



Ireland RepTrak™ 2010

The Four Seasons Hotel, Dublin 4
Wednesday 28th April 2010

The results of the first reputation ranking of the 100 largest and most visible organizations in Ireland

Corporate
Reputations



Ireland RepTrak™ 2010

Reputation study of the largest and most visible firms in Ireland

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Reputation management is on everyone's mind.....

- Your customers – can I trust what the company is promising?
- Your investors – can I count on the financial predictions?
- Your employees – will the company honor their word?
- The CEOs – will the world admire my leadership and vision for this firm?

Reputation management closes the gap between perception and reality to build stronger stakeholder relationships.

Reputation: a vital part of your company strategy.....it makes everything easier



How can reputation add value to your organisation?

For the **Top 20** reputations in the world



7 out of 10 people will recommend the company

For the **Bottom 20** reputations in the world



Only 2 out of 10 people will recommend the company

... and 4 out of 10 refuse to support them

Over 200 global companies work with the Reputation Institutes models and methodologies...





Ireland RepTrak 2010

Study background and methodology

The Ireland RepTrak™ 2010 study

- Inaugural annual study of reputations of Ireland's largest and most visible companies
- Measures 115 corporate reputations throughout Ireland, based on consumer trust, esteem, admiration and good feeling
- Developed by Corporate Reputations and Reputation Institute to provide executives in Ireland with a high-level overview of their company's reputation with consumers
- Based on research carried out by Reputation Institute since 1997, using their RepTrak™ Pulse model.
- Follows methodology of Global Reputation Pulse™, the largest reputation study on earth - 1,000 companies, 30,000 consumers, 30 countries

Survey Methodology - Selecting the companies in Ireland

1. The most visible companies in Ireland
 - Selected via an online nominations study carried out in Oct/Nov 2009 amongst general public

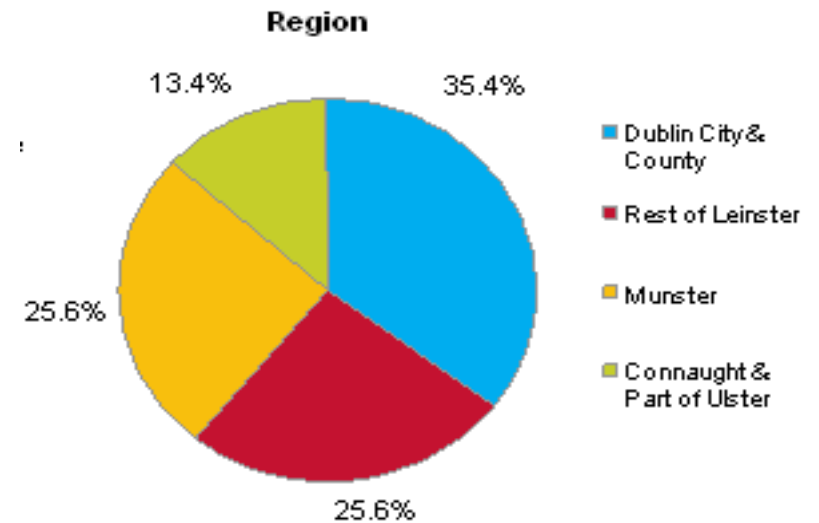
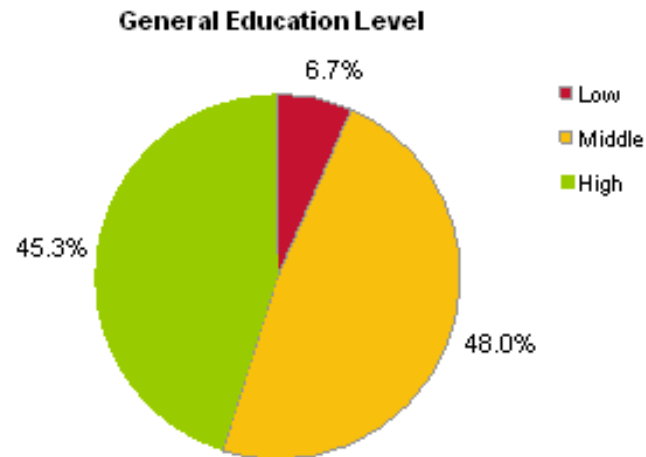
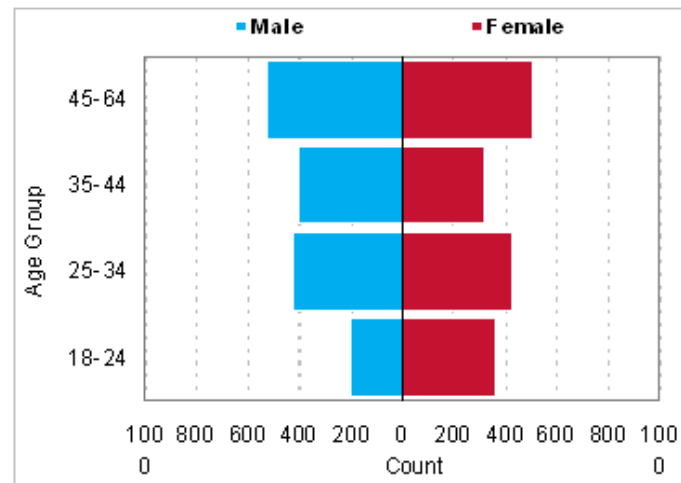
2. The largest companies in Ireland
 - Irish firms with a full stock exchange listing
 - Firms with largest revenue, operating out of Ireland, listed in the Irish Times Top 1000

3. Rated companies had to have significant consumer presence and be either “somewhat” or “very” familiar to the general public

Survey methodology

- Survey carried out online through January and February 2010
- Respondents invited to describe their perceptions of individual companies across 20+ questions
- Scores range from a low of 0 to a high of 100
- 11,996 total ratings; 3,165 unique respondents aged 18-65;

Survey methodology





RepTrak™ model

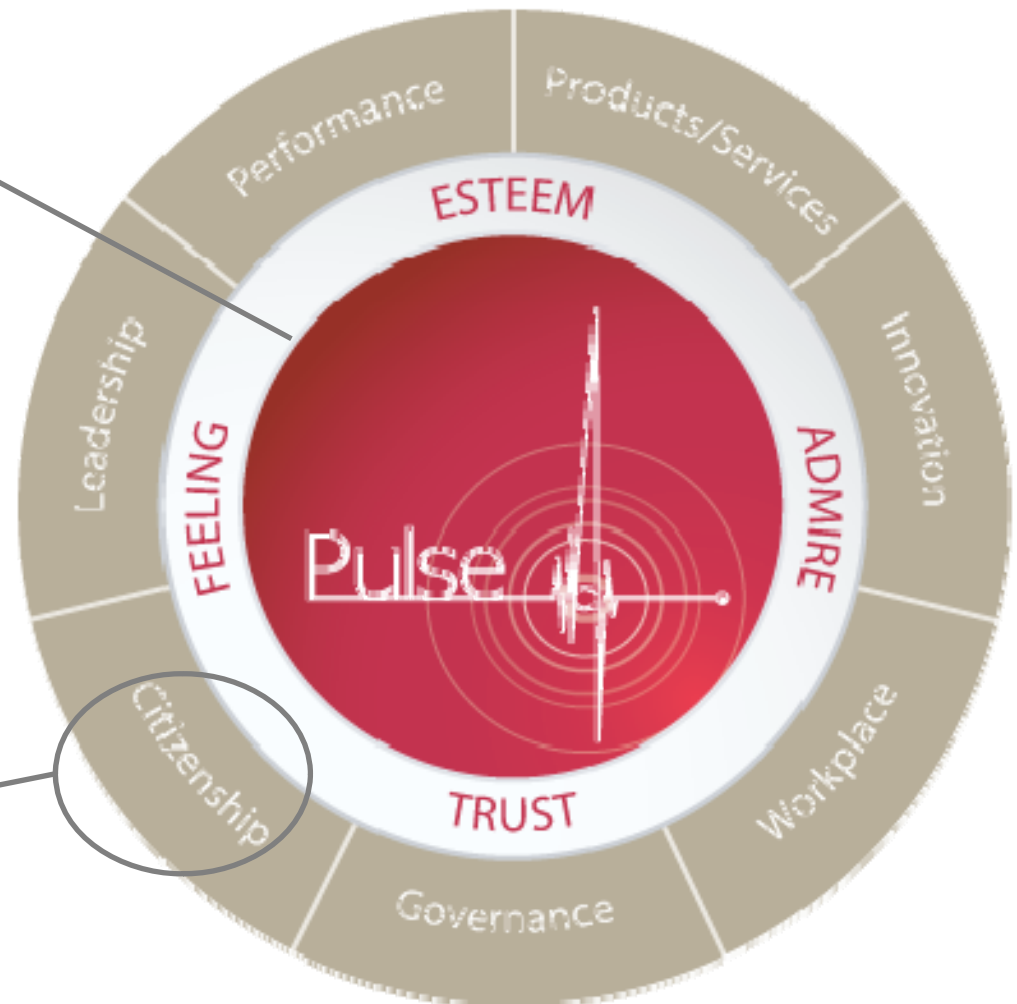
Reputation Pulse

The RepTrak™ pulse reflects the core of a company's reputation and shows how strong the emotional bond is between the company and its stakeholders

