

COLMAR BRUNTON

CORPORATE REPUTATION INDEX

2017

IN PARTNERSHIP WITH
WRIGHT COMMUNICATIONS



**Citizens are more powerful
than ever before but
we're more insecure
and angry than at
any time since
the end of the
Cold War.**

THE LEADERS REPORT 2017

WPP Government and Public
Sector Practice



RELIABLE SOURCES

Percentage of those who find each source more believable than its pair

32%
Institutions



68%
Individuals

38%
Preserver of
Status
Quo



62%
Reformer

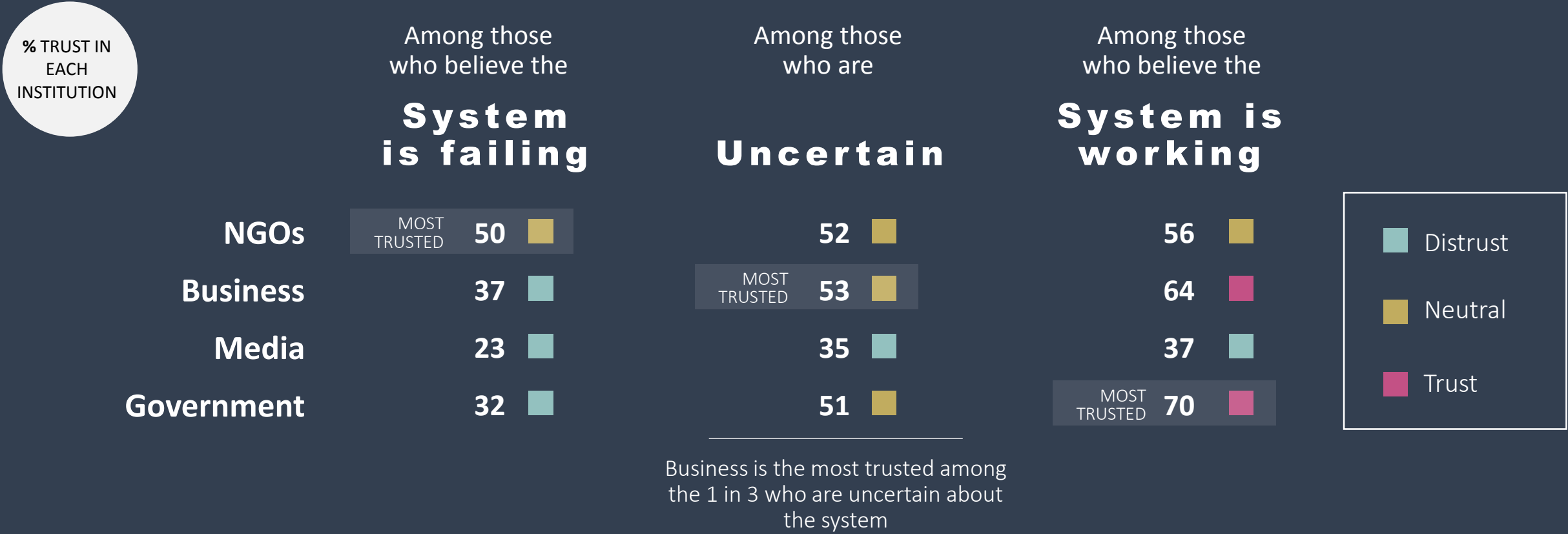
34%
Company Press
Statements



66%
Leaked
information

Source: 2017 Edelman Trust Barometer Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust) General Population, 28-country global total, cut by "the system is failing" segments. Q672-675, 678-680, 688-690. For details on how the "system failing" measure was calculated, please refer to the Technical Appendix.

BUSINESS IS MOST TRUSTED BY THE UNCERTAIN



Source: 2017 Edelman Trust Barometer Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) General Population, 28-country global total, cut by “the system is failing” segments. Q672-675, 678-680, 688-690. For details on how the “system failing” measure was calculated, please refer to the Technical Appendix.

