



2016 Global RepTrak® 100

The World's Most Reputable Companies

March 22, 2016

About Reputation Institute

The World's Leading Research and Advisory Firm for Reputation

Founded in 1997 by Dr. Charles Fombrun and Dr. Cees van Riel, we help organizations answer the questions:

- What is my reputation and how does it compare?
- How can I improve it?
- Who is doing it well?

RepTrak® Framework

We measure the reputations of thousands of the world's most prestigious companies annually using our RepTrak® framework – the world's largest and highest quality normative reputation database.

Continuous Reputation Measurement & Guidance

We provide continuous reputation measurement, benchmarking and consulting services to hundreds of the best-known companies globally to help them protect their reputations, analyze risks and drive competitive advantage.

Reputation Management Best Practices

Through our Reputation Leaders Network, we bring executives from 100+ global member companies together to advance the practice of reputation management collectively and for their organizations.



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Executive Partner

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Agenda

- About Reputation Institute
- The 2016 Global RepTrak® 100
- Building a Strong Reputation Across Countries and Dimensions
- Drivers of Reputation and Support
- Company Profiles
- Driving Business Success Through Reputation

Welcome to the Global RepTrak® 100

- The Global RepTrak® 100 is a study that Reputation Institute conducts annually to measure the reputation of the world's 100 most highly regarded and familiar global companies in 15 countries
- It is the largest Global reputation study, with over 240,000 ratings collected in Q1 2016
- Respondents are qualified at 2 tiers:
 - Familiarity:** Respondent must be "somewhat" or "very" familiar
 - RepTrak® Pulse:** 75% completion of pulse rating to be included
- The results tell us:
 - Which companies are best regarded by the general public
 - What drives trust and support with general public
 - How the top companies are living up to public expectations
- Study components:
 - RepTrak® Pulse**
 - Dimensions of Reputation and Drivers of Reputation**
 - Supportive behaviors such as willingness to trust or buy**
 - Brand expressiveness**
 - Data by demographic cuts**



AUSTRALIA • BRAZIL • CANADA • CHINA • FRANCE • GERMANY
 • INDIA • ITALY • JAPAN • MEXICO • RUSSIA • SOUTH KOREA •
 SPAIN • THE UNITED KINGDOM • THE UNITED STATES

Why Measure Reputation?

The success of your company depends on getting people to support you.

Reputation is an
emotional bond...



...that ensures

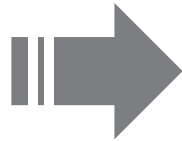
- Customers **buy** your products...
- The general public **recommend** your company...
- Policy makers and regulators give you a **license to operate**...
- The financial community **invest** in you...
- The media **report** favorably on your point of view...
- Employees **deliver** on your strategy...

The RepTrak® Model Summary

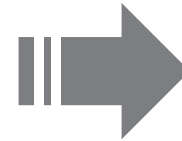
The RepTrak® System measures a company's ability to deliver on stakeholder expectations on the **7 key rational dimensions of reputation**

- PRODUCTS & SERVICES
- INNOVATION
- WORKPLACE
- GOVERNANCE
- CITIZENSHIP
- LEADERSHIP
- PERFORMANCE

REPUTATION DIMENSIONS



REPUTATION (RepTrak® Pulse)



A company that delivers on expectations in the 7 domains will earn **support from its stakeholders**

- PURCHASE
- RECOMMEND
- CRISIS PROOF
- VERBAL SUPPORT
- INVEST
- WORK

SUPPORTIVE BEHAVIORS

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2016 Global RepTrak[®] 100

The 10 Companies with the Best Reputation in the World











ACROSS 15 MARKETS

- AUSTRALIA • BRAZIL • CANADA • CHINA • FRANCE • GERMANY • INDIA • ITALY • JAPAN • MEXICO • RUSSIA • SOUTH KOREA • SPAIN • THE UNITED KINGDOM • THE UNITED STATES

THE STRENGTH OF THE EMOTIONAL BOND BETWEEN THE COMPANY AND GENERAL PUBLIC BASED ON:






- GOOD FEELING
- TRUST
- RESPECT
- ADMIRATION



Rank	Company	RepTrak® Pulse Score
1	 ROLEX	78.4
2	The  Company	78.2
3		78.1
4	   ROLLS-ROYCE POWER CARS LIMITED	77.9
5	DAIMLER	77.7
6		77.4
7	 Microsoft	77.0
8		76.9
9	SONY	76.7
10		76.6