- Admire and respect the company
- Trust the company
- Feel good about the company
- Believes the company has an overall good reputation

Dimensions

The RepTrak™ model consists of a set of dimensions and attributes. Studies have shown that overall these seven dimensions explain a company's reputation.



Reputation Pulse

The RepTrak™ pulse reflects the core of a company's reputation and shows how strong the emotional bond is between the company and its stakeholders

Dimensions

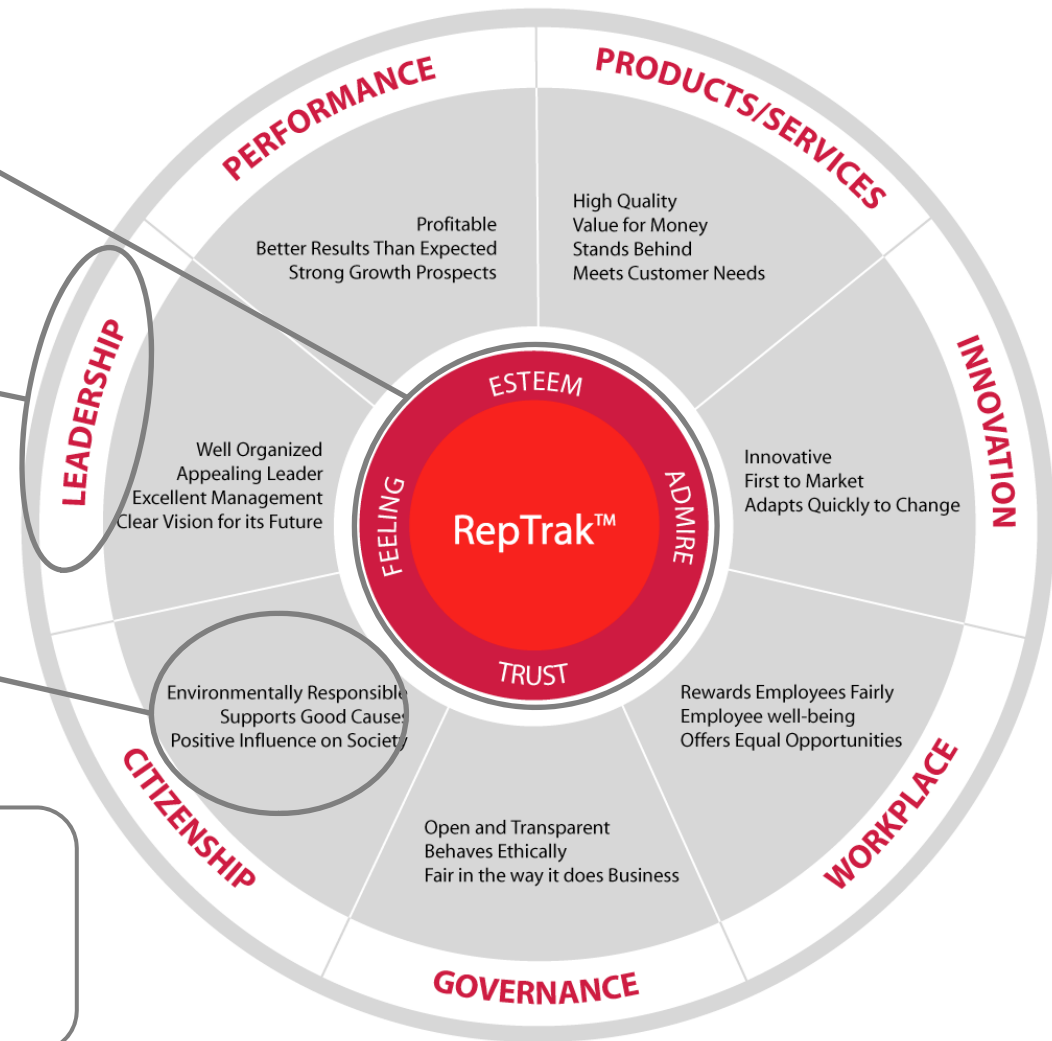
The RepTrak™ model consists of a set of dimensions and attributes. Studies have shown that overall these 7 dimensions explain a company's reputation.

Attributes

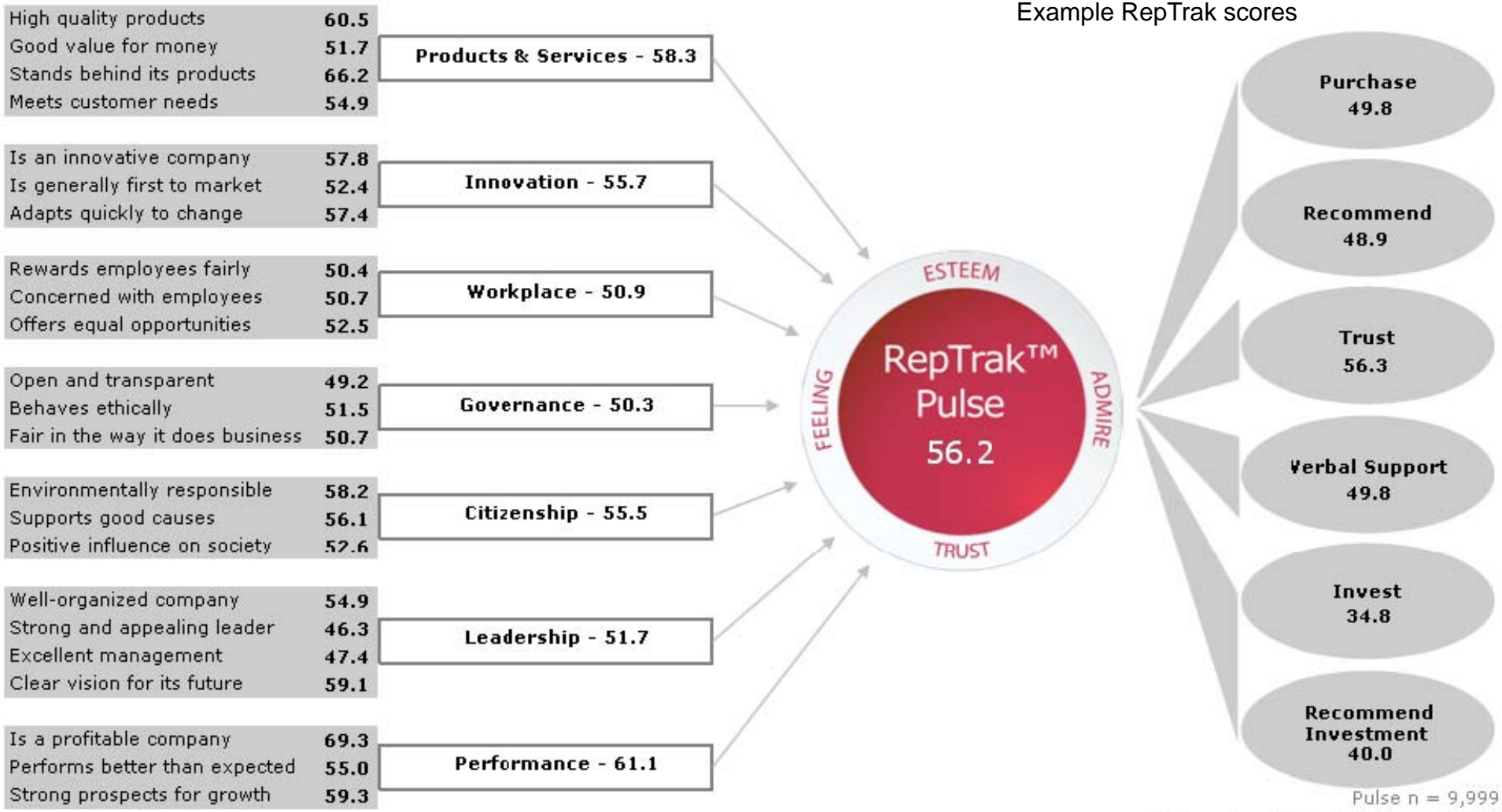
The standard RepTrak™ model consists of 23 attributes. RI recommends customizing the model to specific client needs.

