



# GLOBAL REPTRAK<sup>®</sup> 100

2024



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# WELCOME TO THE REPUTATION RENAISSANCE

By now we've all been familiarized with the whirlwind of challenges brought to businesses during the pandemic-era. From supply chain disruptions to remote work, COVID's hurdles tested the resilience and adaptability of companies. However, the onslaught of new crises didn't make the old ones go away. Issues like rising costs and rising temperatures predate COVID's reign; but without resolution, the mix of new and old crises created compounding consumer anxieties. As a result, public sentiment and the landscape of corporate reputation has undergone a seismic shift.

While the pandemic dust is indeed settling, the relationship between consumers and their favorite companies doesn't look like it used to. Consumers, more informed and empowered than ever before, have spent the past 4 years recalibrating their expectations. Where transparency, sustainability, and accountability have always been "nice to see" from companies, they are "must-haves" if businesses want to thrive in the post-pandemic world.

The modern dynamic between companies and consumers underscores the critical importance of corporate reputation. Consumers aren't in the market for a one-product-stand, they're looking for a long-term relationship with brands — and our corporate reputation data demonstrates so.

Twenty years of rigorous reputation analysis has enabled us to quantify the pulse of public sentiment and its impact on corporate performance. Annually, we leverage our unparalleled data suite to understand global corporate trends and corresponding public sentiment year over year. Then, we share that information alongside a ranking of the world's 100 most reputable companies with you as part of our Global RepTrak (GRT) 100 report.

Twenty twenty-two's Global RepTrak saw the first decline in Reputation since 2018 — and in 2023, corporate reputation took a second consecutive hit. This year, Scores across our suite of reputation metrics are sporting increases.

*We're sharing how the world's most reputable companies have turned a corporate reputation reckoning into a reputation renaissance.*



## METHODOLOGY

We know you've waited all year to see the ranking, but don't skip this section. We want to quickly tell you about RepTrak's methodology. Not only is it very cool, but we do things differently from other reputation management companies you may have encountered. We take our data processes and methodology seriously because corporate reputation is *all* we do, and we do it better than anyone. So, we're going to outline how we arrived at this year's ranking and the rest of the findings in this report.

Though this study is conducted through its own unique survey, how we determine the world's most reputable companies is rooted in our everyday processes. The 100 Most Reputable Companies ranking is based on 243,000 survey responses collected globally across 14 major economies. Data for this study was collected in Q4 of 2023.



243K SURVEYS COLLECTED

ACROSS 14 GLOBAL ECONOMIES

In our data collection, we do not include corporate self-reporting, we don't ask executives how they think they're doing, and we don't look at who's winning the algorithm game. We go straight to the source: the stakeholders who shape your brand's narrative through their thoughts, feelings, and actions.

## REPTRAK ADVISORY

Our data is just a piece of what makes RepTrak insights world-class. We understand the human element of corporate reputation. We capture our data from real people, and real-life reputation experts then bring that data to life.

Our global approach to reputation data is enhanced by the specialized local knowledge offered by our team of advisors. This pairing of data and bespoke guidance guarantees that our insights are not only attuned to cultural nuances, but are also customized to address the specific demands of diverse markets. Our Advisory Team is stationed across the globe, bringing a wealth of localized insight to our clients — wherever they are.

Clients of RepTrak benefit from being matched with a dedicated team of advisors. These experts offer an actionable analysis of their reputation data, aligning business objectives with stakeholder sentiment across different markets and sectors. Keep an eye out for their insights throughout this report, you'll want to know what they have to say about this data!







We call this the informed general public (IGP) — individuals who aren't just aware of your company but have formed opinions about it. We then use census data to garner a diverse sample of stakeholder ratings that are equally represented from region to region. This process ensures that our data integrity remains consistent over time. With the help of machine learning (ML), our reputation intelligence platform combines and analyzes these survey ratings and transforms them into powerful reputation metrics.

Our proprietary reputation model quantifies how people **feel**, **think**, and **act (do)** towards companies globally. Corporate reputation is dynamic, and we're the only reputation management company that measures it as such. Our model was built to score (from 0-100) a variety reputational elements, not just one, to paint a full picture of corporate reputation. These Scores correspond with 5 different ranges from Poor to Excellent.

For consideration in the 2024 Global RepTrak 100, a company had to meet the following criteria:

- Be a corporate brand with global revenue above \$2 billion (USD).
- Achieve a global familiarity threshold above 20% across the 14 countries measured, and a regional familiarity threshold above 20% within at least 7 of those 14 countries measured.
- Reach a qualifying Reputation Score above the median score from our global dataset (which covers thousands of companies) of 67.3 points.

Companies that met these criteria were then ranked based on their global Reputation Score.

*Speaking of the ranking...*



 **\$2B** GLOBAL REVENUE

 **20%** FAMILIARITY THRESHOLD

 **67.3** QUALIFYING REPUTATION SCORE

# 2024 Global RepTrak® 100

▲ Rank change up ▼ Rank change down = Rank no change ★ Rank new

1 =	2 ▲	3 ▲	4 ▲	5 =	6 ▼	7 ▼	8 ▲	9 ▲	10 ▼
11 ▲	12 ▼	13 ▼	14 ▼	15 ▼	16 ▲	17 ▲	18 ▼	19 ▼	20 ▲
21 ▲	22 ▲	23 ▲	24 ▲	25 ▼	26 ▼	27 ▲	28 ★	29 ▲	30 ▲
31 ▲	32 ▲	33 ▲	34 ▲	35 ▲	36 ▼	37 ▼	38 ▼	39 ▼	40 ▼
41 ▲	42 ▼	43 ▲	44 ▼	45 ▲	46 ▲	47 ▲	48 ▼	49 ▼	50 ▼
51 ▼	52 ▼	53 ▼	54 ▼	55 ▲	56 ▲	57 ▼	58 ★	59 ★	60 ▲
61 ▼	62 ★	63 ▲	64 ▼	65 ▼	66 ▼	67 ▲	68 =	69 =	70 ★
71 ★	72 ▲	73 ★	74 ▲	75 ▼	76 ▼	77 ▼	78 ▼	79 ▼	80 ▼
81 ▼	82 ★	83 ▼	84 ▼	85 ▲	86 ▼	87 ★	88 ★	89 ▼	90 ▼
91 ▲	92 ▼	93 ▼	94 ★	95 ▼	96 ▼	97 ▼	98 ▼	99 ▼	100 ▼

## FEEL: REPUTATION SCORES

### KEY TAKEAWAY:

STAKEHOLDERS HAVE GREAT EXPECTATIONS AFTER COVID, AND THE BEST OF THE BEST ARE UP FOR THE CHALLENGE.

