



Ipsos KMG

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YENİLİKLER**  
'2010



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# The Present Value of Reputation

How reputation impacts business value



**Nobody's Unpredictable**

# Present Value of Reputation

Reputation isn't just something that you store away for a rainy day.

Reputation can help you improve your marketing efficiency and therefore sell products/services more efficiently.



Present Value frames our ideas about Reputation and our approach to Reputation Research.

# Traditional View of Reputation



Future value oriented: building equity for future crises

Extractive industries  
Monopolies  
Gov't supported

Backward looking  
(tracking & comparing)  
Elite targets: gov't,  
media, biz/finance

# Reputation's Wider Impact

How do we do the right thing?

What CSR assets are most effective?

How do we convey the message?





# Reputation is Owned by Stakeholders

**Google is a metaphor for how stakeholders process your reputation. Stakeholders do not only take into account the information that you give them. They take into account many other sources. If you are not actively building your reputation, then someone else will (and they may have contrary goals).**

Searches related to: **coca-cola**  
[coca-cola history](#)   [pepsi](#)   [coca-cola enterprises](#)   [coca-cola slogan](#)  
[coca-cola foundation](#)   [coca-cola bottles](#)   [coca-cola pictures](#)   [coca-cola commercials](#)

Google Home - Advertising Programs - Business Solutions - Privacy - About Google

# Defense

Building equity for future crises  
Maintaining credibility



# Offense



Marketing Efficiency  
Impact on Sales  
Employee  
Attraction/Retention

Communications Impact  
Impact of external factors  
Social and policy context



# The Impact of Reputation is Part of a Virtuous Cycle

Trust encourages consumers to buy products and believe advertising



Reputation impacts 2 of the 4Ps:  
Product and Promotion



Product use builds trust and willingness to try other brands



Advertising builds trust and drives consumption





## Why Trust?

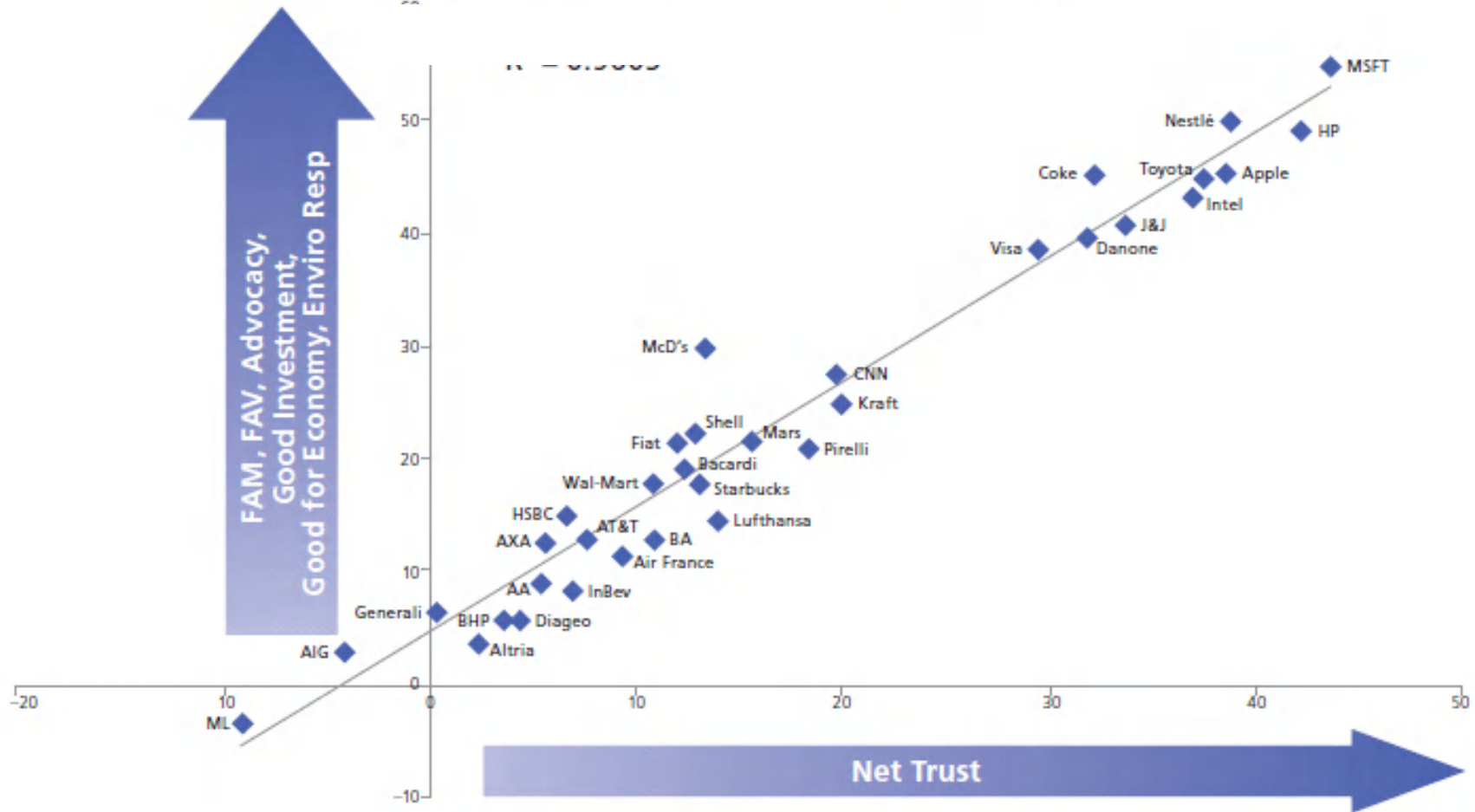
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- **Trust** is our measure of Reputation
  - Trust is familiar, it is something we seek to build in every relationship.
  - When you trust someone, you are more open to what they have to say, and more likely to give them the benefit of the doubt in the face of contradictory information
  - **Trust** is widely used to represent reputation in the research world:
  - Qualitative and Academic research points to Trust as the most important dimension of reputation
  - Trust is a better dependent variable than favorability or advocacy (both of which are tied closely to product attributes)