Supportive Behaviours

The RepTrak™ model includes measurement of selected supportive behaviours (such as purchase, recommend, invest) specific to each stakeholder group.



The RepTrak™ methodology identifies your reputation positioning (scores) among your stakeholders.



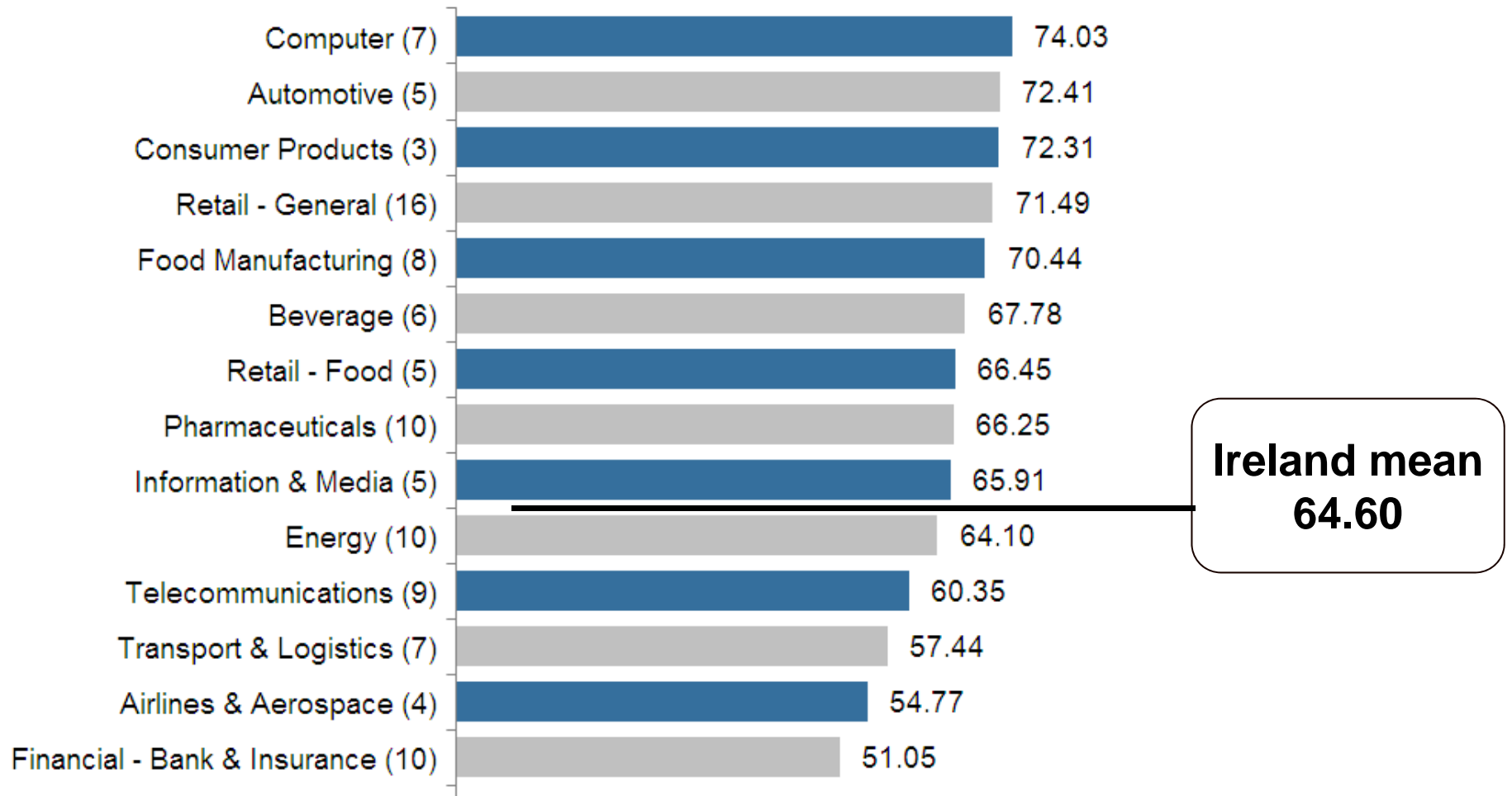
Pulse n = 9,999
Dimension, Attribute & SB n = 9,999



