

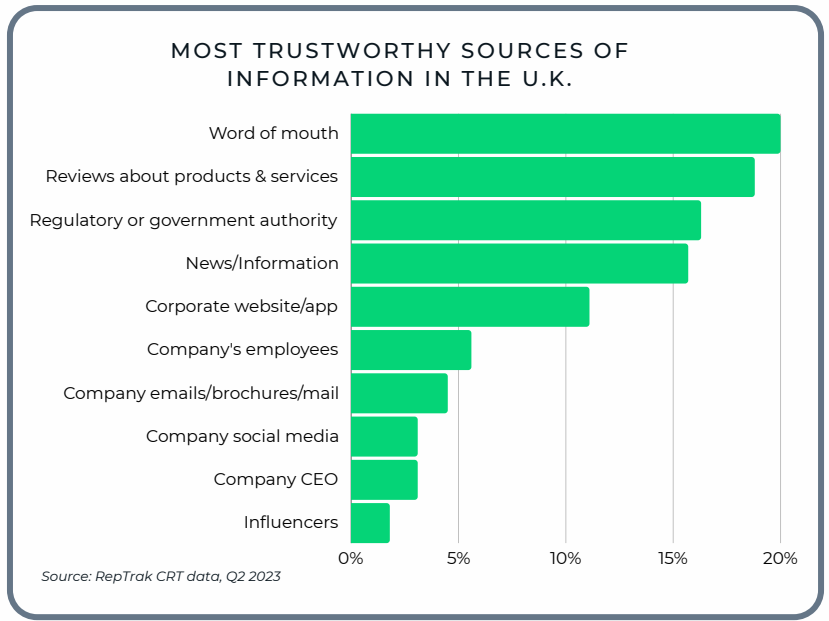
LIKE THE LOCALS DO

A tour of reputation data across 3 regions.

Understanding local stakeholder sentiment is something RepTrak knows a thing or two about. Whether you operate in multiple regions, are looking to break into a new market, or are just starting to manage your corporate reputation, it's crucial for your business to understand regional stakeholder needs. We're taking you on a tour of three regions so you can learn the local reputation language, and start seeing business like the locals do.



Amongst the broader population of U.K. stakeholders, RepTrak data shows varied trust levels depending on the source. Word of mouth, reviews, and endorsements from regulators are the most trusted. In contrast, influencers and CEOs rank lower due to perceived biases.



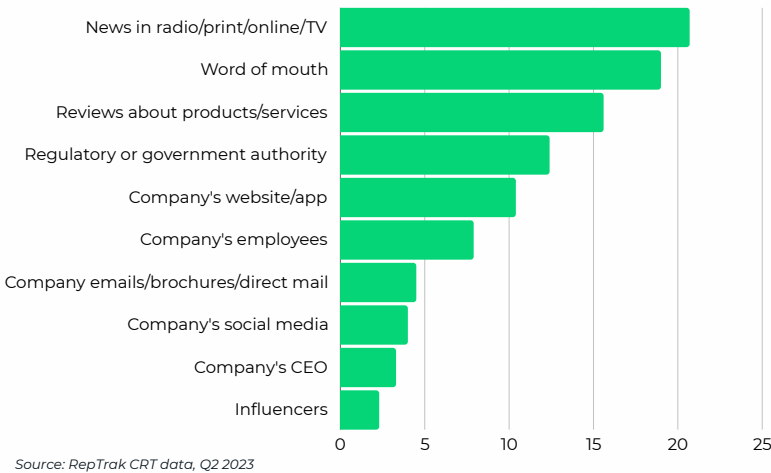
PIT STOP!

Next, a U.K. retailer, has built a "bricks and clicks" model that allows them to leverage their brand, optimize supply chains, and open new revenue channels. Next exemplifies a legacy brand that continually innovates, evolves, and strengthens its reputation.



UNITED KINGDOM

MOST TRUSTWORTHY SOURCES OF INFORMATION IN GERMANY



In Germany, trustworthy information sources differ from global trends — with a preference for traditional media. However, they are aligned with global sentiment in favoring stakeholder-driven sources over corporate-owned sources.

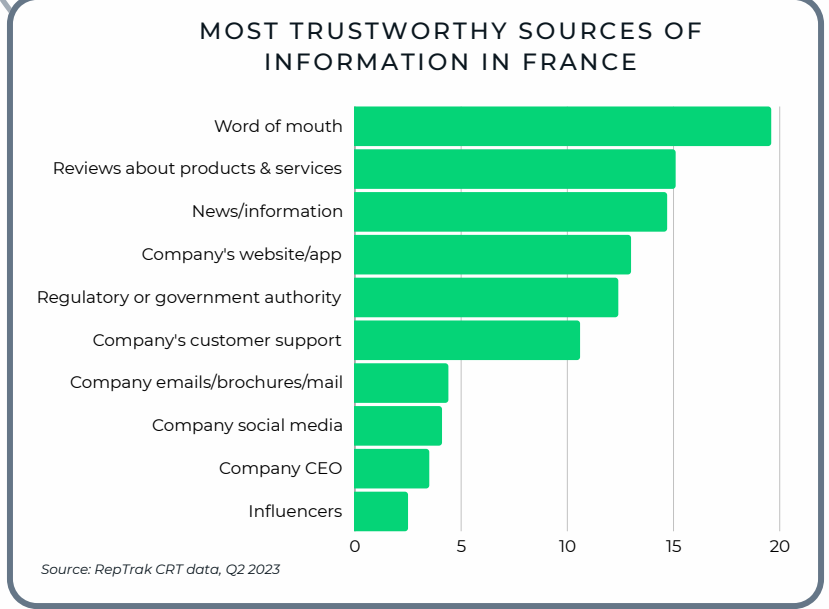
PIT STOP!

LEGO was the #1 most reputable company in 2023, and they continue to stand out in Germany. They reflect a commitment that extends beyond financial success to positive, tangible impacts on stakeholders and the environment.



GERMANY

What's the best way to connect with French stakeholders? Similar to their neighbors, stakeholder-driven sources are notably more trusted than corporate-owned sources. The impact of word-of-mouth and third-party narratives is significant — and can overshadow direct corporate communications.



PIT STOP!

Renault exemplifies proactive engagement in the environmental and cost-of-living spheres — aligning with government incentives for reduced pollution. Their advertising narrative conveys a message of reduced fuel consumption, so consumers pollute and pay less.



FRANCE

Understanding the specific needs and preferences of local consumers is a crucial business practice. When you leverage their "reputation language," your business will reap the benefits. RepTrak is dedicated to helping your reputation take flight, ensuring that no matter where your business ventures, you are equipped to effectively communicate with your stakeholders around the globe.