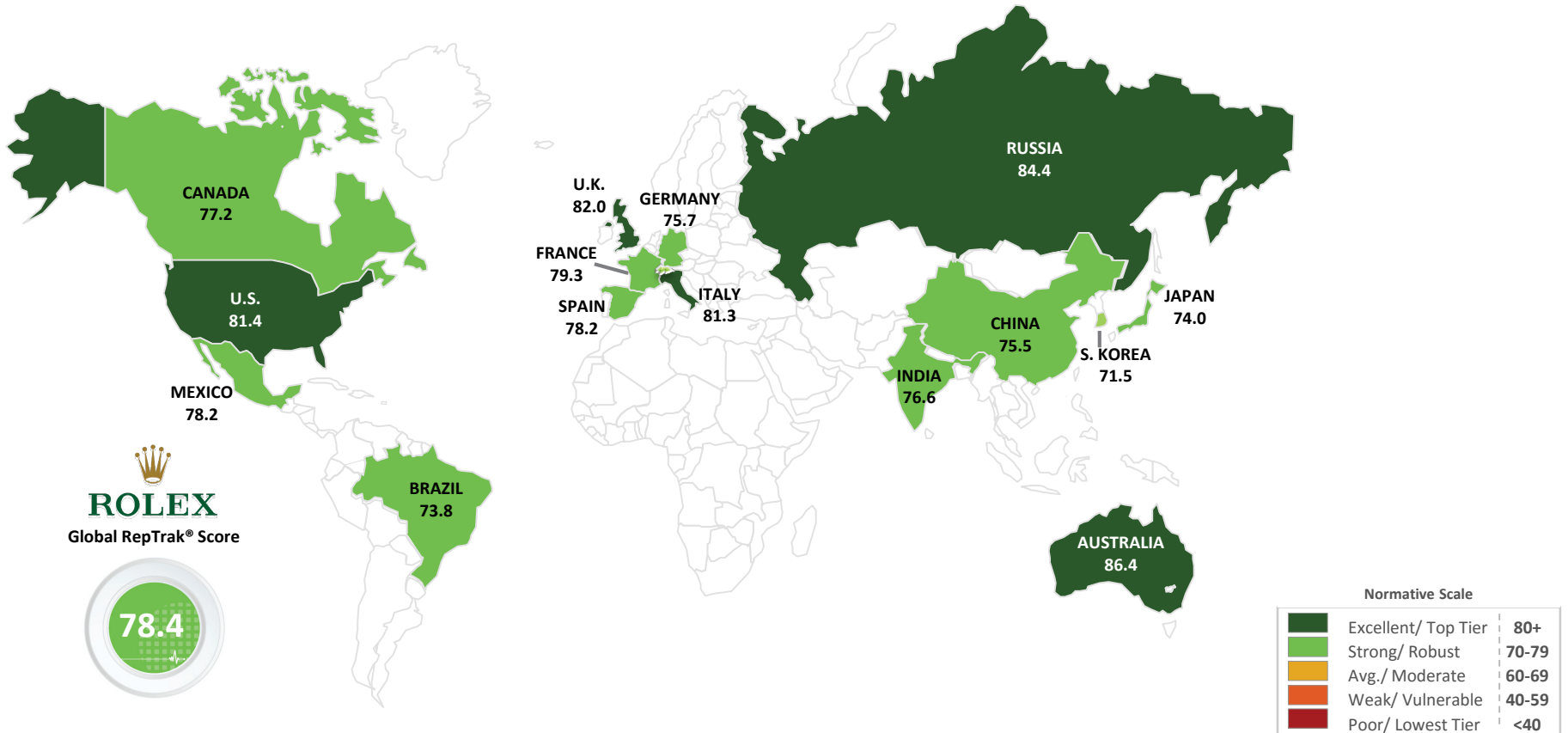


Normative Scale

	Excellent/ Top Tier	80+
	Strong/ Robust	70-79
	Avg./ Moderate	60-69
	Weak/ Vulnerable	40-59
	Poor/ Lowest Tier	<40































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

Rolex Has an Excellent Reputation in 5 Countries, and Strong in 10 Countries



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

The Global RepTrak® 100 – Top 10 (2014 -2016)

Rank	2016	2015	2014
1			The  Company
2	The  Company		
3			
4			
5			
6		The  Company	
7			
8			
9			
10			

- The global top 10 list has remained stable for the past 3 years
- Microsoft returns to the list after it dropped out in 2015
- Intel drops off the list
- Apple's position is on the decline, while Rolex rose to #1

2016 Global RepTrak® 100: The World's Most Reputable Companies (1-50)

Rank	Company	2016 RepTrak® Pulse
1	Rolex	78.4
2	The Walt Disney Company	78.2
3	Google	78.1
4	BMW Group	77.9
5	Daimler (Mercedes-Benz)	77.7
6	LEGO Group	77.4
7	Microsoft	77.0
8	Canon	76.9
9	Sony	76.7
10	Apple	76.6
11	Intel	76.4
12	Adidas Group	76.1
13	Nike	75.9
14	Rolls-Royce Aerospace	75.8
15	Michelin	75.7
16	Johnson & Johnson	75.2
17	Samsung Electronics	75.0
18	Ferrero	74.8
19	Nintendo	74.7
20	Levi Strauss & Co.	74.3
21	Amazon.com	74.3
22	Nestlé	74.0
23	Philips Electronics	73.8
24	L'Oréal	73.7
25	Robert Bosch	73.7

Rank	Company	2016 RepTrak® Pulse
26	Panasonic	73.6
27	IKEA	73.6
28	Colgate-Palmolive	73.6
29	Visa	73.6
30	3M	73.3
31	Toyota	73.2
32	Giorgio Armani Group	73.2
33	Yamaha Motor Corporation	73.1
34	Goodyear	73.0
35	Kellogg's	72.7
36	HP Inc.	72.7
37	Bridgestone	72.6
38	Mastercard	72.4
39	IBM	72.4
40	Pirelli	72.3
41	Whirlpool	72.1
42	Danone	72.1
43	Barilla	71.9
44	British Broadcasting Corporation (BBC)	71.8
45	Hugo Boss	71.8
46	Ralph Lauren Corporation	71.8
47	LVMH Group (Louis Vuitton - Moët Hennessy)	71.7
48	Hewlett Packard Enterprise	71.6
49	Cisco Systems	71.5
50	Dell	71.5

2016 Global RepTrak® 100: The World's Most Reputable Companies (51-100)

Rank	Company	2016 RepTrak® Pulse
51	The Estée Lauder Companies	71.5
52	Marriott International	71.5
53	Swatch Group	71.5
54	Honda Motor	71.4
55	Deutsche Lufthansa	71.4
56	Xerox	71.2
57	Boeing	71.2
58	FedEx	71.2
59	InterContinental Hotels Group	71.1
60	Caterpillar	71.0
61	LG Corporation	70.9
62	HJ Heinz (Kraft Heinz)	70.9
63	eBay	70.8
64	Airbus Group	70.8
65	Procter & Gamble	70.7
66	Hershey Company	70.7
67	Under Armour	70.7
68	Bayer	70.6
69	Volvo Group	70.5
70	Texas Instruments	70.4
71	Siemens	70.4
72	Nokia	70.3
73	Fujifilm	70.3
74	Oracle	70.3
75	Hilton Worldwide	70.2

