



# CSR RepTrak<sup>®</sup>100

by Reputation Institute



**2013 – Global CSR RepTrak<sup>®</sup> 100**

**Top Line Report**

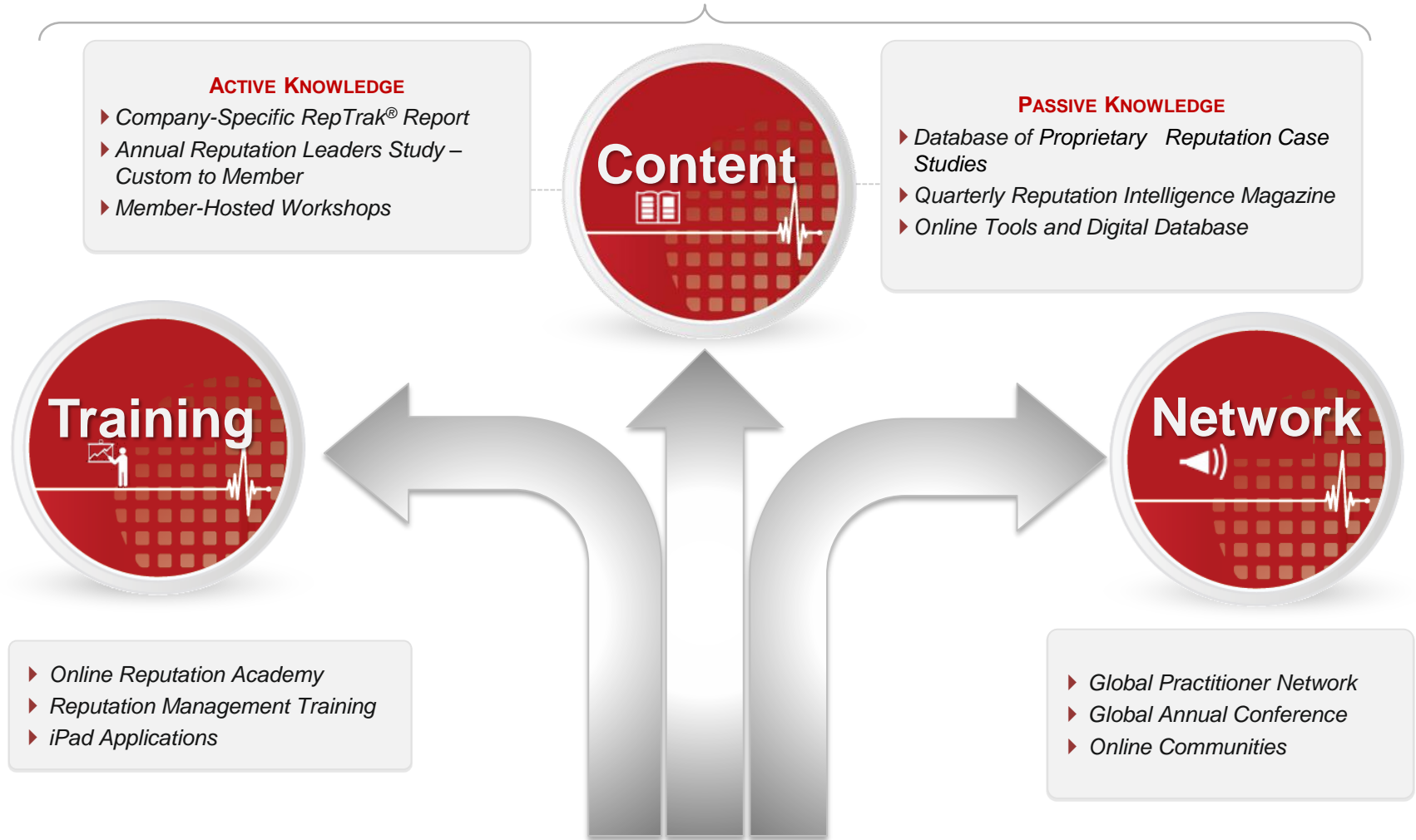
**The Best CSR in the World**

Reputation study with Consumers  
in 15 Countries

# Who We Are: **Knowledge** and **Advice** for 200+ Global Companies



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**WELCOME**  
**TO THE REPUTATION**  
**ECONOMY**

