

RepTrak® UK: The Most Reputable Companies in 2015

Summary Report

UK Consumer Perceptions of Companies

May 2015



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

- Customers **buying** your products...
- Policy makers and regulators giving you a **license to operate**...
- The financial community **investing** in you...
- The media **reporting** favourably on your point of view...
- Employees **delivering** on your strategy...

For them to **support** you they need to **trust** you.

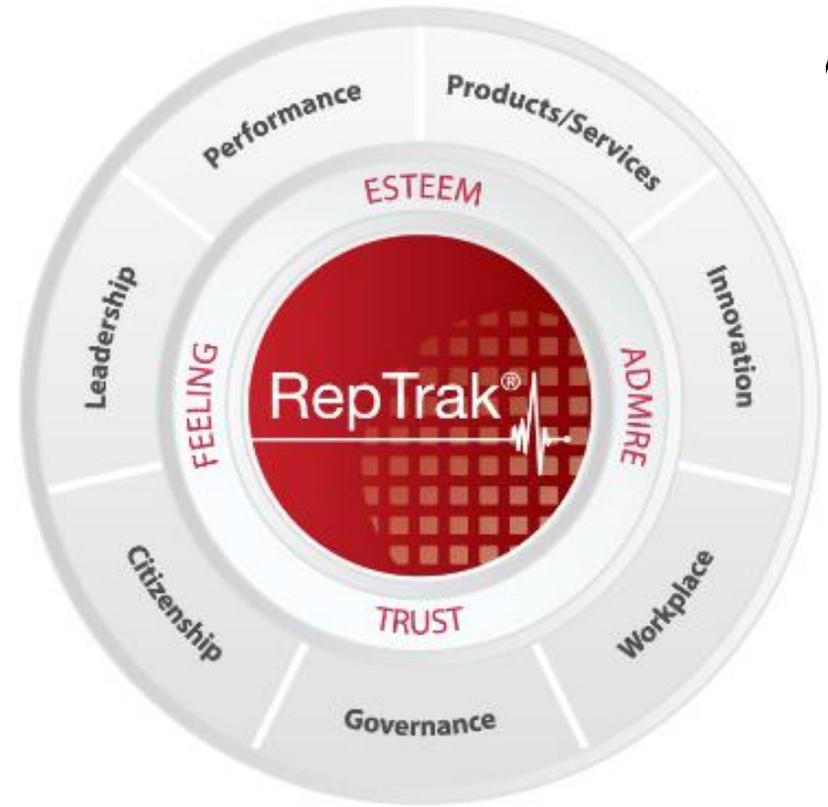
Trust you as a company that will **deliver on its promises**.

Trust you as a company they can have a **good feeling** about and **admire**.



The RepTrak® system measures a company's ability to **deliver on stakeholder expectations** in 7 key dimensions:

1. Products / Services
2. Innovation
3. Workplace
4. Governance
5. Citizenship
6. Leadership
7. Financial Performance



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

- Buy
- Work
- Invest
- Neighbour
- Benefit of Doubt
- Recommend



- ❑ A study of **consumer expectations**
- ❑ Of **over 200** most visible UK and International companies
- ❑ **7,200** interviews with UK consumers
- ❑ Measured in **Q1 of 2015**

