

Forbes[®]



2014 - Global RepTrak[®] 100 The World's Most Reputable Companies

A Reputation Study with
Consumers in 15 Countries

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**.



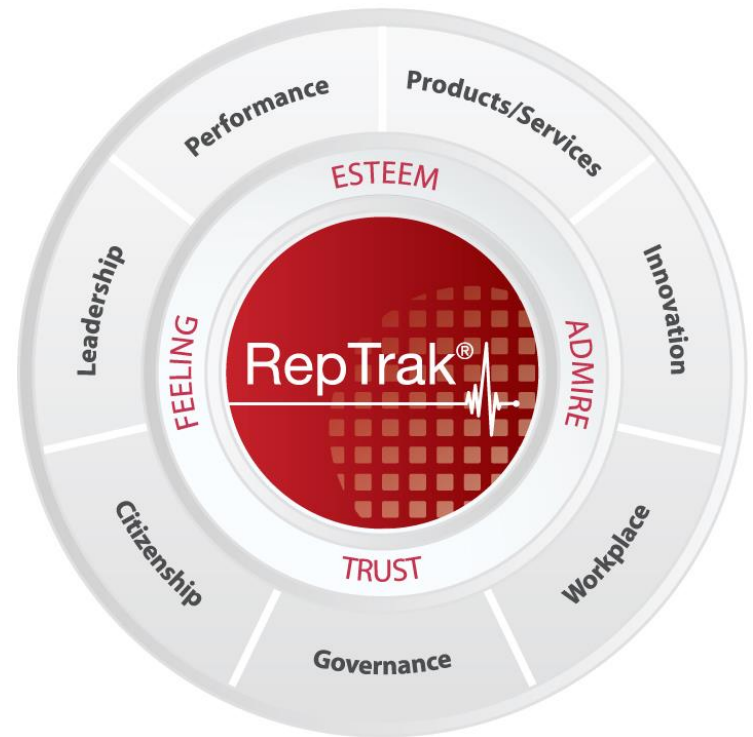
Delivering on Expectations

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.**



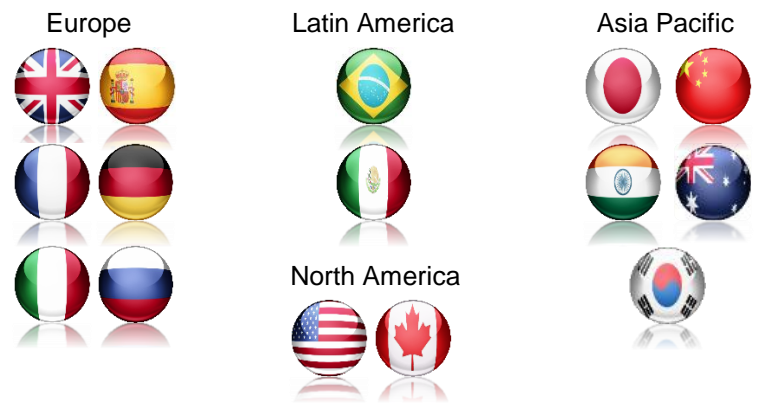
How do they see you?

Global RepTrak® 100 – the Best Corporate Reputations in the World

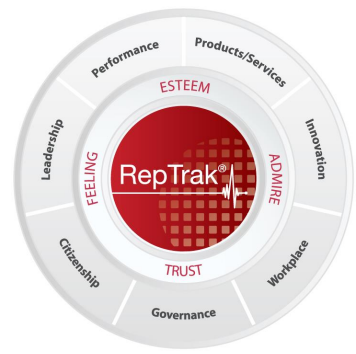
The Best 100 Companies...



Compete Across the 15 Largest Economies...



For the Title as the World's Most Reputable Company



2014

Rank

1	The WALT DISNEY Company	Google	77.3
3	BMW GROUP	ROLEX	77.2
5	SONY		75.9
6	Canon		75.7
7			75.6
8	DAIMLER		75.4
9			75.1
10	Microsoft	SAMSUNG	75.0

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

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








RepTrak® 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).

