RepTrak® UK: The Most Reputable Companies in 2015

Summary Report
UK Consumer Perceptions of Companies

May 2015
Reputation drives business results

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

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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
## The Top Ten of the 2015 RepTrak® UK

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Pulse Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LEGO</td>
<td>86.2</td>
</tr>
<tr>
<td>2</td>
<td>Kellogg’s</td>
<td>85.2</td>
</tr>
<tr>
<td>3</td>
<td>Rolls-Royce</td>
<td>85.1</td>
</tr>
<tr>
<td>4</td>
<td>SONY</td>
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<tr>
<td>5</td>
<td>SAMSUNG</td>
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<td>6</td>
<td>ROLEX</td>
<td>83.4</td>
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<tr>
<td>7</td>
<td>BMW Group</td>
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<td>8</td>
<td>The Walt Disney Company</td>
<td>82.7</td>
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<tr>
<td>9</td>
<td></td>
<td>82.3</td>
</tr>
<tr>
<td>10</td>
<td>amazon.com</td>
<td>81.9</td>
</tr>
</tbody>
</table>

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).

All RepTrak® Pulse scores that differ by more than +/-3.3 are significantly different at the 95% confidence level.
## RepTrak® UK: The UK’s Most Reputable Companies (1-50)

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).

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### 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
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

Color codes indicate levels of reputation:
- **POOR** (<40)
- **WEAK** (40-59)
- **AVERAGE** (60-69)
- **STRONG** (70-79)
- **EXCELLENT** (80+)

POOR

WEAK

AVERAGE

STRONG

EXCELLENT

>80
## RepTrak® UK: The UK’s Most Reputable Companies (51-100)

### 2015 RepTrak® Pulse Score for Companies 51-100

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>2015 RepTrak® Pulse Score</th>
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</thead>
<tbody>
<tr>
<td>51</td>
<td>SABMiller plc</td>
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<td>52</td>
<td>Hugo Boss</td>
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<td>Caterpillar</td>
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<td>54</td>
<td>Alliance Boots</td>
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<td>55</td>
<td>InterContinental Hotels Group</td>
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<td>56</td>
<td>Ferrero</td>
<td>74.51</td>
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<tr>
<td>57</td>
<td>wilko (Wilkinson)</td>
<td>74.41</td>
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<tr>
<td>58</td>
<td>Next plc</td>
<td>74.39</td>
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<tr>
<td>59</td>
<td>ASDA</td>
<td>74.28</td>
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<tr>
<td>60</td>
<td>Tate &amp; Lyle plc</td>
<td>74.26</td>
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<td>61</td>
<td>Ford Motor</td>
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<td>62</td>
<td>Bayer</td>
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<td>63</td>
<td>Airbus</td>
<td>73.68</td>
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<tr>
<td>64</td>
<td>LG Corporation</td>
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<tr>
<td>65</td>
<td>Deere &amp; Co.</td>
<td>73.39</td>
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<tr>
<td>66</td>
<td>IBM</td>
<td>73.34</td>
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<td>67</td>
<td>Reckitt Benckiser plc</td>
<td>73.22</td>
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<td>68</td>
<td>Smith &amp; Nephew plc</td>
<td>73.21</td>
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<td>69</td>
<td>British Broadcasting Corporation (BBC)</td>
<td>73.20</td>
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<tr>
<td>70</td>
<td>Goodyear</td>
<td>73.20</td>
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<td>71</td>
<td>Debenhams plc</td>
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<td>72</td>
<td>Harrods</td>
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<td>73</td>
<td>Enesco</td>
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<td>Siemens</td>
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<td>75</td>
<td>Shire Ltd</td>
<td>73.08</td>
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### 2015 RepTrak® Pulse Score for Companies 76-100

