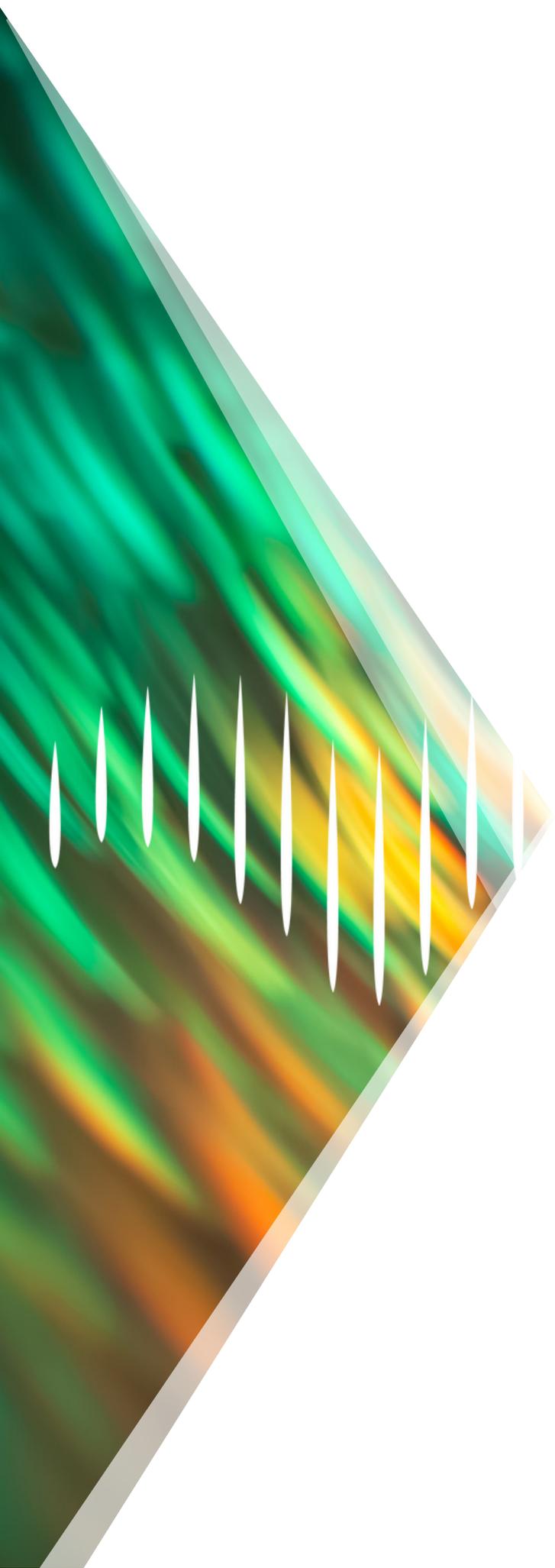


The  
**RepTrak**<sup>TM</sup>  
Company

**Global RepTrak® 100**

20

22



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A letter from our CEO



The long sigh that was 2021 has become 2022.

What felt like more of the same, this never-ending continuation of 2020 gave us radical insight into how we think and feel about the brands we interact with, because in terms of corporate reputation – nothing stayed the same.

Business didn't stall, nor did public perception to it. Worldwide, organizations made big decisions, responded to criticism and praise, upgraded and downgraded product quality, valued and didn't value employees, and communicated it all when they did and didn't say anything at all. And the world noticed, adjusting how they buy, trust, and recommend accordingly.

We've been in the reputation game for more than 20 years. What started as academic rigor grew into the world's largest corporate reputation database. After studying thousands of companies over two decades, we've collected millions of data points – and we get fresh data daily.

RepTrak's reputation monitoring software is always-on. Annually, we turn to our proprietary data to better understand reputation evolution and response year over year. Then, we share that information with you as part of our Global RepTrak® 100 Most Reputable Companies.

The reputation revolution will be documented, and we're here to share everything we know.

Here's what we found in 2022.

## KEY TAKE AWAYS

**1** Optimism has set a new reputation standard

**2** COVID is still shaping brand experience

**3** Ethical operations and fair, creative employment will be crucial

**4** You're not competing against your competitors for attention, you're competing with everyone, everywhere, all the time

**5** ESG is only increasing in importance, and the public is only becoming more disappointed

**6** The human experience shapes how we interact with brands

**7** Media and reputation are symbiotic, influencing one another in an endless loop

**8** Gen Z is flexing their purchasing power and Millennials have grown up

**9** Even when a product is not easily accessible, reputation is

**10** Providing a consistent experience doesn't always mean more of the same, it means continuous improvement

## METHODOLOGY

We know why you're here. You want to see the top 100. But with great insight comes great responsibility, so before we dig into our juicy findings, our research rigor demands we tell you how we got to these rankings and analyses.

The Global RepTrak® 100 (GRT) is the definitive ranking and analysis of corporate reputation for the world's leading companies. It showcases how people feel, think, and act towards companies globally. For over a decade, The RepTrak Company™ has ranked the 100 Most Reputable Companies to celebrate global reputation leaders.

(cont.)



# 2022 Global RepTrak 100

GRT processes are rooted in our everyday data processes – how we measure and determine the world’s most reputable companies is the same way we measure and report on corporate reputation for our clients on a daily basis.

Through a combination of machine learning (ML), AI, and natural language processing (NLP), our reputation intelligence platform combines and analyzes millions of perception and sentiment data points from online surveys, mainstream media, social media, business data, and additional third party sources. Consider it "always-there," unbiased, ongoing, near-real-time reputation intelligence that never ends.

By consistently measuring the corporate reputation of leading global brands, we help companies understand:

- How people feel about them through the emotional connection they demonstrate
- How people think about them by how they assess specific areas of their business
- How people act towards them based on what they say and do

For consideration in the 2022 Global RepTrak 100, a company had to meet the following criteria:

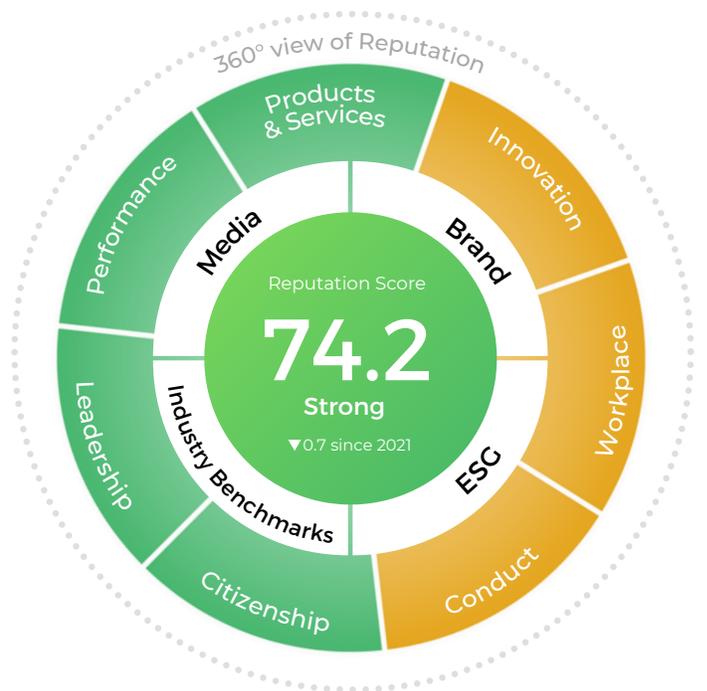
- Be a corporate brand with global revenue above USD \$2 billion
- Achieve a global average familiarity threshold above 20 percent in all fifteen countries measured and a familiarity threshold above 20 percent in eight or more of the fifteen countries measured
- Reach a qualifying Reputation Score above the median score (i.e., 67.3 points) based on thousands of companies featured in RepTrak’s reputation intelligence database

A company’s corporate reputation is determined using RepTrak’s Reputation Score — a score from 0-100 that measures how people feel towards a particular company. Scores are determined by a combination of components to provide a 360° view of reputation. Companies that met these criteria were then ranked based on their global Reputation Scores.

Reputation Scores demonstrate a strong positive relationship with business outcomes, such as stakeholders' willingness to buy, willingness to work for, recommend, or trust a company to do the right thing in a time of crisis.

The Global RepTrak® Top 100 rankings are based on data collected globally across 15 major economies\* from more than 243,000 ratings through online surveys, media content, and third-party sources and include cultural weighting. Data for this survey was collected from December 2021 through January 2022.

With that, allow us to introduce the 100 Most Reputable Companies for 2022.



\*The 15 countries measured include Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, South Korea, Spain, the U.K., and the U.S.A.





# 2022 Global RepTrak 100

▲ Rank change up ▼ Rank change down = Rank no change ★ Rank New

1 ▲ 	2 ▲ 	3 ▼ 	4 ▲ 	5 ★ 	6 ▼ 	7 ▼ 	8 ▲ 	9 ▲ 	10 ▲ 
11 ▼ 	12 ▲ 	13 ★ 	14 ▼ 	15 ▼ 	16 ▼ 	17 ▼ 	18 ▲ 	19 = 	20 ▲ 
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## REPUTATION SCORES

# KEY TAKEAWAY #1

*Optimism has set a new standard*

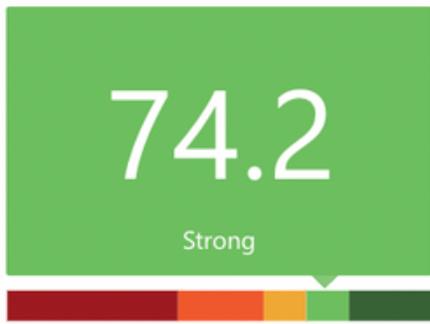
GRT 2021 was optimistic. In 2022, reality set in and brought reputation down with it, from 74.9 in 2021 to 74.2 in 2022. A 0.7 point decrease might not seem too bad, but historical RepTrak data shows a 1-point drop often results in a 4-5% drop in support. Let this 0.7-point decrease be an early warning.