THE 2017 NZ CORPORATE REPUTATION RANKING



Uses the global RepZ framework with standardised reputation attributes

Includes NZ's top 100 consumer facing corporates by revenue as listed in Deloitte Top 200, plus includes financial services brands



17 Industry categories

Brands indexed against major competitors in their category to remove industry bias



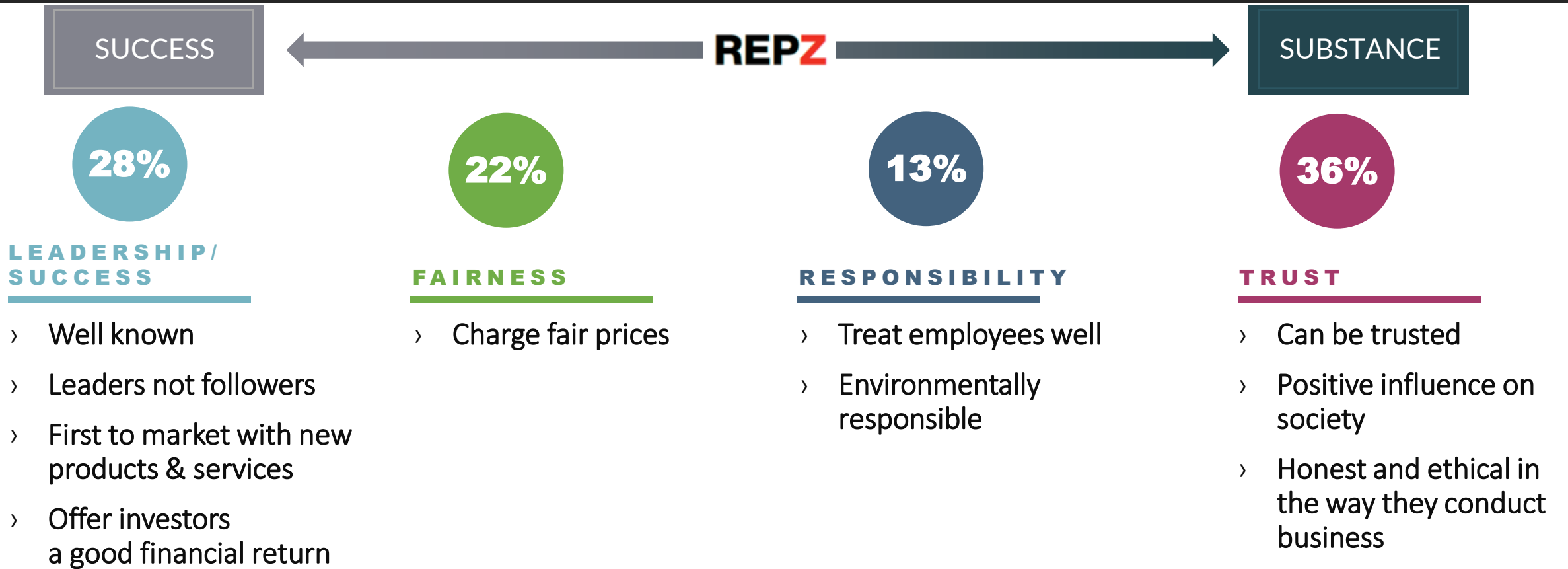
Nationally representative sample by age, gender and region.

