



**COLMAR BRUNTON**

A Kantar Company



# CORPORATE REPUTATION INDEX

# 2019

IN PARTNERSHIP WITH  
WRIGHT COMMUNICATIONS



# THE 2019 NZ CORPORATE REPUTATION RANKING



Uses the global **RepZ framework** with standardised reputation attributes

Includes New Zealand's **top 50 consumer facing corporates** by revenue as listed in Deloitte Top 200, plus includes financial services brands



## **17 Industry categories**

Brands indexed against major competitors in their category to remove industry bias



Nationally representative sample by age, gender and region

Average sample size of n=500 per category

Over **20,000 New Zealanders** interviewed over last 5 years



Survey period from end **October 2018** to **December 2018**

Businesses needs to understand that there  
are **two types** of shareholder...  
**those with stocks** and **those that buy**  
**their products and services**



# Trust remains the most important driver of reputation... but the landscape is shifting



SUCCESS ←

REPZ

→ SUBSTANCE

**28%**

**LEADERSHIP/  
SUCCESS**

- Well known
- Leaders not followers
- First to market with new products & services
- Offer investors a good financial return

**23%** +1%

**FAIRNESS**

- Charge fair prices

**15%** +1%

**RESPONSIBILITY**

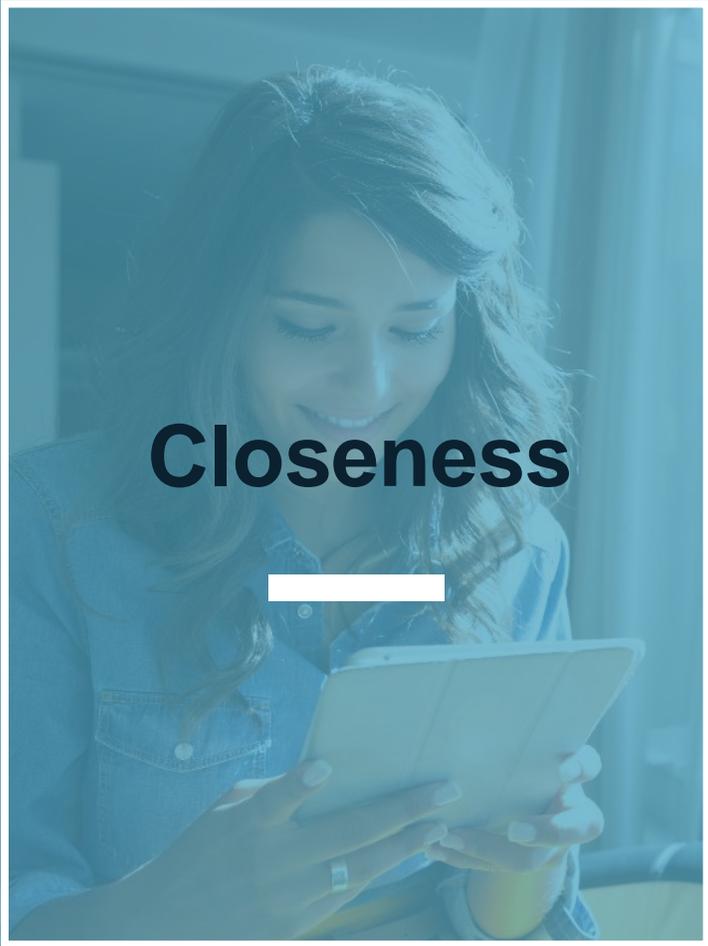
- Treat employees well
- Environmentally responsible

**34%** -2%

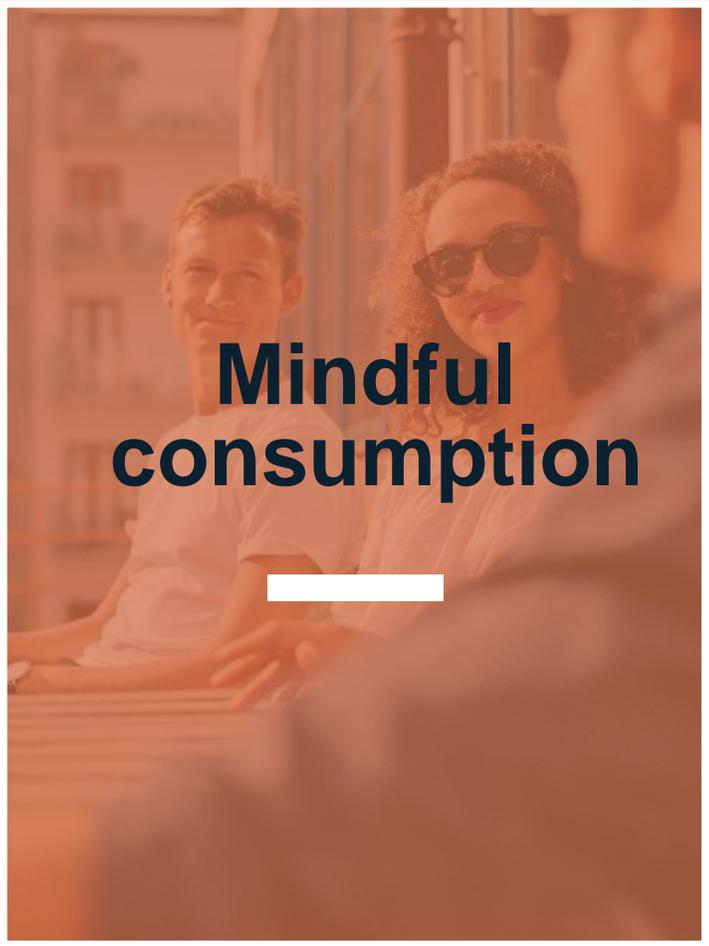
**TRUST**

- Can be trusted
- Positive influence on society
- Honest and ethical in the way they conduct business

