



2016 UK RepTrak® 150

Top Line Report

April 14, 2016

About Reputation Institute

The World's Leading Research and Advisory Firm for Reputation

Founded in 1997, we help organizations answer the questions:

- What is my reputation and how does it compare?
- How can I improve it?
- Who is doing it well?

RepTrak® Framework

We measure the reputations of thousands of the world's most prestigious companies annually using our RepTrak® framework – the world's largest and highest quality normative reputation database.

Continuous Reputation Measurement & Guidance

We provide continuous reputation measurement, benchmarking and consulting services to hundreds of the best-known companies globally to help them protect their reputations, analyze risks and drive competitive advantage.

Reputation Management Best Practices

Through our Reputation Leaders Network, we bring executives from 100+ global member companies together to advance the practice of reputation management collectively and for their organizations.



Kasper Ulf Nielsen
Executive Partner

knielsen@reputationinstitute.com



Ed Coke
Director, UK

ecoke@reputationinstitute.com

Why Measure Reputation?

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

Reputation is an
emotional bond...



...that ensures

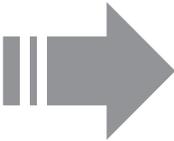
- Customers **buy** your products...
- The general public **recommend** your company...
- Policy makers and regulators give you a **license to operate**...
- The financial community **invest** in you...
- The media **report** favorably on your point of view...
- Employees **deliver** on your strategy...

The RepTrak® Model Summary

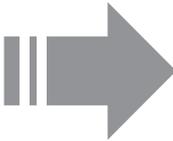
The RepTrak® System measures a company's ability to deliver on stakeholder expectations on the **7 key rational dimensions of reputation**

- PRODUCTS & SERVICES
- INNOVATION
- WORKPLACE
- GOVERNANCE
- CITIZENSHIP
- LEADERSHIP
- PERFORMANCE

REPUTATION DIMENSIONS



REPUTATION (RepTrak® Pulse)



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

- PURCHASE
- RECOMMEND
- CRISIS PROOF
- VERBAL SUPPORT
- INVEST
- WORK

SUPPORTIVE BEHAVIOURS

Welcome to the UK RepTrak® 150

- Since 2010, Reputation Institute has measured the reputation of the largest and most visible companies in the UK
- The UK RepTrak® study is the largest reputation study, with over 50,000 ratings collected in Q1, 2016
- Respondents are qualified at 2 tiers:
 - **Familiarity:** Respondent must be “somewhat” or “very” familiar
 - **RepTrak® Pulse:** 75% completion of pulse rating to be included
- The results tell us:
 - Which companies are best regarded by consumers
 - What drives trust and support with consumers
 - How the top companies are living up to public expectations
- Study components:
 - RepTrak® Pulse
 - Dimensions of Reputation and Drivers of Reputation
 - Supportive behaviours such as willingness to trust or buy
 - Brand expressiveness
 - Data by demographic cuts



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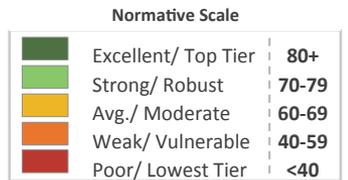
2016 UK RepTrak[®] 150

The 10 Companies with the Best Reputations in the UK

Rank	Company	RepTrak® Pulse Score
1		84.7
2		84.4
3	 	83.2
4	SONY	83.0
5	 Rolls-Royce	82.6
6		82.1
7	 ROLEX	82.0
8		81.8
9	 BOSCH	81.8
10	<i>Kellogg's</i>	81.4

THE STRENGTH OF THE EMOTIONAL BOND BETWEEN THE COMPANY AND GENERAL PUBLIC BASED ON:

- TRUST
- GOOD FEELING
- ADMIRATION
- ESTEEM



All RepTrak® Pulse scores that differ by more than +/- 3.6 are significantly different at the 95% confidence level

The UK RepTrak® – Top 10 (2014 -2016)

Rank	2016	2015	2014
1			John Lewis
2			
3			
4	SONY	SONY	
5			
6			
7			amazon.com®
8			
9		The WALT DISNEY Company	The WALT DISNEY Company
10		amazon.com®	DAIMLER