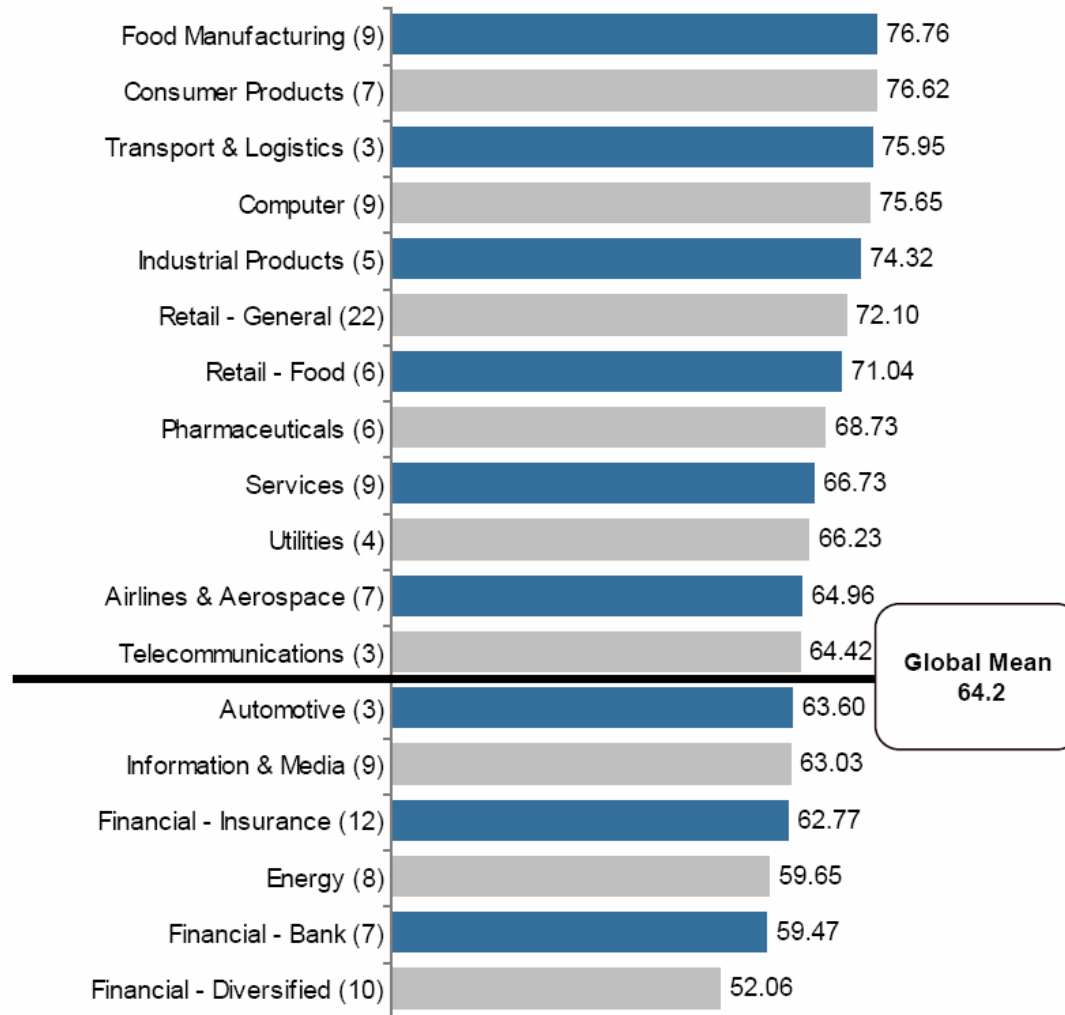
Ireland RepTrak™ 2010

Results and findings

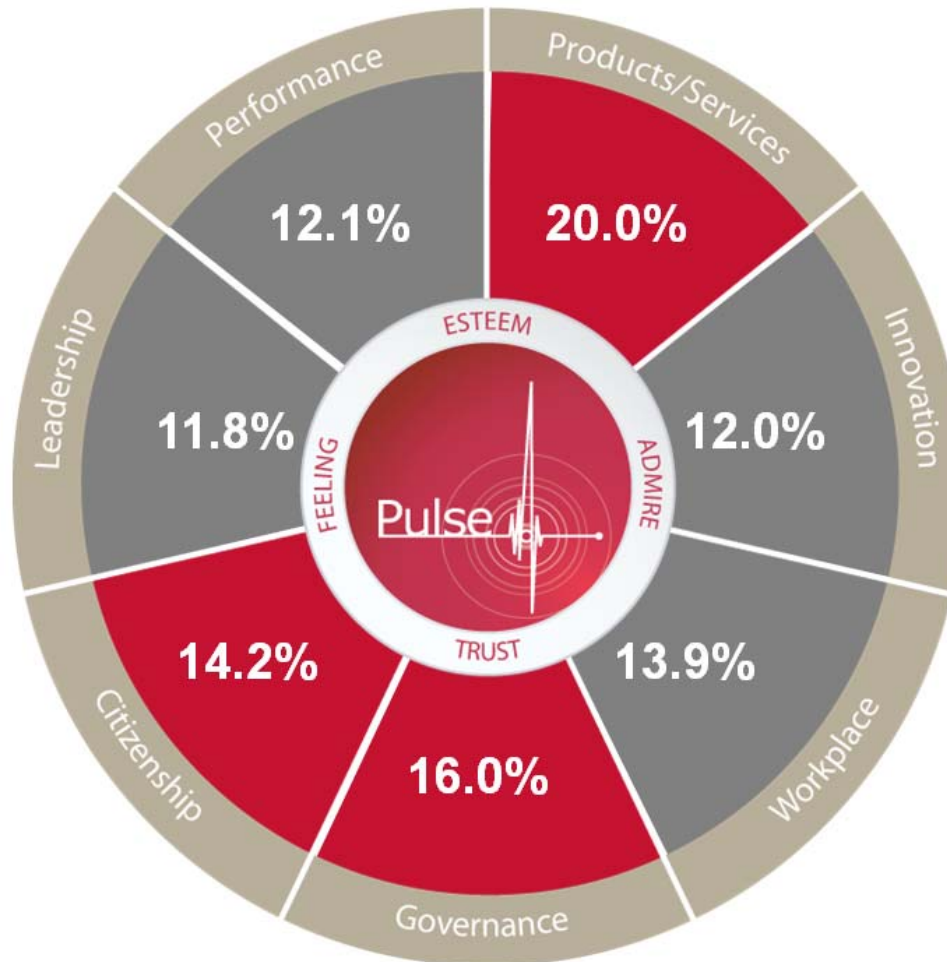
Is your Industry Helping or Hurting You?



Industry reputations in the USA 2010



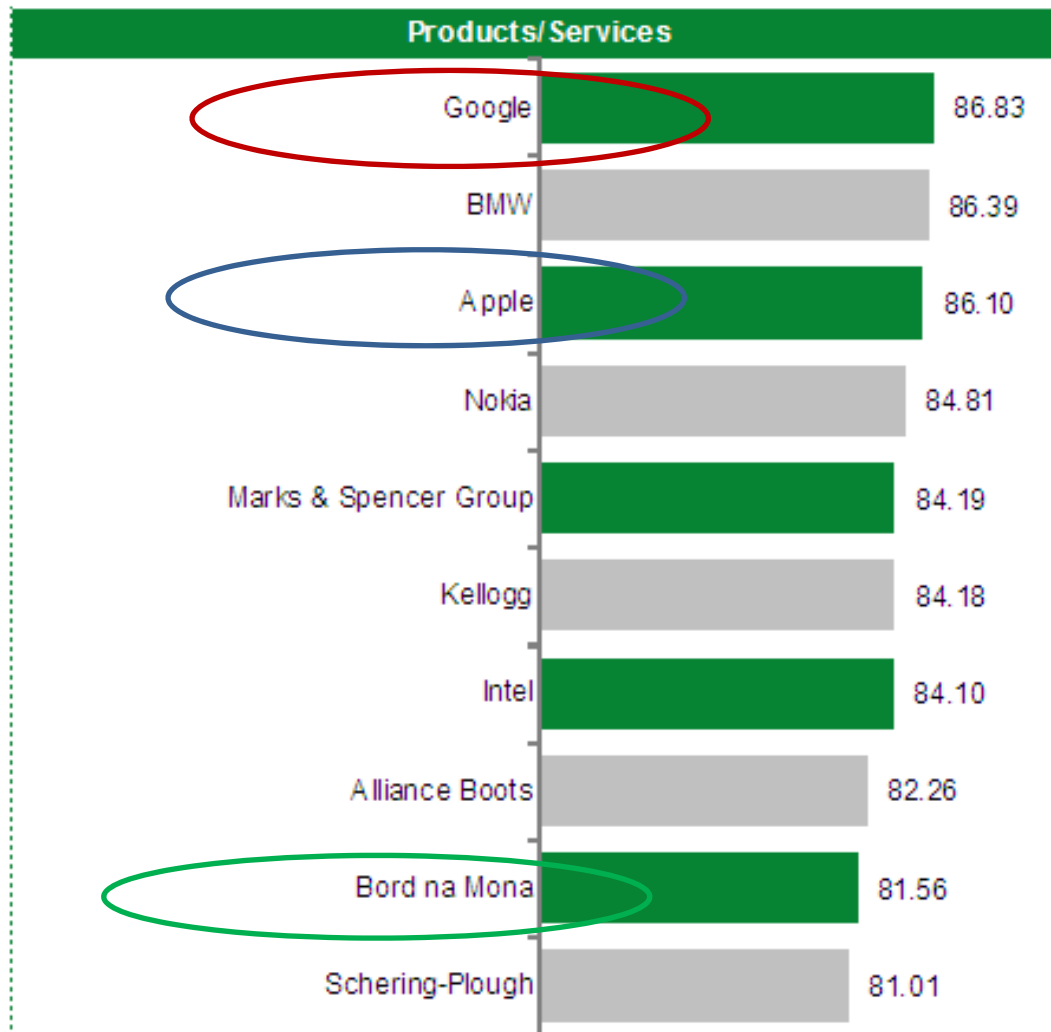
What drives reputation in Ireland?