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>2015 RepTrak® Pulse Score</th>
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<tbody>
<tr>
<td>76</td>
<td>Electrolux</td>
<td>73.04</td>
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<tr>
<td>77</td>
<td>Starwood Hotels and Resorts Worldwide</td>
<td>72.95</td>
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<td>78</td>
<td>Fujifilm</td>
<td>72.92</td>
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<td>79</td>
<td>Astellas</td>
<td>72.89</td>
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<tr>
<td>80</td>
<td>Dell</td>
<td>72.88</td>
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<td>81</td>
<td>Hewlett-Packard</td>
<td>72.82</td>
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<td>82</td>
<td>Abbott Laboratories</td>
<td>72.80</td>
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<tr>
<td>83</td>
<td>eBay</td>
<td>72.80</td>
</tr>
<tr>
<td>84</td>
<td>LVMH Group (Louis Vuitton - Moët Hennessy)</td>
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<td>85</td>
<td>3M</td>
<td>72.62</td>
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<td>86</td>
<td>Phoenix Group Holdings</td>
<td>72.49</td>
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<td>87</td>
<td>Swatch Group</td>
<td>72.44</td>
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<tr>
<td>88</td>
<td>Bacardi</td>
<td>72.09</td>
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<tr>
<td>89</td>
<td>Bristol-Myers Squibb</td>
<td>72.06</td>
</tr>
<tr>
<td>90</td>
<td>Toyota</td>
<td>72.03</td>
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<td>91</td>
<td>SAP</td>
<td>71.99</td>
</tr>
<tr>
<td>92</td>
<td>British Land</td>
<td>71.93</td>
</tr>
<tr>
<td>93</td>
<td>Deutsche Lufthansa</td>
<td>71.88</td>
</tr>
<tr>
<td>94</td>
<td>Ahold</td>
<td>71.81</td>
</tr>
<tr>
<td>95</td>
<td>BAE Systems plc</td>
<td>71.77</td>
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<tr>
<td>96</td>
<td>Britvic plc</td>
<td>71.77</td>
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<tr>
<td>97</td>
<td>Intu Properties PLC</td>
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<tr>
<td>98</td>
<td>Schneider Electric</td>
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</tr>
<tr>
<td>99</td>
<td>Anglo American plc</td>
<td>71.65</td>
</tr>
<tr>
<td>100</td>
<td>Texas Instruments</td>
<td>71.59</td>
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</tbody>
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## RepTrak® UK: The UK’s Most Reputable Companies (101-150)

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

### RepTrak® Pulse Scores and Ratings

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

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The 7 Dimensions of Reputation
What drives reputations among UK consumers (2015)?

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

Factor Adjusted Regression
n = 21,600
Adj-R² = 0.697
Companies have an opportunity to become more relevant

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

**Reputation Score**

- **Would buy the products**
  - Poor (0-39): 9%
  - Weak (40-59): 8%
  - Average (60-69): 8%
  - Strong (70-79): 9%
  - Excellent (80+): 11%

- **Would say something positive**
  - Poor (0-39): 16%
  - Weak (40-59): 13%
  - Average (60-69): 13%
  - Strong (70-79): 14%
  - Excellent (80+): 17%

- **Would recommend the products**
  - Poor (0-39): 34%
  - Weak (40-59): 29%
  - Average (60-69): 30%
  - Strong (70-79): 29%
  - Excellent (80+): 31%

- **Would trust to do the right thing**
  - Poor (0-39): 55%
  - Weak (40-59): 50%
  - Average (60-69): 50%
  - Strong (70-79): 47%
  - Excellent (80+): 48%

- **Would welcome into local community**
  - Poor (0-39): 83%
  - Weak (40-59): 82%
  - Average (60-69): 82%
  - Strong (70-79): 78%
  - Excellent (80+): 73%

- **Would work for**
  - Poor (0-39): 8%
  - Weak (40-59): 11%
  - Average (60-69): 23%
  - Strong (70-79): 38%
  - Excellent (80+): 67%

- **Would invest in**
  - Poor (0-39): 8%
  - Weak (40-59): 11%
  - Average (60-69): 23%
  - Strong (70-79): 38%
  - Excellent (80+): 67%
A 5 point increase in Reputation
yields a 5.7 % increase in Recommendation
Reputation Management is a process and a journey

What You Do
- Products
- Customer Service
- Investments
- Employment

What You Say
- Branding
- Public Relations
- Marketing
- Sponsorship

What Others Say
- Media
- Key Opinion Leaders
- Topic Experts
- Friends/Family

Reputation

Behaviour

Business Results
Some concluding remarks

• 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](http://www.reputationinstitute.com)

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

Thank You

Telephone: 0207 495 6328  
Email: UK_ADVICE@reputationinstitute.com  
Twitter: Rep_Inst_UK