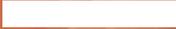
# Three big themes are contributing to reputation in recent times



**Closeness**



**Mindful  
consumption**



**Storytelling**



# Closeness

New Zealanders trust corporates where a connection is formed through experience



Correspondence Analysis; Q3a5. Which, if any, of the following have had the greatest influence on your views on <insert brand>? (excludes neutral)



# Closeness

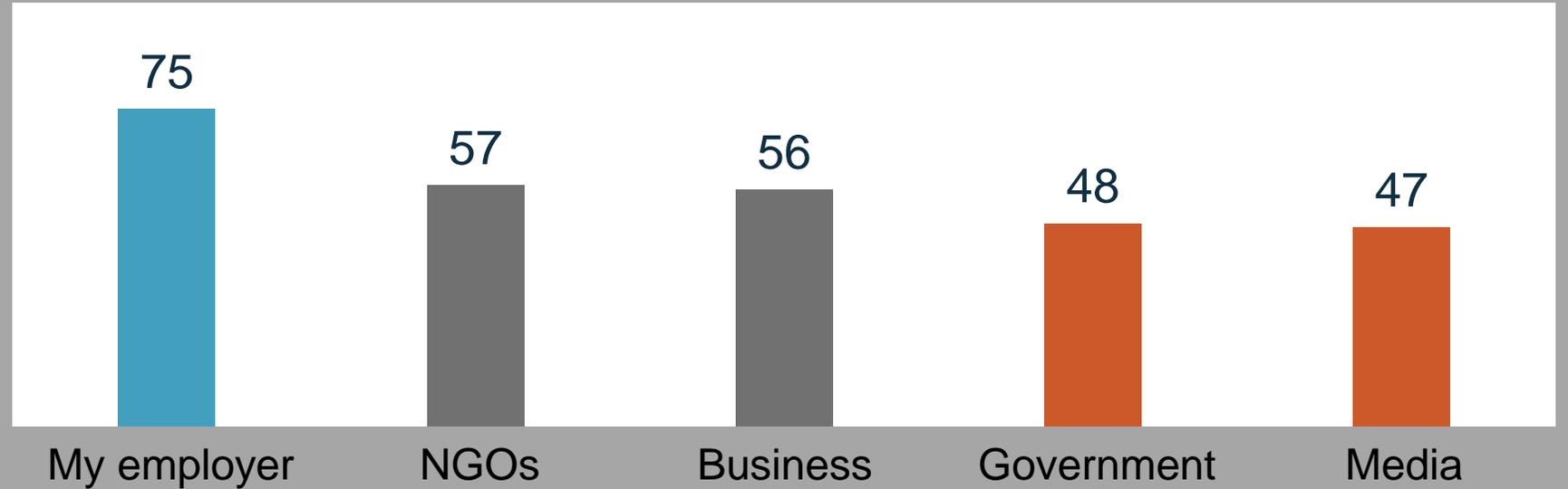
## Employers are seen to be the 'most trusted relationship'

The employer is also becoming an important influence



PERCENT TRUST

Trust Neutral Distrust



(Edelman Trust Barometer 2019)

Over 85% agree...

it's important to work for a company that is socially and environmentally responsible

13 points

(Better Futures Report 2019)



## Closeness

**Social media is enabling a more direct relationship with expectations of brands responding as humans**

**Conversation is replacing declaration**



**If brands want to have ‘conversations’, have ‘Facebook accounts’, and in general, be more human-like, then they need to be more human in other ways too**

## Mindful consumption

The marketplace is moving to mindful consumption



Over **4/10** 

New Zealanders are highly committed to living sustainably



**68%** of

New Zealanders are concerned about the cost of living



People are more inclined to trust companies that are giving back.

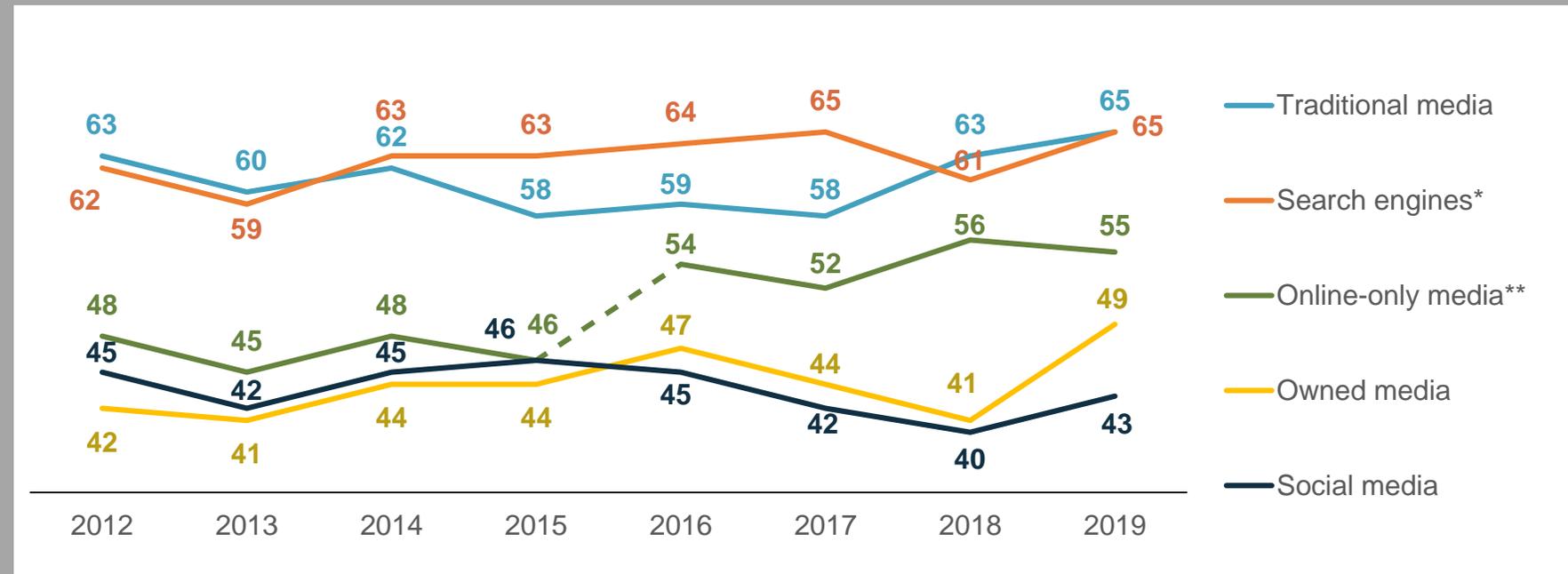
Being responsible is now table stakes and is conspicuous by its absence.

