

**COLMAR BRUNTON**

CORPORATE REPUTATION INDEX

— **2018** —

IN PARTNERSHIP WITH  
WRIGHT COMMUNICATIONS

# THE 2018 NZ CORPORATE REPUTATION RANKING



Uses the global RepZ framework with standardised reputation attributes

Includes NZ's top 100 consumer facing corporates by revenue as listed in Deloitte Top 200, plus includes financial services brands



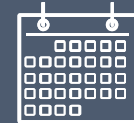
17 Industry categories

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



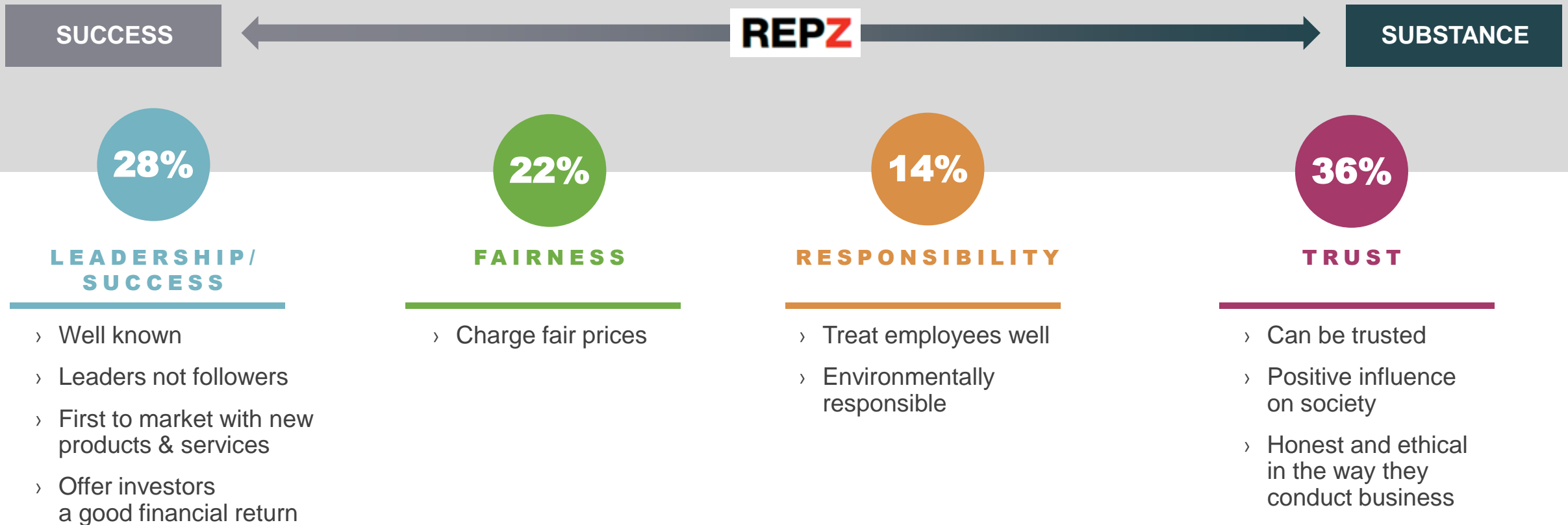
Nationally representative sample by age, gender and region.