# Business Case for Reputation Management

**Your success as a company  
relies on people supporting  
you...**

- **Buying** your products...
- **License to operate**...
- **Investing** in you...
- **Reporting** on your point of view...
- **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.****

**A company who has a  
**good reputation****

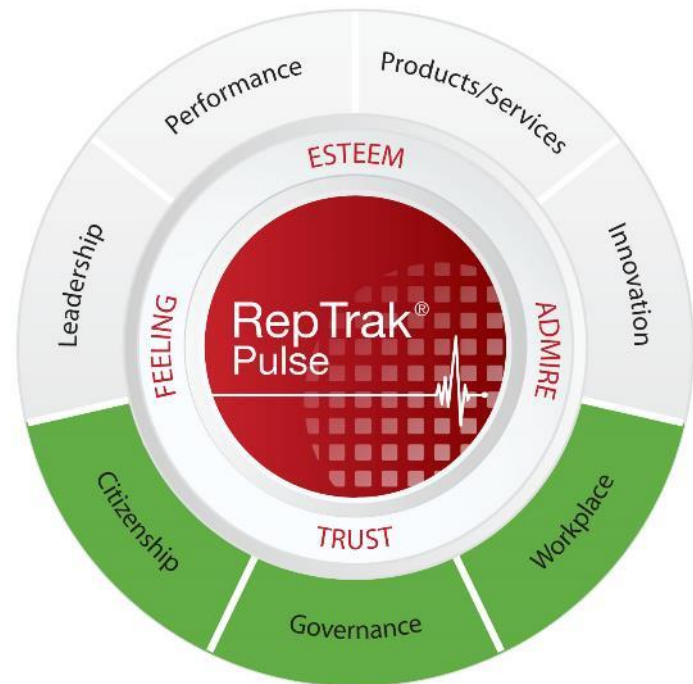


For your stakeholder to trust you,  
you need to **deliver on their expectations...**