Rank	Company	2016 RepTrak® Pulse
76	Heineken	70.2
77	Lavazza	70.0
78	Electrolux	69.7
79	Ford Motor	69.7
80	Campbell Soup Company	69.6
81	SAP	69.4
82	Schneider Electric	69.4
83	The Coca-Cola Company	69.3
84	General Electric	69.2
85	UPS	69.1
86	Kimberly-Clark Corporation	69.1
87	Air Canada	69.1
88	Toshiba	68.9
89	Unilever	68.8
90	Roche	68.4
91	Sharp	68.4
92	Bacardi	68.3
93	Starbucks Coffee Company	68.0
94	Fujitsu	68.0
95	PepsiCo	67.7
96	Hitachi	67.7
97	DuPont	67.7
98	Carlsberg Group	67.5
99	Ricoh	67.0
100	General Motors	67.0

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Building a Strong Reputation Across Countries and Dimensions

Only 6 Companies Make Their Way into the Top 10 Across the Majority of the Markets

Company	# of countries in which it ranks in the top 10
Rolex	11
Sony	10
Google	9
The Walt Disney Company	9
Samsung	9
LEGO Group	8

- No company makes it in the top 10 across the 15 markets
- Only 6 companies make it in the top 10 across the majority of the markets
- In 2016, Rolex ranks in the top 10 in 11 countries compared to 7 in 2015
- BMW Group is in the top 10 in only 7 countries compared to 12 countries in 2015

Different Winners Across Regions – Difficult to Build a Global Reputation

North America Top 10	EMEA Top 10	Latin America Top 10	Asia Top 10
Hershey Company	LEGO	Google	Rolex
Google	Sony	BMW Group	Daimler
Samsung	Canon	Nike	Microsoft
LEGO	BMW Group	The Walt Disney Company	The Walt Disney Company
Campbell Soup Company	Samsung	Nestlé	Apple
Amazon.com	The Walt Disney Company	Daimler	Intel
Sony	Rolex	Colgate-Palmolive	Google
Rolex	Daimler	Microsoft	BMW Group
Nintendo	Google	Sony	Nike
Johnson & Johnson	Michelin	Johnson & Johnson	Rolls-Royce Aerospace

- 22 different companies are in the top 10 across 4 regions
- Only Google manages to be in the top 10 across all regions
- Sony, Rolex, BMW Group, Walt Disney and Daimler are in the top 10 across 3 regions
- It is more difficult to break into the top 10 in North America and EMEA – RepTrak® score of 79 vs. only 77 in Latin America and 74 in Asia

North America = Canada and US

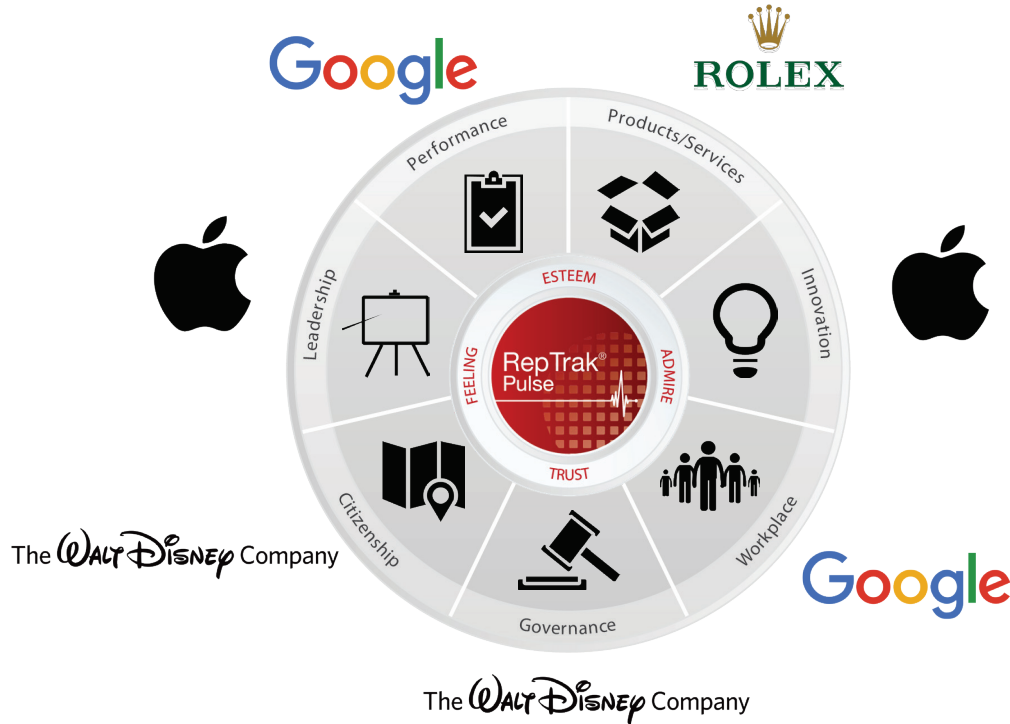
EMEA = France, Germany, Spain, Italy, UK and Russia

Latin America = Brazil and Mexico

Asia = China, India, Australia, Japan, South Korea

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

4 Companies Win the 7 Dimensions – Apple, Disney, Google, and Rolex

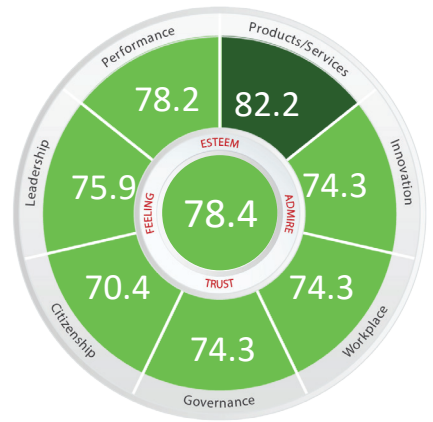


- Apple holds onto global leadership position for Innovation and Leadership
- Rolex remains the leader in Products and Services
- The Walt Disney Company dominates the CSR dimensions, leading in Governance and Citizenship
- Google is the leading company in Workplace and Financial Performance
- Only 4 companies (Daimler, BMW Group, Google and The Walt Disney Company) are in the top 10 across all 7 dimensions