In comparison to the 1.8-point YoY increase from 2020 to 2021, this is the first global reputation decrease we've seen since 2018. The 2022 Top 10 Most Reputable Companies also had lower scores on average than 2021.

Despite the decrease, the global Reputation Score remained within the Strong range, suggesting a remaining satisfaction. We are happy to see organizations are mostly on the public's good side, but let this be a reminder that reputation is living and breathing with evolving needs. One good year is not permanent.

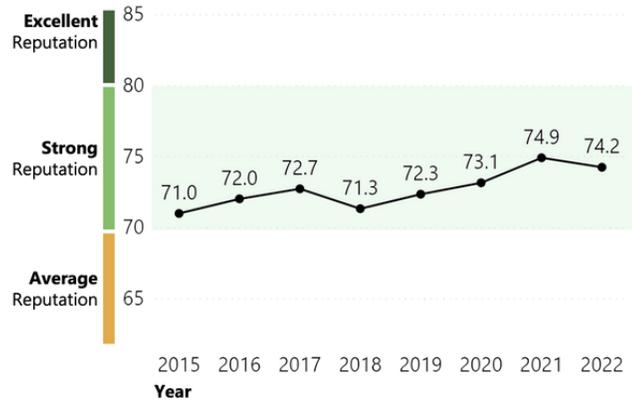


### Global Reputation Score



Source: 2022 Global RepTrak 100 Study

### Global RepTrak 100 Reputation Score Trend 2015 - 2022



The disappointment and uncertainty of 2021 gave 2022 room to shine. Companies increased connection, leaned into corporate activism, and product quality increased with changes in priority.

Twenty-twenty's soft, cuddly nature of "we're all in this together" began to tumble into the new normal. And heightened expectations and the continuous personification of business provided new thresholds that were not met.

The new normal won't be easier on reputation, it'll be even more intense.

Now, we explore what brought global reputation scores down.



## REPUTATION'S UNITED NATIONS

# KEY TAKEAWAY #2

COVID is still shaping brand experience

Global reputation scores are a combination of regional experiences. When we take a closer look country by country, year over year, we see exceptional fluctuations in how each experienced this past year. Specifically, reputation declines in APAC and Europe had a distinct impact on global reputation.

### Global Reputation Scores



COVID-19 maintained a significant impact throughout the world, but not all countries reacted in the same manner. Shipping delays and medical borders increased internal reliance and global vaccine inequality slowed business on a regional basis. Government-mandated shutdowns shaped both business and personal experience, influencing reaction to regular brands.

Australia (▼5.1), India (▼7.0), and the UK (▼5.0) experienced distinct COVID restrictions and we're seeing the resulting impact on broader corporate reputation. Meanwhile, countries like South Korea (▲ 8.9) thrived in their remoteness while maintaining their status as a prominent player in the global economy, they also boast a lot of pride in their hometown brands, like Samsung (#20 on this year's list) and LG (#91).

Additionally, Brazil (▲5.5) saw a surge likely due to its sensitivity to major socio-economic shifts. Brazilian stakeholder expectations rose and Brazilian businesses were eager to meet them. Amidst heightened economic and COVID problems in Brazil, there is increased admiration and respect towards the major global companies. Particularly, Brazil's corporate response to state action, like continued support in the fight against COVID and environmental protection. There is still much to be addressed. Their upcoming elections and commodities market response to challenging circumstances will have a major impact on reputation. Convictions will be tested, and the better-informed corporate leaders are, the higher their ability to help their companies say and do the right thing will be.

(cont.)



Before you get too excited or discouraged by your region’s response, remember that business is conducted on an international basis. How your neighbors and distant colleagues experience reputation internally, impacts your reputation globally.

## REPUTATION DRIVERS

*Ethical operations and fair, creative employment will be crucial*

Reputation is dynamic. So, we turn to our individual Reputation Drivers to understand why and how global Reputation Scores fluctuated.



These Reputation Drivers reveal how a stakeholder thinks about a company — encompassing what the public typically considers when formulating and interpreting reputation.

It can be tempting to consider success as an organization as the only determinant influencing reputation, but in garnering the public’s favor, a well-rounded approach and thorough communication regarding those efforts is mandatory.

Throughout our study and understanding of reputation, these elements remain the most influential:

△▽ Change, but not statistically significant  
 ▲▼ Statistically significant change  
 Source: 2022 Global RepTrak 100 Study

### 2022 Reputation Drivers

Driver	Score	Change
<b>Products &amp; Services</b> The quality and value of its products & services, including customer experience and client support.	75.9	▼0.2
<b>Innovation</b> How innovative a company is, whether it is first to market, and adapts quickly to change.	72.0	▼0.5
<b>Workplace</b> Whether a company cares for employees' health & well-being, and its ability to offer fair rewards and equal opportunities in the workplace.	68.4	▼1.2
<b>Conduct</b> A company's ethics, including fairness, openness, and transparency in its business practices.	69.7	▼0.6
<b>Citizenship</b> How environmentally-friendly a company is, its ability to support good causes, and have a positive impact on society.	68.7	▼0.8
<b>Leadership</b> A company's vision, the quality of its leader and managers, and managerial effectiveness.	73.4	▼0.5
<b>Performance</b> A company's financial results, including profitability and growth prospects.	75.2	▼0.2

### 2022 NOTABLE RANK INCREASES

<b>VOLKSWAGEN GROUP</b>	Volkswagen Group, #68	<b>+53</b>
<b>XEROX</b>	Xerox, #67	<b>+43</b>
<b>MSD</b>	MSD, #88	<b>+42</b>
<b>BURBERRY</b>	Burberry Group, #50	<b>+33</b>
<b>PayPal</b>	PayPal, #8	<b>+26</b>



Changes in Drivers' importance indicate how priorities have changed in our interactions with business, and changes in Driver Score indicate how well businesses met those individual expectations. Globally, we saw a statistically significant decrease across all drivers, a big contribution to this year's decrease in Reputation Score.

A broad disappointment, it appears as though organizations couldn't do anything right, but a global experience is not always universal. While observing reputation on a global scale gives us crucial insight on the state of business worldwide, our research vigor demands that we acknowledge where certain regions are impacting the global reputation experience.

This decline is driven by 2 regions: Europe and APAC (see previous global reputation map). In both regions, all drivers decline significantly.

North America and Latin America increased significantly in all 7 Drivers. As we explored in our country-by-country analysis, COVID responses could be a major influencing factor, where restrictions in APAC and Europe were stricter and more frequent.

Don't write off this difference in experience. As mentioned earlier, in a world of globalized industry, the disappointment felt by both Europe and APAC is not insignificant – in fact, these were statistically significant decreases in score. Even if you're feeling cozy and comforted due to your geographic location, this should inform how you conduct business in these effected regions and inspire you to continue improvement.

Two Drivers in this decrease caught our eye: **Conduct** and **Workplace**.

## CONDUCT

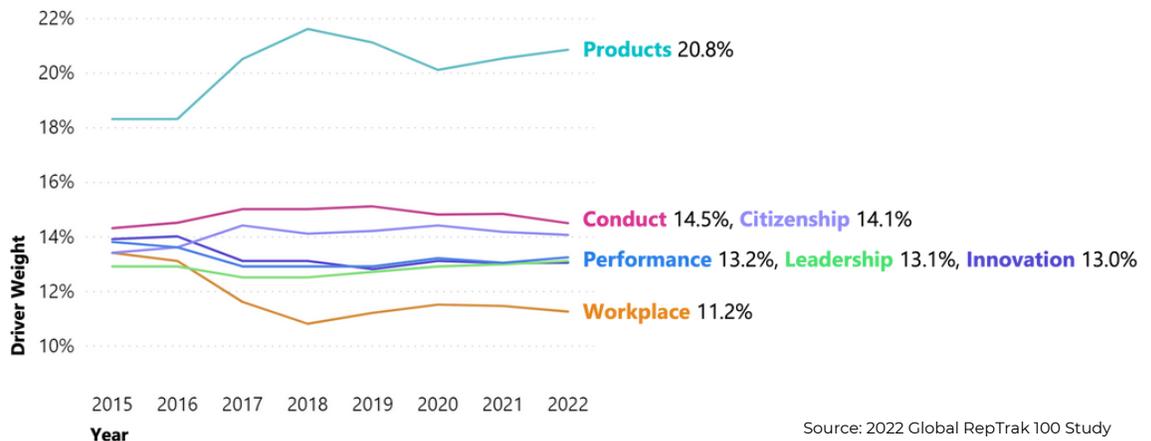
Most obviously, and consistently, Products & Services serves as the most important Driver in determining reputation. But it's not just about what you do, it's about how you do it. Conduct (formerly known as Governance) comes in second place for a reason.



prefer to buy goods and services from companies that “stand for a purpose that reflects their values and beliefs” and will avoid those that do not

Source: Historical RepTrak Data

### Global RepTrak 100 | Driver Weight Trends 2015 - 2022



Operating ethically and transparently is of high priority for consumers, and not only did Conduct experience a significant decrease, but it also moved from the Strong range to Average.