Average sample size of n=500 per category

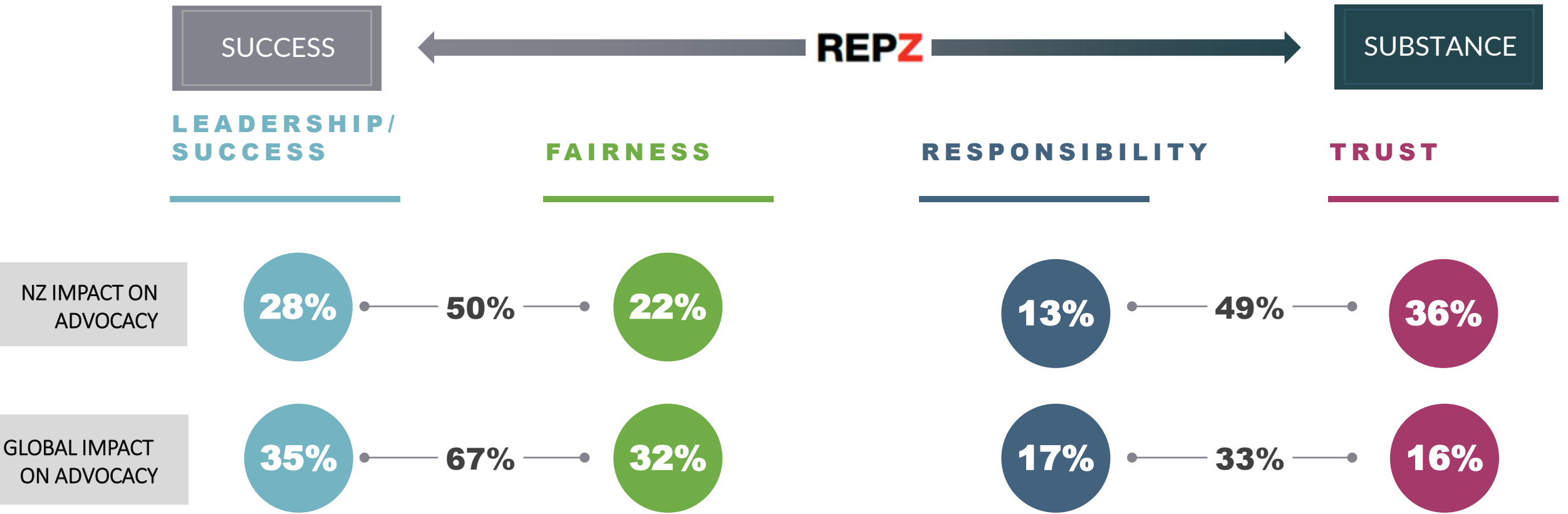


Survey period from end October 2016 to December 2016.

OUR MODEL FOCUSES ON THE FOUR PILLARS DRIVING REPUTATION WEIGHTED BY THEIR IMPACT ON ADVOCACY



COMPARED TO GLOBAL CONSUMERS, NEW ZEALANDERS RESPOND MORE STRONGLY TO CORPORATES THAT SHOW THEY CARE





HOW TO READ THE INDEX

THE REPZ INDEX:

105+

Superior strength

= within top 10% globally

101-104

Strong

100

Average

96 - 99

Weak

95<

Excessively Weak

**LET'S TAKE A LOOK AT NZ'S
TOP 20 CORPORATES IN 2017**

TOP 20 RANKED BY INDEX

A RepZ Index of 105 or above places corporates in the top 10% globally



RepZ Index

AIR NEW ZEALAND  **119**

 TOYOTA **110**

 **110**

 Insurance **109**

 **109**

Fisher & Paykel **108**

 tvnz **108**

the warehouse  **106**

 NEW WORLD **106**

 Auckland Airport **106**

New Zealand Post  **105**

 **105**

 **104**

 kiwi bank **104**

Mercury  **104**

BRISCOES  **104**

 meridian **103**

ASB **103**

 **103**

 **103**

THE TOP 10 GENERALLY DEMONSTRATE STRENGTH ACROSS ALL REPUTATION PILLARS, OFTEN WITH OUTSTANDING PERFORMANCE IN ONE OR MORE.

	LEADERSHIP/ SUCCESS	FAIRNESS	RESPONSIBILITY	TRUST	REPZ
 AIR NEW ZEALAND	121	107	115	127	119
 TOYOTA	106	118	106	111	110
 ENERGY	113	104	107	112	110
 Insurance	111	107	104	110	109
 PAK'nSAVE	106	123	102	105	109

	LEADERSHIP/ SUCCESS	FAIRNESS	RESPONSIBILITY	TRUST	REPZ
 Fisher & Paykel	109	108	105	109	108
 tvnz	105	113	102	109	108
 thewarehouse //	103	115	105	104	106
 NEW WORLD	110	99	106	108	106
 Auckland Airport	109	101	103	107	106

105+ = within top 10% globally

THE TOP 10 TRUST LEADERS IN NZ 2017:

Amongst top 100 NZ corporates by
revenue

*Trust remains the
most important
pillar driving
reputation*

AIR NEW ZEALAND 

127



112

 TOYOTA

111

 Insurance

110

New Zealand Post 

110

Fisher & Paykel

109



109

 NEW WORLD

108

 Auckland
Airport

107

 kiwi bank

107

TRUST TAKES TIME TO BUILD. DEMONSTRATING YOUR BUSINESS HAS NZER'S INTERESTS AT HEART MAKES A DIFFERENCE



“

It's New Zealand owned and they don't try and rip off their country - TVNZ

I see the investment they are making which is a quality environment to make travel easier and more satisfying.-

Auckland Airport

I have had several Toyota's over the years, so a brand I know and trust. -
Toyota

Very well constructed, and they stand by their products. - Fisher & Paykel

I trust them, they have great service, a great company that looks after their passengers. Also I like to support NZ businesses. - Air NZ

And why do you think so well of [xxx], that you would speak highly of them?