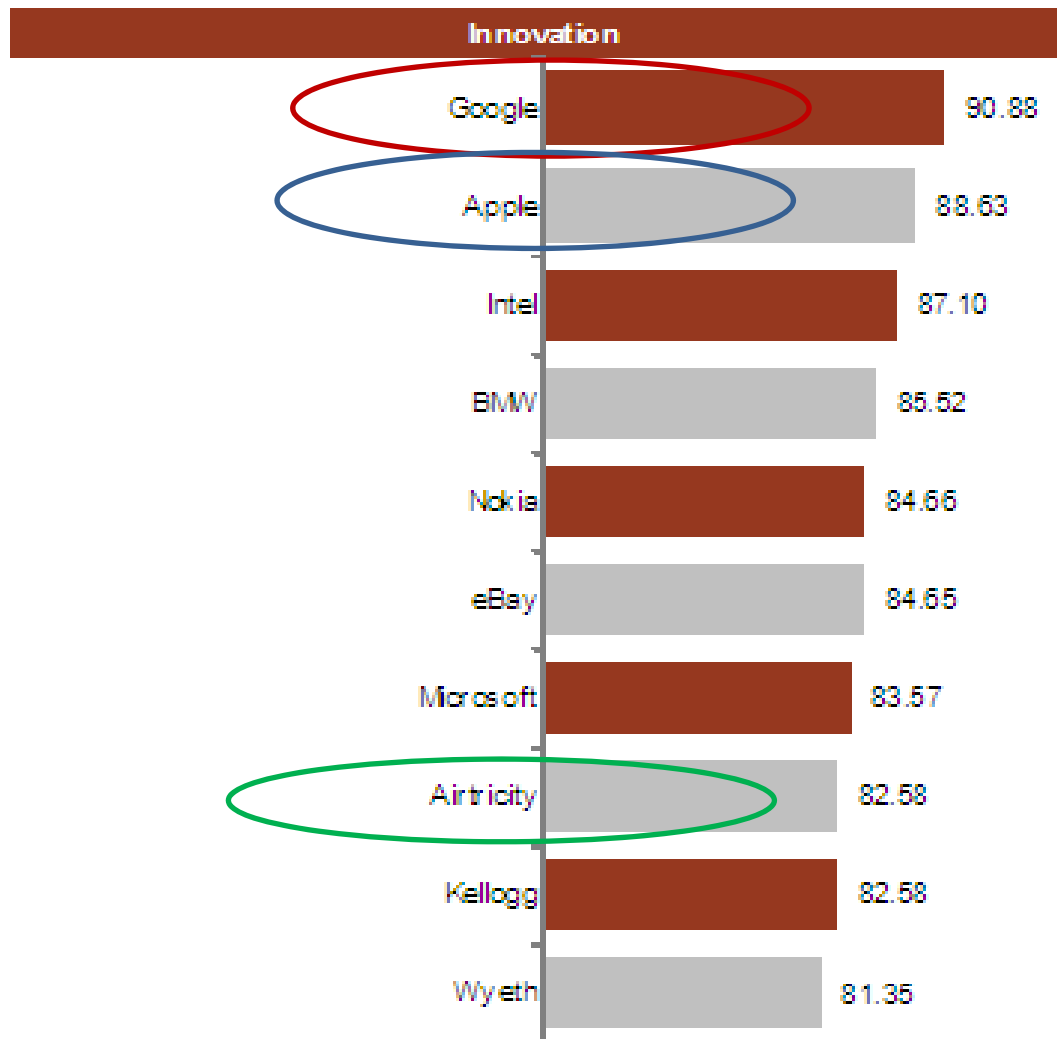


Top ten dimension leaders

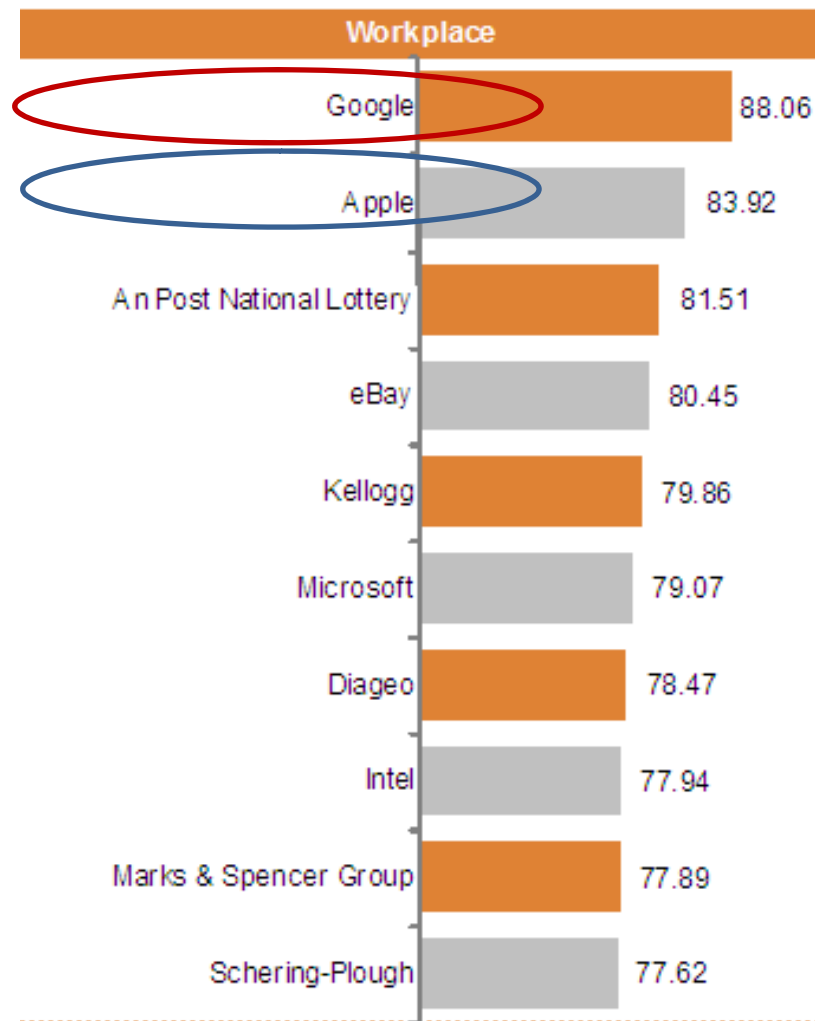
Top 10 in Ireland in products/services



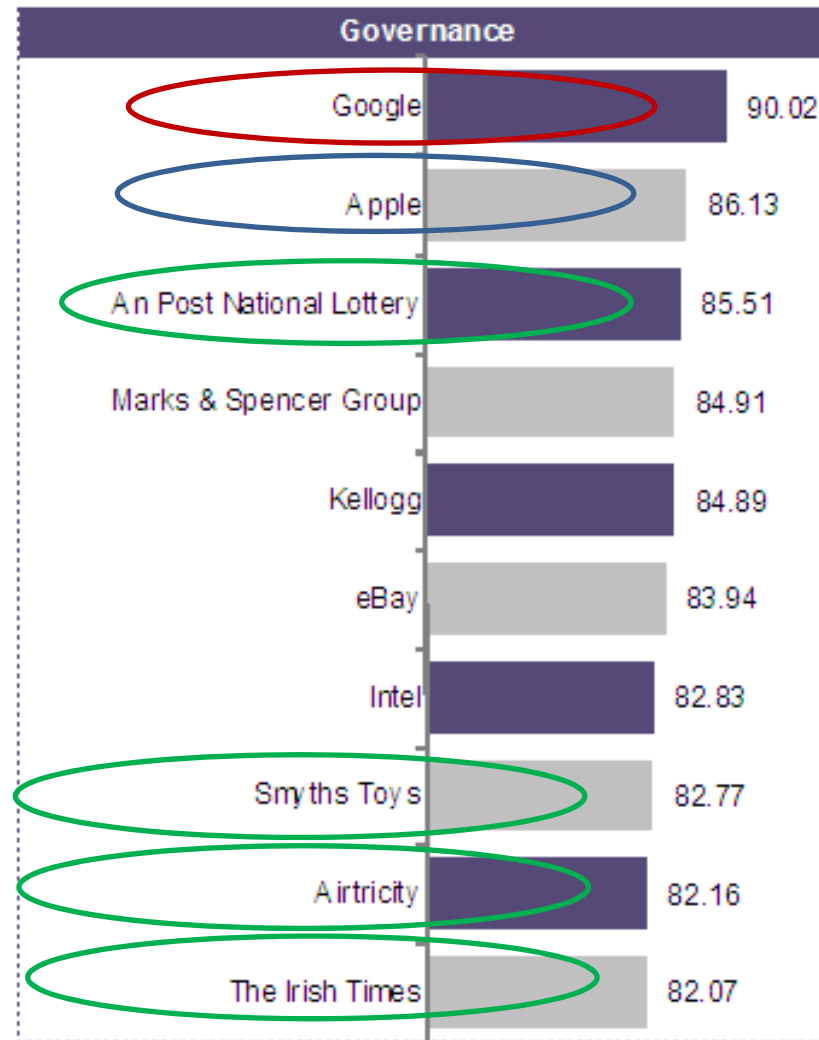
Top 10 in Ireland in innovation



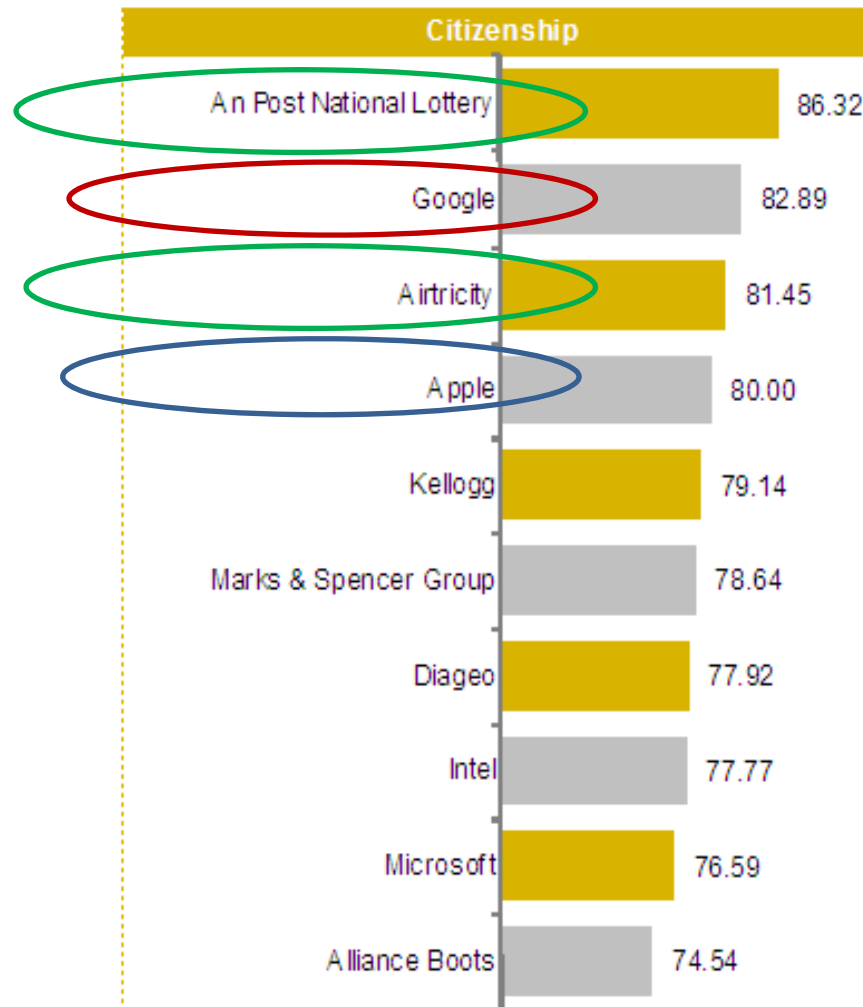
Top 10 in Ireland in workplace



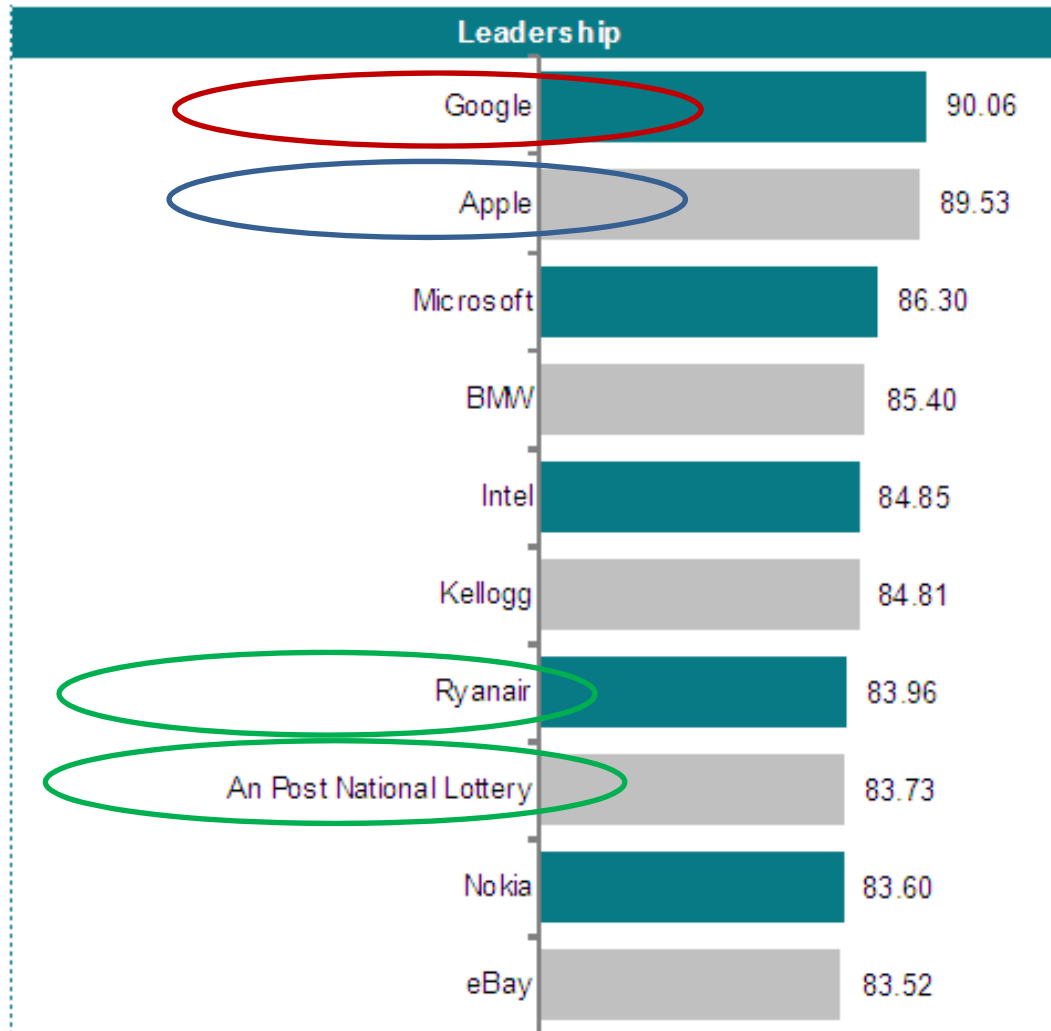
Top 10 in Ireland in governance



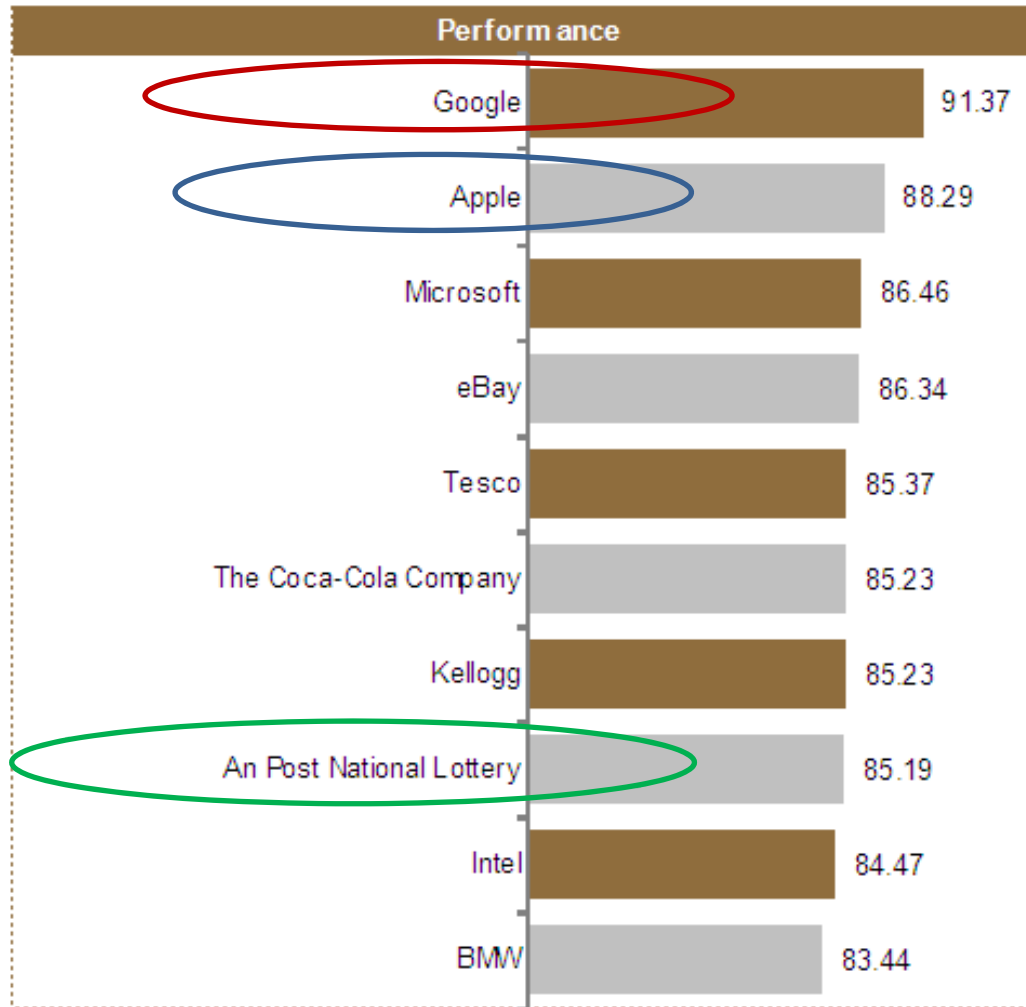
Top 10 in Ireland in citizenship



Top 10 in Ireland in leadership













Top 10 in Ireland in performance











Ten most reputable companies in Ireland 2010

Top Ten Most Reputable Companies in Ireland 2010

1		(82.19)
2		(81.97)
3		(81.13)
4		(81.01)
5		(80.29)
6		(79.22)
7		(78.65)
8		(78.11)
9		(76.60)
10		(76.05)

Top Ten Most Reputable Indigenous Irish organizations 2010

1	THE IRISH TIMES	(78.65)
2		(78.11)
3	eason	(76.04)
4		(75.83)
5		(74.93)
6	SUPERQUINN	(74.75)
7		(74.58)
8	 Airtricity	(73.05)
9	BORD NA MÓNA 	(72.81)
10	DUNNES STORES	(72.22)

Ireland RepTrak 2010 – Companies ranked 11-50

Ranking	Company	Pulse Score
11	Eason & Son	76.04
12	Smyths Toys	75.83
13	Boots	75.05
14	An Post	74.93
15	Superquinn	74.75
16	Cadbury	74.63
17	Arnotts	74.58
18	eBay	74.17
19	Microsoft	73.48
20	Airtricity	73.05
21	Bord na Mona	72.81
22	Hewlett-Packard	72.52
23	Ford	72.37
24	Johnson & Johnson	72.33
25	Dunnes Stores	72.22
26	IBM	72.15
27	Kerry Group	71.98
28	Diageo	71.76