Its value and importance as a Driver and notable decrease demonstrate an important trend in wanting more from our brands. According to historical RepTrak data, 36% have felt “betrayed by what a company stands for,” and 47% have stopped doing business with a company as a result. Nearly two-thirds (63%) of global consumers prefer to buy goods and services from companies that “stand for a purpose that reflects their values and beliefs” and will avoid those that do not – and that includes conducting business in an ethical manner.



The public, particularly in APAC and Europe, are expecting more (especially in the tumult of current times) and its businesses are not meeting them. Regardless of location, take the initiative to operate ethically, increase transparency and openness, and communicate how fair your business practices are. Good conduct is something to be proud of and if you don't properly communicate your efforts and setbacks, the public can assume the worst.

## 2022 Conduct Driver Factors

Conduct Driver Factor	Score	Change
Fair in doing business	71.1	▼0.7
Ethical	70.0	▼0.5
Open and transparent	68.0	▼0.7

Source: 2022 Global RepTrak 100 Study  
△▽ Change, but not statistically significant  
▲▼ Statistically significant change



## WORKPLACE

In contrast to Product and Conduct, Workplace is least important in driving the Reputation Score. It has remained the least important Driver since 2017. While it ranks as “least important” its broader impact is very important.

As a Driver, Workplace also had the lowest Score across Drivers and saw the biggest decrease YoY – even larger than Conduct’s decrease. When we compare Workplace in its importance and its low Score, we’re faced with a unique question: If Workplace is the least important across Drivers, why bother giving it a low Score? Why are we disappointed in how the world’s employers manage employment, when we believe it is less important than other factors?

## 2022 Workplace Driver Factors

Workplace Driver Factor	Score	Change
Equal opportunities workplace	69.2	▼1.1
Rewards employees fairly	68.3	▼1.4
Concerned for employee well-being	67.8	▼1.0

Source: 2022 Global RepTrak 100 Study  
△▽ Change, but not statistically significant  
▲▼ Statistically significant change

## WILLINGNESS TO WORK FOR

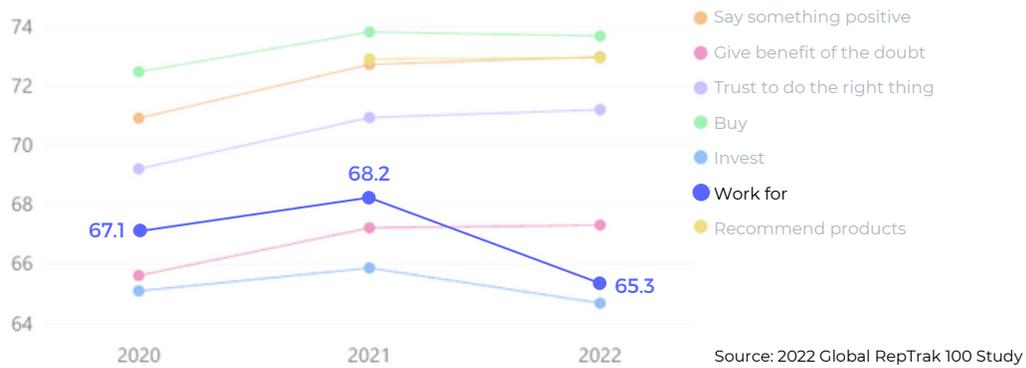
It’s not radical to say we are approaching an employment reckoning. How organizations approached new and novel challenges like the second year of the Pandemic and the health and safety of its employees, collided with older, ongoing conflicts like union-busting and parental leave.

The old mantra of treating employees as replaceable has been lifted. The rise of work from-anywhere, unlimited vacation days, and daily updated job boards have flipped the script: every *employer* is now replaceable.

But it’s not just that employers are replaceable, they are under more scrutiny to both jobseekers and consumers. Many have reconsidered their career paths during the pandemic, and their own job search inspires how they buy.



## Business Outcomes 2020 - 2022



As part of its rich reputation research process, RepTrak also monitors factors like Business Outcomes, studying how reputation impacts how the public reacts to an organization. Amongst those factors is Willingness to Work For.

Nearly all Outcomes see a steady increase YoY, except Willingness to Work For. At a 2.9-point YoY difference, the public is communicating that employers are not maintaining their appeal.

Last year, the Willingness to Work For Score peaked. Companies were eager to meet employee needs as working life changed drastically. But now that the “new normal” includes a continuation of some hastily-made Pandemic decisions and sudden retractions, like Return-to-Office, employees are demanding a smoother, more dynamic approach – with higher expectations as illustrated by our Outcomes graph: employees are more disappointed than they were before these perks were even offered.

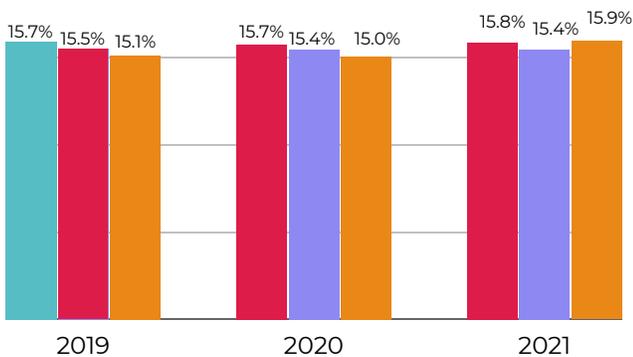
Employees have become disenchanted, and a lack of Innovation could be to blame.

## WORKPLACE INNOVATION

RepTrak’s reputation monitoring software is always-on, so we have a growing database of millions of data points. This luxury allows us to dig even deeper into this Workplace-Innovation phenomena.

Historical RepTrak data demonstrates how different Drivers influenced Willingness to Work For. Innovation was uniquely important to enhance the employee experience and attract new talent.

### Top 3 Reputation Drivers and Driver Weights 2019 - 2021



In 2021, Innovation established itself as the most important Driver relative to Willingness to Work For for the first time, improving from third in 2020 and not even included in 2019. In 2019, Products & Services was the most enticing factor relative to Willingness to Work For. But being innovative doesn’t just include what you offer your consumers, it includes being a creative employer.

Remote work is no longer novel, it’s an expectation. The pandemic highlighted the contrast in work-life balance, and employees (cont.)



cannot go back. An entirely remote workforce is not realistic for every employer, but more ping pong tables and Zoom happy hours aren't the answer either.

Doing the “basics” well is an innovative act. Competitive pay, worthwhile benefits, and fair treatment are shockingly avant-garde. When we look deeper at individual Factors that drive Willingness to Work For, we see another Innovation appearance at #1, but Rewards Employees Fairly has risen from #19 in 2019 to #2 in 2021. Concern for Employee Well-being rose from #16 to #7.

### Top 10 Factor Importance Driving "Willingness to Work" 2019 - 2021 (YoY Ranking Changes)

Driver	Factor	2021 rank	Change YoY	2020 rank	Change YoY	2019 rank
Innovation	First to market	1	-	1	+3	4
Workplace	Rewards employees fairly	2	+5	7	+6	13
Leadership	Strong and appealing leader	3	+5	8	+2	10
Citizenship	Positive influence on society	4	-2	2	-	2
Conduct	Open and transparent	5	-	5	-	5
Conduct	Ethical	6	-3	3	-	3
Workplace	Concern for employee well-being	7	+3	10	+6	16
Products & Services	High quality products/services	8	-4	4	-3	1
Citizenship	Environmentally conscious	9	-3	6	+5	11
Conduct	Fair in doing business	10	-1	9	-	9

Source: Historic RepTrak Data

Rewarding employees fairly and practicing concern for employee well-being are about as basic as it gets, and yet the act is innovative and attractive to jobseekers. Throughout the top 10, we see an increase in “warm fuzzies.” The continuing rising importance of ethical practices and impacting society positively reiterate that it’s not just about what you do, it’s about how you do it.

So, why did Workplace decrease in Score and importance? Because it can be both. Some Driver has to come in last place, but that doesn't dismiss its relative importance and broader impact. Workplace usually receives the least media coverage relative to other Drivers, and people often don't know about a company's workplace, even if they are highly familiar with the rest.

The public is disappointed in the workplaces they purchase from and apply to. In the past, the public has had little insight and power in changing workplaces, but now they might have that influence.

Even with Workplace's ranking, it still has widespread impact.

The Great Onboarding follows the Great Resignation. Be prepared. (cont.)

## NETFLIX

Netflix, #9 on this year's GRT100 offers 1 year of parental leave. In the US, where there is no minimum parental leave policy, this is a “basic perk” done in an innovative manner.





## Best Performers by Industry for Workplace

Industry	Highest-ranked company per industry	Highest-ranked company in 2021
69.7 Pharmaceuticals, Biotechnology & Life Sciences	<b>71.9 Bristol-Myers Squibb</b>	Sanofi
69.4 Household & Personal Products	<b>70.0 Unilever</b>	Henkel
68.4 Capital Goods	<b>70.1 SpaceX</b>	Honeywell International
68.3 Software & Services	<b>70.4 salesforce.com</b>	Microsoft
68.3 Automobiles & Components	<b>70.2 Harley-Davidson</b>	BMW Group
68.0 Food, Beverage & Tobacco	<b>71.1 Campbell Soup Company</b>	Anheuser-Busch InBev
67.9 Technology Hardware & Equipment	70.1 Cisco Systems	Cisco Systems
67.5 Consumer Durables & Apparel	<b>70.7 Miele</b>	LEGO Group
67.4 Transportation	<b>70.2 Deutsche Lufthansa</b>	Norwegian
66.7 Retailing	<b>69.4 Target</b>	IKEA Group
66.7 Banks Diversified Financials Insurance	<b>68.4 UBS</b>	ING
66.4 Consumer Services	70.0 Lavazza	Lavazza
64.7 Media & Entertainment	<b>69.6 Google</b>	Google

Bold: new top company

Source: 2022 Global RepTrak 100 Study

## BRAND

*You're not competing against your competitors for attention, you're competing with everyone, everywhere, all the time*

Brand and reputation are not the same thing. They're connected, but they aren't interchangeable. Your brand is the unique promise your company makes. Your reputation is how you fulfill that promise.

