

# IPSOS CORPORATE REPUTATION



## Unlocking Business Value | Reputation Drives Results

Managing **brand and corporate reputation** has never been more important, or more challenging. Viewing reputation not as a cost, but as a **critical investment that yields a tangible return**, is the first step. Over the past decade, as trust in institutions like government has declined, both consumers and shareholders have come to expect more from the private sector and its leaders. They expect businesses to help **right societal wrongs** and to **drive a positive impact** in the communities where they operate—all while delivering **strong financial results**.

While there are consistencies in what builds and erodes trust, much remains unique to any given company. Modern business leaders and communications teams require a **toolkit that's agile, scalable**, and able to match the pace of the dynamic environment around them.

Building from our ethos to deliver a Total Understanding of people and the context in which they make choices, Ipsos' Corporate Reputation specialty group leverages **the global scale and operational expertise** of Ipsos' worldwide network. We partner this with a multidisciplinary staff—including former consultants, marketing and branding experts, public affairs and crisis counselors, and advanced analytics specialists. Our diverse toolkit combines classic research methods with **digital-first, AI-powered approaches** to understand a client's unique reputation ecosystem.

Importantly, the goal is not just insight, it's **action**. We offer clients **prescriptive, data-driven guidance** on how to unite their organization under a shared vision and adapt corporate strategy and communications to bolster trust with the stakeholders that matter most. By doing so, we help clients realize the **full value of their reputation investment**, driving growth, ensuring their license to operate, and building resilience for the future.

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## A REPUTATION BUILT ON TRUST UNLOCKS BUSINESS VALUE

### REGULATORY POLICY MAKERS / INFLUENCERS

To ensure fewer headwinds among regulators - support for license to operate

### CUSTOMERS

Increase likelihood to purchase, pay a premium, listen to your advertising

### FINANCIAL ANALYSTS

To ensure investor confidence - share price resilience and growth



### MEDIA

To ensure communications credibility - a voice that is heard

### EMPLOYEES

To ensure engaged and supported employees deliver high performance

### BUSINESS LEADERS & PARTNERS

To ensure productive collaborations - Leading Fortune and FTSE firms, brokers, JVs, supplier relationships etc.

## TRUST: BUSINESS PROTECTOR AND GROWTH DRIVER

### LICENSE TO OPERATE

Among people who trust a company a great deal, **more than half (59%)** say they would definitely give that company the benefit of the doubt in a crisis. Among people who are feel neutral toward a company, that percentage shrinks **to just 10%**.

### CONTRIBUTION TO GROWTH

Across borders and cultures there is a consistent finding that people who trust a company are **more likely to purchase** its products, **pay a premium** and find its **commercials believable** when compared to companies with lower levels of trust.

## OUR 6 KEYS TO BUILDING TRUST & UNLOCKING VALUE

### STAKEHOLDER MAPPING

identifying the key opinion formers (KOF) who have a real impact on your business - talking to the right people.

### REPUTATION TRACKING & DIAGNOSTICS

reputation performance and campaign evaluation - key insights for better decision making.

### AI-POWERED DIGITAL SIGNALS & LISTENING

real time analysis of the emerging attitudes, issues and critical audiences via Ipsos RISE.

### CRISIS MANAGEMENT

fast insights and advice to help you tackle acute reputation threats.

### COMMUNITY LISTENING

making sure stakeholders see you as a good neighbour and support your activities.

### ESG STRATEGY

Defining relevant and authentic activity that contributes to your company's value and license to operate.