”

THE TOP 10 SUCCESS LEADERS IN NZ 2017:

Amongst top 100 NZ corporates by
revenue

*Leaders in the RepZ
Success component
tend to be **big and
established,**
dominating or
leading their
categories and seen
as **meaningfully
different** from the
competition.*

AIR NEW ZEALAND 

121



120



113

The Coca-Cola Company

111

AA Insurance

111

 **NEW WORLD**

110

Fisher & Paykel

109

A Auckland
Airport

109



109



108

SALIENCE AND A COMMITMENT TO INNOVATION ARE KEY TO A SUSTAINED LEADERSHIP POSITION



“

NZ owned, they've done a good job changing their image since the Govt take over. Is a market leader on par with BP for what they offer. - Z Energy

They are leaders in their field and well recognised. - Apple

Our biggest business that does so much for NZ. Have come a long way environmentally . - Fonterra

Biggest dairy co in NZ, have overcome many issues in recent years and generally do well for their suppliers.
- Fonterra

And why do you think so well of [xxx], that you would speak highly of them?

”

THE TOP 10 FAIRNESS LEADERS IN NZ 2017:

Amongst top 100 NZ corporates by
revenue

*Brands known for a
strong value
proposition help
create a sense of
Fairness about the
corporation.*

PAKŌSAVE

123

 **TOYOTA**

118

the**warehouse** //

115

 **tvnz**

113



111

BRISCOES
HOMEWARE 

111

Fisher&Paykel

108

AIR NEW ZEALAND 

107

AA Insurance

107

kiwibank

106

FAIRNESS IS ABOUT A FAIR VALUE EXCHANGE NOT JUST CHEAPEST PRICING

“

They offer great value for money, I love their TV ads, good all round brand! - Pak n Save

Great price, variety, good quality.
- The Warehouse

They provide a good range of products which are of quality at a competitive price. - Briscoes

Appliances are long lasting, do a good job, have a range of affordable prices and look good. - Fisher & Paykel

2degrees is the brand for the kiwis. They always fight for fair and are trend setters.
- 2degrees

”

THE TOP 10 RESPONSIBILITY LEADERS IN NZ 2017:

Amongst top 100 NZ corporates by
revenue

*Responsibility is **not**
the main driver of
reputation, but
where it is
conspicuously lacking
it is a weakness
holding back the
brand and
corporation.*

AIR NEW ZEALAND 

115


ENERGY

107

 TOYOTA

106

 NEW WORLD

106

Fisher & Paykel

105

the warehouse //

105


meridian

105

 Insurance

104



104

Mercury 

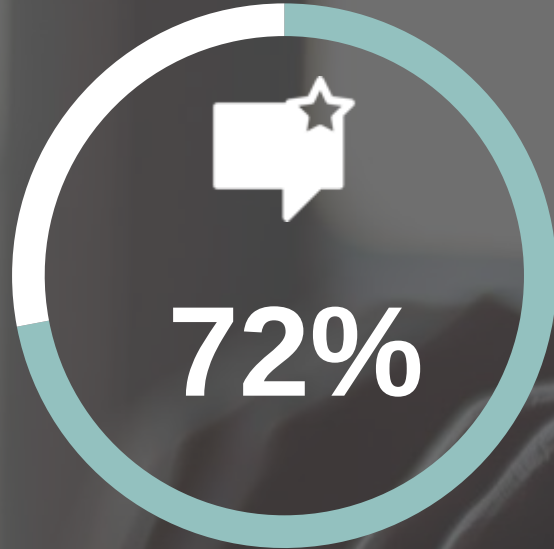
103

There are significant reputational and loyalty rewards for those organisations who are perceived to behave responsibly.