29	Heineken	71.55
30	Aldi	71.52

Ranking	Company	Pulse Score
31	Yahoo!	71.24
32	Dairygold	71.07
33	Debenhams	70.67
34	Lidl	70.55
35	Primark (Penneys)	70.52
36	Bord Gais	70.40
37	Brown Thomas Group	70.19
38	Nissan Motor	70.19
39	Glanbia	70.13
40	Musgrave	69.91
41	Eli Lilly	69.44
42	Wyeth	69.32
43	Allergen Pharmaceuticals	69.29
44	Lifestyle Sports	69.16
45	Vodafone	69.11
46	Kingspan Group	68.86
47	Schering-Plough	68.59
48	Fyffes	68.28
49	Argos	68.27
50	Siemens	68.16

Corporate
Reputations





Ireland RepTrak 2010 – Companies ranked 51 - 85

Ranking	Company	Pulse Score
51	Irish Distillers	68.13
52	Heatons	68.08
53	Irish Dairy Board	67.01
54	The Coca-Cola Company	66.87
55	Bristol-Myers Squibb	66.83
56	Topaz Energy Group	66.75
57	Glen Dimplex	66.63
58	Unilever	66.47
59	Tesco	66.45
60	GlaxoSmithKline	65.59
61	Aer Lingus	65.32
62	BWG Group (Spar, Eurospar, Mace)	65.04
63	PepsiCo	64.90
64	Ericsson	64.78
65	Stena Line	64.60
66	Pfizer	64.55
67	RTE	64.52
68	MSD (Merck Sharp & Dohme)	64.48
69	O2 Telefonica	64.32
70	FBD	64.13
71	Meteor	64.12
72	Astellas	63.87
73	Paddy Power	63.70
74	C&C Group	63.47
75	Aviva	63.26
76	Petrogas Group (Applegreen)	62.81
77	Renault	62.32
78	Dell	61.97
79	Bus Eireann	61.56
80	Sky TV	61.13
81	ESB (Electricity Supply Board)	61.03
82	Elan	60.53
83	CRH	60.01
84	Texaco	59.80
85	Smurfit Kappa	59.54

Ranking	Company	Pulse Score
86	Esso	59.27
87	EBS (Educational Building Society)	58.82
