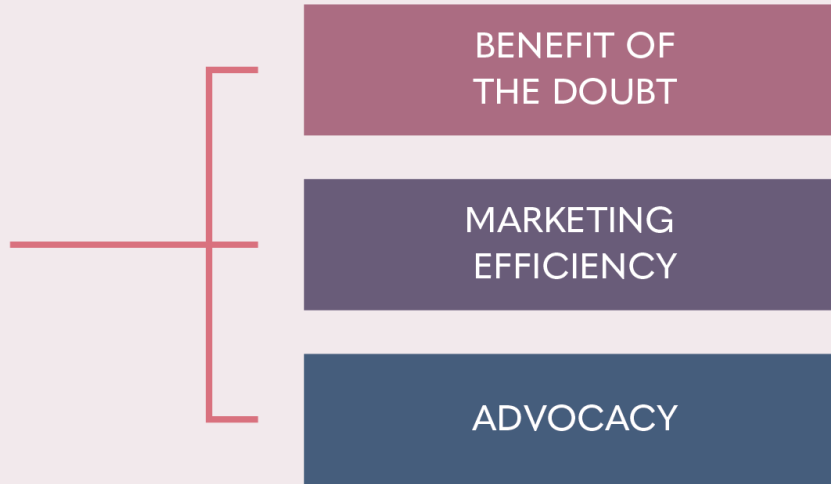


UNLOCKING THE VALUE OF REPUTATION

The Definitive Link Between Corporate Reputation and Better Business Efficiency

- THE LINK BETWEEN TRUST, REPUTATION, AND BENEFIT OF THE DOUBT
- HOW REPUTATION AND TRUST AFFECT PURCHASE DECISIONS AND MARKETING EFFICIENCY
- WHAT ORGANIZATIONS NEED TO KNOW ABOUT BUILDING DIGITAL ADVOCACY

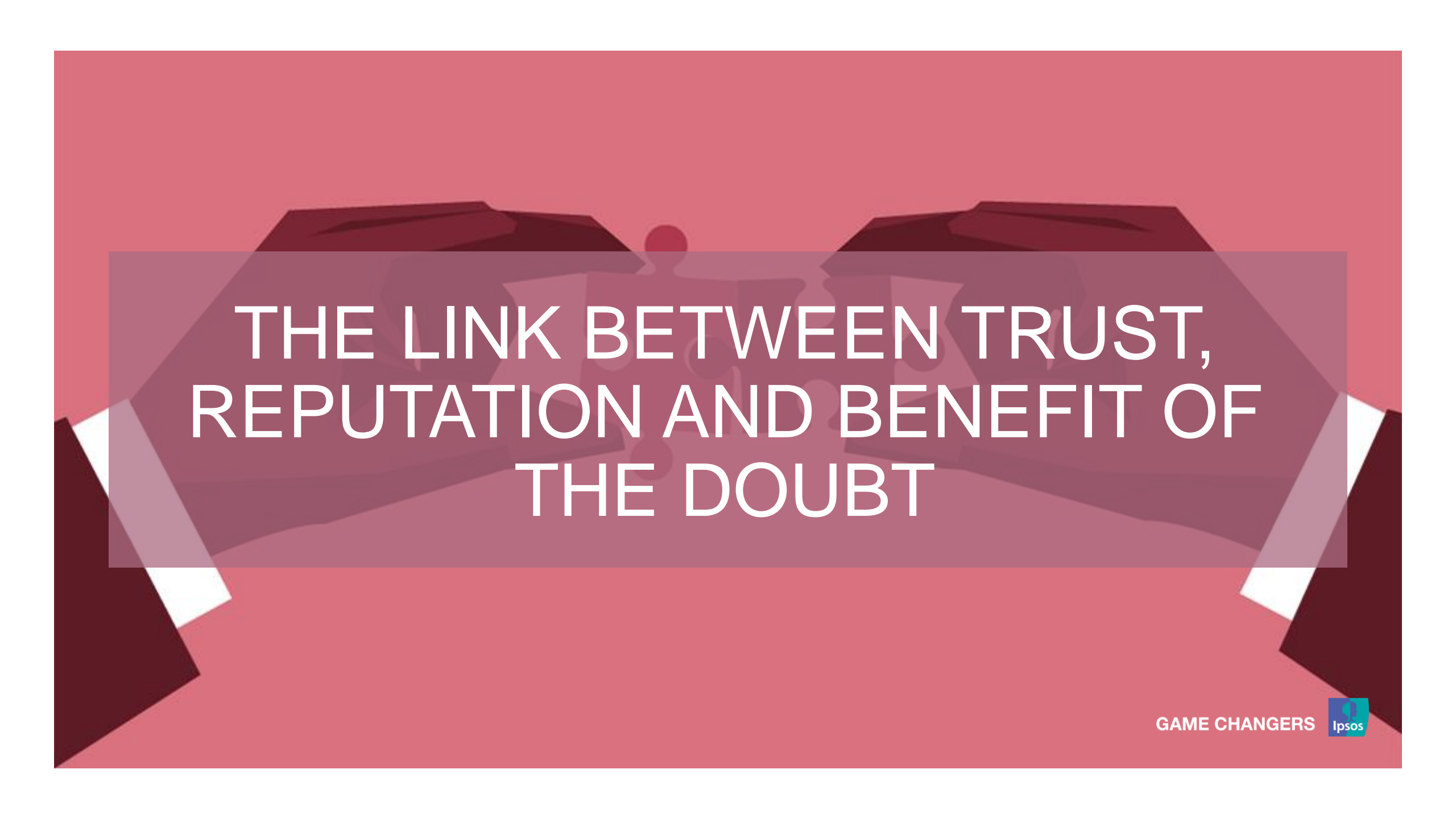
UNLOCKING THE VALUE OF REPUTATION



Ipsos Global Reputation Centre research across 31 countries shows conclusive proof of the relationship between a good reputation and better business efficiency.

Building trust gives companies an advantage in telling their story in times of crisis, marketing their products efficiently, and turning stakeholders into advocates.



The background is a solid reddish-pink color. In the center, there is a faint, stylized illustration of a person with their arms outstretched, surrounded by various geometric shapes like hexagons and circles. A semi-transparent dark purple rectangle is centered over the image, containing the title text in white.

THE LINK BETWEEN TRUST, REPUTATION AND BENEFIT OF THE DOUBT

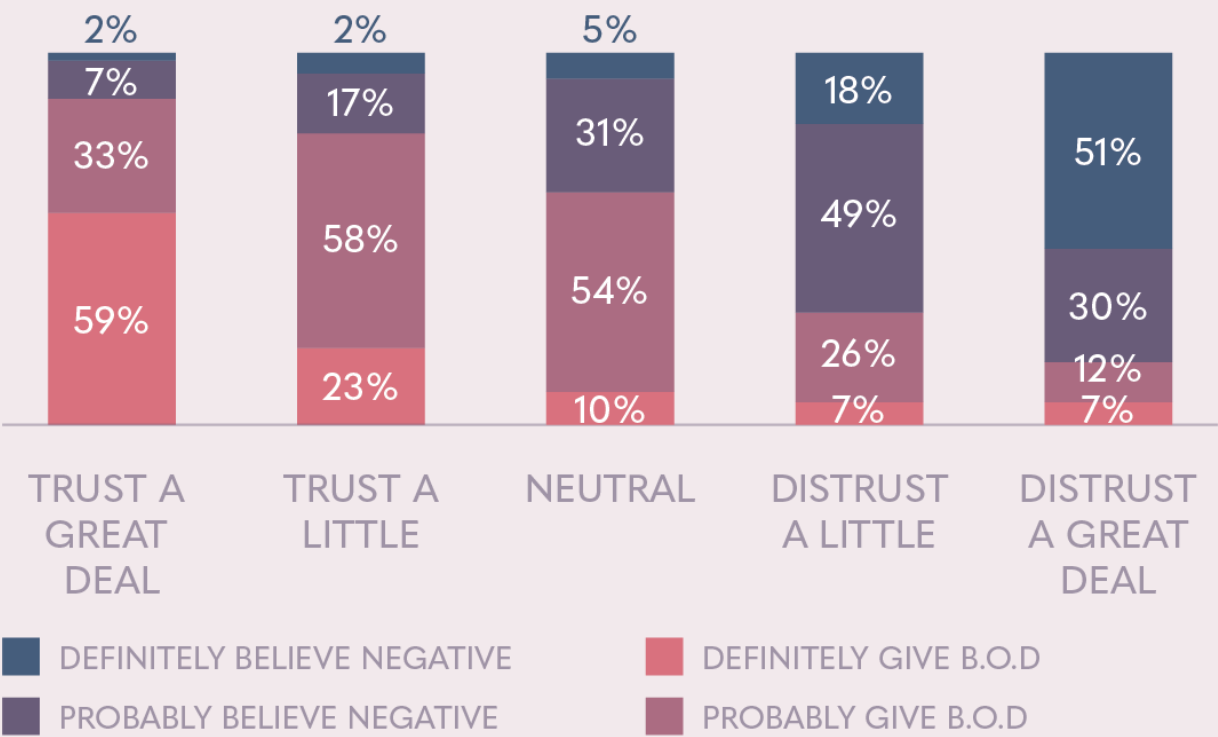
BUILDING TRUST BUILDS REPUTATION

A GOOD REPUTATION BUILDS BENEFIT OF THE DOUBT, AND ENSURES YOUR VOICE IS HEARD IN A CRISIS.

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%.

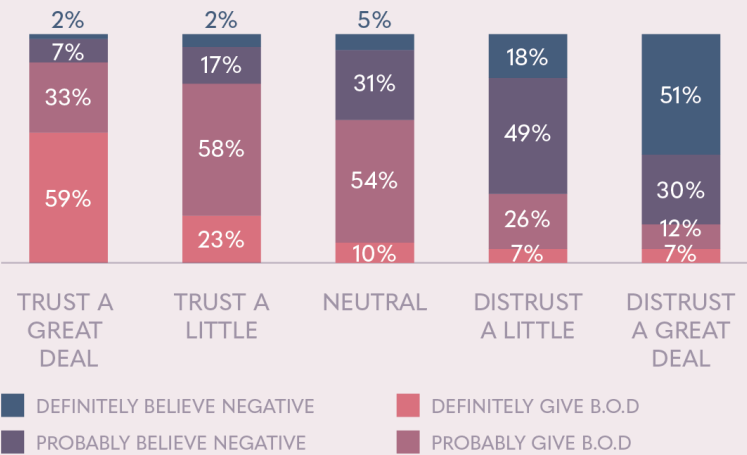
BENEFIT OF THE DOUBT BY TRUST



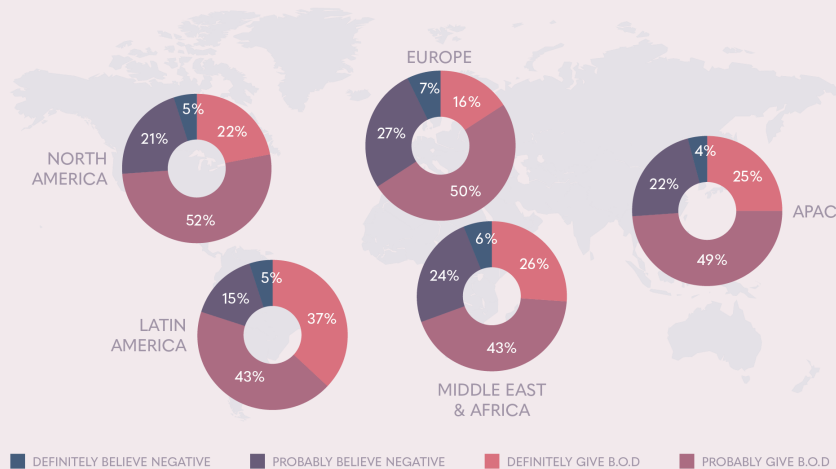
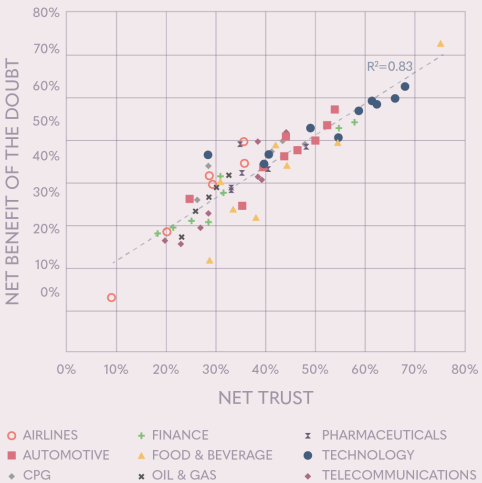
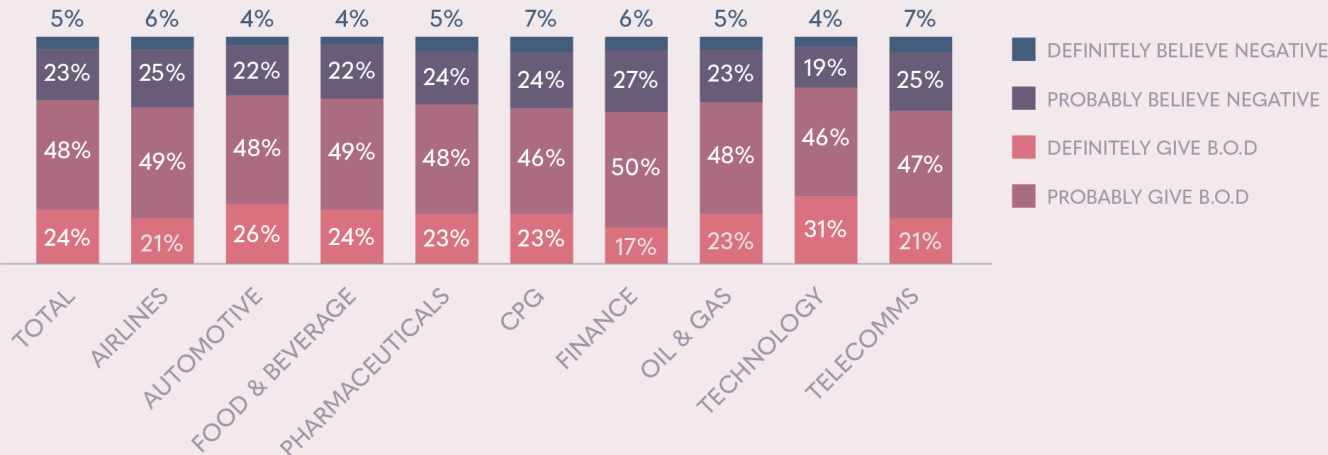
BENEFIT OF THE DOUBT AND TRUST ARE HIGHLY CORRELATED.

When companies build trust, they are building up benefit of the doubt.