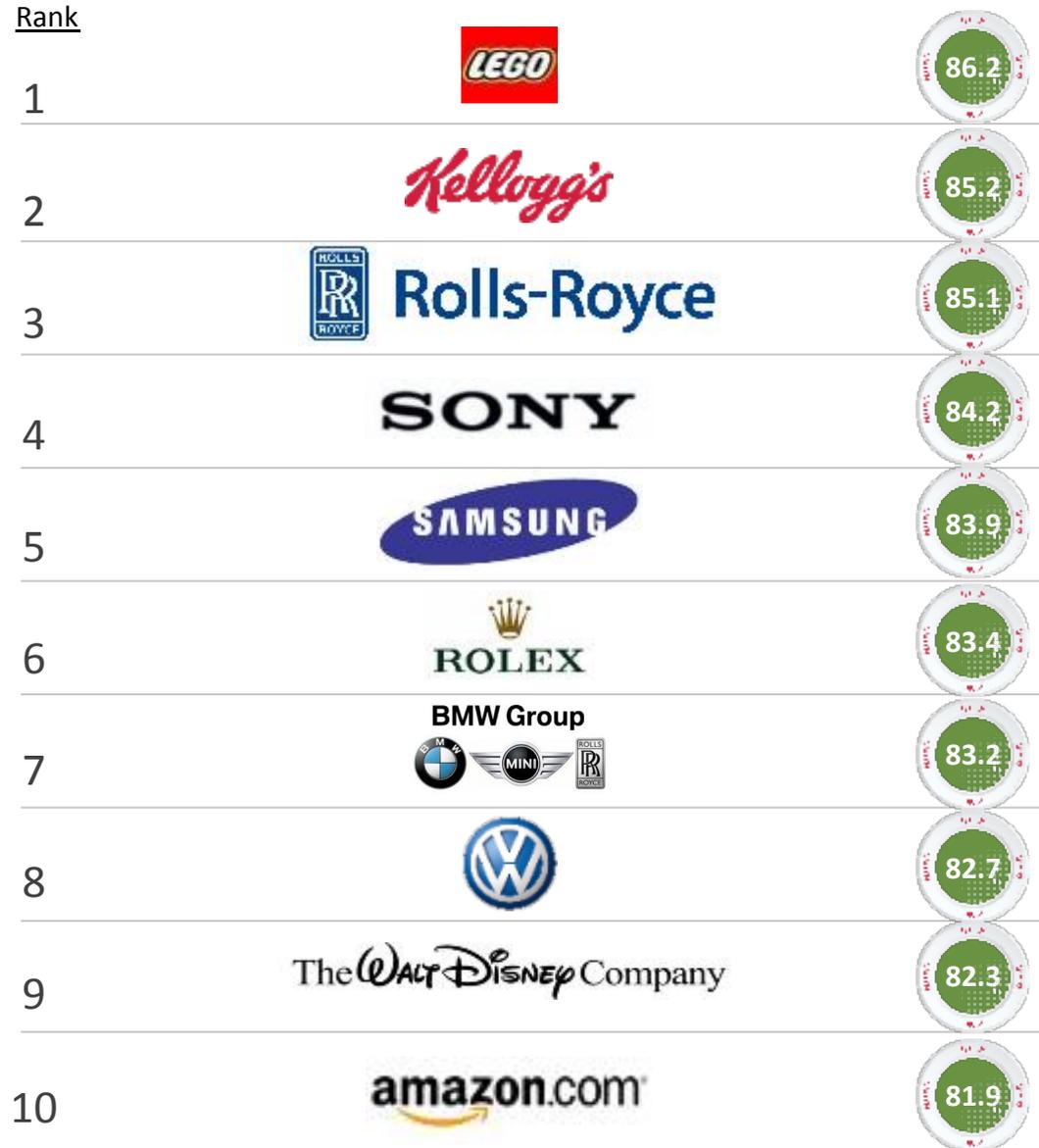
200+ UK and International Companies...



**Competing for status as
“UK’s Most Reputable Company”**

The Top Ten of the 2015 RepTrak® UK

2015



All RepTrak® Pulse scores that differ by more than +/-3.3 are significantly different at the 95% confidence level.

RepTrak® Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

RepTrak® UK: The UK's Most Reputable Companies (1-50)

Rank	Company	2015 RepTrak® Pulse Score
1	LEGO Group	86.17
2	Kellogg Company	85.23
3	Rolls-Royce Aerospace	85.13
4	Sony	84.22
5	Samsung Electronics	83.90
6	Rolex	83.35
7	BMW	83.19
8	Volkswagen	82.66
9	The Walt Disney Company	82.34
10	Amazon.com	81.93
11	Intel	81.66
12	Google	81.41
13	John Lewis Partnership	81.03
14	Levi Strauss & Co.	80.92
15	Daimler (Mercedes-Benz)	80.48
16	Johnson & Johnson	80.08
17	Nintendo	79.92
18	Panasonic	79.90
19	Canon	79.34
20	Michelin	78.99
21	Microsoft	78.52
22	L'Oréal	78.49
23	Nestlé	78.35
24	Dyson Ltd	78.24
25	Philips Electronics	77.97

