

The Global RepTrak® 100: The World's Most Reputable Companies (2015)

RI Report on Consumer Perceptions of Companies in 15 Countries

April 2015





- ① The Global RepTrak® 100 is a study that Reputation Institute conducts annually to measure the reputation of the world's 100 most highly regarded and familiar global companies in 15 countries
- ② More than 61,000 interviews with consumers were conducted in Q1 2015
- ③ Asking representative samples of respondents their perceptions of companies using the standardized RepTrak® methodology
- ④ The results enable us to describe:
 - ❑ Which companies are best regarded by consumers
 - ❑ What drives trust and support with consumers and
 - ❑ How the 100 companies are living up to public expectations

The Best 100 Global Companies...



Competing across the 15 Largest Economies...



For status as “the World’s Most Reputable Company”

Because your success as a company relies 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** favorably 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® Scorecard

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

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
- Neighbor
- Benefit of Doubt
- Recommend

- ① The Global RepTrak® 100
- ② Where does the world's Top Rated Company Excel?
- ③ Who Tops within Regions?
- ④ Who Tops on Dimensions?
- ⑤ What Drives Reputation?
- ⑥ How Does Reputation Affect Public Support?
- ⑦ Trends, Challenges & Opportunities









About the Global RepTrak ® Study

About Reputation Institute

① The Global RepTrak® 100 (2015)

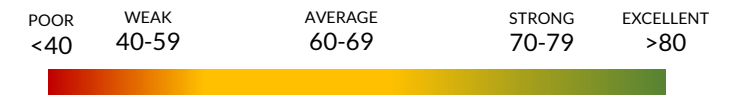
Who are the Top 10 in the Global RepTrak® 100 (2015)?

2015

Rank	Company	Score
1	 BMW Group	78.98
2	 Google	78.26
3	 DAIMLER	77.85
4	 ROLEX	77.68
5	 LEGO	77.55
6	 The Walt Disney Company	77.11
7	 Canon	76.64
8	 Apple	76.50
9	 SONY	76.49
10	 intel	76.16































Highlights

- ❑ BMW Group tops globally, followed closely by Google
- ❑ Intel joins the top 10 for the first time



All RepTrak® Pulse scores that differ by more than +/-0.9 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).

<u>2015</u>		<u>2014</u>		<u>2013</u>	
Rank		Rank		Rank	
1		1		1	
2		2		2	
3		3		3	
4		4		4	
5		5		5	
6		6		6	
7		7		7	
8		8		8	
9		9		9	
10		10		10	

Highlights

- BMW Group regains the #1 spot.
- Google holds on to #2.
- Daimler regains its footing and jumps to #3
- Disney takes a hit dropping to #6
- LEGO posts significant gains rising to #5
- SONY loses ground dropping to #9

2015 Global RepTrak® 100 : The World's Most Reputable Companies (1-50)

Rank	Company	2015 RepTrak® Pulse Score
1	BMW Group	78.98
2	Google	78.26
3	Daimler	77.85
4	Rolex	77.68
5	LEGO Group	77.55
6	The Walt Disney Company	77.11
7	Canon	76.64
8	Apple	76.50
9	Sony	76.49
10	Intel	76.16
11	Microsoft	76.11
12	adidas	75.53
13	Nike	75.25
14	Volkswagen	75.02
15	Rolls-Royce Aerospace	74.49
16	Nestlé	74.48
17	Samsung Electronics	74.46
18	Johnson & Johnson	74.27
19	Michelin	74.07
20	Ferrero	74.01
21	Levi Strauss & Co.	73.74
22	Philips Electronics	73.70
23	Nintendo	73.20
24	Amazon.com	73.12
25	Colgate-Palmolive	72.84

Rank	Company	2015 RepTrak® Pulse Score
26	L'Oréal	72.79
27	Visa	72.58
28	Bridgestone	72.44
29	Panasonic - Formerly Matsushita Electric Industrial	72.35
30	Robert Bosch	72.34
31	Danone	72.20
32	3M	72.16
33	BBC	72.11
34	Kellogg's	71.70
35	Toyota	71.65
36	Hewlett-Packard	71.64
37	Giorgio Armani	71.61
38	Pirelli	71.60
39	FedEx	71.48
40	IBM	71.47
41	The Estée Lauder Companies	71.45
42	Volvo Group	71.24
43	IKEA	71.16
44	LVMH Group (Moët Hennessy - Louis Vuitton)	71.15
45	Goodyear	71.05
46	Barilla	71.03
47	Deutsche Lufthansa	70.97
48	Dell	70.84
49	Mastercard	70.60
50	Whirlpool	70.59

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



All RepTrak® Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.

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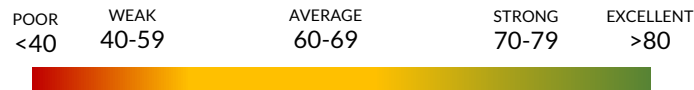
2015 Global RepTrak® 100 : The World's Most Reputable Companies (51-100)

Rank	Company	2015 RepTrak® Pulse Score
51	Caterpillar	70.56
52	H. J. Heinz	70.36
53	Fujifilm	70.36
54	Marriott International	70.35
55	Boeing	70.26
56	Hugo Boss	70.20
57	Toshiba	70.15
58	Swatch Group	70.08
59	Cisco Systems	69.94
60	Hilton Worldwide	69.93
61	Honda Motor	69.89
62	Siemens	69.88
63	Procter & Gamble	69.79
64	UPS	69.45
65	Ford	69.43
66	Texas Instruments	69.40
67	The Coca-Cola Company	69.30
68	Lavazza	69.28
69	Heineken	69.19
70	General Electric	69.15
71	Unilever	69.12
72	Electrolux	69.10
73	InterContinental Hotels	69.08
74	Campbell Soup Company	68.95
75	Airbus	68.70

Rank	Company	2015 RepTrak® Pulse Score
76	Oracle	68.68
77	Starwood Hotels & Resorts	68.58
78	eBay	68.45
79	LG Corporation	68.43
80	Bayer	68.40
81	Hershey Company	68.33
82	Xerox	68.28
83	Schneider Electric	68.20
84	SAP	68.08
85	Roche	67.64
86	Deere & Co.	67.59
87	SAS	67.27
88	DuPont	67.03
89	Abbott Laboratories	66.90
90	Bacardi	66.84
91	Diageo	66.81
92	Eli Lilly	66.45
93	American Express	66.21
94	Carlsberg	66.01
95	PepsiCo	65.76
96	General Motors	65.59
97	Ahold	65.54
98	GlaxoSmithKline	65.53
99	Bristol-Myers Squibb	65.49
100	Anheuser-Busch InBev	65.36

All RepTrak® Pulse scores that differ by more than +/-0.9 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).



Changes in Global RepTrak® 100 : 2015 vs 2014 (1-50)

Company	Rank (2015)	RepTrak® Pulse Score (2015)	Rank (2014)	RepTrak® Pulse Score (2014)
BMW Group	1	78.98	3	77.21
Google	2	78.26	2	77.25
Daimler	3	77.85	8	75.35
Rolex	4	77.68	4	77.17
LEGO Group	5	77.55	9	75.11
The Walt Disney Company	6	77.11	1	77.30
Canon	7	76.64	6	75.71
Apple	8	76.50	7	75.61
Sony	9	76.49	5	75.91
Intel	10	76.16	13	74.87
Microsoft	11	76.11	10	75.03
adidas	12	75.53	14	74.54
Nike	13	75.25	20	73.00
Volkswagen	14	75.02	12	74.94
Rolls-Royce Aerospace	15	74.49	19	73.18
Nestlé	16	74.48	17	73.72
Samsung Electronics	17	74.46	11	74.97
Johnson & Johnson	18	74.27	16	73.75
Michelin	19	74.07	15	74.24
Ferrero	20	74.01	22	72.62
Levi Strauss & Co.	21	73.74	New	New
Philips Electronics	22	73.70	18	73.46
Nintendo	23	73.20	32	71.59
Amazon.com	24	73.12	21	72.65
Colgate-Palmolive	25	72.84	25	72.39

Company	Rank (2015)	RepTrak® Pulse Score (2015)	Rank (2014)	RepTrak® Pulse Score (2014)
L'Oréal	26	72.79	24	72.42
Visa	27	72.58	30	72.21
Bridgestone	28	72.44	31	71.96
Panasonic - Formerly Matsushita Electric Industrial	29	72.35	36	71.29
Robert Bosch	30	72.34	28	72.26
Danone	31	72.20	35	71.49
3M	32	72.16	27	72.37
BBC	33	72.11	45	70.57
Kellogg's	34	71.70	34	71.51
Toyota	35	71.65	33	71.55
Hewlett-Packard	36	71.64	43	70.87
Giorgio Armani	37	71.61	26	72.38
Pirelli	38	71.60	37	71.20
FedEx	39	71.48	54	69.58
IBM	40	71.47	29	72.25
The Estée Lauder Companies	41	71.45	New	New
Volvo Group	42	71.24	49	70.24
IKEA	43	71.16	40	71.06
LVMH Group (Moët Hennessy - Louis Vuitton)	44	71.15	38	71.17
Goodyear	45	71.05	23	72.62
Barilla	46	71.03	55	69.47
Deutsche Lufthansa	47	70.97	46	70.50
Dell	48	70.84	62	69.00
Mastercard	49	70.60	New	New
Whirlpool	50	70.59	50	70.19

Changes in Global RepTrak® 100 : 2015 vs 2014 (51-100)

Company	Rank (2015)	RepTrak® Pulse Score (2015)	Rank (2014)	RepTrak® Pulse Score (2014)
Caterpillar	51	70.56	44	70.62
H. J. Heinz	52	70.36	53	69.66
Fujifilm	53	70.36	63	68.89
Marriott International	54	70.35	39	71.07
Boeing	55	70.26	60	69.13
Hugo Boss	56	70.20	56	69.29
Toshiba	57	70.15	48	70.34
Swatch Group	58	70.08	61	69.04
Cisco Systems	59	69.94	57	69.26
Hilton Worldwide	60	69.93	65	68.62
Honda Motor	61	69.89	42	70.95
Siemens	62	69.88	51	70.17
Procter & Gamble	63	69.79	41	70.95
UPS	64	69.45	74	67.86
Ford	65	69.43	78	67.69
Texas Instruments	66	69.40	New	New
The Coca-Cola Company	67	69.30	52	69.74
Lavazza	68	69.28	68	68.40
Heineken	69	69.19	71	68.15
General Electric	70	69.15	72	68.05
Unilever	71	69.12	66	68.48
Electrolux	72	69.10	69	68.29
InterContinental Hotels	73	69.08	New	New
Campbell Soup Company	74	68.95	70	68.16
Airbus	75	68.70	76	67.75

Company	Rank (2015)	RepTrak® Pulse Score (2015)	Rank (2014)	RepTrak® Pulse Score (2014)
Oracle	76	68.68	73	67.87
Starwood Hotels & Resorts	77	68.58	New	New
eBay	78	68.45	67	68.46
LG Corporation	79	68.43	64	68.82
Bayer	80	68.40	59	69.22
Hershey Company	81	68.33	58	69.22
Xerox	82	68.28	47	70.46
Schneider Electric	83	68.20	New	New
SAP	84	68.08	New	New
Roche	85	67.64	New	New
Deere & Co.	86	67.59	86	66.71
SAS	87	67.27	77	67.70
DuPont	88	67.03	75	67.81
Abbott Laboratories	89	66.90	84	66.94
Bacardi	90	66.84	93	66.02
Diageo	91	66.81	n/a	64.96
Eli Lilly	92	66.45	n/a	65.04
American Express	93	66.21	New	New
Carlsberg	94	66.01	100	65.38
PepsiCo	95	65.76	91	66.12
General Motors	96	65.59	New	New
Ahold	97	65.54	New	New
GlaxoSmithKline	98	65.53	n/a	64.29
Bristol-Myers Squibb	99	65.49	n/a	64.56
Anheuser-Busch InBev	100	65.36	New	New

② Where Does the World's Top Rated Company Excel?

