



# Canadian Corporate Reputation Monitor (I-REP)

Ipsos' Canadian Corporate Reputation Monitor (I-REP) helps you strengthen and protect your most important asset—your good name, and the reputation behind it.

## What's Covered?

This syndicated study is used by leading companies to measure their reputation in the marketplace, and understand the ranking of their organization, both in the context of their industry, and against Ipsos' I-REP normative database.

The study also includes a reputation ranking list of the leading companies doing business in Canada today. This reputation ranking will provide subscribers with additional context by which to measure their corporate reputation standing in the marketplace. These rankings and other results will be available to subscribers only.

Organizations receive a scorecard of their current standing against at least four comparators of their choosing, as well as actionable information on how to:

- improve or maintain your company's reputation;
- guide messaging and corporate social responsibility strategies;
- assess the impact of existing and potential communications efforts;
- identify the unique, sector-specific drivers of your reputation to move it forward; and
- understand how your reputation impacts consumers' propensity to do business with your company.



Each organization will receive a custom report with their data as it relates to each level of the reputation pyramid, including Awareness, Familiarity, Favourability, Trust, and Advocacy. Additionally, your organization will be measured on a series of sector-specific attributes that help to uncover what Canadians believe you stand for. Some examples of attributes include: quality of products and services, customer service, emotional appeal, and ethical business practices.

In its analysis, Ipsos will employ IBN regression analysis to statistically determine and understand the key drivers of your reputation, and the areas you should focus on to improve your scores on the trust metric—which is the most important aspect of your reputation. **New this year**, we will be adding emotional drivers (a behavioural-science approach) to the study, to understand how they inform, or are informed, by more rational attitudes or behaviours.

## Socially Active and Influential Consumers

In addition to the core study, subscribers will also receive information on socially-active consumers and social-media behaviour. Socially-active consumers who know your brand are an integral stakeholder group to monitor as they base their buying decisions and recommendations on their perception that a company has acted responsibly and ethically. This will provide insight into the percentage of the population that is talking about your company online, what they think about you, and how they are influencing others through social media.

### Examples of Industries and Companies Covered in Past Studies

**Automotive:** Ford, GM, Honda, Toyota. **Banking:** BMO, CIBC, RBC, Scotiabank, TD Canada Trust. **Breweries:** Labatt, Molson, Sleeman. **Confectionary:** Cadbury, Hershey, Wrigley. **CPG:** Johnson & Johnson, Nestle, P&G (Procter & Gamble), Unilever. **Credit Card:** American Express, MasterCard, VISA. **Food:** Nestle, Campbell's, Frito Lay, General Mills, George Weston, Heinz, Kellogg's, Kraft, Maple Leaf, President's Choice, Quaker. **Grocery:** Loblaws, Metro, Sobeys. **Information technology:** Apple, Dell, Google, Intel, Microsoft, BlackBerry. **Insurance:** Desjardins Financial Security, Great-West Life, Manulife Financial, Sun Life Financial. **Manufacturing:** ArcelorMittal, Boeing, Bombardier, EnCana, GE (General Electric), Onex. **Mining and metals:** De Beers, Vale Inco, Xstrata Nickel. **Oil and gas:** Enbridge, Imperial Oil (Esso), Petro-Canada, Suncor, Sunoco. **Pharmaceuticals:** Astra Zeneca, Biovail, GlaxoSmithKline (GSK), Merck. **Quick Service Restaurants:** McDonald's, Starbucks, Subway, Tim Hortons. **Retail:** Best Buy, Canadian Tire, Costco, Future Shop, The Gap, HBC (Hudson's Bay Company/Zellers), Home Depot, Lowe's, Nike, Rexall Pharma Plus, RONA, Roots, Sears, Shoppers Drug Mart, Staples, Wal-Mart. **Shipping/Courier:** Canada Post, FedEx, Purolator Courier, UPS (United Parcel Service). **Soft Drink:** Coca-Cola, PepsiCo. **Telecommunications:** Bell, Rogers, Telus.

Subscribers can identify four comparators (not limited to the list above). More comparators can be added at an additional cost.

### Deliverables

All subscribers to the Canadian Corporate Reputation Monitor (I-REP) syndicated study will receive:

- Topline results of over 100 companies studied common across all subscribing clients.
- A custom report provided only to your organization that includes demographic variations of the results of your organization and custom analysis of the drivers of your reputation.
- In-person presentation upon request (exclusive of travel costs outside Toronto).

### Subscription Details and Pricing (excluding taxes)

The cost of subscribing to the Canadian Corporate Reputation Monitor (I-REP) is \$15,500 plus applicable taxes.

Subscribers may add their own custom, proprietary questions, sample boosts, or performance drivers at an additional cost. Results will be provided to you on a strictly confidential basis. Please contact us for pricing for proprietary questions, adding additional non-subscribing industry counterparts, subsidiaries or competitors, or information about U.S. or global reports.

The study will proceed only if there are a sufficient number of subscribers.

### Schedule

Deadline to confirm participation	November 2
Deadline for custom questions	November 6
Data collection	November/December
Topline results available	Late December
Full reports available	February 2019

Dates are subject to change.

### Contact Information

For more information, please contact:

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