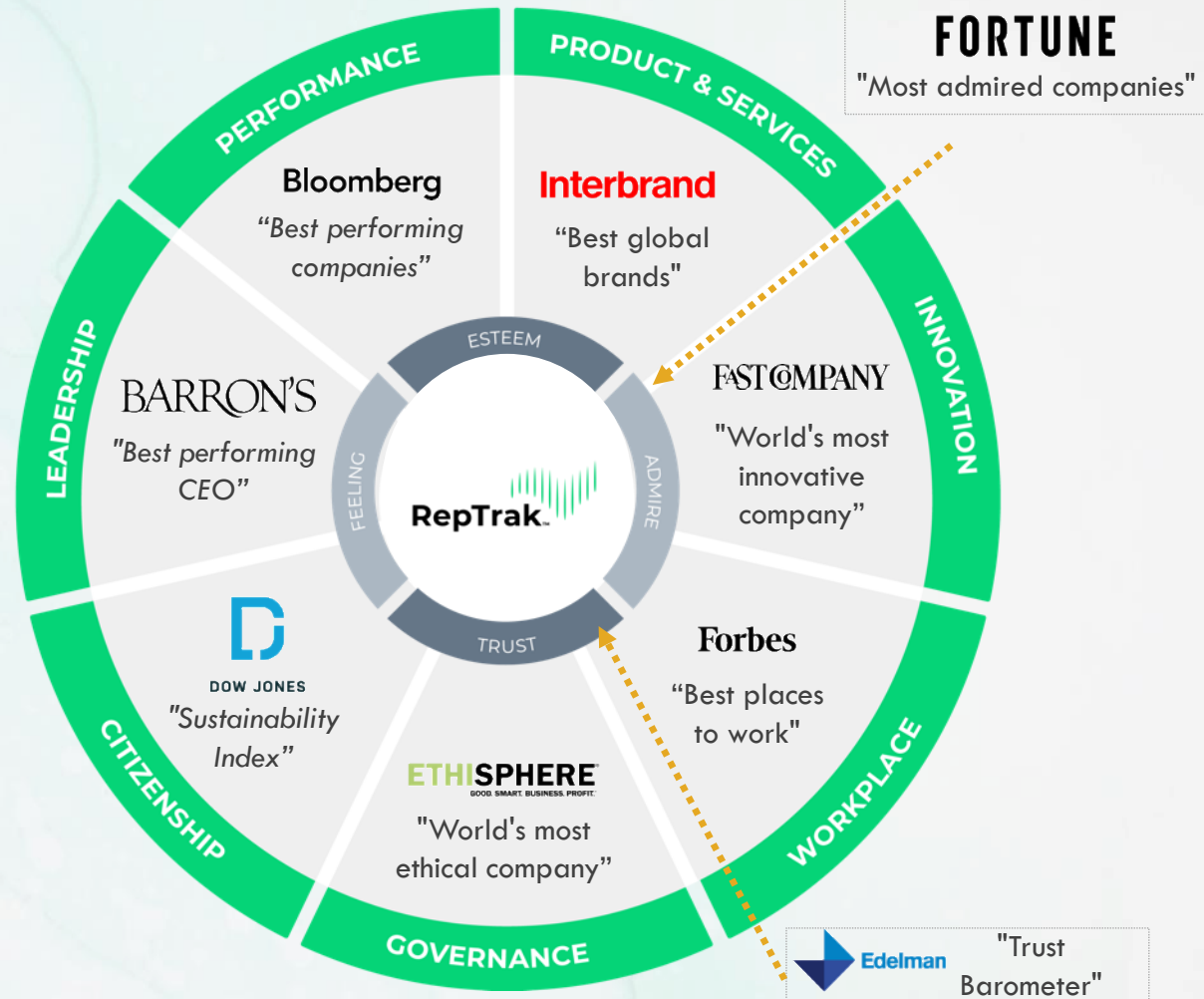
>7,000 INFORMED
GENERAL PUBLIC



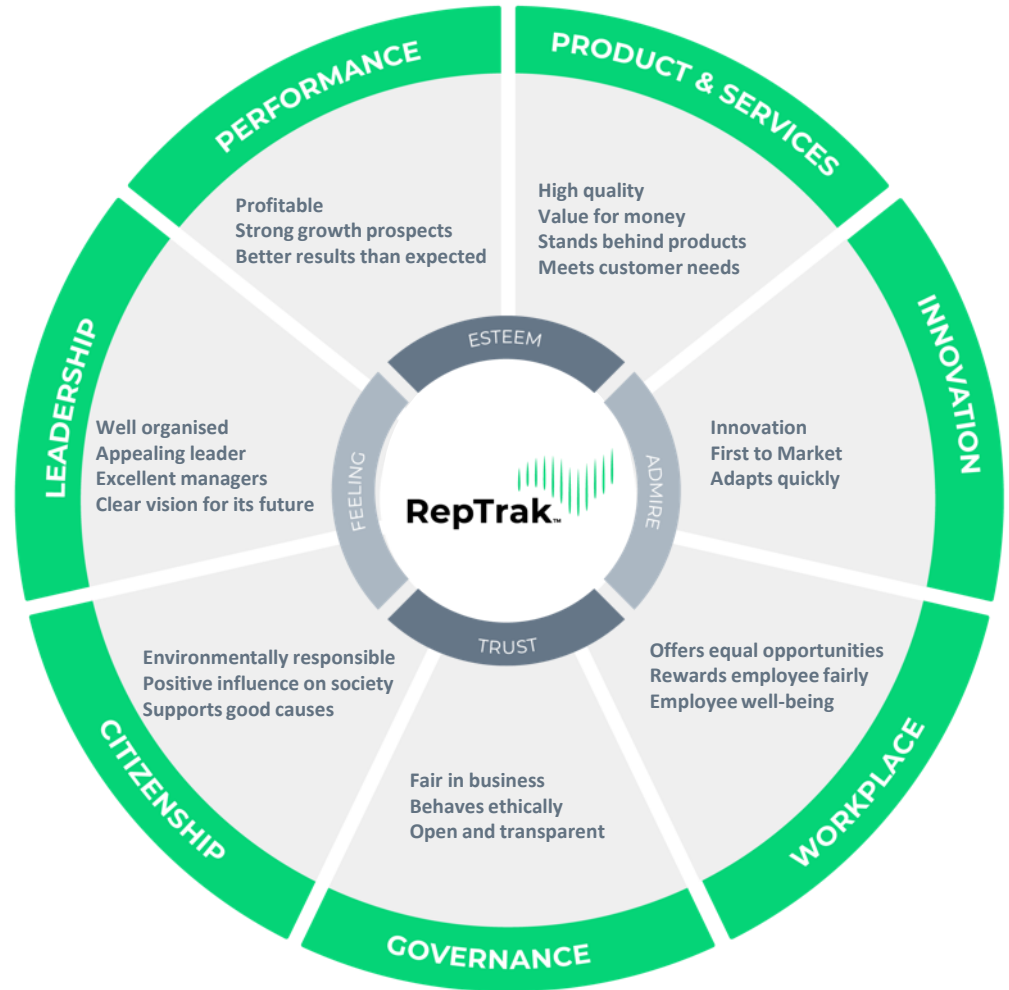
2 MONTHS
JANUARY-
MARCH 2020

Multiple Ways to Measure Different Aspects of Business



