

Air New Zealand again NZ's most reputable company, longest running study shows

The reputational strength of both Air New Zealand and Toyota continues, with the latest NZ Corporate Reputation Index results ranking them 1st and 2nd respectively, the fourth year running the organisations have been in the top 2.

The latest Index shows Air New Zealand taking line honours for the second year in a row; the carrier ranked 2nd in 2015. Its reputation has seen it rank highly since the Corporate Reputation Index was established in NZ, ranking third in 2013 and first in 2011 and 2012.

Toyota has also continued its impressive streak of overall reputational rankings, coming in 2nd for the second year in a row. It ranked first in 2015 and 2013, and again second in 2014.

Released this week, the NZ Corporate Reputation Index is the country's longest running corporate reputation survey and has been produced for the past seven years by research consultancy AMR in conjunction with the Reputation Institute¹. It measures how New Zealanders view the nation's top 25 companies across seven reputation drivers, and then ranks them according² to people's overall emotional reaction using more than 6,000 ratings. It is part of a global study conducted each year and uses a method validated by a database of more than three million ratings.

AMR Managing Director Oliver Freedman said Air New Zealand not only ranked well overall, but across all the individual measurements. "It appears that Air New Zealand currently has no 'weak spots' in its reputation," he explained. "It rates in the excellent category across the board which shows it has found a way to engage with New Zealand consumers, but also get a clear and consistent message out there through its marketing activities. The fact that it also rates so highly not just for excellent performance, but for Governance, Leadership and Citizenship also shows that its community based activities are both recognised and appreciated. They should be congratulated for such a strong result."

ASB also fared well in this year's rankings, rising three places to rank third overall – the first time a bank has ranked in the top 3 in the NZ Corporate Reputation Index. Freedman said research indicated New Zealanders looked particularly favourably on its approach to Workplace and Citizenship. "ASB's overall reputation and individual measurements have been on a consistently upward trend since 2014. Its Citizenship score has particularly improved and now is considered in

¹ The Reputation Institute is the leading international organisation dedicated to advancing knowledge about corporate reputations. Founded in 1997, the Reputation Institute has been a pioneer and global leader in the development of measurement tools and counsel to leading corporations around the world.

² Total= 1,927. Survey was undertaken 20th March – 30th March, 2017. The sample was weighted to age and gender quotas representative of the New Zealand general population aged 18 and over.

the 'excellent' range. They've clearly found a way to translate that into an ongoing emotional connection with New Zealanders, which is evident from this strong ranking."

While retail giant The Warehouse fell one place to rank fourth this year, Freedman said overall reputation scores were up across the board in this year's NZ index, demonstrating that New Zealanders had higher levels of admiration, trust and respect for companies than ever before.

He said several other companies have improved on reputation consistently over the past few years, including Kiwifruit marketer ZESPRI, which climbed from 8th to 5th overall this year. "This is not only the best overall rank for ZESPRI, but its highest score in the individual measurements of Performance, Leadership, Innovation and Governance. The only thing now holding ZESPRI back from challenging the top 3 is slightly lower perceptions around its Citizenship and Workplace. If these areas are addressed, ZESPRI could be a real contender in the future."

Fonterra Cooperative has also improved its reputation, following a steep decline in 2016. Freedman said its improved position could be attributed to increases across all the individual dimensions, but particularly Citizenship and Performance.

"This result shows that while a negative and public issue can see overall reputation decline, consistent commitment to rebuilding trust among consumers can rebuild positive perceptions. Their overall reputation is now at its best since tracking began in NZ," he said.

Freedman said there also appears to be improved public sentiment toward energy companies with only Z Energy losing ground (which slipped from 4th in 2016 to 9th this year) while all others have improved.

Other results:

- ANZ Bank saw significant improvement in its overall ranking, moving from 14th place in 2016 to 7th in 2017
- BNZ's reputation took a hit, falling from 10th to 16th overall this year
- Fletcher Building also saw a decline, moving from 16th to 22nd overall
- Newcomer Mainfreight had an impressive debut in the survey ranking 8th overall in its first year of inclusion, while Housing New Zealand ranked 25th overall (the first year it has been measured)

IAG and Sky Network Television were not included in this year's NZ Corporate Reputation Index as they are no longer in Deloitte's top 25 companies based on revenue.

The Corporate Reputation Index has been produced in New Zealand for the past seven years, with a similar study also conducted in Australia each year.

AMR is part of WPP AUNZ, Australasia's leading marketing content and communications group.

Ends.

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Please note – a full list of New Zealand rankings for 2017 follows

Notes to editors:

About the Reputation Index:

The 25 companies included in the New Zealand Reputation Index are sourced from the Deloitte Top 200 list, which ranks companies by revenue. Other major reputation or Corporate Responsibility studies conducted in New Zealand use a self-rating system; the companies being analysed voluntarily provide the data, which can then be audited. **However, the Reputation Index is different because it collates insight direct from consumers, and does not rely on any information provided by the companies being studied.**

In addition to collating overall reputation, the Reputation Index also measures how New Zealanders feel about each of the 25 companies according to seven parameters; Products and Services, Innovation, Workplace, Citizenship, Governance, Leadership and Performance.

Adults aged 18 and older are surveyed as part of the Reputation Index in New Zealand, with results weighted to ensure they represent appropriate gender and age groups.

About AMR:

One of Australasia's leading research consultancies, AMR regularly conducts reputation studies on corporations, countries and cities. AMR gathers in-depth data and provides insight into reputation, and how it is measured and valued both in New Zealand and across the world. AMR is part of WPP AUNZ, Australasia's leading marketing content and communications group.

2017 Corporate Reputation Index – rankings and changes



COMPANY	RANK 2017	RANK 2016	RANK CHANGE
Air New Zealand	1	1	0 
Toyota New Zealand	2	2	0 
ASB	3	6	3 
The Warehouse	4	3	-1 
ZESPRI	5	8	3 
Foodstuffs	6	7	1 
ANZ Bank	7	14	7 
Mainfreight	8	-	NEW
Z Energy	9	4	-5 
New Zealand Post	10	5	-5 
Fulton Hogan	11	11	0 
Woolworths New Zealand Group	12	15	3 
Genesis Energy	13	13	0 
TrustPower	14	18	4 
Meridian Energy	15	12	-3 
BNZ	16	10	-6 
Vodafone	17	9	-8 
Spark New Zealand	18	19	1 
Westpac	19	17	-2 
Contact Energy	20	20	0 
Fonterra Cooperative	21	23	2 
Fletcher Building	22	16	-6 
BP New Zealand	23	21	-2 
ExxonMobil New Zealand	24	24	0 
Housing New Zealand	25	-	NEW