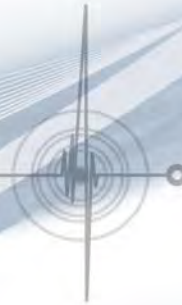**Forbes**®

RepTrak™100
by Reputation Institute

REPUTATION INSTITUTE

2013 - Global RepTrak™ 100
The World's Most Reputable Companies

A Reputation Study with Consumers in 15 Countries

About Reputation Institute

REPUTATION INSTITUTE

Knowledge Center

- Publications
- Conferences
- Training

REPUTATION
Realizing Value from the Corporate Image
CHARLES J. FOMBRUN

FAME & FORTUNE

ReputationIntelligence
Is CSR Dead or Just Mismanaged?

The reputation journey
From Exploration to Business Impact
17th INTERNATIONAL CONFERENCE ON CORPORATE REPUTATION BRAND IDENTITY AND COMPETITIVENESS
JUNE 5-7 2013 BARCELONA SPAIN
REPUTATION INSTITUTE
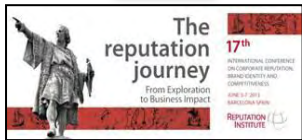
Reputation Leader Study
by Reputation Institute

RepTrak 100
by Reputation Institute

Advice Group

- Insight
- Strategy
- Alignment

WHERE ARE YOU ON YOUR REPUTATION JOURNEY?

Independently owned and founded in 1997, we operate in 30 countries. We provide best-in-class reputation consulting to empower more confident decision-making, enabling our clients to achieve their corporate objectives.
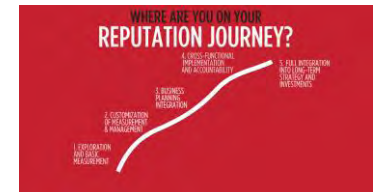
- The 2013 Reputation Leaders Study interviewed 313 business leaders from companies in 25 countries around the world.

- We got input from a range of areas within companies: CEOs, CMOs, CCOs, COOs, and function heads.

- We got the insight view on how they manage reputation, which challenges they face, and what they deem as best-practice.

- The study was conducted in Jan-March 2013.

- The Global RepTrak™ 100 study measures the reputation of the 100 most highly regarded companies across 15 countries.

- More than 55,000 interviews with consumers were conducted.

- Highlights consumer perspective on what drives trust and support and how the 100 companies are living up to their expectations.

- All companies were evaluated using the RepTrak™ methodology.

- The study was conducted in Feb-March 2013.

4

Reputation is on the Agenda of Companies

56%

Say that Reputation is a **HIGH** priority to Executive Management and Board of Directors

and

63%

Expect Reputation Management to be a HIGHER PRIORITY for their company in the next 2-3 years

52% say it is a

HIGHER priority

than last year

Source: Reputation Institute, Reputation Leaders Study, 2013

Reputation is a Driver of Business Value

60%

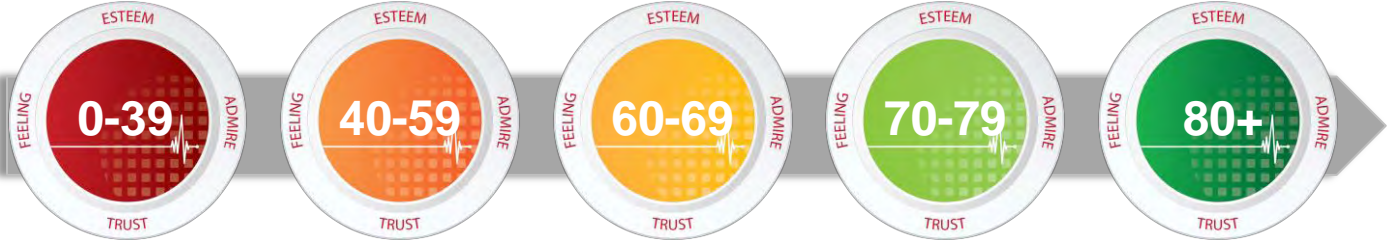Believe Reputation has a **HIGH FINANCIAL IMPACT** on their company

influencing

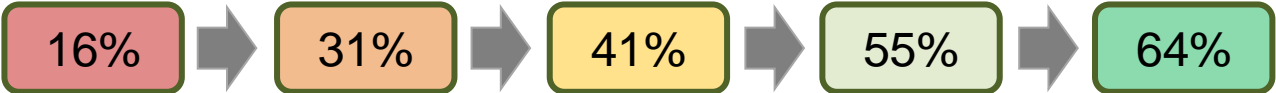|	
Increase Customer Retention	68%
Increase in Sales/Revenue	53%
Increase in Market Share	40%
Reduce Costs of Hiring/Retention	37%
Increase in Share Price	32%
Increase in Profitability	31%
Lower Cost of Doing Business	26%
Other	10%
No financial impact	2%