REPTRAK® IS THE COMPLETE BUSINESS INTELLIGENCE SYSTEM



THE REPTRAK[®] MODEL EXPLAINS REPUTATION

1. REPTRAK[®] PULSE

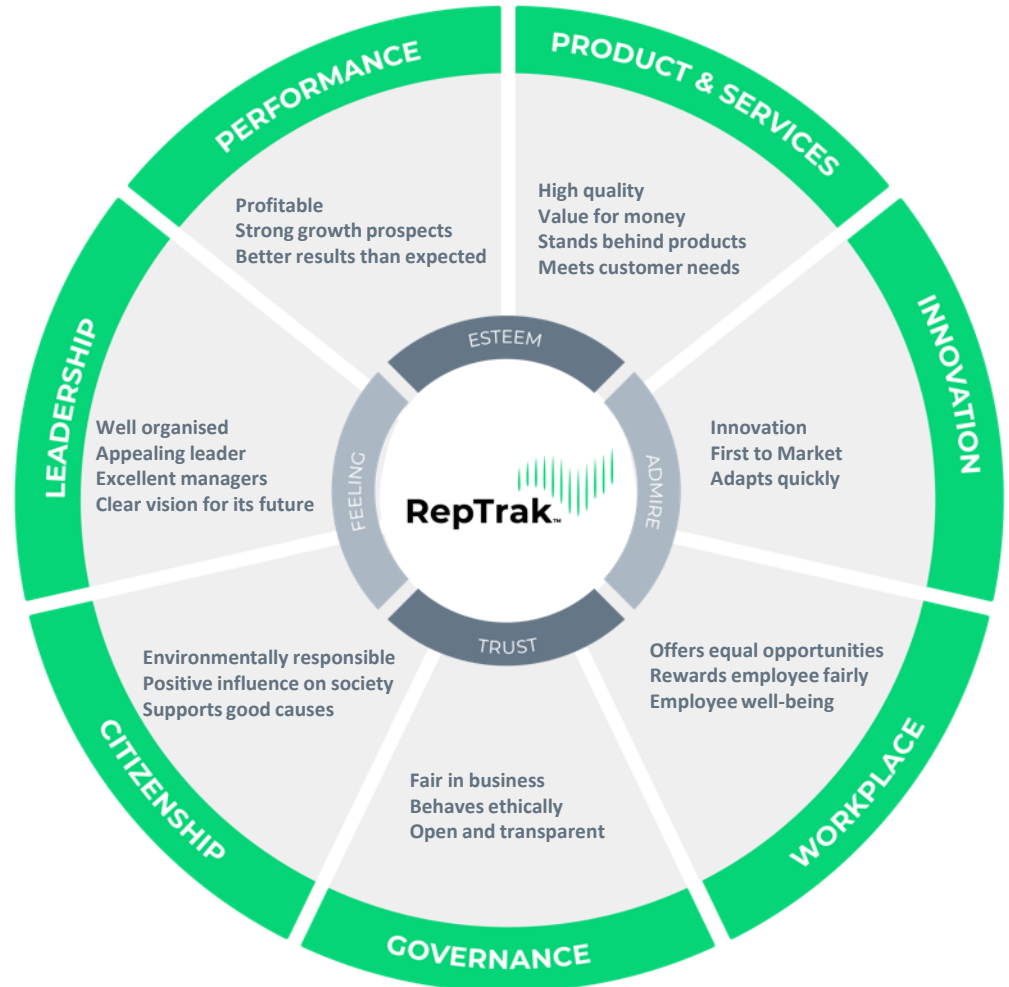
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