BENEFIT OF THE DOUBT BY TRUST



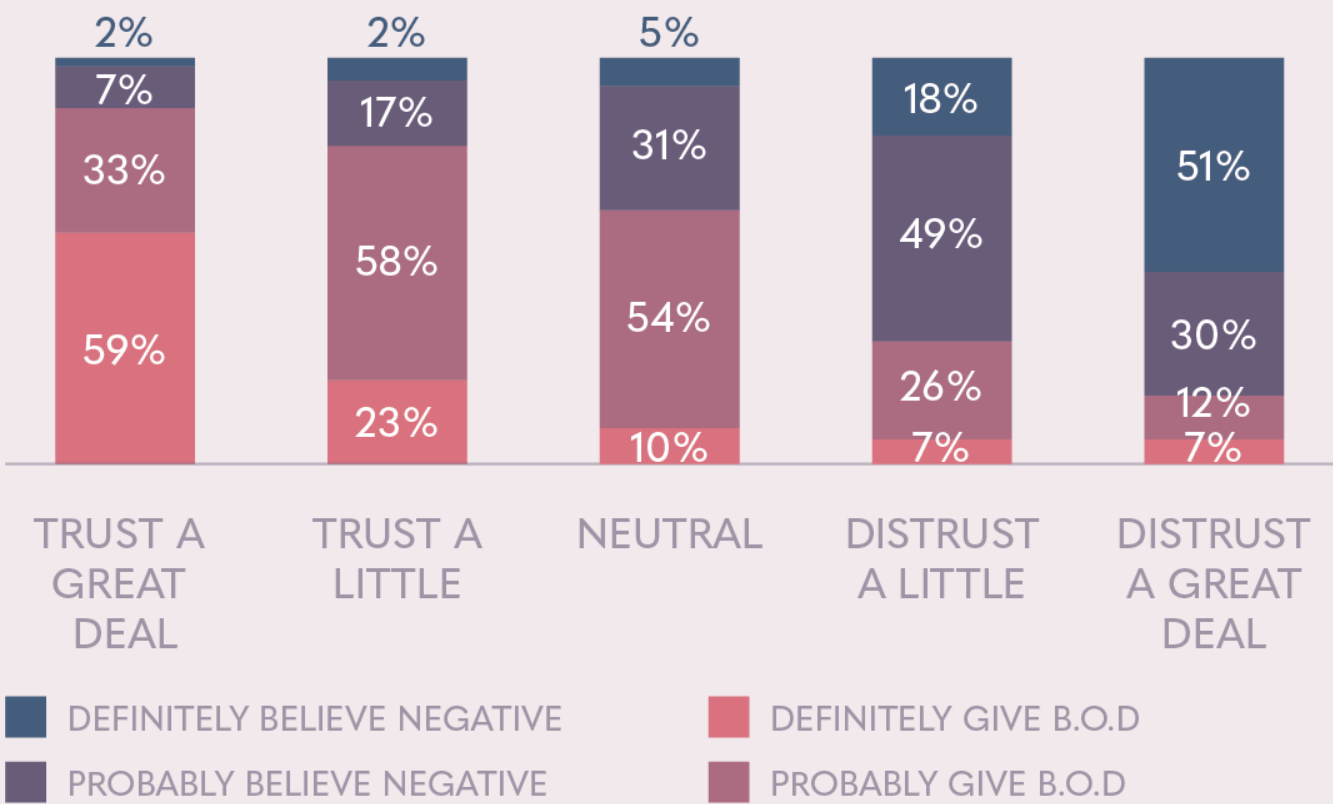
BENEFIT OF THE DOUBT BY INDUSTRY



BENEFIT OF THE DOUBT AND TRUST ARE HIGHLY CORRELATED.

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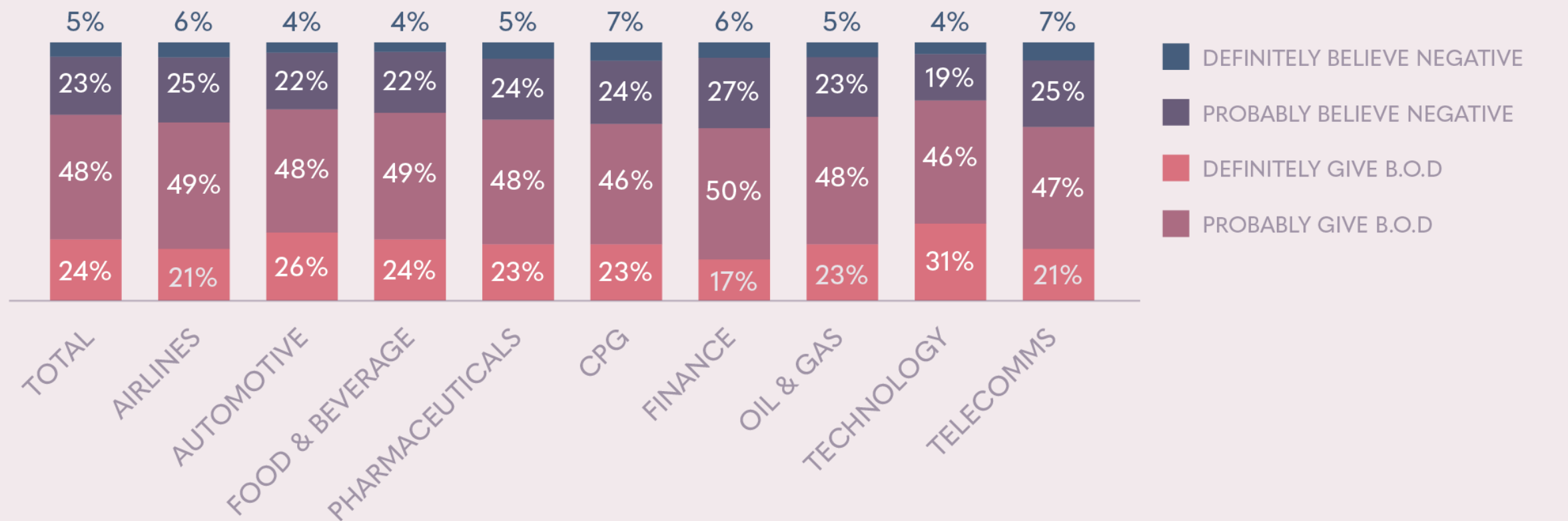
BENEFIT OF THE DOUBT BY TRUST



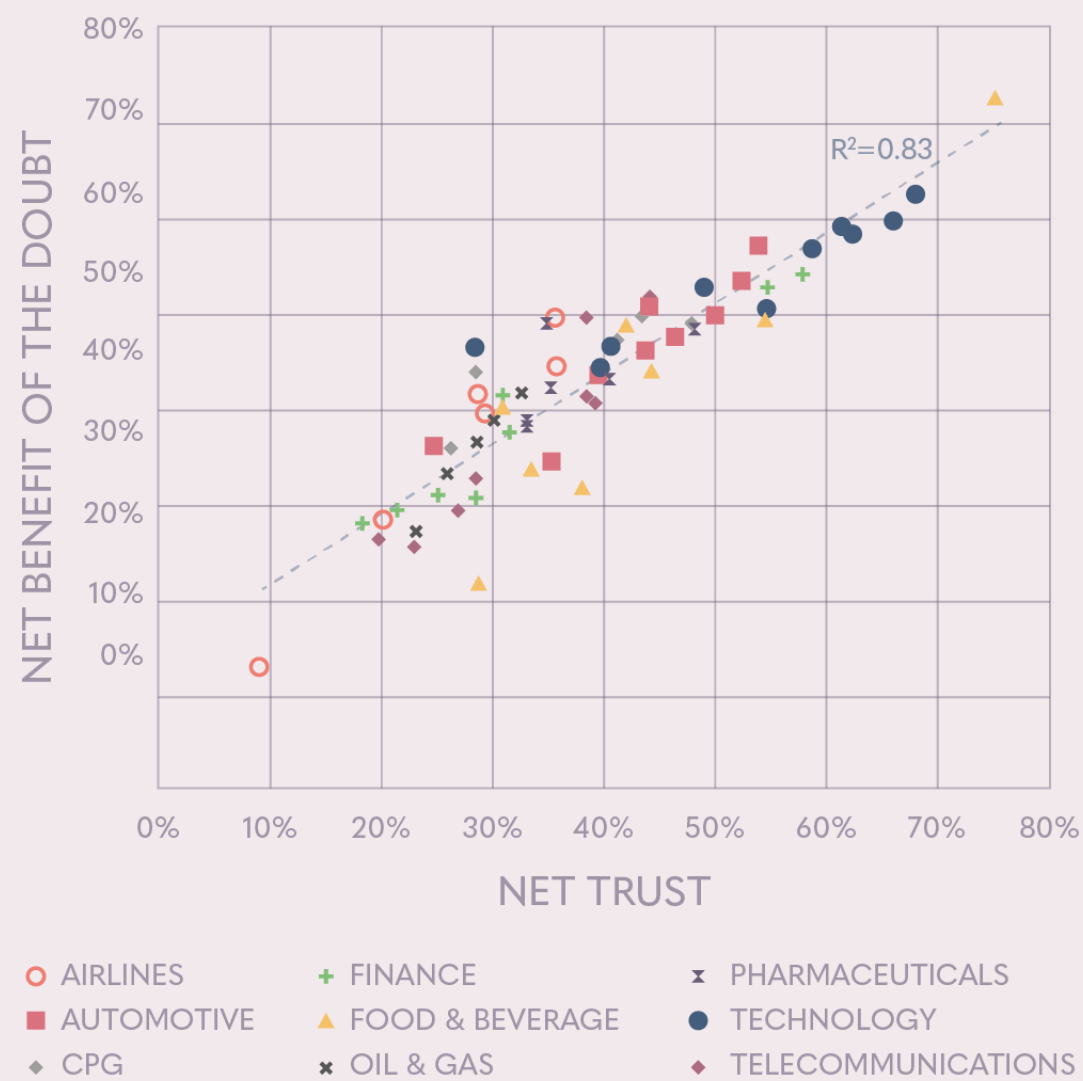
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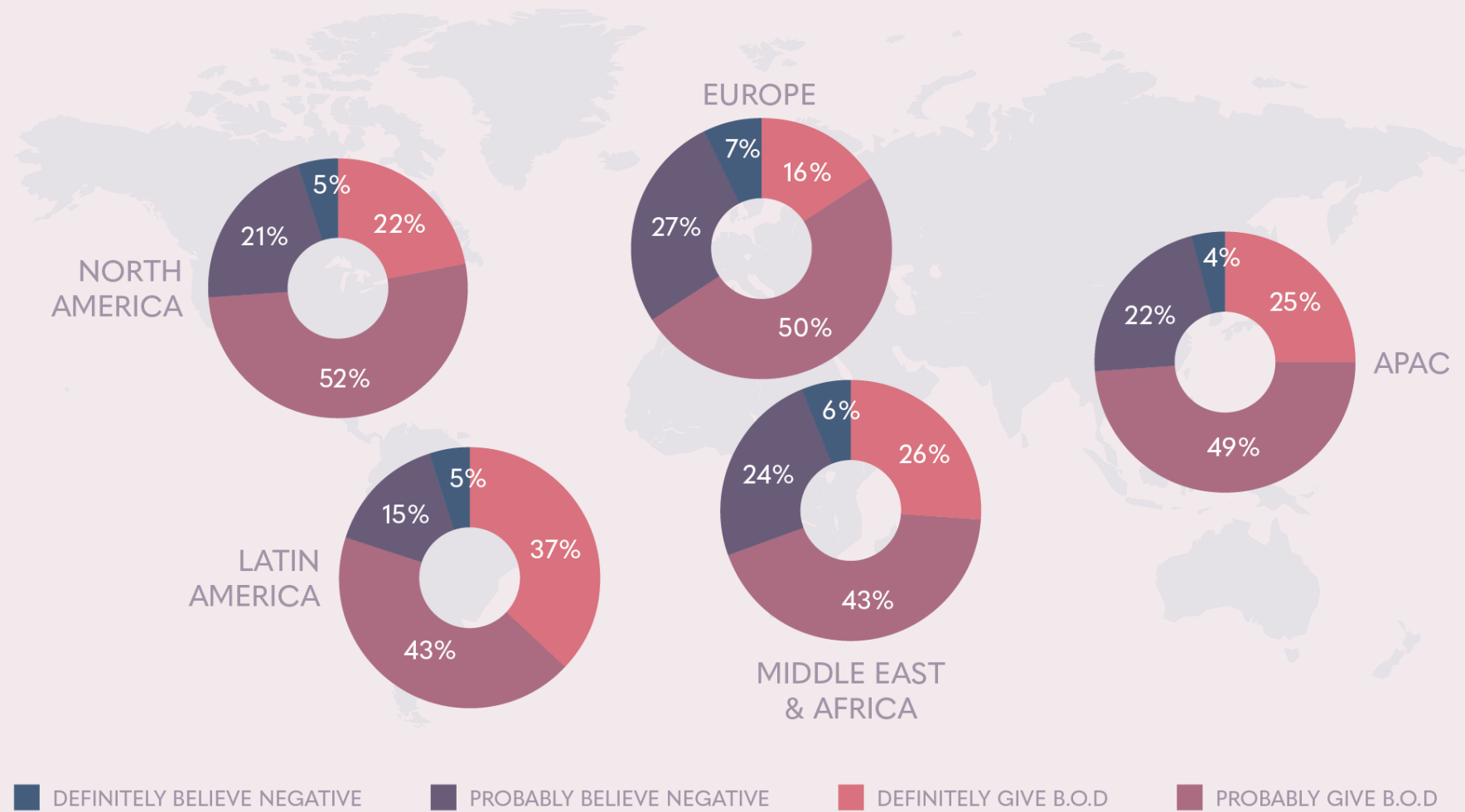
BENEFIT OF THE DOUBT BY INDUSTRY



BENEFIT OF THE DOUBT BY INDUSTRY.



BENEFIT OF THE DOUBT BY REGION.



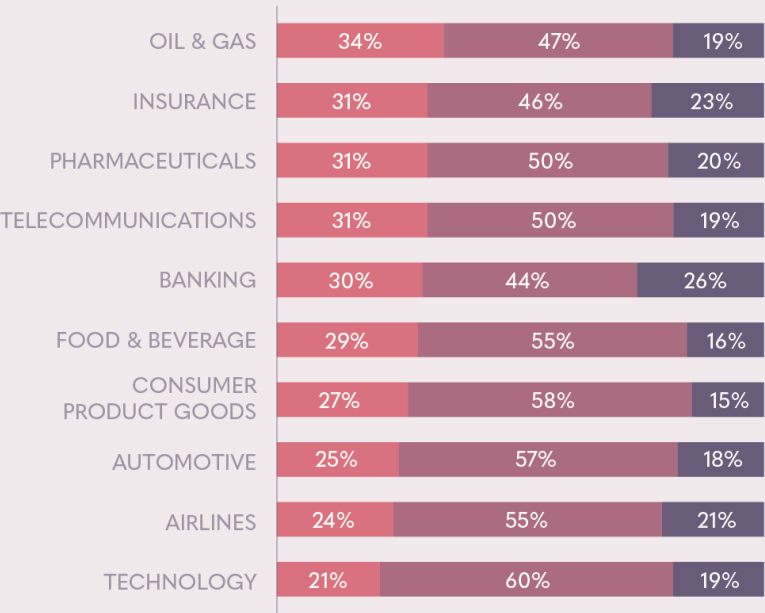
THE IMPACT OF REGULATION ON TRUST AND BENEFIT OF THE DOUBT.

Oil and gas, pharmaceuticals, and telecommunications companies face the greatest amount of regulatory risk, and have the lowest trust and benefit of the doubt scores.

While risk is also high for insurance and banking, there is also some evidence of people feeling these industries are over-regulated.

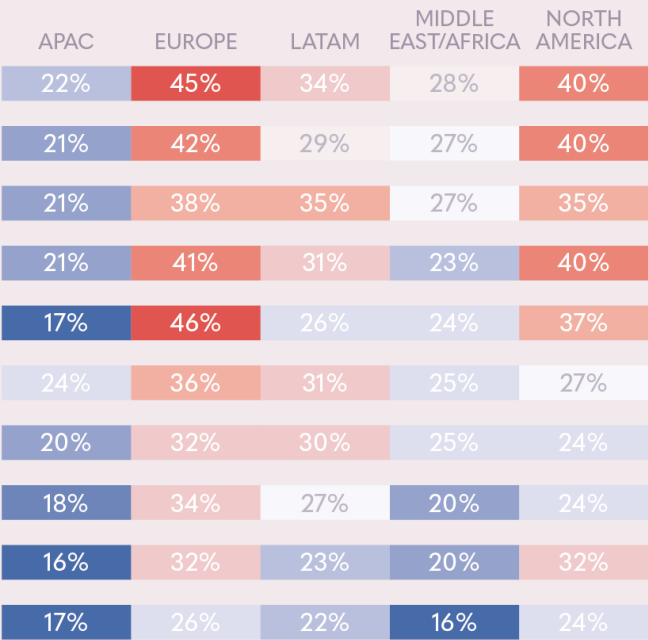
The desire for regulation is highest in Europe and North America, and lowest in APAC.

GLOBAL ATTITUDES ON REGULATION



TOO LITTLE ABOUT RIGHT TOO MUCH

% "TOO LITTLE REGULATION"



The background of the slide features a stylized illustration in shades of red and maroon. At the top, two large umbrellas are open. Below them, three stylized human figures (two men and one woman) are depicted from the chest up, wearing suits and ties. The central figure is a woman with dark hair, flanked by two men. The entire scene is set against a light red background with a subtle pattern of dots and lines.