After two years of back-to-back declines in the global Reputation Score, this year's Score is back up with a ▲0.6-point increase — landing at a Strong 73.8. However, this increase doesn't make up for the 1-point decrease seen in 2023. A ▲0.6-point increase in Reputation Score might not seem encouraging given last year's drop. But, according to RepTrak's Chief Customer Officer, Bradley Hecht, it means that “for the first time in 2 years, companies have begun to recover from reputation drops driven by a multitude of challenges: macro-economic issues, workplace difficulties, product problems, and corporate responsibility skepticism. As the world (*hopefully*) recovers and reputation risks begin to fade, stakeholders expect companies to proactively act in all those areas — and then communicate their efforts. If they don't, companies risk falling behind their competitors in the race to become one of the world's most reputable companies.”

While we're breathing a collective sigh of relief to see risks stabilize, future challenges and crises aren't unavoidable — but you can prepare for them. Companies with a positive reputation are more likely to recover in a time of crisis, giving them a competitive edge. Hecht shares that “companies who proactively act after a crisis will be well positioned to be a reputation leader, and in doing so, take market share from competitors.”



REPUTATION IS EMOTIONAL IN NATURE, IT'S A PUBLICLY DEVELOPED GENERAL OPINION OR JUDGMENT OF YOUR ORGANIZATION. OUR REPUTATION SCORE MEASURES THE EMOTIONAL CONNECTION, **THE FEEL** WE LIKE TO CALL IT, STAKEHOLDERS SHOW TOWARDS COMPANIES.



COMPANIES WHO PROACTIVELY ACT AFTER A CRISIS WILL BE WELL POSITIONED TO BE A REPUTATION LEADER, AND IN DOING SO, TAKE MARKET SHARE FROM COMPETITORS.

— **BRADLEY HECHT**  
CHIEF CUSTOMER OFFICER  
THE REPTRAK COMPANY





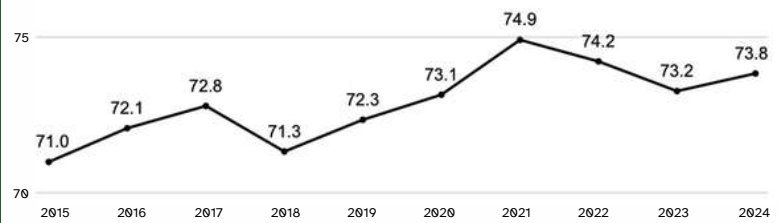
As the economic and reputational environments brighten, this year's increase, though it doesn't mean a total recovery, is an encouraging sign that companies and their stakeholders are reconciling. 2023 GRT data exhibited the sentiment of scorned stakeholders after two years of broken promises. This year, the data indicates that businesses have taken steps in the right direction to repair those relationships. But this small increase cannot be taken for granted. Consumers won't hesitate to move on with your competitors should they see your affections fading.

You may have noticed that, even with two consecutive decreases, 2022, '23, and '24 have overall higher Scores than before 2021's peak Score of 74.9. The fact that Scores were still stronger during the pandemic years than any year previous illustrates two key points. First, all things considered, businesses responded well amidst this era's challenges and managed to maintain some of that good will instilled by 2021's peak. Second, 2021's high Scores set the new standard of expectations for businesses. In our 2021 Global RepTrak report, we stated:

*As a result of the pandemic, companies are facing an increasingly complex set of pressures and demands from stakeholders, including seismic shifts in societal engagement and corporate citizenship expectations, and acute uncertainty about the future.*

So it goes, that future is now our present. The expectations of companies from their consumers are drastically different now than they were before the pandemic, and they won't let the old standards fly. We are living in a stakeholder economy, and like it or not, consumers are setting a high bar — higher than it's ever been.

## GLOBAL REPUTATION SCORE OVER TIME

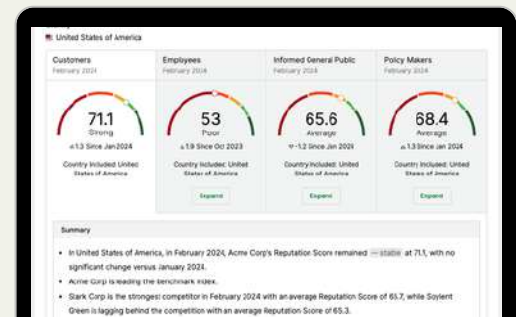


Source: 2024 Global RepTrak 100 Study

## MULTI-STAKEHOLDER

No two reputations are alike, and neither are stakeholders. While this report focuses on the informed general public (IGP), an audience that businesses around the globe share, RepTrak has the power to track dozens of different groups. From industry specialists to emerging market segments, our **multi-stakeholder upgrade** can help you focus on those who matter most to you for a more nuanced understanding of your reputation landscape. Ask how you can track any stakeholder, anywhere.