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

DIRECT
EXPERIENCE

WHAT A COMPANY
COMMUNICATES

WHAT
OTHERS SAY



REPUTATION



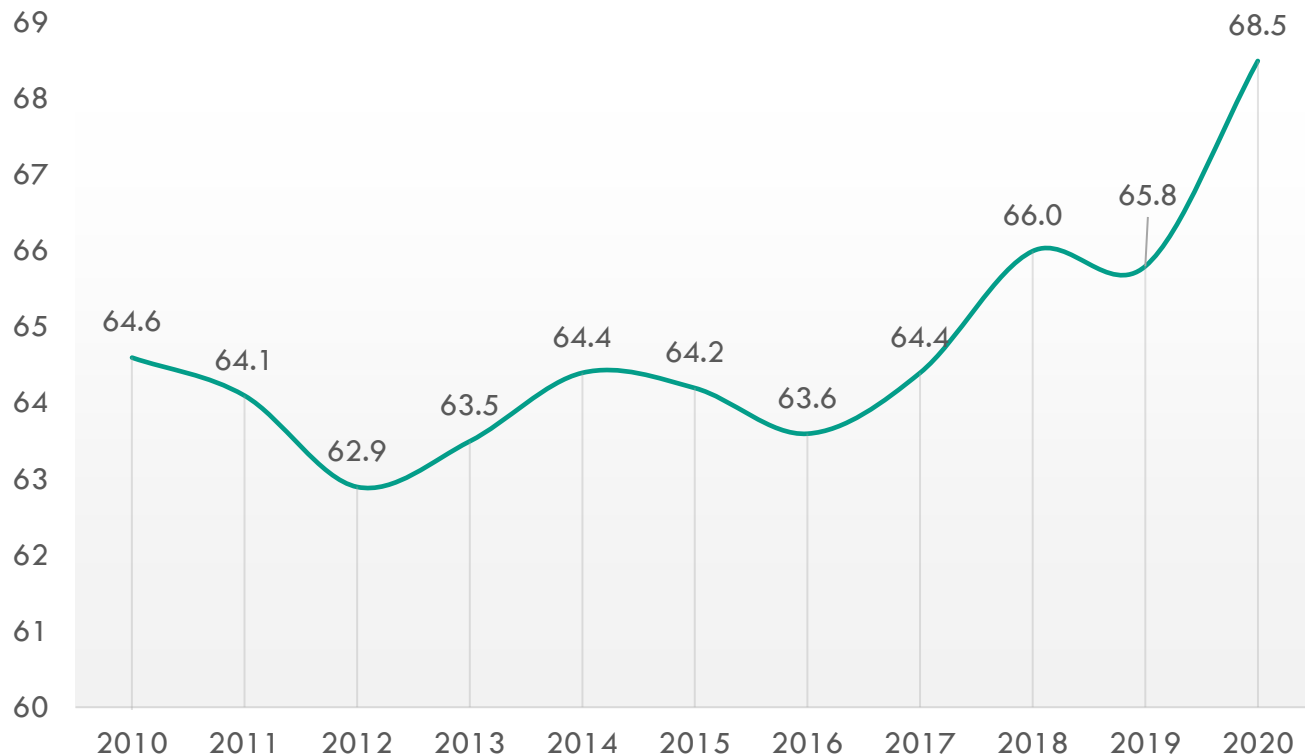
BEHAVIOUR



BUSINESS
RESULTS

IRELAND REPTRAK® 2020 TRENDLINE

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



POOR 0-39

WEAK 40-59

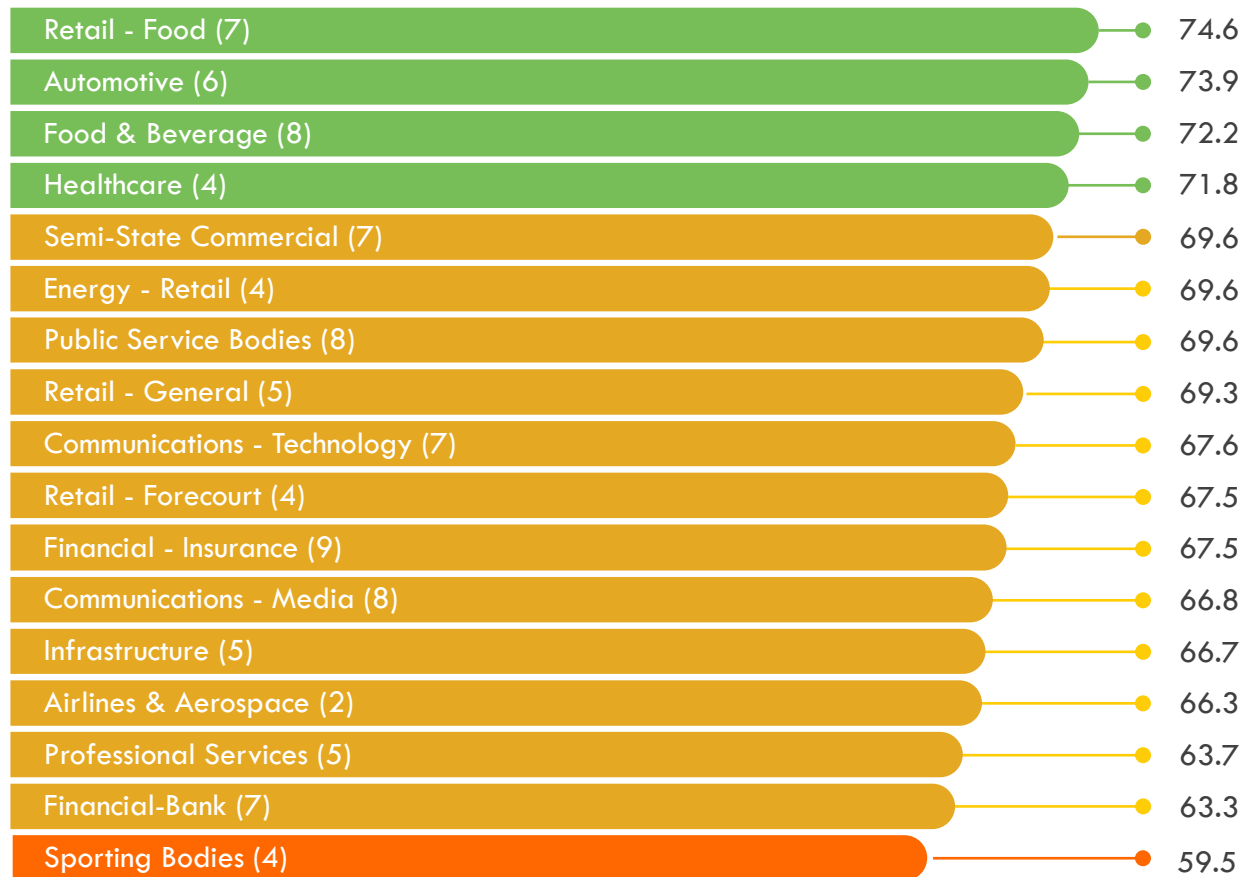
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® INDUSTRY RANKING 2020