# Why Not An Index?

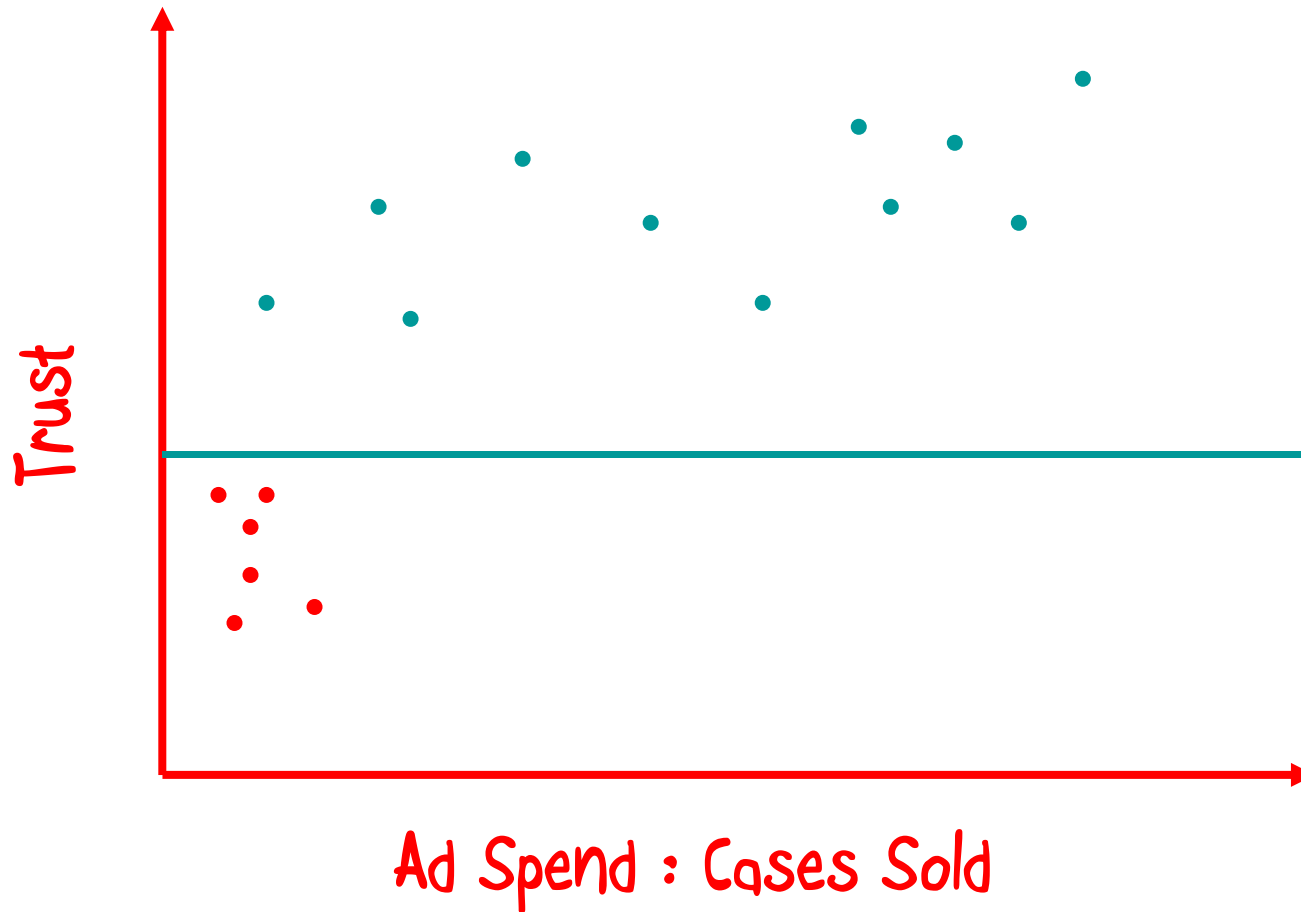
Why Not An Index? – Global @dvisor Data



© 2008 Ipsos

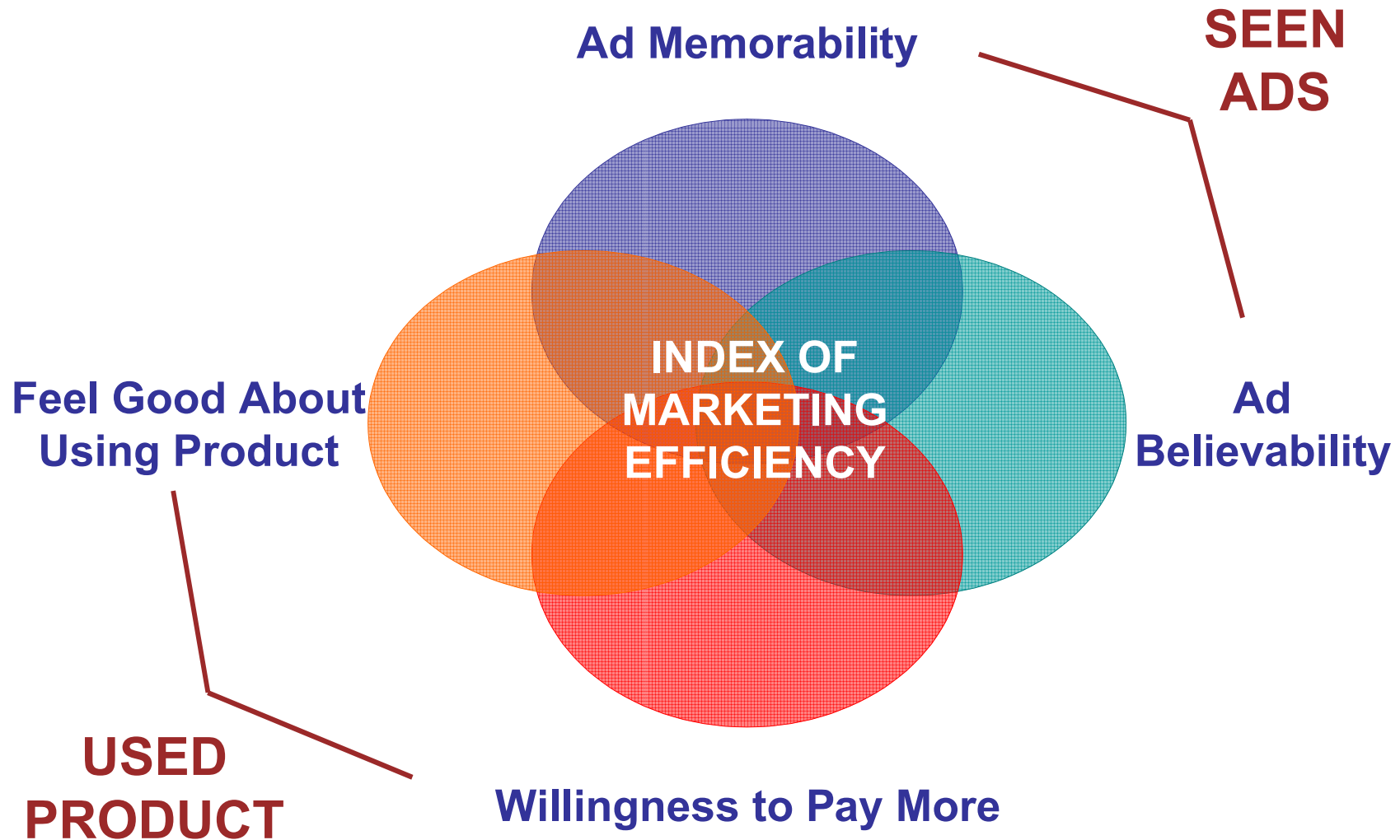
## The Genesis of the RME Idea

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# Model of Opinion Based Marketing Efficiency