REQUEST A DEMO





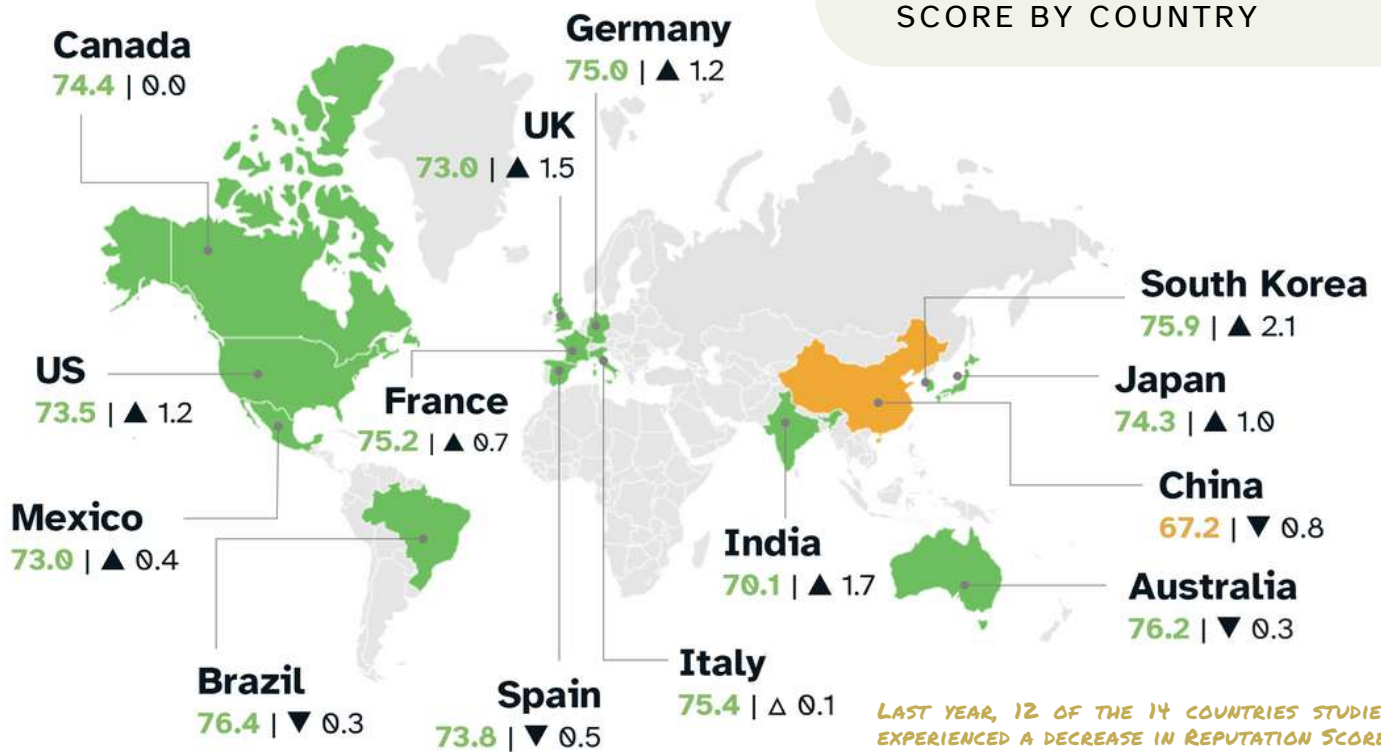


We've seen "true reputation leaders authentically and frequently communicate about their activities in the reputation areas their stakeholders care about most," says Hecht. "In 2024, that must include a focus on product value and innovation, improved customer experience, and citizenship initiatives." In this new era, thriving requires not just meeting but exceeding these elevated expectations.

This year's Scores, however, show that the best of the best are up for the challenge.

GLOBAL REPUTATION SCORES STEM FROM A MIX OF INTERNATIONAL PERSPECTIVES ACROSS THESE 14 COUNTRIES. HOWEVER, CULTURAL NUANCES AND LOCAL CONDITIONS WILL CREATE VARYING SCORES FROM COUNTRY TO COUNTRY.

## 2024 REPUTATION SCORE BY COUNTRY



Source: 2024 Global RepTrak 100 Study

LAST YEAR, 12 OF THE 14 COUNTRIES STUDIED EXPERIENCED A DECREASE IN REPUTATION SCORE. THIS YEAR, ONLY 4 EXPERIENCED A DECREASE.

## MULTI-COUNTRY

Unlock the power of global insights with our **Multi-Country Reputation Upgrade**. While this report focuses on the world's largest economies, RepTrak's intelligence spans over 60 countries. Our multi-country upgrade empowers you to navigate market trends, unearth hidden opportunities, and stay ahead of risks and competitors. Whether you're solidifying your global presence or venturing into new territories, this data delivers the diverse cultural perspectives you need to succeed in the stakeholder economy.

REQUEST A DEMO

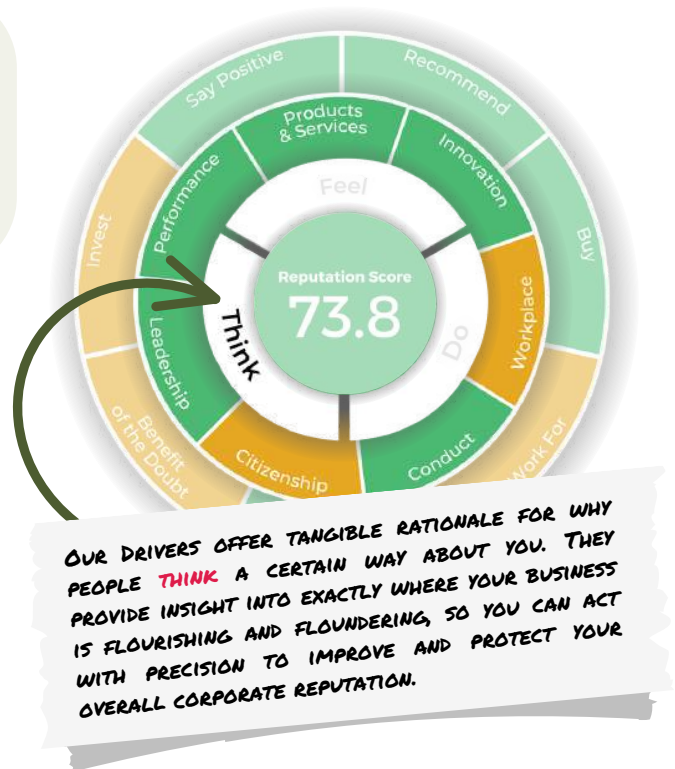
## THINK: REPUTATION DRIVERS

### KEY TAKEAWAY:

HOW TO SUCCEED IN BUSINESS? YOU CAN NO LONGER GET BY WITHOUT REALLY TRYING.

