

Corporate Reputations

RepTrak^{EM}

Measuring and managing the reputation
of some of the largest and best performing
companies around the world

REPUTATION
INSTITUTE



Associate



RepTrak™ Model

Your firm's reputation is held in the hearts and minds of every person who touches your business. Building a solid reputation starts with understanding who your stakeholders are, what expectations they have of you and how you are perceived to perform against these expectations.

Widely recognised as the global standard for measuring reputation, **RepTrak™** answers these key questions across all stakeholder groups and then reveals the actionable insights that will inform both communications and operational strategies to improve reputation and the bottom line.

RepTrak™ is a tool developed by the Reputation Institute and utilised by Corporate Reputations to provide companies with a standardised framework that identifies what is driving your reputation, allowing you to benchmark your corporate reputation across any stakeholder group, industry or country.

The core of the model, the **RepTrak™ Pulse**, represents the beating heart of an organisation. It shows how strong the emotional bond is between the company and its stakeholders. The Pulse score is based on four statements: the esteem, good feeling, trust, and admiration that stakeholders feel towards a company.

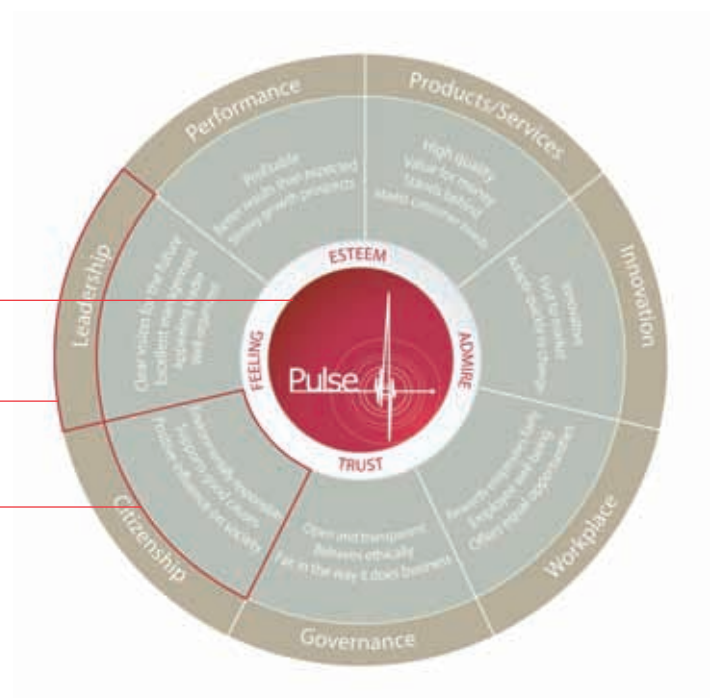
Extensive international research shows that a company's reputation is also influenced by the following seven rational dimensions:

- Performance
- Products & services
- Leadership
- Citizenship
- Governance
- Workplace
- Innovation

Underpinning these dimensions are **23 key performance attributes**.

Of course, establishing a good reputation is not a goal in itself; the ultimate goal is ensuring that your firm's reputation drives supportive behaviours amongst your stakeholder groups. The RepTrak™ study also includes an analysis of selected supportive behaviours such as willingness to purchase, to recommend, to invest, and to support you in a crisis, specific to each stakeholder group.

- RepTrak™ Pulse
- Dimensions
- Attributes

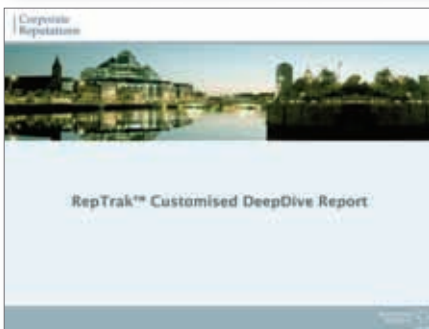


RepTrak™ Reports

There are three different RepTrak™ reports that can help you better understand your reputation:

- RepTrak™ Pulse Report
- RepTrak™ DeepDive Report
- RepTrak™ DeepDive Customised Report

All three can be used across any stakeholder group, including consumers, regulators and government, employees, media, and key opinion leaders. They can also be used to benchmark your organisation against as many competitor firms as you wish, both domestically and internationally.



