

Is Brand on Your Setlist?

Why brand and reputation should both hit the stage

RepTrak's twenty years of reputation tracking have taught us that wholistically managing your corporate reputation takes more than counting clicks. That's why our suite of reputation metrics includes Brand Scores. Brand and reputation serve as the twin pillars of a company's public persona. They're inextricably woven into an organization's identity, but each has an individual purpose.




Brand

The promise your company makes, developed from the inside out.

Reputation

How you fulfill that promise, built from the outside in.



The essence of a brand lies in the identity that a company projects out to the world. It's an internal manifestation of an organization's vision, values, personality, and communication. In contrast, reputation is the external reflection of how effectively a company lives up to its brand promise in the eyes of stakeholders.

Together, brand and reputation form a **dynamic ecosystem that drives trust, loyalty, and value** — that's why we measure them both. RepTrak's Brand Score is formed from considerations of a company's genuineness, consistency, and ability to stand out from the crowd.

While your brand can enhance your reputation, a poor reputation can negatively impact your brand. You own your brand, but you co-own your reputation with your stakeholders. Without proactive reputation management (ahem, using tools like RepTrak), you risk allowing stakeholders to define it for you.

Let us take the mic and help you balance brand and reputation.