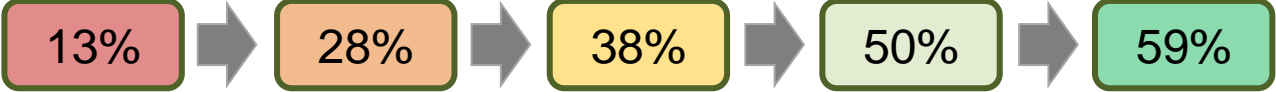Source: Reputation Institute, Reputation Leaders Study 2013
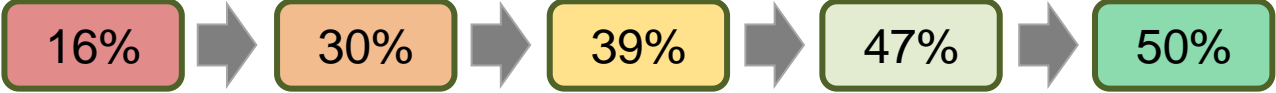
Reputation Drives Support

Reputation Score	0-39	40-59	60-69	70-79	80+
Would buy the products	16%	31%	41%	55%	64%
Would recommend the products	13%	28%	38%	50%	59%
Would welcome into local community	16%	30%	39%	47%	50%
Would work for	16%	30%	37%	42%	47%
Would invest in	13%	25%	31%	33%	35%
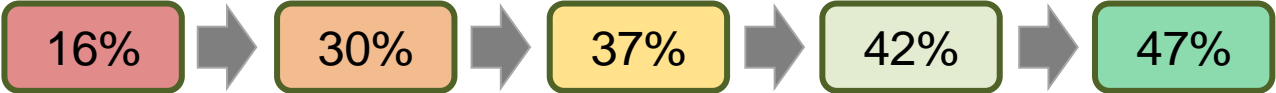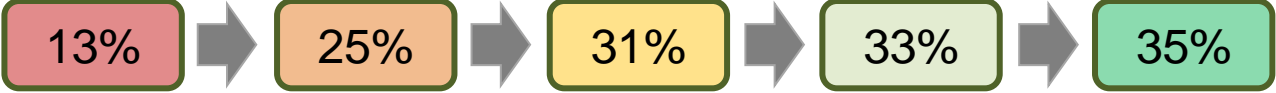
Above 80	Excellent/Top Tier
70-79	Strong/Robust
60-69	Average/Moderate
40-59	Weak/Vulnerable
Below 40	Poor/Bottom Tier

Please select a number from 1 to 7 where "1" means "I strongly disagree" and "7" means "I strongly agree".

Note: Data are based on Global Reputation Pulse 2012 Study conducted in Jan-Feb of 2012: Top and bottom 100 companies

THE CHALLENGE FOR THE CHIEF REPUTATION OFFICER

79%

agree that we are competing
in a Reputation Economy

but

only
20%

say they are ready to take
advantage of it

THE REPUTATION ECONOMY

is a new marketplace reality in which

people buy products, take jobs, and make

investments based primarily on their

trust, admiration and appreciation

for the companies and institutions

that stand behind them.

What are the main challenges for Reputation Leaders?

Top 3 Challenges:

1. We don't have a structured process for getting reputation thinking implemented into our business planning

2. We are not leveraging the knowledge we have to be relevant to each stakeholder group

3. Internal silos prevent cross functional collaboration

2013 REPTRAK™ 100 - THE WORLD'S MOST REPUTABLE COMPANIES

REPUTATION
INSTITUTE

Your success as a company relies on people supporting you…

- Customers buying your products…

- Policy makers and regulators giving you a license to operate…

- The financial community investing in you…

- The media reporting on your point of view…

- Employees delivering on our strategy…

For them to support you they need to trust you.

Trust you as a company that will deliver on its promises.

Trust you as a company who has a good reputation.