Rank	Company	2015 RepTrak® Pulse Score
26	Apple	77.93
27	Honda Motor	77.88
28	Colgate-Palmolive	77.66
29	Marks & Spencer Group	77.54
30	Adidas Group	77.37
31	Boeing	77.25
32	Campbell Soup Company	76.98
33	Toshiba	76.93
34	Nike	76.84
35	Robert Bosch	76.77
36	Volvo Group	76.74
37	IKEA	76.67
38	Marriott International	76.63
39	Sainsbury's	76.59
40	Bridgestone	76.48
41	Bupa	76.41
42	HJ Heinz	76.23
43	The Estée Lauder Companies	76.16
44	Hilton Worldwide	76.11
45	Visa	75.89
46	Atkins Global	75.89
47	Waitrose	75.82
48	Pirelli	75.59
49	Lavazza	75.35
50	Barilla	75.24

POOR <40 WEAK 40-59 AVERAGE 60-69 STRONG 70-79 EXCELLENT >80



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RepTrak® UK: The UK's Most Reputable Companies (51-100)

Rank	Company	2015 RepTrak® Pulse Score
51	SABMiller plc	74.93
52	Hugo Boss	74.72
53	Caterpillar	74.60
54	Alliance Boots	74.57
55	InterContinental Hotels Group	74.56
56	Ferrero	74.51
57	wilko (Wilkinson)	74.41
58	Next plc	74.39
59	ASDA	74.28
60	Tate & Lyle plc	74.26
61	Ford Motor	74.13
62	Bayer	73.80
63	Airbus	73.68
64	LG Corporation	73.56
65	Deere & Co.	73.39
66	IBM	73.34
67	Reckitt Benckiser plc	73.22
68	Smith & Nephew plc	73.21
69	British Broadcasting Corporation (BBC)	73.20
70	Goodyear	73.20
71	Debenhams plc	73.18
72	Harrods	73.17
73	Ensco	73.16
74	Siemens	73.14
75	Shire Ltd	73.08

Rank	Company	2015 RepTrak® Pulse Score
76	Electrolux	73.04
77	Starwood Hotels and Resorts Worldwide	72.95
78	Fujifilm	72.92
79	Astellas	72.89
80	Dell	72.88
81	Hewlett-Packard	72.82
82	Abbott Laboratories	72.80
83	eBay	72.80
84	LVMH Group (Louis Vuitton - Moët Hennessy)	72.69
85	3M	72.62
86	Phoenix Group Holdings	72.49
87	Swatch Group	72.44
88	Bacardi	72.09
89	Bristol-Myers Squibb	72.06
90	Toyota	72.03
91	SAP	71.99
92	British Land	71.93
93	Deutsche Lufthansa	71.88
94	Ahold	71.81
95	BAE Systems plc	71.77
96	Britvic plc	71.77
97	Intu Properties PLC	71.70
98	Schneider Electric	71.67
99	Anglo American plc	71.65
100	Texas Instruments	71.59

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RepTrak® UK: The UK's Most Reputable Companies (101-150)

Rank	Company	2015 RepTrak® Pulse Score
101	The Coca-Cola Company	71.58
102	Danone	71.54
103	Associated British Foods	71.53
104	Cisco Systems	71.47
105	House of Fraser	71.36
106	International Personal Finance PLC (IPF)	71.32
107	Aldi	71.23
108	Aberdeen Asset Management plc	71.21
109	Roche	71.20
110	SAS (Scandinavian Airlines)	71.09
111	GKN	70.95
112	ArcelorMittal	70.93
113	Johnson Matthey plc	70.93
114	Lidl	70.85
115	UPS	70.74
116	FedEx	70.57
117	Yorkshire Building Society	70.56
118	BHP Billiton	70.52
119	Iceland Foods Ltd	70.52
120	Oracle	70.37
121	Aviva plc	70.37
122	Nationwide Building Society	70.25
123	Mastercard	70.24
124	Procter & Gamble	70.19
125	Xerox	70.12