Brand is developed from the inside out, reputation from the outside in. Brand encompasses more than brand colors and fonts and expands to an organization's broader personality, authenticity, consistency, and communication.

When we look at 2022's Brand Score, we see a continuing YoY increase, remaining in the Strong range. We also see consistent Scores from region to region.

Most notably, this is the only increase we see across reputational elements. Organizations are getting better at communicating who they are, but demonstrating weakness in fulfilling broader reputation goals. The promise companies make is becoming stronger, but they are becoming less adequate at fulfilling them.

One of the most powerful brand expressions is through content. Content is a manifestation of a brand's voice and values, direct from the source. Content adds a texture and humanity to a brand, while also garnering valuable marketing attention.

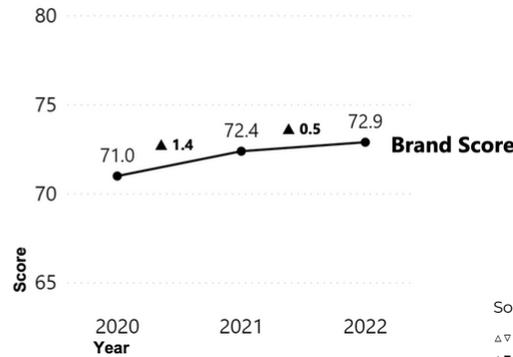




## 2022 Global Brand Score



## Brand Score Trend 2020 - 2022



Source: 2022 Global RepTrak 100 Study  
 ▲▽ Change, but not statistically significant  
 ▲▼ Statistically significant change

Brands are becoming stronger in their identity through their content expression. Corporate content is becoming better: more entertaining, more succinct. And it's mostly out of necessity.

Brands aren't just competing against their competitors for attention, they're competing against everyone, everywhere, all the time: dancing teenagers on TikTok, highly anticipated corporate reports (ahem), and daily news. Only the most interesting gets filtered to the top, especially if you're working within social media algorithms.



*In a surge of COVID communications, 3M (#18 on this year's GRT 100) stood out. In a series of videos, they uniquely showcased how their employees, in the context of parenthood, were developing purification technologies and other PPE equipment in the face of COVID. They demonstrated their brand dimensionally, adding a humanity and personality. Videos encouraged viewers to visit [3M.com/COVID](https://www.3m.com/COVID) to fully detail their COVID-related efforts.*

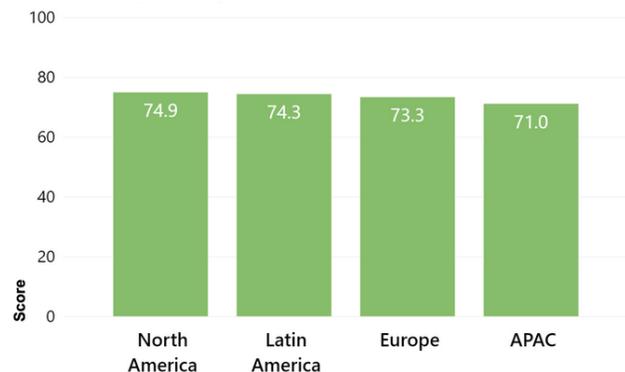
*They highlighted their product, talent, and innovation — all wrapped up in a warm fuzzy, aligning perfectly with their motto: Science. Applied to life.*



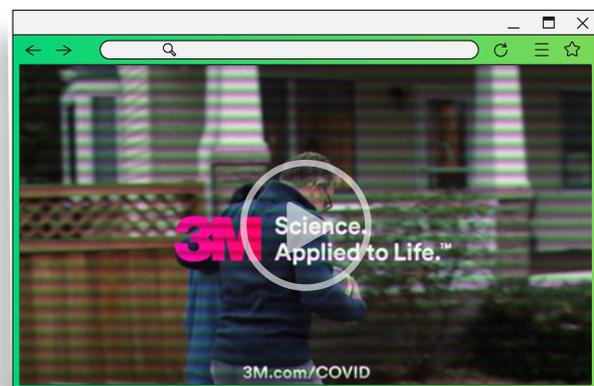
Organizations have taken up the challenge in the name of survival. And so far, they're doing pretty well. But content is a constant need, and they'll need to continue leading their conversations.

(cont.)

## Brand Scores by Region



Source: 2022 Global RepTrak 100 Study





## ESG

# KEY TAKEAWAY #5

*ESG is only increasing in importance, and the public is only becoming more disappointed*

ESG (Environmental – Social – Governance) is a measure of an organization's specific ethical efforts, valued by investors, consumers, and employees alike.

We previously mentioned the importance of Conduct in this year's data set. Both Conduct and Citizenship ranked as the second and third most important Drivers behind Products & Services. Measures of Citizenship include being a positive influence on society, being environmentally-conscious, and supporting good causes.

RepTrak's ESG Scores go even deeper, analyzing public perception of performance against 17 factors, including considerations like sustainability, talent management, diversity, and ethical governance.

If we haven't been clear yet: it's not just about what you do, it's about how you do it.

And we know ESG to be a powerful factor in the consumer experience: historically, a low ESG Score results in a 20% willingness to buy, while a high ESG Score results in a 60% willingness.



### Global ESG Score



▼ 0.8 Since 2021

Source: 2022 Global RepTrak 100 Study

Additionally, consumers are significantly more likely to purchase from and trust a company with a high ESG Score. In fact, ESG is the most powerful indicator in determining whether or not the public is willing to trust a company and give it the benefit of the doubt.

This year, ESG Scores saw a 0.8-point YoY decrease. Individual Environmental, Social, and Governance Scores all went down. The public is frustrated with how businesses are conducting themselves.

Twenty-twenty brought unique social, health, environmental, and political conflict. Organizations were quick to claim, "we're all in this together" and "Black Lives Matter," making promises to change and "do better." Twenty-twenty-one was the time to make good on those promises, to go beyond the tweet and follow up on those pledges with real action. Many didn't. And the public noticed.

(cont.)



A low ESG Score results in a 20% willingness to buy

A high ESG Score results in a 60% willingness to buy



Source: Historical RepTrak Data

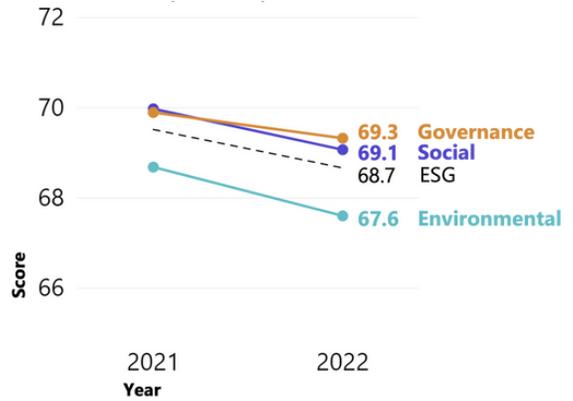


# 2022 Global RepTrak 100

When business has worked diligently to personify itself and work its way into daily civilian life beyond purchase, the public has grown to expect more from its business entities.

Historical RepTrak data shows 51% of the global public believe it is essential for corporations to provide both actions and words in response to cultural issues. And those with a more cynical attitude towards elements of corporate activism tend to have a more cynical attitude towards business in general. Those who prefer companies take no action tend to give a lower average Reputation Score of 66.0 than those who prefer action, statements, or both. In contrast, those that prefer companies issue only statements view businesses more favorably, giving them an average Reputation Score of 74.0.

## Global RepTrak 100 ESG Trend 2021 - 2022



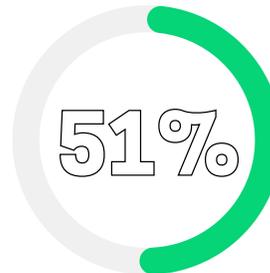
Source: 2022 Global RepTrak 100 Study

Investing in ESG efforts makes a lasting impact with a powerful crowd.

And while companies may think they're doing well in this regard, historically 90% of companies studied saw that their ESG efforts did not match the public's perception of their ESG efforts.



*Our praise for LEGO® is terribly repetitive, but it's for a reason. They're RepTrak's 2020 and 2021 #1 Most Reputable Company (this year they rank #3) and their ESG efforts are textbook. In the past year, they released their first prototype LEGO® brick made from recycled plastic, they pledged \$1M to COVID efforts in India, and most recently, donated buildable MRI Scanner models to hospitals to help children cope with the uncertainty of having an MRI scan — just a few of the reasons they boast a Strong ESG Score of 71.2 in 2022.*



51% of the global public believe it is essential for corporations to provide both actions and words in response to cultural issues.

90% of companies studied saw that their ESG efforts did not match the public's perception of their ESG efforts



Source: Historical RepTrak Data

The consequences of not meeting this continuing need are steep, and this widespread ESG decrease shows that they might already be in effect.

Don't feel discouraged, consider this a call to action to continue to improve on these. ESG matters to your customers, your investors, and your employees. Just as your business is dimensional, so is reputation. (cont.)