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?**

# Reputation is on the Agenda of Companies

**56%**

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

*and*

**63%**

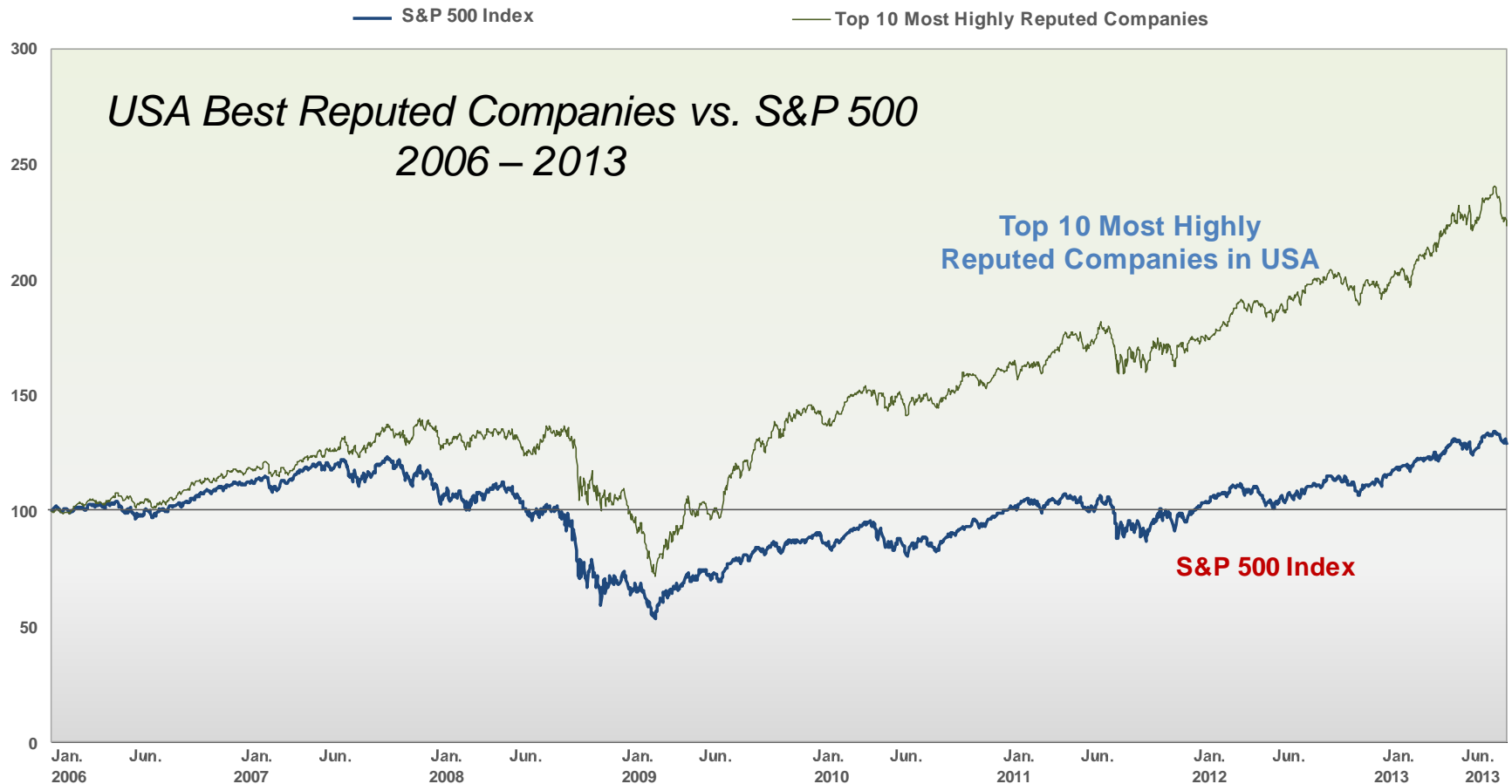
Expect Reputation Management to be a **HIGHER PRIORITY** for their company in the next 2-3 years

REPUTATION IS  
INCREASING IN IMPORTANCE

**52%** say it is a  
**HIGHER** priority than last year



# Strong link between Reputation and Stock Price



Based on the daily stock values for Top 10 companies in US RepTrak® Pulse rankings & S&P 500 Index values.  
 All Index Values show a percentage change from January 1, 2006.