IRELAND



POOR 0-39

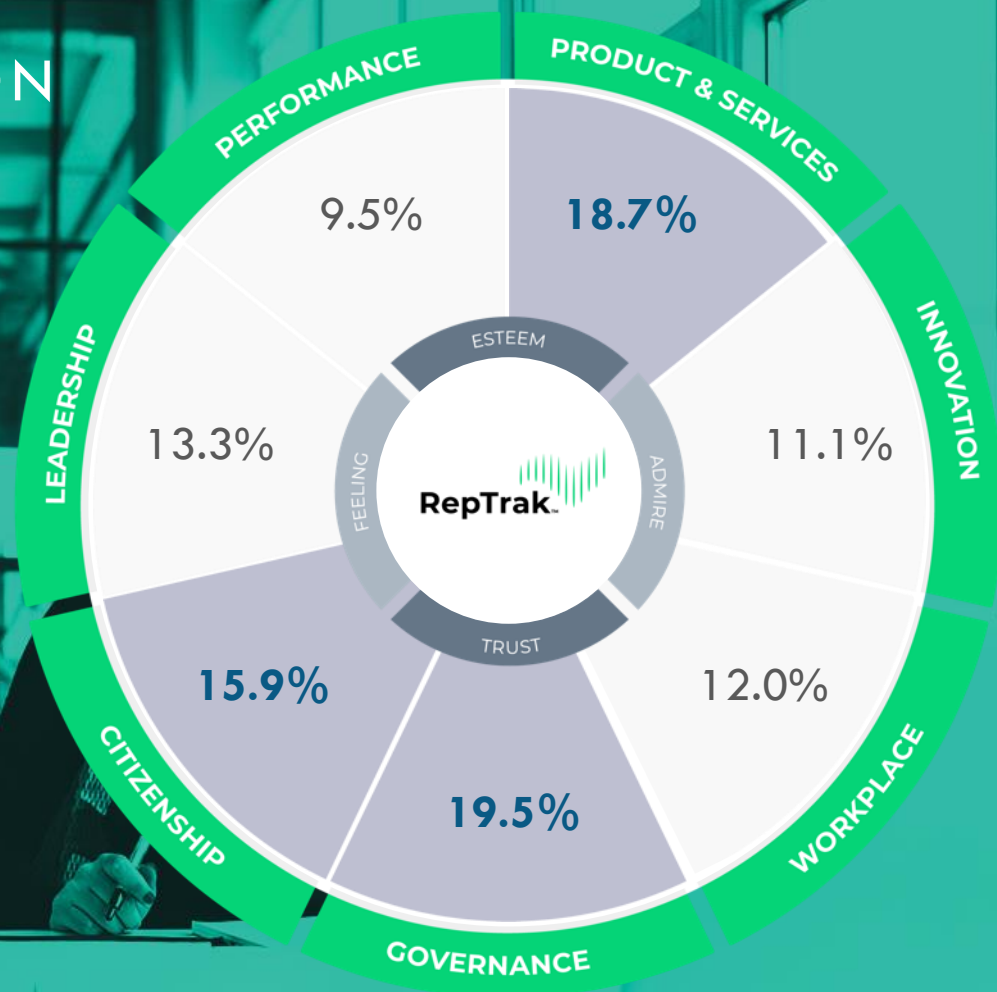
WEAK 40-59

AVERAGE 60-69

STRONG 70-79

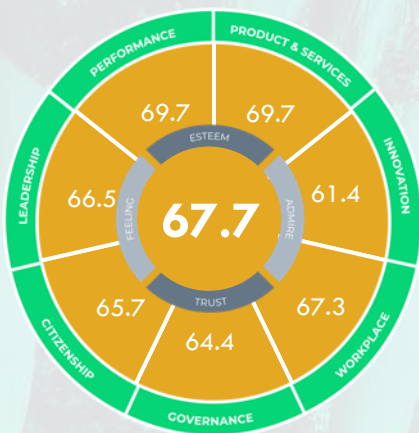
EXCELLENT 80+

DRIVERS OF REPUTATION IN IRELAND 2020



IRISH INDIGENOUS ORGANISATIONS VS. MULTINATIONAL ORGANISATIONS

IRISH INDIGENOUS COMPANIES IRELAND REPTRAK® 2020



n = 8,899 Number of companies: 57

REPTRAK® PULSE -2.0

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

MULTINATIONAL COMPANIES IRELAND REPTRAK® 2020



n = 6,421 Number of companies: 43

69.6



SUPPORTIVE BEHAVIOUR

Ireland
RepTrak®

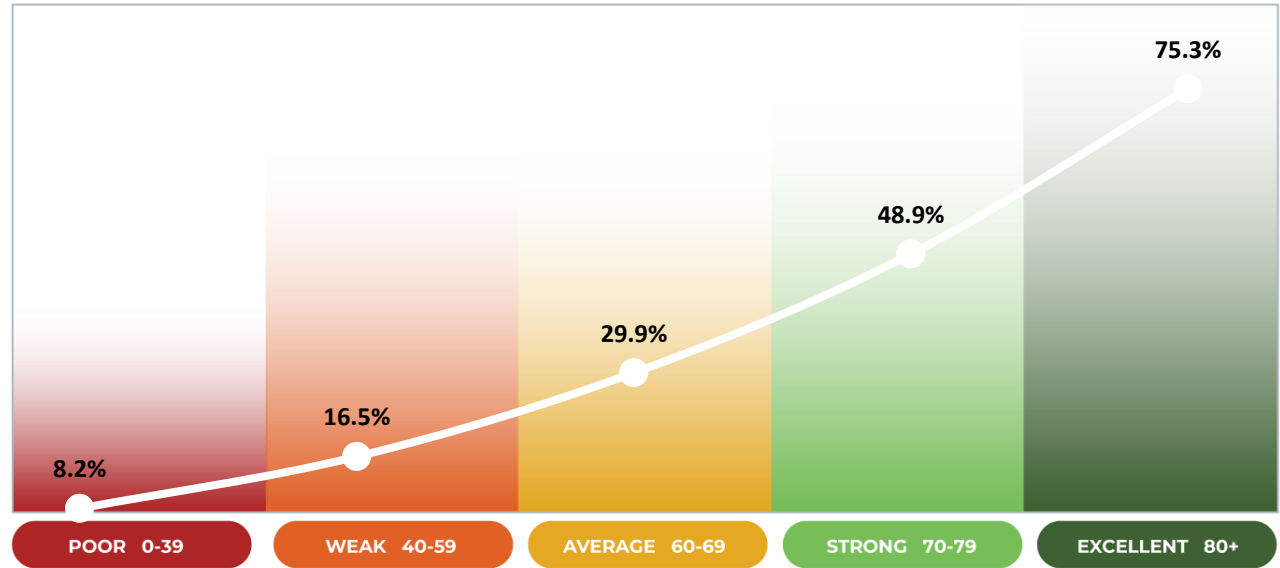
CELEBRATING
11
YEARS OF
REPUTATION

Willingness to buy
increases when a
company improves
its reputation

Corporate Reputation Links Directly to Stakeholder Support

Companies with Excellent or Strong Reputation get
significantly more support from stakeholders

Purchase intent / Willingness to buy [%]



Reputation Score


















IRELAND REPTRAK® 2020 RESULTS

Ireland
RepTrak®

11
YEARS OF
REPUTATION

REPTRAK® PULSE 2020

RANKED 100 - 81

100  31.3	99  40.5	98 FACEBOOK 47.9	97  49.3	96  RYANAIR 54.2	95  54.5	94  <small>Banc Ceannais na hÉireann Central Bank of Ireland</small> 55.3	93 permanent tsb 55.5	92  56.7	91  57.5
90  59.1	89  60.8	88  61.0	87  <i>Bus Éireann</i> 61.3	86 Bank of Ireland  61.6	85  KPMG 61.6	84 123.ie 62.5	83  pwc 62.7	82 Deloitte. 62.7	81  Independent News & Media 63.2

POOR 0-39

WEAK 40-59




















AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2020

RANKED 80 - 61

80  63.3	79  63.5	78  63.7	77  63.7	76  64.2	75  64.6	74  64.7	73  64.7	72  64.8	71  64.9
70  64.9	69  65.4	68  65.8	67  66.0	66  66.2	65  66.2	64  66.7	63  66.9	62  67.4	61  67.4