Global RepTrak® 100 - Top 10 Past 3 years

2014

2013

2012

<u>Rank</u>		<u>Rank</u>		<u>Rank</u>	
1	The  Company 	1	   	1	   
2		2	The  Company	2	SONY
3	    	3		3	The  Company
4		4		4	DAIMLER
5	SONY	5	DAIMLER	5	
6	Canon	6	SONY	6	
7		7		7	
8	DAIMLER	8	Canon	8	
9		9		9	Canon
10	 	10		10	

Global RepTrak® 100: The World's Most Reputable Companies (1 – 50)

Rank	Company	RepTrak® Pulse Score
1	The Walt Disney Company	77.3
1	Google	77.3
3	BMW	77.2
3	Rolex	77.2
5	Sony	75.9
6	Canon	75.7
7	Apple	75.6
8	Daimler	75.4
9	LEGO	75.1
10	Microsoft	75.0
10	Samsung Electronics	75.0
12	Volkswagen	74.9
12	Intel	74.9
14	adidas	74.5
15	Michelin	74.2
16	Johnson & Johnson	73.7
16	Nestlé	73.7
18	Philips Electronics	73.5
19	Rolls-Royce Aerospace	73.2
20	Nike	73.0
21	Amazon.com	72.6
21	Ferrero	72.6
21	Goodyear	72.6
24	L'Oréal	72.4
24	Colgate-Palmolive	72.4

Rank	Company	RepTrak® Pulse Score
24	Giorgio Armani	72.4
24	3M	72.4
28	Robert Bosch	72.3
29	IBM	72.2
29	Visa	72.2
31	Bridgestone	72.0
32	Nintendo	71.6
32	Toyota	71.6
34	Kellogg's	71.5
34	Danone	71.5
36	Panasonic - Formerly Matsushita Electric Industrial	71.3
37	Pirelli	71.2
37	LVMH Group (Moët Hennessy - Louis Vuitton)	71.2
39	Marriott International	71.1
39	IKEA	71.1
41	Procter & Gamble	71.0
42	Honda Motor	70.9
42	Hewlett-Packard	70.9
44	Caterpillar	70.6
44	BBC	70.6
46	Deutsche Lufthansa	70.5
46	Xerox	70.5
48	Toshiba	70.3
49	Volvo Group	70.2
49	Whirlpool	70.2

Excellent/Top Tier Above 80
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 Weak/Vulnerable 40-59
 Poor/Bottom Tier Below 40

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Global RepTrak® 100: The World's Most Reputable Companies (51 – 100)

Rank	Company	RepTrak® Pulse Score
49	Siemens	70.2
52	The Coca-Cola Company	69.7
52	HJ Heinz	69.7
54	FedEx	69.6
55	Barilla	69.5
56	Hugo Boss	69.3
56	Cisco Systems	69.3
58	Hershey Company	69.2
58	Bayer	69.2
60	Boeing	69.1
61	Swatch Group	69.0
61	Dell	69.0
63	Fujifilm	68.9
64	LG Corporation	68.8
65	Hilton Worldwide	68.6
66	Unilever	68.5
66	eBay	68.5
68	Lavazza	68.4
69	Electrolux	68.3
70	Campbell Soup Company	68.2
70	Heineken	68.2
72	General Electric	68.1
73	Singapore Airlines	68.0
74	Oracle	67.9
74	UPS	67.9

