

I-REP

Ipsos Reputation Tracker





HOW ARE ECONOMIC FORCES, GEOPOLITICAL TENSIONS AND YOUR OWN ACTIVATIONS AND COMMUNICATIONS IMPACTING YOUR REPUTATION?

Canada's leading companies use I-Rep to measure their reputation in the marketplace and to determine a path for strengthening and protecting their most important asset—their good name—and the reputation behind it.

I-Rep provides companies with a snapshot of their reputation, and a ranking both within their industry and against Ipsos's Reputation Norms which are based on 120+ companies in Canada.

Affordability concerns, climate change, natural disasters, AI, a housing crisis, diversity, equity and inclusion and evolving attitudes on ESG among consumers are all increasing the challenging headwinds faced by corporations. But in these challenges lies opportunity, if a company has a clear direction about what to focus on and how they can and should be helping society. How companies are seen to be addressing these challenges, not exacerbating them, has a direct impact on their reputation, and the degree to which consumers will support that company.

This report is essential for clients who want to:

- Improve or maintain their current reputation
- Guide messaging and social impact strategies, including assessing performance on sustainability
- Assess the impact of existing and potential communications efforts
- Identify the unique, sector-specific drivers of their reputation with a goal of improving their trust among Canadians
- Understand how their reputation impacts consumers' propensity to do business with them
- Understand how (and which) components of ESG (Environment, Social, Governance) are most important in driving perceptions of your organization and measuring perceptions through an ESG Index.



In the core study, organizations are measured on a series of sector specific attributes that help to uncover what Canadians believe they stand for, including: quality of products and services, appeal as an employer, quality of management, customer service, diversity and inclusion, social and environmental responsibility, ethical business practice, caring about consumers, value for money, responsible AI use, and others.

I-Rep runs annually in November and December in Canada. Final reports are delivered early in 2027.

Each client receives:

- A custom report outlining where they sit within the broader Canadian landscape, and against their four chosen comparators
- Performance scores across a broad range of attributes, which inform a driver analysis on trust
- Access to comparative data for 120+ companies

Clients receive the annual report and a presentation for the base price. Regional or age boosts, boost among key communities including Black, Indigenous and Persons of Colour (BIPOC) or others can be conducted to understand your reputation among these diverse communities. Driver analyses can also be included for an additional charge. Other optional add-ons include client specific questions, regional or company-based analysis, and activation workshops. Activation workshops are ideal for organizations that want to ensure that the reputational insights and recommendations to drive improved reputation outcomes from the report are shared and understood by key stakeholders throughout your organization.

For more information about I-Rep, including core study pricing and costs for optional add-ons, please contact:

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