HOW REPUTATION AND TRUST AFFECT PURCHASE DECISIONS AND MARKETING EFFICIENCY

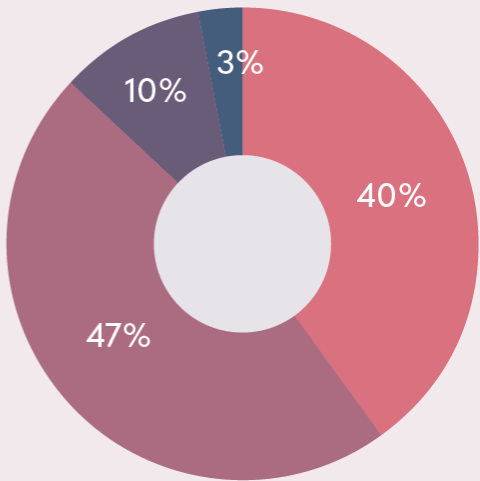
GAME CHANGERS



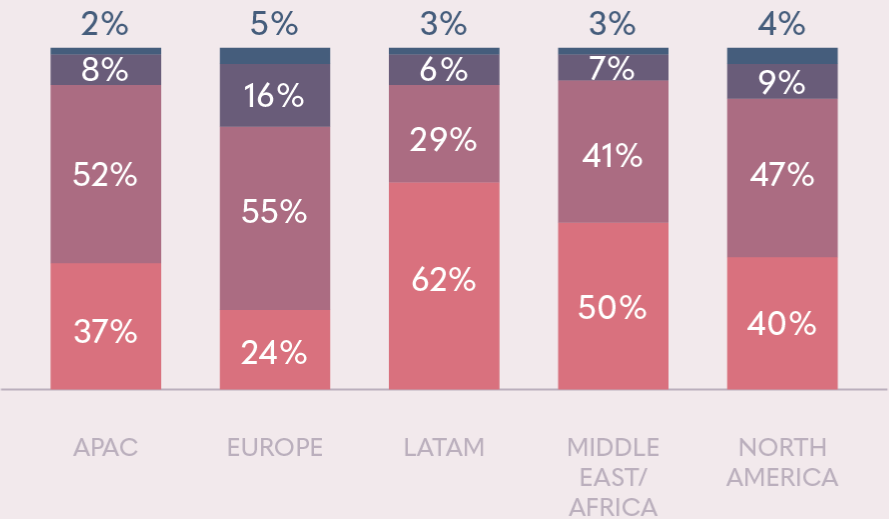
HOW DOES REPUTATION INFLUENCE PURCHASE DECISIONS?

HOW LIKELY OR UNLIKELY ARE YOU TO TAKE THE REPUTATION OF THE COMPANY THAT STANDS BEHIND THE BRAND INTO ACCOUNT WHEN PURCHASING A PRODUCT OR SERVICE?

GLOBAL AVERAGE



TAKE REPUTATION INTO ACCOUNT BY REGION



VERY LIKELY SOMEWHAT LIKELY SOMEWHAT UNLIKELY VERY UNLIKELY

BUILDING A GOOD REPUTATION GENERATES GREATER MARKETING EFFICIENCY FOR COMPANIES.

1

Consumers are more likely to **see and believe** advertising from companies that they trust

2

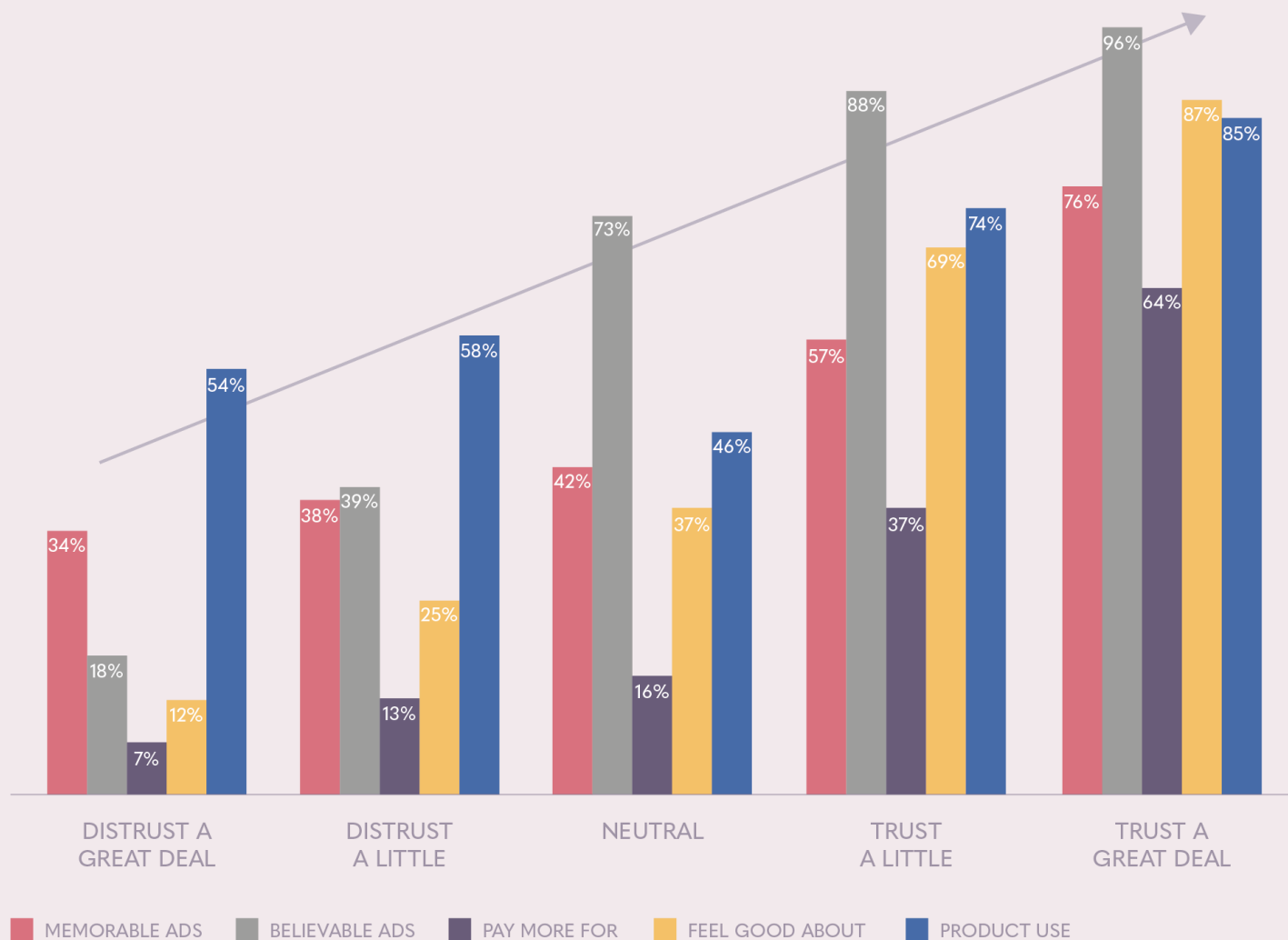
Consumers are more likely to **act on this advertising** by **purchasing** goods and services while being willing to **spend a premium**.

Around the world, trust has an enormous impact on advertising and product use

Product/service use overall is less impacted by trust.

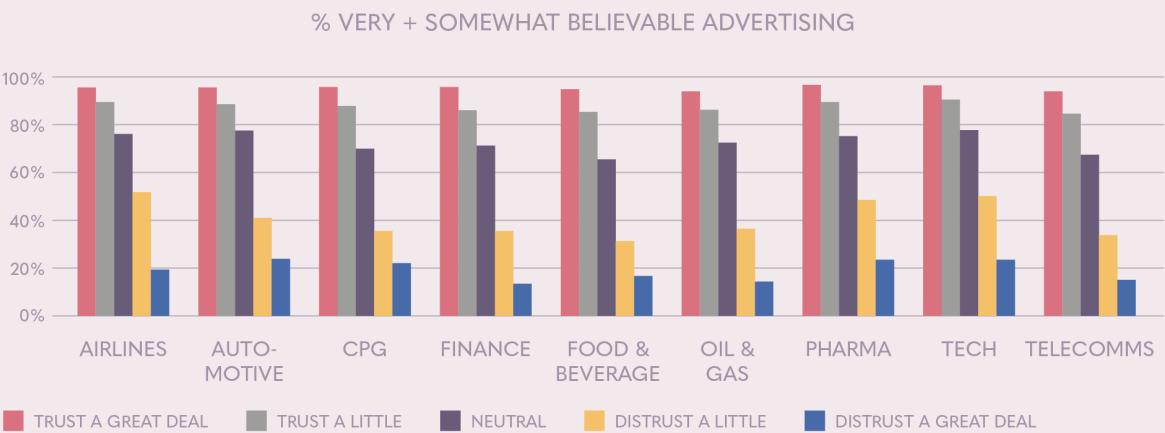
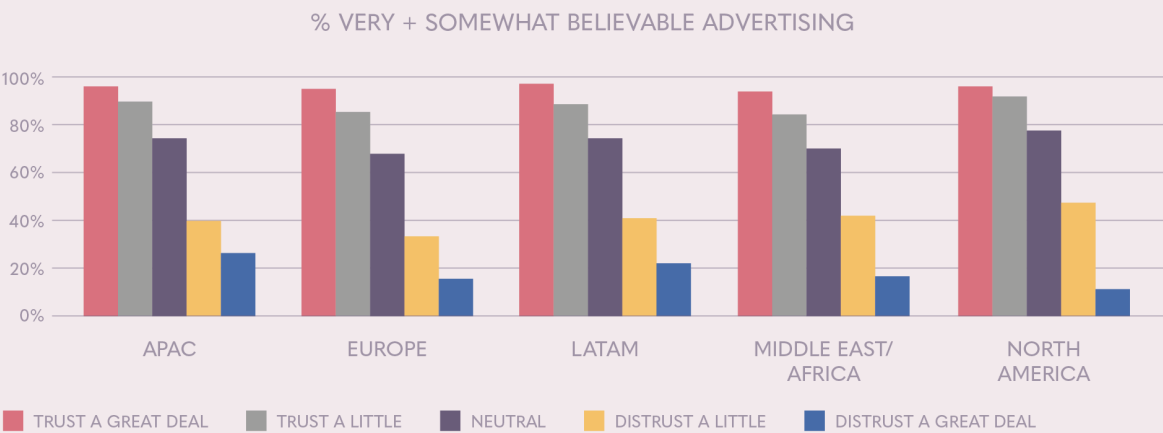
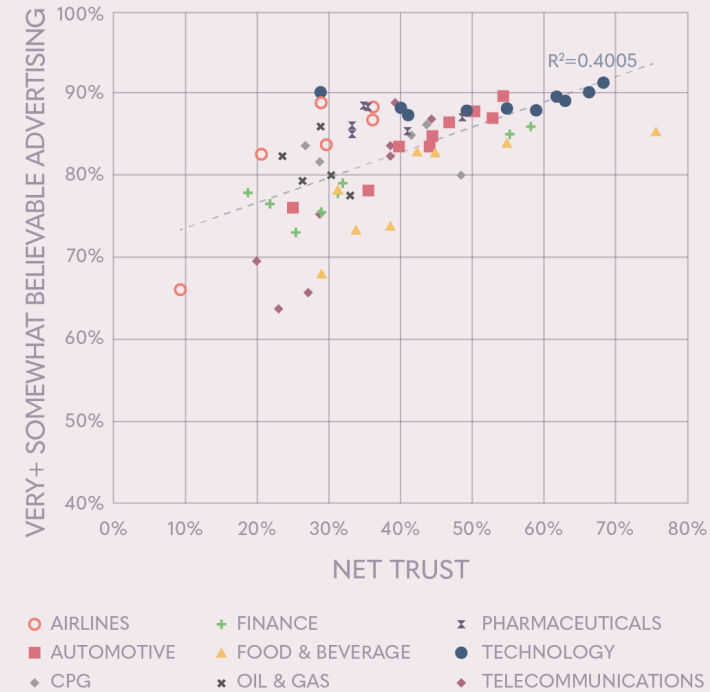
People who are neutral are the least likely to have ever used a company's products or services – reflecting the role that experience plays in driving corporate trust.





Two metrics that are dramatically impacted by trust **are feeling good** about using a product/ service, and being willing to **pay a premium** for it.

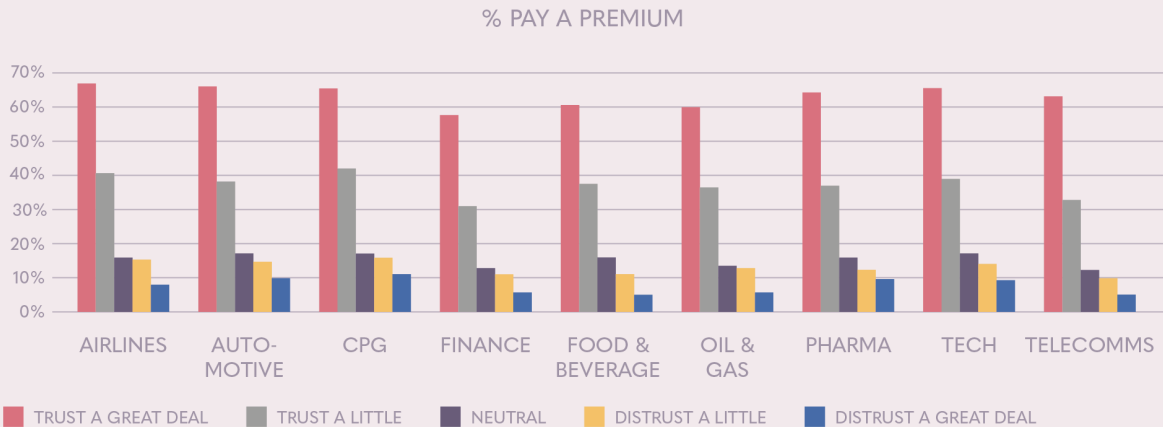
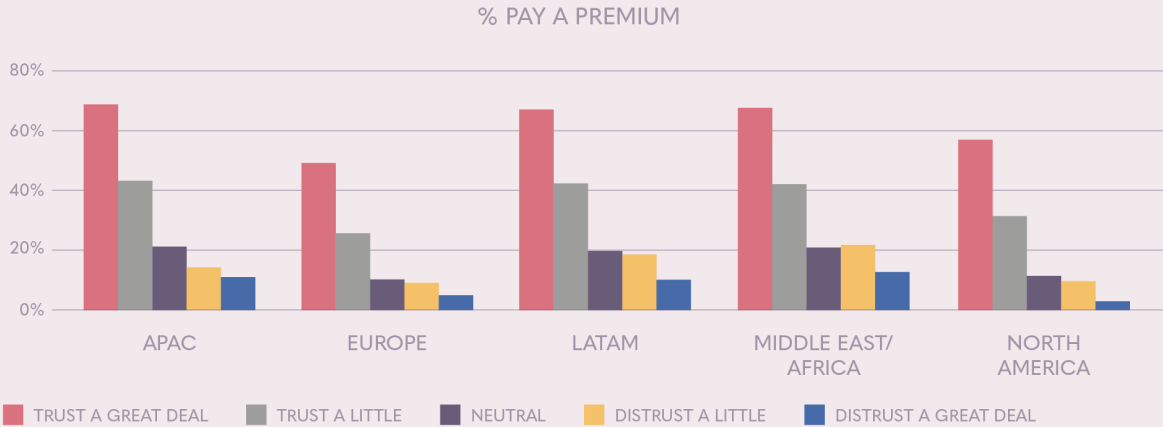
ALL OF THE COMPANIES WITH HIGH NET TRUST HAVE VERY HIGH ADVERTISING BELIEVABILITY WHILE THOSE WITH LOWER NET TRUST SHOW MUCH GREATER RANGES OF BELIEVABILITY.



WOULD YOU SPEND MORE FOR A PRODUCT MADE BY A COMPANY YOU TRUST?