Rank	Company	2015 RepTrak® Pulse Score
126	Home Retail Group Plc	69.94
127	Specsavers Optical Group Ltd	69.88
128	Anheuser-Busch InBev	69.84
129	Old Mutual plc	69.82
130	British Airways-Iberia (International Airlines Group)	69.75
131	Willis Group Holdings	69.65
132	Whirlpool	69.56
133	Giorgio Armani Group	69.44
134	Pets at Home Group	69.37
135	Heineken	69.23
136	Eli Lilly	69.07
137	De Beers Group	68.87
138	National Grid	68.85
139	Legal & General Group plc	68.82
140	Aon	68.74
141	Nestle Purina	68.56
142	Diageo	68.50
143	Unilever	68.47
144	Virgin Group	68.44
145	AstraZeneca	68.16
146	Carlsberg Group	68.05
147	Petrofac	67.79
148	BG Group	67.61
149	GlaxoSmithKline	67.58
150	Burberry Group plc	67.57

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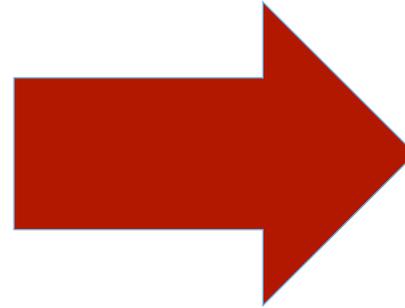
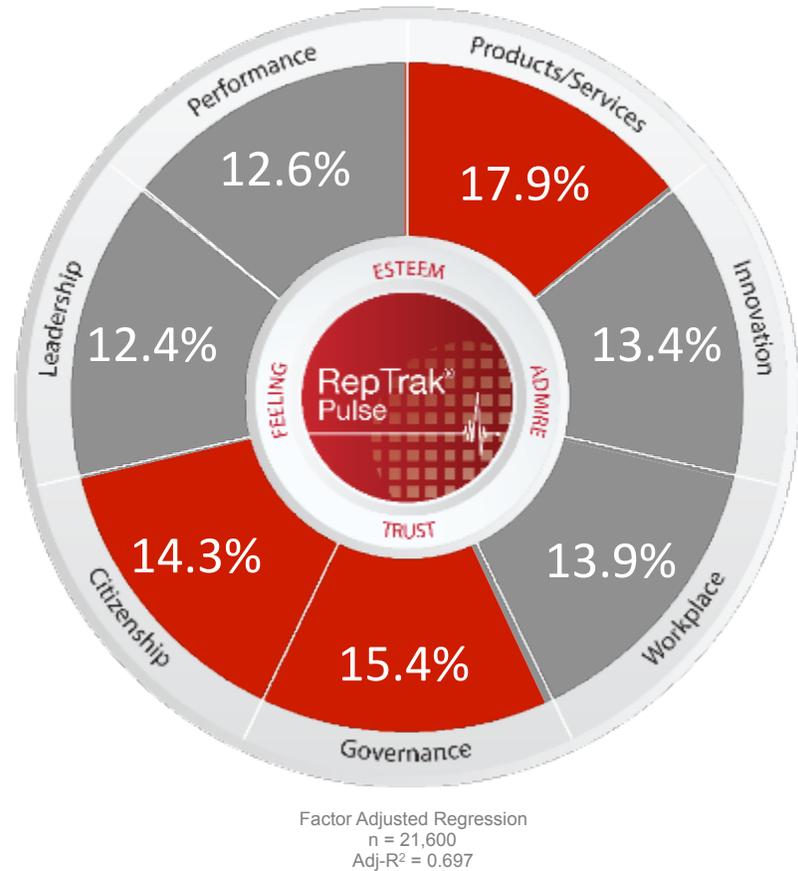
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The 7 Dimensions of Reputation