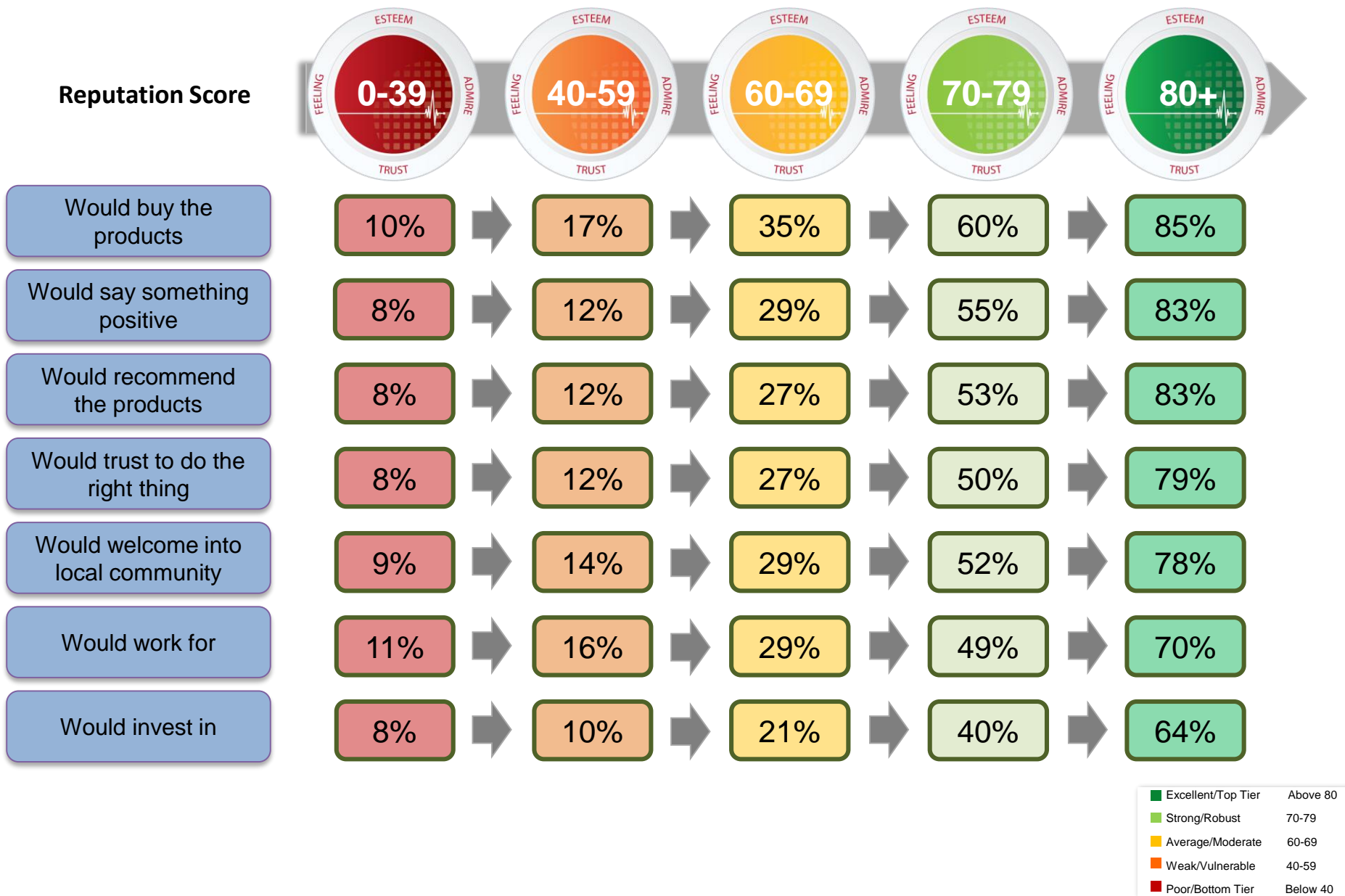
Rank	Company	RepTrak® Pulse Score
76	DuPont	67.8
76	Airbus	67.8
78	Scandinavian Airlines (SAS)	67.7
78	Ford	67.7
78	Sharp	67.7
81	Qantas Airways	67.2
81	Marks & Spencer	67.2
83	ACER INC	67.0
84	Abbott Laboratories	66.9
84	Nissan Motor	66.9
86	Mondelēz International (Kraft Foods Inc.)	66.7
86	Deere & Co.	66.7
86	British Airways	66.7
86	Benetton	66.7
90	Suzuki Motor	66.2
91	Air France-KLM	66.1
91	PepsiCo	66.1
93	Bacardi	66.0
93	Virgin Group	66.0
93	Starbucks	66.0
93	Zara (Inditex)	66.0
97	General Mills	65.7
97	PSA Peugeot-Citroën	65.7
99	Fujitsu	65.5
100	Lenovo	65.4
100	Carlsberg	65.4