BMW Group - Reputation Profile Across 15 Markets

BMW Group



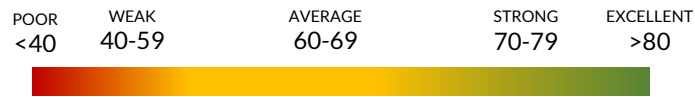
RepTrak® Score Globally



“The BMW Group as a whole is an innovation driver. That’s the basis for everything we do.”

Bill McAndrews

Head of BMW Group Corporate Communications



Highlights

- ❑ BMW Group has been most successful at exporting its strong reputation from Germany to Russia, Australia, Italy and the U.K.
- ❑ Opportunities for future reputation enhancements lie in Brazil, India, China, Mexico, and especially Korea.

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“The BMW Group as a whole is an innovation driver. That’s the basis for everything we do. Our job as communicators is to create platforms or channels which promote contact not only with our products, but also with experts within the company. We are reaching out directly to the various stakeholders in the markets.

Last year we had our first stakeholder dialogue in Korea with suppliers, NGOs, dealers and various government and education institutes in that country.

Another example is that we just had our fifth annual first tier “diversity supplier conference” in Spartanburg where almost 1600 people attended. This promoted contact between minorities and women for suppliers to the BMW Group.

We also use the BMW Welt to tell our story. Last year almost three million people visited the BMW Welt in Munich and it is truly a place where visitors from all over the world can come and experience at first-hand what the BMW Group is all about.

And finally we are monitoring our global presence in the public domain on a monthly basis. With a well-defined company profile, we benchmark our corporate reputation against our leading competitors in leading markets around the world.”

Bill McAndrews
Vice President,
Head of BMW Group Corporate Communications



③ Who Tops within Regions?

North America

- 1 
- 2 
- 3 
- 4 
BMW Group
- 5 
- 6 
- 7 **LEVI STRAUSS & CO.**
- 8 
- 9 
- 10 

“The LEGO Movie provided us with a significant boost during 2014...it celebrated the creative potential in us all.”

John Goodwin, EVP and CFO, LEGO

“Company leaders at Google have given every employee—regardless of job title or pay level—the opportunity to devote up to 20% of their time to a project of their choice.”

Fast Company

“A large part of Levi Strauss & Co.’s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation that started with the invention of the blue jean. Our values date back to our founder who ran the business with a profits through principles approach that still guides us today,”

Chip Bergh, President and CEO, Levi Strauss & Co

Europe





- 1 **BMW Group**



- 2 
- 3 **SONY**
- 4 
- 5 **DAIMLER**
- 6 
- 7 **Canon**
- 8 
- 9 
- 10 

“The BMW Group delivered more than two million vehicles to customers in 2014, the company’s fourth record year in a row. Due to the success of the BMW i vehicles, production continues to ramp up. The BMW Group is the first automotive company to manufacture using significant quantities of carbon fiber.”

Harald Krüger, Board of Management, BMW AG

Latin America








- 1 
- 2 
- 3 **SONY**
- 4 
- 5 
- 6 
- 7 
- 8 


- 9 
- 10 

“Nike’s branding strategy at the World Cup was to sponsor more star players and individual teams than Adidas did (including host nation Brazil). In the eyes of investors at least, Nike is in better shape, both in the soccer business, and more broadly.”

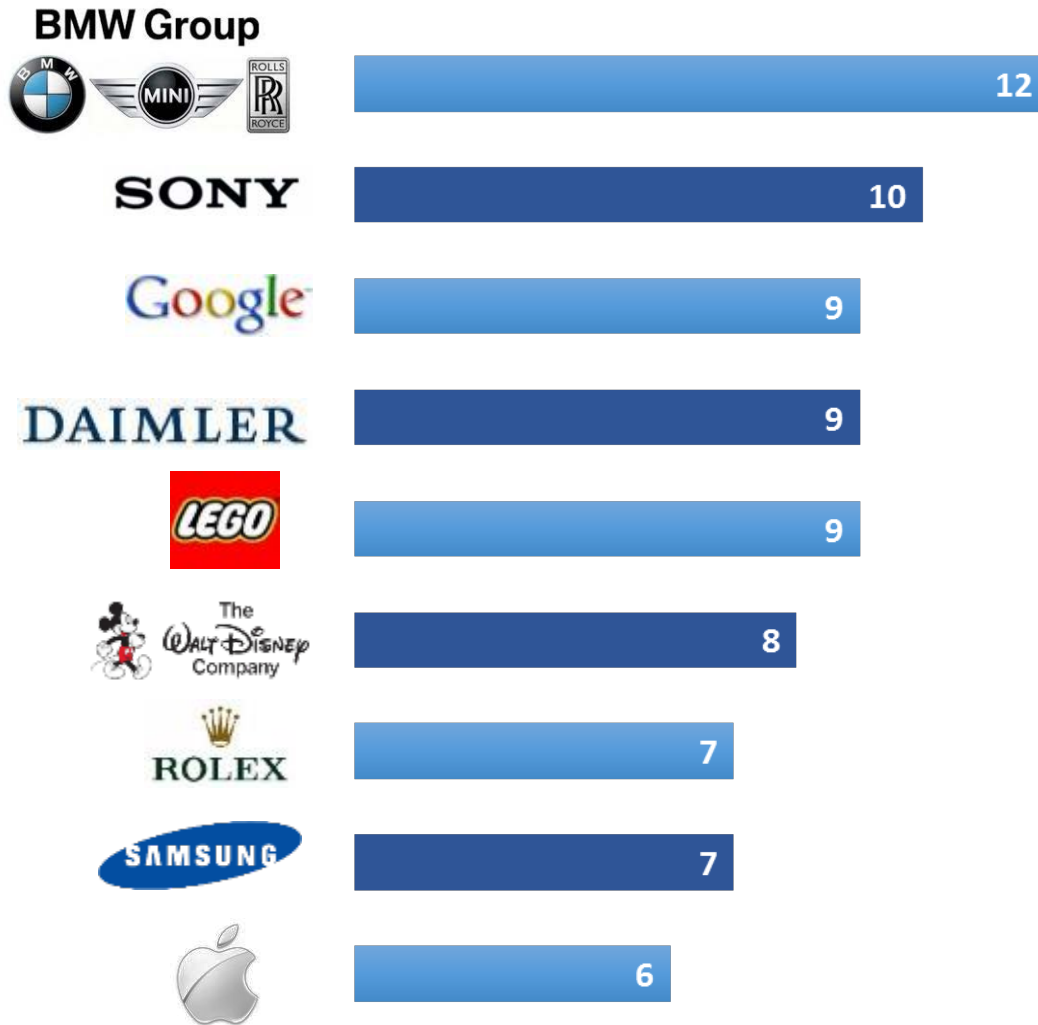
John McDuling, Quartz, 2014

Asia Pacific

- 1 
- 2 
- 3 
ROLEX
- 4 
BMW Group
- 5 
- 6 
- 7 
- 8 
- 9 
- 10 

“We care deeply about every worker in Apple’s global supply chain. To improve their lives, we continue to proactively tackle issues that are part of the broader challenges facing our world today – human rights and equality, environmental protection, and education. We have long championed these causes, and 2014 was a year of tremendous progress..”

Jeff Williams, SVP Operations, Apple Inc.



Highlights

No company is in the top 10 across all 15 markets

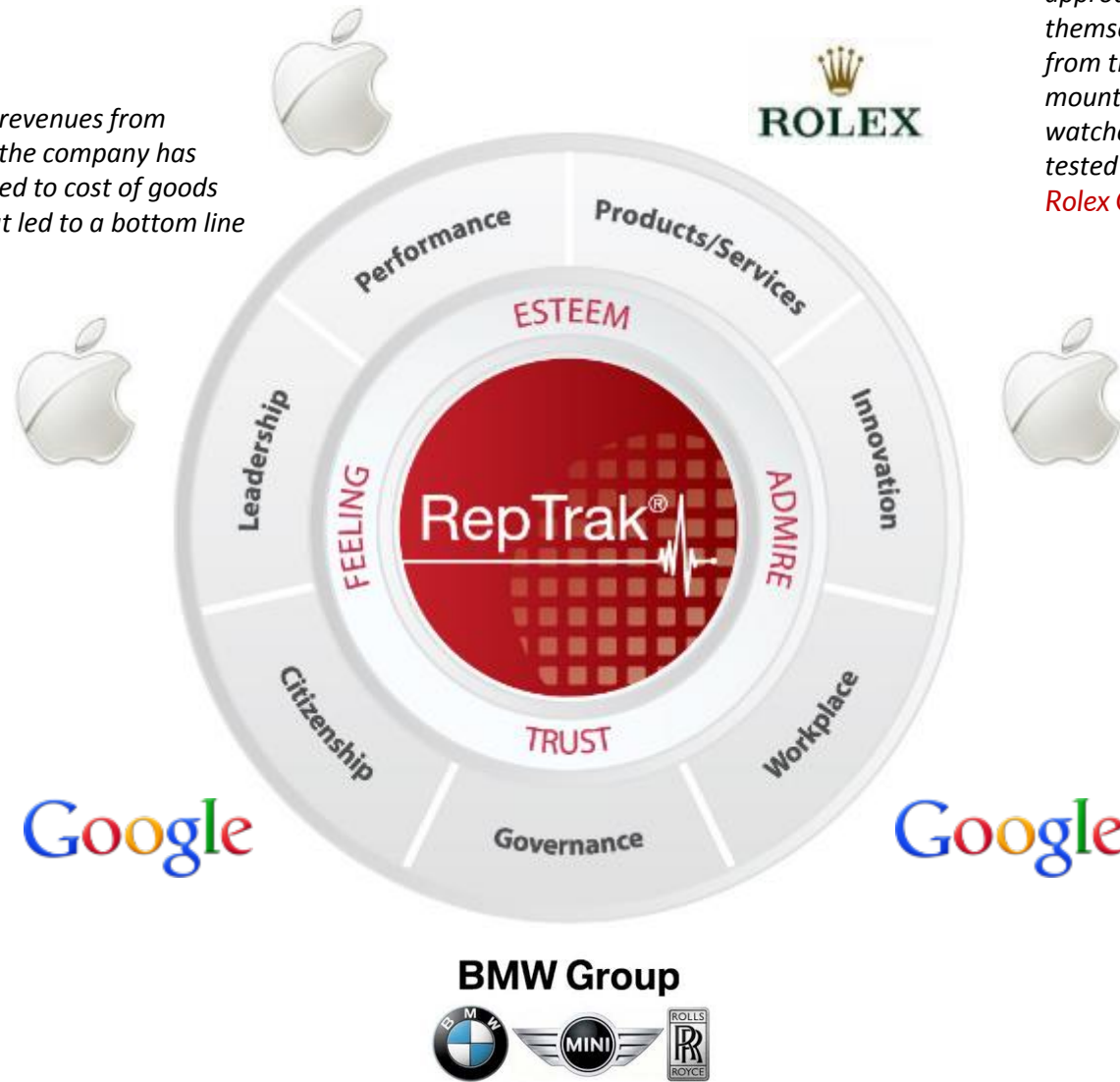
- Even the best companies have not yet managed to build a stellar reputation across all 15 markets
- Only 9 out of the 100 companies made the Top 10 in six or more of the 15 markets underlining the challenge of building a strong global reputation
- BMW, Sony, Google, Daimler and LEGO made the Top 10 rankings in 9+ of the 15 countries studied in 2015 RepTrak® 100

④ Who Tops on Dimensions?