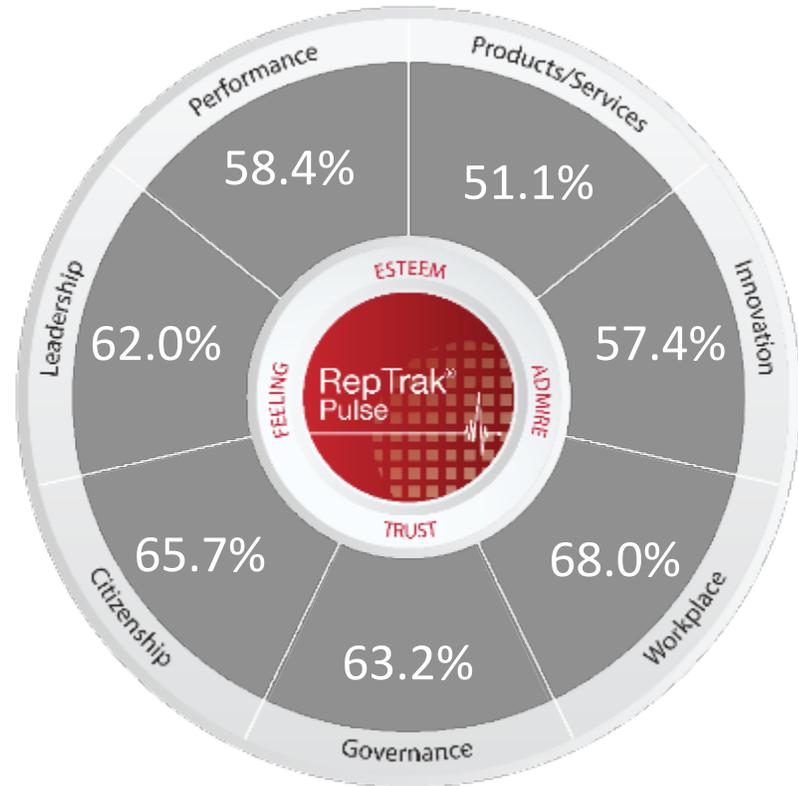




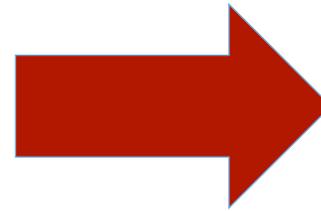
To build trust and reputation with consumers, companies have to engage with them in all 7 domains:

- Each of the 7 dimensions accounts for at least 12% of reputation.
- To build strong reputations, companies have to excel on each one.
- To do so, companies have to build a reputation platform across all 7 dimensions

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



Note: % of public who is neutral or 'not sure' about company's performance on that dimension