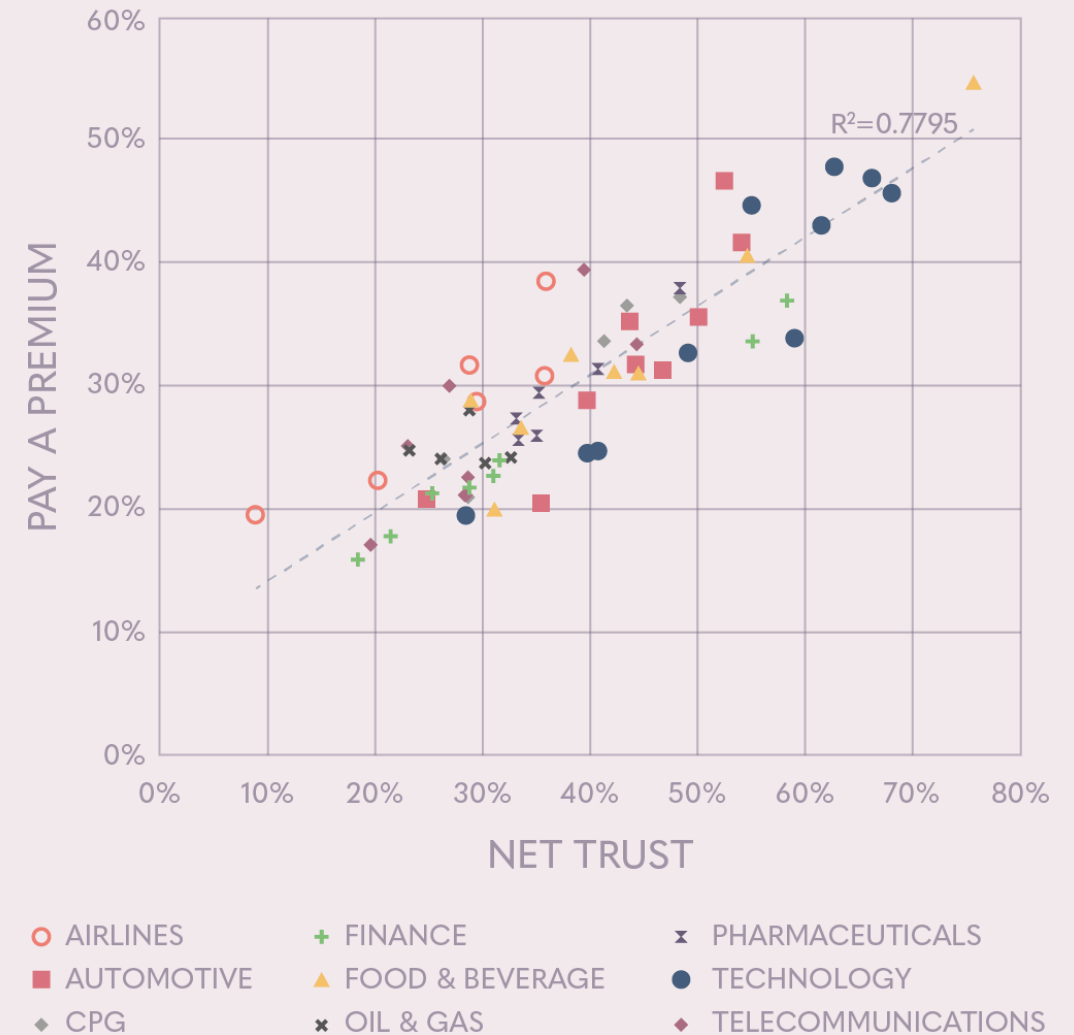
There is a direct relationship between trust and willingness to pay a premium. Companies with high trust can generally command a premium whereas those with low trust need to offer a discount.

Trust explains **78%** of the variance in willingness to pay a premium.



PEOPLE WHO ARE NEUTRAL TOWARD A COMPANY ARE WILLING TO BELIEVE THE ADS, BUT THEY ARE UNWILLING TO PAY A PREMIUM.

This suggests that companies that avoid distrust will be able to maintain their marketing efficiency, while those that actively build trust are more likely to reap the profits of premium pricing.



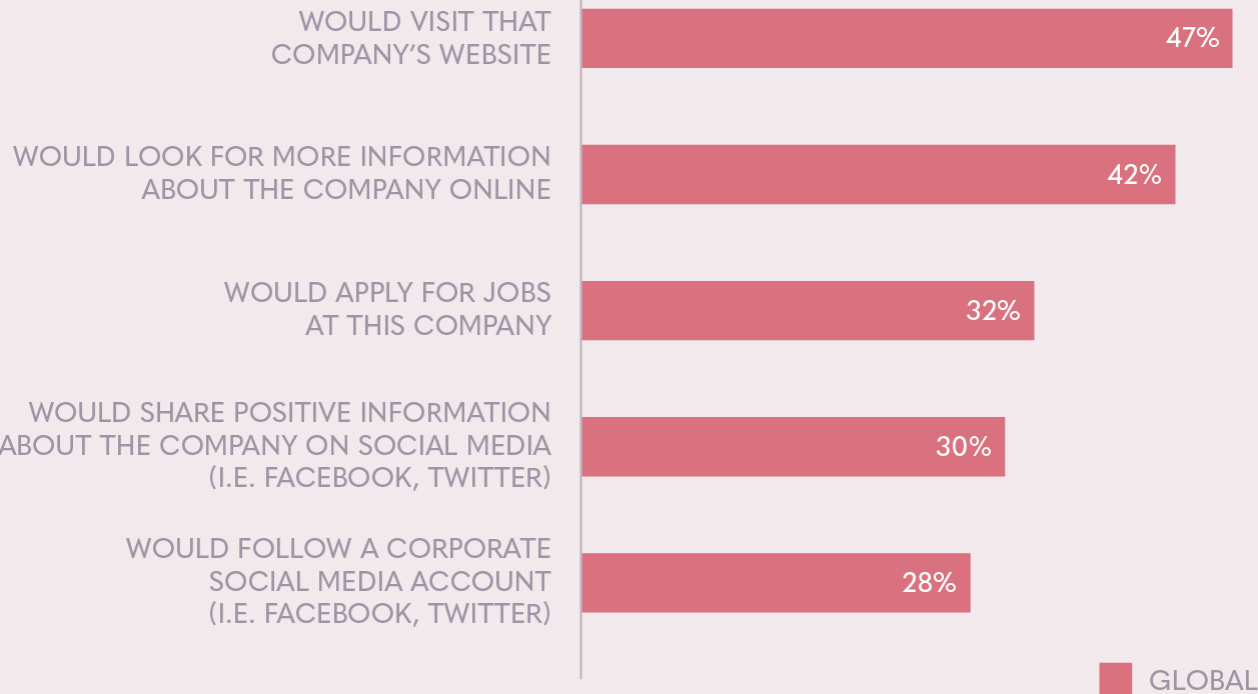
An illustration of a man in a dark suit and white shirt, looking through a large telescope. The scene is set against a solid red background. A large, semi-transparent magnifying glass is positioned over the central text. The man is holding the telescope with his right hand, and his left hand is near his chest. The overall style is modern and graphic.

BUILDING DIGITAL ADVOCACY

GAME CHANGERS



CONSUMERS ARE LOOKING FOR INFORMATION ABOUT YOU ONLINE

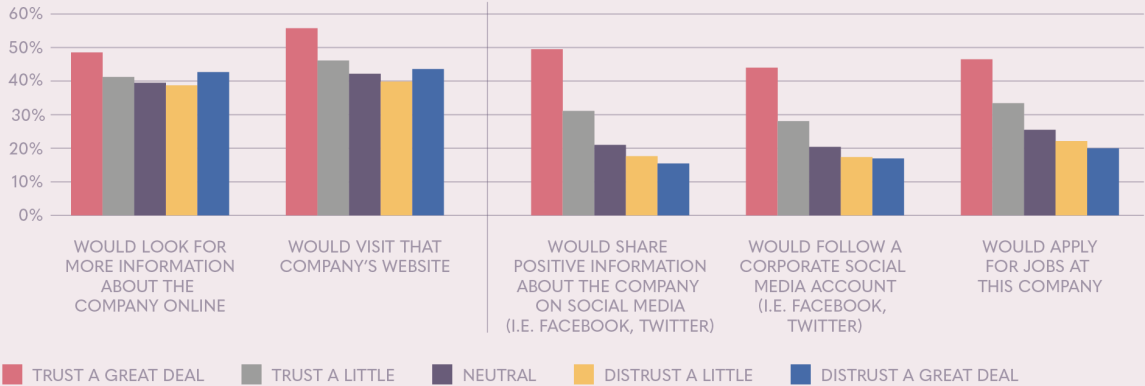


Nearly half of consumers say they were willing to visit a company's website, or look for information about a company online, consistent across all regions.

Far fewer are willing to apply for jobs, share positive information about a company on social media, or follow a corporate social media account.

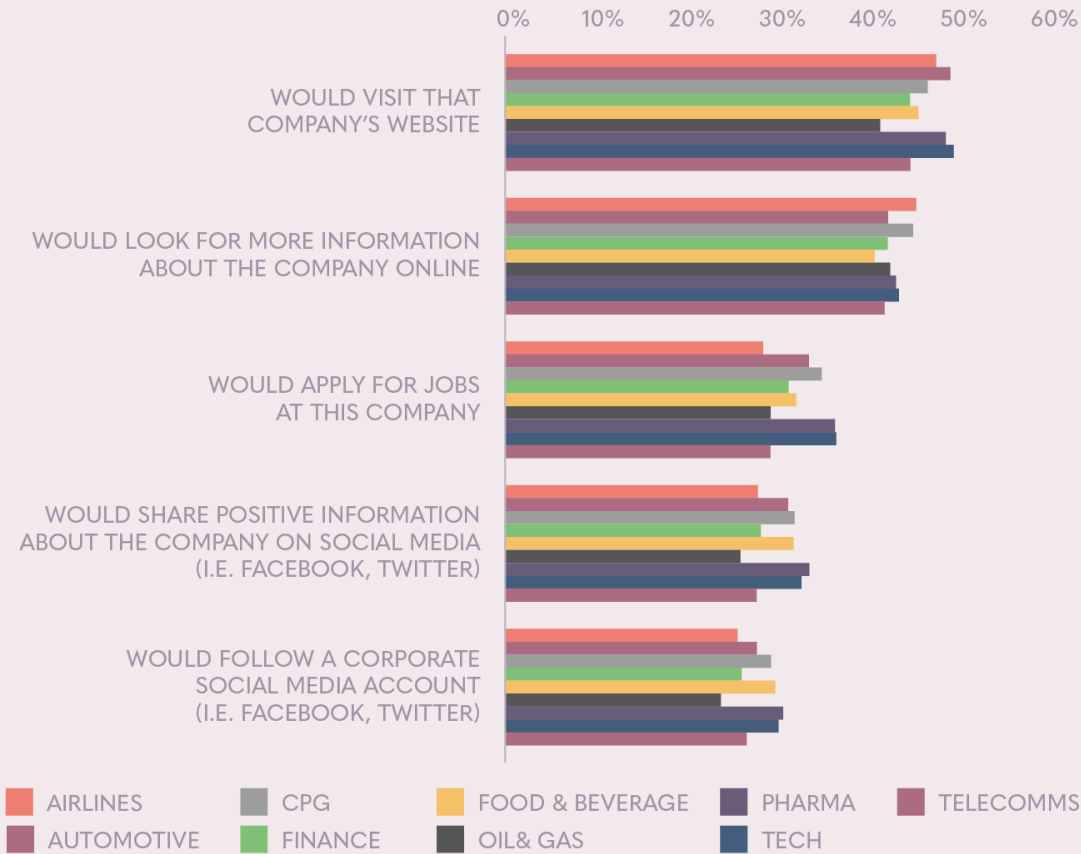


INFORMATION SEEKERS ARE TRUST-AGNOSTIC; ACTIVITIES LEVERAGING PERSONAL CREDIBILITY REQUIRE TRUST



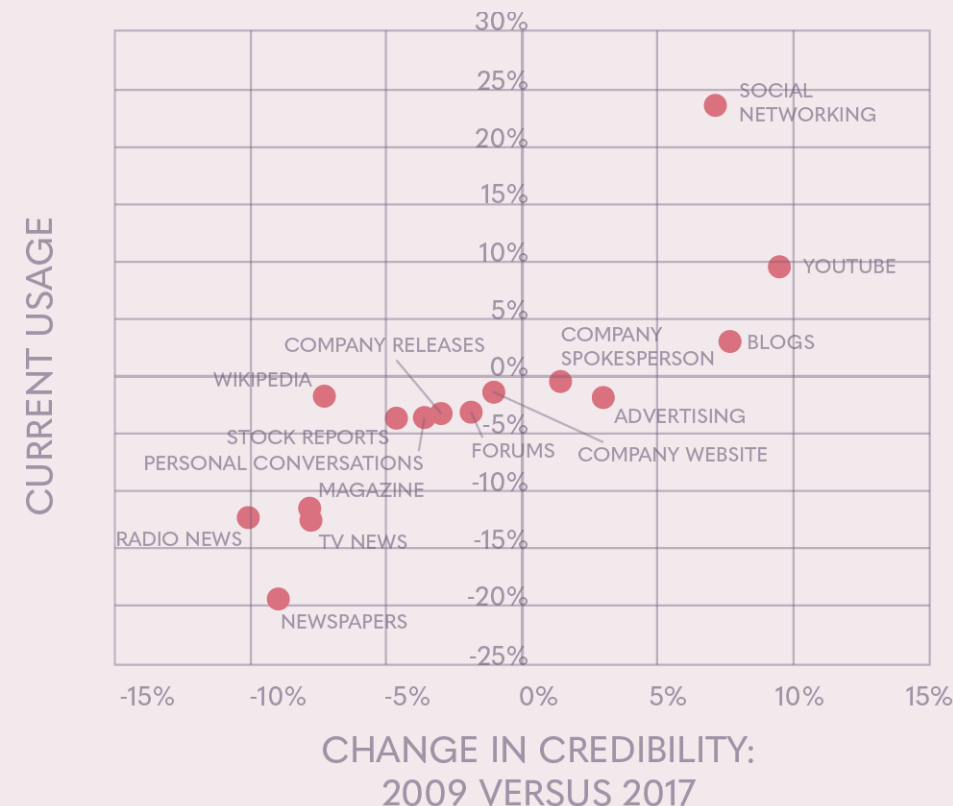
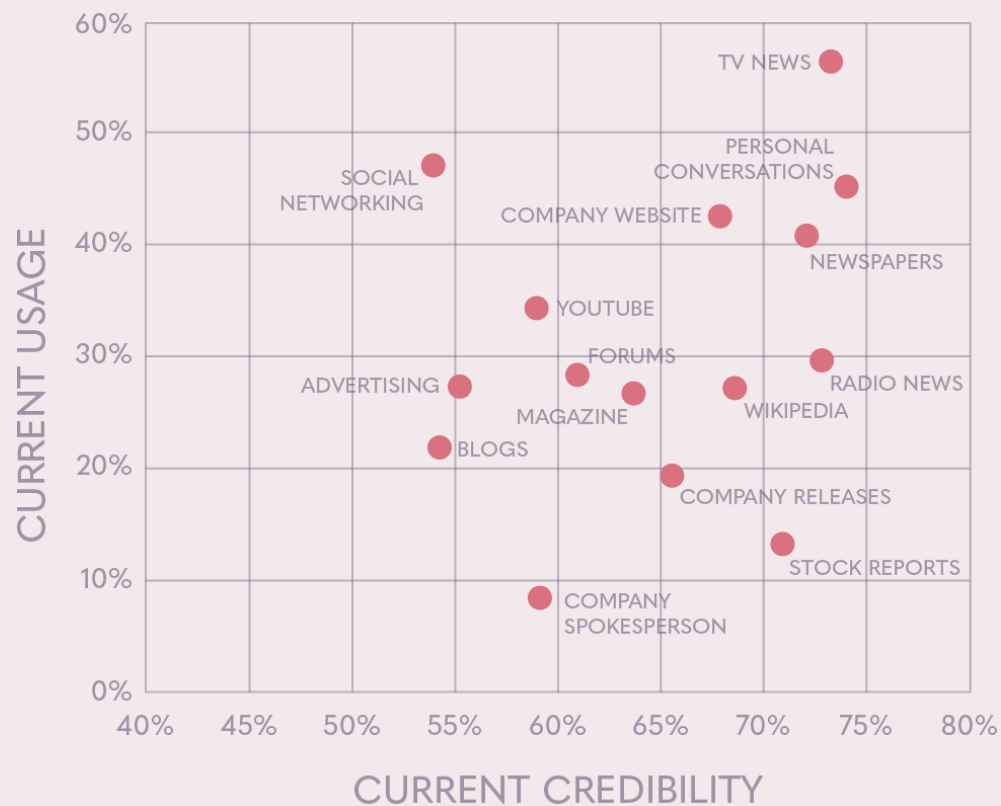
People who distrust a company are just as likely as those who trust a company to visit a company’s website or look for more information about that company online. These are trust-neutral activities.