# Story Telling

Emotions grab our attention and rule memorability...so if you are dependent on the media for influence, good storytelling is important

## Traditional media, search most trusted

PERCENT TRUST IN EACH SOURCE FOR GENERAL NEWS AND INFORMATION



(Edelman Trust Barometer 2019)

Reputation is built when stories come from trusted third party sources (friends/family/traditional media)

Good stories are easily retold



Let's take a look at the  
**TOP 20** most reputable  
New Zealand Corporates  
this year...



# COLMAR BRUNTON'S

TOP  
20  
RANKED BY INDEX

## REPZ INDEX

A RepZ Index of 105 or above places  
corporates in the top 10% globally

117

AIR NEW ZEALAND 

110

PAK'nSAVE

109

 tvnz

109

 TOYOTA

109

 AA Insurance

108

Fisher & Paykel

108

 Kiwi  
bank.

108

thewarehouse 

107

 NEW WORLD

107

 Auckland  
Airport

106

 countdown

106

ASB

105

 BUNNINGS  
warehouse

105

 Zespri  
Kiwifruit

104

 Z  
ENERGY

104

 SILVER  
FERN  
FARMS

104

 Z

104

 BRISCOES  
HOMEWARE 

104

Mercury 

104

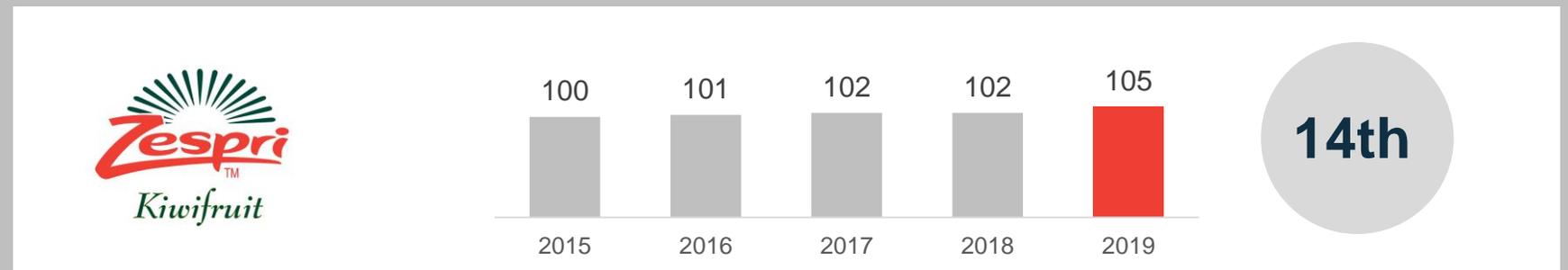
 meridian

# 2019 Movers



## Congratulations to those businesses that have risen into the top 20.

2019 RANK



■ ■ ■ Achieved top 20 rank

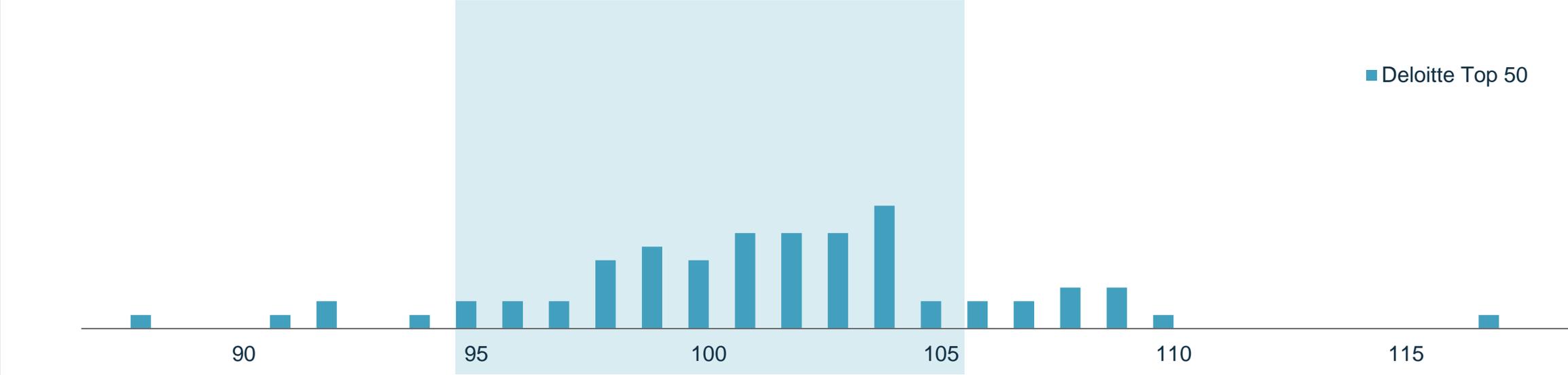
# Brands in the “Resilient Zone” are more likely to be investing in reservoirs of trust- building activity and can expect a better ROI