Our reputation wheelhouse is made of a variety of quantifiable elements that categorize reputation across different influencing factors. Our 7 Drivers of Reputation were designed to provide insight into how stakeholders assess key business areas that drive reputation. And this year, they are thinking more positively.

Last year, GRT data reported that every single Driver was decreasing.



### 2023 GLOBAL REPUTATION DRIVERS

DRIVER	SCORE	CHANGE	WEIGHT
Products & Services	74.9	▼1.0	20.9%
Performance	74.2	▼1.0	13.3%
Leadership	72.2	▼1.2	13.0%
Innovation	70.7	▼1.3	13.1%
Conduct	68.6	▼1.1	14.6%
Workplace	67.4	▼1.0	11.1%
Citizenship	67.4	▼1.3	14.0%

Source: 2023 Global RepTrak 100 Study

This year, we are thrilled to see the tides turning! And we're even more excited to see where company efforts are resonating. In 2023, every Driver showed a decline of at least one full point — exhibiting the largest overall decreases in Driver Scores since 2018.

### 2024 GLOBAL REPUTATION DRIVERS

DRIVER	SCORE	CHANGE	WEIGHT
Products & Services	75.6	▲0.7	20.4%
Performance	75.1	▲0.9	13.6%
Leadership	73.3	▲1.1	13.2%
Innovation	71.8	▲1.1	13.2%
Conduct	70.0	▲1.4	14.4%
Workplace	69.1	▲1.7	11.2%
Citizenship	68.9	▲1.5	14.0%

Source: 2024 Global RepTrak 100 Study

In 2024, every Driver is back up. And what's even better is that the three lowest scoring Drivers (Conduct, Workplace, and Citizenship) have not only recovered from their steep drop last year, but these Scores are higher than they were in 2022. That's big.

SVP of Advisory in EMEA, Harry Foster, explains how the world's most reputable companies increased Scores in these areas. "2023 saw many challenging issues across economic, societal, and political realms. Nevertheless, these companies continued to devote time, energy, and communication to addressing the issues that matter most to people. They were especially vocal about their employees, the environment, and societal partnerships; and as a result, positive awareness of these initiatives increased."

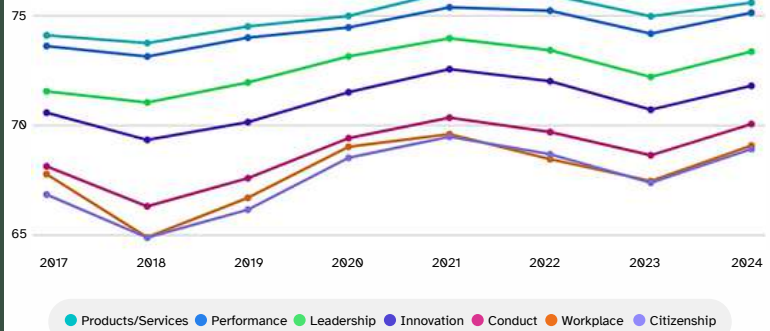
Let's take a closer look at these Drivers.

## CONDUCT (WITH A LITTLE BIT OF PRODUCTS & SERVICES)

Conduct is up ▲1.4-points from last year, and boy was it needed. While all the Drivers play an important role in managing a well-rounded corporate reputation, each Driver has their own distinct impact on the Reputation Score — and some have a larger impact than others. We measure this impact in the form of our Driver Weights. Over time, Conduct (14.4% Weight in 2024) has consistently had the third *lowest* Score of all the Drivers, but has had the second *highest* Weight behind Products & Services (20.4% Weight in 2024). This means that Conduct's consistently lower Scores have been significantly impacting Reputation because it carries such a high weight.

At RepTrak, we like to dive deep into data. In addition to weighing the Drivers' impact on Reputation, we also break the Drivers down into an additional 23 data points called Factors. These Factors provide nuanced insight into what influences each of their corresponding Drivers.

### GLOBAL REPUTATION DRIVER SCORES OVER TIME



Source: 2024 Global RepTrak 100 Study

CONDUCT  
▲1.4 YOY

70.0

Conduct is influenced by 3 Factors that consider a company's fairness, ethicality, and its openness and transparency. These elements are foundational to a company's ability to cultivate and enhance its credibility among stakeholders. Strong performance in these areas signals to the public that a company is committed to high standards of operational integrity — actively building a distinguished corporate identity that equally resonates positively with stakeholder expectations.

### 2024 GLOBAL CONDUCT FACTORS

DRIVER	FACTOR	SCORE	CHANGE
Conduct	Fair in doing business	71.3	▲1.2
Conduct	Ethical	70.2	▲1.4
Conduct	Open and transparent	68.6	▲1.6

Source: 2024 Global RepTrak 100 Study

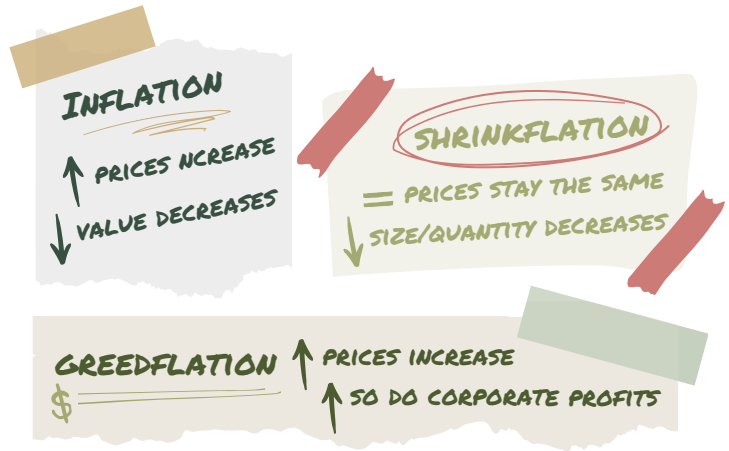
Conduct's decreasing Scores from the past two years reflected stakeholder frustration with *how* companies had been operating. "With high inflation, challenged supply chains, and rising costs, companies had to increase prices, but many were seen as happily passing on costs to consumers (termed 'greedflation') without taking some of the pain themselves," Foster remarks. "Companies need to be more *open and transparent* about pricing, but also show what they are doing to manage costs. This will provide the greatest value possible for their customers and will additionally translate to growth in the reputational area of Products & Services — which saw the smallest increase this year."