Who Tops on the Dimensions of Reputation (2015)?

“Few companies have been so consistently identified with the pursuit of excellence, the quest for the absolute, the discovery of original approaches and innovative solutions. Rolex watches have proved themselves from the start in the most extreme conditions imaginable - from the depths of the deepest oceans to the summits of the highest mountains, in the air and on the race track. And to ensure that all Rolex watches can live up to these high expectations, every single one is tested to extremes before it is allowed to leave the Rolex site.”
 Rolex Corporate Site

“Year over year, Apple Inc. has been able to grow revenues from \$170.9B USD to \$182.8B USD. Most impressively, the company has been able to reduce the percentage of sales devoted to cost of goods sold from 62.38% to 61.41%. This was a driver that led to a bottom line growth from \$37.0B USD to \$39.5B USD.”
 Bloomberg Business



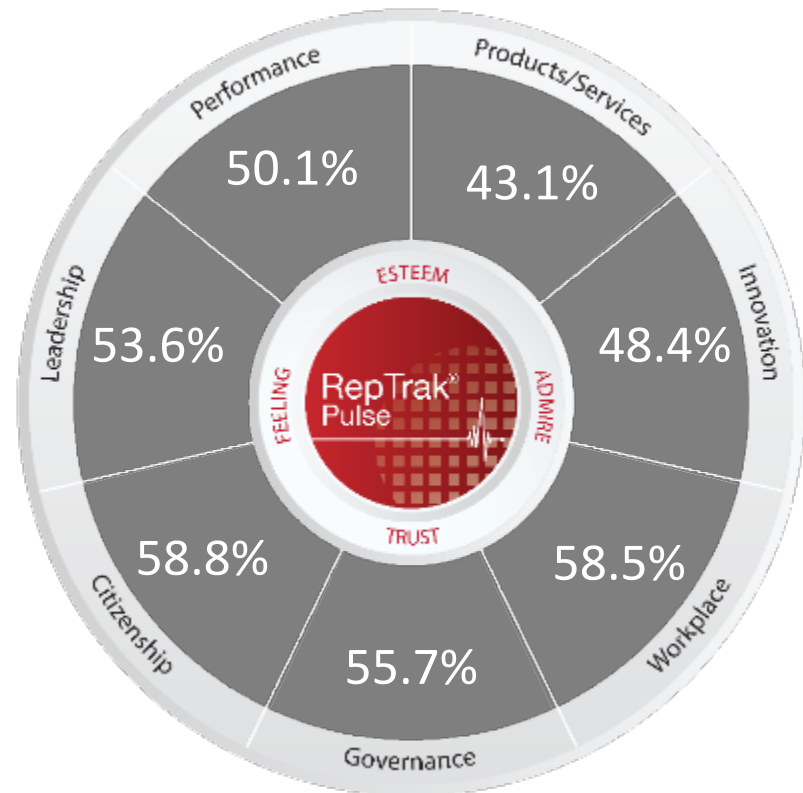
Highlights

- Global winner BMW Group only tops on the *governance* dimension
- Apple tops on three of the seven dimensions – *innovation, performance, and leadership.*
- Google tops on consumer perceptions of *workplace and citizenship.*

“Though no two Google offices are the same, visitors to any office can expect to find a few common features: murals and decorations expressing local personality; Googlers sharing cubes, yurts and "huddles"; video games, pool tables and pianos; cafes and "microkitchens" stocked with healthy food; and good old fashioned whiteboards for spur-of-the-moment brainstorming.”
 Google Company Site

A Closer Look at the Top 10 in all Dimensions

	Company	Products & Services	Innovation	Workplace	Governance	Citizenship	Leadership	Performance	Total count
1	Apple	X	X	X	X	X	X	X	7
2	BMW	X	X	X	X	X	X	X	7
3	Daimler	X	X	X	X	X	X	X	7
4	Google	X	X	X	X	X	X	X	7
5	Intel	X	X	X	X	X	X	X	7
6	The Walt Disney Company	X	X	X	X	X	X	X	7
7	Microsoft		X	X	X	X	X	X	6
8	LEGO	X	X	X	X	X			5
9	Rolex	X		X	X		X	X	5
10	Rolls-Royce Aerospace	X		X	X		X		4
11	Nike, Inc.		X				X	X	3
12	Canon	X							1
13	Johnson & Johnson					X			1
14	Samsung Electronics		X						1
15	The Coca-Cola Company							X	1
16	Volkswagen					X			1

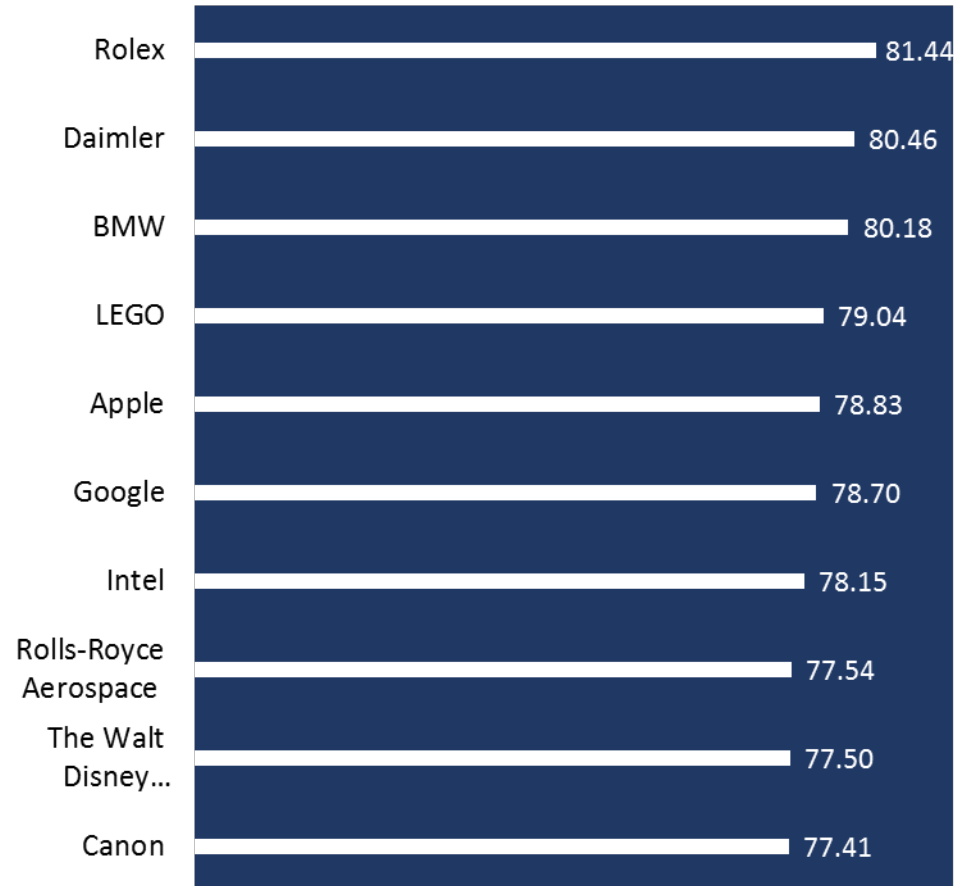


Note: % of public who is neutral or 'not sure' about company's performance on that dimension

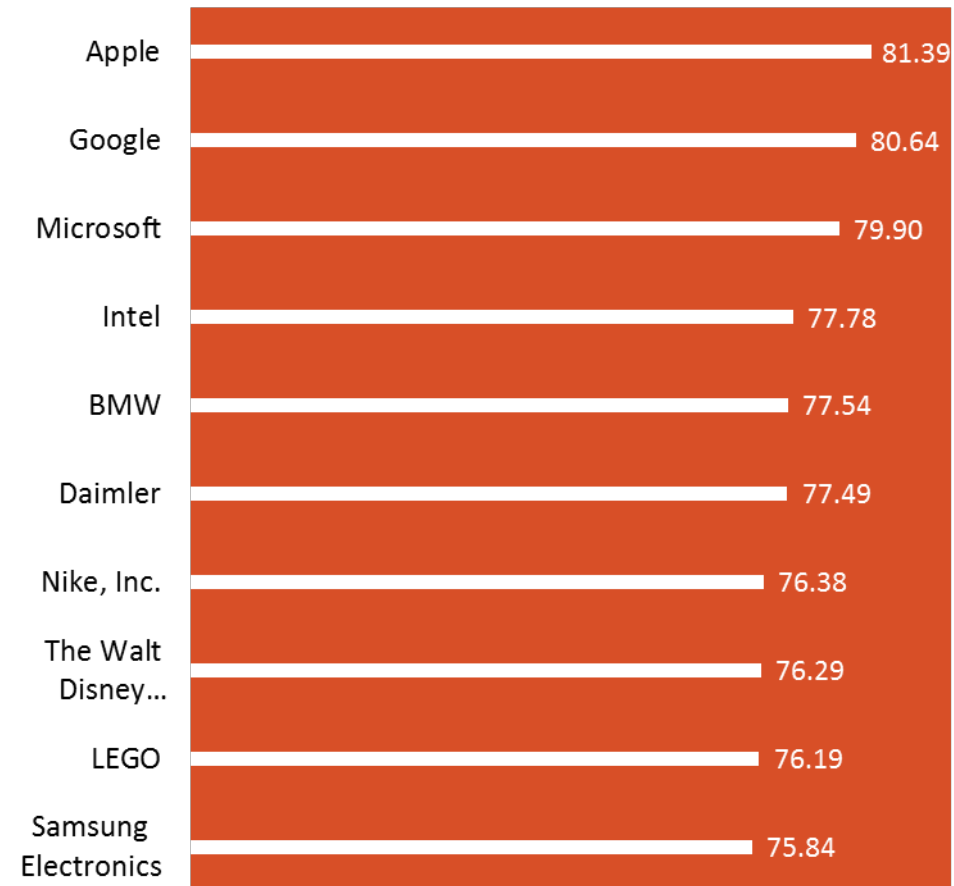
Highlights

- Even the 100 most visible and well know companies are struggling to get their message across to consumers
- Across the 7 dimensions of reputation, 43% to 59% of consumers are uncertain o 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.

