



COLLECT YOUR CORPORATE REPUTATION STAMPS.

7 quick-slides to make your mark on the U.K., France, and Germany.

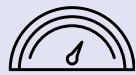


REPUTATION ROAMS

Inherently dynamic in nature, corporate reputation is a constantly changing reflection of broader stakeholder sentiment — and it’s different in every region.

At RepTrak, we're dedicated to transforming stakeholder perceptions into **measurable** reputation insights, equipping your business with the right metrics needed to build a resilient corporate reputation.

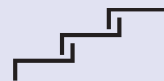
Accelerate your sales and brand loyalty.



A 5-point lift in reputation can increase the overall propensity to **buy** and **recommend** by up to +6% pts.

+6%

Elevate your employer status.



66% of the general public is **willing to work for** a company with an Excellent RepTrak Score.

66%

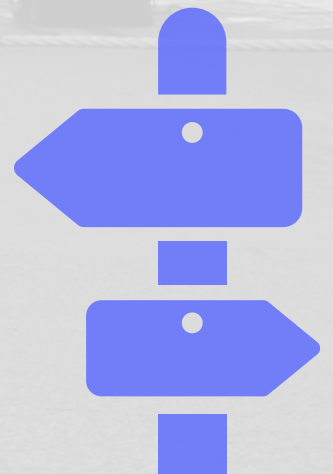
Enhance your “license to operate.”



Companies with an Excellent RepTrak Score are 3 times more likely to **be trusted in a crisis.**

3x

Businesses who operate in different regions can have both a **resilient** and **recessing** reputation depending on where they operate. Our corporate reputation model breaks down reputation into an array of elements, so you can focus on the right priorities for the right market.



PARLEZ-VOUS RÉPUTATION?

Source: RepTrak CRT data, H1 2023

67.5

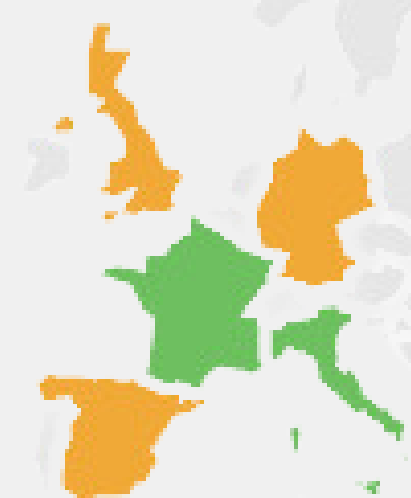
The **U.K.** isn't unique in seeing declining Reputation Scores, but they are declining faster and further than elsewhere.

68.4

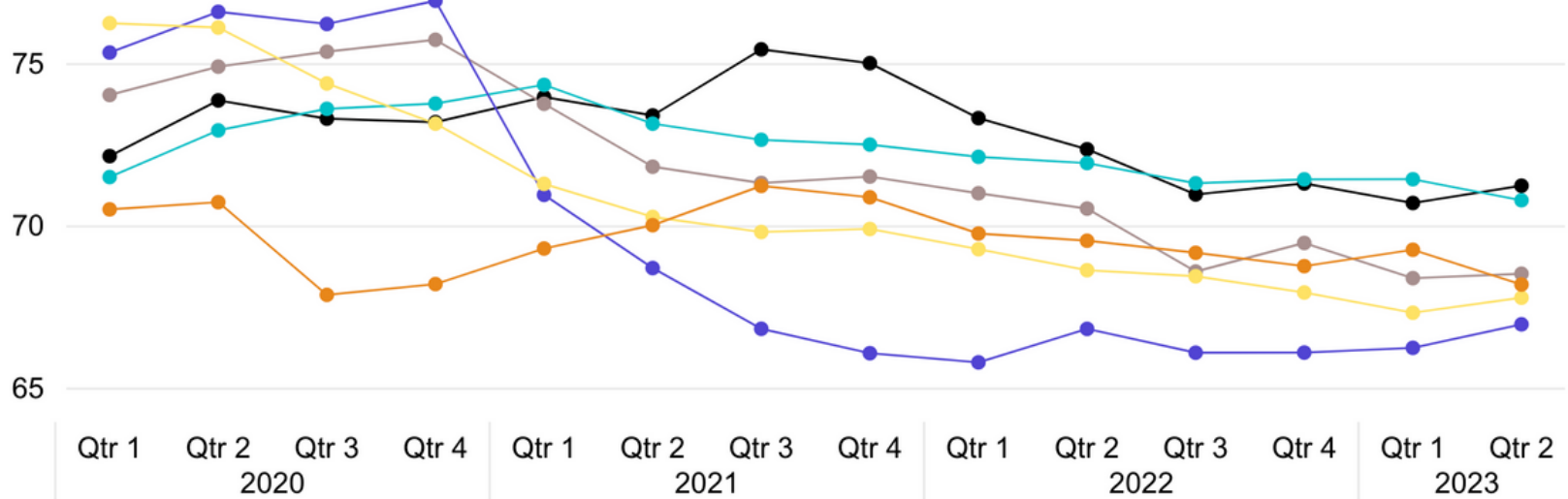
In the two and a half years following the pandemic, **Germany's** corporate reputation fell in similar trajectory to that of the United Kingdom.