With the two largest weights on Reputation, consider combining your communications efforts in both Conduct and Products & Services for an even greater impact on Reputation.

## CITIZENSHIP

While Citizenship has the lowest Driver Score this year, an Average 68.9, it has a noteworthy increase of ▲1.5-points, and its Factor Scores are up too.

This Driver represents an organization's positive impact on society, considers its support of good causes, and its environmental conscientiousness. A company that scores high in Citizenship takes an active stand in making the world a better place. Citizenship's weight on Reputation, at 14%, is the third highest weight behind Products & Services and Conduct. If we look at them in tandem, Citizenship and Conduct have a combined weight of 28.4%, surpassing Products & Services 20.4%. This illustrates that stakeholders care about *what* companies do almost as much as they care about *how* they do it.



### 2024 GLOBAL PRODUCTS & SERVICES FACTORS

DRIVER	FACTOR	SCORE	CHANGE
Products/Services	High quality products & services	77.9	▲0.5
Products/Services	Meets customer needs	76.5	▲0.7
Products/Services	Stands behind products & services	76.2	▲0.5
Products/Services	Good value products & services	71.7	▲0.9

Source: 2024 Global RepTrak 100 Study

CITIZENSHIP  
▲1.5 YOY

68.9

### 2024 GLOBAL CITIZENSHIP FACTORS

DRIVER	FACTOR	SCORE	CHANGE
Citizenship	Positive influence on society	71.4	▲1.2
Citizenship	Supports good causes	68.1	▲1.7
Citizenship	Environmentally conscious	67.1	▲1.5

Source: 2024 Global RepTrak 100 Study



## WORKPLACE

That brings us to Workplace. This Driver had the second lowest Score at an Average 69.1, but the highest change year-over-year with a ▲1.7-point increase and a consistent ▲1.6-point increase across all its Factors.

The Hollywood writers' and SAG-AFTRA strikes in the U.S. echoed many ongoing workplace frustrations felt across the globe. Battles for fair wages, fair treatment, and the fair use of AI made the workplace a hot topic (to say the least) in 2023. Conduct's and Citizenship's data make clear that the public is passionate about a variety of topics — and they want their favorite brands to be so too. We asked consumers what issues were the most important for corporations to address in helping to better society, and across the globe, workplace related issues were top of mind.

Workplace has the smallest weight on Reputation in 2024, an 11.2% Weight globally. But reputational elements are delicately interconnected, and appropriately managing them requires a holistic approach. Consumers believe that providing a fair living wage and caring for employees are not just workplace issues, acting on these concerns will have an overarching positive influence on society — and will give you a boost in Citizenship Scores.

This year's Driver Scores demonstrate that businesses want to be who stakeholders need — and they'll need to keep up this momentum for long-term success. For continual growth in these areas, Foster recommends two things. "First, companies need to be innovative in how they tackle major challenges. Second, they need to communicate the initiative they are deploying to tackle those challenges."

WORKPLACE  
▲1.7 YOY

69.1

### 2024 GLOBAL WORKPLACE FACTORS

DRIVER	FACTOR	SCORE	CHANGE
Workplace	Equal opportunities workplace	70.0	▲1.6
Workplace	Rewards employees fairly	69.0	▲1.6
Workplace	Concerned for employee well-being	68.2	▲1.6

Source: 2024 Global RepTrak 100 Study

### WHAT ISSUES ARE MOST IMPORTANT FOR CORPORATIONS TO ADDRESS IN HELPING TO BETTER SOCIETY?



15% OF RESPONDENTS SAID "PROVIDING A FAIR LIVING WAGE"



12% OF RESPONDENTS SAID "CARING FOR EMPLOYEE HEALTH AND WELL-BEING"

Source: 2024 Global RepTrak 100 Study



FOR CONTINUAL GROWTH IN THESE AREAS, COMPANIES NEED TO BE INNOVATIVE IN HOW THEY TACKLE MAJOR CHALLENGES AND COMMUNICATE THE INITIATIVE THEY ARE DEPLOYING TO TACKLE THOSE CHALLENGES.

— HARRY FOSTER  
SVP OF ADVISORY (EMEA)  
THE REPTRAK COMPANY



Corporate conduct, citizenship, and workplace have been under intense scrutiny the past few years, and for good reason. Where traditional focus areas like financial performance, product, and innovation are tried and true indicators of what makes for good business, conduct, citizenship, and workplace embody the new era of corporate strength. While it's been steadily brewing for years, the pandemic expedited change from pre-pandemic standards of business operations. Consumers have changed the way they operate too; they're spending more time thinking about *who* they buy from, not just *what* they buy.

## DO: BUSINESS OUTCOMES

**KEY TAKEAWAY:**  
STAKEHOLDERS AREN'T RUNNING BACK TO INTERACT WITH COMPANIES, BUT THEY ARE WALKING BACK...

The third set of elements in RepTrak's proprietary model are Business Outcomes. They are a set of 7 measured predictive behaviors that stakeholders demonstrate toward a company. Our 2023 analysis revealed a stark trend: stakeholders were not just passively skeptical; they actively altered their interactions with businesses based on their perceptions of them. Last year's Driver Scores painted a bleak picture of consumer sentiment, and they put their money where their mouth was. They didn't let their thoughts stay idle — they turned them into action. Or in the case of last year's Business Outcomes, *in-action*. Like Drivers, every single Outcome was also down last year, showing that consumers were *less likely* to carry out these 7 key interactions with brands.