Trust plays a much greater role in people’s decision to share positive information about a company, follow that company on social media, or apply for a job.



Industries with higher overall engagement, like technology and pharmaceuticals, tend to have higher engagement across the board – even on the more difficult or active forms of engagement.

WHAT INFORMATION SOURCES DO STAKEHOLDERS FIND CREDIBLE?



Although usage of social networking has increased tremendously, credibility hardly increased at all.

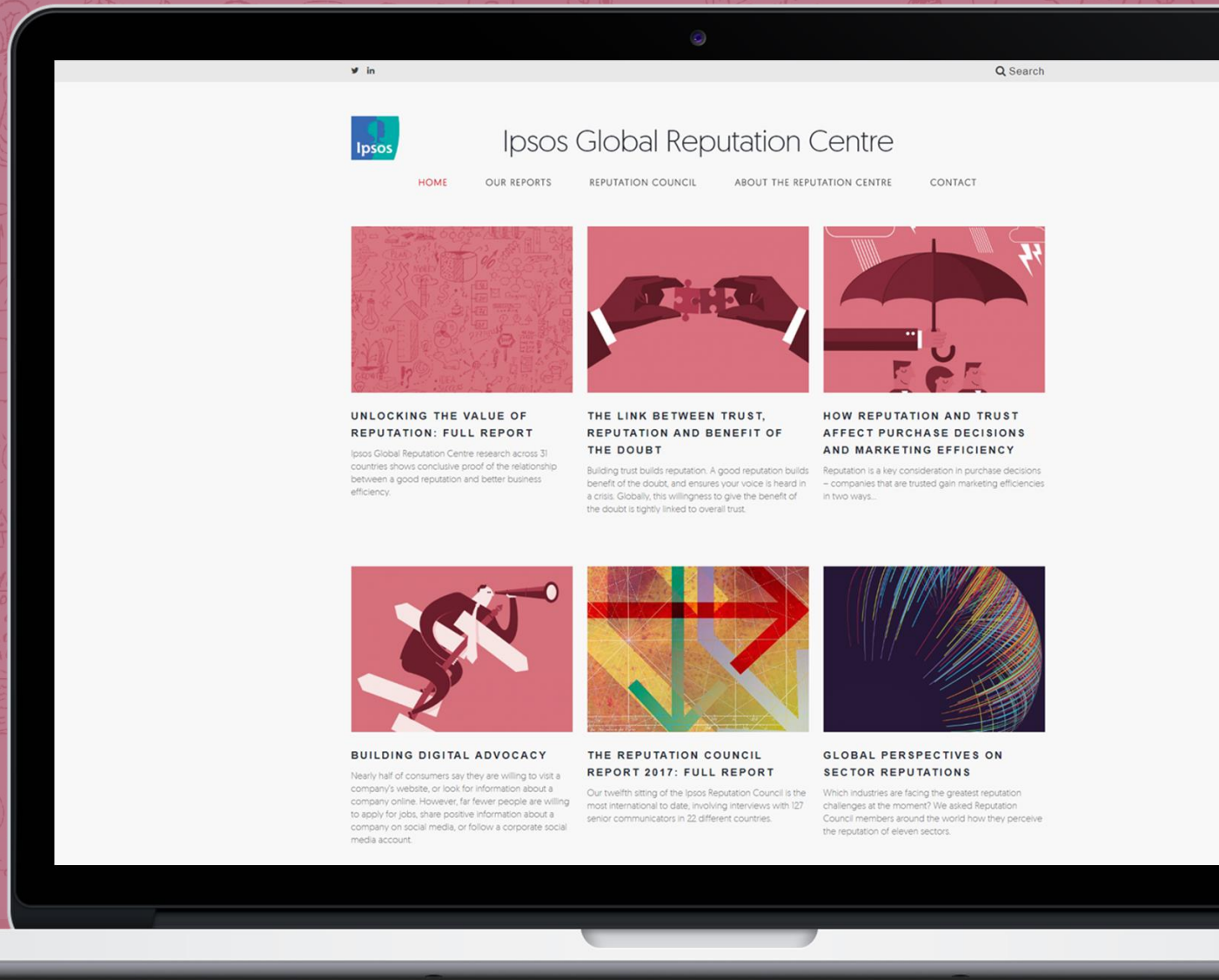


THE BOTTOM LINE

- Reputation and trust are powerful forces in business efficiency.
- The social media landscape may be changing how people interact with companies.
- There may be regulatory issues impacting some sectors more than others.
- You may be doing business in a region that's inherently more skeptical than the rest of the world.
- But the bottom line remains the same: building trust builds reputation. And having a good reputation will result in better business efficiency.

Explore our findings –
along with research
and analysis from
Ipsos reputation experts
around the world:

<http://reputation.ipsos.com>



GAME CHANGERS



METHODOLOGY

The latest wave of the Ipsos Global Reputation Monitor, conducted in September 2017, measured attitudes of more than 23,000 consumers from 31 countries toward 66 companies across nine industries.

GAME CHANGERS



ABOUT THE IPSOS GLOBAL REPUTATION CENTRE

For business leaders who aspire to better decision-making in reputation, corporate communications and corporate policy development, the Global Reputation Centre is the insight industry's most trusted source of specialist research and guidance, leveraging learnings we've realized from being the largest corporate reputation practice in the world.

reputationcentre@ipsos.com

<http://reputation.ipsos.com/>

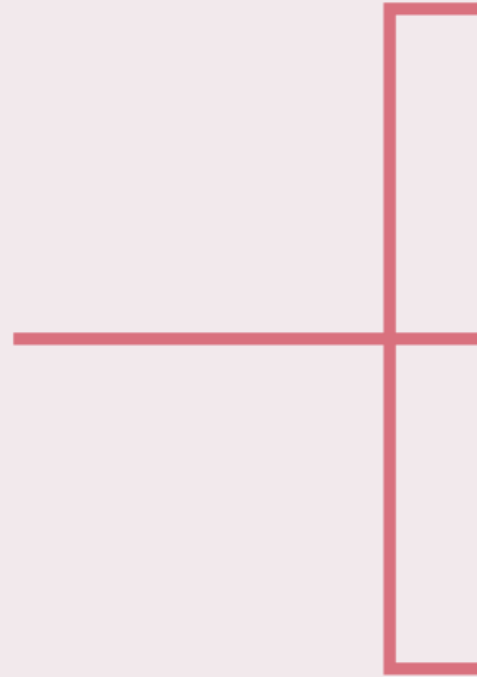
 @IpsosReputation

GAME CHANGERS



APPENDICES

UNLOCKING THE VALUE OF REPUTATION



BENEFIT OF
THE DOUBT

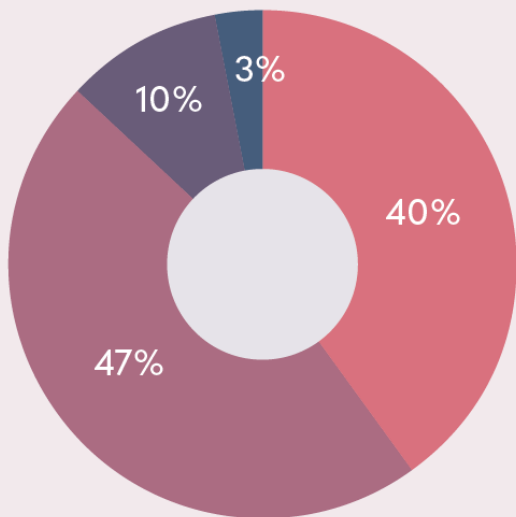
MARKETING
EFFICIENCY

ADVOCACY

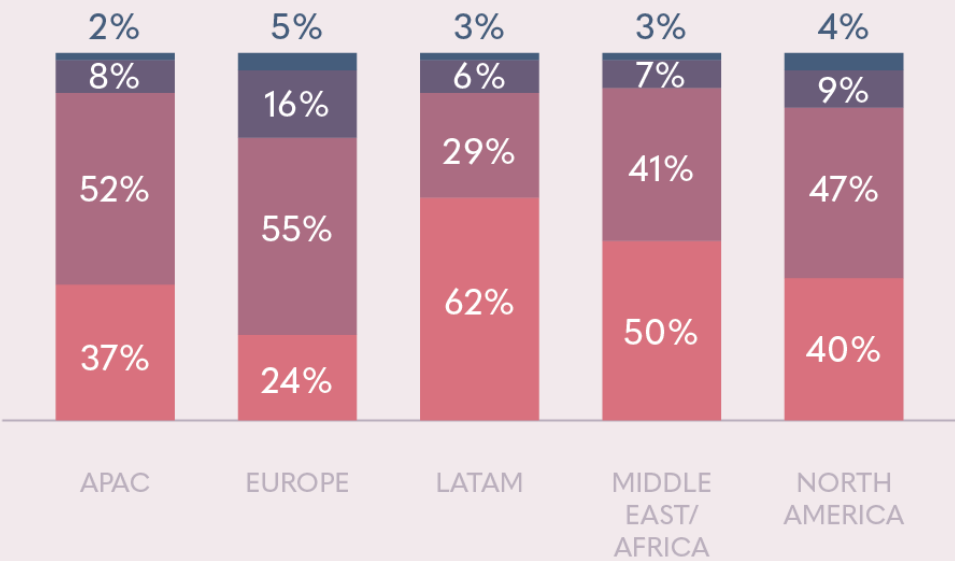
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GLOBAL AVERAGE



TAKE REPUTATION INTO ACCOUNT BY REGION

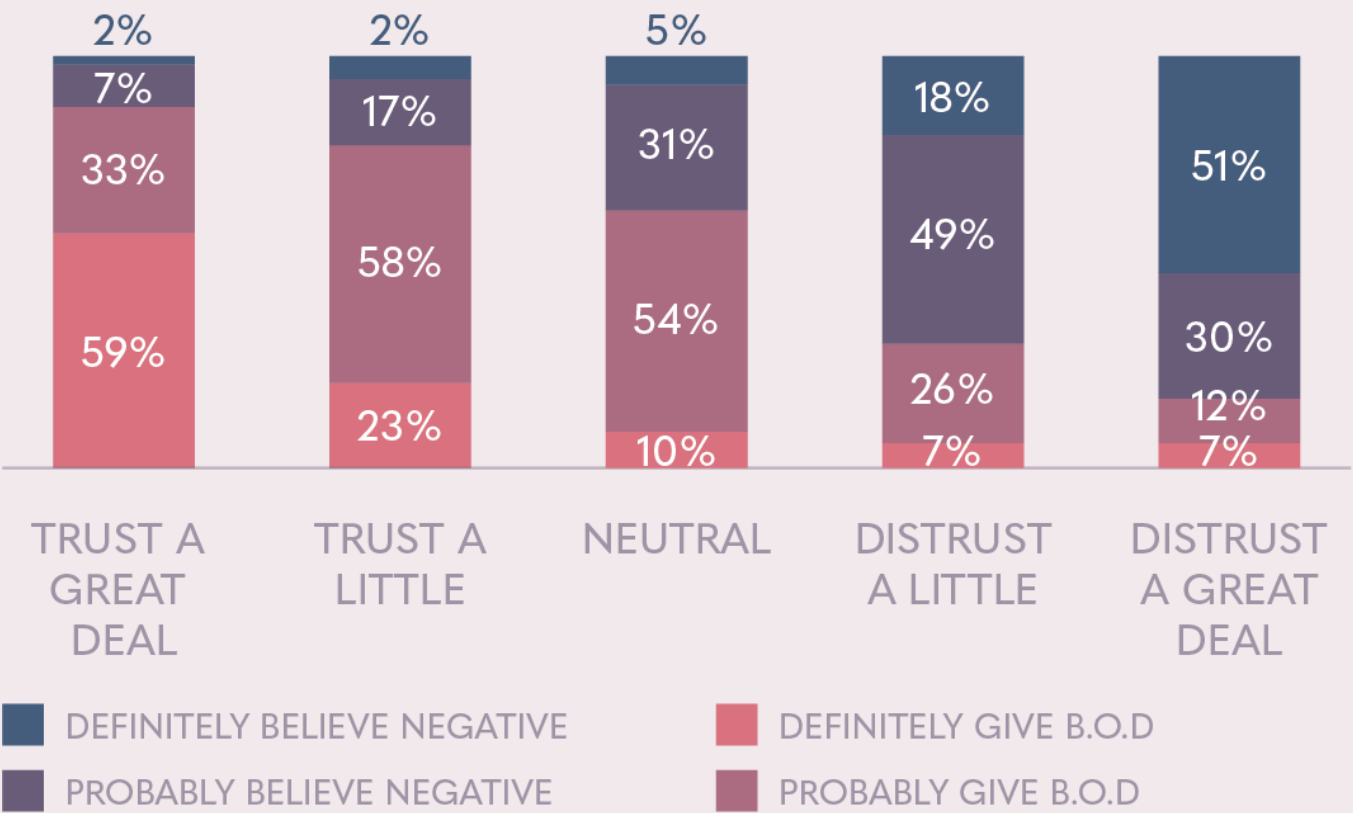


VERY LIKELY SOMEWHAT LIKELY SOMEWHAT UNLIKELY VERY UNLIKELY

BUILDING TRUST BUILDS REPUTATION.