- LEGO Group tops the RepTrak® UK list for the second year in a row. The Danish toy maker continues to have the highest level of trust, admiration, and good feeling.
- IKEA comes in second with an equally excellent reputation, and the Swedish retailer has seen a major improvement in reputation since 2015
- 3 companies break into the top 10 in 2016: IKEA, Aston Martin, and Bosch
- Volkswagen AG falls from number 8 in 2015 to number 267 in 2016
- Only 2 companies in the top 10 are UK Plc companies underlining a trend that UK companies are losing out on reputation in their home market

All RepTrak® Pulse scores that differ by more than +/- 3.6 are significantly different at the 95% confidence level

2016 UK RepTrak®: The UK's Most Reputable Companies (1-50)

Rank	Company	2016 RepTrak® Pulse
1	LEGO Group	84.7
2	IKEA	84.4
3	BMW Group	83.2
4	Sony	83.0
5	Rolls Royce Aerospace	82.6
6	Aston Martin	82.1
7	Rolex	82.0
8	Samsung Electronics	81.8
9	Robert Bosch	81.8
10	Kellogg's	81.4
11	Aldi	80.9
12	Canon	80.8
13	ASOS	80.4
14	Jaguar Land Rover	80.4
15	The Estée Lauder Companies	80.4
16	Daimler (Mercedes-Benz)	80.4
17	Campbell Soup Company	80.3
18	Amazon.com	80.3
19	Intel	80.2
20	Panasonic	80.0
21	Harrods	79.9
22	eBay	79.8
23	John Lewis Partnership	79.7
24	Philips Electronics	79.6
25	Paypal	79.5

Rank	Company	2016 RepTrak® Pulse
26	Microsoft	79.3
27	The Walt-Disney Company	79.1
28	Levi Strauss & Co.	79.0
29	Nintendo	79.0
30	Fresnillo	78.9
31	CRH	78.8
32	Dyson	78.8
33	Visa	78.6
34	L'Oreal	78.2
35	Colgate-Palmolive	78.2
36	Barilla	78.2
37	Ralph Lauren Corporation	78.2
38	Yeo Valley	78.0
39	Google	78.0
40	WH Smith	78.0
41	Saga	77.9
42	HJ Heinz	77.9
43	HP Inc.	77.8
44	Boeing	77.8
45	Laura Ashley	77.8
46	Giorgio Armani Group	77.7
47	Johnson & Johnson	77.7
48	Nike	77.6
49	Debenhams	77.4
50	Burberry Group	77.3

2016 UK RepTrak®: The UK's Most Reputable Companies (51-100)

Rank	Company	2016 RepTrak® Pulse
51	Dell	77.2
52	LVMH Group (Louis Vuitton - Moët Hennessy)	77.1
53	Clarks	77.1
54	Michelin	77.0
55	Apple	77.0
56	Marks & Spencer	77.0
57	Nissan	76.9
58	Christian Dior	76.7
59	Goodyear	76.7
60	ARM Holdings	76.6
61	Toyota	76.6
62	Superdrug Stores	76.5
63	Next	76.3
64	Britvic	76.2
65	Toshiba	76.2
66	Lavazza	76.1
67	Marriott International	76.1
68	Airbus Group	76.1
69	Wickes	76.0
70	Caterpillar	76.0
71	Premier Inn	76.0
72	Hargreaves Lansdown	76.0
73	Adidas Group	76.0
74	Hugo Boss	76.0
75	Netflix	75.9

Rank	Company	2016 RepTrak® Pulse
76	Tate & Lyle	75.8
77	IBM	75.7
78	Specsavers	75.6
79	Bupa	75.5
80	Hammerson	75.3
81	3M	75.3
82	Whirlpool	75.2
83	Babcock	75.0
84	LG Corporation	75.0
85	O2	74.9
86	Virgin Atlantic	74.9
87	Hilton Group	74.9
88	Smith & Nephew	74.9
89	Ferrero	74.8
90	Boots	74.8
91	Siemens	74.7
92	Honda Motor	74.6
93	Waitrose	74.4
94	Yamaha Motor	74.3
95	Ford Motor	74.2
96	Sainsbury's	74.2
97	RELX plc (Reed Elsevier)	74.1
98	Pirelli	74.1
99	Monsoon	74.1
100	Ashtead	74.0

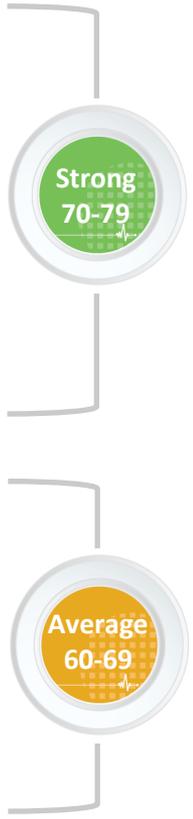
2016 UK RepTrak®: The UK's Most Reputable Companies (101-150)