# CSR RepTrak® 100 – “The Best CSR Reputation the World”

*The Best 100 Companies...*



*Compete Across the 15 Largest Economies...*

Europe



Latin America



North America



Asia Pacific



**For the title:  
“The Best CSR Reputation the World”**

**Forbes®**

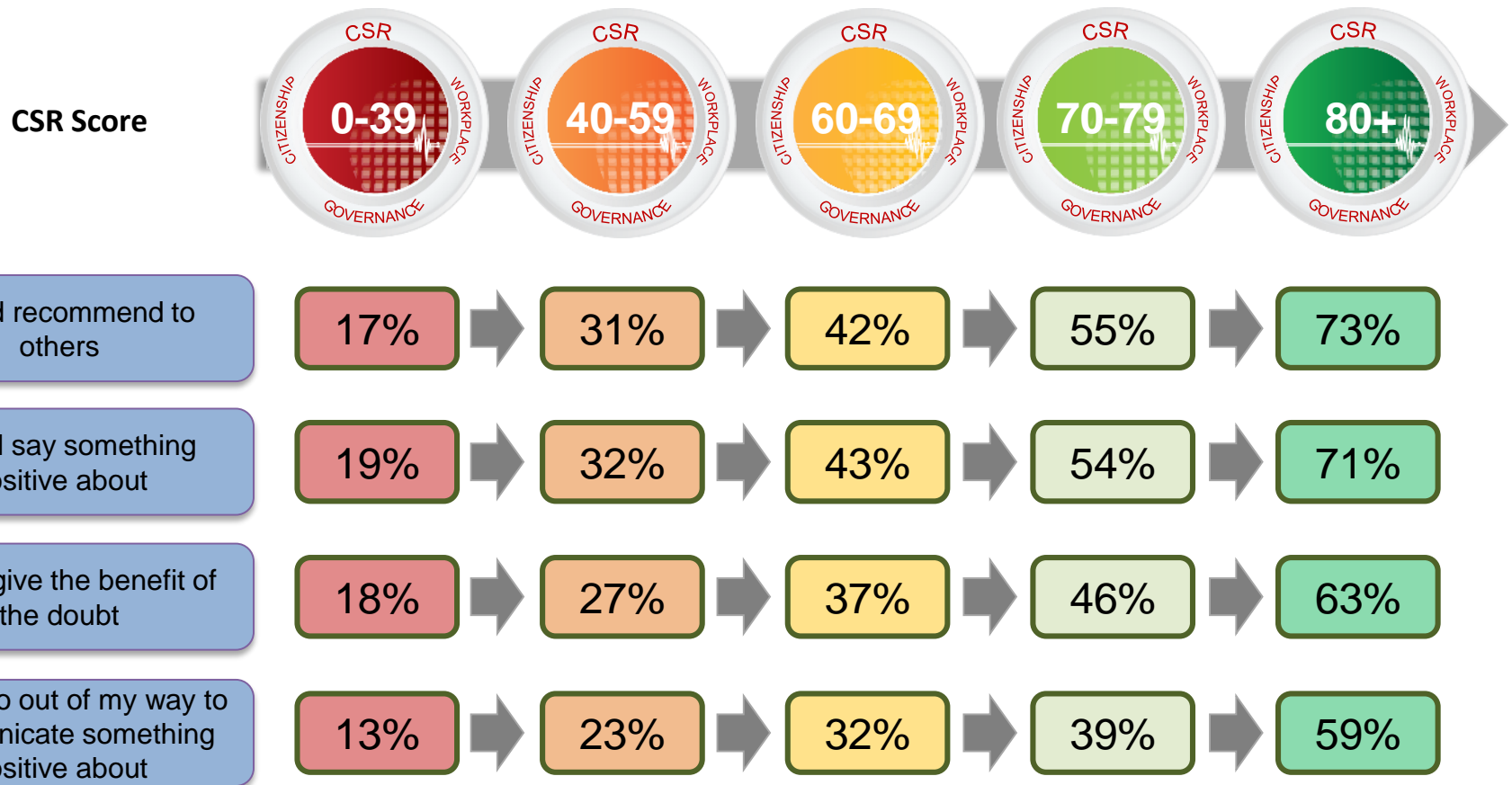
**REPUTATION  
INSTITUTE**



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by Reputation Institute

# CSR Drives Support



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 2013 US RepTrak® Pulse conducted in in Mar-Apr of 2013:

... But the Return on Investment is low from CSR

The Top 100 companies spend on average \$ 50 mill a year on CSR activities but they are not getting their message across to consumers:

**56-61% of consumers are neutral or not sure**  
if companies can be trusted to deliver on **Citizenship,**  
**Governance, and Workplace**

### CITIZENSHIP

*Only **35%** believe  
these companies are  
**good corporate citizens**  
that support  
good causes & protect  
the environment*

### GOVERNANCE

*Only **40%** believe  
these are responsibly-  
run companies that  
**behave ethically and**  
**are open & transparent**  
in business dealings*

### WORKPLACE

*Only **36%** believe  
these companies are  
**appealing places to**  
**work**  
that treat its employees  
well*

## WHO HAS THE BEST PERCEPTION FOR CSR?































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


**2013**

1	 Microsoft	 (1)	
2	The Walt Disney Company	 (3)	
3	Google	 (2)	
4		 (4)	
5	DAIMLER	 (6)	
6	SONY	 (8)	
7	 	 (12)	
8		 (7)	
9		 (5)	
10	 	 (16)	