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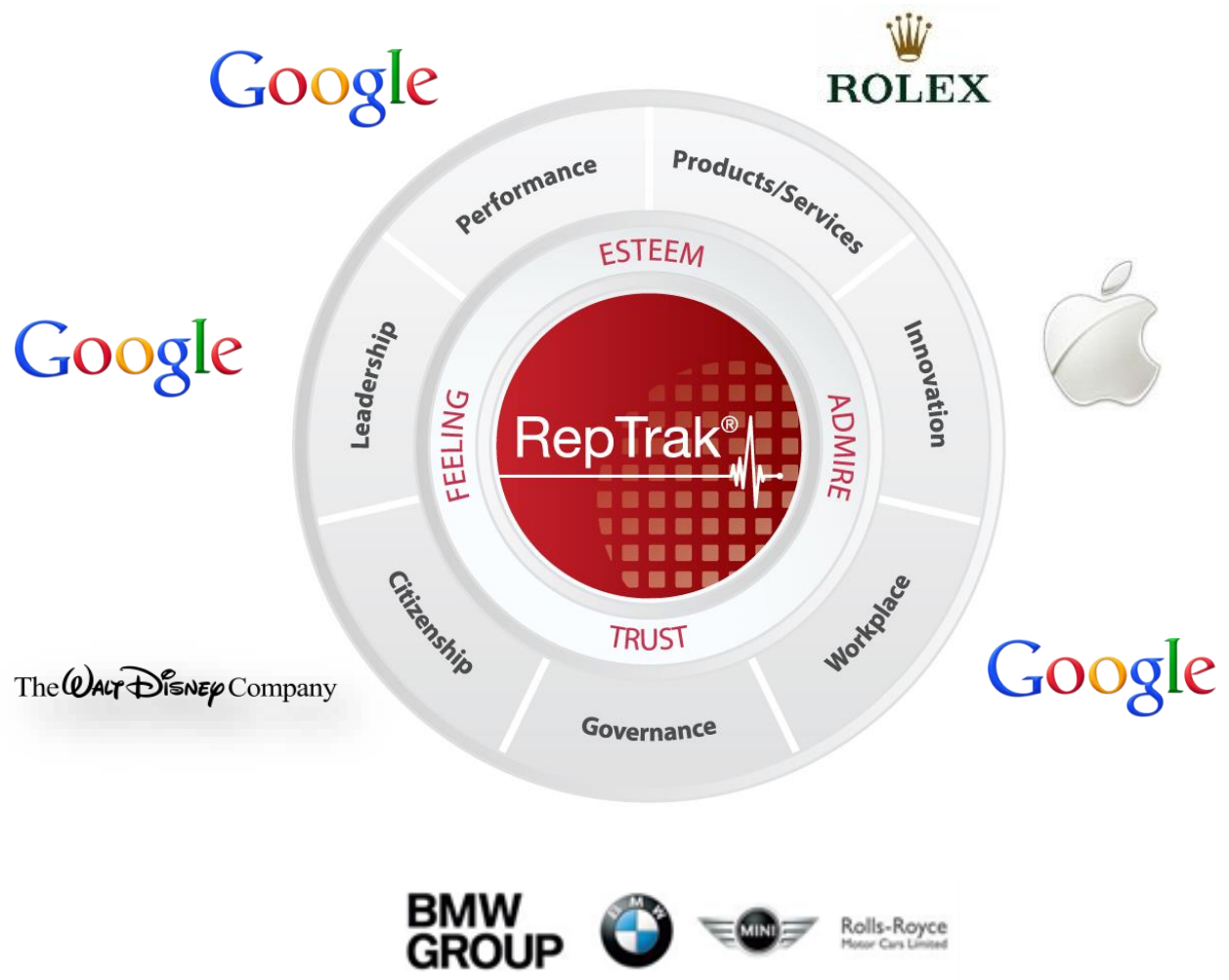
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Reputation Drives Support