Rank	Company	2016 RepTrak® Pulse
101	Inmarsat	73.9
102	GKN	73.9
103	WPP	73.8
104	Lidl	73.8
105	Volvo Group	73.8
106	Bayer	73.7
107	Intertek	73.7
108	Fujifilm	73.6
109	ITV	73.6
110	Bridgestone	73.6
111	Travis Perkins	73.5
112	Schroders	73.5
113	Intercontinental Hotels	73.4
114	Mondi	73.4
115	Halfords	73.3
116	Virgin Group	73.2
117	British Airways	73.2
118	Nandos	73.2
119	Associated British Foods	73.1
120	House of Fraser	73.1
121	Bacardi	72.9
122	Randgold Resources	72.9
123	B&Q	72.8
124	Procter & Gamble	72.7
125	Kia Motors	72.7

Rank	Company	2016 RepTrak® Pulse
126	Shire	72.7
127	wilko (Wilkinson)	72.6
128	Bunzl	72.6
129	Danone	72.6
130	Sharp	72.6
131	H&M	72.4
132	Nationwide Building Society	72.4
133	International Airlines Group (IAG)	72.3
134	Ted Baker	72.3
135	Xerox	72.3
136	NOKIA	72.3
137	Antofagasta	72.1
138	Merlin Entertainments	72.0
139	Mitsubishi Motors	72.0
140	Hershey Company	71.9
141	Revlon	71.9
142	Royal Mail Group	71.9
143	St James's Place	71.9
144	Hikma Pharmaceuticals	71.9
145	Carlsberg UK	71.9
146	BBC	71.8
147	Johnson Matthey	71.8
148	Fujitsu	71.8
149	British Land	71.8
150	Intu Properties	71.7

2016 UK Industry Ranking

Rank	Industry	RepTrak® Pulse Score
1	Consumer	73.6
2	Retail	73.2
3	Industrial	72.6
4	Information	72.4
5	Technology	70.7
6	Healthcare	70.2
7	Hospitality	69.5
8	Financial	66.9
9	Services	66.4
10	Transport	66.2
11	Energy	60.5



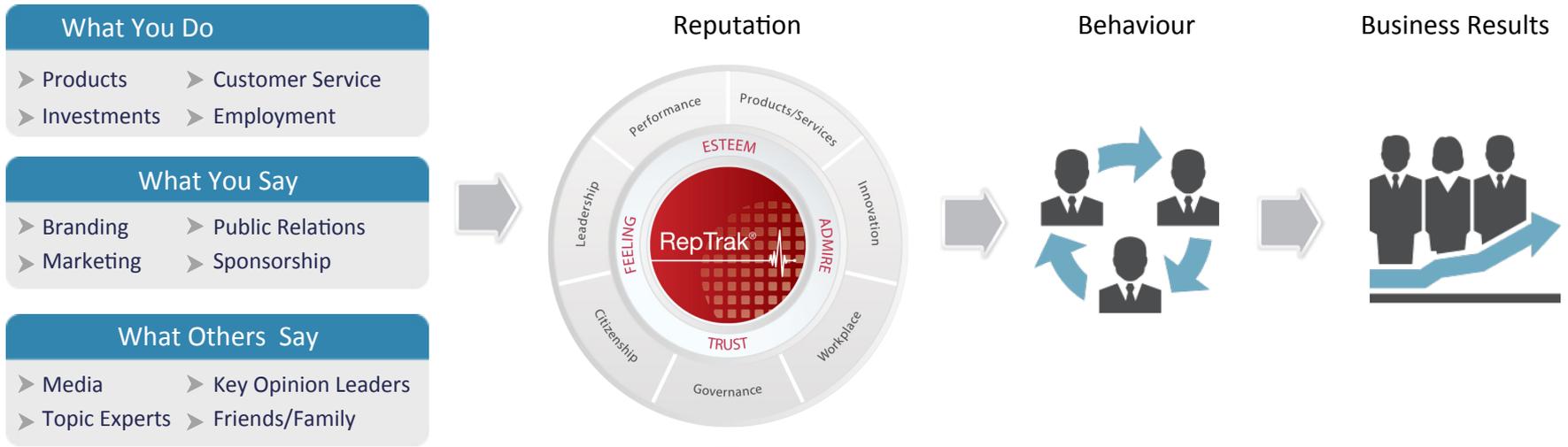
- The overall reputation of any given industry has a direct impact on the ability for an individual company to build a strong reputation
- Across the industries we see that 6 industries have a strong overall reputation with RepTrak® scores in the 70s, and 5 have an average reputation with RepTrak® scores in the 60s
- Energy is the industry which overall has the weakest perception among the UK General Public in 2016

