

"A strong reputation built and maintained over a long period of time means companies can 'weather the storm' from any issues that might arise"
- Oliver Freedman, 2014

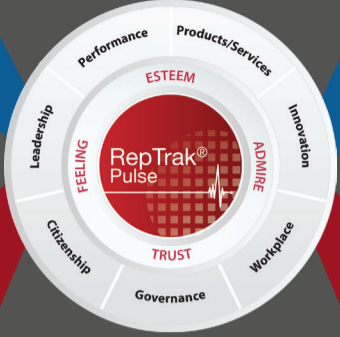
RepTrak® – A quick guide to managing corporate reputation

WHAT IS REPUTATION?
It is the emotional connection felt by stakeholders towards a company

WHY IS REPUTATION IMPORTANT?
It drives stakeholder behaviour, Below shows how reputation is linked to support

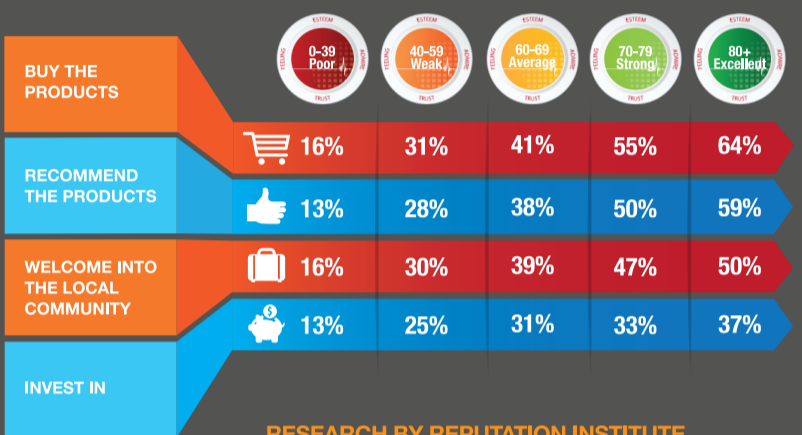
ABOUT REPTRAK®
Developed through academic research, it measures reputation and its 7 rational drivers

ABOUT THE REPUTATION INDEX
It collects perceptions of the Australian general public using RepTrak®



Moving from a **weak reputation** to a **strong reputation** will increase advocacy

RELATIONSHIP BETWEEN REPUTATION AND STAKEHOLDER SUPPORT
Improving your Reputation Score increases the likelihood that people would...



RESEARCH BY REPUTATION INSTITUTE

ACCORDING TO OVER 300 GLOBAL CORPORATE REPUTATION LEADERS AND PRACTITIONERS...

79%
agree that we are competing in a Reputation Economy

20%
Say their company is ready to take advantage of its reputation



56%
Say reputation is a high priority for Executive Management and Board of Directors

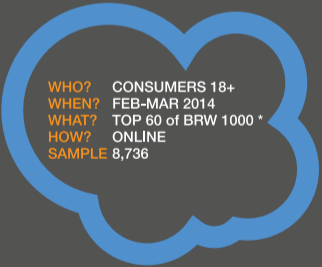
63%
Expect reputation management to be a higher priority for their company

The Winner of the Australia 2014 RepTrak®, and the only company to have an **Excellent Reputation Score**, is ...

AUSTRALIA REPTRAK® 2014 RESULTS



- 1 JB HI-FI
- 2 Australia Post
- 3 Mazda Australia
- 4 Toyota
- 5 Nestle Australia
- 6 The Good Guys
- 7 Air New Zealand
- 8 Virgin Australia
- 9 ALDI Australia
- 10 Apple Australia
- 11 Hewlett-Packard
- 12 ING Direct
- 13 Bendigo and Adelaide Bank
- 14 BlueScope Steel
- 15 Westfield Group
- 16 Flight Centre
- 17 Wesfarmers
- 18 Woolworths
- 19 Harvey Norman
- 20 Nissan Australia
- 21 Myer
- 22 Bupa
- 23 IBM Australia
- 24 Suncorp Group
- 25 Medibank Private
- 26 Qantas Airways
- 27 BHP Billiton
- 28 Lion
- 29 Zurich Financial Services
- 30 CBA
- 31 Caltex Australia
- 32 ANZ
- 33 AMP
- 34 Allianz Australia
- 35 GM Holden
- 36 Visy Industries
- 37 7-Eleven
- 38 IAG
- 39 Westpac
- 40 NAB
- 41 QBE
- 42 Shell Australia
- 43 Optus
- 44 Tatts Group
- 45 Coca-Cola Amatil
- 46 Macquarie Group



WHO? CONSUMERS 18+
WHEN? FEB-MAR 2014
WHAT? TOP 60 of BRW 1000*
HOW? ONLINE
SAMPLE 8,736

- 47 Foxtel
- 48 Citigroup
- 49 Ford Australia
- 50 Origin Energy
- 51 BP Australasia
- 52 Telstra
- 53 RioTinto
- 54 Energy Australia
- 55 AGL Energy
- 56 ATO
- 57 Fairfax Media
- 58 Vodafone
- 59 Tabcorp
- 60 News Limited

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