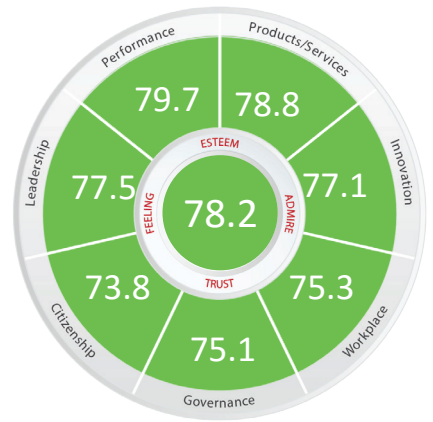
To Be a Winner You Need to Deliver on All 7 Dimensions of Reputation



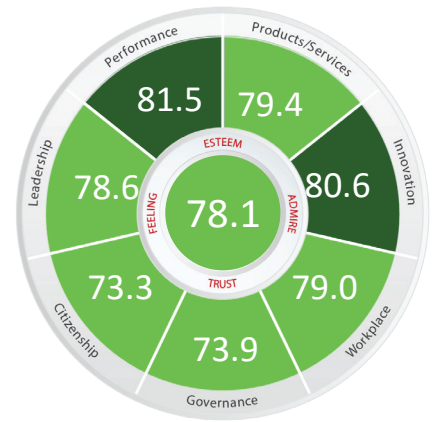
Rolex - 2016 Global RepTrak®



The Walt Disney Company - 2016 Global RepTrak®



Google - 2016 Global RepTrak®

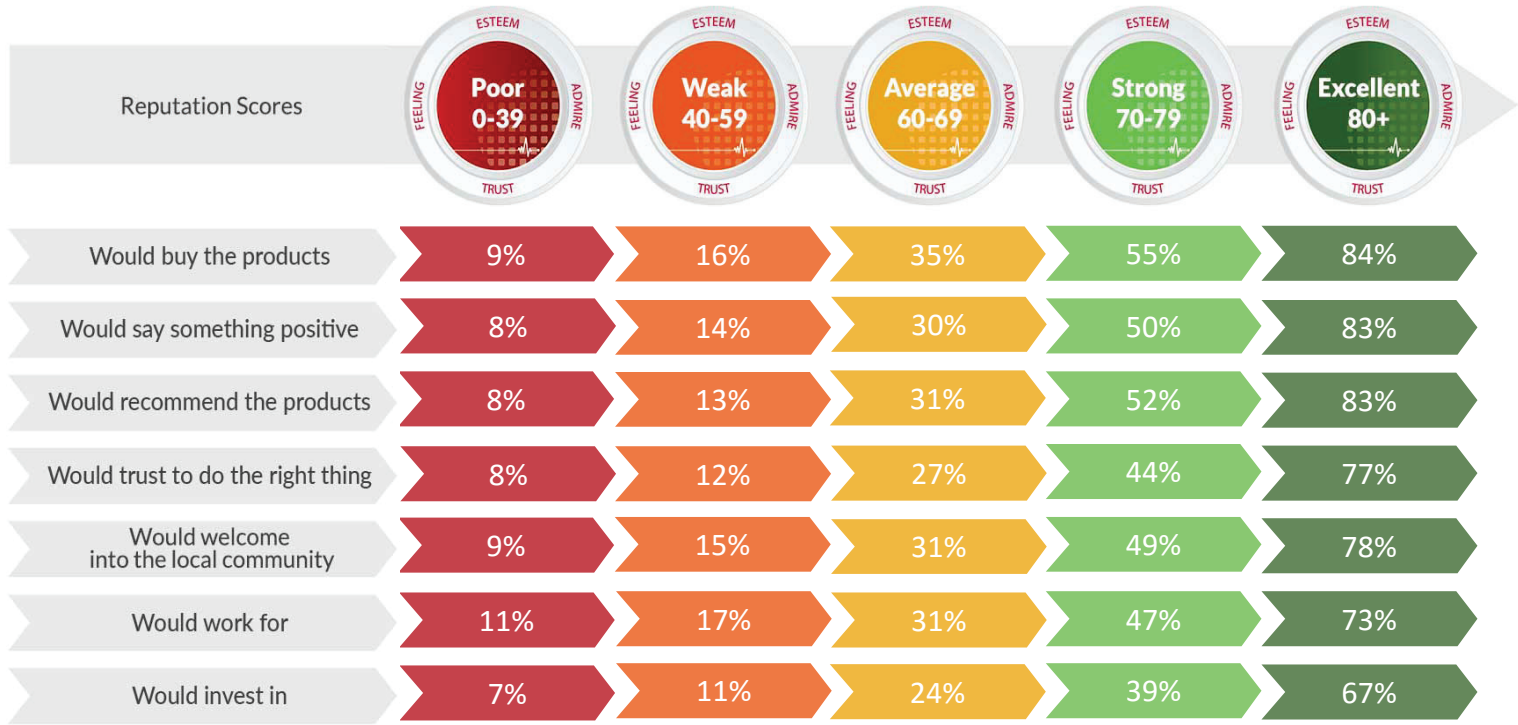


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Drivers of Reputation and Support