All RepTrak® Pulse scores that differ by more than +/- 0.3 are significantly different at the 95% confidence level

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Drivers of Reputation and Support

Reputation Management Requires Clear Measurement and Structure



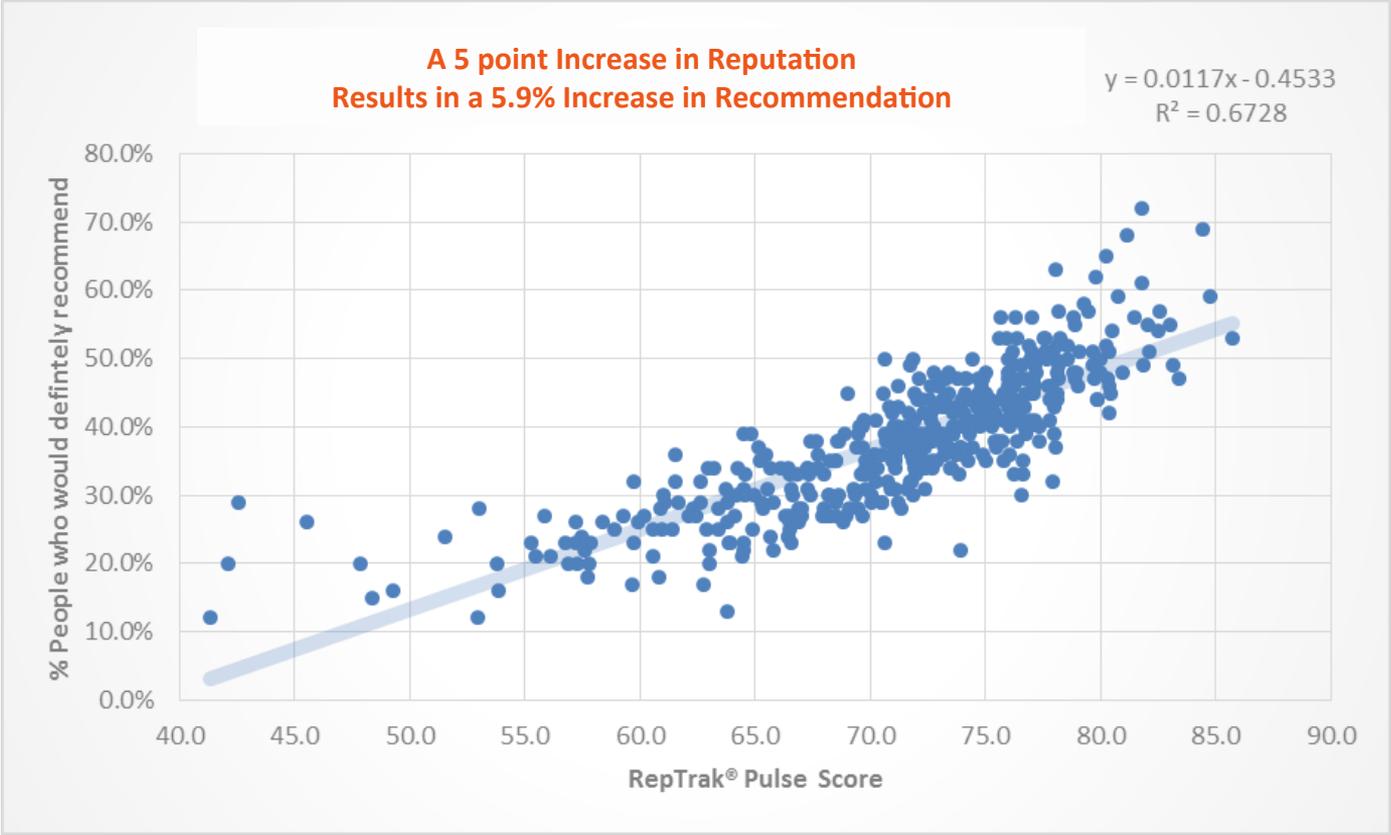
Reputation Drives Support