POOR 0-39

WEAK 40-59





















AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2020

RANKED 60 - 41

60  67.4	59  67.8	58  68.1	57  68.1	56  68.3	55  68.5	54  68.6	53  68.6	52  68.9	51  69.3
50  69.4	49  69.8	48  70.0	47  70.2	46  70.2	45  70.4	44  71.2	43  71.4	42  71.5	41  71.6

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2020

RANKED 40 - 21

40 glanbia 71.7	39 HYUNDAI 71.7	38 EIRGRID GROUP 72.1	37 HEINEKEN 72.2	36 laya healthcare 72.4	35 Centra LIVE EVERY DAY 72.4	34 TESCO 72.7	33 SuperValu Real Food. Real People 72.7	32 ESB Energy for generations 72.8	31 Bord Gáis Energy 72.9
30 THE IRISH TIMES 73.2	29 COILLTE GROW TRANSFORM SUCCEED 73.5	28 NISSAN 73.6	27 daa 73.6	26 LloydsPharmacy 73.7	25 BMW 73.7	24 IDA Ireland 73.8	23 Ford 74.4	22 Irish Distillers Pernod Ricard 74.8	21 Google 74.9

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2020

RANKED 20 - 11

20	19	18	17	16	15	14	13	12	11
DUNNES STORES	Linkedin	ENTERPRISE IRELAND <small>where innovation meets business</small>	Kellogg's	M&S <small>EST. 1884</small>	ALDI	DublinAirport	Aer Lingus	Fáilte Ireland	TOYOTA
75.2	75.3	75.4	76.7	76.9	77.3	77.8	78.5	78.5	78.5

POOR 0-39

WEAK 40-59

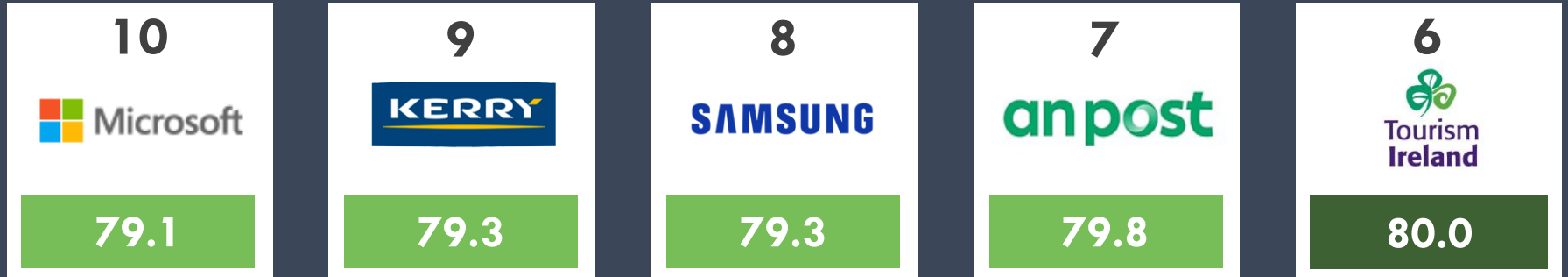
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

REPTRAK® PULSE 2020

RANKED 10 - 6



POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

IRELAND REPTRAK®
2020
AWARDS

Ireland
RepTrak®

CELEBRATING
11
YEARS OF
REPUTATION

5. LIDL



4. IRFU



3. BOOTS



2. BORD BIA



Ireland
RepTrak®

CELEBRATING
11
YEARS OF
REPUTATION



1. CREDIT UNION



Ireland
RepTrak®

CELEBRATING
11
YEARS OF
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CONTRIBUTOR