Each of the reports includes the following sections:

- 1 The emotional health of your firm's reputation - the RepTrak™ Pulse score
- 2 The seven key drivers of reputation for your industry and in your country – performance, products & services, innovation, citizenship, workplace, governance and leadership
- 3 Your firm's scores across the seven key dimensions of reputation (above)
- 4 Data on how supportive the general public are of your firm across various scenarios: would they recommend your firm, say something positive, give your firm the benefit of the doubt in a crisis
- 5 Perceptions of your firm's corporate communications – visibility, distinctiveness, sincerity, transparency, consistency, responsiveness
- 6 Detailed benchmark against one or more key competitors/peers of your choice
- 7 Longitudinal/trend data for firms and benchmarks who have been ranked for more than one year
- 8 Industry and overall results of the Ireland RepTrak™ Pulse study, to compare your firm against the leading firms in Ireland
- 9 Relevant industry/sectoral data from the Global RepTrak™ study
- 10 Your firm's scores across the 23 attributes that underpin the seven dimensions of reputation (DeepDive and Customised DeepDive reports only)
- 11 A meeting with Corporate Reputations to examine the results, highlight key points, and examine actionable insights so you can improve your organisation's reputation in the future.

RepTrak™ Pulse Report

The RepTrak™ Pulse is the basic RepTrak™ product. This report gives executives high-level insight into how consumers view their organisation - ratings are shorthand descriptions of how stakeholders feel about a company.

In a RepTrak™ Pulse report, you receive the reputation results for your organisation plus that of one benchmark. The results of additional benchmarks are available upon request.

This year, Corporate Reputations is offering firms the opportunity to decide the number of ratings they would like per company, either 100 or 200, with the significant difference reduced the more ratings you receive.

Also included in each report are the results for your industry's reputation within Ireland as well as globally.

# of ratings received per company	Significant difference *	# of questions asked	# of Benchmark companies - plus your own firm	Timing
100	Pulse Score \geq 3.3 Dimension and supportive behaviours score \geq 6.6	+20	One Fee structure for further benchmarks provided upon request	Fieldwork Jan-Feb 2012 Results April 2012
200	Pulse Score \geq 2.3 Dimension and supportive behaviours score \geq 4.7	+20	One Fee structure for further benchmarks provided upon request	Fieldwork Jan-Feb 2012 Results April 2012

* *Significant difference - the difference needed between two scores before the two scores can be said to be significantly different from each other*

RepTrak™ DeepDive Report

For organisations that wish to have a more in-depth understanding of their reputation, there is the RepTrak™ DeepDive report. This study is designed to provide communication directors and CEOs with a coherent approach to measuring, tracking, and analysing stakeholder perceptions of their firm.

Whilst the RepTrak™ Pulse score is a measure of the emotional connection a stakeholder has with a company, the DeepDive report also comes with a great deal of rational detail and granular insight highlighting what is behind a company's result, in particular, where the company is strong and where there are areas for improvement.

The DeepDive not only offers you the opportunity to explore what your stakeholders feel about you emotionally and rationally but looks at what underpins each of these dimensions. For example, instead of just measuring how stakeholders view your organisation's leadership, with the DeepDive report you receive an in-depth analysis on how the general public view your firm's vision for the future, your firm's management team, how well organised your firm is, and how strong and appealing the leadership of the firm is.

The DeepDive report provides you with rich, actionable insights that can act as a tool for building your firm's reputation platform.

RepTrak™ DeepDive Customised Report

There is an opportunity to bring this process one step further with a customised RepTrak™ DeepDive. This tailored report will help you establish whether you are living up to the promises you are communicating across your key stakeholders

and point you to how you can improve. The study can be customised to adapt to your company's special situation. The 23 attributes can be changed to reflect your organisation's values, ethos, and mission statement.

