

# BRIC INDEX OF THOUGHT LEADERS 2011

(PT. 1 INDIA)

## INTRODUCTION - EXECUTIVE SUMMARY

The purpose of TLG is to turn corporate reputation into competitive advantage. We define Thought Leaders as organisations or individuals that change attitudes *and* behaviours. A Thought Leadership approach gives brands a positive point of difference, forging stronger, more strategic relationships with key stakeholders, giving brands a range of competitive advantages.

This summary provides insights into three aspects of corporate reputation in a leading emerging market. First, the specific benefits of being a Thought Leader; second, the core behaviours common to successful Thought Leaders; and third, who local opinion formers recognise as Thought Leaders. The next Index in the BRIC series will focus on Brazil.

*Malcolm Gooderham, Founder, June 2011*

## THE BENEFITS OF BEING A THOUGHT LEADER

### BRIC BENEFITS (INDIA)

1.	Most Trusted
2.	Change Maker
3.	Most Admired
4.	Competitive Advantage
5.	Cool Factor

*Source, GlobeScan Inc*

### WESTERN BENEFITS (UK + USA)

1.	Most Trusted
2.	The Authority
3.	Change Maker
4.	Most Admired
5.	Competitive Advantage

*Source, Populus Ltd + YouGov plc*

## THREE KEY INSIGHTS

1. CEOs can build a 'most trusted' and 'most admired' brand by defining their businesses as Thought Leaders in both western *and* emerging markets
2. Thought Leadership status has a positive impact on corporate brand reputation, transcending geographies
3. Opinion formers in very different markets and regions share similar values about corporate reputation *and* leadership

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## THE RESULTS

### BRIC THOUGHT LEADERS (INDIA)

1.	<b>Infosys Technologies</b>
2.	<b>Tata Group</b>
3.	<b>Google India</b>
4.	<b>Maruti-Suzuki</b>
5.	<b>Larsen &amp; Toubro</b>
6.	<b>Nokia</b>
7.	<b>State Bank of India</b>
8.	<b>Facebook</b>
9.	<b>Hindustan-Unilever</b>
10.	<b>Mahindra</b>
11.	<b>Hero-Honda Motors</b>
12.	<b>LIC of India</b>
13.	<b>Bharti Airtel</b>
14.	<b>ONGC</b>
15.	<b>Aditya-Birla Group</b>
16.	<b>The Oberoi Group</b>
17.	<b>HDFC Bank</b>
18.	<b>Dr. Reddy's Laboratories</b>
19.	<b>Ranbaxy Laboratories</b>
20.	<b>Hyundai Motor India</b>

### WESTERN THOUGHT LEADERS (UK)

1.	<b>Apple</b>
2.	<b>Google</b>
3.	<b>John Lewis</b>
4.	<b>Amazon</b>
5.	<b>Facebook</b>
6.	<b>Microsoft</b>
7.	<b>Innocent</b>
8.	<b>Co-Op Group</b>
9.	<b>Co-Op Bank</b>
10.	<b>Twitter</b>
11.	<b>Marks &amp; Spencer</b>
12.	<b>Virgin Atlantic</b>
13.	<b>Tesco</b>
14.	<b>Rolls Royce</b>
15.	<b>News Corporation</b>
16.	<b>McKinsey</b>
17.	<b>Nike</b>
18.	<b>BAE Systems</b>
19.	<b>KPMG</b>
20.	<b>EDF</b>

# THE SIX THINGS YOU NEED TO KNOW



Emerging markets are open minded about who can be a Thought Leader

- 1.** The breadth of businesses in the BRIC top 20 highlights that Thought Leaders in India are not confined, or defined, by sectors; the Index covers everything from ICT to 'heavy' industry to pharmaceuticals, to financial services

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- 2.** India has greater conviction about the leadership credentials of indigenous companies than in the UK; over half of the companies are privately owned or listed in India

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- 3.** The value of Joint Ventures (JV) to foreign entrants hoping to crack emerging markets, such as India, is very apparent; of the foreign firms in the top 20, half of those can be viewed as JVs

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- 4.** Market leaders in traditional industries like manufacturing and banking are more likely to be perceived as Thought Leaders in India than their counterparts in the West

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- 5.** Whatever the level of hype about a brand in other parts of the media - or world regions - it is not sufficient to assume it is an accurate indicator of status in emerging markets; note the absence of Twitter and Apple from the top 20

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- 6.** Size matters, but it does not always equate with Thought Leadership status. In India, there is no room for Microsoft, Apple, GE, or any of the emerging Chinese corporate giants

## RESEARCH METHODOLOGY

The BRIC Index of Thought Leaders 2011 highlights the most successful BRIC Thought Leaders, according to Indian opinion formers. The research was conducted by GlobeScan ([www.globescan.com](http://www.globescan.com)). Opinion formers were drawn from business, media, government and NGOs in India between April 18 and June 6 2011. Respondents included company directors, newspaper editors, senior politicians and charity leaders.

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## THE DEFINING BEHAVIOURS OF THOUGHT LEADERS

### BRIC BEHAVIOURS (INDIA)

1.	Clarity
2.	Objective
3.	Authenticity
4.	Pioneer
5.	Rigour

Source, GlobeScan Inc

### WESTERN BEHAVIOURS (UK)

1.	Clarity
2.	Authenticity
3.	Objective
4.	Rigour
5.	Pioneer

Source, Populus Ltd

## THREE KEY INSIGHTS

1. CEOs operating in and across western *and* emerging markets need to prioritise the quality and clarity of their proposition – this is a consistent finding
2. Opinion formers in both geographies believe that the authenticity of a company's leadership position is more important than the robustness or newness of its proposition
3. The convergence of behaviours demonstrates that core values about business behaviours transcend markets and regions

## THOUGHT LEADERSHIP SERVICES

TLG delivers services and campaigns to build brand leaders:

1. **Thought Leadership Campaigns:**  
TLG identifies leadership propositions and delivers leadership campaigns
2. **Leadership Reports:**  
TLG writes and delivers leadership reports that drive debate and reputation
3. **Thought Leader Benchmarking:**  
TLG tracks the impact of leadership campaigns and reviews competitor landscape