## 2022 ESG Scores by Industry

GICS Industry	Environmental	Social	Governance	ESG
Household & Personal Products	69.4	70.1	70.0	69.8
Pharmaceuticals, Biotechnology, & Life Sciences	68.7	70.6	69.2	69.5
Software & Services	67.5	69.2	69.3	68.7
Capital Goods	67.3	68.9	68.9	68.4
Automobiles & Components	67.3	68.7	69.1	68.4
Technology, Hardware, & Equipment	67.1	68.8	68.8	68.2
Food, Beverage, & Tobacco	66.9	67.8	68.7	67.8
Consumer Durables & Apparel	66.8	67.9	68.5	67.7
Retailing	66.2	67.9	68.0	67.4
Transportation	65.3	67.9	68.1	67.1
Consumer Services	65.4	66.5	67.3	66.4
Banks, Diversified Financials, Insurance	64.0	66.2	65.1	65.1
Media & Entertainment	63.7	65.6	64.9	64.7

Source: 2022 Global RepTrak 100 Study

## INDUSTRY BENCHMARKS

### *The human experience shapes how we interact with brands*

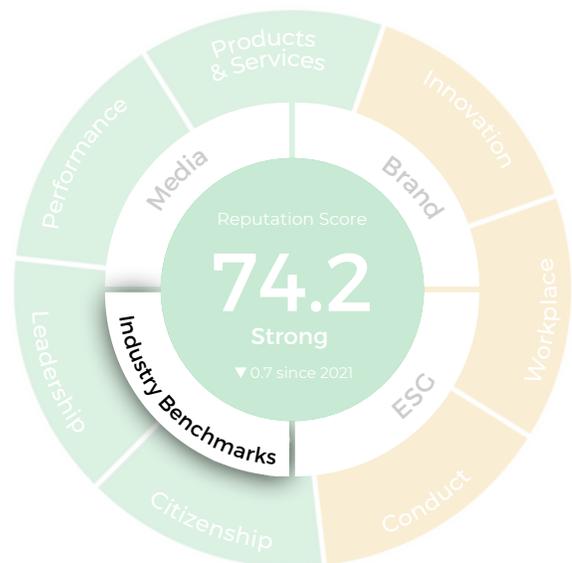
When personal and international circumstances change daily life, needs evolve, influencing how we value and perceive our everyday brands. Fluctuations in reputation across industries tell the story of how our day-to-day priorities have shifted throughout the year, and how companies responded.

Just as corporate reputation fluctuated from country to country, so it did from industry to industry.

As part of our reputation management suite, we include Industry Benchmarks so users can see how they compare to their competitors. When we turn to this data, comparing industry to industry, we saw notable fluctuations, like Media’s decrease (Strong – Average) and Pharma’s slide (▼1.5).

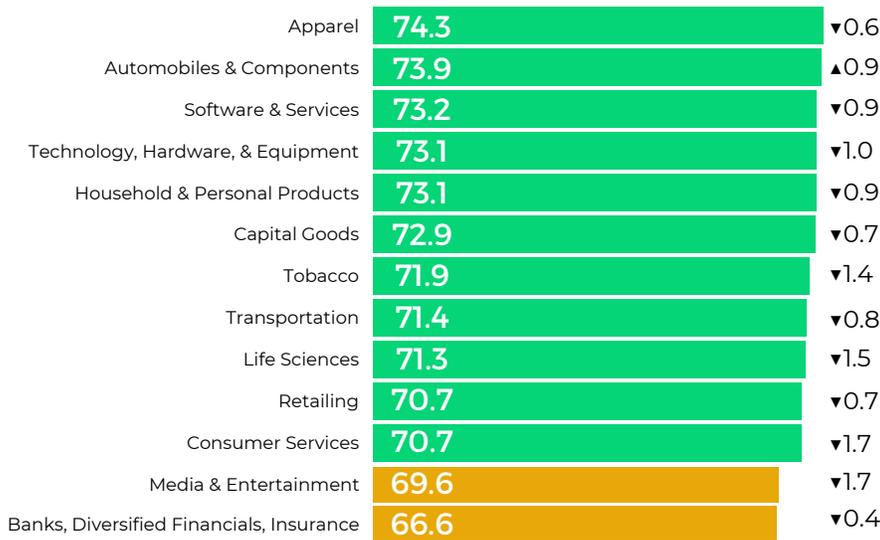
The human experience, relative to time and space, shapes how we utilize and experience the companies we interact with – whether that’s binge watching, fighting with your aunt on Facebook, or deciding to get vaccinated.

(cont.)





## Reputation Scores by Industry



Source: 2022 Global RepTrak 100 Study  
 ▲▼ Change, but not statistically significant  
 ▲▼ Statistically significant change

## NETFLIX, BLOCKBUSTING

Media saw a distinct decrease from a Strong Score of 71.3 to an Average Score of 69.6. RepTrak’s Media grouping includes a variety of media and entertainment providers, ranging from the Walt Disney Company and Netflix to social media entities like Facebook and Twitter.

Prominently, we saw Netflix rise to #8, the only media company in this year’s Top 10. And what a year they had.

We saw Disney decrease and Netflix step into the spotlight. As a very professional SaaS organization, we believe it either has something to do with the lack of Baby Yoda in 2021 (the adorable green alien baby in the Disney+ Original, *The Mandalorian*), or the executive pay that skyrocketed as its theme parks — and its employees — remained in limbo. Disney+, Disney’s exclusive streaming service, launched in November 2019. Dazzling in its launch, it wasn’t enough to ignore its lull or the sting of paying for new releases on top of subscriptions.

More Baby Yoda, please.



Netflix took the moment to feed the ongoing need for the binge watch, releasing a variety of fresh, new content, including a lot of content produced by local teams within markets, making them a lot more relevant to various geographies and ethnic groups — following the success of 2020’s *Tiger King* with *Bridgerton* and *Squid Game*. *Squid Game* was particularly notable (cont.)

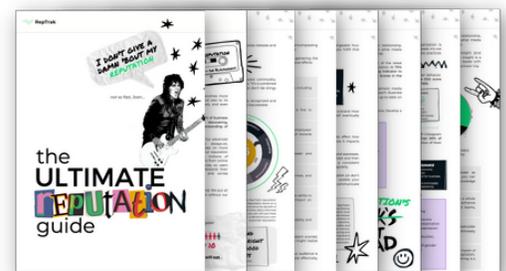
## How RepTrak can help

RepTrak tracks corporate reputation in near real time, meticulously monitoring your Reputation Drivers, ESG, Brand, and Media interactions and how your efforts and communication impact your broader reputation. Measuring its factors in an objective, quantifiable manner, RepTrak’s advanced software and experienced Advisory team provide informed insight 24/7, 365.



Feeling inspired to work on your reputation?

Start with our [Ultimate Reputation Guide](#)





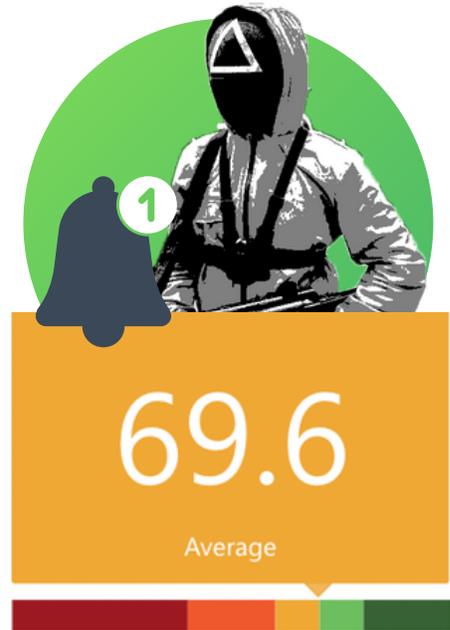
because of its international appeal, subtitles included – recognizing international talent and international audiences.

Netflix is direct in its mission and creative as an employer. No theme parks or pixie dust to complicate, strictly business.

## SOCIAL DISTORTION

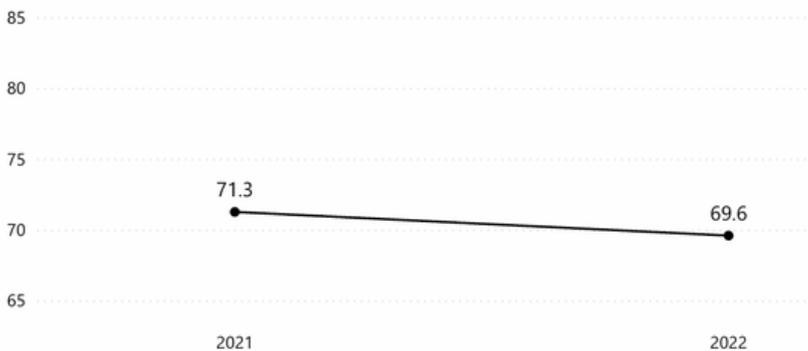
While Netflix was the only company within our Media industry parameters that saw an increase, the rest remained within the Strong range – with a notable exception of our social media companies. These organizations dropped further within the Poor range, dragging the rest of the media industry down with them.

When streaming companies were an entertainment lifeline in the long days of quarantine, social media played a different role. We certainly felt connected to friends, but social media became an embodiment of TMI. Close friends and acquaintances leaned into the fluctuating political and social landscape to voice opinions, sharing supporting articles and unfiltered thoughts. Algorithms favored the more “interesting,” and information became more bite-sized thanks to Instagram infographics and the clickable appeal of the Share button.