70.9

In the midst of social unrest, **France's** declining Reputation Score was still stronger than most major European countries and the U.S.



REPUTATION SCORE OVER TIME BY COUNTRY

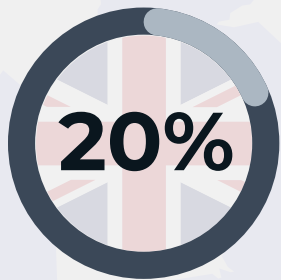


Source: RepTrak CRT data, Q1 2020 - Q2 2023

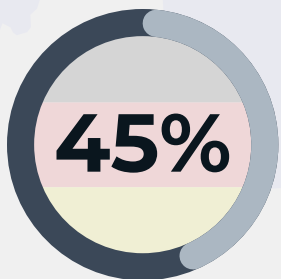
● France ● Germany ● Italy ● Spain ● the United States of America ● the United Kingdom

WHAT'S DRIVING REPUTATION?

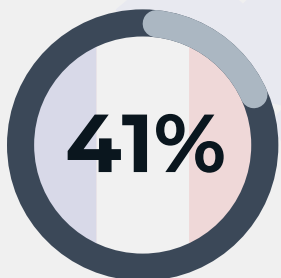
Our **Drivers** offer tangible rationale for why people *think* a certain way about a company. Consumers across regions will have varying concerns for businesses, and understanding what they're thinking can help you prioritize communications, set business goals, and even break into a new market.



In the **U.K.**, Products and Services was the most heavily weighted Driver at 20.5%.



In **Germany**, aspects related to *how* a company does business (Conduct, Citizenship, Workplace) had a weighted importance of 45%.



Those same *how* Drivers had a weighted importance 41% in **France**, yet, they also had the lowest scores out of the 7.

Source: RepTrak CRT data, Q3 2023



MIND THE PERCEPTION GAP



Reputation Drivers in France reveal a discernible perception gap. “Capability” elements such as Performance, Products & Services, and Innovation are perceived strongly — with Scores soaring above 70.

However, this contrasts with the more moderate perceptions of “character” elements. Workplace, Conduct, and Citizenship all fell in the Average range — despite accounting for 41% of the overall weighted importance.


FRANCE DRIVER SCORES

DRIVER	SCORE	CHANGE
Performance	75.2	▼0.8
Products & Services	73.1	▼0.4
Leadership	72.7	▼0.4
Innovation	70.9	▼0.1
Workplace	66.6	▲0.5
Conduct	66.1	▲0.1
Citizenship	65.6	▲0.2

