

Why Reputation Matters

People listen to and act on information from those they trust



Ipsos Public Affairs believes in the *present value* of corporate reputation – that a good reputation can be used to drive your business performance today, as well as to establish a reservoir of goodwill to draw upon when challenges and difficulties arise in the future.

Why Reputation Matters

A good reputation builds goodwill to help organizations weather a crisis. Additionally, a positive reputation enables organizations to communicate effectively and efficiently.

Specifically, consumers are more likely to act on advertising from companies that they trust – improving marketing efficiency and bottom line profitability. And stakeholders are more likely to find your arguments compelling and act on your behalf.

Consumers and other stakeholders have access to more information than ever before and have more tools than ever before to broadcast their opinions. This situation provides companies with both opportunities for business rewards based on having a good reputation as well as additional exposure to reputational risk.

What is Reputation Risk?

Reputation Risk is the impact of third party pressures and influence on the environment in which an organization or company operates. These are the externally imposed limits to an organization's ability to operate within a particular jurisdiction or regulatory environment.

What is the impact of a strong reputation?

Our research shows a strong correlation between a company or organization's reputation and its ability to successfully market to its consumers or stakeholders.

For corporations, this translates into more cost effective marketing communications, an increased likelihood for consumers to try products marketed under your company's corporate brand, and a greater ability to charge a premium for your products/services.

"The way to gain a good reputation is to endeavor to be what you desire to appear"

A good reputation means facing fewer communication headwinds. Among non-consumer stakeholders such as government regulators, this leads to more favorable policy decisions. Financial stakeholders will be more likely to recommend investment in your organization, and business partners more likely to collaborate with your organization if you have a good reputation.

How we can help

The Ipsos Public Affairs Reputation and Risk Management research team uses a validated global reputation model to provide clients in the corporate, not-for-profit and government sectors with highly customized research to:

- manage and build your reputation;
- determine where you stand now and how you can improve your standing in the future
- illustrate the relationships between awareness; familiarity, favorability, trust and advocacy (The Reputation Pyramid);
- determine Reputation Efficiency – modeling reputation's impact on openness to products and advertising;
- plan, manage, and improve strategic and crisis communications;
- develop a deeper understanding of your employees and other stakeholder audiences;
- measure policy support and willingness to invest among stakeholders;
- measure performance relative to competitors.

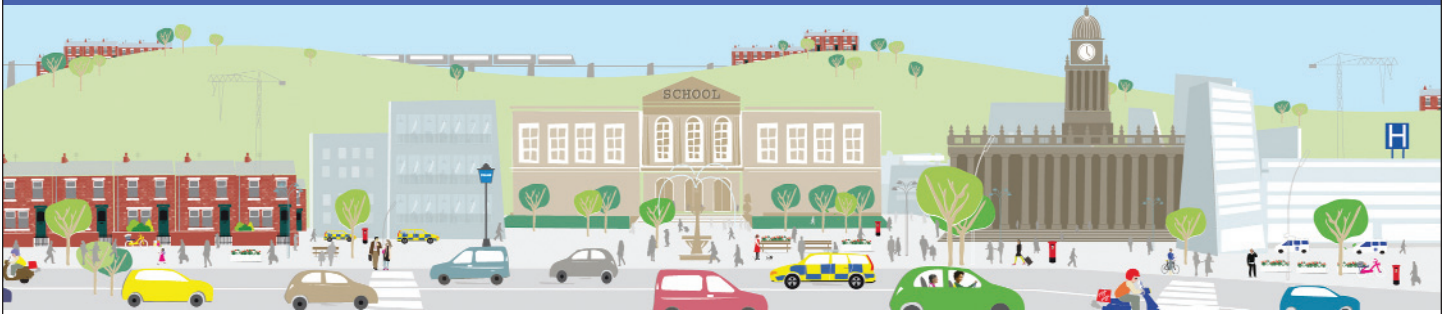
Who We Survey

We employ a variety of qualitative and quantitative (telephone, online, face-to-face) methodologies to survey a diverse range of global audiences, including:

- the General Public
- Opinion leaders
- Your key customers
- Your key stakeholders (government, NGOs, media, C-Suite, etc.)
- Targeted populations or communities



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists



Reputation Norms

Through the Ipsos normative reputation database we are able to help our clients put their reputation in context. We have normative measures of consumer opinion for companies in more than 20 countries, including the U.S. and Canada.

Why choose Ipsos?

Our philosophy is not only to tell you where you are and how you stack up, but to help you understand how to shape your reputation and envision where you can stand in the future.

We go beyond the traditional “measure and compare” tests. Our approach encompasses these basic measures but also evaluates:

- **Marketing efficiency** – modeling reputation’s effect on the credibility and appeal of your messages, products or services
- **Social context** – regulatory environment, social trends, news cycle, etc.
- **Values and policy context** – stakeholder perceptions, preferences and values
- **Communications** – how to improve your reputation through effective messages and message placement

Consulting, Planning and Workshop Solutions

In addition to our custom research practice, the Ipsos Reputation Research team also provides advice to organizations on the best course of action to ensure that their reputation is crisis ready. Ipsos Public Affairs provides clients with a truly global reputation capability. Our professional survey researchers have been trained on and executed the Ipsos Global Reputation Model for companies in multiple industries. Our reputation research clients range from the most powerful companies in the world (Microsoft, Coca-Cola, and Procter & Gamble) to companies that are only known within their home country.

Generating business critical insights that will help to create and maintain value in your organization underlines our strategic approach to reputation research. However insight alone is not enough – without accompanying organizational action it is a job only half done. Using the Alignment and Action Planning Workshop, we help clients to explore the behavioural and communication challenges highlighted by the research. The workshop helps to effectively internalise results and create an environment in which individuals can develop creative solutions to address the reputation issues raised.

Syndicated Research

For organizations looking for basic reputation measures or those with limited budgets, Ipsos also offers a variety of syndicated or multi-client research studies that explore Reputation.

Syndicated studies are available for the U.S. and/or Canada, as well as in 23 countries around the world. Our syndicated offerings include:

- **I-REP Canadian Corporate Reputation Monitor** – a quarterly survey of company and sector strengths and weaknesses on the key metrics and the drivers of reputation.
- **I-REP Insurance Advisor** – a monthly tracking survey of Americans’ opinions and attitudes towards 40 insurance companies.
- **Global @dvisor** – a 20+ country survey of global influencers.

This syndicated approach allows subscribers to share the fixed costs of asking key reputation questions but still have their own proprietary results.

Contact information

To learn more about Ipsos’ Reputation research solutions, please contact:

United States

R. Trenton Ross

Managing Director, Ipsos Global Reputation Center
202.463.2140
trent.ross@ipsos.com

Nicolas Boyon

Senior Vice President, Ipsos Public Affairs
646.364.7583
nicolas.boyon@ipsos.com

Canada

Sandra Guiry

Vice President, Ipsos Reid
416.324.2018
sandra.guiry@ipsos.com