- Only Companies in the Excellent RepTrak® Pulse Range Achieve Support Above 50%

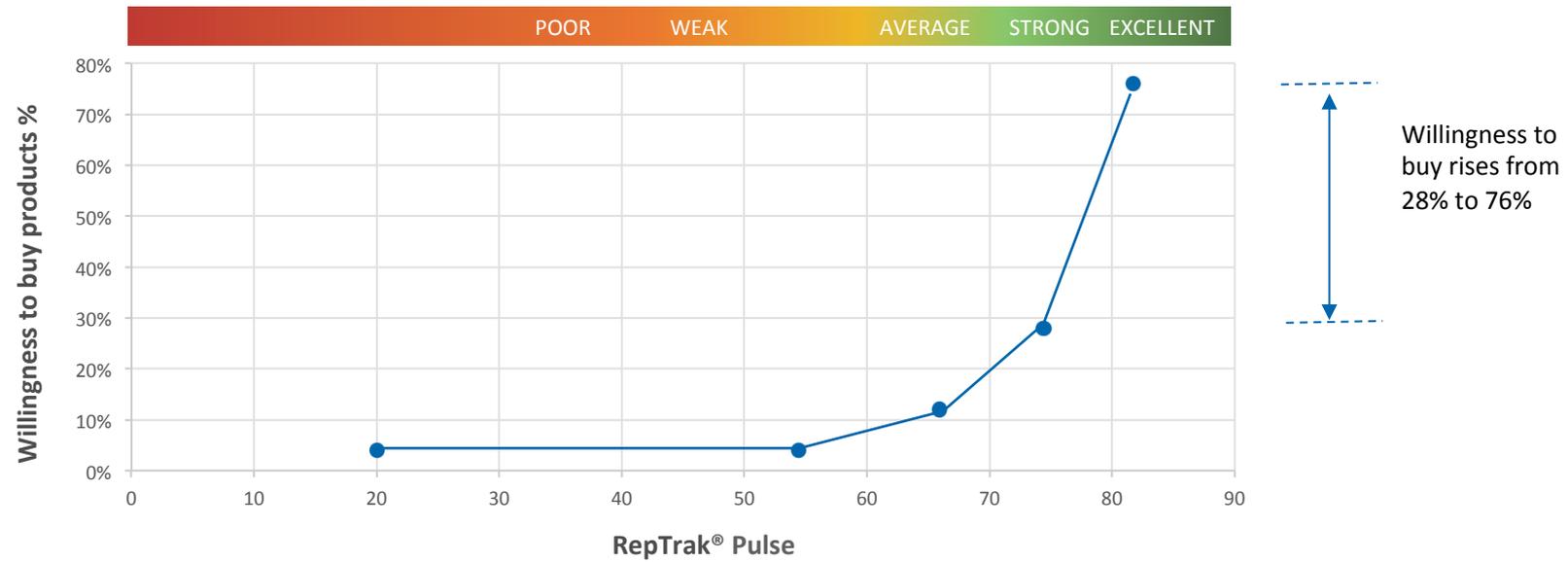


Source: 2016 UK RepTrak®
N = 52,877 ratings from general public in the UK

In the UK Reputation drives Support

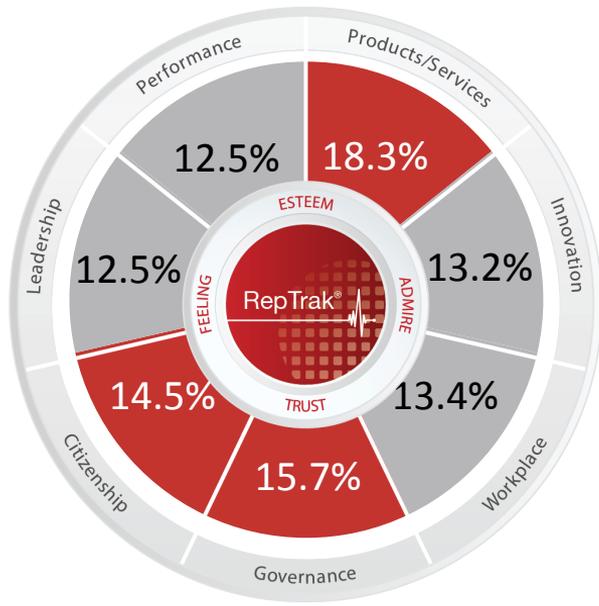


Willingness To Buy Accelerates When A Company Goes From Strong To Excellent Reputation