△▽ Change, but not statistically significant

▲▼ Statistically significant change

Source: RepTrak CRT data, H1 2023 compared to H2 2022

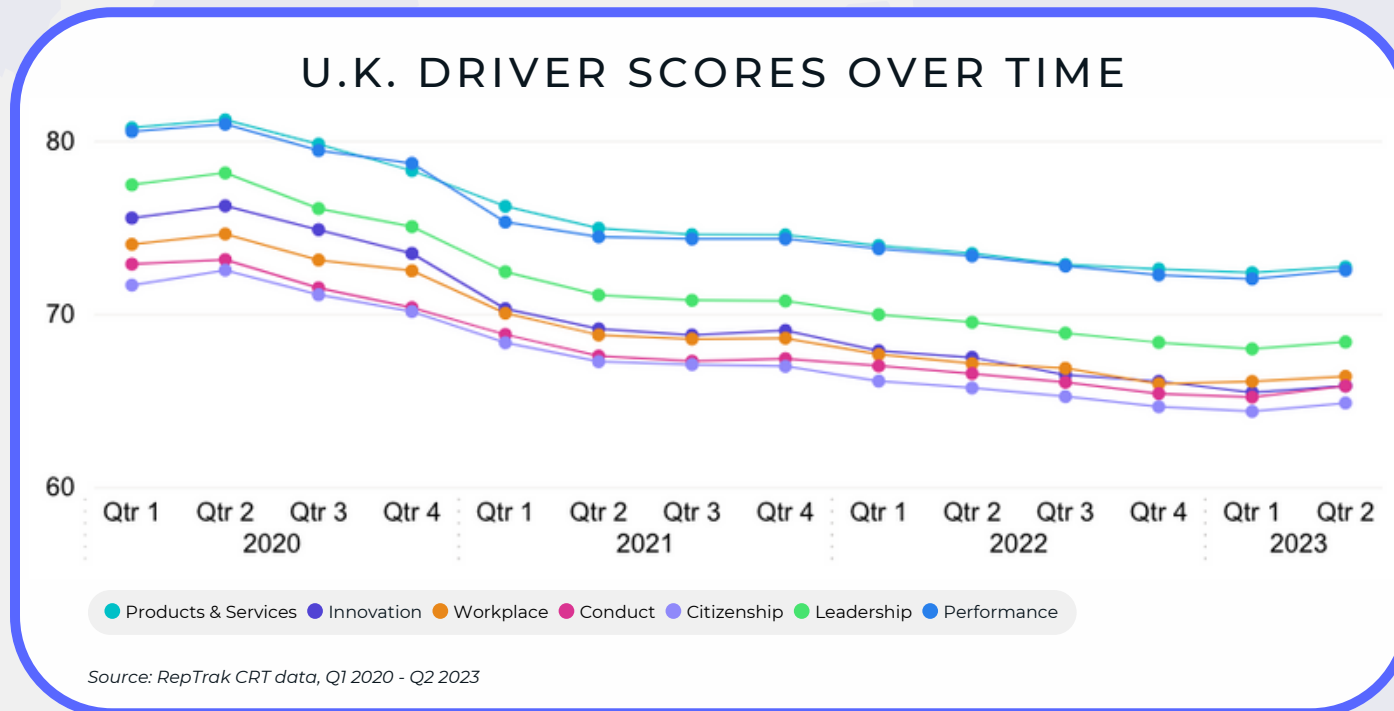


REMEMBER THAT REPUTATION IS PERCEPTION. THOUGH YOU MAY BE DOING GOOD WORK, YOU MUST COMMUNICATE YOUR EFFORTS WITH STAKEHOLDERS TO IMPROVE YOUR CORPORATE REPUTATION.

EXPLORE THE REPUTATION PATH LESS TRAVELED

In the U.K., **Products & Services** was the most heavily weighted Driver in Q3 of 2023 — and has consistently been one of the region’s highest scoring Drivers.

However, the key to a thriving corporate reputation is not to focus on one area. If high quality products are most important for U.K. stakeholders, explore communications strategies that combine your efforts across the board; like how your products are made from recycled materials, or how they’re sustainably produced to boost your Conduct, Citizenship, and Innovation Scores.



EVERY DRIVER HAS BEEN ON A STEADY DECLINE IN THE U.K. SINCE 2020.



PUT YOUR PRODUCTS ON THE MAP

While Innovation isn't currently Germany's lowest scoring Driver, it has seen a **7.4-point decline** from Q4 2020 to Q2 2023. And public demand for innovation is only growing.

Be mindful that launching new products won't be enough to boost your Innovation Score. From cost savings, to climate change, to job retention, German companies should tune in to broader stakeholder needs to inform their forward-thinking innovation plans.

GERMANY DRIVER SCORES

DRIVER	SCORE	CHANGE
Products & Services	74.7	▽0.1
Performance	74.2	▼0.6
Leadership	72.4	▼0.4
Innovation	70.9	▼0.4
Workplace	69.0	▼0.3
Conduct	67.2	0.0
Citizenship	66.4	▽0.1

△▽ Change, but not statistically significant

▲▼ Statistically significant change

Source: RepTrak CRT data, H1 2023 compared to H2 2022

German brands consistently achieve high ranks internationally. Last year, 13 German brands made RepTrak's ranking of the world's 100 most reputable companies.





No matter where your business is, **these recommendations can get you started.**

Establish your reputation goals



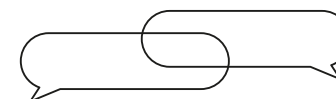
Define clear goals for improving your corporate reputation. Building a reputation to attract and retain talent is different from building one for a “license to operate.”