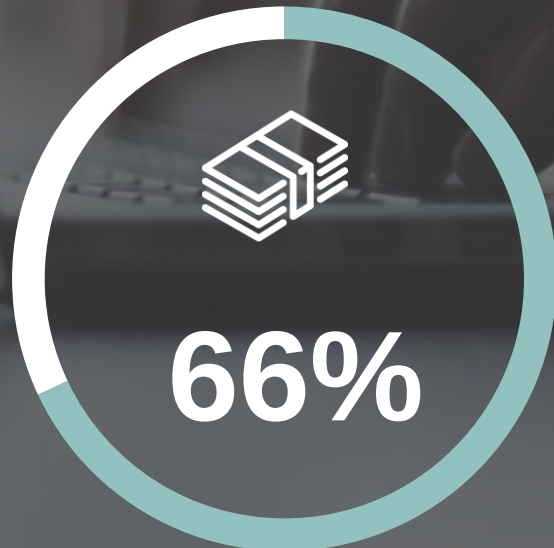


Employees
are more
likely to
remain loyal,
and to act as
advocates of
their
company.

MY WORKPLACE	Has values I believe in	Has a strong sense of purpose beyond financial success	Actively supports society	Makes ethical decisions
IS A WORKPLACE I WOULD RECOMMEND TO OTHERS	78 14	79 15	78 20	77 19
MAKES ME FEEL A STRONG SENSE OF LOYALTY TOWARDS IT	81 10	78 10	75 22	80 15
Agree / (%)			Disagree / (%)	



say it's important for them to work for a company that is socially and environmentally responsible.



of Kiwis would rather work for a company with strong values even if they are paid less.

**SO WHY IS
REPUTATION
IMPORTANT AND WHAT
CAN WE CAN WE
LEARN FROM OUR
REPUTATIONAL
LEADERS?**



A GREAT REPUTATION SUPERCHARGES ADVOCACY

*On average, the brand with the best reputation in each category achieves Advocacy scores that are **56%** higher than their competitors.*