Product & Services

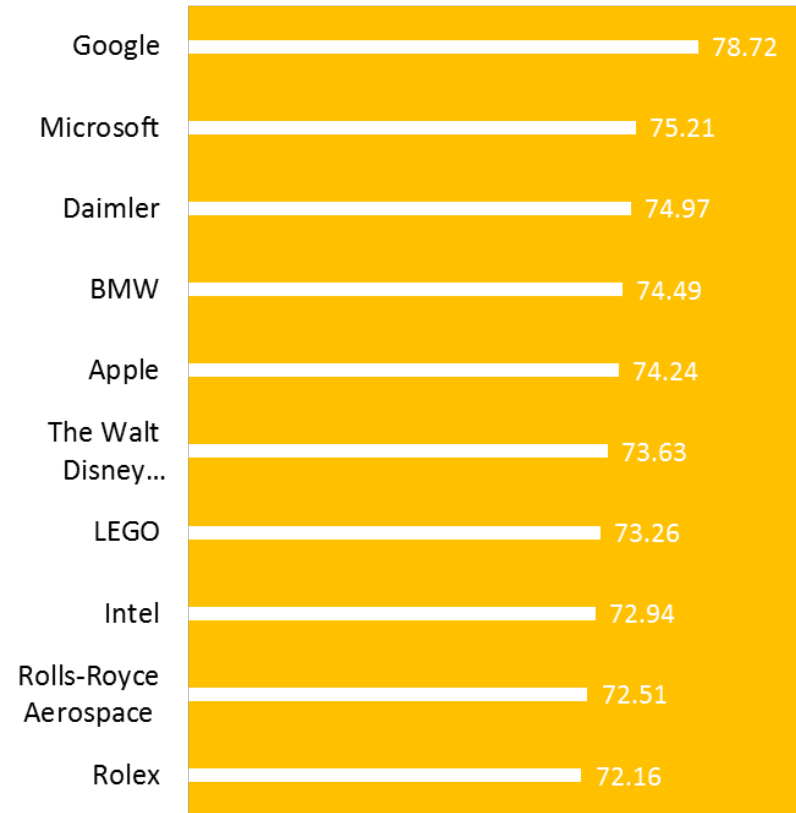


Innovation

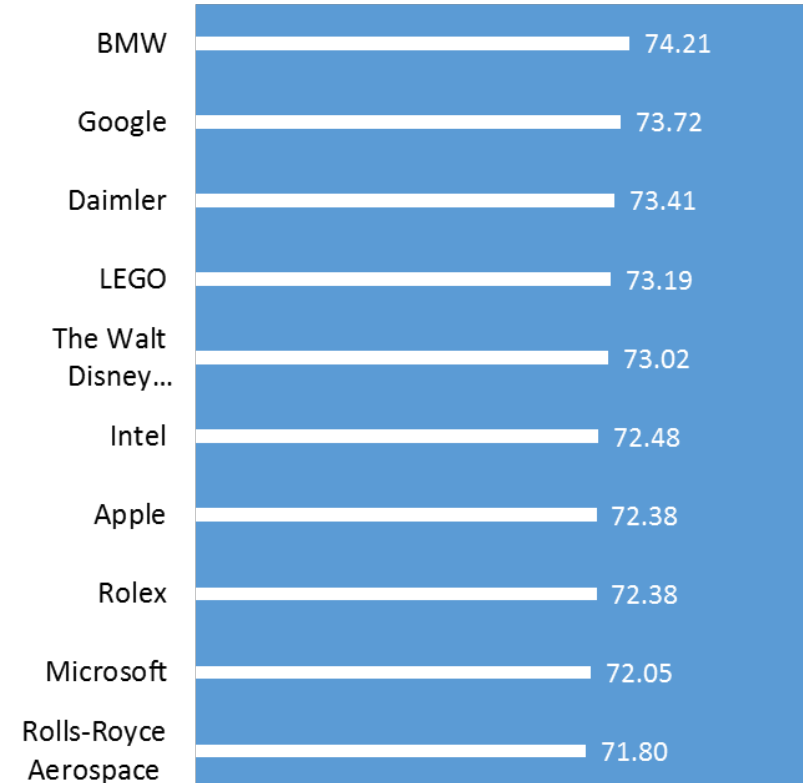


Top 10 in Workplace, Governance, and Citizenship in 2015

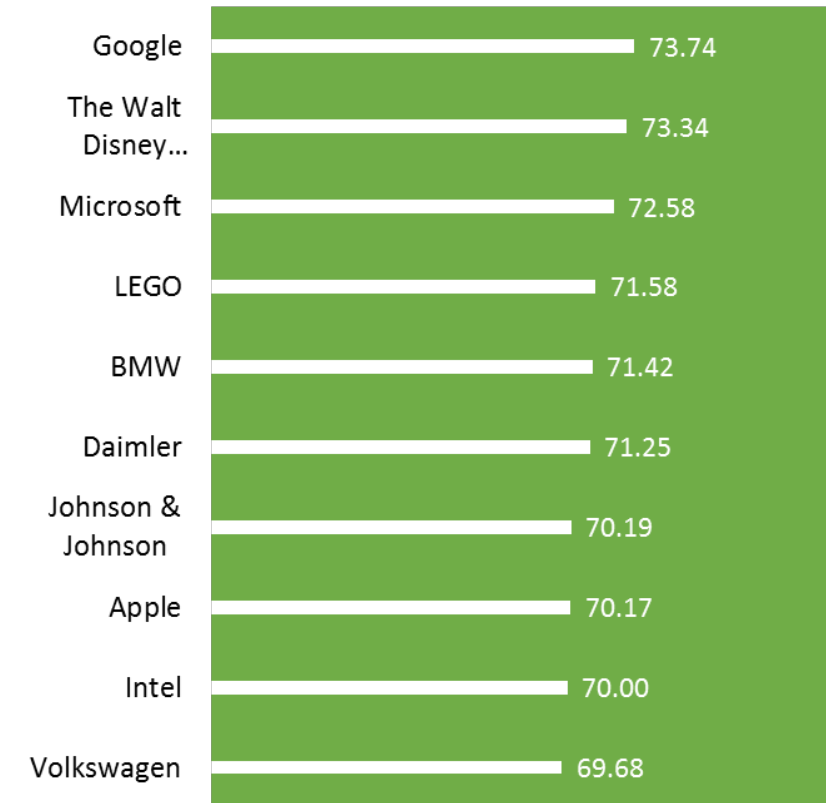
Workplace



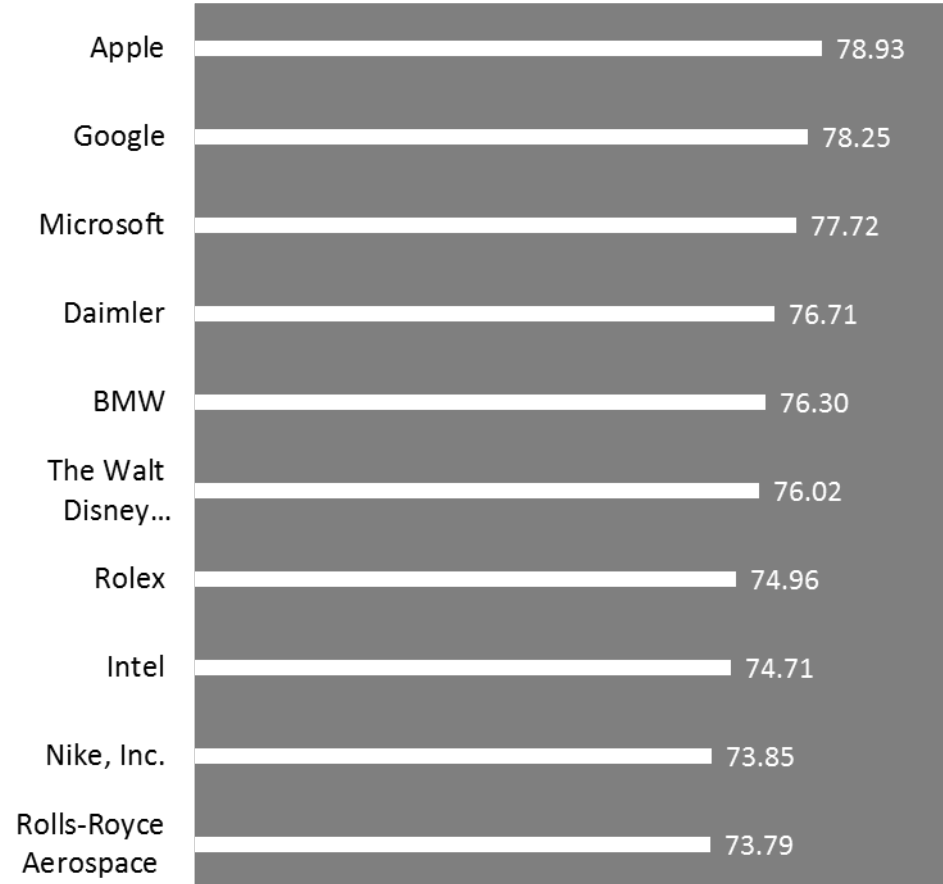
Governance



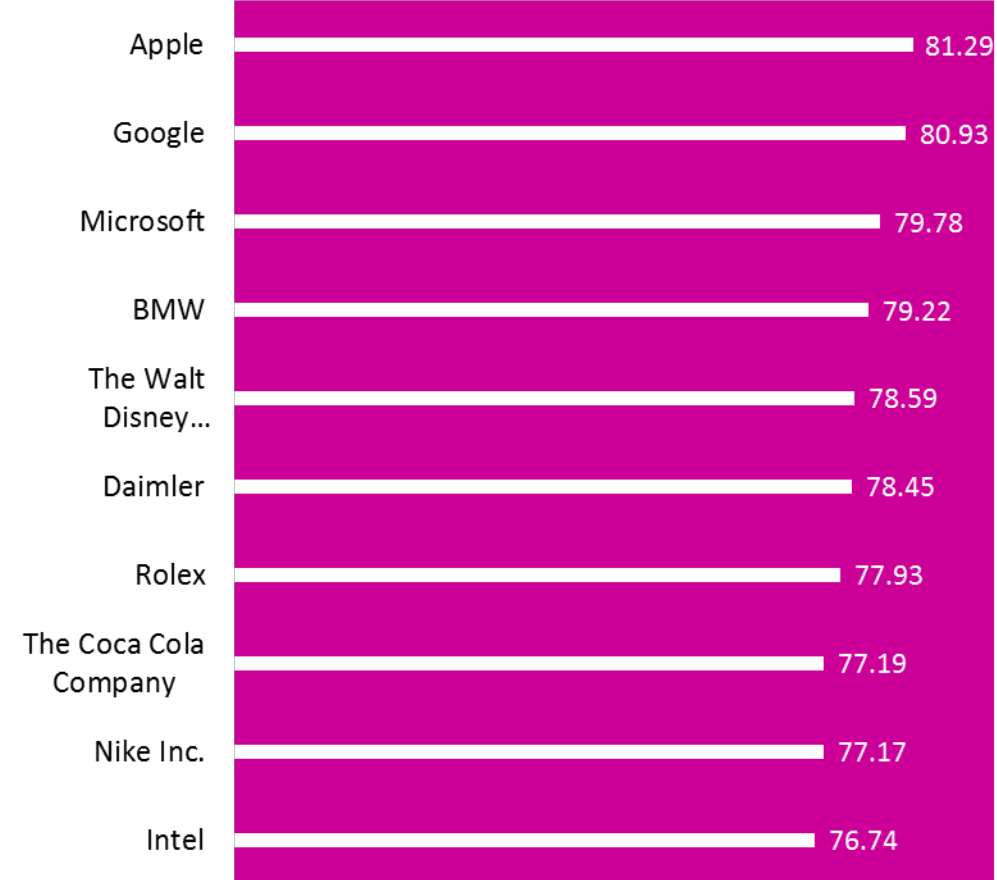
Citizenship



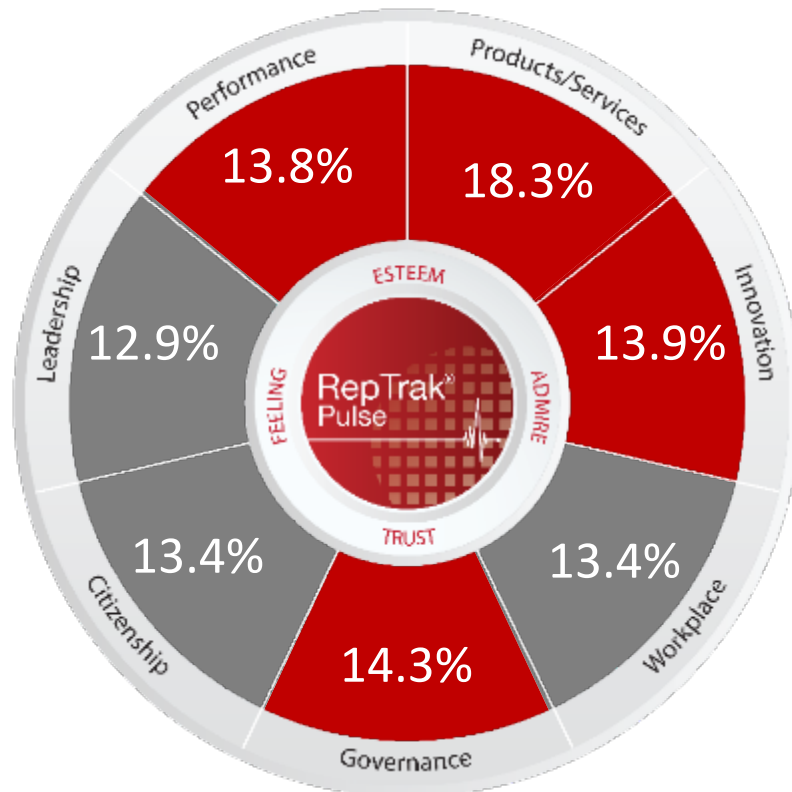
Leadership



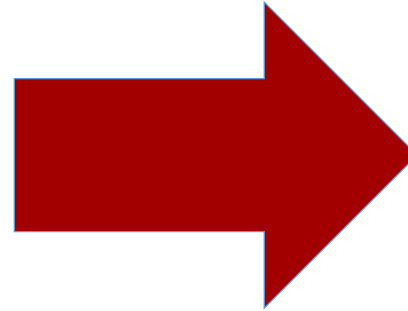
Performance



⑤ What Drives Reputation?



Factor Adjusted Regression
n = 151,496
Adj-R² = 0.685



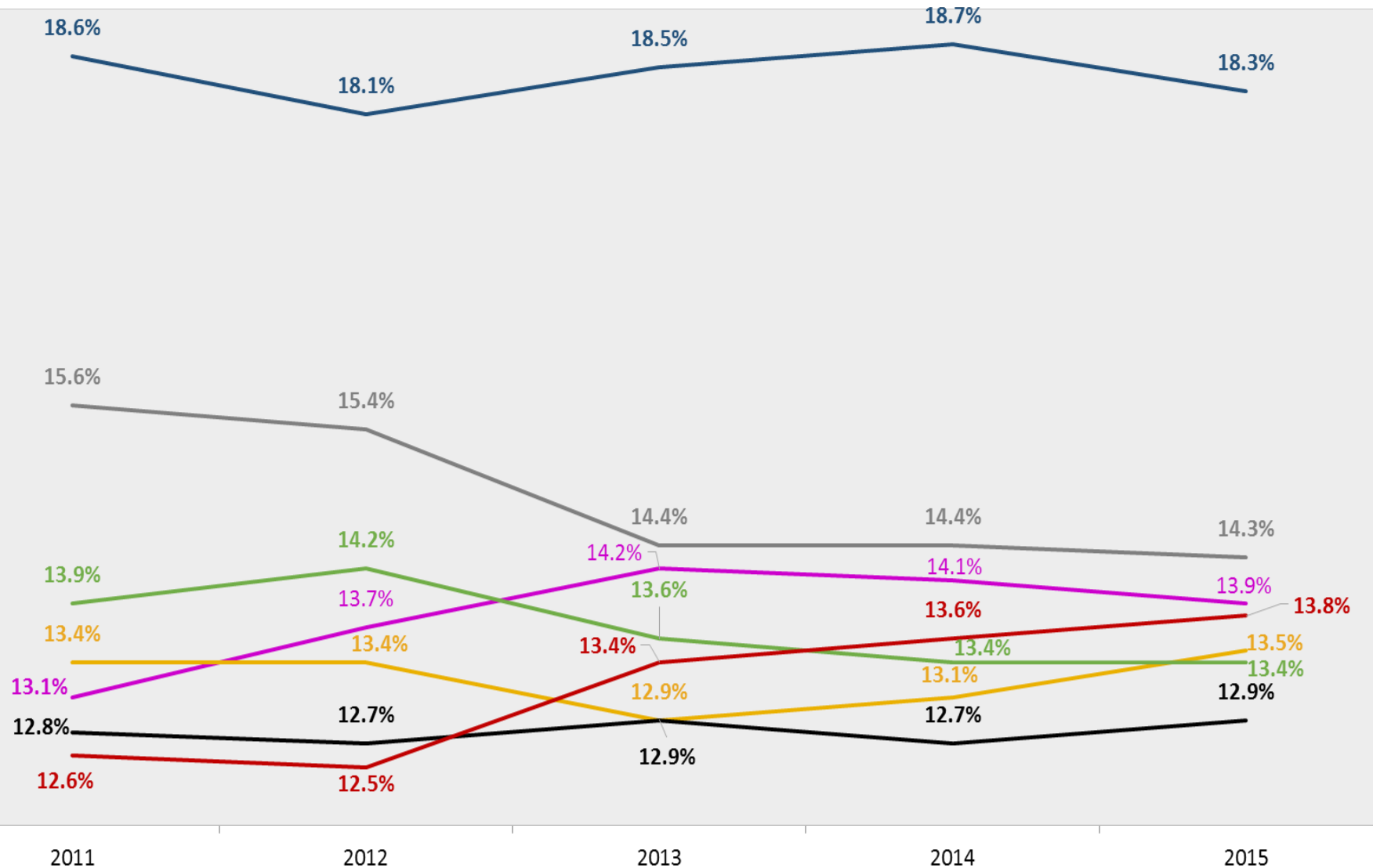
Highlights

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 13% of reputation. So 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

Changes in the Drivers of Reputation (2011-2015)

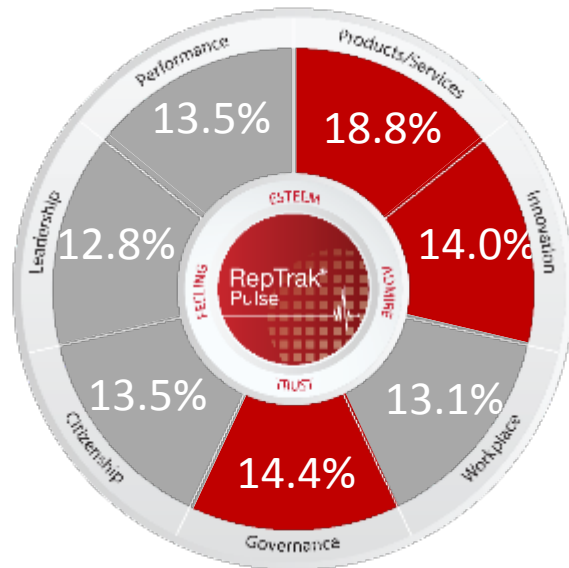


- Products & Services