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REPUTATION



Ireland Purpose
Power Index –
Covid-19 study

Anne Browning

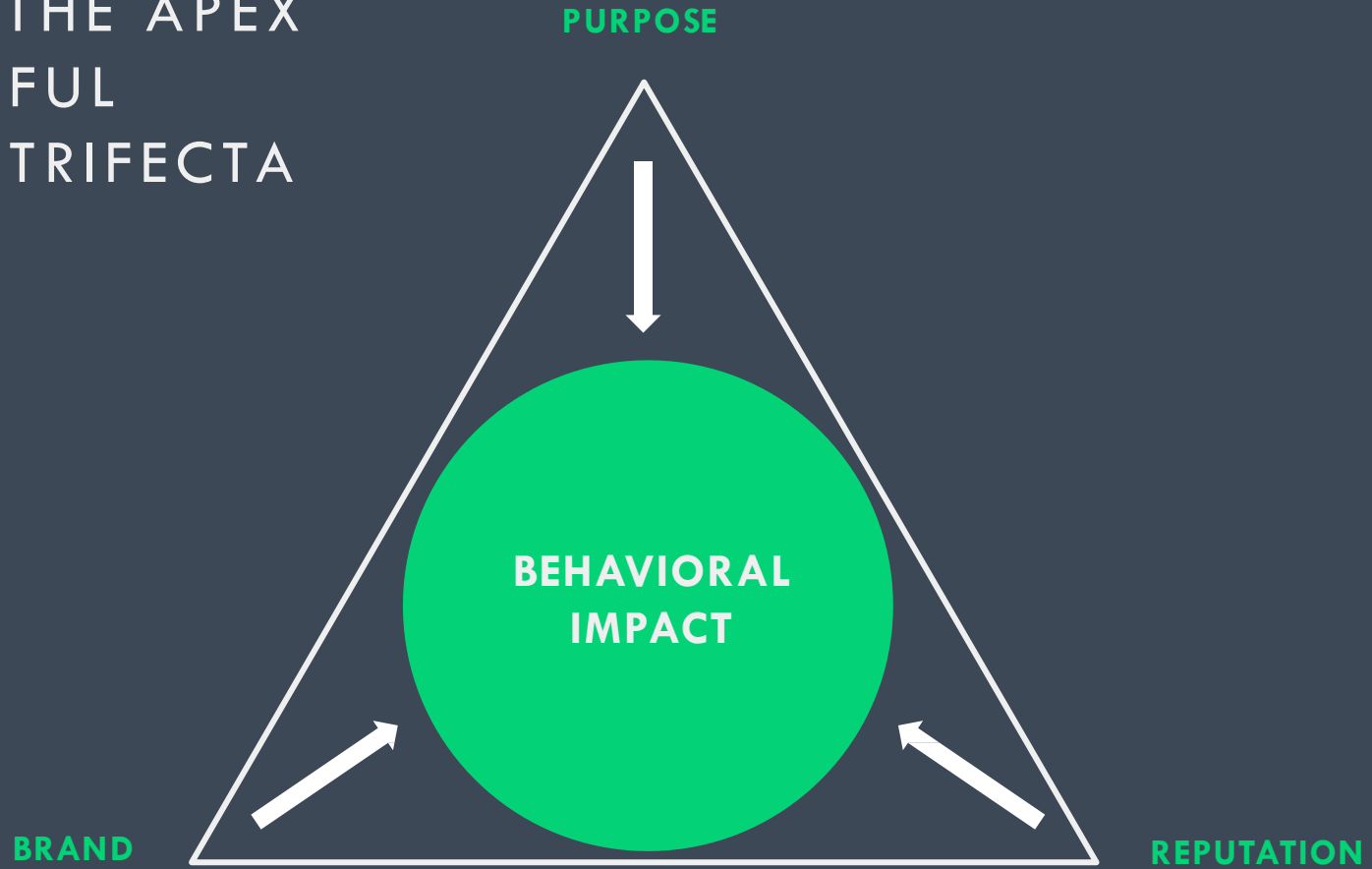
Head, TRA Brands
The Reputations Agency



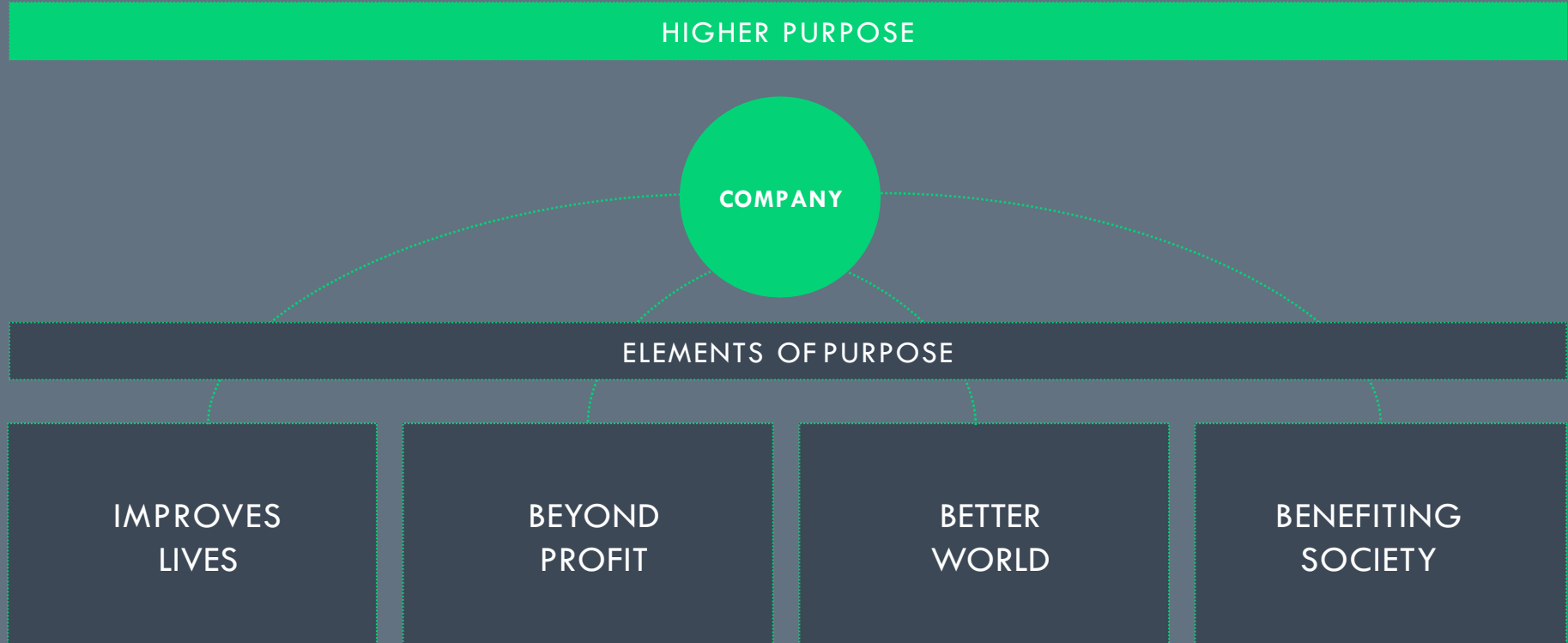
PURPOSE POWER INDEX

COVID -19 STUDY APRIL 2020

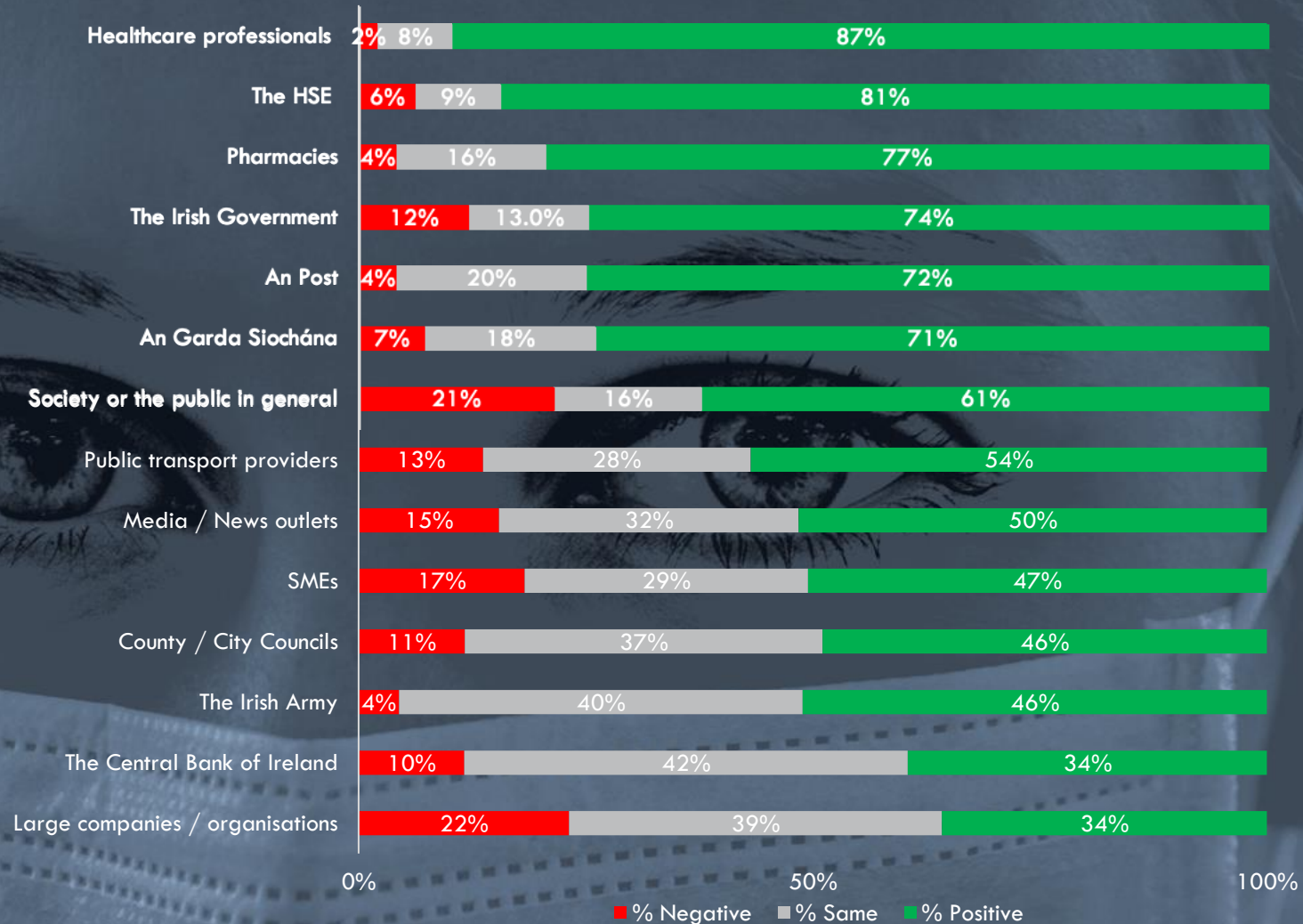
PURPOSE AT THE APEX OF A POWERFUL BEHAVIORAL TRIFECTA



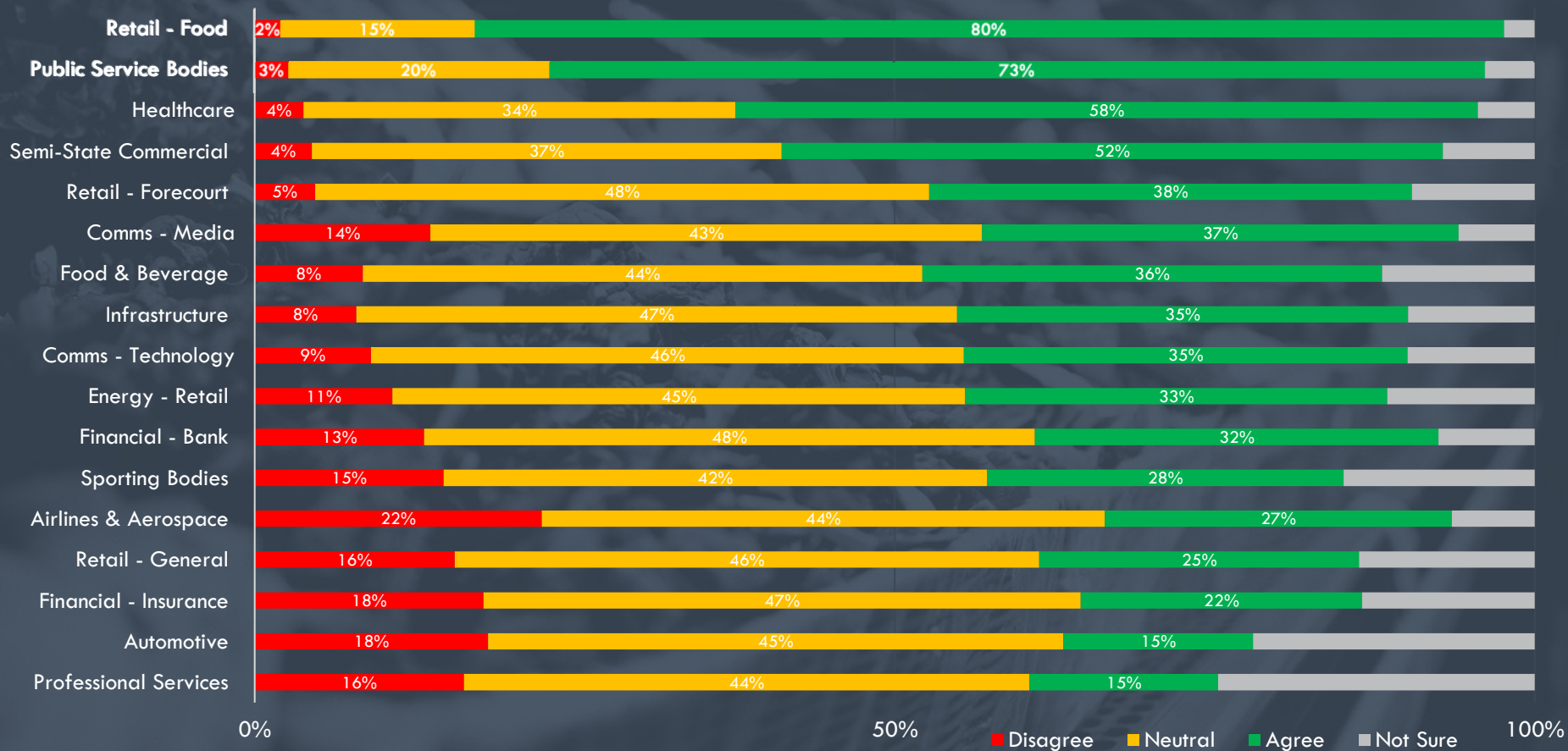
8 HOW WE MEASURE HIGHER PURPOSE: GAUGING BELIEF



Perceptions around the work carried out by Healthcare professionals has improved the most since the Covid19 pandemic commenced.



Which sectors have contributed positively to help people in this difficult time?



CASE STUDIES



Feidhmeannacht na Seirbhíse Sláinte Health Service Executive

Reputation Pulse score improves **+30** points from
a Weak score to a Strong Pulse score of **79.4**.

Excellent Purpose score of **81.4**



An Garda Síochána

Ireland's National Police and Security Service

Reputation Pulse score improves **+14.6** points
from an average score to a Strong score of **78.2**.