Reputation Drives Support

- Only Companies in the Strong RepTrak® Pulse Range Achieve Support Above 50%

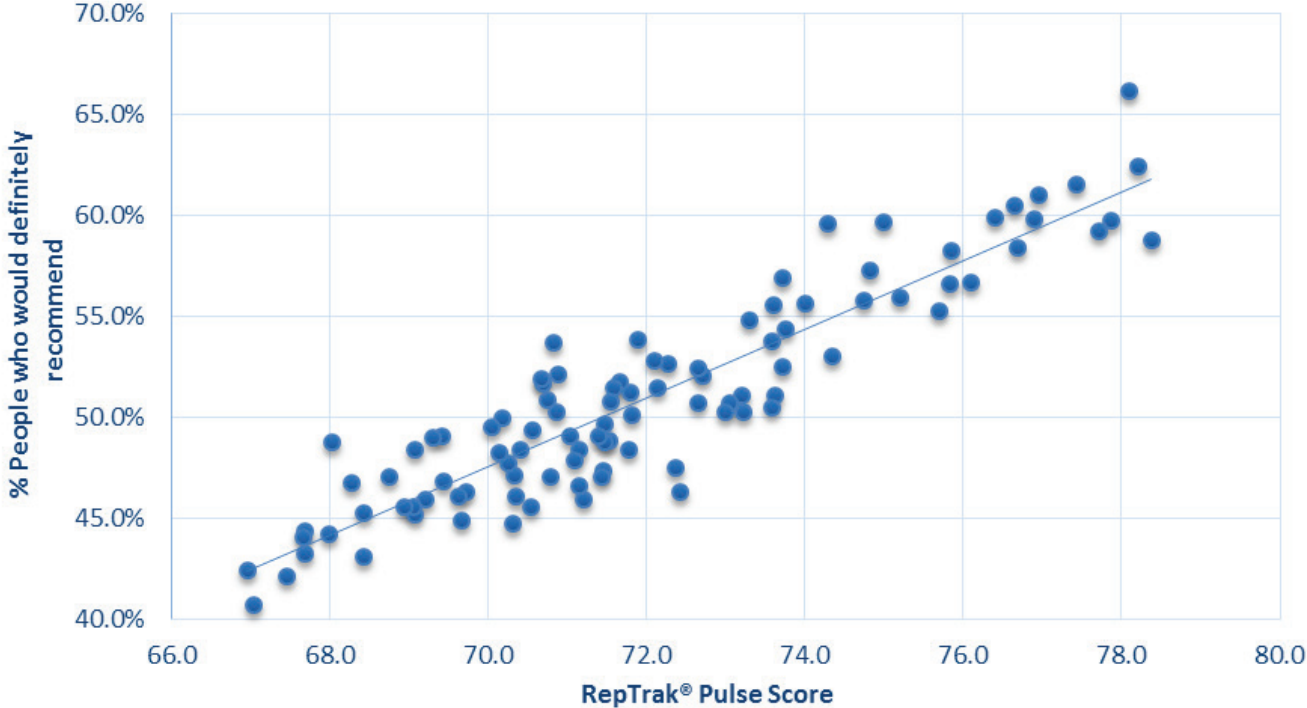


Source: 2016 Global RepTrak® 100
 N = 187,877 ratings from general public across 15 countries

The Impact of Reputation on Support Has Increased

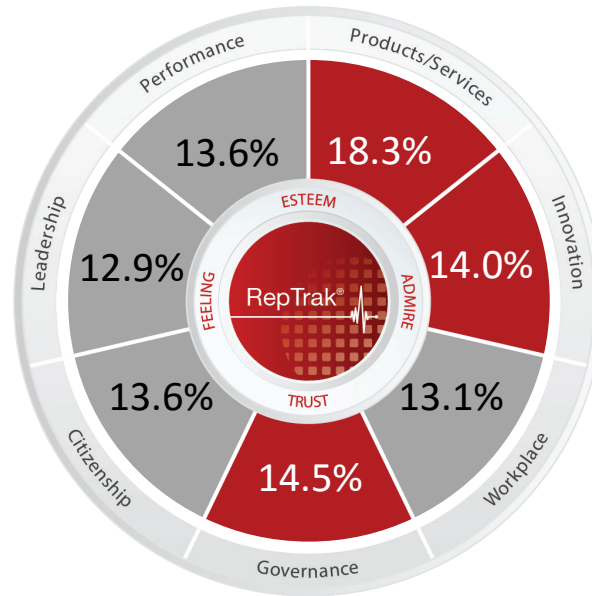
**A 5 point Increase in Reputation
Results in a 8.5% Increase in Recommendation**

$y = 0.017x - 0.7154$
 $R^2 = 0.8444$



Products/Services, Governance and Innovation Are the Key Drivers of Reputation with the General Public Globally