- Innovation
- Workplace
- Governance
- Citizenship
- Leadership
- Performance

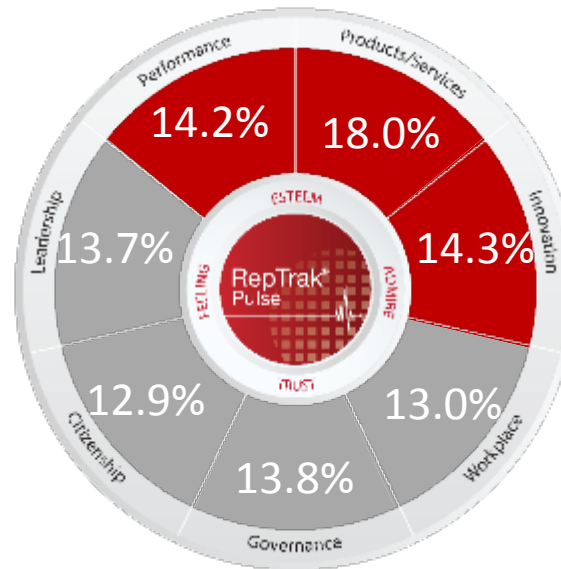
Highlights

- Perceptions of a company as delivering on *Products & Services* remains the top driver of reputation
- Governance* remains the 2nd most important, but has been declining against the growing importance of *Performance*
- Citizenship* has slowly declined as a driver of reputation since 2012

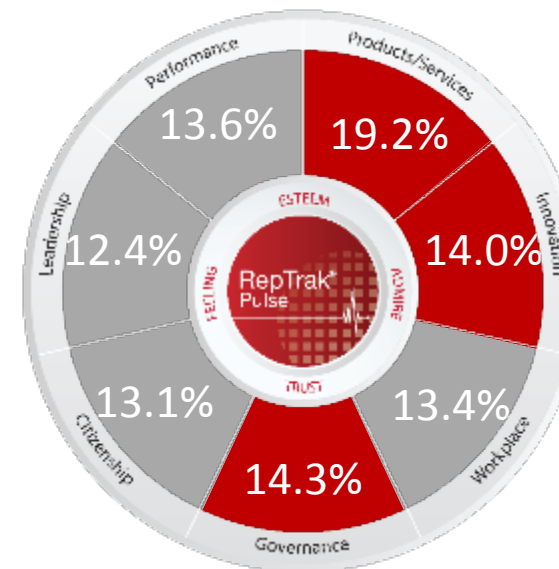
North America



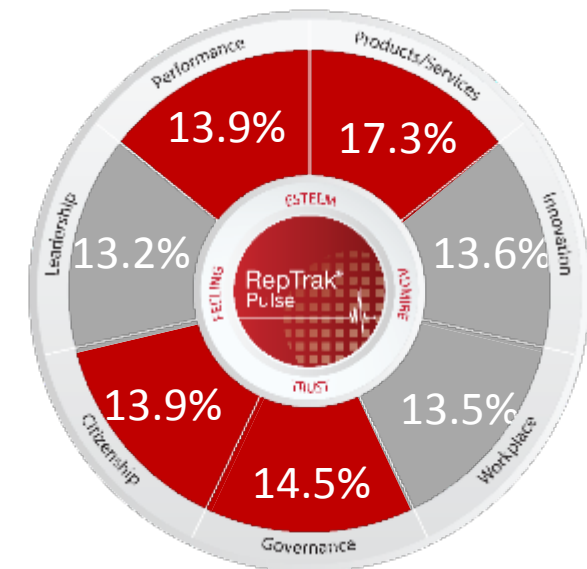
Latin America



Europe



Asia Pacific



Highlights

- Perceptions of your company's Products & Services matter most across all regions.
- Public perceptions of your company's governance and innovativeness come in second.
- Asia-Pacific places more balanced attention to all of the dimensions.