Align on your strategy

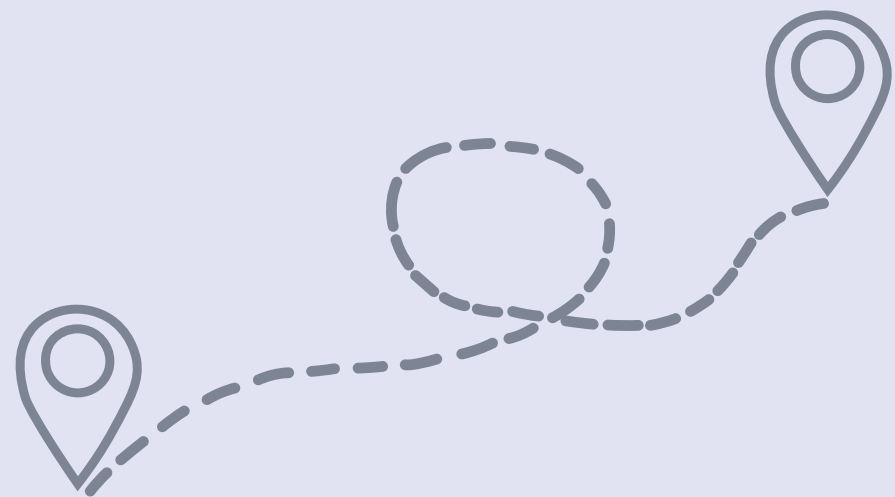


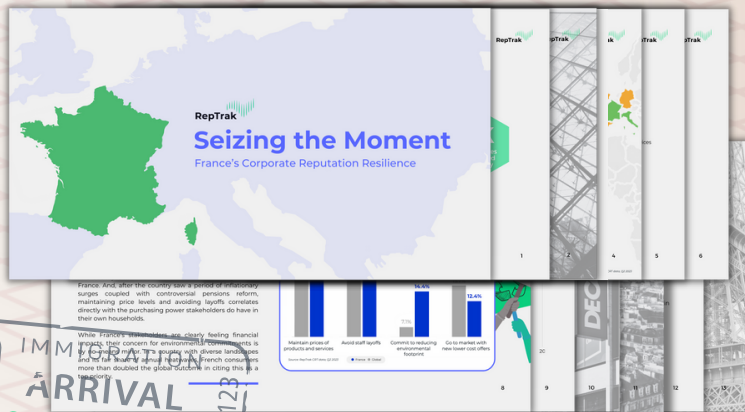
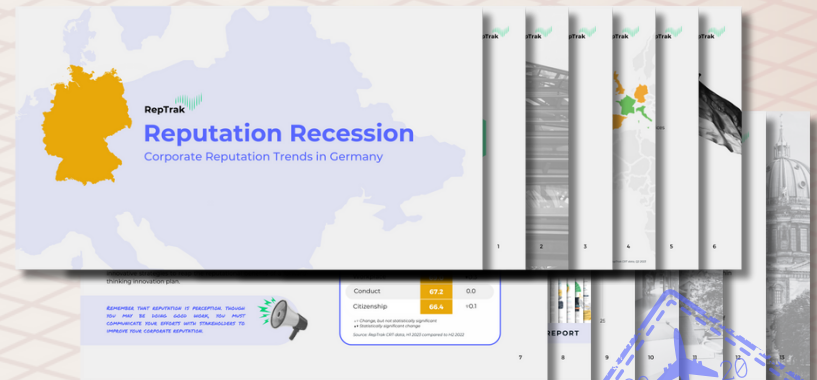
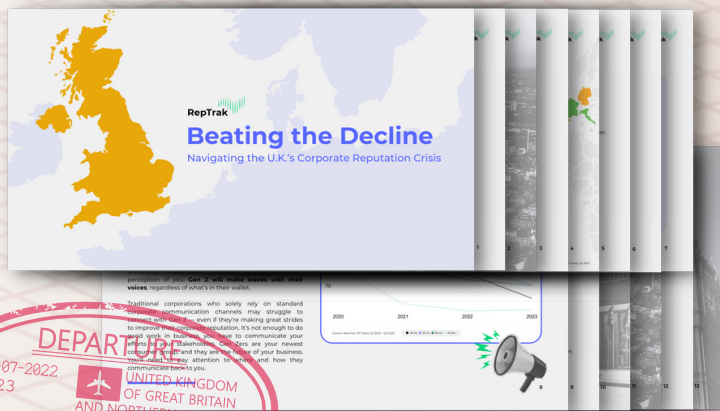
Focus action on those areas which matter most to your goals. What matters to one audience or market doesn't always matter to another.

Communicate with stakeholders



Use the right channels for the right audience. Those channels that have worked in the past may not be the most appropriate or cost effective now.





WANT MORE REGIONAL DATA?

READ THE REPORTS