Type of Report	# of ratings received per company	Significant difference *	# of questions asked	# of Benchmark companies - plus your own firm	Timing
RepTrak™ DeepDive	300	Pulse Score \geq 1.9 Dimension and supportive behaviours score \geq 3.8	+ 50	One Fee structure for further benchmarks provided upon request	Fieldwork Jan-Feb 2012 Results April 2012
RepTrak™ DeepDive Customised-example based on general public	300	Pulse Score \geq 1.9 Dimension and supportive behaviours score \geq 3.8	+ 50	Two Fee structure for further benchmarks provided upon request	Upon request

Strategic Reputation Management System

Corporate Reputations and the Reputation Institute can bring your firm through a strategic reputation management system, covering four key stages. This rigorous process, used across the world by leading firms, results in the development of a unique reputation platform and strategy as well as a tactical execution plan over a 12-16 week process. For further details and a briefing meeting, please contact **Niamh Boyle** at Corporate Reputations. Contact details are overleaf.

Reputation Management Activation Workshops

Corporate Reputations, along with our global partners the Reputation Institute, can offer our clients a senior level Activation Workshop. At the Workshop, we will advise you how best to leverage the results of your RepTrak™ study, realise opportunities and agree upon key initiatives that will build a strong reputation platform for your firm and commence the process of developing your firm's reputation amongst its important stakeholder groups.

These workshops can be developed specifically for your firm and can range from a half-day workshop to a full-day workshop, facilitated by senior consultants from the Corporate Reputations and Reputation Institute teams.

Run out of our Dublin, London, Copenhagen or New York offices, with experts in your sector, these workshops typically take the form of:

- Briefly recapping on all relevant research results
- Comparing results to your firm's vision
- Discussing and agreeing a consistent and distinctive reputation platform that appeals across stakeholder groups and aligns with your firm's strategic direction
- Discussing best practice and agreeing an internal governance structure for building and managing the firm's reputation
- Examining what initial concrete activities can be initiated, both short term and long term, internally and externally
- Agreeing initial responsibility for each key activity.

We recommend that no less than six and no more than 15 senior cross-functional representatives of the firm participate in these workshops.

The fee structure for these workshops can be provided, upon request.

Step One	Step Two	Step Three	Step four
<p>Identify key challenges and develop customised client reputation scorecard</p> <p>Identify business issues and outline client baseline based on existing data & internal interviews.</p> <p>Map client challenges and stakeholders expectations</p> <p>Develop custom RepTrak™ framework for client to analyse and track reputation.</p>	<p>Research, Analysis and Insights</p> <p>Set up and soft launch of research</p> <p>Full launch of stakeholder research</p> <p>Analysis, insight generation and report production.</p>	<p>Develop Reputation Platform, Strategy and Activation System</p> <p>Develop Reputation Platform (commitments, proof points, communications brief)</p> <p>Outline the Reputation Strategy and Activation (touch points, gaps and goals)</p> <p>Outline system for tracking and managing reputation (governance, process, reputation council)</p>	<p>Long-term implementation</p> <p>Ongoing tracking of stakeholder perceptions</p> <p>Reputational Risk Management</p> <p>Alignment of communications, branding and business initiatives</p>

About Corporate Reputations

Corporate Reputations offers experienced reputation and public relations consulting services to organisations, designing strategies that proactively build our clients' reputations in their specific markets.

As the Irish Associate to Reputation Institute, the world's leading reputation consulting firm, we have access to a depth of knowledge and insight spanning 40 countries and 24 key industries. We offer sophisticated advisory services, ranging from reputation measurement and management, high level public relations and media strategies, and stakeholder communications, to leadership profiling and crisis communication management.

Corporate Reputations is the only communications agency in Ireland to be awarded the internationally recognised standard for Quality Management Systems, ISO 9001, highlighting our commitment to excellence and quality service.

www.corporatereputations.ie

About Reputation Institute

Reputation Institute is the world's leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of reputation. With a presence in more than 30 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practice and current research through client engagement, membership, seminars, conferences, and publications such as Corporate Reputation Review.

Reputation Institutes Global Reputation Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 2,500 companies from over 40 countries annually. Reputation Institute provides specific reputation insight from more than 15 different stakeholder groups and 24 industries, allowing clients to create tangible value from intangible stakeholder feelings.

www.reputationinstitute.com

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