Products/Services, Governance and Citizenship Are the Key Drivers of Reputation with the General Public in the UK

2016 UK RepTrak® Drivers



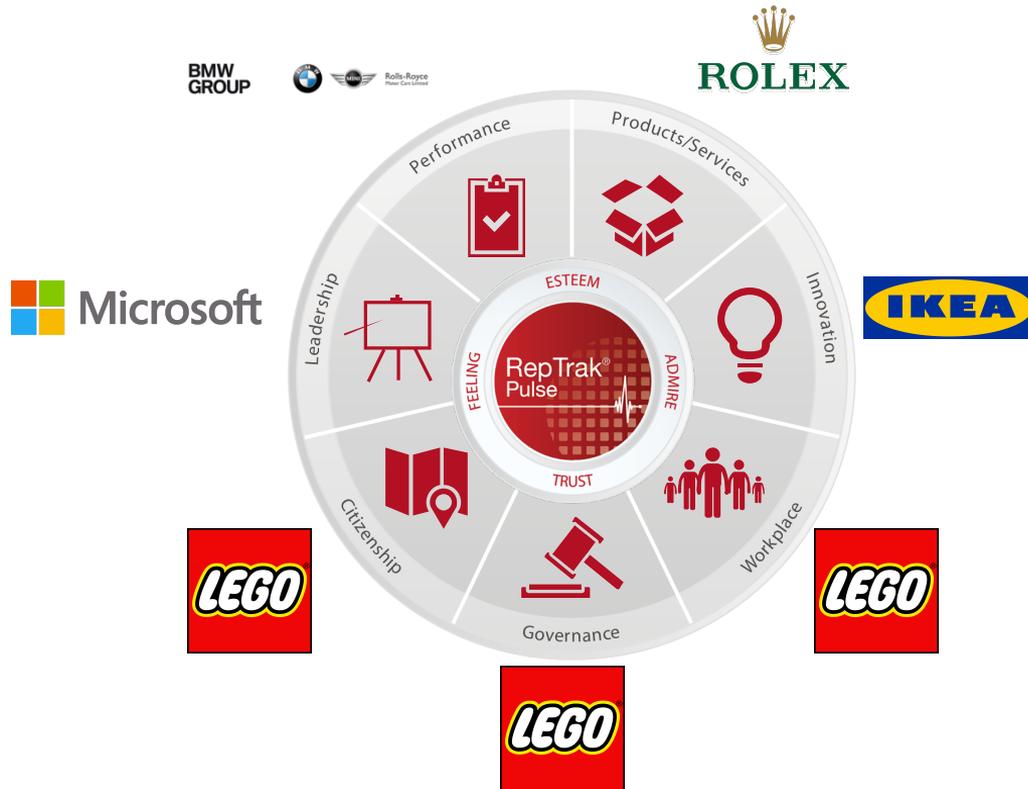
Factor Adjusted Regression
 N = 27,700
 Adj-R² = 0.682

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

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Building a Strong Reputation Across Dimensions