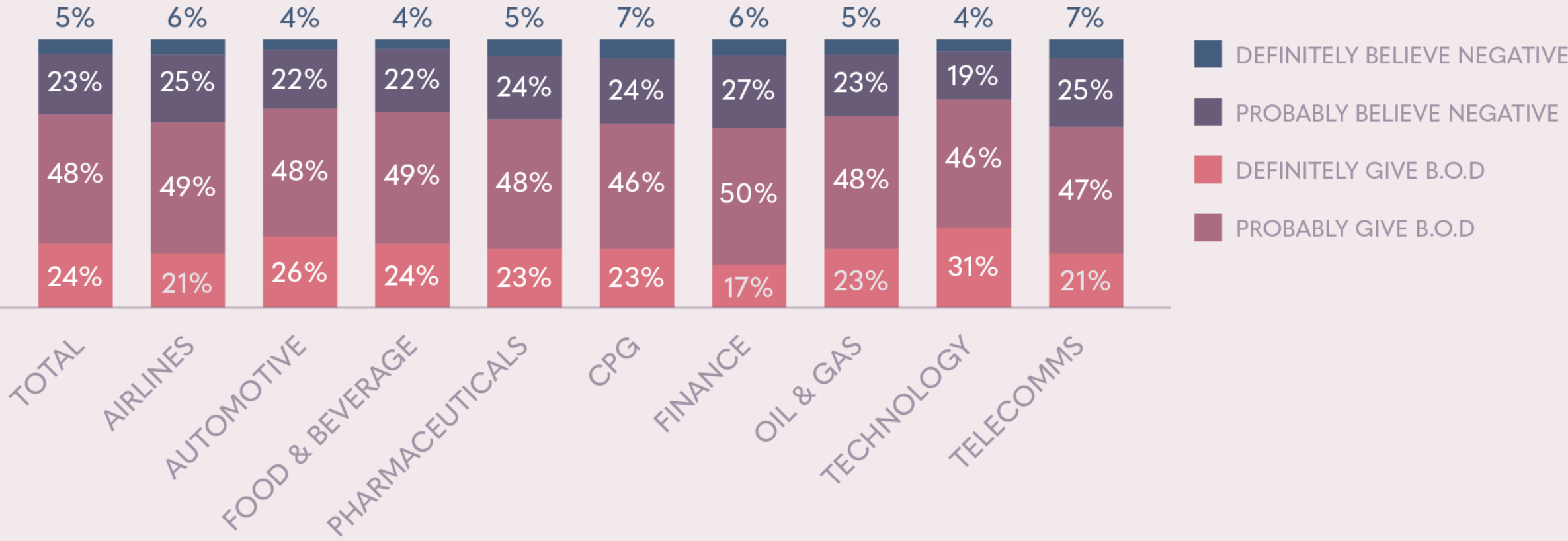
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BENEFIT OF THE DOUBT BY TRUST