ESTEEM

FEELING

RepTrak™
Pulse

ADMIRE

TRUST

For your stakeholder to trust you, you need to deliver on their expectations…

They expect you to be leading within 7 key dimensions:

1. Products / Services
2. Innovation
3. Workplace
4. Governance
5. Citizenship
6. Leadership
7. Financial Performance

If you deliver on these 7 dimensions you will be in a situation where each stakeholder will be willing to support you.

How do they see you?

RepTrak™ 100 – the Best Corporate Reputations in the World

The Best 100 Companies…

Compete Across the 15 Largest Economies…

Europe

Latin America

Asia Pacific

North America

For the Title as the World's Most Reputable Company

REPUTATION INSTITUTE

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RepTrak™100
by Reputation Institute

	2013		2012		2011
1	BMW / MINI	1	BMW / MINI	1	Google
2	The Walt Disney Company	2	SONY	2	Apple
3	ROLEX (NEW)	3	The Walt Disney Company	3	The Walt Disney Company
4	Google	4	DAIMLER	4	BMW / MINI
5	DAIMLER	5	Apple	5	LEGO (NEW)
6	SONY	6	Google	6	SONY
7	Microsoft	7	Microsoft (NEW)	7	DAIMLER
8	Canon	8	Volkswagen	8	Canon (NEW)
9	Nestlé (NEW)	9	Canon	9	intel
10	LEGO	10	LEGO	10	Volkswagen

The RepTrak™ 100:
The World's Most Reputable Companies (*1 – 50*)

Rank	Company	RepTrak™ Pulse Score	Rank	Company	RepTrak™ Pulse Score
1	BMW	78.39	26	Danone	71.96
2	The Walt Disney Company	77.76	27	Goodyear	71.96
3	Rolex	77.23	28	Bridgestone	71.88
4	Google	77.15	29	Ferrero	71.66
5	Daimler (Mercedes-Benz)	76.58	30	Nokia	71.57
6	Sony	76.30	31	Hewlett-Packard	71.52
7	Microsoft	76.23	32	Panasonic	71.47
8	Canon	76.02	33	Pirelli	71.19
9	Nestlé	75.21	34	Barilla	71.02
10	LEGO Group	75.02	35	Honda Motor	70.93
11	Intel	74.98	36	Nintendo	70.74
12	Apple	74.65	37	Toyota	70.49
13	Volkswagen	74.38	38	3M	70.28
14	Adidas Group	74.05	39	LVMH Group	70.11
15	Johnson & Johnson	73.56	40	Marriott International	70.11
16	Samsung Electronics	73.39	41	Procter & Gamble	70.11
17	L'Oréal	73.37	42	Volvo Group	70.05
18	Nike	72.81	43	Whirlpool	70.03
19	Colgate-Palmolive	72.73	44	The Coca-Cola Company	70.02
20	Philips Electronics	72.49	45	FedEx	69.92
21	Michelín	72.49	46	Electrolux	69.63
22	Amazon.com	72.32	47	Kraft Foods	69.57
23	Giorgio Armani Group	72.22	48	IKEA	69.54
24	IBM	72.19	49	Siemens	69.34
25	Kellogg Company	72.00	50	Dell	69.29

Excellent/Top Tier Above 80
Strong/Robust 70-79
Average/Moderate 60-69
Weak/Vulnerable 40-59
Poor/Bottom Tier Below 40

All Global Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

Rank	Company	RepTrak™ Pulse Score	Rank	Company	RepTrak™ Pulse Score
51	HJ Heinz	69.22	76	Marks & Spencer Group	66.53
52	Bayer	69.21	77	H&M	66.39
53	Heineken	69.13	78	DuPont	66.33
54	Deutsche Lufthansa	69.10	79	General Mills	66.26
55	Toshiba	69.00	80	Starbucks Coffee Company	65.99
56	General Electric	69.00	81	Eli Lilly	65.87
57	BBC	68.81	82	General Motors Company	65.85
58	Unilever	68.78	83	Nissan Motor	65.82
59	Fujifilm	68.69	84	Bristol-Myers Squibb	65.65
60	Cisco Systems	68.66	85	Suzuki Motor	65.53
61	Singapore Airlines	68.46	86	Air France-KLM	65.46
62	UPS	68.44	87	Boeing	65.45
63	LG Corporation	68.40	88	Carlsberg Group	65.45
64	Xerox	68.38	89	Hitachi	65.40
65	Ford Motor	68.12	90	British Airways-Iberia	65.30
66	Swatch Group	68.02	91	Diageo	65.28
67	Oracle	67.90	92	PepsiCo	65.10
68	eBay	67.76	93	Peugeot-Citroen	65.04
69	Roche	67.04	94	Bacardi	65.02
70	SAS (Scandinavian Airlines)	67.04	95	GlaxoSmithKline	64.87
71	Airbus	66.97	96	Fujitsu	64.75
72	Abbott Laboratories	66.80	97	Zara (Inditex)	64.71
73	Sharp	66.78	98	Hertz Global Holdings	64.40
74	ACER	66.65	99	Pfizer	64.39
75	Qantas Airways	66.57	100	Lenovo Group	64.32