## SAYING AND DOING THE RIGHT THING IS GOOD BUSINESS

THE REPTRAK MOTTO



**BUSINESS OUTCOMES ARE THE DO IN OUR MODEL OF REPUTATIONAL ELEMENTS. THEY ARE THE ACTIONS STAKEHOLDERS ARE WILLING TO TAKE WHEN CONSIDERING, SUPPORTING, AND ENGAGING WITH YOUR COMPANY.**

### 2023 GLOBAL BUSINESS OUTCOMES

BUSINESS OUTCOME	SCORE	CHANGE
Buy	72.6	▼1.1
Say Positive	72.1	▼0.9
Recommend Products	71.8	▼1.1
Trust To Do The Right Thing	70.5	▼0.7
Benefit Of Doubt	66.0	▼1.3
Work For	63.1	▼2.2
Invest	62.7	▼2.0

Source: 2023 Global RepTrak 100 Study



Last year, the looming threat of recession and the very real impact of inflation (and shrinkflation) had consumers feeling nervous about how they would earn and spend money. This year, stakeholders are feeling more confident to buy from, invest in, and work for companies. But the increases in these activities haven't rebounded in the same way their thinking has. Where the weakest Drivers are showing Scores that surpass 2023's, not one Business Outcome sees an increase larger than last year's decrease. Though stakeholders are thinking more positively, their actions suggest some lingering skepticism.

EVP of Advisory in EMEA and APAC, Oliver Freedman, advises companies not to panic at this. "The existence of a lag between changes in perceptions and behavior is not unusual. Many times, we see this occur in both directions. For example, the Reputation Score of a well-regarded company may drop, and it takes some time for that wave of changing sentiment to hit Business Outcomes. In this year's data, perceptions are now more positive, but they have yet to translate into more positive behaviors." This conversion will take some time, and so companies need to be patient while they continue their good work. Freedman warns that businesses "must be careful to protect these more positive perceptions as they make their way into action. Unmanaged reputations and crisis events can quickly halt the progression of sentiment into action, and we don't want to see trends reverse."

Interestingly, the place where stakeholder action has changed the most is in Invest. This Business Outcome had the largest YoY increase with a ▲ 1.8-point climb that so nearly recovered from last year's ▼2.0-point drop.

## 2024 GLOBAL BUSINESS OUTCOMES

BUSINESS OUTCOME	SCORE	CHANGE
Buy	73.3	▲0.7
Say Positive	72.8	▲0.7
Recommend Products	72.7	▲0.9
Trust To Do The Right Thing	70.9	▲0.4
Benefit Of Doubt	66.8	▲0.8
Work For	64.7	▲1.6
Invest	64.5	▲1.8

Source: 2024 Global RepTrak 100 Study

The ongoing fear of a looming COVID-caused recession was intensified after the failure of several banks back in March of 2023. Though last year's GRT data was collected before the crash, this year's data suggests that stakeholders' willingness to invest has rebounded surprisingly well given 2023's financial crises. Freedman suggests that "consumers are becoming increasingly better educated on economic trends — including risks or opportunities of investment. With more positive economic trends (and a less likely stock market crash) on the horizon, consumers are taking positive action in this area."

CONSUMERS ARE BECOMING  
INCREASINGLY BETTER EDUCATED  
ON ECONOMIC TRENDS. WITH MORE  
POSITIVE TRENDS ON THE HORIZON  
IN 2024, CONSUMERS ARE TAKING  
POSITIVE ACTION IN THIS AREA.

— OLIVER FREEDMAN

EVP OF ADVISORY (EMEA & APAC)  
THE REPTRAK COMPANY



Economic recovery has been a slow burn, and companies will need to practice patience as stakeholder action gradually recovers too. But it never hurts to give consumers a little nudge... Freedman reminds us that companies can ask consumers to buy, to advocate, to invest; saying that “communicating with them and acknowledging their sentiment can help propel those positive behavioral changes.” Companies continue to face many pressures from many different stakeholders, so it will be crucial for them to continue making business decisions with their reputations in mind. We see corporate efforts resonating, but changing consumer habits takes time. Companies can’t expect consumers to switch their behaviors overnight, but they can continuously deliver across the 7 Drivers of Reputation — paving the way for growth across these Business Outcomes.

## BRAND: THINK PINK

**KEY TAKEAWAY:**  
BRANDING EFFORTS AUTHENTICALLY  
LEANED INTO CULTURAL EVENTS,  
AND IT PAID OFF.

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. 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.

## HOW IS REPTRAK DIFFERENT FROM A BRAND TRACKER?

We're not a brand tracker. We're *more* than a brand tracker. At RepTak, we believe that your entire brand is made of more than “likes” and “mentions.” Sure, they are important, and that's why we track Brand as part of our comprehensive suite of metrics. Brand and Reputation are complementary to each other, not synonymous. A brand tracker stops at marketing performance, and we track that — but then take it to the next level. We help businesses understand public sentiment, manage crises, and build trust with stakeholders by evaluating feedback from stakeholders across multiple channels and outlets. Lasting relationships with stakeholders require two-way communication. In other words, you'll need to track what your brand says as much as you need to track what people are saying back.

Without the right tools, campaign missteps can turn into big brand blunders. Our **Campaign Impact** tool helps you assess the noise that your initiatives make, and informs how they, in turn, shape your reputation. This tool doesn't just count clicks. It dissects your campaigns so you can create, nurture, and scale successful initiatives with ROIs that go beyond gaining followers.