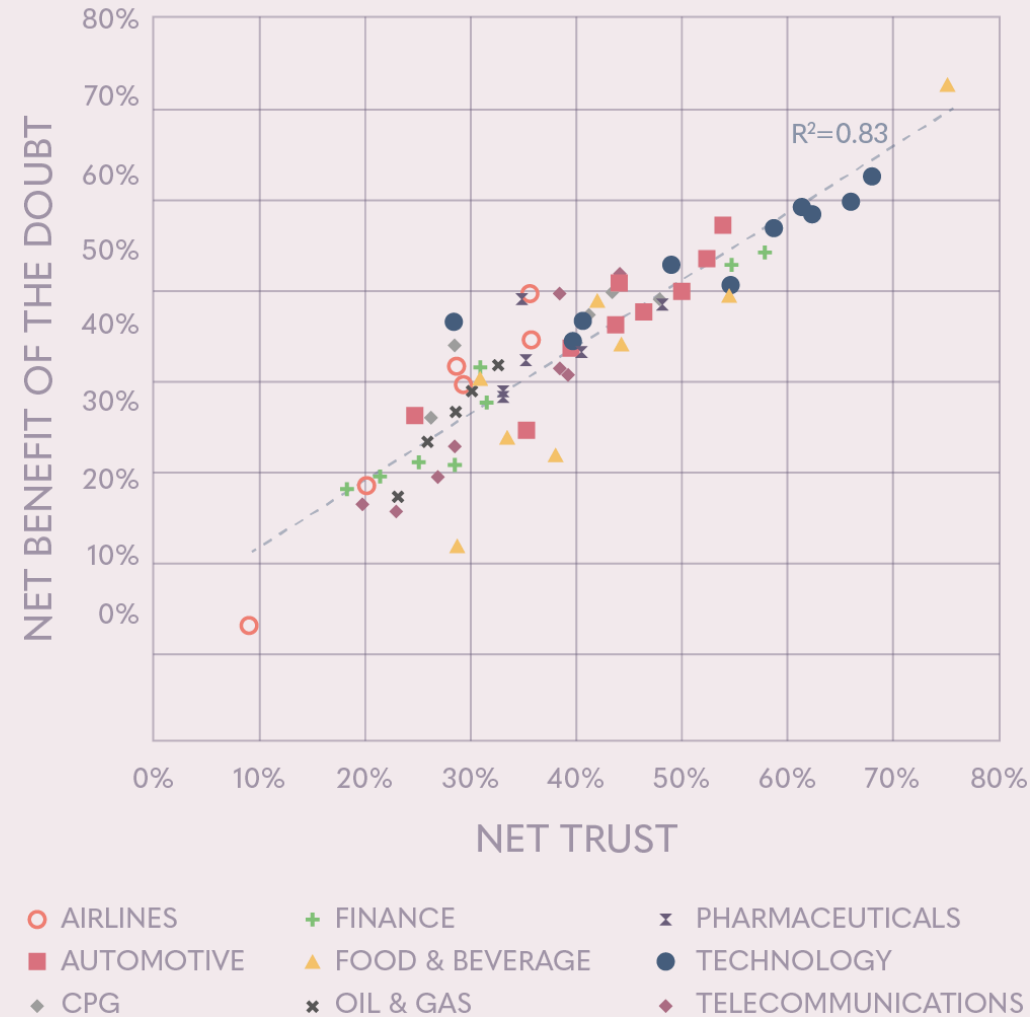


HOW BENEFIT OF THE DOUBT VARIES BY INDUSTRY

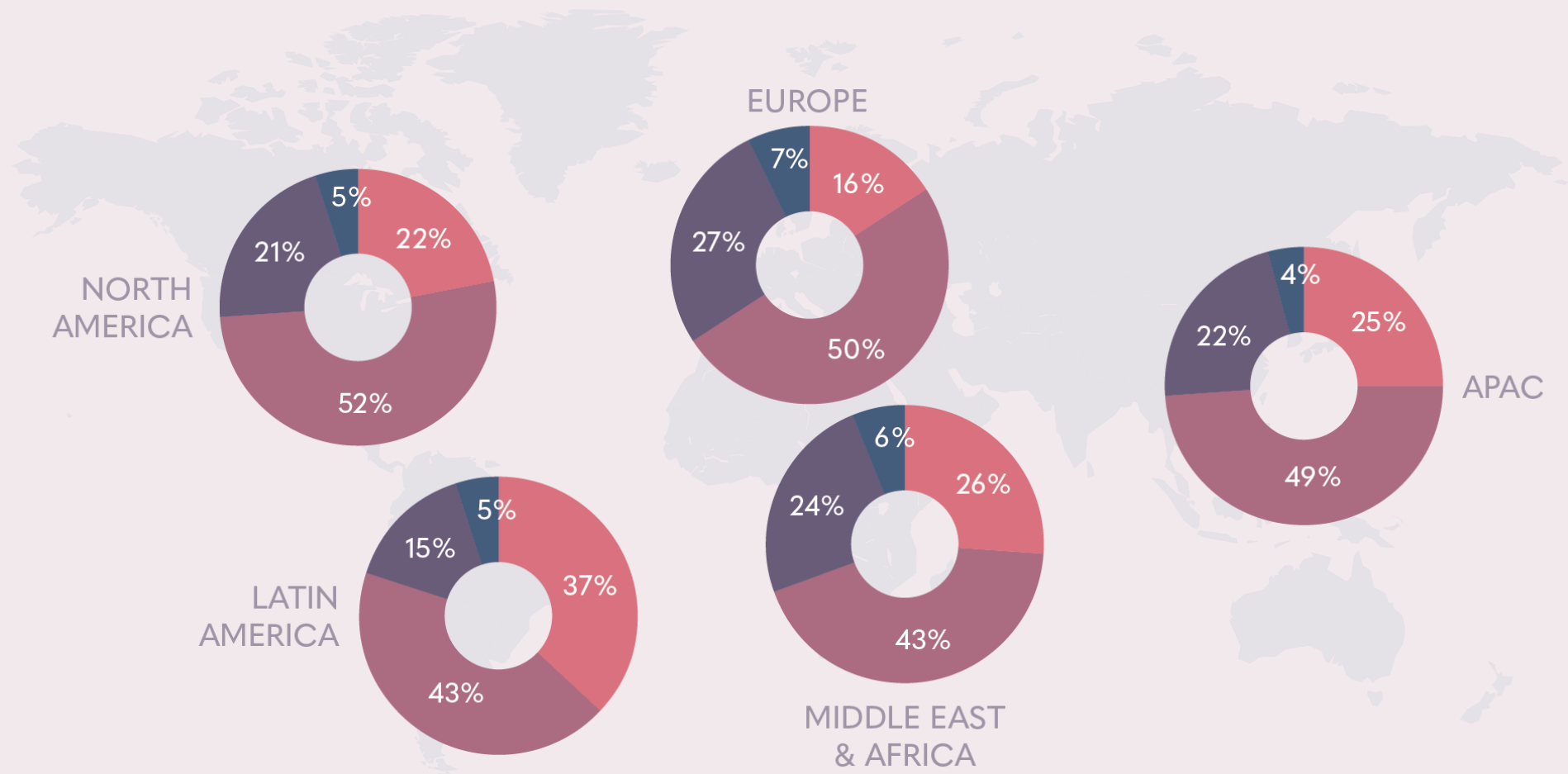
BENEFIT OF THE DOUBT BY INDUSTRY



HOW BENEFIT OF THE DOUBT VARIES BY INDUSTRY



HOW BENEFIT OF THE DOUBT VARIES BY REGION



DEFINITELY BELIEVE NEGATIVE



PROBABLY BELIEVE NEGATIVE

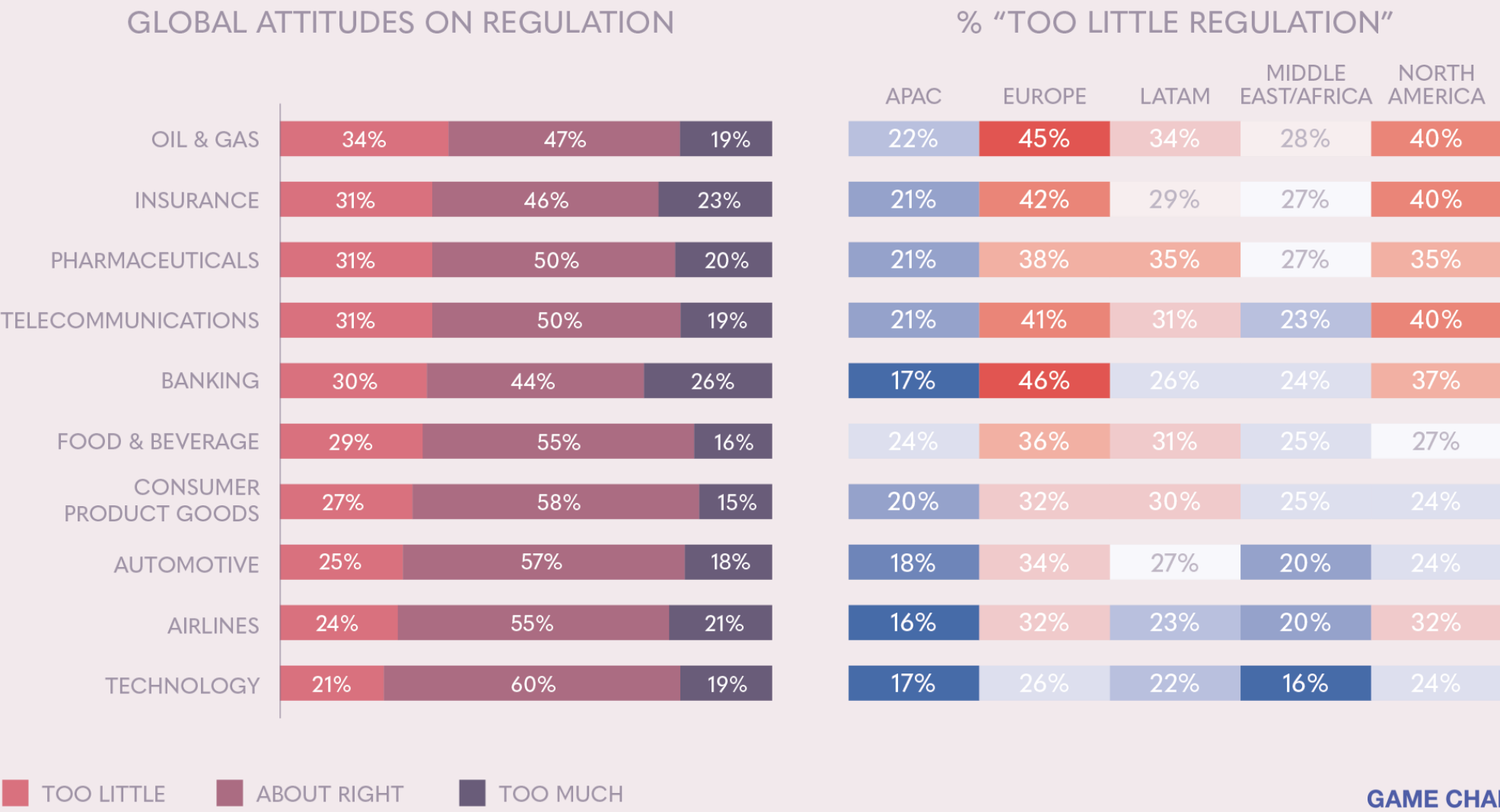


DEFINITELY GIVE B.O.D

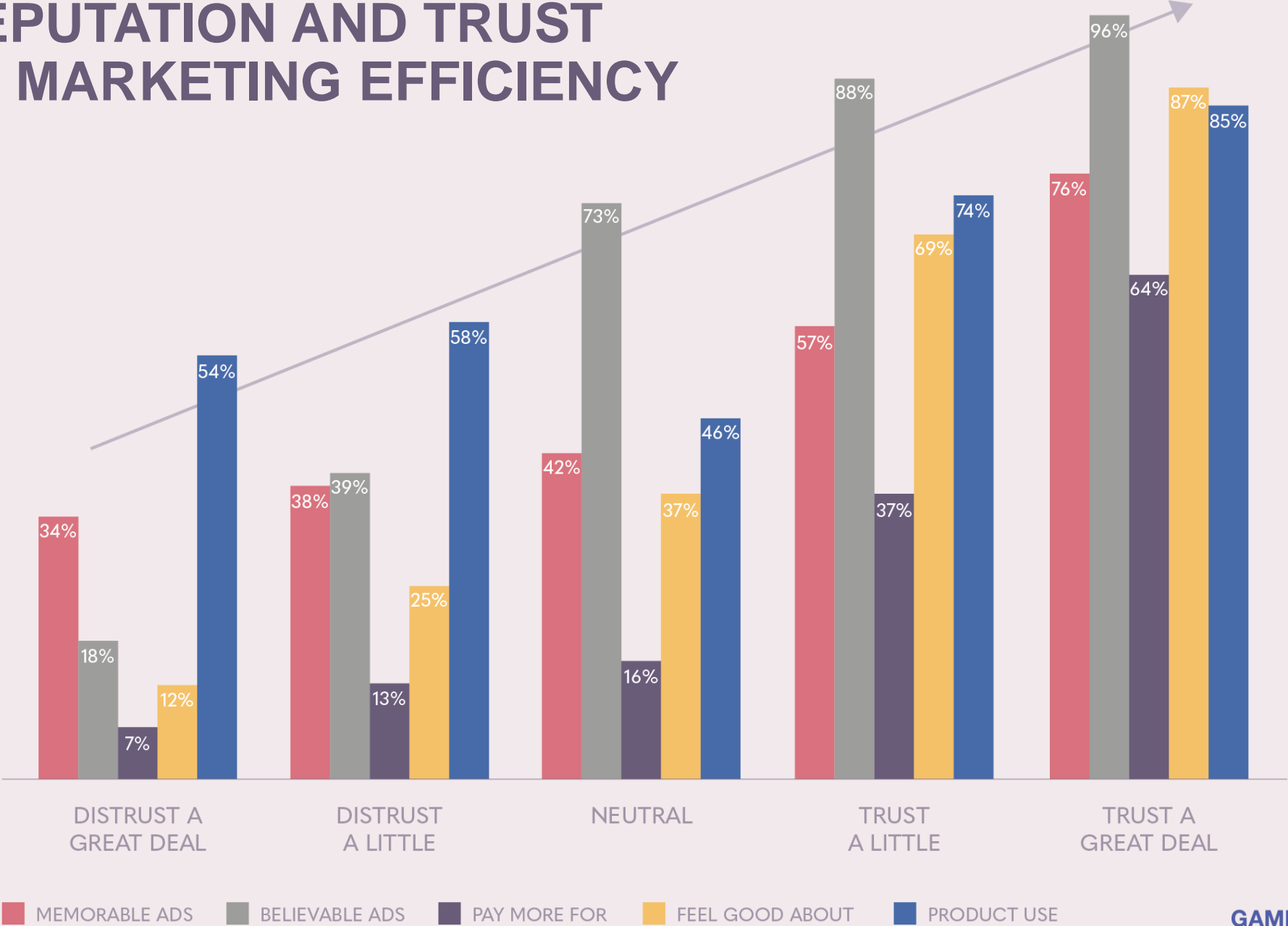


PROBABLY GIVE B.O.D

THE IMPACT OF REGULATION ON TRUST AND BENEFIT OF THE DOUBT

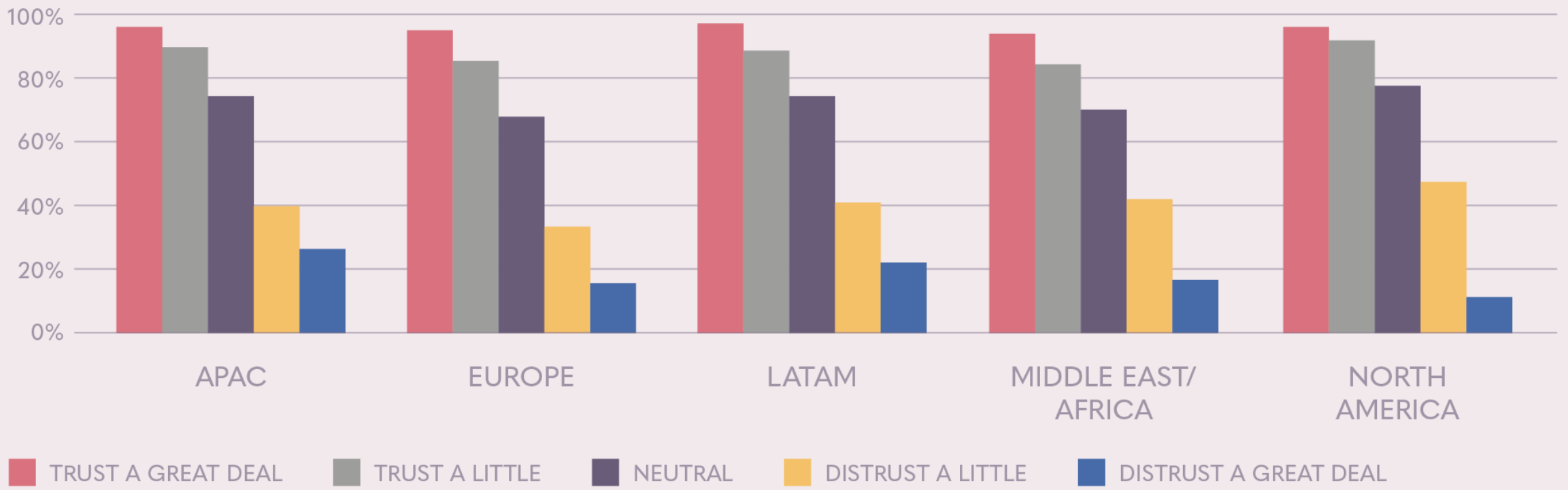


HOW REPUTATION AND TRUST AFFECT MARKETING EFFICIENCY



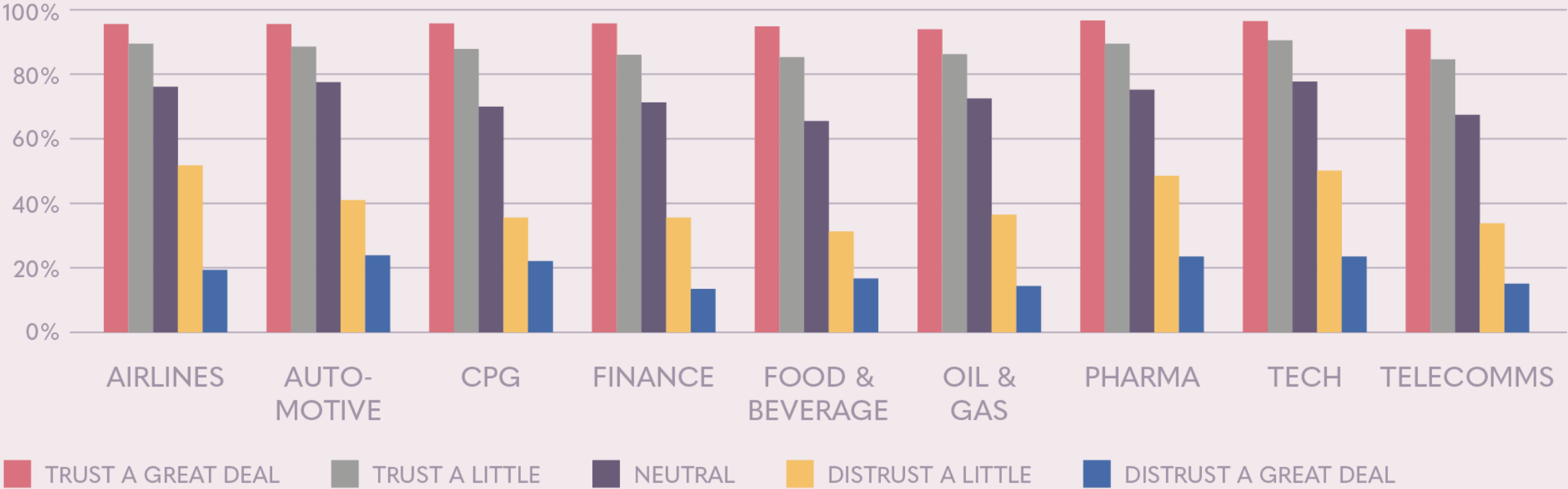
THE IMPACT OF TRUST ON BELIEF IN ADVERTISING – BY REGION

% VERY + SOMEWHAT BELIEVABLE ADVERTISING

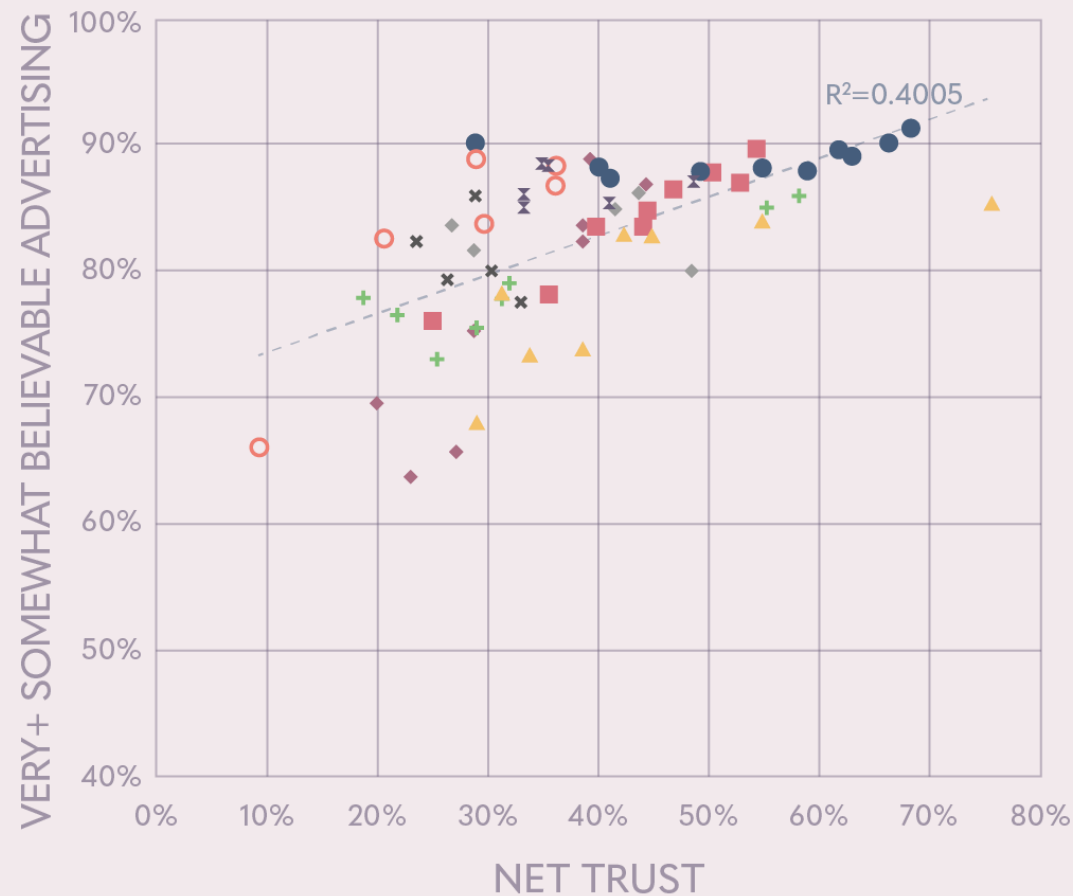


THE IMPACT OF TRUST ON BELIEF IN ADVERTISING – BY SECTOR

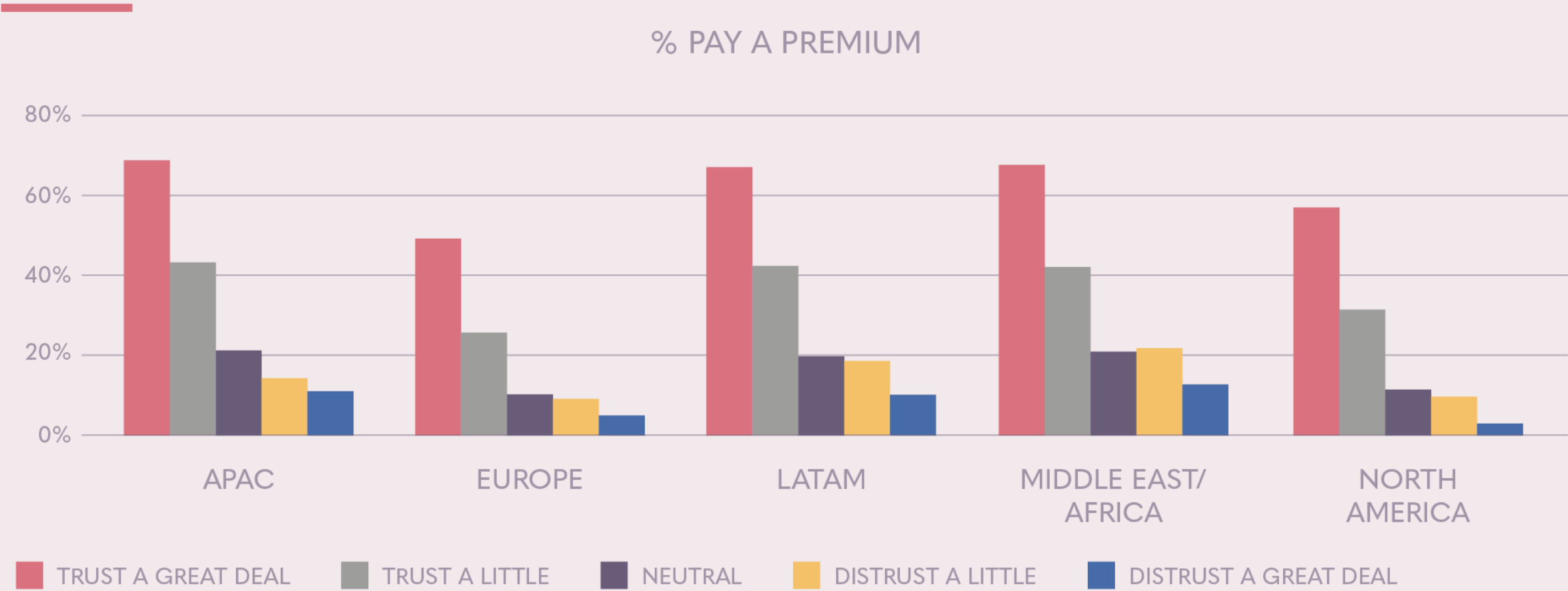
% VERY + SOMEWHAT BELIEVABLE ADVERTISING



AD BELIEVABILITY AND TRUST AT THE COMPANY LEVEL

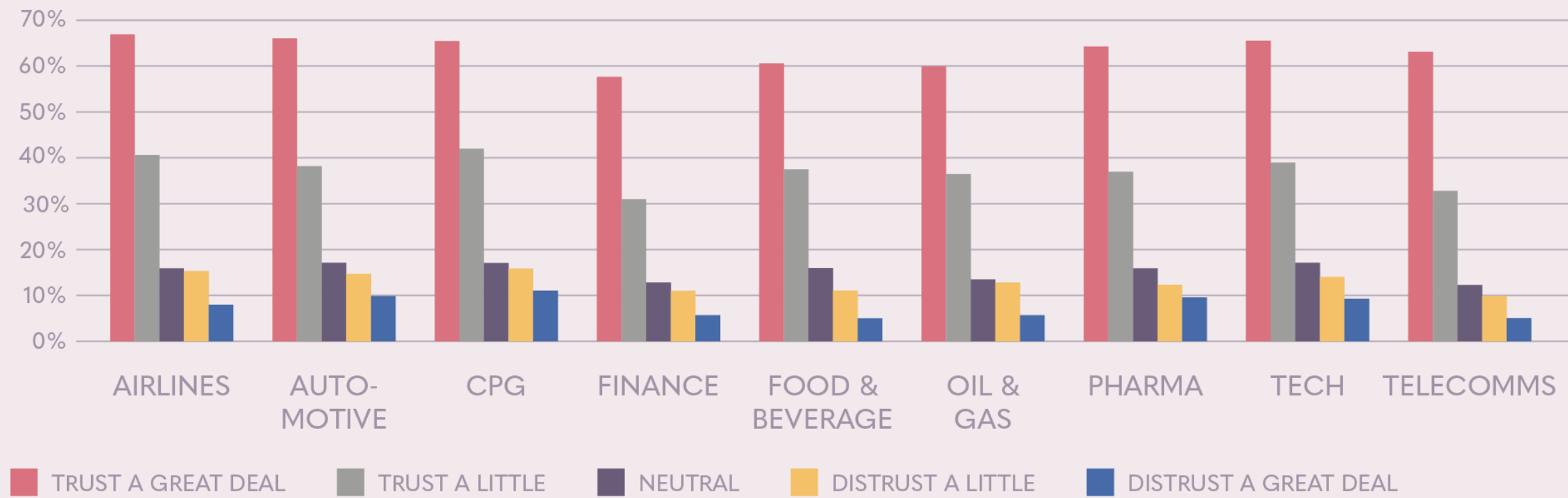