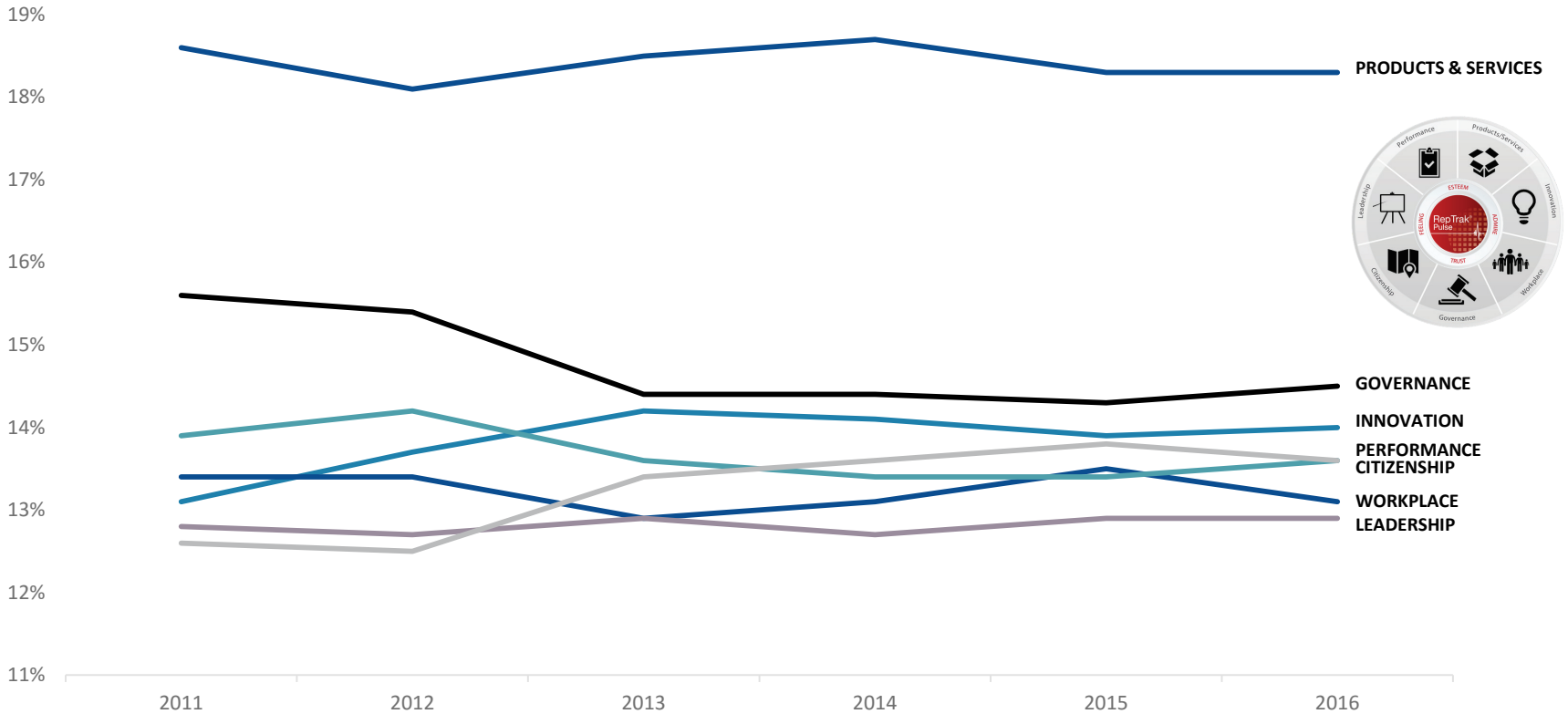
2016 Global RepTrak® Drivers



Factor Adjusted Regression
 N = 150,000
 Adj-R² = 0.699

- **Product/Services:** Offers high quality products and services – it offers excellent products and reliable services
- **Innovation:** Is an innovative company -- it makes or sells innovative products or innovates in the way it does business
- **Workplace:** Is an appealing place to work -- it treats its employees well
- **Governance:** Is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
- **Citizenship:** Is a good corporate citizen -- it supports good causes & protects the environment
- **Leadership:** Is a company with strong leadership -- it has visible leaders & is managed effectively
- **Performance:** Is a high-performance company -- it delivers good financial results

The Drivers of Reputation Have Remained Consistent Since 2013 – RepTrak® Is a Robust Measure

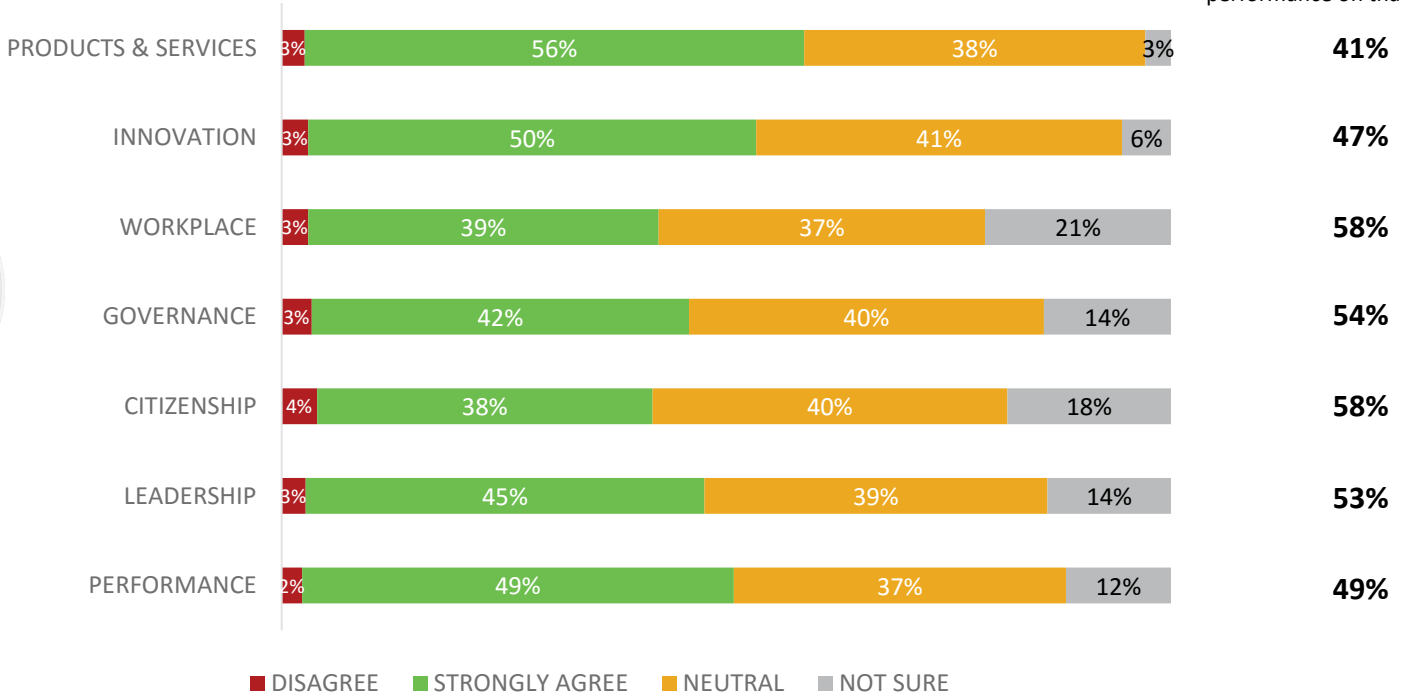


Companies Are at Risk – Need to Tell their Story

41%-58% of consumers are UNCERTAIN about what the companies are doing across the 7 dimensions