## Microsoft, The Walt Disney Company, Google, and BMW have the best CSR perceptions in the world

- A group of 4 companies take the top spot in the 2013 CSR RepTrak® 100. Microsoft, The Walt Disney Company, Google, and BMW all have a strong perception when it comes to Citizenship, Governance, and Workplace.
- The top 10 is rounded out by Daimler, Sony, Intel, Volkswagen, Apple, and Nestlé.
- Intel and Nestlé are new to the top 10 pushing out Colgate-Palmolive and LEGO from the top 10.
- The top 10 Companies come from a cross-fit of industries: IT, Entertainment, Automobile, Electronics and Food.
- The German car industry has 3 companies in the top 10 leaving their competitors far behind; # 20 Honda, #21 Toyota, # 32 Volvo, # 72 Ford, #83 Suzuki, # 88 Peugeot-Citroën, # 93 GM, and #95 Nissan
- Noteworthy swings:  
PepsiCo falls 26 places - 4 point drop  
Panasonic falls 44 places - 5 point drop  
Nissan falls 53 places - 5.5 point drop  
H&M falls 22 places - 3 point drop

	Above 80	Excellent/Top Tier
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	60-69	Average/Moderate
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	Below 40	Poor/Bottom Tier

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

CSR RepTrak® scores are based on questions measuring Workplace, Governance, and Citizenship (captured in the CSR score on a 0-100 scale).

## 2013

1	 Microsoft
2	The WALT DISNEY Company
3	
4	
5	DAIMLER
6	SONY
7	
8	
9	
10	

## 2012

1	 Microsoft
2	
3	The WALT DISNEY Company
4	
5	
6	DAIMLER
7	
8	SONY
9	
10	

## 2011

1	
2	
3	The WALT DISNEY Company
4	
5	DAIMLER
6	SONY
7	
8	
9	
10	

## 2010

1	
2	
3	
4	
5	
6	SONY
7	
8	
9	
10	

# CSR RepTrak®:

## The World's Best Regarded Companies for CSR (1 – 50)

Rank	Company	CSR RepTrak®	Rank	Company	CSR RepTrak®
1	Microsoft	72,97	26	Samsung Electronics	66,50
2	The Walt Disney Company	72,83	27	The Coca-Cola Company	66,43
3	Google	72,71	28	Amazon.com	66,26
4	BMW	72,14	29	Procter & Gamble	66,16
5	Daimler (Mercedes-Benz)	70,65	30	Ferrero	66,15
6	Sony	69,49	31	Giorgio Armani Group	66,14
7	Intel	69,32	32	Volvo Group	66,13
8	Volkswagen	69,29	33	Bridgestone	65,98
9	Apple	69,21	34	Deutsche Lufthansa	65,93
10	Nestlé	69,00	35	Electrolux	65,91
11	LEGO Group	68,77	36	Siemens	65,86
12	Rolex	68,45	37	IKEA	65,84
13	Canon	68,02	38	Oracle	65,72
14	Kellogg Company	67,90	39	Eli Lilly	65,64
15	Johnson & Johnson	67,80	40	Marriott International	65,60
16	Colgate-Palmolive	67,62	41	SAS (Scandinavian Airlines)	65,60
17	Danone	67,25	42	Goodyear	65,55
18	IBM	67,09	43	3M	65,54
19	Philips Electronics	67,03	44	Whirlpool	65,43
20	Honda Motor	67,03	45	General Electric	65,42
21	Toyota	66,96	46	FedEx	65,33
22	Adidas Group	66,90	47	Barilla	65,30
23	Michelin	66,75	48	Abbott Laboratories	65,28
24	L'Oréal	66,66	49	Kraft Foods	65,26
25	Hewlett-Packard	66,51	50	Dell	65,25

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

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

CSR RepTrak® scores are based on questions measuring Workplace, Governance, and Citizenship (captured in the CSR score on a 0-100 scale).