**12% LOW**  
 <95 REPUTATION INDEX

**73% MID**  
 95-104 REPUTATION INDEX

**15% HIGH**  
 105+ REPUTATION INDEX



BRITTLE

WITH MOST OF THESE COMPANIES  
 ACHIEVING INDICES BETWEEN 98-104,  
 WE SEE RANKING SHIFTS YEAR ON YEAR

RESILIENT

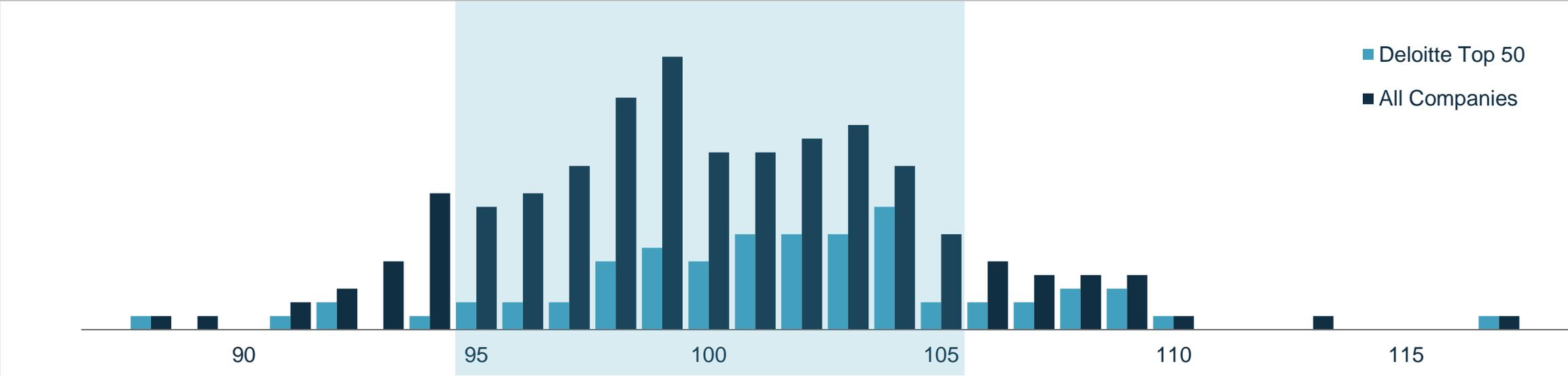
# On average our Top 50 corporates are performing well compared to the broader business market



**12% LOW**  
 <95 REPUTATION INDEX

**73% MID**  
 95-104 REPUTATION INDEX

**15% HIGH**  
 105+ REPUTATION INDEX



BRITTLE

WITH MOST OF THESE COMPANIES  
 ACHIEVING INDICES BETWEEN 98-104,  
 WE SEE RANKING SHIFTS YEAR ON YEAR

RESILIENT

Our Top 10 have a strong reputational scorecard, but 'Responsibility' is an area of weakness for NZ corporates.

	LEADERSHIP/ SUCCESS	FAIRNESS	RESPONSIBILITY	TRUST	REPZ
AIR NEW ZEALAND 	119	108	116	123	117
PAK'nSAVE	108	123	102	106	110
tvnz 	107	112	104	112	109
TOYOTA 	107	113	105	110	109
AA Insurance	111	108	103	111	109
Fisher & Paykel	109	107	104	110	108
Kiwi bank. 	108	108	104	110	108
the warehouse 	106	115	104	107	108
NEW WORLD 	112	100	106	109	107
Auckland Airport 	110	102	103	109	107

105+ = within top 10% globally

**Trust  
remains the  
most important  
pillar driving  
reputation**

**A trustworthy  
company has a  
35% greater chance  
to drive brand  
differentiation**



# THE TOP 10 TRUST LEADERS IN NZ 2019



Amongst top 50 NZ  
corporates by revenue

123

AIR NEW ZEALAND 

112

 tvnz

111

 AA Insurance

110

 TOYOTA

110

 Kiwi  
bank.