ENTERPRISE



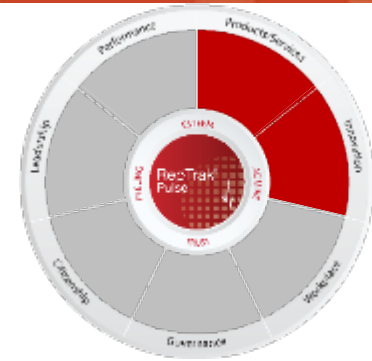
PRODUCT

60%



ENTERPRISE

40%



PRODUCT

Recommend	58%	42%	n = 16421 Adj-R ² = .568
Trust to do the right thing	60%	43%	n = 140460 Adj-R ² = .589
Say Something Positive	58%	42%	n = 143863 Adj-R ² = .614
Buy	56%	44%	n = 144797 Adj-R ² = .574
Invest	64%	36%	n = 135320 Adj-R ² = .487
Work for	62%	38%	n = 139295 Adj-R ² = .454
Welcome to Community	60%	40%	n = 140769 Adj-R ² = .571
Benefit of the Doubt	63%	37%	n = 137303 Adj-R ² = .513
Recommend Products	57%	43%	n = 144173 Adj-R ² = .607
Recommend As Investment	63%	37%	n = 133481 Adj-R ² = .530



Highlights


The companies that topped the RepTrak® 100 also have some of the strongest corporate brands in the marketplace:

- They communicate more with consumers
- They are perceived as more consistent in their communications
- They are perceived as more distinctive than their competitors

Simple & Friendly

- 1 
- 2 
- 3 
- 4 
- 5 

Cool & Exciting

- 1 
- 2 
- 3 
- 4 
- 5 

Technical & Ambitious

- 1 
- 2 
- 3 
- 4 
- 5 

Arrogant & Tough

- 1 
- 2 
- 3 
- 4 
- 5 

Highlights

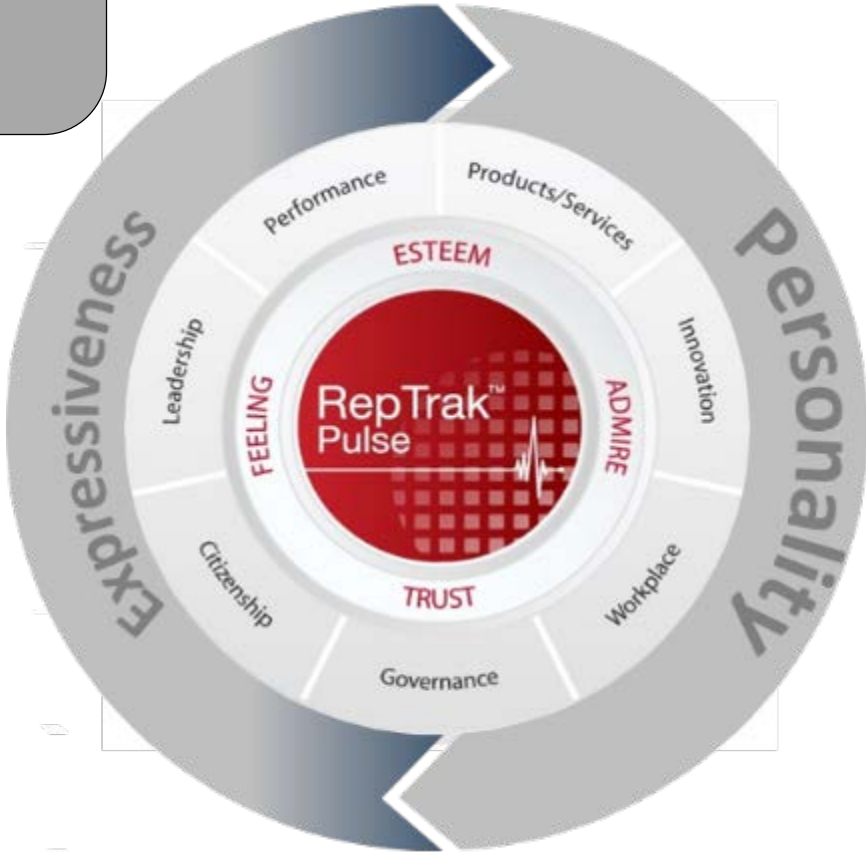
The companies that topped the RepTrak[®] 100 also have some of differentiated brand personalities with consumers:

- LEGO's success may be influenced in part by perceptions of the company as *Simple and Friendly*
- BMW Group and Apple could well benefit from being perceived as *Cool & Exciting* as well as *Technical & Ambitious*
- Daimler and Rolex are among the only top rated companies that might derive value from favorable perceptions as *Arrogant & Tough*

Highlights

Evolving the RepTrak® Model to address the joint effects on public support that comes from:

- Brand Expressions
- Brand Personality



⑥ How Does Reputation Affect Public Support?

Reputation Predicts all Forms of Support

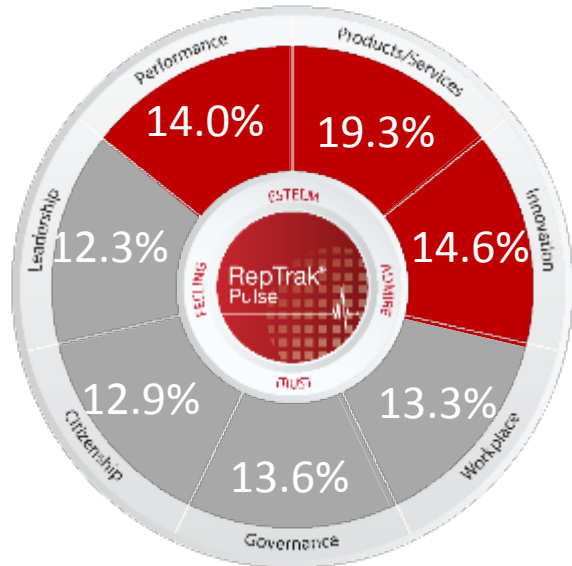


By Increasing Public Support, Reputation can be used to Drive Business Results



On average, a 5 point increase in Reputation generates a 5%-7% increase in Public Support

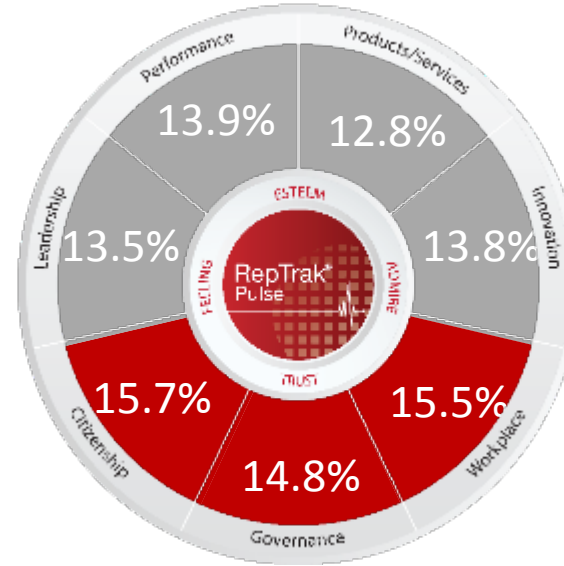
Buy Products



Highlight

Emphasize your company's strengths in product & services delivery.

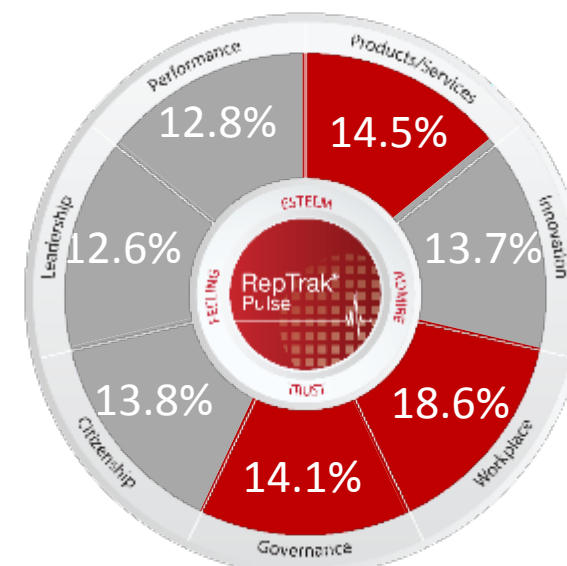
Invest In



Highlight

Communicate in a balanced manner about your company's workplace and citizenship.

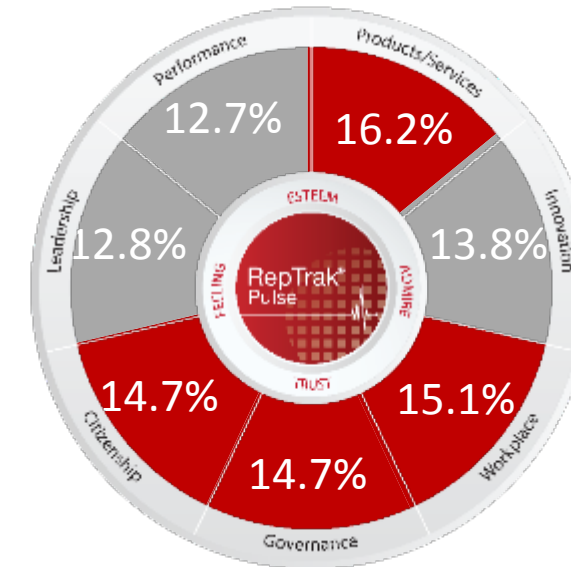
Work For



Highlight

Put primary emphasis on the company's workplace.