The Companies with the Best Reputation in 2014 within the 7 Dimensions of Reputation



REPUTATION CHAMPIONS WITHIN REGIONS



Best Reputation by Region in 2014

North America

- 1 
- 2 
- 3 
- 4 
- 5 






Latin America

- 1 
- 2 
- 3 
- 4 
- 5 

Europe

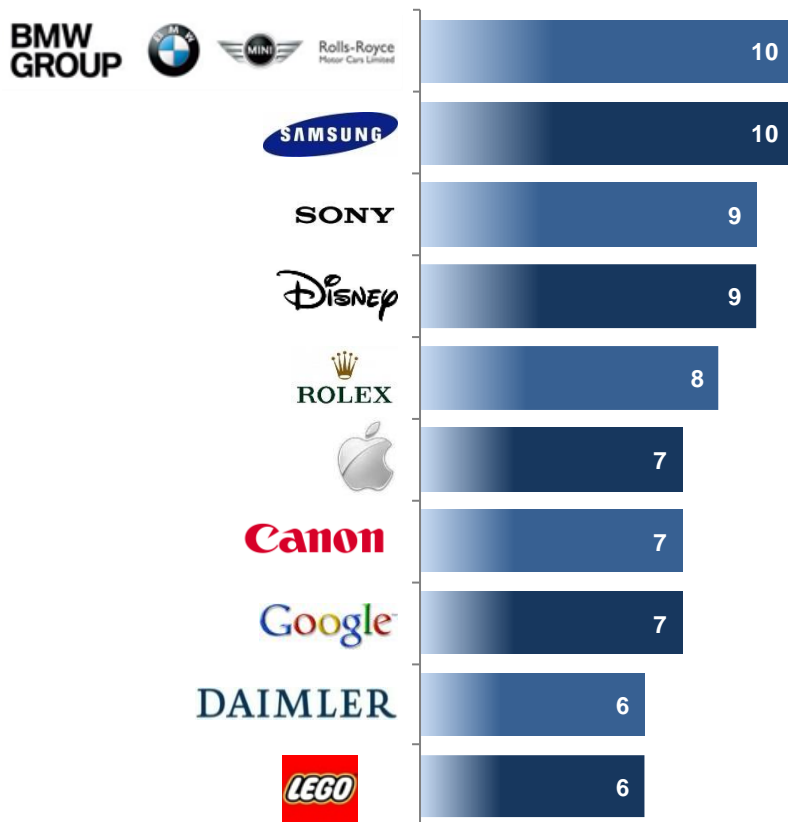
- 1 
- 2 
- 3 
- 4 
- 5 

Asia Pacific

- 1 
- 2 
- 3 
- 4 
- 5 

Companies who made the Top 10 Ranking in multiple countries in 2014

Top 10 Companies Across Countries



No company is in the top 10 across all 15 markets

- Even the best companies have not yet managed to build a stellar reputation across all 15 markets
- Only 10 out of the 100 companies made the Top 10 in six or more of the 15 markets underlining the challenge of building a strong global reputation
- BMW, Samsung, Sony and Disney made the Top 10 rankings in 9+ of the 15 countries studied in 2014 RepTrak® 100

Its difficult to go global in the Reputation Economy

Exporting reputation is challenging

- Up to 20% weaker reputation in foreign markets
- Companies lose up to 24% of consumers willingness to recommend in foreign countries
- Major opportunity to drive growth if you can get this right

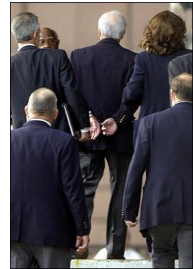
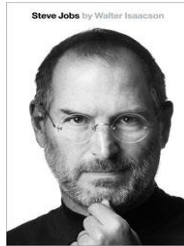


CONNECTING WITH CONSUMERS – BUT HOW?