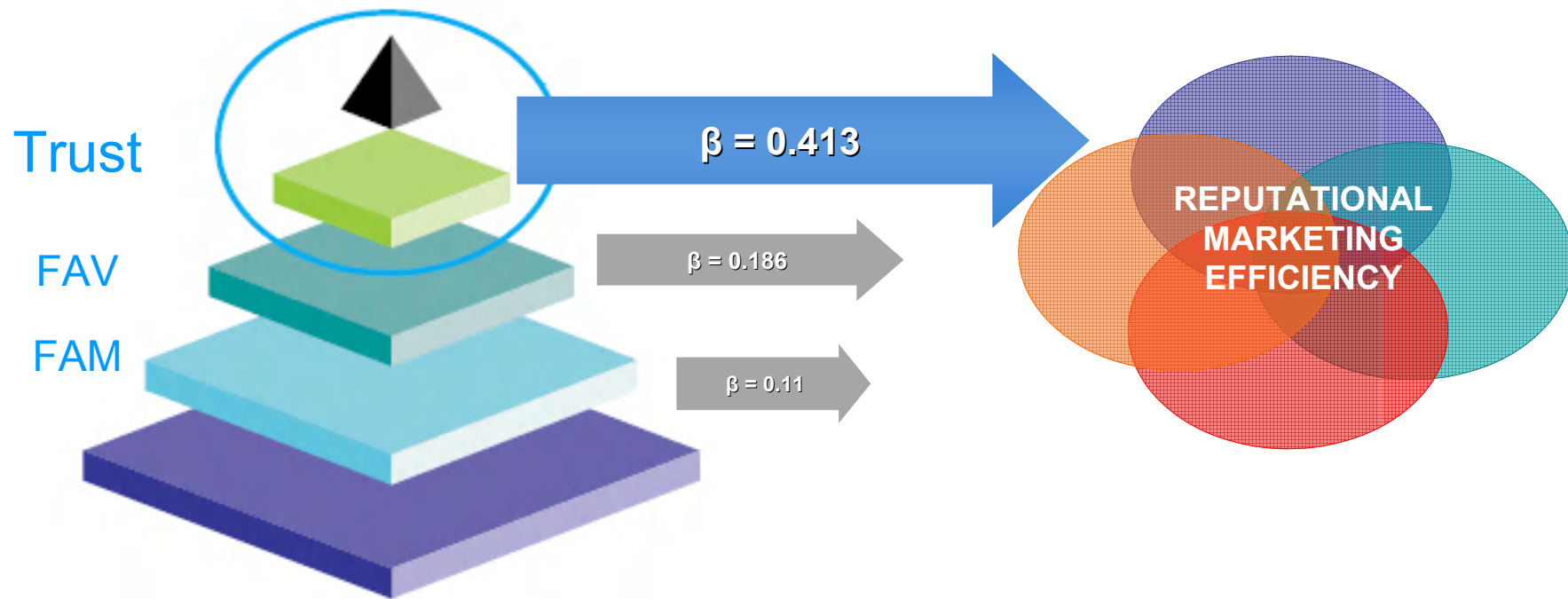


*Cronbach's Alpha of .59*

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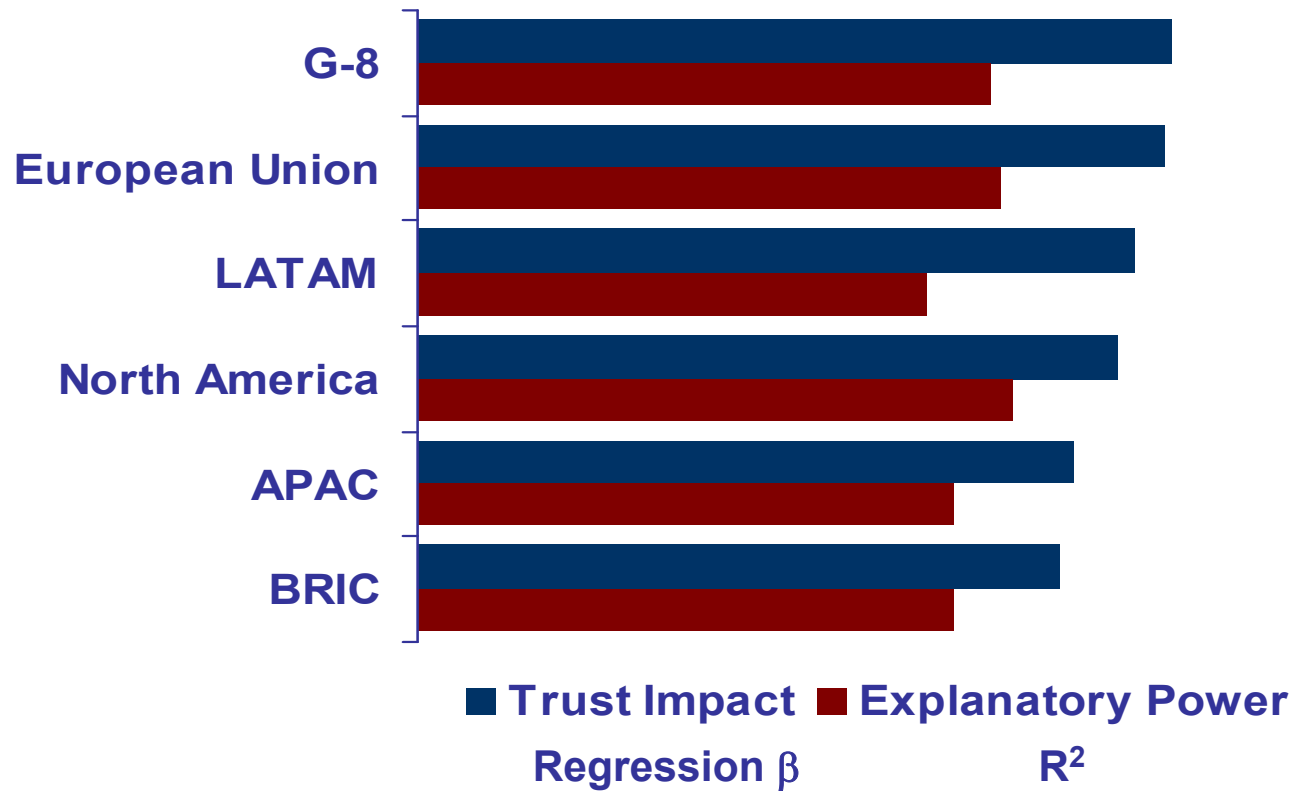
# Build Reputation To Drive Marketing Efficiency





## Reputational Marketing Efficiency Is Applicable Across Geographies

Impact of Trust is greater in G-8 and Europe than in Asia, North America, or BRIC





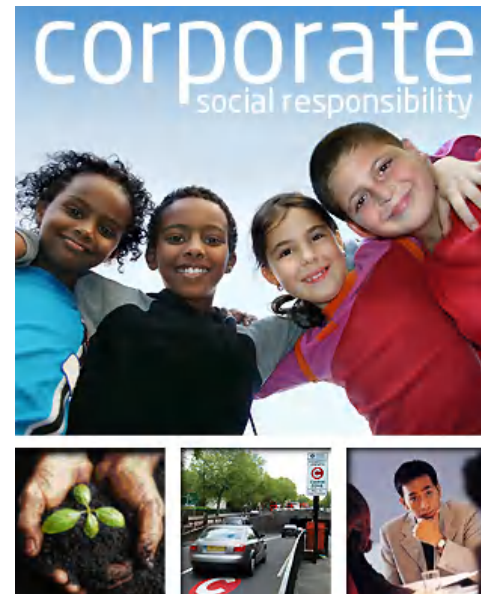
## Trust Impact Changes the Message

Reputational messages (corporate social responsibility) can be used to increase brand equity AND to improve financial performance