110

*Fisher & Paykel*

109

 NEW WORLD

109

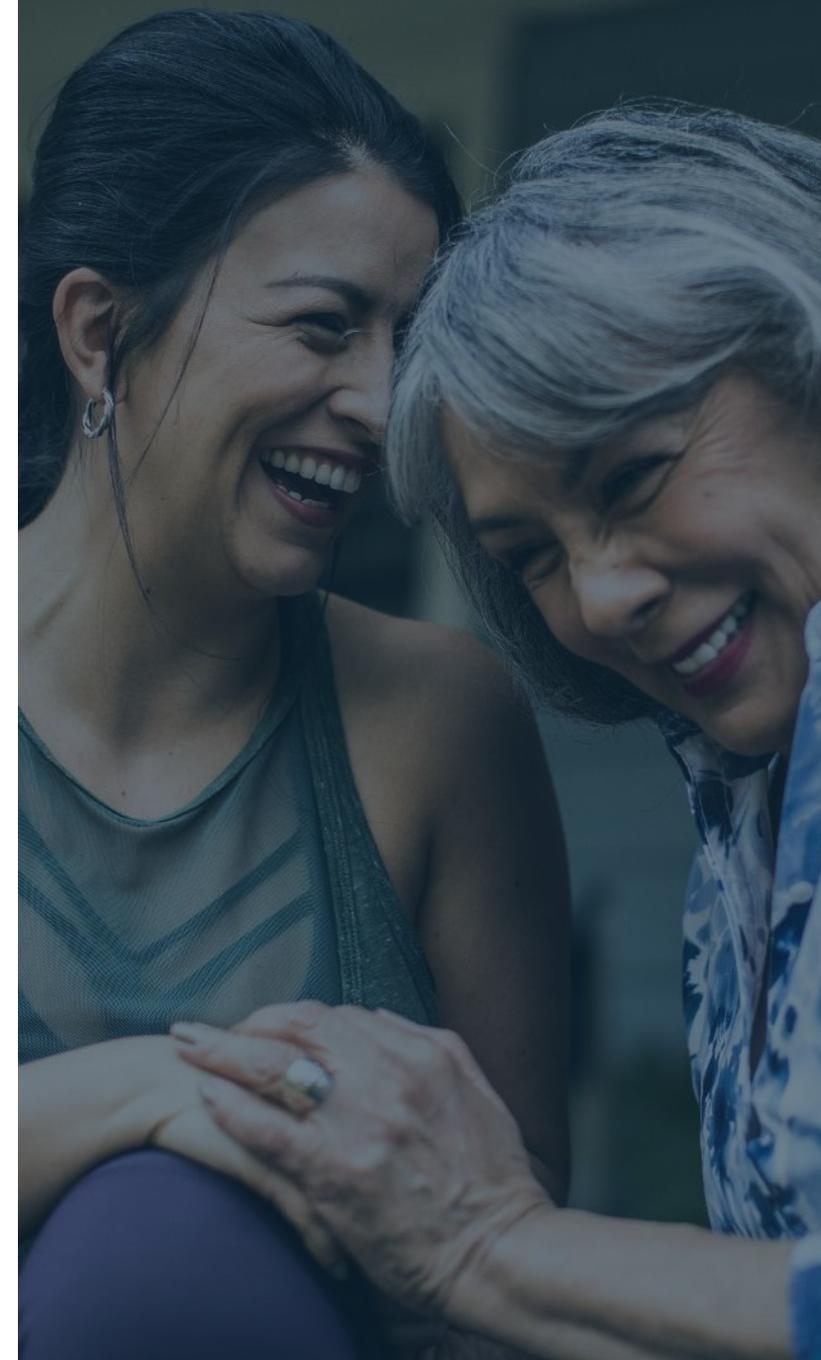
 Auckland  
Airport

107

*New Zealand Post* 

107

the **warehouse** //



# Trust

means being  
reliable and  
dependable...



*“Service is always good. Planes are comfortable, clean and well presented as are the staff. Booking systems are easy to use, app is great. Air NZ parking is a great service. **Flights are on time, reliability is great.**”*

**Air New Zealand**

*“**Balanced reporting.** More interesting programmes. Better news.”*

**TVNZ**

*“I have had insurance with them for years and they have been very efficient and **loyal to me**”*

**AA Insurance**

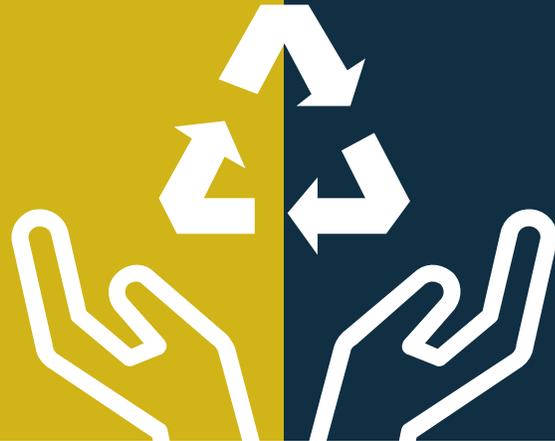
*“I have owned many Toyota cars over the years & have been very impressed with their **reliability** & economic value, I will always own Toyota.”*