5 Companies Win the 7 Dimensions – LEGO, Rolex, IKEA, Microsoft and BMW Group



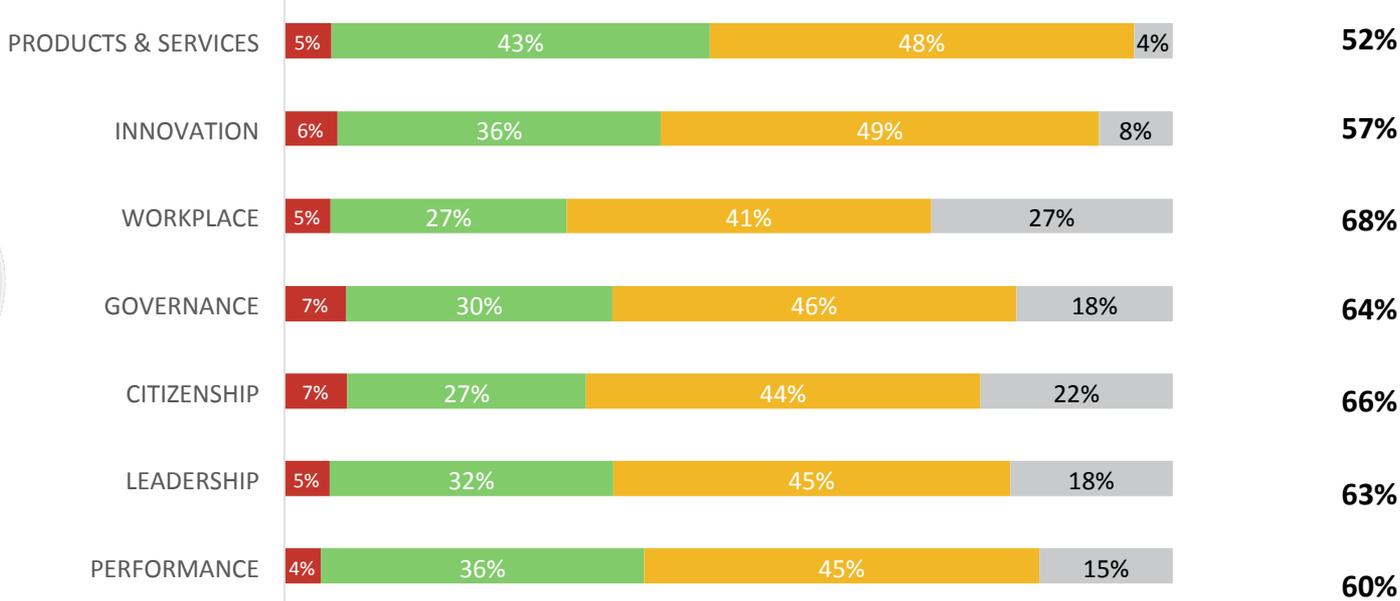
- LEGO dominates the CSR dimensions, leading in Governance, Citizenship and Workplace
- Rolex is the leader in Products and Services
- IKEA leads in Innovation
- BMW Group is the leading company in Financial Performance
- Microsoft ranks first in Leadership

Companies Are at Risk – Need to Tell their Story

52% - 68% of consumers are UNCERTAIN about what the companies are doing across the 7 dimensions



FENCE SITTERS = % of public who is neutral or 'not sure' about the company's performance on that dimension

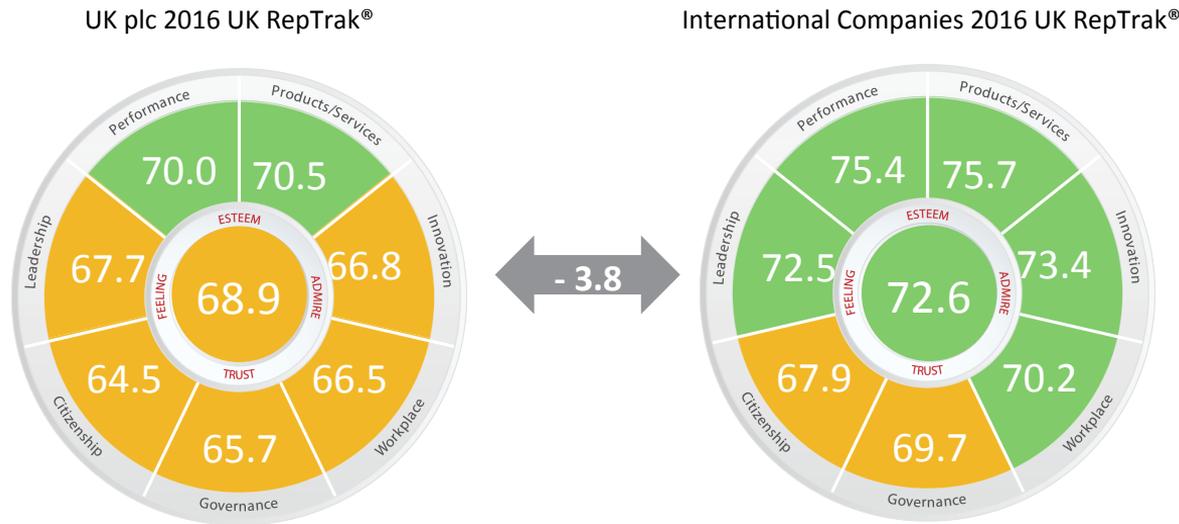


■ DISAGREE ■ STRONGLY AGREE ■ NEUTRAL ■ NOT SURE

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UK plc: Reputation Crisis?