88	Greencore Group	58.46
89	Cityjet	58.20
90	Maxol	57.87
91	Irish Life & Permanent	57.70
92	Quinn Group	57.52
93	BT Group	57.50
94	Energia	57.19
95	Grafton Group	56.87
96	Vhi Healthcare	56.82
97	McDonald's	56.11
98	Dixons - DSG International	55.96
99	Iarnrod Eireann	54.93
100	Dublin Bus	54.56
101	Independent News & Media	54.00
102	Eircom	53.90
103	CIE (Coras Iompair Eireann)	53.44
104	DCC	52.79
105	3	51.88
106	DAA	50.23
107	AIB (Allied Irish Bank)	48.14
108	PJ Carroll	45.71
109	Ryanair	45.33
110	Irish Nationwide Building Society	44.00
111	Bank of Ireland	41.10
112	NTR	38.03
113	UPC - Chorus NTL	37.28
114	John Player & Sons	35.88
115	Anglo Irish Bank	19.03

Industry ranking- computer and telecommunications

Computer

1		(82.19)
2		(79.22)
3		(76.60)
4	Microsoft	(73.48)
5		(72.52)

Telecommunications






1	NOKIA	(80.29)
2	vodafone	(69.11)
3	ERICSSON 	(64.78)
4	O₂	(64.32)
5	meteor ⁺	(64.12)

Industry ranking- retail and energy

Retail



1	MARKS & SPENCER	(81.01)
2	eason	(76.04)
3	SMYTHS	(75.83)
4	Boots	(75.05)
5	Arnotts THE DEPARTMENT STORE	(74.58)

Energy






1	 Airtricity	(73.05)
2	BORD NA MÓNA 	(72.81)
3	 BORD GÁIS	(70.40)
4	 TOPAZ	(66.75)
5	 PETROGAS	(62.81)

Industry ranking- pharmaceutical and financial services

Pharmaceutical

1		(69.44)
2		(69.32)
3		(69.29)
4		(68.59)
5		(66.83)

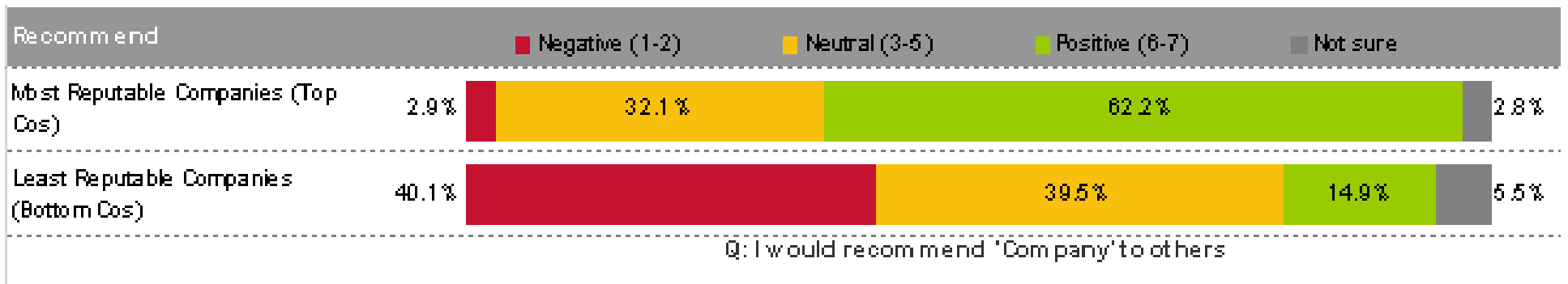
Financial Services

1		(69.44)
2		(63.25)
3		(58.82)
4		(57.70)
5		(57.52)