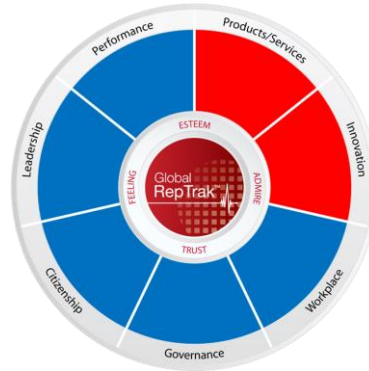
In the Marketplace Just **Two Factors** are at Play

Product

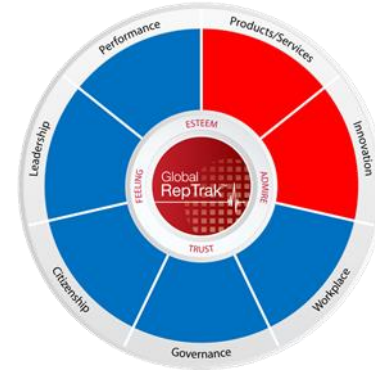


Enterprise

Who You Are Matters More than What You Do



Enterprise



Product

Recommend

Trust

Say Something Positive

Buy

Invest

Work for

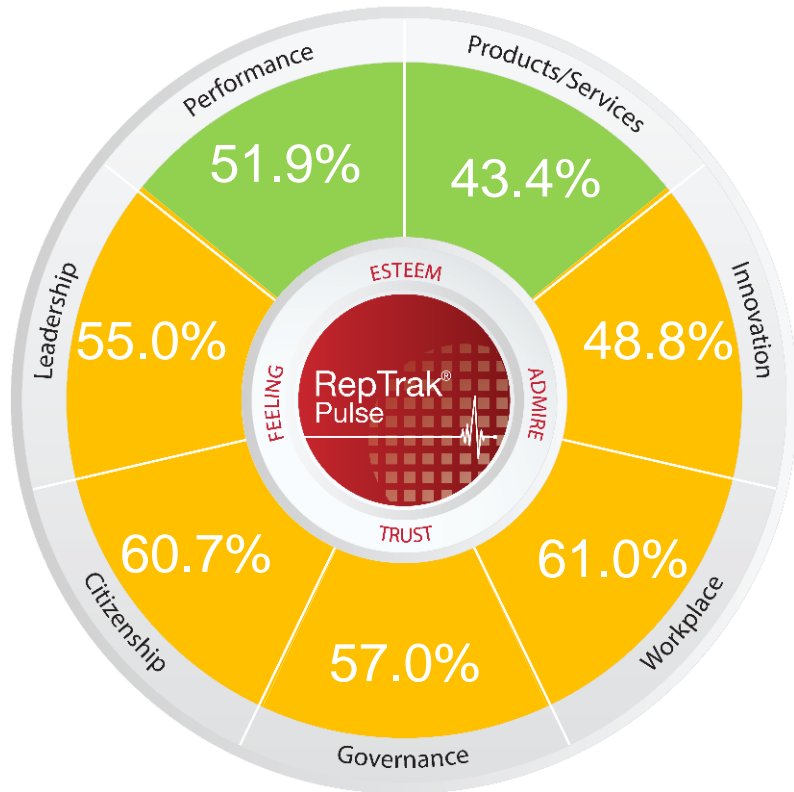
Welcome to Community

60%

40%

Recommend: I would recommend 'Company' to others
 Trust: If 'Company' was faced with a product or service problem, I would trust them to do the right thing
 Say Something Positive: I would say something positive about 'Company'
 Buy: If I had the opportunity, I would buy the products/services of 'Company'
 Invest: If I had the opportunity, I would invest in 'Company'
 Work for: If I had the opportunity, I would work for 'Company'
 Welcome to Community: If I had the opportunity, I would welcome 'Company' into my community