**Toyota**

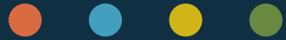


**Corporate  
responsibility  
cannot be  
an add-on**

**It needs to be a  
fundamental and  
naturally expressed  
aspect of the  
corporation and brand**



# THE TOP 10 RESPONSIBILITY LEADERS IN NZ 2019



Amongst top 50 NZ  
corporates by revenue

116

AIR NEW ZEALAND 

106

 **NEW WORLD**

105

 **countdown**

105

 **meridian**

105

 **ENERGY**

105

 **TOYOTA**

104

  
NEW ZEALAND DAIRY

104

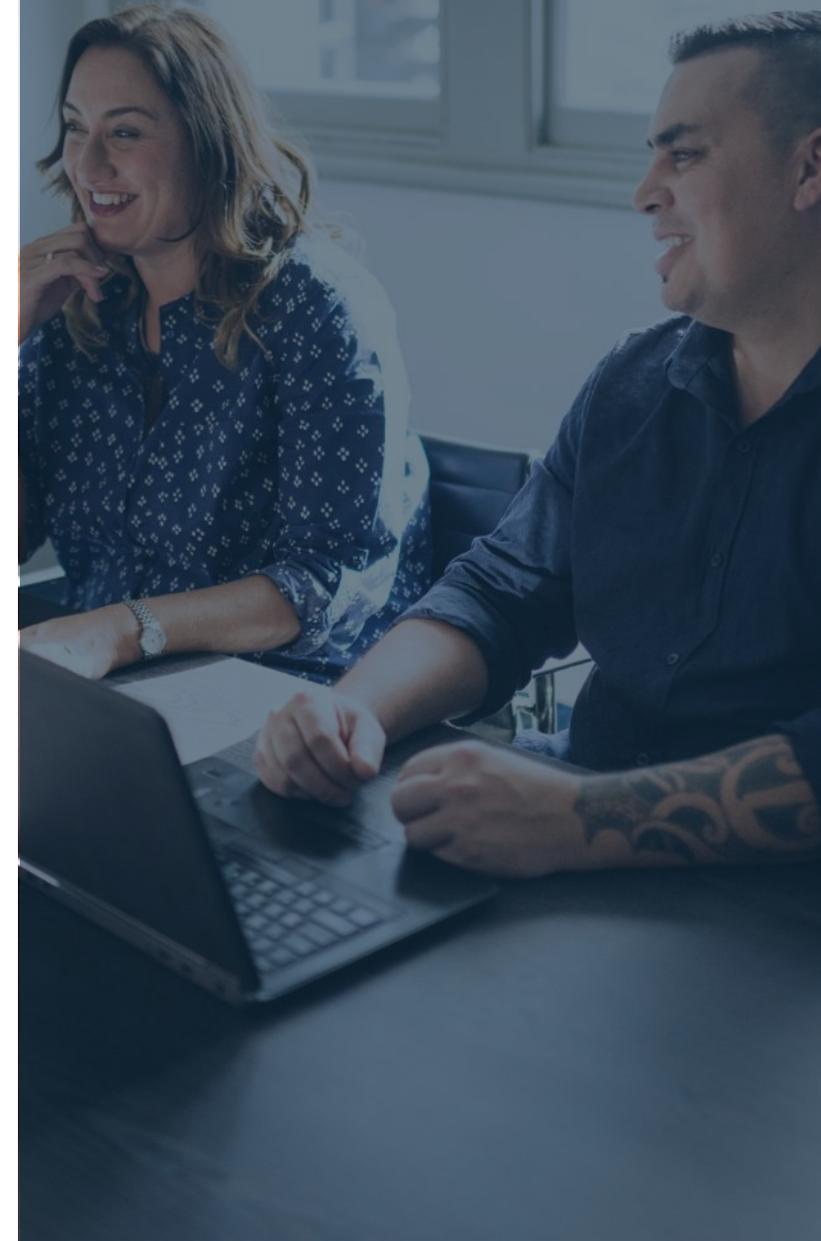
**the warehouse //**

104

**Fisher & Paykel**

104

 **tvnz**



# 7/10

Are **unable**  
to spontaneously  
name a brand  
which is a leader in  
sustainability

Q3b How much do you agree that each of the following businesses are leaders in any area of sustainability?  
Source: Better Futures Report 2019

66%



50%



61%



48%



60%



48%



59%



47%



57%



43%



55%



41%



Giving back to NZ  
environmentally,  
socially and  
economically  
is valued



*“Profits go to NZ wildlife,  
green energy is a biggy.”*

**Meridian**

*“Specials and they donate  
to the community”*

**New World**

*“They have **created many  
jobs** for friends and family  
down south.”*

**Open Country Dairy**

*“They have the OneCard  
system, **free fruit for  
kids**, their stores are  
fresh and clean.”*

**Countdown**





When **68%**  
of New Zealanders  
are concerned about  
the **cost of living**,  
fairness is an  
important factor in  
driving reputation



Brands known for  
a **strong value  
proposition help  
create a sense of  
Fairness** about  
the corporation