Welcome to Neighborhood

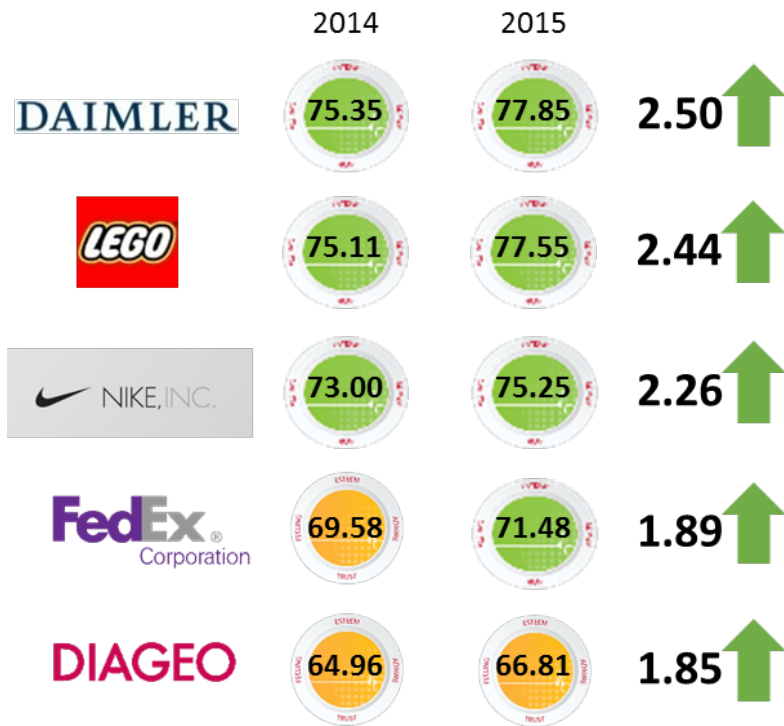


Highlight

Communicate in a balanced manner about your company's products & services, workplace, citizenship, and governance.

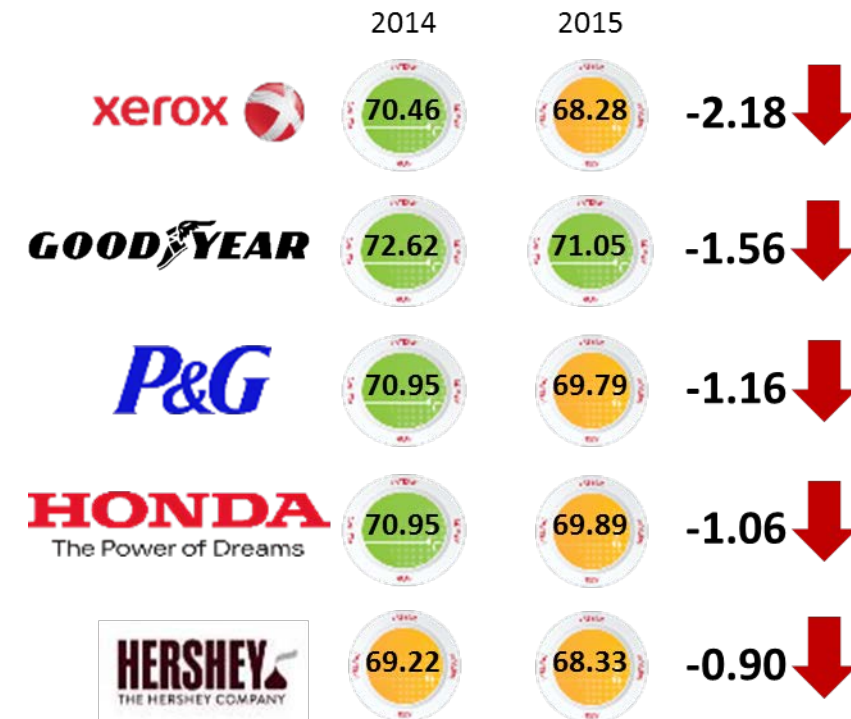
⑦ Trends, Challenges & Opportunities

Largest 1 Year Gain



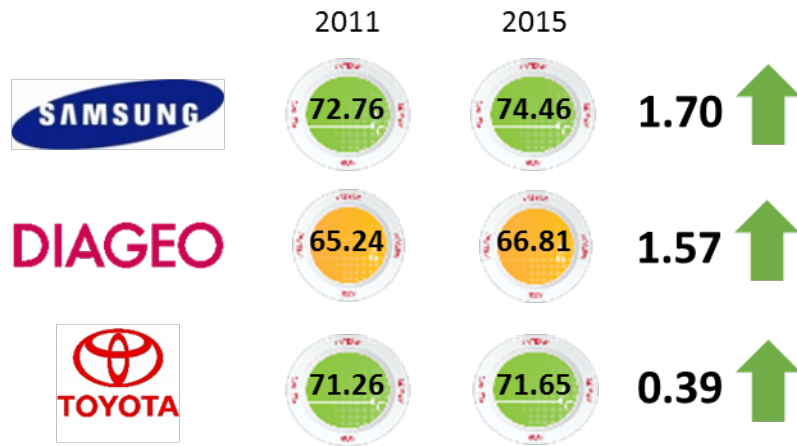
Daimler is the company whose reputation improved the most, followed closely by LEGO, and Nike. FedEx and Diageo also posted year over year gains in 2015.

Largest 1 Year Drop



Xerox suffered the largest drop in reputation in the past year. Goodyear, P&G, Honda, and Hershey also experienced a drop in the overall attractiveness of their corporate brands to consumers

Largest 5 Year Gains

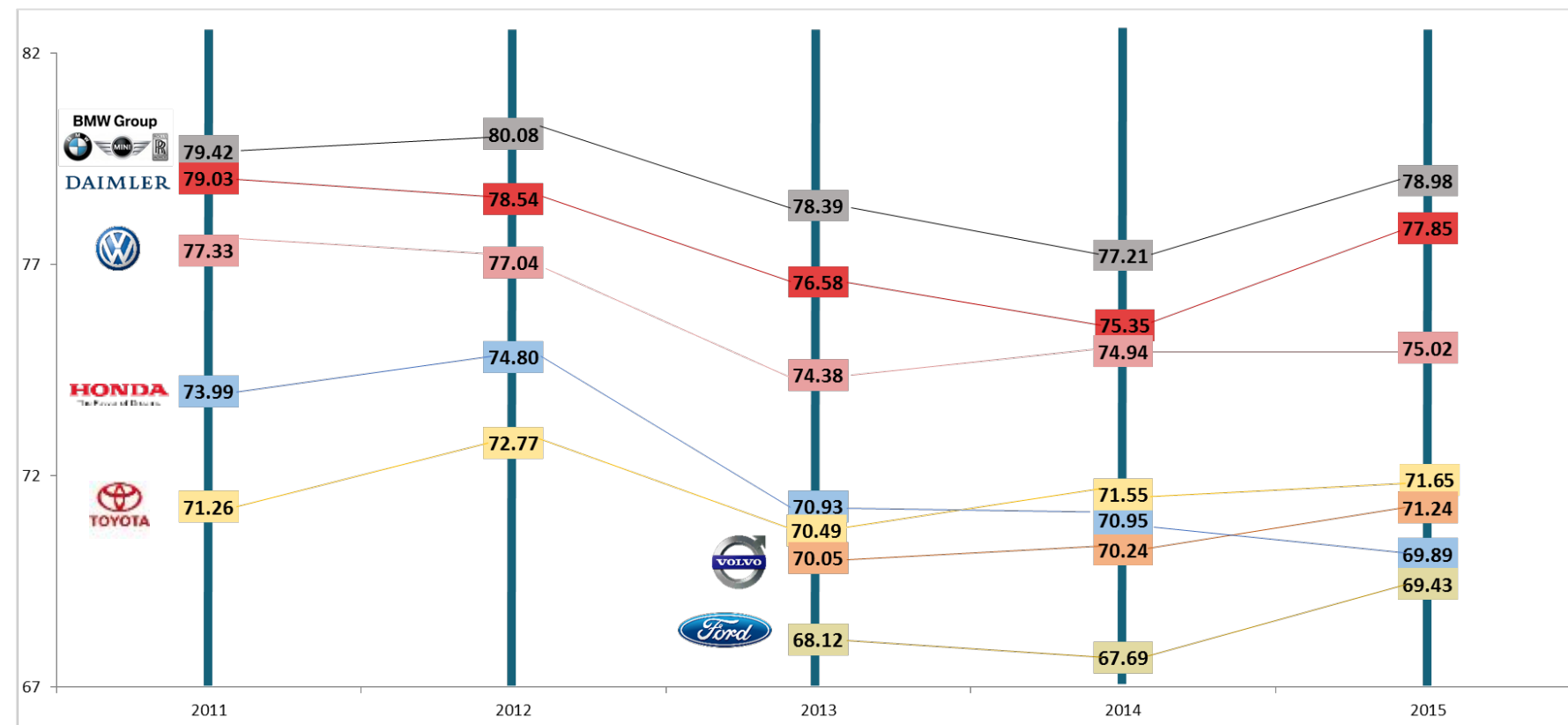


There were very few 5 year net reputation improvements recorded among the RepTrak® 100 from 2011-2015. The largest increases were posted by Samsung and Diageo. Toyota recovered some of the reputation losses it incurred in 2010 from its massive recall.

Largest 5 Year Drops



The largest 5 year net reputation losses from 2011-2015 were posted by DuPont and The Coca-Cola Company, followed closely by Xerox, Panasonic, and Hewlett-Packard. Honda and Goodyear also lost ground by over 4 points.