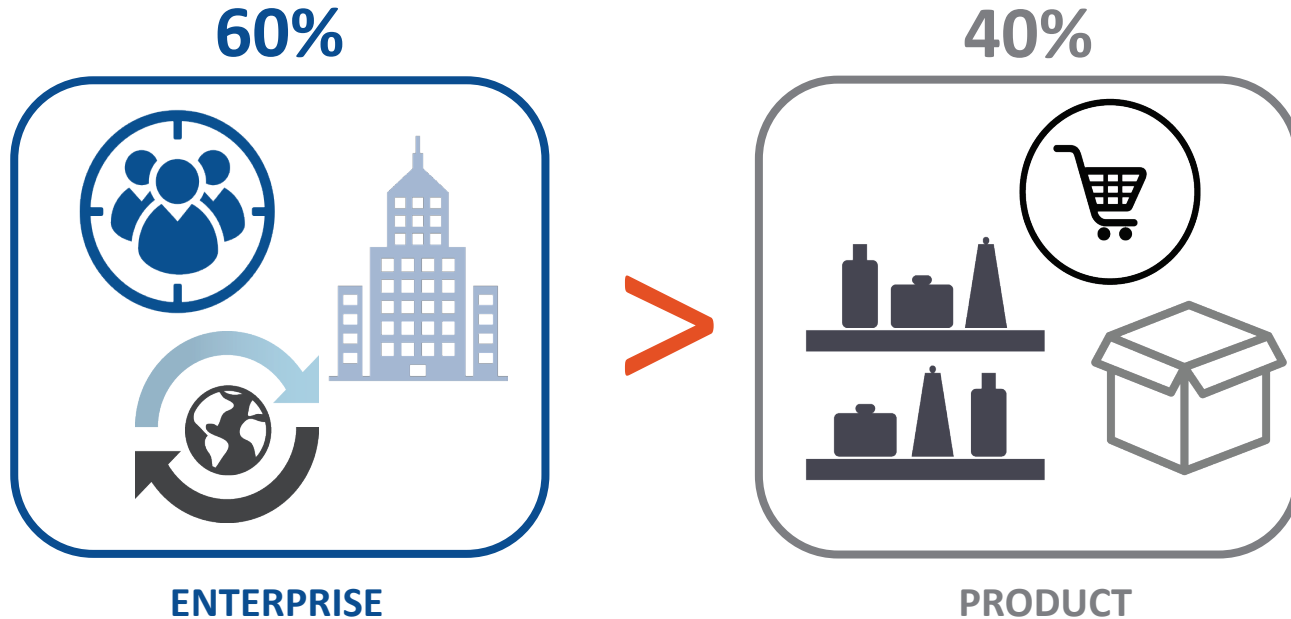


FENCE SITTERS = % of public who is neutral or 'not sure' about the company's performance on that dimension



Companies Will Benefit from Telling Their Company Story

- Enterprise Drives 60% of Willingness to Support



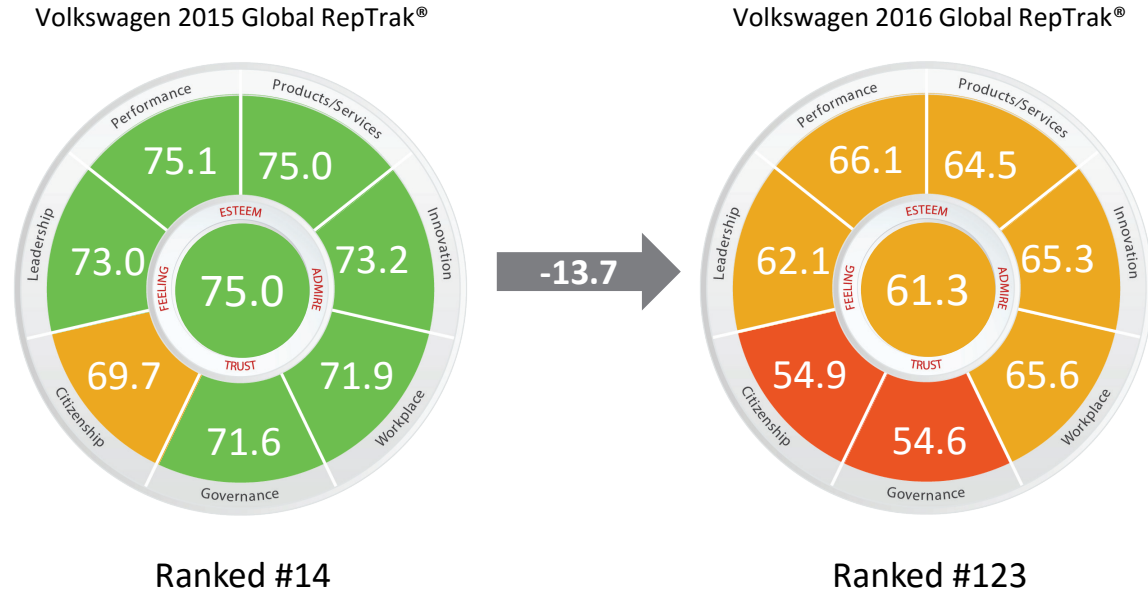
SUPPORTIVE BEHAVIORS

- RECOMMEND COMPANY
- SAY SOMETHING POSITIVE
- GIVE THE BENEFIT OF DOUBT
- TRUST TO DO THE RIGHT THING
- BUY PRODUCTS
- INVEST
- WORK FOR COMPANY
- WELCOME TO THE NEIGHBOURHOOD
- RECOMMEND PRODUCTS
- RECOMMEND AS AN INVESTMENT