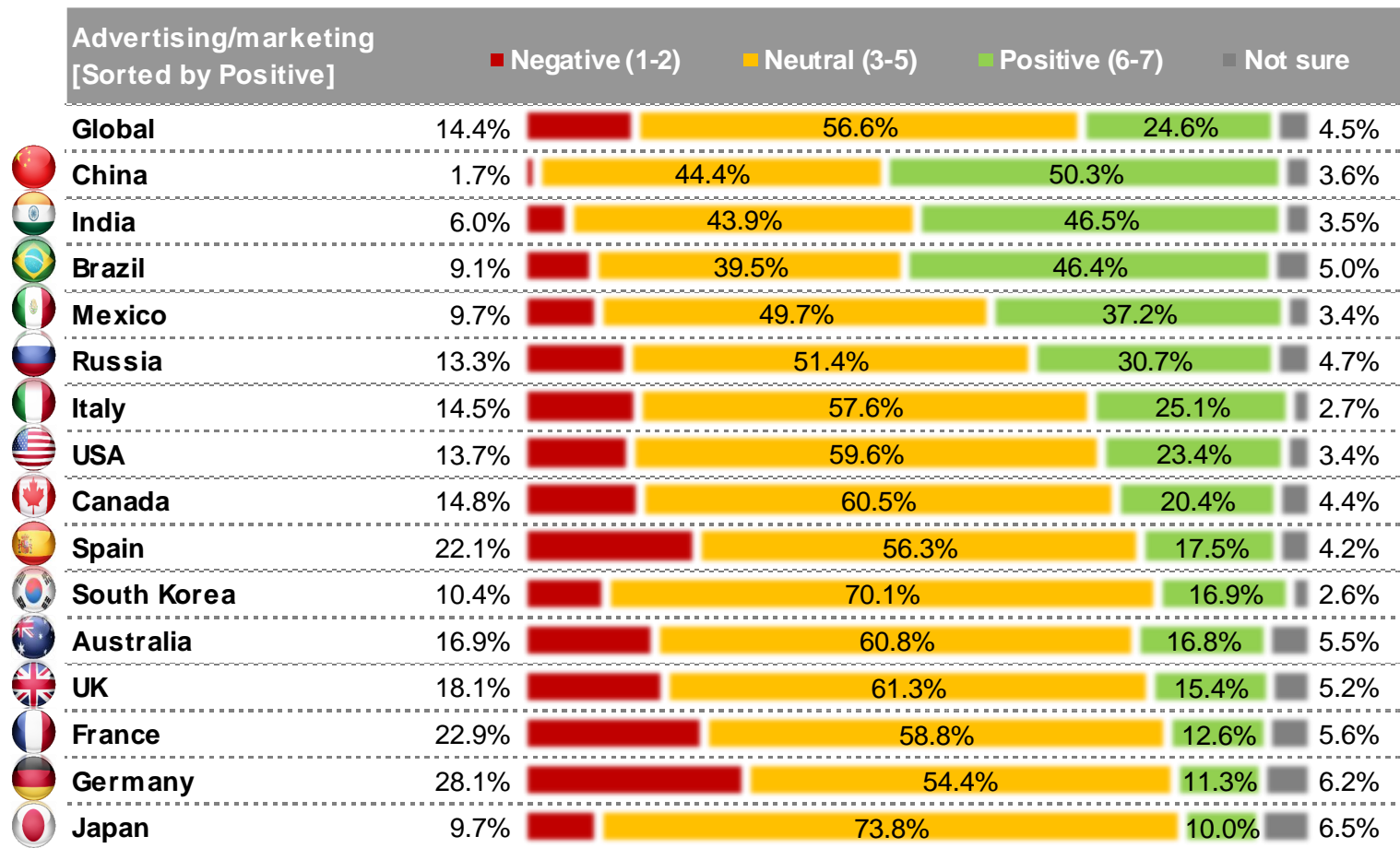
A Massive Opportunity to Become More relevant



