RepMan Turkey Reputation Scores conducted in 2011 among public and key opinion leaders;

➤**Public**

The study was conducted in 7 geographic regions of Turkey and in urban districts of 15 provinces based on Turkey representative sample with **13.247** respondents.

➤**Key Opinion Leaders**

The study was conducted with the stakeholders 978 key opinion leaders. Among them were the; Media, NGO's, Academicians, Bureaucrats, Members of Parliement, Trade Unions & Chambers of Commerce and Captains of Industry. Interviews were conducted face to face.

Findings,

➤**Public**

The study was conducted with **110 companies** based on holdings & **11 industries** including FMCG, Retail,Transportation (Highways & Airways), Telecommunication, Durable Consumers Goods, Fuel Oil, LPG Gas, Automotive, Airlines, Banking & Construction

➤**Key Opinion Leaders**

The study was conducted with **55 companies** based on holdings & **8 industries** including FMCG, Durable Consumers, Telecommunication, Fuel Oil, Automotive, Banking , Energy & Pharmaceuticals

RepMan Reputation Score

Reputation is driven by seven dimensions.

- Familiarity

- Management Quality

- Product & Service Quality

- Employee Brand

- Financial Strength

- Corporate Responsibility

- Emotional Loyalty

  Reputation is an indicator of trust and respect rated with the performance of these factors

- Level of reputation score is measured between 0-100

Reputation of Companies in Turkey Based on Public and KOL

59.9

PUBLIC

KEY OPINION LEADERS

66.9

Most Reputable Companies in Turkey

Most Reputable Companies in Turkey Based on Public and KOL

	PUBLIC			KOL	
1	**Mercedes-Benz Türk**	**80.7**	1	**Microsoft**	**80.9**
2	Turkish Airlines	80.3	2	Mercedes	79.3
3	Arçelik	79.1	3	Koç Holding	77.7
4	Ülker	78.6	4	Turkish Airlines	77.1
5	BMW	78.1	5	Eti	76.1
6	Sabancı Holding	75.1	6	Turkcell	75.9
7	Coca-Cola	74.7	7	Procter and Gamble	75.5
8	Pınar	74.5	8	BMW	74.5
9	Eti	74.1	9	Unilever	74.3
10	Koç Holding	72.4	10	Sabancı Holding	74.2

Reputation of Industries Based on Public

1	**FMCG**	**65.5**
2	Retail	63.5
3	Transportation (Highways & Airways)	63.1
4	Telecommunication	62.3
5	Durable Consumers	60.8
6	Fuel Oil	60.4
7	Automotive	59.3
8	Airlines	58.0
9	Banking	56.2
10	Holdings	55.7
11	Construction	55.6

*11 industries are asked based on public.

Reputation of Industries Based on Key Opinion Leaders

1	**Holdings**	**70.9**
2	Telecommunication	68.6
3	Automotive	66.9
4	Fuel Oil	64.7
5	Banking	62.7

*5 industries are asked based on key opinion leaders.

Dimensions that Drives Corporate Reputation in Turkey
Based on Public and KOL

Turkey Average	PUBLIC	KOL
Management Quality	2	2
Product & Service Quality	3	1
Employee Brand	1	3
Financial Strength	6	4
Corporate Responsibility	4	6
Emotional Loyalty	5	5
Familiarty	7	7

Improvement Areas for Companies in Turkey
Based on Public and KOL

Turkey Average	PUBLIC	KOL
Management Quality	5	1
Product & Service Quality	2	3
Employee Brand	4	4
Financial Strength	7	6
Corporate Responsibility	6	5
Emotional Loyalty	3	2
Familiarty	1	7