# CSR RepTrak®:

## The World's Best Regarded Companies for CSR (51 – 100)

Rank	Company	CSR RepTrak®	Rank	Company	CSR RepTrak®
51	Singapore Airlines	65,20	76	UPS	63,49
52	Cisco Systems	65,20	77	ACER	63,35
53	Pirelli	65,18	78	Carlsberg Group	63,31
54	HJ Heinz	64,95	79	DuPont	63,09
55	Nintendo	64,91	80	eBay	63,09
56	Heineken	64,86	81	Hertz Global Holdings	63,04
57	LG Corporation	64,74	82	Starbucks Coffee Company	62,97
58	LVMH Group (Moët Hennessy-Louis	64,69	83	Suzuki Motor	62,96
59	Nokia	64,65	84	Qantas Airways	62,95
60	Bayer	64,59	85	GlaxoSmithKline	62,79
61	Panasonic	64,53	86	Boeing	62,72
62	Roche	64,51	87	Sharp	62,57
63	General Mills	64,50	88	Peugeot-Citroen	62,57
64	Toshiba	64,38	89	H&M	62,46
65	Unilever	64,15	90	Air France-KLM	62,38
66	Marks & Spencer Group	64,10	91	Lenovo Group	62,23
67	British Broadcasting Company (BBC	63,96	92	Hitachi	61,95
68	Diageo	63,94	93	General Motors Company	61,94
69	Nike	63,90	94	Pfizer	61,77
70	Bristol-Myers Squibb	63,81	95	Nissan Motor	61,76
71	Swatch Group	63,77	96	Fujitsu	61,50
72	Ford Motor	63,76	97	British Airways-Iberia (International	61,33
73	Airbus	63,69	98	Zara (Inditex)	61,16
74	Fujifilm	63,68	99	PepsiCo	61,04
75	Xerox	63,50	100	Bacardi	60,67

Excellent/Top Tier Above 80  
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CSR RepTrak® scores are based on questions measuring Workplace, Governance, and Citizenship (captured in the CSR score on a 0-100 scale).

## WINNERS ON THE 7 DIMENSIONS OF REPUTATION 2013

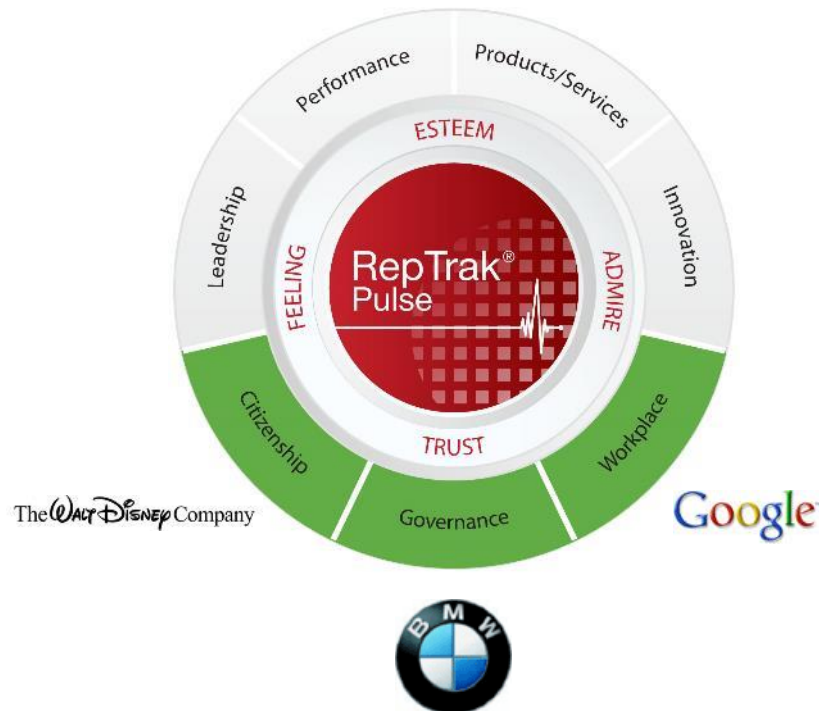


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# Company winners within the 3 CSR Dimensions