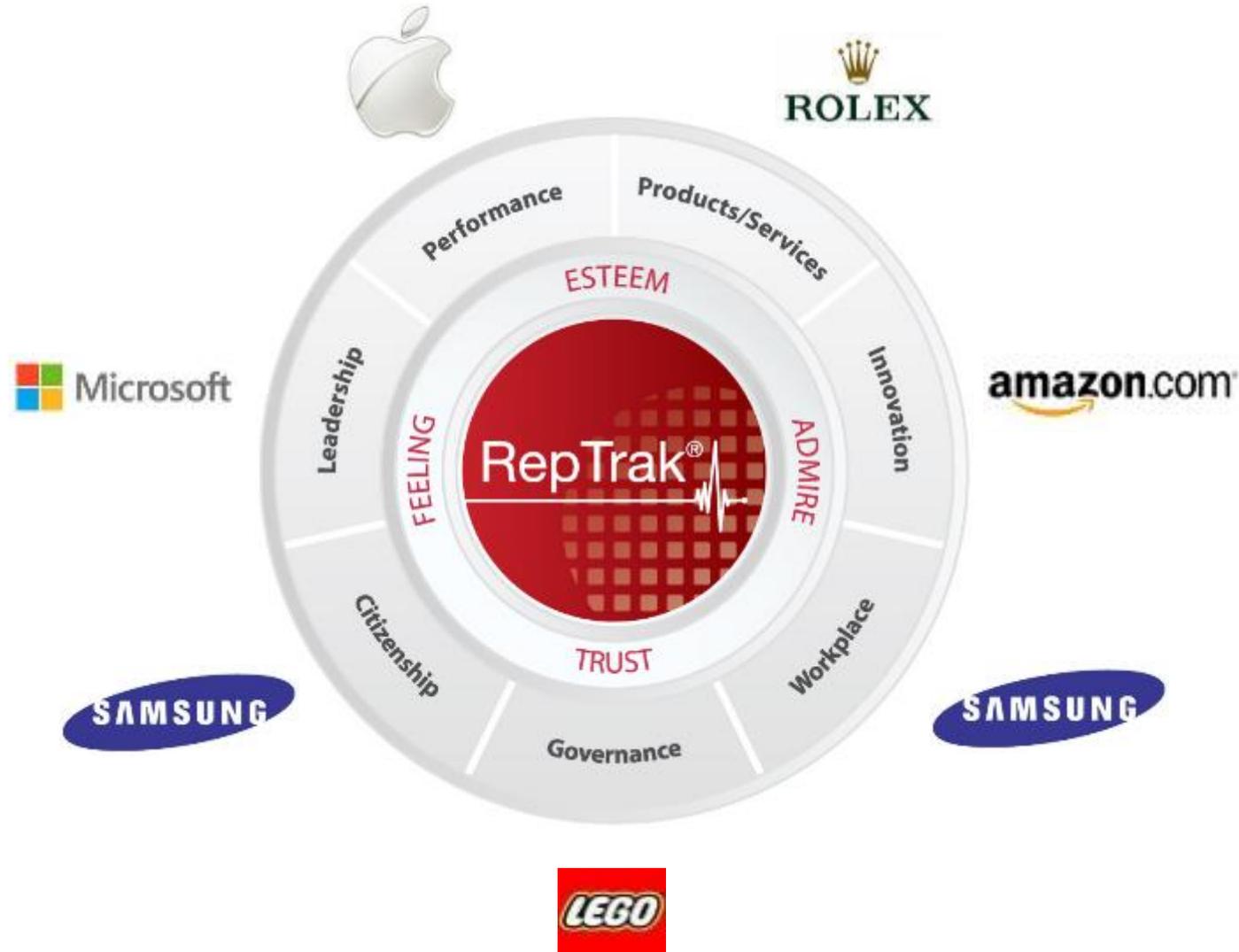
Even the most visible and well-known companies are struggling to get their message across to UK consumers.

Across the 7 dimensions of reputation, 51% to 68% of consumers are uncertain of what these companies are doing.

These consumers are crucial 'fence-sitters' who can swing to the positive or to the negative based on whatever information they receive.

The CSR dimensions are the ones where the percentage of fence-sitters is highest.

Who leads on the dimensions of reputation (2015)?



The Business Use for Reputation



If you have an excellent reputation **82%** of consumers would definitely **recommend your products**