### 2022 Media Industry Reputation Score

#### Media Reputation Score YoY



Source: 2022 Global RepTrak 100 Study

Social media companies have begun to branch out into proprietary content, but the majority of platforms is still made up of user-generated content: comments, photos, likes, tweets, statuses, commentary. Even articles from credible major news sources gain their traction by what is shared by the individual, not including bots.

Facebook was literally on trial in the US in 2021 and shady practices were revealed, but the widespread

frustration beyond Facebook shows that it's not just the business practices of these organizations we're frustrated with, it's one another.

The demand increased for social media to crack down on fake news, but it's still individuals who perpetuate those. This past year we felt even bolder and more righteous in our social media statements and used them as a measure of dedication to the cause, whatever it may be.

We cannot excuse the meddling of our social overlords, but the deep seeds of our discontent expand beyond the internet sphere and into real life and how we relate to others. Social media is the stage it all played out on, and we're eager to point the finger at big brother Zuck for not protecting us from one another.



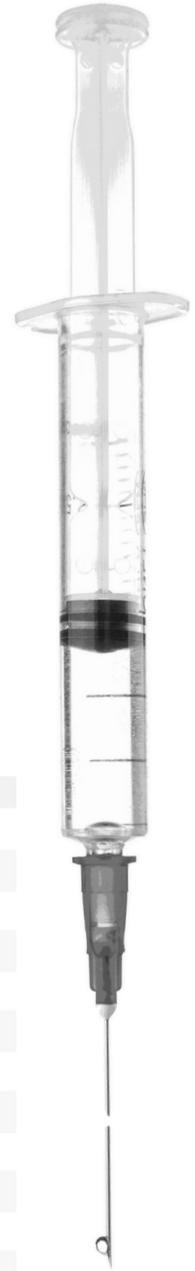
## PHARMA DOUBLES BACK

This was supposed to be Pharma's year. With vaccines rolling out, they transformed from dastardly price hikers to international saviors. In our [2021 Pharma Report](#), we outlined Pharma's reputational rise, particularly vaccine makers. With opinions conflicting on the COVID-19 vaccine, and the government's role in mandating it, this YoY decrease shows that history-changing vaccines were not enough to distract from Pharma's original sins.

International vaccine inequality and the addition of the 3rd, and in some cases 4th, shot in the COVID vaccine series rattled public confidence and increased frustration. Then the public remembered the Opioid Epidemic was still raging in the background and price increases were not only permanent, but ongoing.

We wrote our 2021 Pharma Report in earnest in 2021, applauding their rise while asking sincerely, *will Pharma live up to its improved reputation?* This is proof a lot can change in just 6 months. Reputation is an ongoing effort. Glowing moments don't override weaker moments. And competitors can both boost you and bring you down with them. When investing in ongoing reputation management, including past indiscretions is crucial.

(cont.)



### Best Performers by Industry for Reputation Score

Industry	Highest-ranked company per industry	Highest-ranked company in 2021
74.3 Consumer Durables & Apparel	79.0 <b>Rolex</b>	LEGO Group
73.9 Automobiles & Components	78.3 Ferrari	Ferrari
73.2 Software & Services	77.0 <b>PayPal</b>	Microsoft
73.1 Technology Hardware & Equipment	76.5 Canon	Canon
73.1 Household & Personal Products	75.4 <b>Colgate-Palmolive</b>	Henkel
72.9 Capital Goods	77.7 <b>Rolls-Royce Aerospace</b>	3M
71.9 Food, Beverage & Tobacco	75.7 <b>Ferrero</b>	Barilla
71.4 Transportation	73.8 Singapore Airlines	Singapore Airlines
71.3 Pharmaceuticals, Biotechnology & Life Sciences	72.9 <b>Roche</b>	Sanofi
70.7 Retailing	73.8 IKEA Group	IKEA Group
70.7 Consumer Services	74.7 Hyatt Hotels	Hyatt Hotels
69.6 Media & Entertainment	77.0 <b>Netflix</b>	The Walt Disney Company
66.6 Banks Diversified Financials Insurance	69.3 <b>UBS</b>	ING

Source: 2022 Global RepTrak 100 Study

**Bold:** New top company

*Pharma's rollercoaster reminds us that reputation perception changes daily. Which is why RepTrak software is always-on instead of acting as once-a-year market research. With reputation constantly in flux, we recommend checking in on the [RepTrak blog](#), where we share all of our latest findings.*





## MEDIA

# KEY TAKEAWAY #7

*Media and reputation are symbiotic, influencing one another in an endless loop*

News travels fast. Media and reputation have a distinct symbiotic relationship, influencing one another. How news outlets discuss organizations impacts reputation, how corporate reputation is perceived impacts how news outlets discuss those organizations, and so on.

In the midst of 2021, RepTrak launched its Media monitoring tool, tracking the direct impact of the latest headlines and social media chatter on reputation. That way users can determine what media content is changing hearts and minds, and what their reputation is resilient against.

Given the Media tool's mid-year launch, we don't have an accurate Media Score to reflect the GRT timeline. At RepTrak, we hold our data and data processes in high regard, and providing partial insight just isn't our style.

However, historical RepTrak data shows that in 70% of cases, Media Scores are a leading indicator to the directionality of the perception Reputation Scores in the following 1-3 months.

As you reflect on the past year and prepare for the next, lead your media conversations. You must be the master of your own communications. Develop a strong brand identity and communicate your efforts and victories.



**In 70% of cases, Media Scores are a leading indicator to the directionality of the perception Reputation Scores in the following 1-3 months.**

Source: Historical RepTrak Data

## GENERATION GAP

# KEY TAKEAWAY #8

*Gen Z is flexing their purchasing power, and Millennials have grown up*

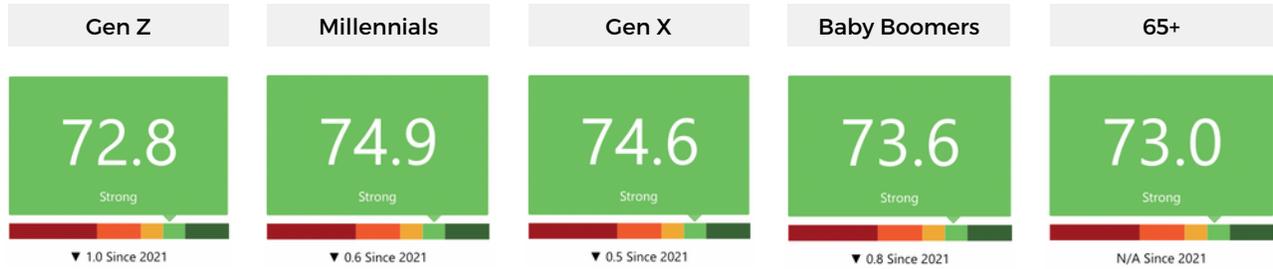
Call us nosey, but our reputation database expands beyond the initial "Reputation Wheel of Fortune," and into generational insight. And for the first time, we have data to include insight on those aged 65+.

When we look at Reputation Scores across generations, we see a distinct decline felt by all – aligning and slightly varying from the 2022 global Reputation Score of 74.2 (▼0.7).

(cont.)



## Global RepTrak 100 Reputation Scores by Generation



Source: 2022 Global RepTrak 100 Study

▲ Change, but not statistically significant  
 ▲▼ Statistically significant change

Gen Z is flexing their new purchasing power, and they're not as forgiving as their older counterparts. They have high standards in what they expect from their brands, and those brands aren't as effective in meeting them as they are with older generations. Last year's Gen Z results consistently ranked lower than older generations, warning that this has the potential to become a lasting trend if organizations don't answer the call. Product value is important, but these newcomers want dynamic companies they can feel good about purchasing from.

But don't confuse Gen Z with Millennials. It can be tempting to merge Gen Z and Millennials together as "younger folk," but the oldest of the Millennials have hit 40, while the youngest are rounding out their twenties. The data demonstrates a distinct divergence between the two, another repeat from last year. Millennials have come to align more closely with older generations (particularly Gen X), as an interesting coming of age.

*Millennials don't understand Gen Z, a rite of passage*

Millennials have reached a threshold moment where they do not understand the younger generation, as demonstrated by the Pete Davidson and Timothée Chalamet Rap Roundtable Saturday Night Live skit, where they mock Gen Z SoundCloud rappers. Is there anything crotchier than judging the next generation's taste in music?  
 (cont.)