Traditional

VS



CSR

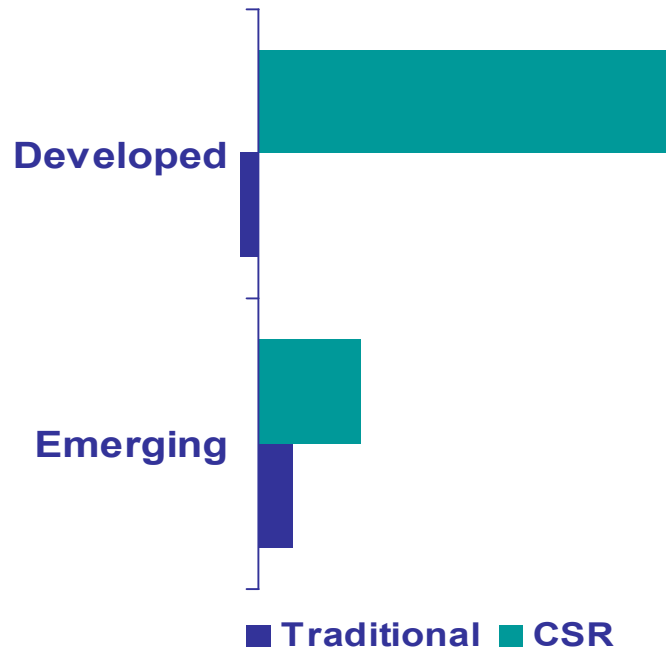


# Trust Impact Changes the Message

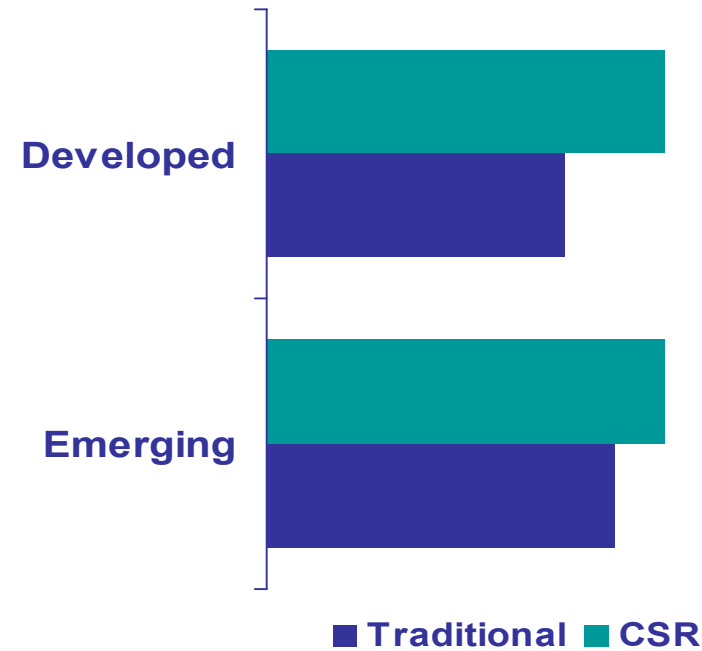
CSR works better than traditional messaging in all countries to improve equity flow and brand preference

CSR is more effective in Developed countries

**Increase Brand Equity**  
*Average Change in Equity Flow*



**Improve Financial Performance**  
*Increase in Preference*



Source: ESOMAR case study written by Ipsos and Coca-Cola

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## Our comprehensive model tells you how to get to where you want to be, not just where you are

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### Your foundation (where you are):

- ◆ **Current image** – performance on standard image metrics (Favorability, Trust, etc)
- ◆ **Drivers of image** – what matters to your image
- ◆ **Relative measures** – trend over time and relative to competitors

### Add to it with (where you are going):

- ◆ **Marketing efficiency** – modeling reputation's effect on the credibility and appeal of your messages, products or services
- ◆ **Social context** – regulatory environment, social trends, news cycle, etc
- ◆ **Values and policy context** – stakeholder perceptions, preferences and values
- ◆ **Communications** – how to improve your reputation through effective messages and message placement

## Clients Benefiting From The Approach

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# Key Findings

## ■ Present Value of Reputation:

<b>Invest Now</b>	<b>Important New Part</b>	<b>Work Smarter</b>	<b>Increase Trust</b>	<b>Leverage Reputation</b>
Makes the case for investing in, and using, reputation <b>NOW.</b>	Is an important new part of the answer to “why should we invest in reputation?”	A company which lacks a good reputation will have to work harder to get its point across.	The end goal of reputation management remains the same – help companies and organizations to improve their level of Trust.	Reputation oriented messaging can be more effective than traditional product/ service messaging



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