

2022 GLOBAL REPTRAK 100

Our biggest annual study, in one page.

[Read the full report](#)

243,000+

RATINGS

15

COUNTRIES

12TH

ANNUAL STUDY

100

MOST REPUTABLE COMPANIES





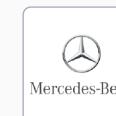
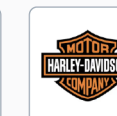

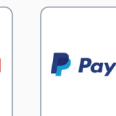




POOR 0-39 WEAK 40-59 AVERAGE 60-69 STRONG 70-79 EXCELLENT 80+

**HOW WE ACTUALLY MEASURE CORPORATE REPUTATION
— FOR THE GRT100 AND OUR EVERYDAY PLATFORM.**

- Global Reputation is down (▼0.7 since 2021)
- Notable Driver decreases include Workplace (▼1.2) and Conduct (▼0.6)
- ESG expectations have not been met (▼0.8)
- Brand was the only element to see a YoY increase (▲0.5)
- Notable industry fluctuations include Media & Entertainment (▼1.7) and Pharma & Life Sciences (▼1.5)

2022 TOP 10

1 ▲	2 ▲	3 ▼	4 ▲	5 ★	6 ▼	7 ▼	8 ▲	9 ▲	10 ▲
									

RepTrak's reputation monitoring software is always-on. Annually, we turn to our proprietary data to better understand reputation evolution and response year over year. Then, we share that information with you as part of our Global RepTrak® 100 Most Reputable Companies.

A year's worth of data creates a hefty read, so we condensed it into a single page.

KEY TAKE AWAYS

- Optimism has set a new reputation standard
- COVID is still shaping brand experience
- Ethical operations and fair, creative employment will be crucial
- You're not competing against your competitors for attention, you're competing with everyone, everywhere, all the time
- ESG is only increasing in importance, and the public is only becoming more disappointed
- The human experience shapes how we interact with brands
- Media and reputation are symbiotic, influencing one another in an endless loop
- Gen Z is flexing their purchasing power and Millennials have grown up
- Even when a product is not easily accessible, reputation is
- Providing a consistent experience doesn't always mean more of the same, it means continuous improvement