Excellent/Top Tier	Above 80	All Global Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.	
Strong/Robust	70-79		
Average/Moderate	60-69		
Weak/Vulnerable	40-59	Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).	
Poor/Bottom Tier	Below 40		

REPUTATION CHAMPIONS WITHIN REGIONS

RepTrak™100
by Reputation Institute

Best Reputation by Region in 2013

North America

1. LEGO
2. Nestlé
3. Johnson & Johnson
4. GENERAL MILLS
5. Kellogg's

Europe

1. SONY
2. The Walt Disney Company
3. Google
4. BMW / MINI
5. DAIMLER

Latin America

1. Google
2. Nestlé
3. Microsoft
4. Johnson & Johnson
5. NOKIA

Asia Pacific

1. BMW / MINI
2. Microsoft
3. ROLEX
4. The Walt Disney Company
5. Apple

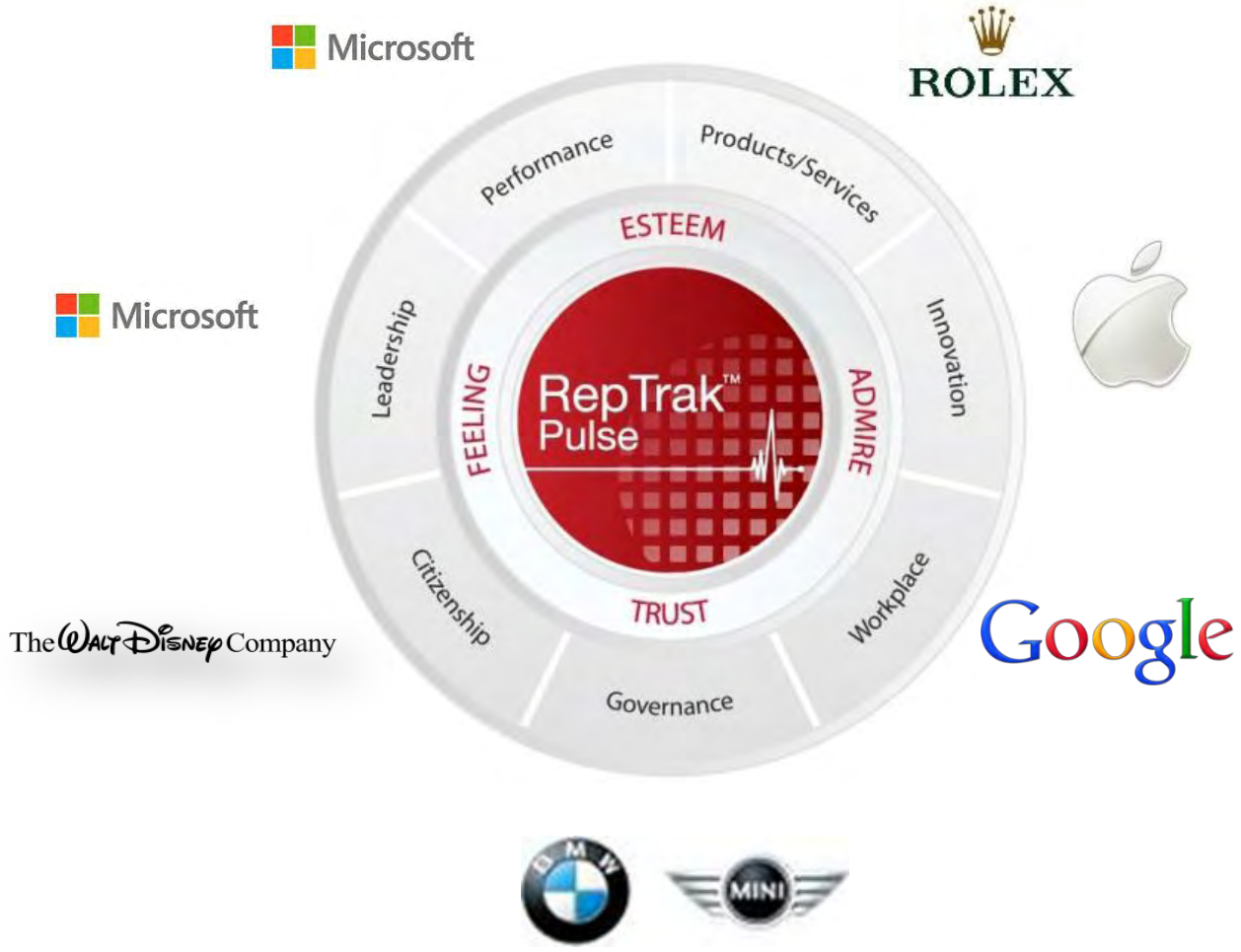**WINNERS ON THE 7 DIMENSIONS OF REPUTATION**

The Companies with the Best Reputation in 2013 within the 7 Dimensions of Reputation

EXPORTING REPUTATION

Exporting reputation is challenging

- 5-35% weaker reputation in foreign markets

- Companies loose up to 55% of consumers willingness to recommend in foreign countries

- Major opportunity to drive growth if you can get this right

Source: Reputation Institute RepTrak™ 100 and Reputation Leaders Study, 2013

METHODOLOGY FOR GLOBAL REPTRAK 100

About This Study – The 2013 Global RepTrak™ 100

Data Collection Period
- February-March 2013

Qualified Companies
- Above average reputation in home market 2006-2012
- Global footprint in production/distribution
- High familiarity with consumers in 15 countries

Stakeholder Group
- General Public
- Respondents distribution was balanced to the country population on age and gender