UK plc is falling behind International Companies in the UK



- The UK General Public has a lower perception of UK companies across all 7 dimensions of reputation compared to International companies.
- This shows a lack of both emotional and rational connection which is unique to the UK
- Across the world home country companies tend to have a stronger reputation
- This lack of reputation capital puts the UK plc companies at a disadvantage in their home market

UK plc is falling behind with General Public at home

UK-based companies within the top 50 UK RepTrak® 2016

Rank	Company UK plc	2016 RepTrak® Pulse
5	Rolls Royce Aerospace	82.6
6	Aston Martin	82.1
13	ASOS	80.4
14	Jaguar Land Rover	80.4
21	Harrods	79.9
23	John Lewis Partnership	79.7
32	Dyson	78.8
38	Yeo Valley	78.0
40	WH Smith	78.0
41	Saga	77.9
45	Laura Ashley	77.8
49	Debenhams	77.4
50	Burberry Group	77.3

Normative Scale

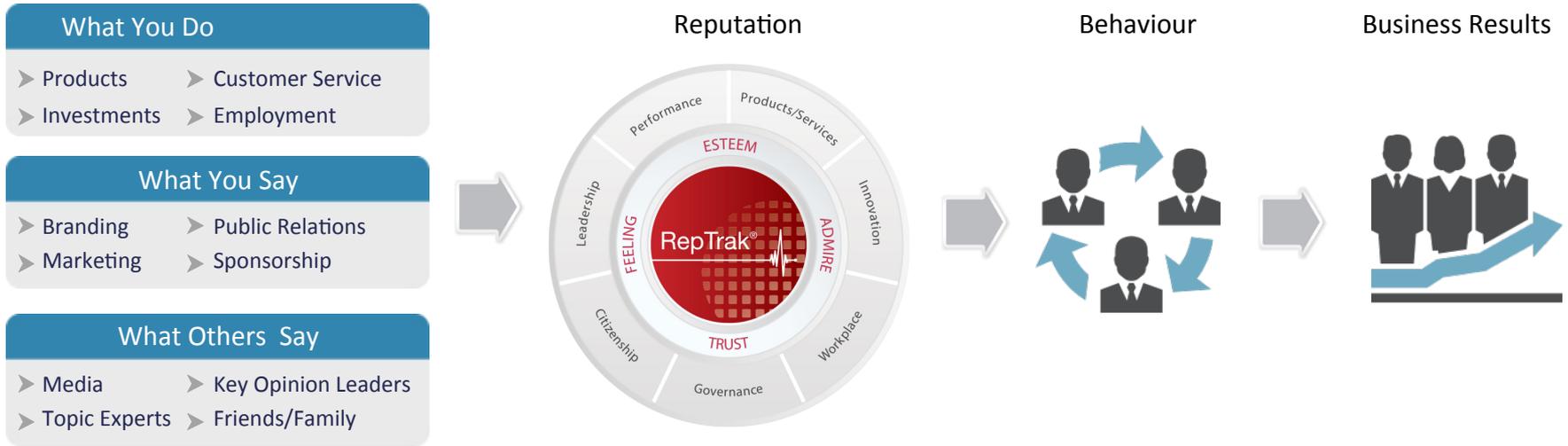
	Excellent/ Top Tier	80+
	Strong/ Robust	70-79
	Avg./ Moderate	60-69
	Weak/ Vulnerable	40-59
	Poor/ Lowest Tier	<40

- Within the top 50 there are only 13 UK-headquartered companies
- Only 4 companies have been able to build an excellent reputation with a RepTrak® score above 80
- No UK-based company wins any of the 7 dimensions, and only two companies have a top 3 position on any of the dimensions

Reputation Institute

Driving Business Success Through Reputation Management

Reputation Institute Helps Measure and Manage Your Reputation





Join the Conversation about Reputation



Media coverage from major outlets included CNN Money, Yahoo! Finance, USA Today, WSJ, Bloomberg, Forbes, PR Week, Advertising Age, InformationWeek, American Banker, NY Times and more.





Get Your Company's Data

Ask us to be among the first to know your company's 2016 score and ranking.

See how likely your stakeholders are to buy from you, work with you, and invest in your company.

Understand how you can improve your scores and grow your stakeholder support.



Stephen Taylor
UK Sales Director

staylor@reputationinstitute.com
+44 (0) 20 7495 6328