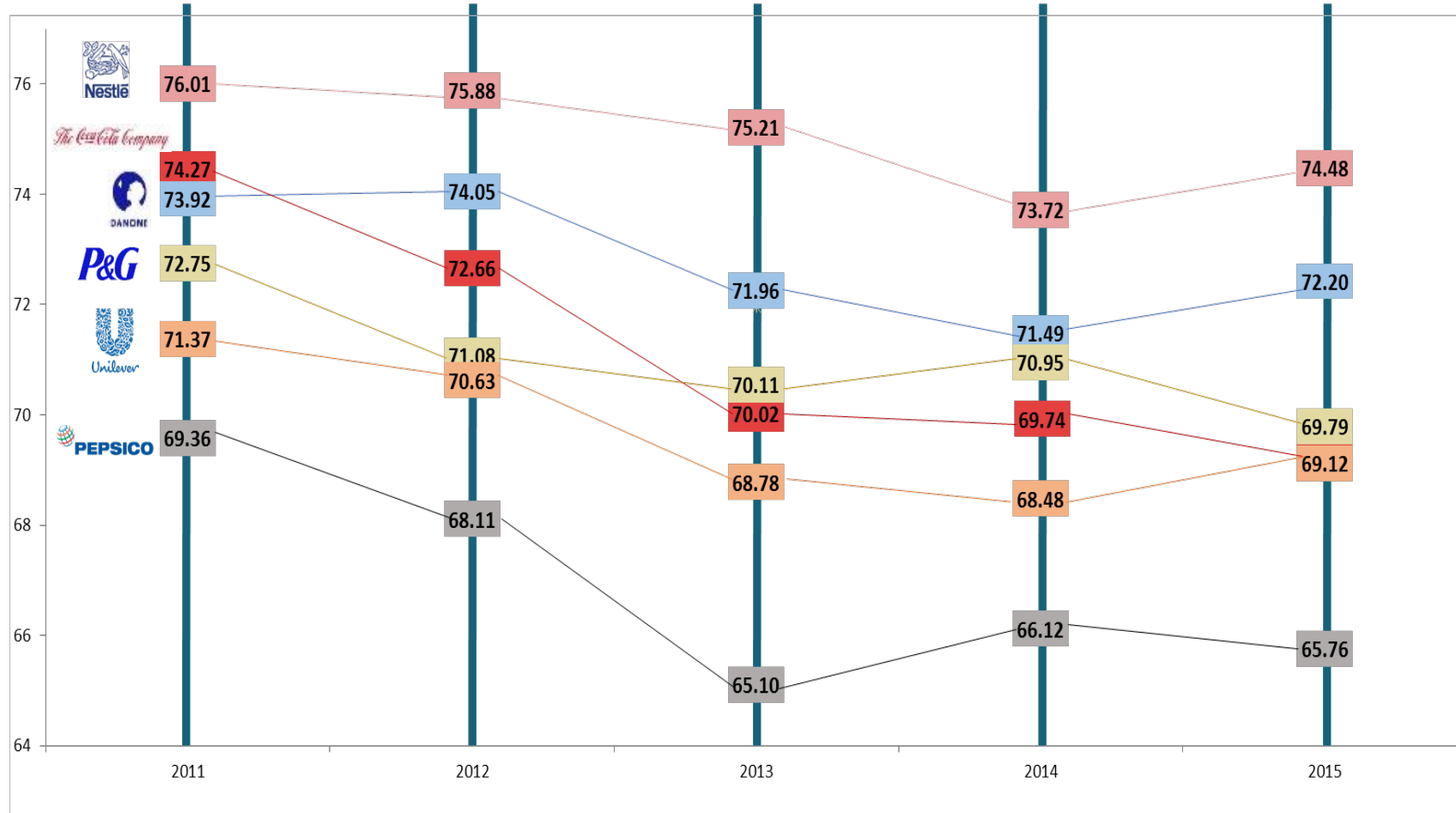


Highlights

Over the past 5 years, the auto companies' corporate reputations recovered some of the ground they lost in 2013 and 2014.

"2014 was a very good year for Daimler...Never before have so many customers decided in favor of our vehicles: We sold more than 2.5 million of them. As a result, we generated total revenue of 129.9 billion euros –10 percent more than in the previous year." **Dieter Zetsche, Chairman of the Vorstand of Daimler AG**

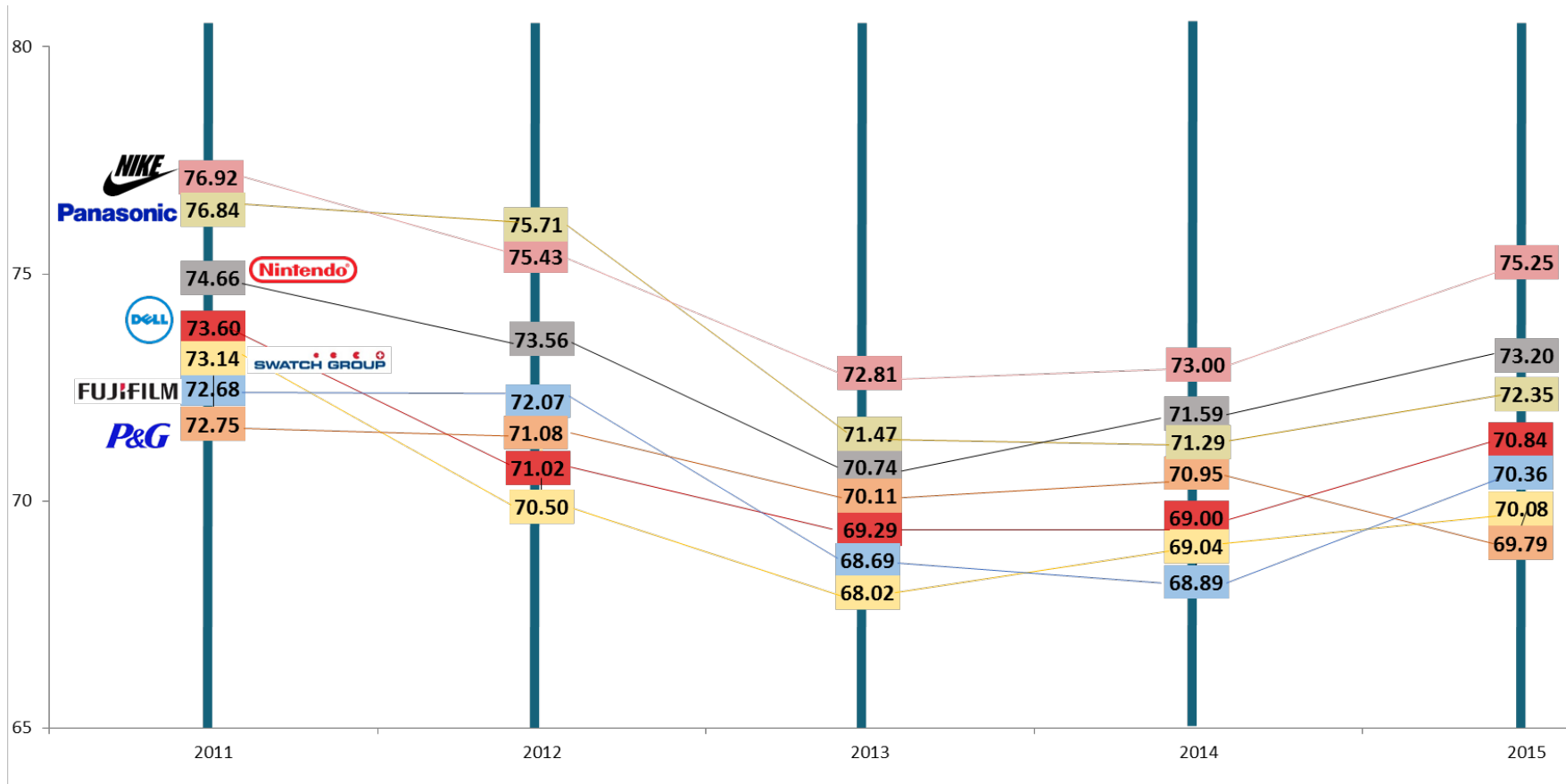
"...My goal is to ensure that Toyota evolves into a company that is capable of sustainable growth. Early in April 2014, we articulated a new internal slogan: "Work Today, Smile Tomorrow: in Pursuit of True Competitiveness and Innovation." This new slogan encapsulates my strong belief that our continued growth must be informed by a strong sense of history." **Akio Toyoda, President of Toyota Motor Corporation**



Highlights

- Whole beverage/food sector has been drifting downwards since 2011...
- Coca Cola and PepsiCo experienced the worst reputation loss in the sector

"...Mexico struggles with an obesity problem that by one U.N. agency's measure has surpassed that of the United States. The campaign run by El Poder del Consumidor -- The Consumer's Power -- features graphic posters and billboards ...with his public battles against sugary drinks and smoking. One ad features a bottle of soda alongside 12 tablespoons of sugar. "
The Huffington Post, August 2013



Highlights

- The reputations of companies in the consumer goods sector were heavily hit over the past 5 years, and particularly in 2012-2013.

“NIKE, Inc.’s Board of Directors established a Corporate Responsibility and Sustainability Committee in 2001... In 2013, the Committee updated its charter to review strategy and performance, and to formally include sustainability and innovation.”

Nike, Inc. Corporate Governance Report 2013

- ❑ Measure your reputation because it drives stakeholder support and ultimately performance
- ❑ RepTrak® provides a powerful framework for tracking and analysis of reputation & support
- ❑ RI is continually improving and deepening our understanding of reputation, its drivers, and its effects and our databases provide valuable benchmarks
- ❑ RI's work goes far beyond studies of the general public –we work with clients and partners to measure specialized and company-specific stakeholders using the RepTrak® as a standard
- ❑ We encourage you to sign up for RI's Webinars/Knowledge
- ❑ And join our growing RLN community

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reptrak100@reputationinstitute.com

- Company specific RepTrak® across 15 markets
- Global benchmark
- Industry Benchmark
- Tracking data over past 3 years
- Live workshop

Data Collection Period

- January-February 2015

Qualified Companies

- Companies considered for inclusion in the RT100 ranking in 2015 were all companies that had achieved a Global Pulse greater than 68 in 2014
- Those companies who earned a Global Pulse lower than the global mean in 2014 were removed from the 2015 list
- In parallel, RI also fielded a supplementary group of companies that research suggested might be viable candidates for inclusion in 2015
- The highest rated companies from the supplementary group were then added to create a final list
- The top 100 rated companies on the final list constitute the 2015 RT100

Stakeholder Group

- General Public
- Respondents distribution was balanced to the country population on age and gender
- Sample was also controlled for region

Qualified Respondents

- Familiarity: Based on a 7-point scale, respondents must select at least 4 in order to qualify to rate a company
- RepTrak® Pulse: To provide measures on at least three of the four pulse statements

Questionnaire

- All companies are evaluated on the RepTrak® Pulse and the 7 dimensions of reputation
- Supportive behavior is also assessed by asking questions on willingness to buy, recommend, invest, work for, welcome into neighbor, say something positive about and trust to do the right thing if faced with a problem

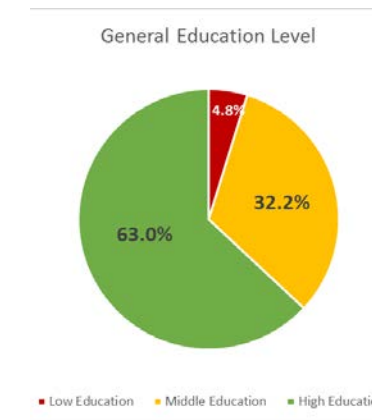
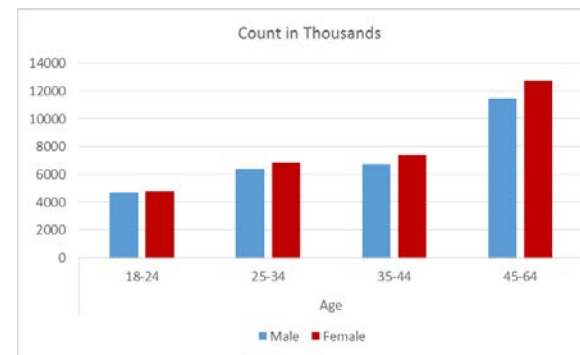
Data Collection Method

- Web Based Questionnaire in 15 countries
 - Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Russia, Spain, South Korea, United Kingdom, United States*
- Data collection was powered by Toluna

Length of Interview

- 15 minutes

	2010	2011	2012	2013	2014	2015
Number of Countries	24	15	15	15	15	15
Number of Companies	50	100	100	100	100	100
Number of Industries	17	19	18	18	19	17
Number of Respondents	40.16	47.653	47.055	57.357	59.921	61144
Number of Ratings	181.373	166.639	152.413	165.029	171.781	177847





Reputation Institute is the world's leading reputation-based research advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997.



Reputation Institute's **RepTrak®** research is the world's largest and highest quality normative reputation benchmark database.

- 15 Years of Reputation Insights
- 20+ Stakeholder Groups
- 2,000 Companies per Year
- 40 Countries



INTELLIGENCE



MEASUREMENT



DECISIONS