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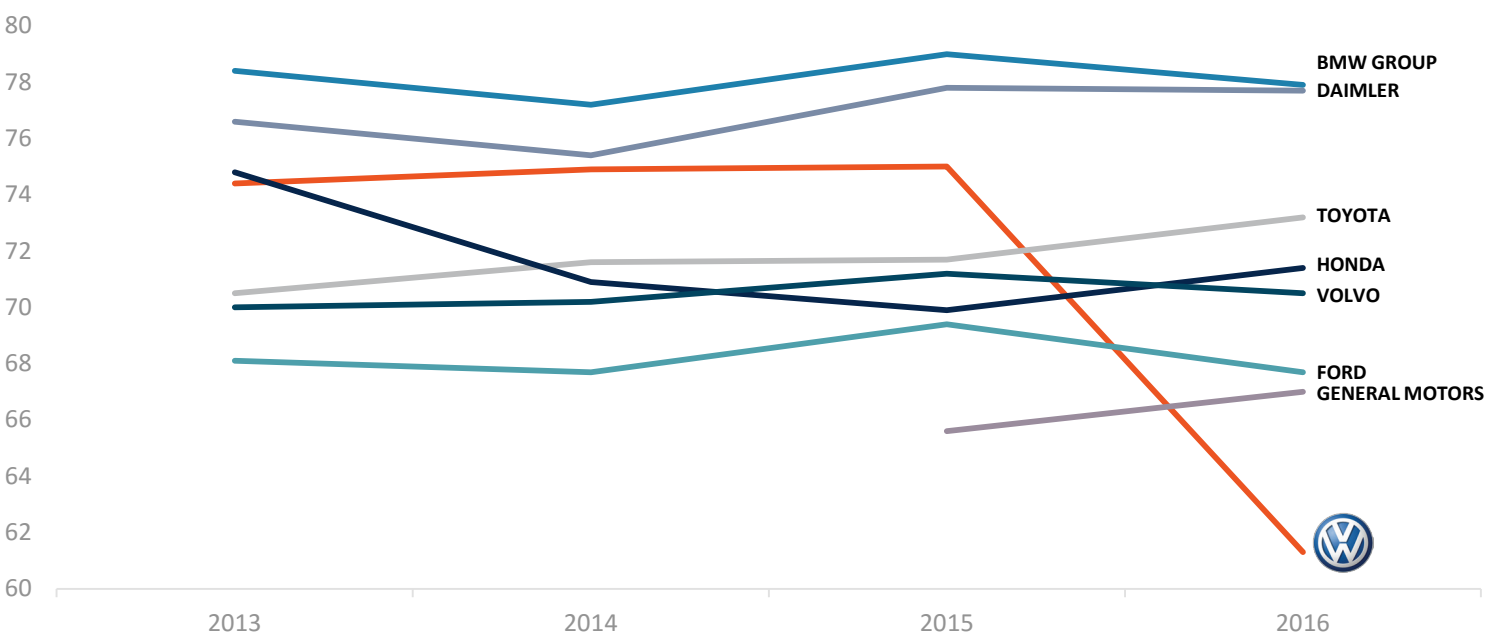
Company Profiles

Volkswagen's Emission Scandal Leads to a 13.7 Drop in Reputation



- Since 2015, Volkswagen's reputation dropped by 13.7 points globally
- Across the 7 dimensions of reputation, VW saw an average drop of 10.9 points with biggest drops in Governance (-17p), Citizenship (-15 p) and Leadership (-11 p)
- VW's reputation dropped significantly across 14 markets
- **Due to its drop in reputation, VW saw a drop across all supportive behaviors**

Volkswagen's Drop in Reputation Brings Down the Auto Industry Average, But Doesn't Hurt the Reputation of Individual Automakers



- The industry average in 2016 drops to a 70.5 from a 72.5
- The only automaker that sees a drastic drop is Volkswagen



Facebook Doesn't Make it Close to the Top 100: Strong Brand, but Average Reputation

2016 Global RepTrak® 100

95	PepsiCo	67.7
96	Hitachi	67.7
97	DuPont	67.7
98	Carlsberg Group	67.5
99	Ricoh	67.0
100	General Motors	67.0



- Facebook has a strong reputation only in India and China, and a weak reputation in Japan, Germany and France; in the rest of the 10 markets the reputation is average
- Facebook should tell its corporate story – 20% of the general public is 'Not Sure' about Facebook's Workplace, and 13% are 'Not Sure' about the company's initiatives around Citizenship
- Globally, Facebook's brand is stronger than its reputation

India	China	Brazil	Russia	Spain	Australia	U.S.	Mexico	Italy	S. Korea	Canada	U.K.	Japan	Germany	France
74.6	71.3	69.9	68.3	67.9	67.8	67.7	65.8	65.2	63.9	63.6	61.5	59.6	57.2	51.1

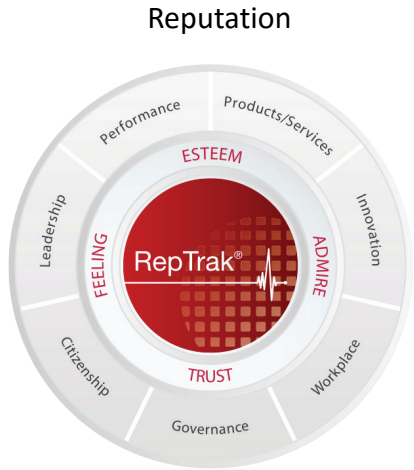
Globally RepTrak® Pulse scores that differ by more than +/- 0.9 are significantly different at the 95% confidence level

Reputation Institute

Driving Business Success Through Reputation Management

Reputation Institute Helps Measure and Manage Your Reputation

- What You Do**
 - Products
 - Customer Service
 - Investments
 - Employment
- What You Say**
 - Branding
 - Public Relations
 - Marketing
 - Sponsorship
- What Others Say**
 - Media
 - Key Opinion Leaders
 - Topic Experts
 - Friends/Family





Join the Conversation about Reputation



THE WALL STREET JOURNAL



EL PAÍS
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Bloomberg Businessweek

Forbes

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InformationWeek



Media coverage from major outlets included CNN Money, Yahoo! Finance, USA Today, WSJ, Bloomberg, Forbes, PR Week, Advertising Age, InformationWeek, American Banker, NY Times and more.

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2016 RepTrak® Release Schedule

- China RepTrak® 100 – March 17 2015
- Global RepTrak® 100 – March 22, 2015
- US RepTrak® 100 – March 29, 2015
- UK RepTrak® 150 – April 14, 2015
- Italy RepTrak® 50 – April 20, 2015
- Switzerland RepTrak® 50 – April 26, 2015
- Spain RepTrak® 50 – TBD
- Mexico RepTrak® 50 – May 3, 2015
- Canada RepTrak® 50 – May 10, 2015
- France RepTrak® 170 – May 12, 2015





Get Your Company's Data

Ask us to be among the first to know your company's 2016 score and ranking.

See how likely your stakeholders are to buy from you, work with you, and invest in your company.

Understand how you can improve your scores and grow your stakeholder support.

Ask us at info@reputationinstitute.com

Download the Report

<http://www.reputationinstitute.com/research/Global-RepTrak-100.aspx>