LEARN MORE





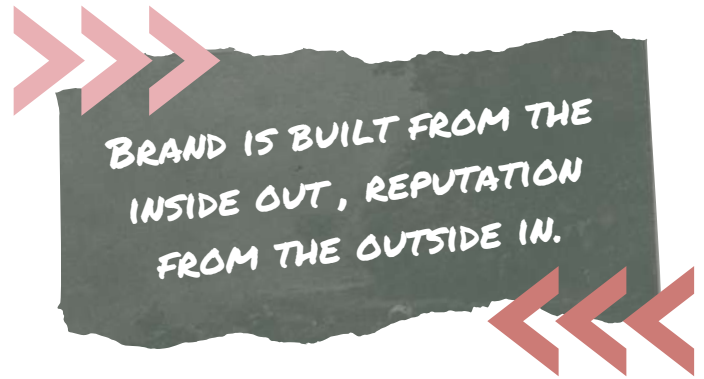
Together, brand and reputation form a dynamic ecosystem that drives trust, loyalty, and value — that’s why we measure them both. RepTrak’s Brand Score is formed from considerations of a company’s genuineness, consistency, and if they stand out from the crowd.

Even as the Reputation Score decreased in GRT 2022, we saw a YoY increase in Brand. 2023, however, saw the first decline of the Global Brand Score in years (72.2, ▼ 0.7). Because brand is typically the reputational arena where organizations can exert the most control, we were surprised to see the dip.

Now, Brand is back and better than ever. Literally. This year’s ▲ 0.9-point increase has taken Brand to a Strong 73.1, the highest Score we’ve ever tracked for this element. We were worried that branding efforts were losing their way, with less connection between promise and action. In last year’s report, we stated:

*In general, organizations don’t appear to be reading the room well, sending out tone deaf gestures and advertising while partnering with flawed influencers in a flawed influencer market.*

This year, we saw branding efforts come out in big pink waves and consumers couldn’t get enough. Whether or not you saw it, the Barbie movie created a branding superstorm unlike any other. The aesthetics of the film catered to a playful nostalgic pink-plastic that transcended the cinema and permeated everything from experiences to consumer goods. This hyper-feminine pink frenzy, culturally dubbed “barbiecore,” wasn’t just employed by Mattel (the owners of the Barbie brand). These branding efforts were embraced by companies in nearly every industry, and they didn’t feel plastic.



#76

HI, MATTEL!

The business of Barbie has been good to Mattel. They’re #76 on this year’s ranking, and their Brand Score went up one full point YoY. Mattel’s support of the Barbie movie served as an innovative and fresh example of how big-screen storytelling can shape public perception of companies. We can’t wait to see your next reputation hit, Mattel!

Mattel's Barbie partnerships acknowledged the power of a woman's dollar — genuinely aligning a plot point of the film and the history of Barbie with real social and economic values that resonated with stakeholders of every age. Women drive the majority of global spending and are strong influencers of purchase decisions in *and out* of their households. This year, companies' marketing and communications efforts spoke to the multifaceted dynamism of women and their wallets. That direct recognition women received from branding initiatives in turn drove reputational growth for those companies. Senior Director of Advisory in the Americas, Lyndsey Tierney, shares "you want women to feel proud of the decisions they make to generate earned attention toward your brand. It's not just about the product or service you offer, but how you make people feel in using your brand and supporting your company."

This year we also saw women's money jumpstart various markets in the phenomena of Taylor Swift's and Beyoncé's world tours (we couldn't *not* mention them in this report). From sporting events, to travel, and back to the box-office, marcomms that mentioned these two superstars were a gold mine for branding. "Brands were able to garner a lot of attention this year, playing into topical narratives that they could be authentic to," states Tierney. "If you are a well-run company, with a largely female audience or a strong female leader for example, this was your year to jump into cultural conversations seamlessly and authentically."

The shift from previous years' missteps to this year's triumphs in branding highlights the critical importance of authenticity and cultural sensitivity. This year we saw the resurgence in Brand Scores, buoyed by culturally resonant phenomena.

To keep Brands Scores growing in 2024, Tierney advises: "don't wait for a trend to exist and try to force a reaction. Instead, proactively build a strong company narrative so that when your time comes, you're ready for something that's already aligned with you. Otherwise, you're putting your reputation at risk. Remember the all-male leadership team in the Barbie movie? Ironically comical on-screen, not so funny in the real world."

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— **LYNDESEY TIERNEY**  
SENIOR DIRECTOR OF ADVISORY  
(AMERICAS)  
THE REPTRAK COMPANY



When companies authentically lean into the zeitgeist, branding efforts resonate with the core values of their stakeholders; and the impact of this will last long beyond any single event.



## ESG: IT'S STILL HERE

### KEY TAKEAWAY:

EVEN IF YOU THINK ESG IS A DIRTY WORD IN CORPORATE AFFAIRS, ITS IMPORTANCE FOR CORPORATIONS ISN'T GOING ANYWHERE.

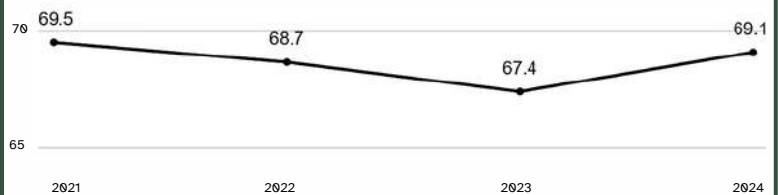
Some of you reading this might not be so keen on using “ESG” in business. But don’t gloss over this section, we promise it will still be useful. Despite some claims that ESG is more of a cultural weapon than a business practice, Environmental, Social, Governance (ESG) principles are critical reputational areas pertinent to corporate longevity. There is an undeniable importance for ESG in shaping sustainable, equitable, and ethical businesses. In 2023, while some organizations may have shifted away from the ESG label in favor of terms like Responsible Business, Corporate Social Responsibility (CSR), Sustainable Business, or Corporate Citizenship, the core message remains unchanged. The components of ESG are not just buzzwords or optional add-ons; they represent fundamental elements of contemporary business practice that can drive long-term success, resilience, and ethical leadership in a rapidly evolving world. As we delve into this data, remember that the transformative power of ESG initiatives goes beyond labels.