WOULD YOU SPEND MORE FOR A PRODUCT MADE BY A COMPANY YOU TRUST? – BY REGION

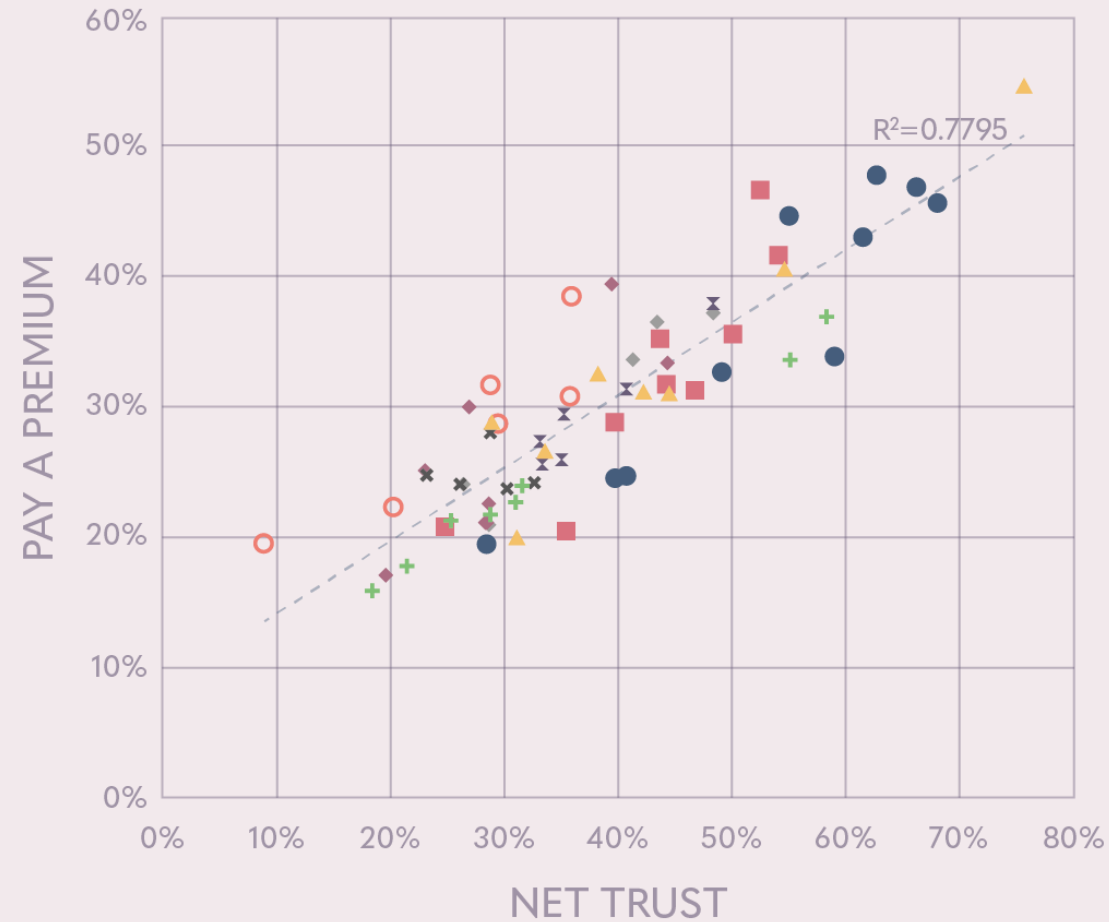


WOULD YOU SPEND MORE FOR A PRODUCT MADE BY A COMPANY YOU TRUST? – BY SECTOR

% PAY A PREMIUM

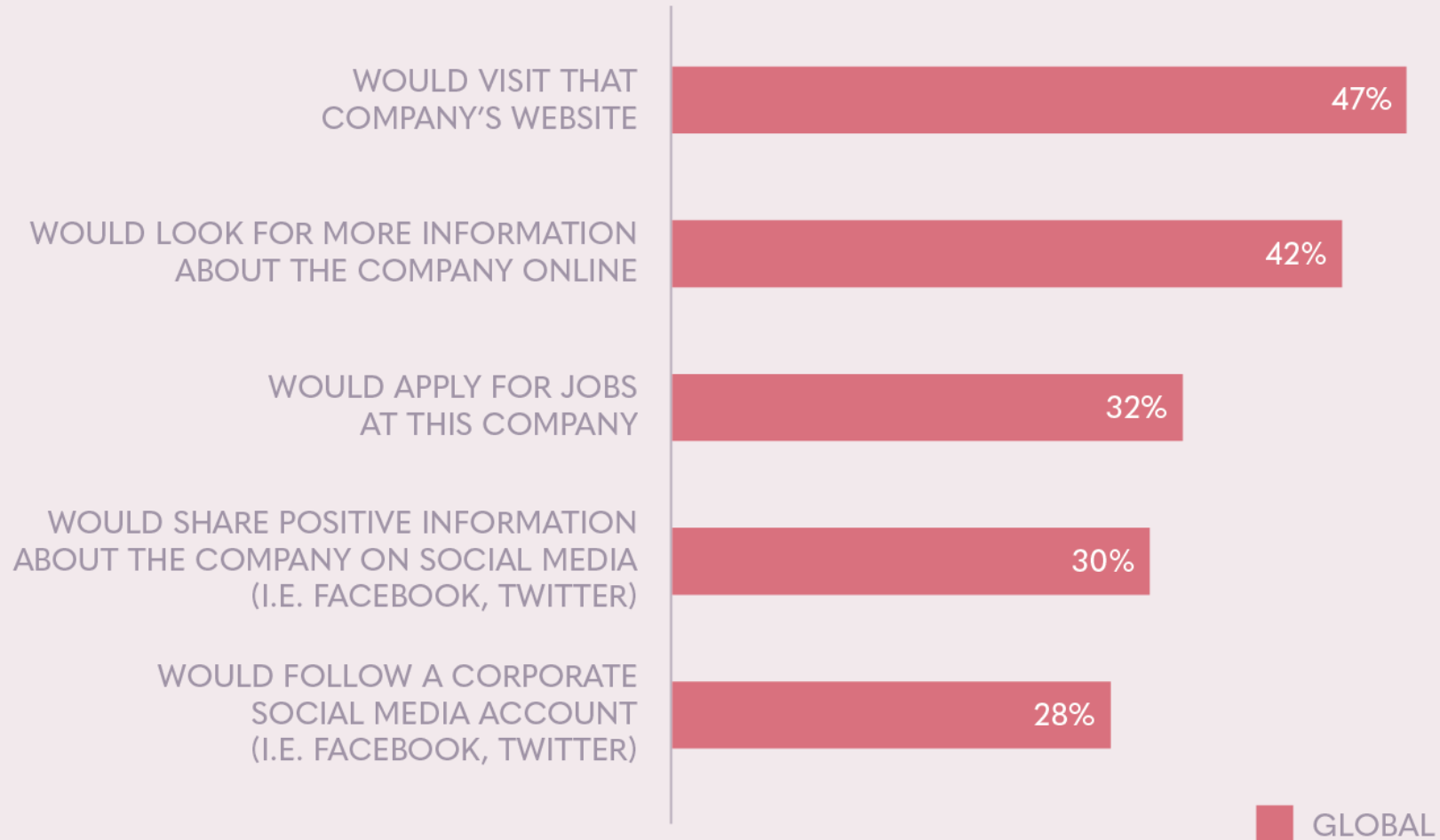


THE IMPACT OF TRUST ON WILLINGNESS TO PAY A PREMIUM IS MORE APPARENT AT THE AGGREGATE LEVEL.

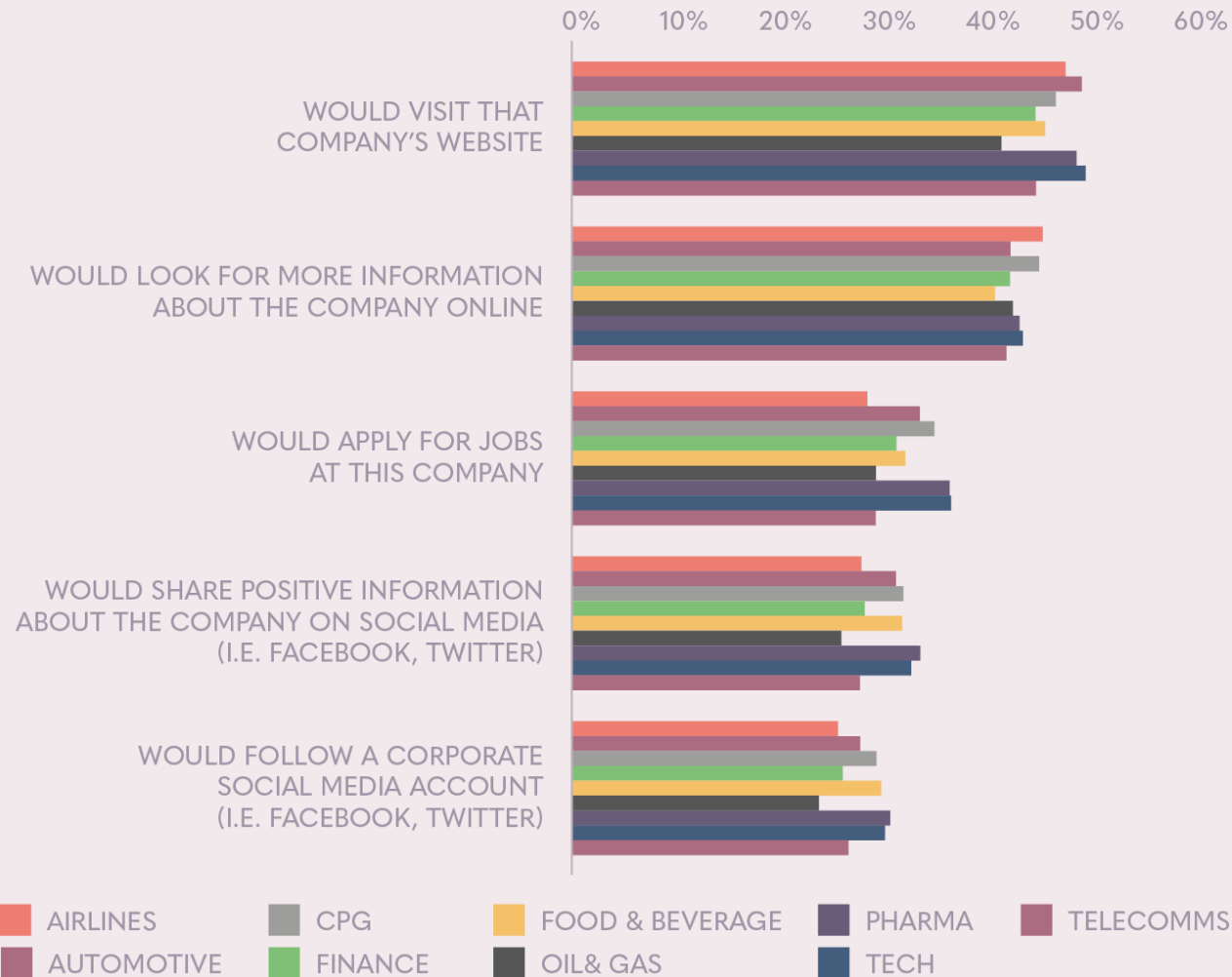


- AIRLINES
- AUTOMOTIVE
- ◆ CPG
- + FINANCE
- ▲ FOOD & BEVERAGE
- × OIL & GAS
- ✕ PHARMACEUTICALS
- TECHNOLOGY
- ◆ TELECOMMUNICATIONS

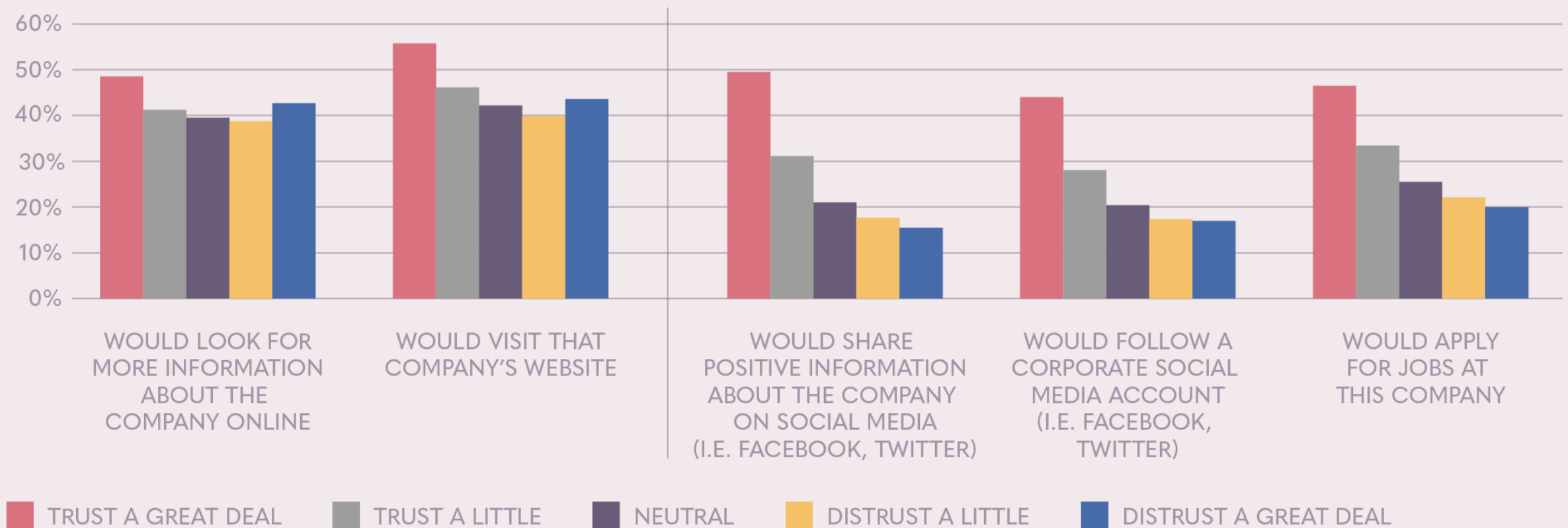
CONSUMERS ARE LOOKING FOR INFORMATION ABOUT YOU ONLINE



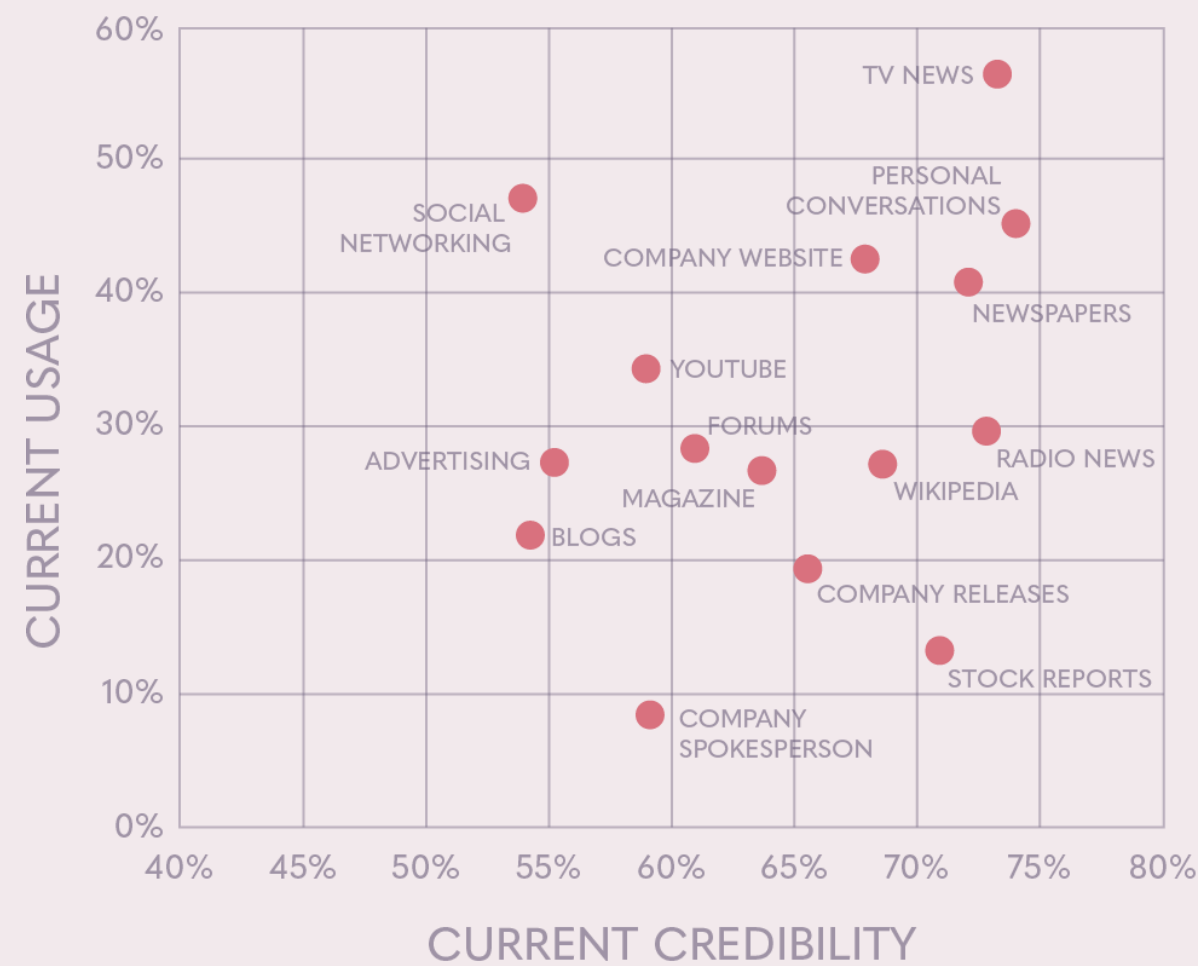
CONSUMERS ARE LOOKING FOR INFORMATION ABOUT YOU ONLINE – DOES CONSUMER ENGAGEMENT VARY BY INDUSTRY?



INFORMATION SEEKERS ARE TRUST-AGNOSTIC; ACTIVITIES LEVERAGING PERSONAL CREDIBILITY REQUIRE TRUST



WHAT INFORMATION SOURCES DO STAKEHOLDERS FIND CREDIBLE?



WHAT INFORMATION SOURCES DO STAKEHOLDERS FIND CREDIBLE?