- Even the 100 most visible and well know companies are struggling to get their message across to consumers
- Across the 7 dimensions of reputation there are between 43 and 61% of consumers who are uncertain as to what these companies are doing within the specific dimensions
- These people are fence sitters who can go positive or negative with more information.
- Companies who are able to communicate and engage with consumers on their company story across the 7 dimensions will see massive improvements in recommendations and willingness to buy their products

The % are the people who are neutral or not sure about the company performance on the specific dimension. Answering 3, 4, or 5, on a 1 – 7 scale + people who answered “Not Sure”

Trust in Marketing/Advertising by Country



Q: I believe what companies say in their advertising/marketing Global n = 59,921

We look forward to continuing the conversation



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Download 2014 RepTrak® 100 Report



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METHODOLOGY



2014 Global RepTrak® 100



- 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 Jan-Feb 2014.



About This Study – The 2014 Global RepTrak® 100

Data Collection Period

- January-February 2014

Qualified Companies

- Above average reputation in home market 2009-2013
- Public-facing companies with mid-high international scope
- Revenues greater than \$6B (US) or \$1B (Internationally)

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, work for, welcome into neighbor, say something positive about and trust to do the right thing if faced with a problem

Data Collection Method

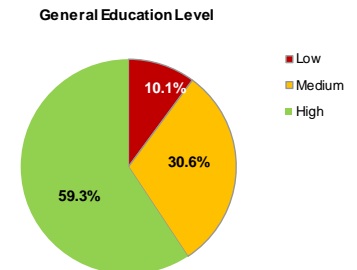
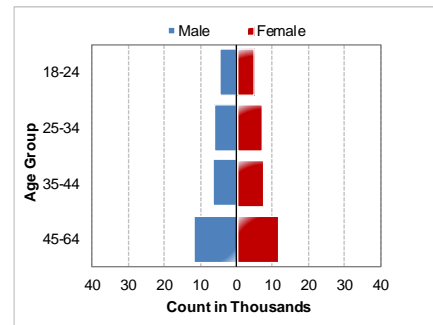
- Web Based Questionnaire in 15 countries
 - Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, Spain, South Korea, United Kingdom, United States
- Data collection was powered by Toluna

Length of Interview

- 15 minutes



	2010	2011	2012	2013	2014
Number of Countries	24	15	15	15	15
Number of Companies	50	100	100	100	100
Number of Industries	17	19	18	18	19
Number of Respondents	40,160	47,653	47,055	57,357	59,921
Number of Ratings	181,373	166,639	152,413	165,029	171,781



ABOUT REPUTATION INSTITUTE



REPUTATION INSTITUTE



At Reputation Institute we have a proven analytical framework to give you the **clarity** you need to make the right decisions

We have the knowledge to help you build the **competencies** needed inside the organization to deliver on customer and stakeholder expectations

And we have the best minds to give you the **confidence** to make the right decisions

At Reputation Institute, we provide corporate leaders with the clarity, competence, and confidence needed to make the right choices so their business strategies can succeed.



INTELLIGENCE

Intelligence

We enable executives to get clarity and improve competencies by delivering strategic advisory, rigorous best practices research, executive education, and peer networking



MEASUREMENT

Measurement

We help clients identify what stakeholders want from them and where risks and opportunities are by applying proven smart analytical models to rigorous perception research.



DECISIONS

Decisions

We enable clients to solve business issues by using the reputation approach increasing the return on any investments you make.

Reputation Institute is the world's leading reputation-based advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997. We enable many of the world's leading companies to make more confident business decisions that build and protect reputation capital and drive competitive advantage.

Our most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions – best known via the Forbes-published Global RepTrak® 100, the world's largest study of corporate reputations. Businesses and executives regularly discover best practices in reputation management by affiliating with our Knowledge Center and participating in its learning programs and networking events. Reputation Institute has offices and associates in 30 countries around the world.

For more information, visit: www.reputationinstitute.com