We measure and report on the state of ESG as part of our dynamic data suite. We view it as a measure of an organization’s specific ethical efforts. If companies were ditching the acronym, they sure didn’t ditch their efforts. ESG is up ▲1.7-points this year with a Score of 69.1. That’s a higher increase than Brand and Reputation Scores had.



We also break ESG down into 3 corresponding component Scores — and all three are up. While we measure the E, S, and G as individual components, just like all our reputation metrics, they are intertwined. How you respond to Environmental concerns says a lot about your care for communities (Social) and how your organization operates (Governance). These Scores reflect a similar bump in sentiment that we saw in our Conduct and Citizenship Drivers. Remember that committed effort in these key areas will help improve your reputation across the board.

GLOBAL ESG SCORE OVER TIME



Source: 2024 Global RepTrak 100 Study

### 2024 GLOBAL ESG SCORES

ESG/COMPONENT	SCORE	CHANGE
ESG overall	69.1	▲1.7
Governance	69.6	▲1.5
Social	69.5	▲1.5
Environmental	68.1	▲2.0

Source: 2024 Global RepTrak 100 Study

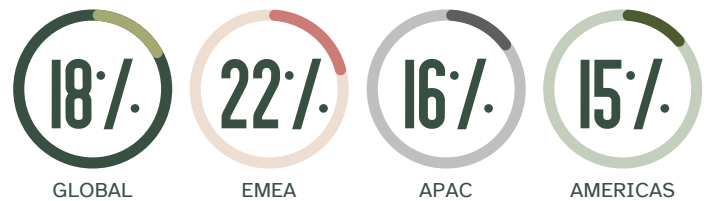


At RepTrak, we keep up with trends in corporate reputation. In Q4 2023, our quarterly current events survey revealed a clear directive from consumers worldwide: they want their preferred brands to place a stronger emphasis on environmental sustainability. However, RepTrak data is nothing but nuanced. Across the globe, the importance placed on environmental efforts varies amongst stakeholders from region to region — reflecting diverse cultural, economic, and regulatory landscapes. This variation underscores the necessity for companies to adopt a tailored approach to sustainability, recognizing that what resonates in one region may not hold the same urgency in another.

The whopping ▲ 2.0-point increase in this year's Environmental Score demonstrates that companies are listening and delivering in this area. Sue Tobias, EVP of Advisory in the Americas, believes that “companies have increased their communications efforts around their environmental goals, while keeping stakeholders updated as they progress.” This Score, however, is still in the Average range. Given its priority status for stakeholders, companies will need to continue to listen and ramp up environmentally focused initiatives to keep stakeholders happy.

Stakeholders are not backing down in their demands for E, S, and G-based efforts. No matter what you call it, remember that ESG plays a pivotal role in forging a path toward a more sustainable, ethical, and accountable corporate ecosystem. Tobias tell us that companies “can avoid the politicized term 'ESG,' but they should nevertheless communicate about the initiatives and programs they are activating in ways that logically tie back to their business — such as reducing waste, net-zero emissions, or their diverse and inclusive workforce.”

## PERCENTAGE OF CONSUMERS WHO BELIEVE THAT ENVIRONMENTAL SUSTAINABILITY SHOULD BE THE TOP PRIORITY FOR COMPANIES: GLOBAL VS. REGIONAL



Source: Q4 2023 RepTrak Current Events Study

COMPANIES CAN AVOID THE POLITICIZED TERM 'ESG,' BUT THEY SHOULD NEVERTHELESS COMMUNICATE ABOUT THE INITIATIVES THEY ARE ACTIVATING IN WAYS THAT LOGICALLY TIE BACK TO THEIR BUSINESS.

— SUE TOBIAS  
EVP OF ADVISORY (AMERICAS)  
THE REPTRAK COMPANY



Some might think that ESG is another fading fad of the corporate world. But these initiatives shouldn't just check a box until the next synonym comes around; they must be intricately linked back to core business operations that are in line with an overall corporate strategy. Despite debate, 2024's increasing Scores signify a shift towards a more holistic and interconnected approach to ESG. When sustainability, governance, and social responsibility are embedded within the fabric of corporate decision-making, and aren't just adjunct considerations, businesses will be rewarded in more ways than one.



## A REPUTATION AWAKENING

Our twenty years of experience in monitoring and reporting on corporate reputation has afforded us a unique vantage point by which to analyze trends that shape the ever-evolving corporate landscape. The increases seen across 2024's Global RepTrak data reflect the deliberate and commendable commitment that this year's most reputable companies have made to building, nurturing, and managing their reputations in alignment with stakeholders' high expectations.

Companies struggled in the COVID-era to fully realize the long-term "new normal" necessities for their continued success. Those hurdles underscore an unmistakable truth: managing your reputation is an ongoing journey that requires continuous attention and adaptation. This applies to every company around the world, not just those ranked in our report. While the largest companies are making significant strides in reputation management, a considerable number still lag behind — risking diminished stakeholder support in an increasingly competitive landscape.

In an era where reputation stands as the cornerstone of success, we hope you'll use these findings to guide strategic business decisions — no matter the scale of your organization. Let this report empower you to forge ahead with confidence, knowing that your commitment to excellence in reputation management is both recognized and essential for achieving sustained success in today's corporate environment. We have set the stage for another year of engagement with consumers, and there's no excuse for navigating their demands with uncertainty. If you're reading this, you're well on your way to keeping this reputation renaissance long-lasting.

## HOW REPTRAK CAN HELP

Reputation is no longer intangible, it's a quantifiable metric universally recognized and accepted for its value. Companies need to understand how it impacts them if they want to thrive in the modern business world.

The RepTrak Company is the world's leading reputation data and insights company. We help companies by organizing and grading a variety of reputational elements, offering a real-world report card on their corporate reputation. Subscribers to the RepTrak program use our predictive insights to protect business value, improve return on investment, and increase their positive impact on society. RepTrak's pairing of advanced metrics and reputation advisors provides crucial insight that informs powerful and practical strategy — so you can become one of the world's most reputable companies.

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