Poor reputation

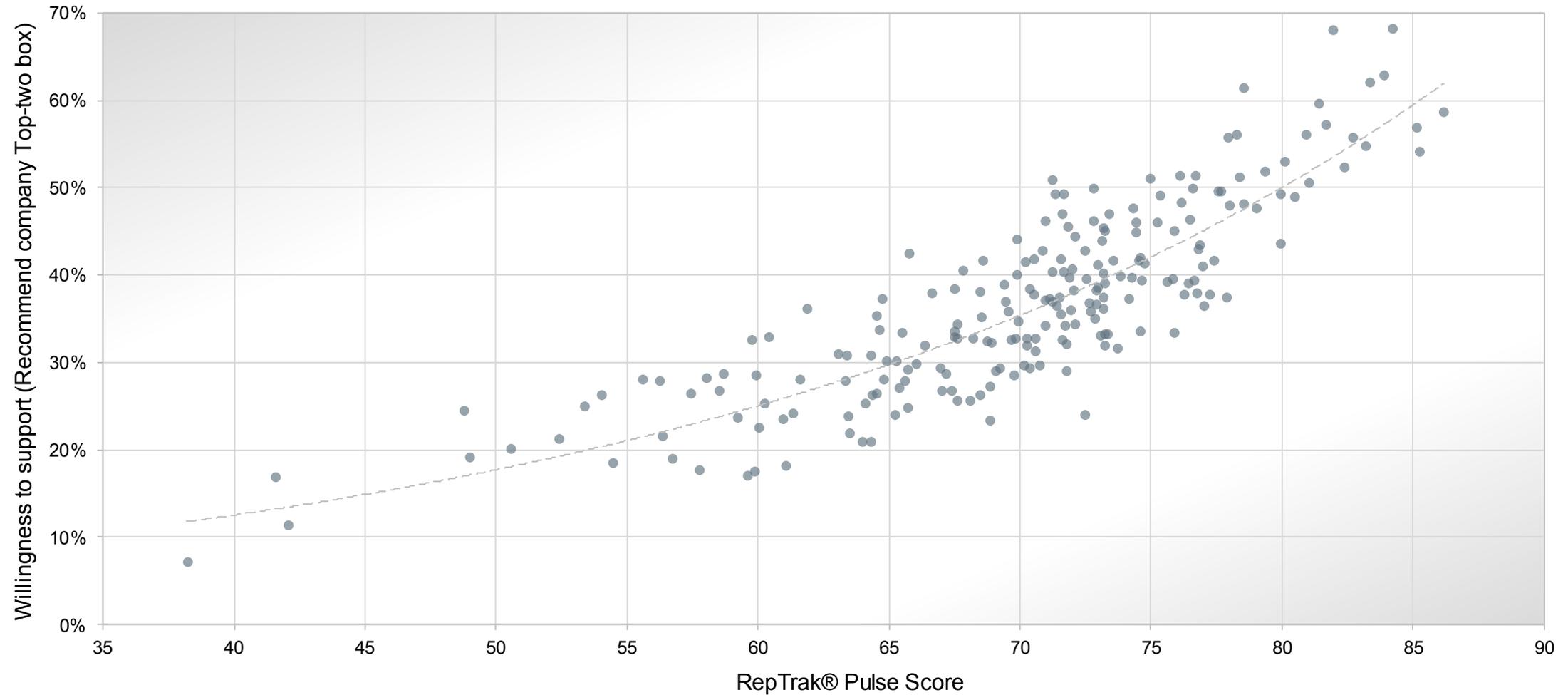
You only have **8%** of consumers recommending your products



Reputation predicts all forms of support



A 5 point increase in Reputation yields a 5.7 % increase in Recommendation



What You Do

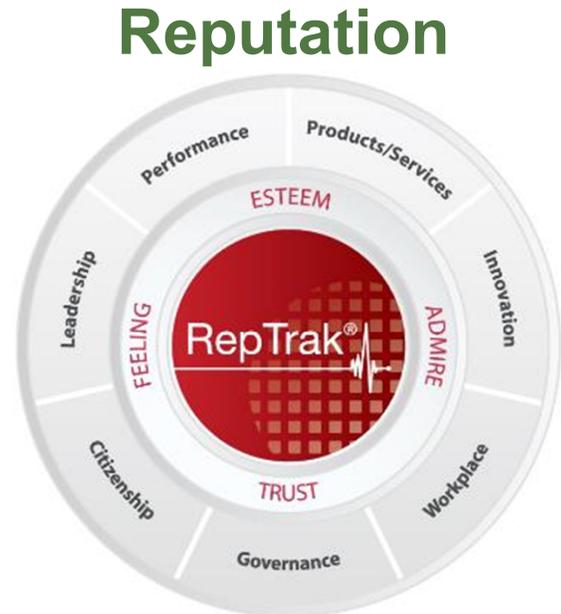
Products	Investments
Customer Service	Employment

What You Say

Branding	Marketing
Public Relations	Sponsorship

What Others Say

Media	Topic Experts
Key Opinion Leaders	Friends/Family



Behaviour



Business Results



- Your reputation matters more now than ever – it has a direct link to earning support from your stakeholders
- RepTrak® provides a smart framework for analyzing reputation and driving support
- General Public is just one stakeholder – we use RepTrak® across more than 20 stakeholders for our clients to drive communication and support
- Take the next step on your reputation journey by joining our growing Reputation Leaders Network

The recorded version of the RepTrak® UK 2015 webinar is available now on: www.reputationinstitute.com

If you are interested in your company's reputation results please contact the Reputation Institute UK Team

Thank You



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