AIR NEW ZEALAND 

+150%


TOYOTA

+71%


ENERGY

+74%

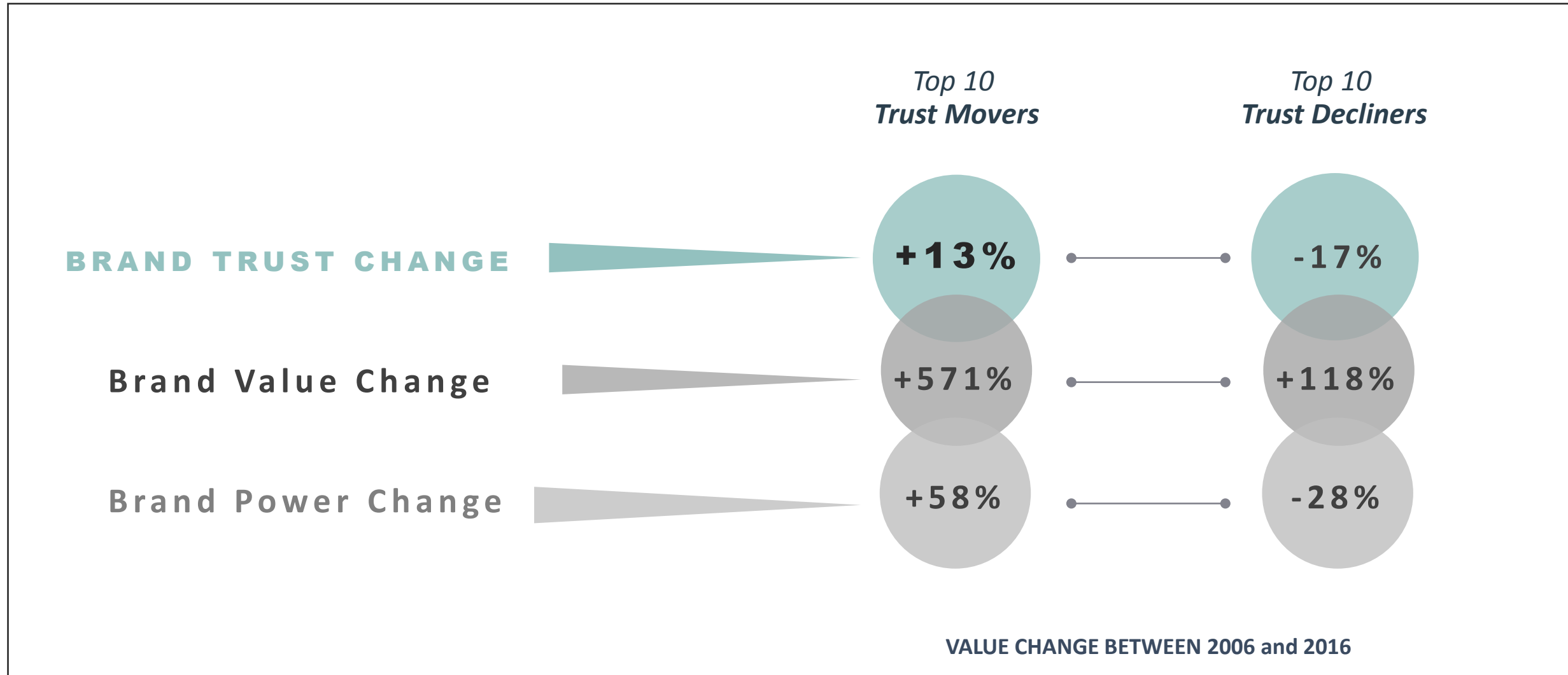
AA Insurance

+93%

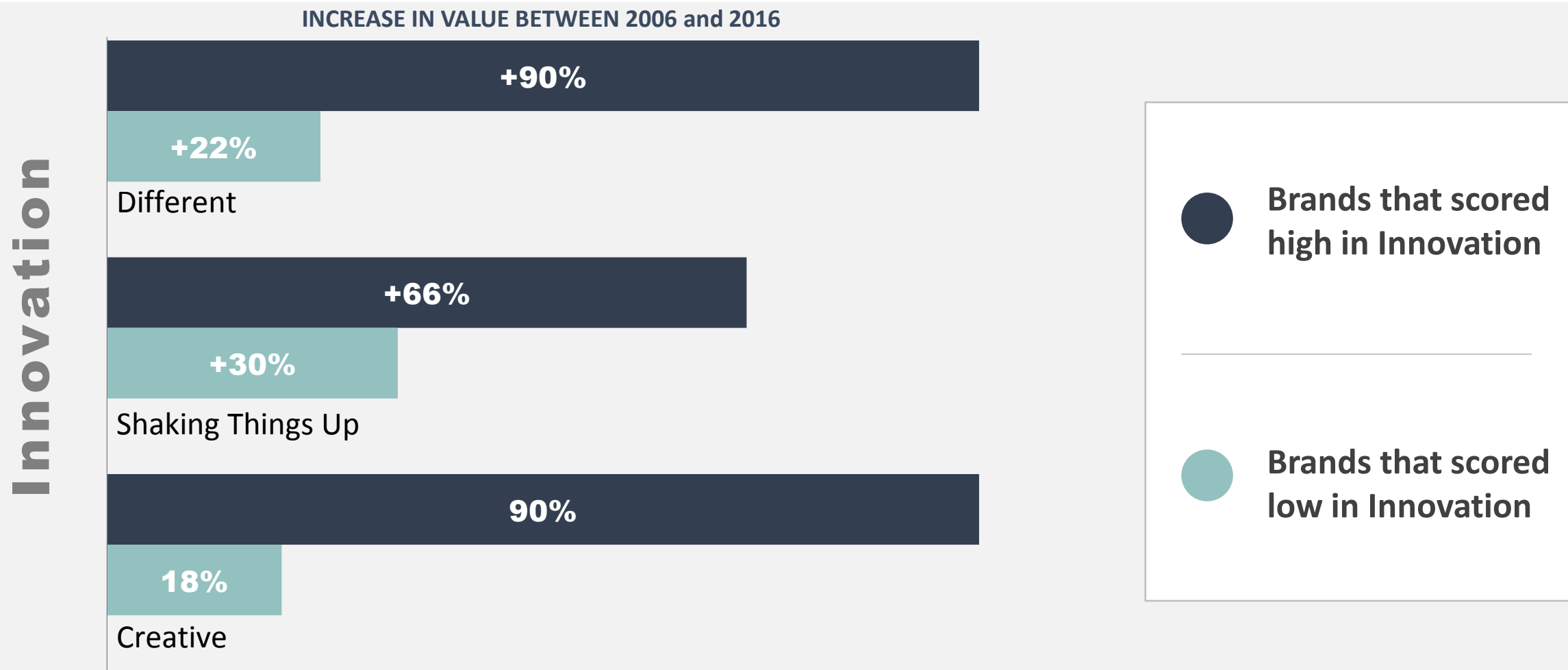
**PAK'n
SAVE**

+34%

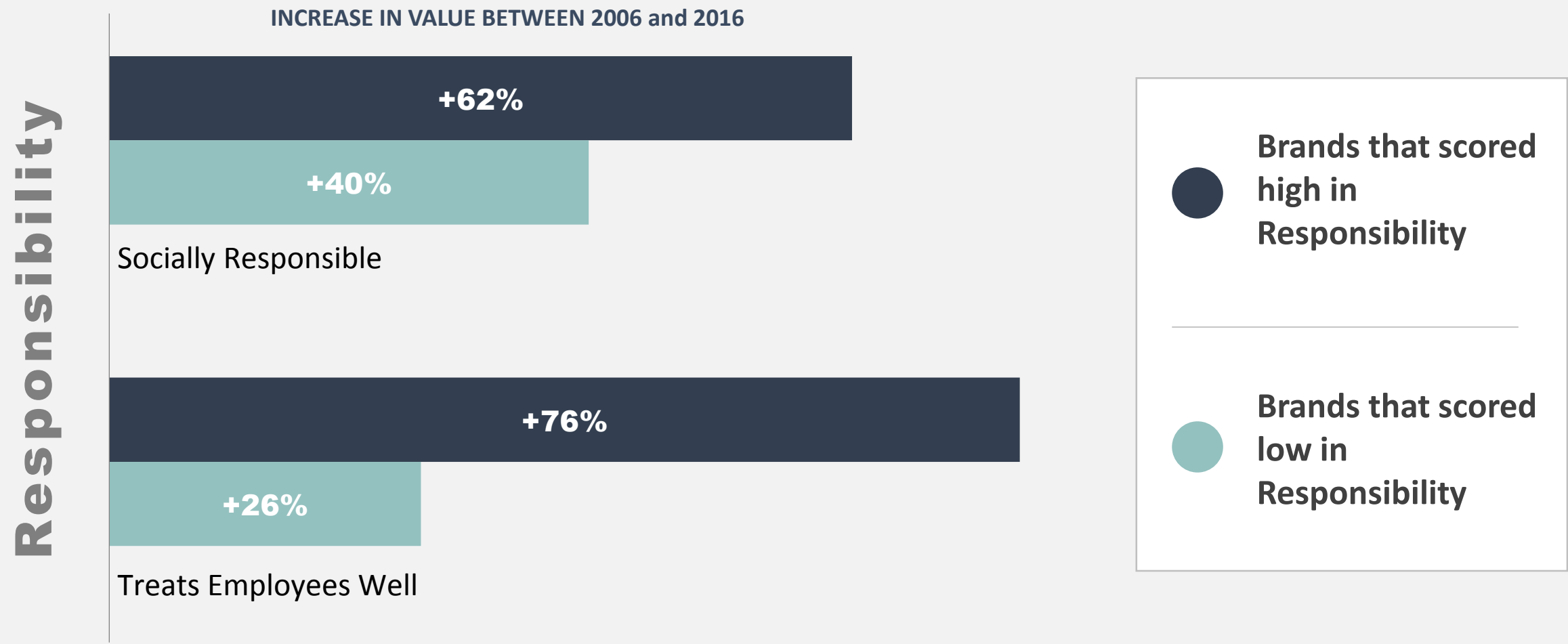
THERE IS STRONG EVIDENCE THAT TRUST IMPACTS BRAND VALUE AND BRAND POWER



LEADERSHIP THROUGH INNOVATION CAN HAVE AN ENORMOUS IMPACT ON VALUE



RESPONSIBILITY IMPACTS ON BRAND VALUE



Source: BrandZ™ Millward Brown Top 100 Most Valuable Global Brands 2016

CONGRATULATIONS
TO THE TOP
PERFORMERS FOR
2017

CORPORATE REPUTATION INDEX 2017

Top 10



109



109

Fisher & Paykel

108



108



106



NEW WORLD

106



106



COLMAR BRUNTON
A Kantar Millward Brown Company

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