# THE TOP 10 FAIRNESS LEADERS IN NZ 2019



Amongst top 50 NZ  
corporates by revenue

123

**PAKŃSAVE**

115

thewarehouse //

113

 TOYOTA

112

 tvnz

110

 BUNNINGS  
warehouse

109



108

**stuff**

108

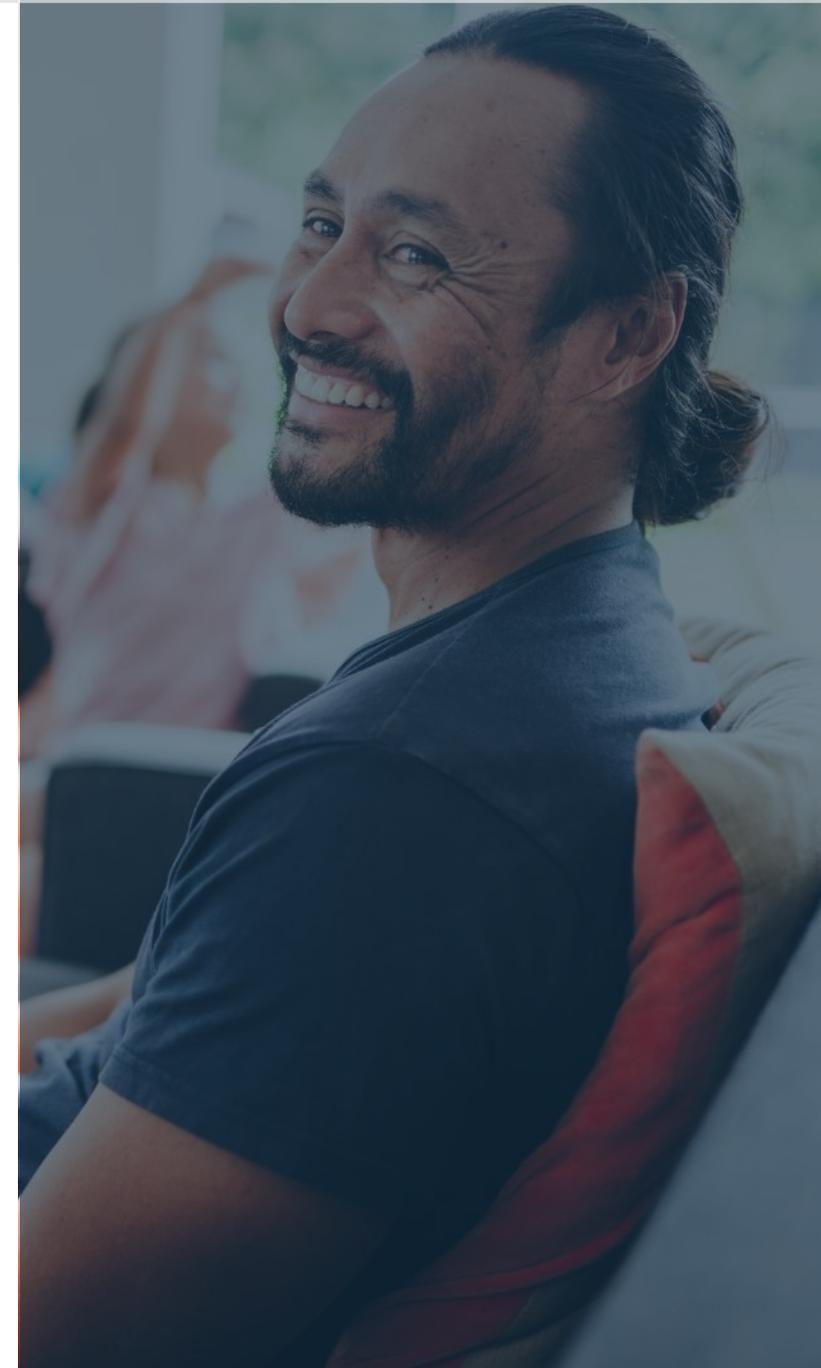
**Kiwi  
bank.**

108

**BRISCOES**  
HOMEWARE 

108

AIR NEW ZEALAND 



# Affordability, variety and good service underpin a sense of fairness



“

*“Overall they have the **lowest prices** & best specials of all the supermarkets.”*

**Pak’nSave**

*“Good service, wide range of goods, **affordable pricing**”*

**Bunnings**

*“Good **fair** kiwi company*

**2degrees**

*“**Good prices but no compromise on quality**”*

*“They **stand behind what they sell** and returned goods are not a problem”*

**The Warehouse**





Leadership is not  
just about being  
the best, it's about  
**doing what's right**

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**Many corporates that  
lead in success score  
lower on other measures.  
Their 'contract' with the  
consumer could be better  
balanced to sustain long  
term brand success**

# THE TOP 10 SUCCESS LEADERS IN NZ 2019



Amongst top 50 NZ  
corporates by revenue

119

AIR NEW ZEALAND 

118



112

 **NEW WORLD**

112

*The Coca-Cola Company*

111

 **AA Insurance**

110

 **Auckland  
Airport**

110

 **Fonterra**  
Dairy for life

109

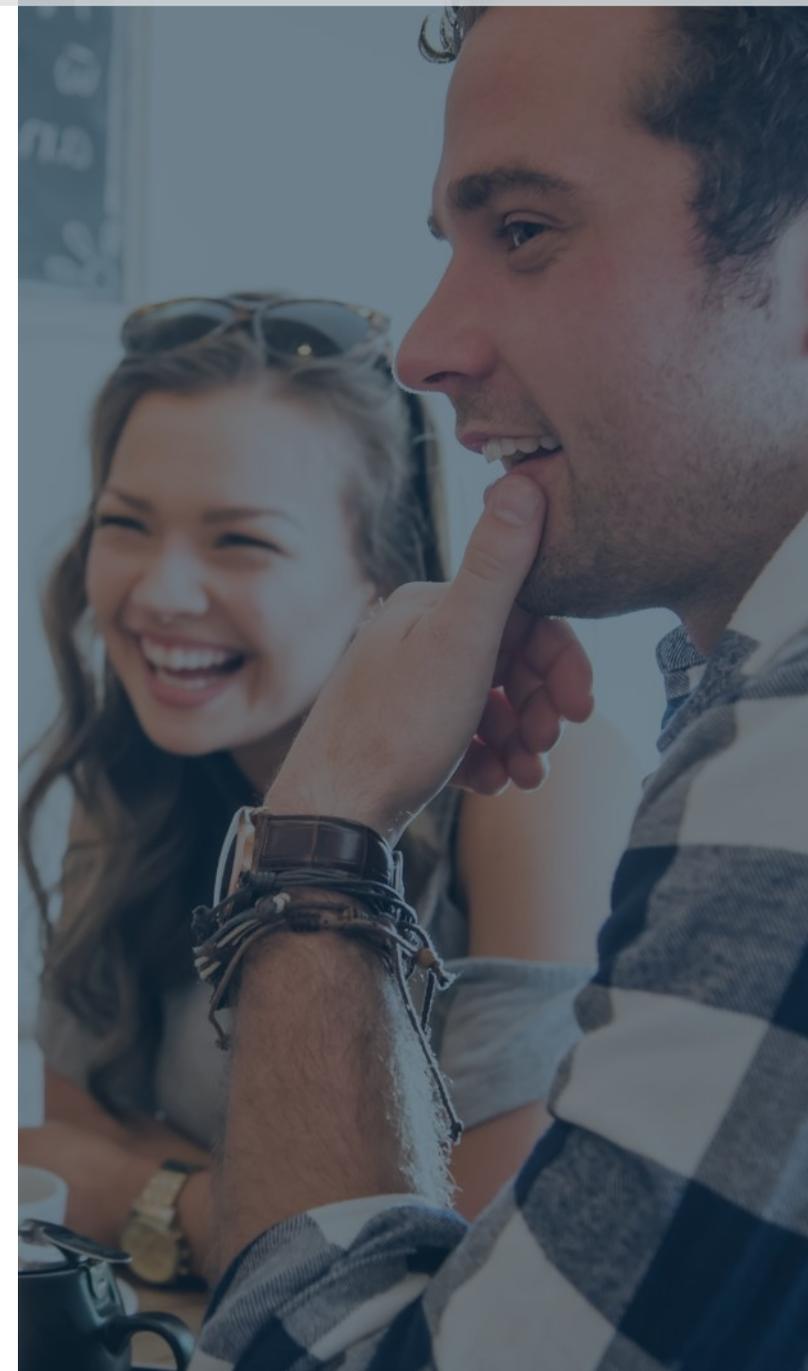
 **countdown**

109

**ASB**

109

*Fisher & Paykel*



Being world class and adding value through innovation contribute to a leadership position