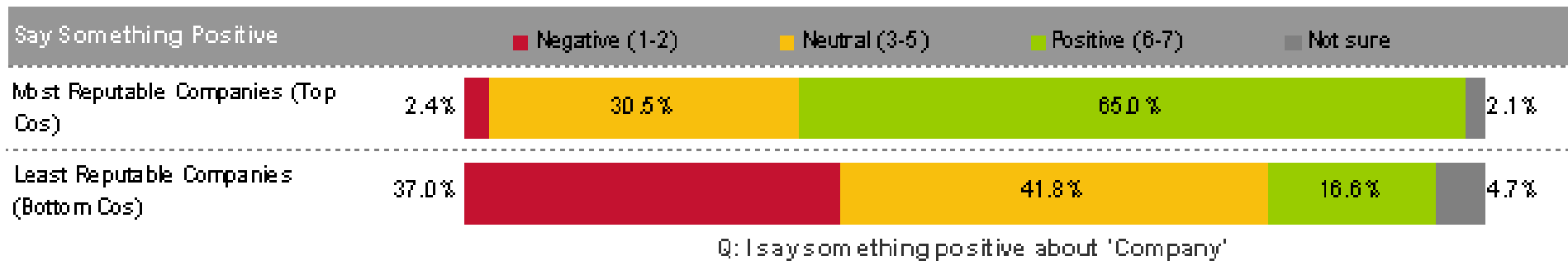


Reputation and success are connected

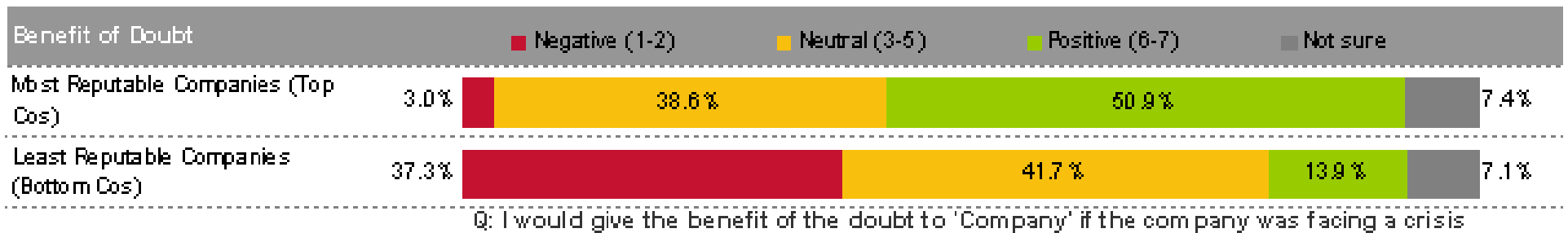
Support for the most and least reputable companies in Ireland



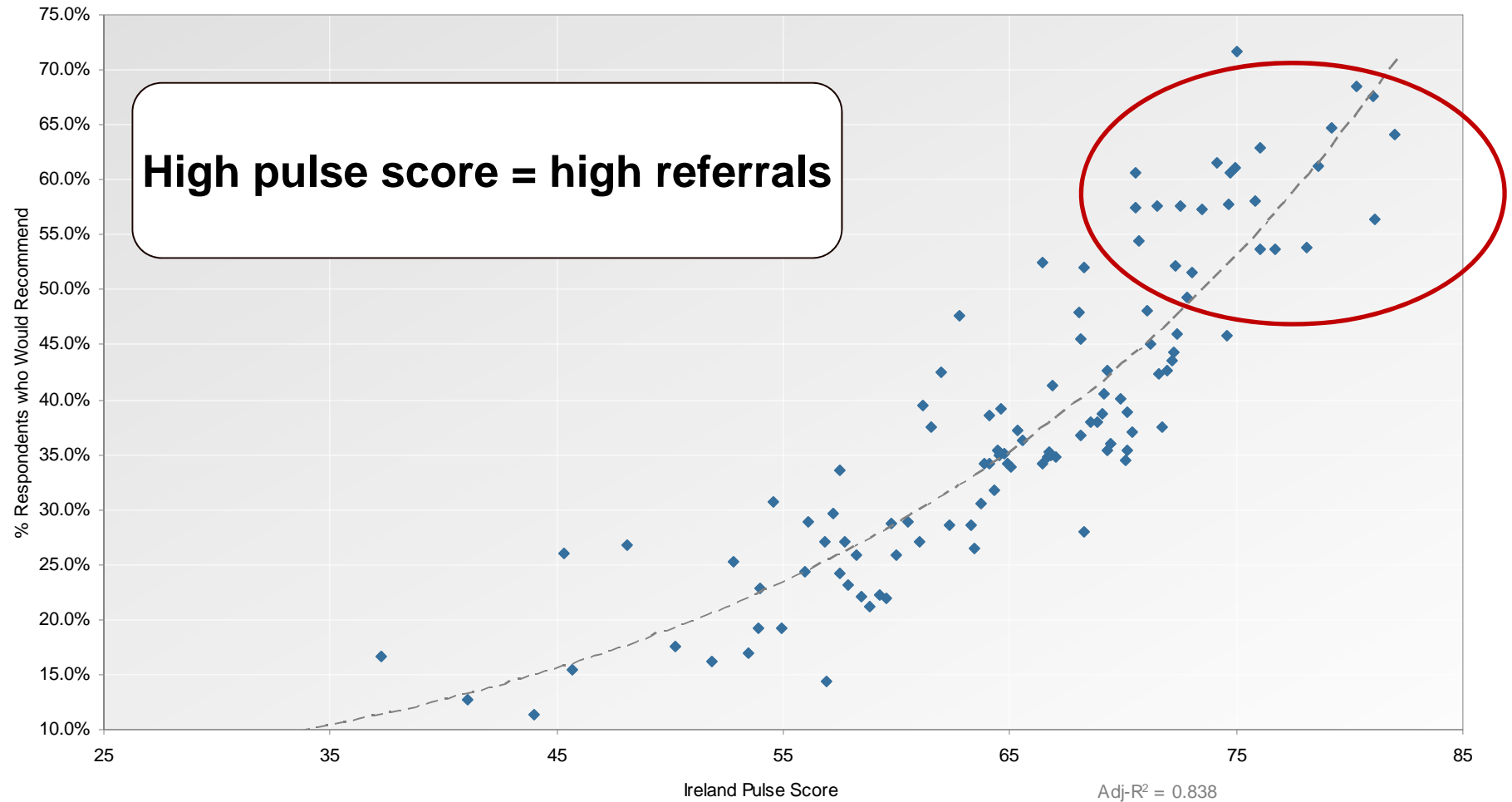
Support for the most and least reputable companies in Ireland



Support for the most and least reputable companies in Ireland



Strong relationship between reputation and support in Ireland



Q: I would recommend 'Company' to others.

Rated on a scale from "1" to "7" where "1" means "Strongly disagree" and "7" means "Strongly agree".



Start managing your reputation

Unlock the power of your reputation

- Reputation measurement and management is more than a list and a ranking
- Through a systematic approach, you can leverage reputation as a powerful asset
- Reputation tracking enables you to:
 - Understand what your stakeholders want from you and how they perceive you today, in real time
 - Understand what key dimensions drive your company's reputation
 - Learn what you can do to close the gaps, in order to create supportive behaviours
 - Become more effective in your interactions and more valuable to your stakeholders
 - Build a firm reputation platform and work strategically with your reputation

The annual Ireland RepTrak™ study - How can you get involved?

You can decide how deeply you would like to explore your reputation:

- Purchase a customised copy of the Ireland RepTrak 2010 report - gain rich, actionable insights into your industry and firm
- Delve deeper - Customise your own study
- Join our syndicated 2011 study
- Start building your reputation platform for business success

“When I see that RepTrak goes down in a country, I already know that in six months I will have a problem with the profit & loss account. It is evident.

We measure it monthly in all countries.

It is in the bonus of the top managers.”

**César Alierta, President, Telefonica,
2010**





Thank You

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