Excellent Purpose score of **80.2**





Rialtas na hÉireann
Government of Ireland

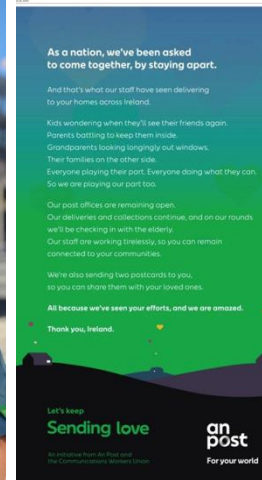
74% say their opinion of The Irish Government has improved since the Covid-19 crisis

The Irish Government is one of the top five most frequently mentioned when asked which organisations have been particularly helpful during the crisis.

an post

Already Strong reputation Pulse score improves
+Strong reputation improves +2.7 points to an
Excellent score of 82.5

Strong Purpose score of 77.3



Elderly Shopping Hours
9-11am everyday.



65+

This is a time for help.

And at Tesco, thousands of our colleagues are working hard to help make sure that our communities have everything they need. From Wednesday March 18th, we will introduce dedicated time in-store for over 65s and family carers. Monday, Wednesday and Friday mornings up to 9am will now be a dedicated time for our senior citizens and family carers to have more space and a helping hand where needed.

Because now more than ever, every little helps. For details on opening hours for your nearest store see Tesco.ie.



TESCO

ONE TROLLEY.
ONE PERSON.
EVERYONE ELSE PLEASE
STAY AT HOME.
YOUR LOCAL TESCO STORE ISN'T THE
PLACE FOR SOCIAL GATHERINGS.



SUPERMARKETS AND SHOPS

80% feel food retailers have contributed positively to society during the Covid-19 crisis

81% mention a food retailer, especially Lidl and Tesco, when asked which organisations have been particularly helpful during the crisis



KEY LEARNINGS

KEY LEARNINGS

STRONG SENSE OF PURPOSE GARNERS LONG TERM
PUBLIC SUPPORT

PURPOSE DRIVES REPUTATION

THOSE THAT ACTIVATE WILL BE REMEMBERED

ACTIONS

HOW CAN WE SUPPORT

ACTIONS

AUDIT

understand stakeholders view

BUILD

putting purpose at the core of your strategy

ACTIVATE

what part can you play

CONTRIBUTOR

DAVID MCREDMOND

CEO
AN POST

Ireland
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11
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REPUTATION



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THE
REPUTATIONS
AGENCY

THANK YOU.

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