## CSR Dimensions Winners.

- Citizenship: **49.6% of consumers across the 15 markets definitely agree that Disney** is a good corporate citizen who supports good causes & protects the environment.
- Governance: **48.8% of consumers across the 15 markets definitely agree** that BMW is a responsibly-run company who behaves ethically and is open & transparent in its business dealings
- Workplace: **51.1% of consumers across the 15 markets definitely agree** that Google is an appealing place to work who treats its employees well

**Citizenship:** 'Company' is a good corporate citizen -- it supports good causes & protects the environment

**Governance:** 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings

**Workplace:** 'Company' is an appealing place to work -- it treats its employees well

## A WAY FORWARD FOR CSR PROFESSIONALS



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# A Way Forward for CSR Professionals

## 1. Define the business case

Strong link between Reputation and Stock Price



Based on the daily stock values for Top 10 companies in US RepTrak™ Pulse rankings & S&P 500 Index values.  
All Index Values show a percentage change from January 1, 2006.

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## 2. Show tangible facts

CSR Drives Support



Please select a number from 1 to 7 where 1 strongly disagree and 7 means I strongly agree.  
Note: Data are based on 2013 US RepTrak® Pulse conducted in 10/16/13 Age of 2013.

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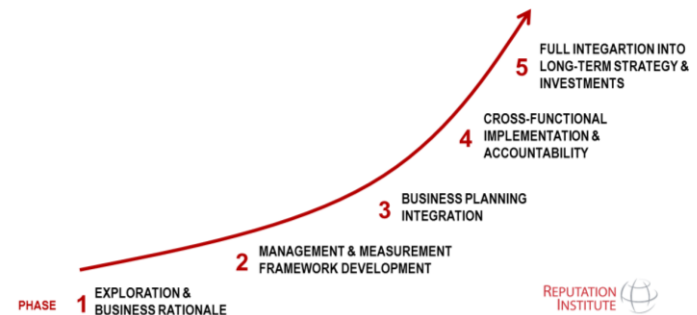
## 3. Define relevance of CSR across stakeholders

Stakeholders Expect Different Things from You



## 4. Engage the organization with a clear strategy

WHERE ARE YOU ON YOUR  
**REPUTATION JOURNEY?**

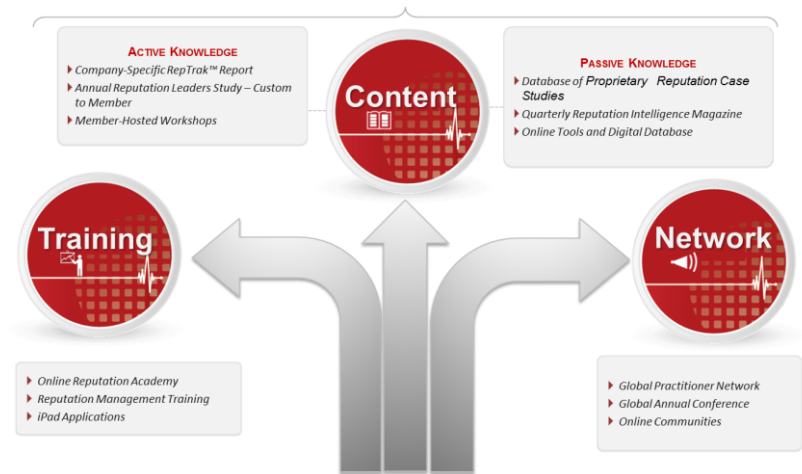


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- 2 training sessions with CSR experts
- 1 seat at the CSR Workshop at the annual Reputation Institute conference in Miami, June 2014
- 12 month access to the Knowledge Center online database



**Seth Kerker**  
Managing Director  
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# Join the discussion

## Reputation Intelligence

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Reputation Journey

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**Get your company specific results:**  
[reptrak100@reputationinstitute.com](mailto:reptrak100@reputationinstitute.com)

## Questions or Comments

Please post your questions or comments to  
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