- Sample was also controlled for region

Qualified Respondents
- Familiarity: Based on a 7-point scale, respondents must select at least 4 in order to qualify to rate a company
- RepTrak™ Pulse: To provide measures on at least three of the four pulse statements

Questionnaire
- All companies are evaluated on the RepTrak™ Pulse and the 7 dimensions of reputation
- Supportive behavior is also assessed by asking questions on willingness to buy, recommend, invest, and work for

Data Collection Method
- Web Based Questionnaire in 15 countries
  - *Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, Spain, South Korea, United Kingdom, United States*
- Data collection was powered by Toluna

Length of Interview
- 15 minutes

	2010	2011	2012	2013
Number of Countries	24	15	15	15
Number of Companies	50	100	100	100
Number of Industries	17	19	18	18
Number of Respondents	40,160	47,653	47,055	57,357
Number of Ratings	181,373	166,639	152,413	165,029

General Education Level: Low 9.6%, Medium 31.7%, High 58.7%
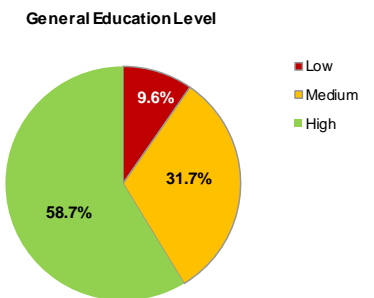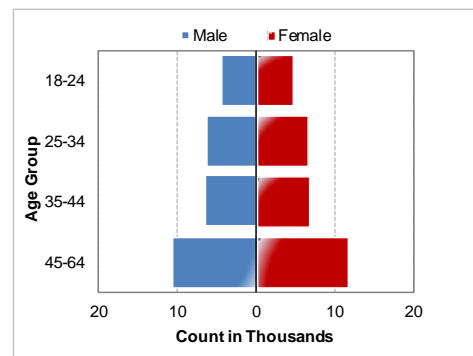
Ready to start your Reputation Journey?

Contact us for a conversation

reptrak100@reputationinstitute.com

+1 212 495 3855 – USA

+45 7025 0313 – International

Get your own Reputation Diagnostic

Go to our website and take the Reputation Diagnostic and see how you compare with the Global Leaders

www.reputationinstitute.com

Questions or Comments

Please post your questions or comments to continue the discussion…

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