“I have found their staff goes way beyond normal service to make the shopping experience a pleasure... They have a wide range of stock and it is fresh. Also if they haven't got something I want in stock they offer to order it in for me.”

**New World**

“A large global company that has farms throughout NZ producing innovative products that are used locally as well as exported from NZ across the world.”

**Fonterra**

“I love their products, they are reliable, forward thinking, exciting and interconnect with each other.”

**Apple**

“Having flown around the world into and out of most of the major world airports we consider Auckland to be one of the best.”

**Auckland International Airport**



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# KEY TAKE-OUTS FROM 2019



# TAKEOUT



# 1



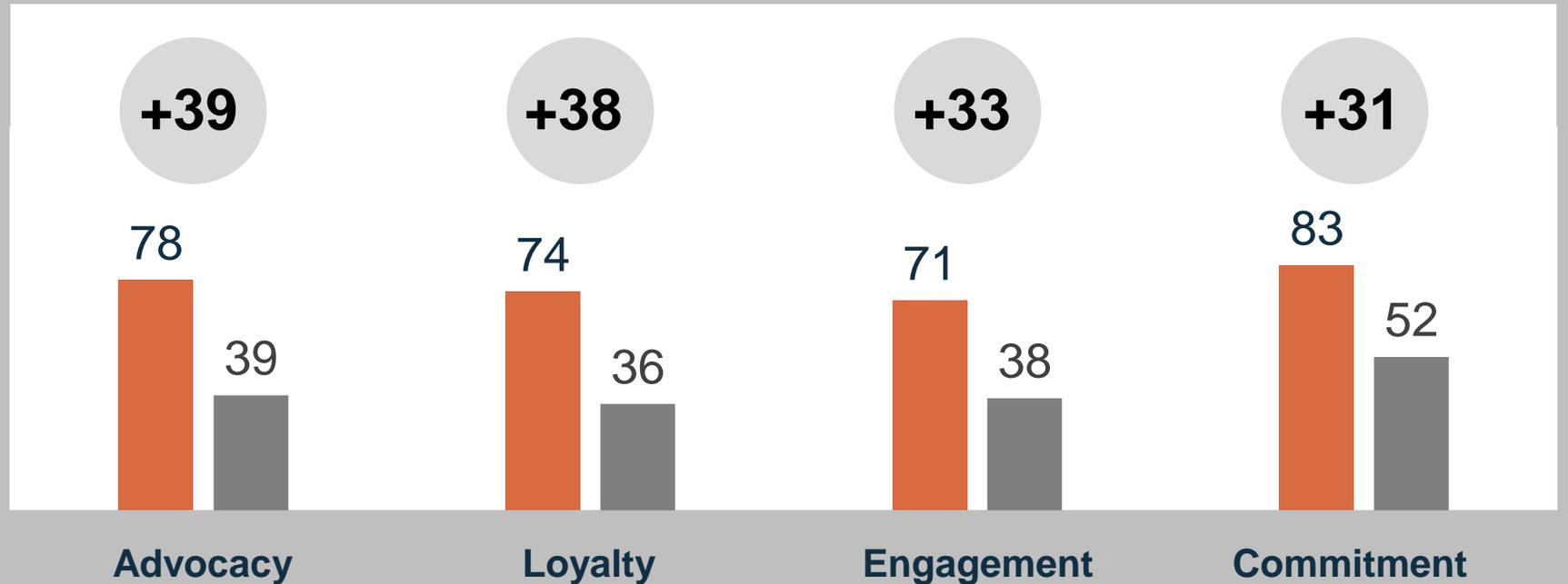
- Building reputation is about **ACTIONS** not words.
- Today the most impactful corporate activities are those that people **SEE** and **FEEL**.
- There is a growing sense of urgency to see change. The public want to support companies that do the **RIGHT** thing.



# Building reputation starts with employees – they will reward you with advocacy and loyalty

PERCENT OF EMPLOYEES WHO ENGAGE IN THESE TYPES OF BEHAVIOURS ON BEHALF OF THEIR EMPLOYER

Trust their employer  
Do not trust their employer



## CAUTION:

In a challenging business environment, it's important that companies are mindful of the voice employees can have.

# TAKEOUT



# 2



# TAKEOUT



# 3

In the absence of experience, it is important to understand how to take ownership of the narrative around your business.

Identify the influential stakeholders. Understand what is meaningful to them. Win over hearts and minds with effective and authentic storytelling.

## Air New Zealand safety video divides nation

Alan Granville · 10:52, Nov 06 2018



Air New Zealand's latest safety video didn't go down well.





Congratulations!

TO THE TOP  
PERFORMERS  
FOR 2019



AIR NEW ZEALAND 



**PAKŃSAVE**



 **tvnz**

4

 **TOYOTA**

5

 **Insurance**

6

*Fisher & Paykel*

7

**Kiwi  
bank.**

8

**thewarehouse** //

9

 **NEW WORLD**

10

**A** | Auckland  
Airport



FOR FURTHER INFORMATION PLEASE CONTACT

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