### Best Performers by Industry and Generation for Reputation Score

Industry	Gen Z	Millennials	Gen X	Baby Boomers	65+
Consumer Durables & Apparel	80.6 adidas	78.9 Rolex	79.3 LEGO Group	79.6 Rolex	80.3 Rolex
Automobiles & Components	77.7 Harley-Davidson	77.9 Mercedes-Benz	79.7 Ferrari	80.4 Mercedes-Benz	79.9 Ferrari
Software & Services	79.2 PayPal	78.7 Microsoft	75.6 PayPal	78.9 PayPal	77.1 PayPal
Technology Hardware & Equipment	76.7 Canon	77.8 Canon	76.5 Canon	75.2 HP Inc.	77.5 Cisco Systems
Household & Personal Products	74.7 The Estée Lauder Companies	77.4 Colgate-Palmolive	76.0 The Estée Lauder Companies	77.7 Colgate-Palmolive	75.5 Colgate-Palmolive
Capital Goods	79.3 Rolls-Royce Aerospace	77.8 3M	77.0 3M	77.8 Volvo Group	79.0 Airbus
Food, Beverage & Tobacco	75.5 Ferrero	77.3 Ferrero	77.1 Ferrero	75.0 The Kraft Heinz Company	74.2 Ferrero
Transportation	72.1 Emirates	74.9 Singapore Airlines	76.8 Singapore Airlines	73.2 Emirates	77.3 FedEx
Pharmaceuticals, Biotechnology & Life Sciences	71.0 Sanofi	73.7 Bristol-Myers Squibb	72.4 Roche	74.1 Roche	77.5 Roche
Retailing	79.9 IKEA Group	74.4 Target	73.3 Amazon.com	73.1 Eurostar	72.7 Amazon.com
Consumer Services	74.1 Hyatt Hotels	75.7 Hyatt Hotels	75.4 Hyatt Hotels	75.1 Marriott International	74.8 Marriott International
Media & Entertainment	86.0 Netflix	79.5 Google	75.1 Netflix	76.6 Netflix	73.5 The Walt Disney Company
Banks Diversified Financials Insurance	72.3 HSBC	71.8 Barclays	70.0 UBS	69.8 UBS	68.0 American Express

Source: 2022 Global RepTrak 100 Study



# 2022 Global RepTrak 100

How this will affect Millennial consumer appetite is uncertain, but this shift towards “elder thinking” doesn’t dismiss the shared hunger for proper ESG. Though efforts seem to be experienced differently, from booming Baby Boomers with a ▲5.5-point increase in Software & Services with PayPal, to a disappointed Gen X with a ▼1.0-point decrease in Household & Personal Products with Natura.

As Gen Z started leaving home and seeking new furniture to go with, and those aged 65+ entered a new phase of medical significance, these changes in ESG preference showcase what respondents are experiencing in their respective life stages.

## ESG Leaders by Generation



Source: 2022 Global RepTrak 100 Study

△▽ Change, but not statistically significant  
▲▼ Statistically significant change

## WHAT MADE ROLEX #1

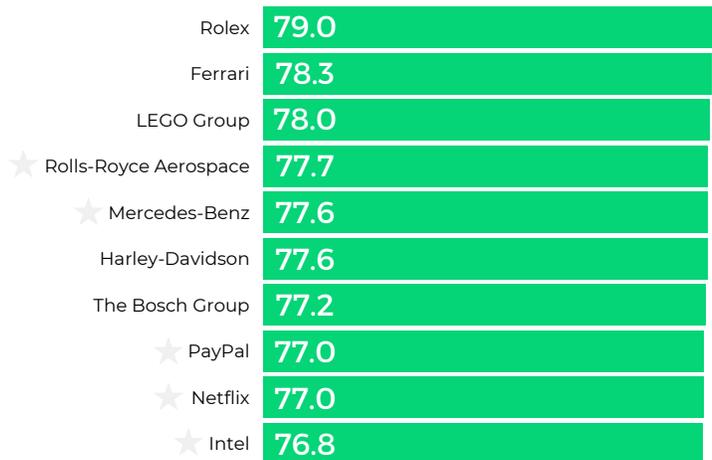
*Even when a product is not easily accessible, reputation is.*

Rolex is a frequent feature in the Top 10, coming in at #2 in 2021 and #3 in 2020. This year, they are The World’s Most Reputable Company, with a Strong Score of 79.0 – just shy of an Excellent Score.

But what makes an exclusive, expensive brand “the best”? When perception is reality, it’s important to remember that you’re not just meeting the needs of your direct purchasing audience, you’re working to gain the favor of anyone who may interact with your brand.

We took a deeper look into their reputation to better understand what earned them an award-winning reputation. More specifically, we were intrigued by what they did with “excellence”: the aspects of their reputation profile that earned an Excellent Score (>80).

## 2022 Global RepTrak 100 Top 10



Source: 2022 Global RepTrak 100 Study  
★ New to the Top 10



## AN ENCORE PERFORMANCE

Consistent with Driver findings mentioned earlier, Products & Services (79.2) leads as Rolex's strongest Reputation Driver, but it's followed closely by Performance (78.7). In our global analysis of Driver weighting, Performance ranked as the fourth-most-important Driver. This phenomenon is unique to Rolex, suggesting that it's not just the quality of their time pieces that's appealing, it's the aura of their broader success as an organization. But even Rolex is not immune to the international workplace struggle: Workplace was their only significant decrease (▼1.1).

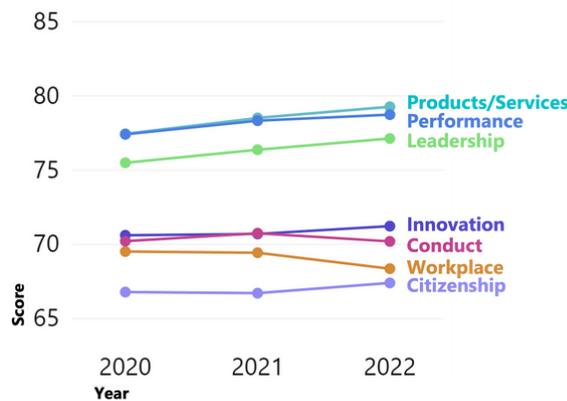
*Rolex's consistently Strong Driver and Factor Scores and notable YoY improvement across factors are certainly fueled by their efforts communicated through [Rolex.org](https://www.rolex.org), where they outline their support for the sciences, arts, and environment, including their Perpetual Planet initiative, supporting those using science to understand the world's environmental challenges and who are finding ways to restore balance to our ecosystems.*

*The hunger for ESG is felt far and wide, and the World's Most Reputable Company is no exception.*



### 2022 Rolex Reputation Drivers

Driver	Score	Change
Products & Services	79.2	▲0.7
Performance	78.7	▲0.4
Leadership	77.1	▲0.8
Innovation	71.2	▲0.5
Conduct	70.2	▼0.5
Workplace	68.3	▼1.1
Citizenship	67.4	▲0.7



Source: 2022 Global RepTrak 100 Study  
 ▲ Change, but not statistically significant  
 ▼ Statistically significant change

*Alexa, play "Rolex," by Ayo & Teo.*

*♪ I just want a Rolly, Rolly, Rolly... ♪*



*Shorthand for excellence and success, Rolex's unique role in pop culture definitely influences its reputation.*

When we look deeper into Driver factors, we see Rolex perform exceptionally well across these individual factors. Rolex's only Average factor, "Good value products and services," achieved a significant increase this year with a 1.7-point YoY increase. Their specialization and hyper focus in time pieces has worked in their favor, providing a clear branding standpoint and increasing quality.

*(cont.)*

### 2022 Rolex Product Driver Factors

Product Driver Factor	Score	Change
High quality products and services	86.4	▲0.3
Stands behind products and services	82.0	▲0.7
Meets customer needs	80.2	▲0.3
Good value products and services	68.3	▲1.7



Even as we turn to Performance Driver factors, we see consistently Strong and Excellent Scores pertaining to both their current and future success. The public likes their success, and it's felt rather consistently worldwide.

## 2022 Rolex Reputation Driver Factors

Performance Driver Factor	Score	Change
Profitable	83.6	Δ0.7
Strong prospects for growth	76.9	Δ0.5
Exceeds financial expectations	75.5	▽0.1

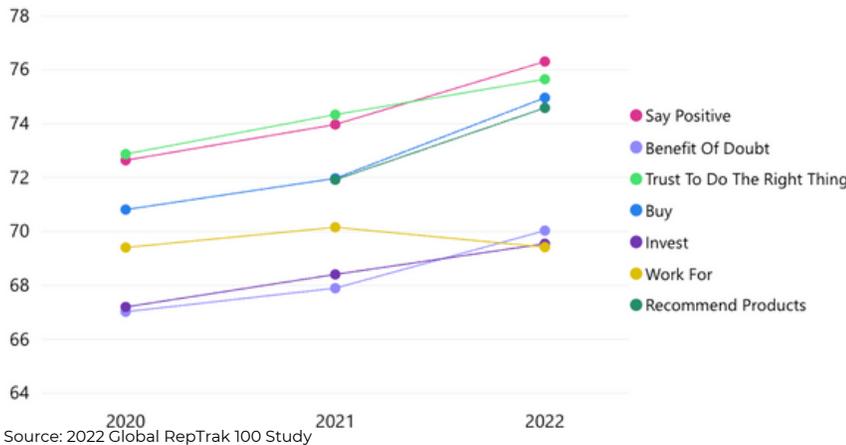
Source: 2022 Global RepTrak 100 Study  
 Δ▽ Change, but not statistically significant  
 ▲▼ Statistically significant change

## 2022 Global Reputation Driver Factors by Region

Product Driver Factor	Global	Europe	APAC	N. America	S. America
High quality products and services	86.4	90.4	80.4	89.3	86.8
Stands behind products and services	82.0	87.1	73.9	85.4	83.5
Meets customer needs	80.2	84.1	74.3	81.1	82.5
Good value products and services	68.3	67.3	67.9	69.7	70.8

Source: 2022 Global RepTrak 100 Study

## Rolex Business Outcome Scores 2020 - 2022



*Rolex's Business Outcomes are experiencing the benefits of its top reputation. All Outcomes are up, with Willingness to Work For as a notable exception. Not even the Most Reputable Company in the World is safe from rising workplace expectations.*



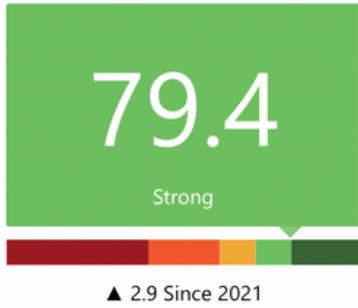
## A CROWN FOR EVERY ACHIEVEMENT

Associating Rolex with success is no accident. The organization boasts a Strong Brand Score of 79.4, again, just shy of Excellent. Rolex's famous partnerships and sponsorships align deliberately with their values and brand identity: yachting, motor sports, equestrian, golf, and tennis. Rolex often serves as Official Timekeeper, or with their signature watch-esque clocks on display, at Wimbledon and beyond.

(cont.)

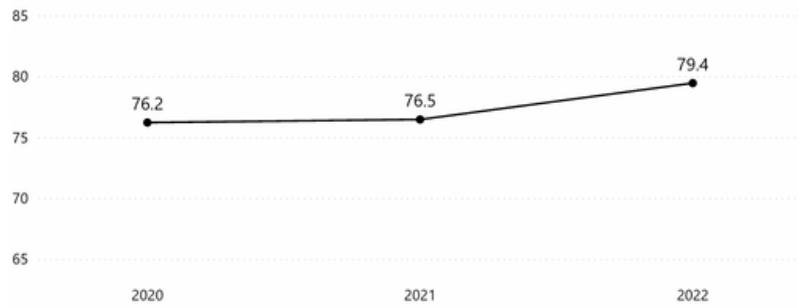


## 2022 Rolex Brand Score

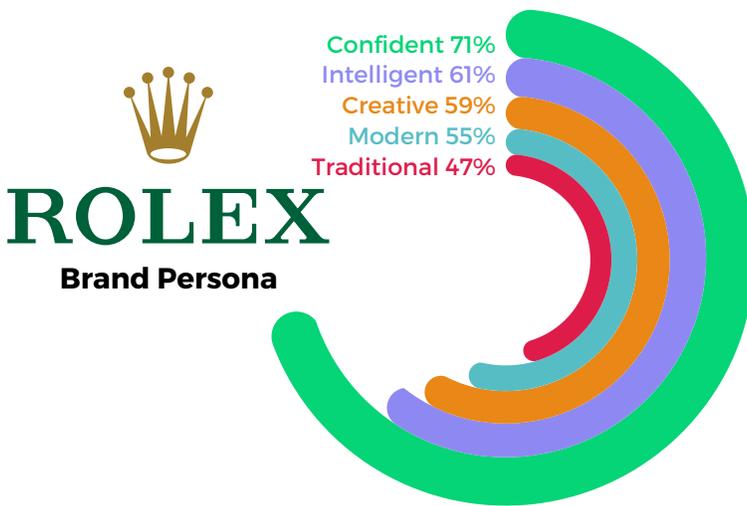


Source: 2022 Global RepTrak 100 Study

## Rolex Brand Scores 2020 - 2022



As we examine their Brand Persona, their top 5 traits respondents associated with Rolex include Confident, Intelligent, Creative, Modern, and Traditional. While Rolex might not be a typically novel, zany entity, how they utilize their partnerships is creative in its alignment with its customers, supporting and leading exclusive events while reinforcing its product simultaneously. They keep the promise they lead with: to tell time in a reliant, luxurious manner.



Source: Historic RepTrak Data

Surprisingly, Rolex is recognized as both Modern *and* Traditional. Initially this is counterintuitive, given that the literal definitions are opposites. But this shows Rolex as dynamic: a traditional brand appreciated in modern times. This paradox might be the key to Rolex’s #1 ranking.

It’s not profound to say that Rolex products are expensive, often too expensive for the average consumer. So why is the public favoring an extravagant brand over more accessible ones?

Because even when a product is not easily accessible, reputation is.

“*Rolex is proud to have been elected as the **World’s Most Reputable Company** in 2022. This recognition reflects our perpetual quest for excellence. Thanks to our values of perfection and to our culture of continuous improvement, we strive to always go further. Our aim is to constantly improve not only our products but also our environmental and social performance, as well as our impact on society. This leadership position encourages us to pursue our efforts for the good of all.*”

— Rolex

## COMFORT IN THE LAP OF LUXURY

Twenty-twenty-one continued and elaborated a lot of the uncertainty that began in 2020. In times of uncertainty, we tend to lean on structure, the sure-things. This may have lent itself to Rolex’s success in this year’s GRT. We are leaning on storied, successful, and financially impervious brands for their certainty.



This year saw a surge in luxury brands: Rolex, Ferrari, Rolls-Royce, and Mercedes-Benz were in the top 10 alone. BMW, Chanel, Estée Lauder, LVMH, Burberry, Giorgio Armani, Hugo Boss, Ralph Lauren, Hermés, and Prada were all named amongst 2022's 100 Most Reputable Brands.

The public is reaching a threshold with ESG concerns like fast fashion, poor production, dye pollution, and cheap knock-offs. Paired with a broader audience to demonstrate both wealth and personal values á la social media, luxury brands allow and support that. In theory, their products are more timeless (pun intended) and made-to-last while communicating positive attributes about its consumers and admirers. Even if interaction with the brand is only aspirational, association and approval boost reputation. Having an opinion on a brand doesn't cost anything.

For Rolex, and other luxury brands featured, their air of aspiration could have worked in their favor. It is likely that in 50 years, Rolex will be touting the same product with minimal changes. As digital and smartwatches came to market, Rolex held back in favor of their classic timekeepers.

This classic approach paired with continued success can bring a level of comfort to audiences, while its aspirational nature provides an element of hope for future success. In the wake of a worldwide pandemic and confronting the Great Resignation, Rolex (and brands like it) might help ease that experience. After all, doesn't a Rolex on your wrist serve as the official indicator that you've "made it"?

There is little divide between personal and consumer lives. Brands seek to shape experiences, and experience is shaped by brands – with or without purchase.



## THE INFINITE REPUTATION

*Providing a consistent experience doesn't always mean more of the same, it means continuous improvement*

Last year, we saw international companies bring their A-game. Quick to respond to the Pandemic, they eagerly stepped in to entertain, connect, supply, and care. But 2022 wasn't meant to be a simple continuation of that. The globe did not remain in lockdown, and the warmth of that initial response cooled and consumers expected more from their brands as the world opened and closed.

*(cont.)*



With worldwide Reputation Scores and average Top 100 Scores decreasing worldwide, this year's data made it clear: in the eyes of the consumer, a consistent experience doesn't always mean continuing the same offering, it means continuous improvement to meet and anticipate needs in an evolving world. The public has been forced to grow and adjust, and demands you grow with them.

RepTrak is proud to boast the world's largest corporate reputation data base. How corporate reputation evolves tells the story of human experience, which is why we create this report each year.

In today's transparency, no area of business is exempt from scrutiny. RepTrak serves as the seer stone between public sentiment and the corporations that serve them, organizing and measuring the noise so organizations can know how to prepare and respond, and how those preparations and responses impacted experience.

Twenty-twenty-two's data and insight demonstrated the only thing that is constant is change: changing global circumstances, changing expectations, and changing responses. RepTrak's reputation monitoring software is always-on, so we'll be there for every change. ●

# ABOUT REPTRAK

The RepTrak Company™ is the world's leading reputation data and insights company. We provide the only global platform for data-driven insights on Reputation, Brand, and ESG. Our proprietary RepTrak® model is the global standard for measuring and analyzing the sentiment of the world using proven data science models and machine learning techniques across industries and geographies.

Subscribers to the RepTrak® Program use our predictive insights to protect business value, improve return on investment, and increase their positive impact on society.

Established in 2004, The RepTrak Company owns the world's largest reputation benchmarking database of over 1 million company ratings per year used by CEOs, boards, and executives in more than 60 countries worldwide. For more information, please visit [www.reptrak.com](http://www.reptrak.com).



**SAYING & DOING THE  
RIGHT THING IS GOOD  
FOR BUSINESS.**

— the RepTrak motto

from Kylie

Thank you for joining us for the 2022 Global RepTrak (GRT) 100: The World's Most Reputable Companies.

The release of reputation ratings for the 100 most trusted, admired, and respected companies globally is a signature moment each year. This is our 12th study — making it the deepest and most rigorous longitudinal data set available. The reliability of our methodology, paired with the real-world insight of our advisory team, gives us the ability to share what we see every day: the power of corporate reputation – all in one annual report.

Each year, we delight in uncovering the data and stories that emerge from some of the finest companies and leadership teams in the world. Even more importantly, we use these insights to march towards our mission of “proving that doing and saying the right thing is good for business”. Never has this mission been more important as companies are expected to step in and speak up on global issues that are complex, fast-moving, and often emotionally-charged.

As corporate reputation continues to evolve, so does RepTrak. In 2021, we launched our **Media insight tool** which tracks the direct impact of organic and social media mentions on reputation. In March 2022, we announced our acquisition of **ESG Analytics**, a data provider tracking ESG for companies globally and mapping them to existing ESG frameworks. RepTrak data has proven time and again, the increasing importance of ESG in the eyes of consumers and investors.

RepTrak applies our reputation measurement tools internally, with employees as respondents. Since GRT 2021, RepTrak employees rated RepTrak a **Strong 78.5**. Like all companies, we still have opportunities, but have leaned into the transformative experiences of the last 2 years and have evolved our products and workplace accordingly. We have innovated, maintained our work from home flexibility, remodeled and reopened RepTrak headquarters in Boston, and continued to shine in our DEI efforts and results. RepTrak's defining characteristic continues to be our smart, globally-minded and culturally-aware team.

We are continuing both our product and people efforts throughout 2022 and beyond, so we can better measure, report, and advise on reputation. We can hardly wait to reveal what we find in GRT 2023.



Kylie Wright-Ford

*KW Ford*

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