Average sample size of n=500 per category



Survey period from end October 2017 to December 2017

# OUR MODEL FOCUSES ON THE FOUR PILLARS DRIVING REPUTATION WEIGHTED BY THEIR IMPACT ON ADVOCACY



# COMPARED TO GLOBAL CONSUMERS, NEW ZEALANDERS STILL RESPOND MORE STRONGLY TO CORPORATES THAT SHOW THEY CARE

SUCCESS

REPZ

SUBSTANCE

LEADERSHIP/  
SUCCESS

FAIRNESS

RESPONSIBILITY

TRUST

NZ IMPACT ON  
ADVOCACY

28%

50%

22%

14%

50%

36%

GLOBAL IMPACT  
ON ADVOCACY

35%

67%

32%

17%

33%

16%



## HOW TO READ THE INDEX

# THE REPZ INDEX:

**105+**

**Superior strength**

= within top 10% globally

**101-104**

**Strong**

**100**

**Average**

**96 - 99**

**Weak**

**95<**

**Excessively Weak**



**LET'S TAKE A LOOK AT NZ'S  
TOP 20 CORPORATES IN 2018**









# TOP 20












## RANKED BY INDEX

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










REPZ INDEX

|  |     |
|--|-----|
| AIR NEW ZEALAND      | 119 |
|  tvnz               | 111 |
|  TOYOTA             | 110 |
|  Insurance          | 110 |
|  ENERGY             | 109 |
|  PAK'nSAVE          | 108 |
| <i>Fisher &amp; Paykel</i>   | 108 |
| the <b>warehouse</b> //  | 106 |
|  NEW WORLD        | 105 |
|  Auckland Airport | 105 |

|   |     |
|---|-----|
| New Zealand Post       | 105 |
|  SILVER FERN FARMS   | 104 |
|  genesis ENERGY      | 104 |
| Mercury              | 104 |
|  Spark               | 104 |
|  kiwi bank           | 103 |
|  ASB                 | 103 |
|  dbreweries         | 103 |
|  meridian          | 103 |
|  BRISCOES HOMEWARE | 103 |
|  countdown         | 103 |

# THE TOP 10 GENERALLY DEMONSTRATE STRENGTH ACROSS ALL REPUTATION PILLARS, OFTEN WITH OUTSTANDING PERFORMANCE IN ONE OR MORE

|  | LEADERSHIP/<br>SUCCESS | FAIRNESS | RESPONSIBILITY | TRUST | REPZ |
|--|------------------------|----------|----------------|-------|------|
|  AIR NEW ZEALAND | 119                    | 108      | 116            | 126   | 119  |
|  tvnz           | 106                    | 118      | 104            | 115   | 111  |
|  TOYOTA         | 106                    | 116      | 105            | 111   | 110  |
|  AA Insurance | 111                    | 109      | 104            | 111   | 110  |
|  ENERGY       | 112                    | 102      | 107            | 111   | 109  |

|  | LEADERSHIP/<br>SUCCESS | FAIRNESS | RESPONSIBILITY | TRUST | REPZ |
|--|------------------------|----------|----------------|-------|------|
|  PAK'nSAVE          | 105                    | 122      | 103            | 105   | 108  |
|  Fisher & Paykel    | 108                    | 108      | 104            | 109   | 108  |
|  the warehouse      | 104                    | 114      | 103            | 104   | 106  |
|  NEW WORLD        | 108                    | 99       | 106            | 107   | 105  |
|  Auckland Airport | 109                    | 99       | 102            | 106   | 105  |

105+ = within top 10% globally

## THE TOP 10 TRUST LEADERS IN NZ 2018:

Amongst top 100 NZ  
corporates by revenue

*Trust remains the  
most important  
pillar driving  
reputation*

AIR NEW ZEALAND 

126

 tvnz

115

 AA Insurance

111

 TOYOTA

111

  
ENERGY

111

*Fisher & Paykel*

109

New Zealand Post 

108

 NEW WORLD

107

 Auckland  
Airport

106

**PAK'nSAVE**

105

# TRUST MEANS BEING RELIABLE AND DEPENDABLE...



*I have been a member of the AA for over 50 years... AA Insurance has always shown to me as being a brand you can trust to deliver when required.*

- AA Insurance

*TVNZ have been around a long time. They entertain as well as inform.*

- TVNZ

*Our current cars are Toyota. We have had a few over the years. Always reliable, economical, look great. They are just made to last.*

- Toyota

*We have never had any issues with F&P appliances that we have had over the years and they would be my first choice if I was replacing appliances. Also love that they are a New Zealand company.*

- Fisher & Paykel







*It's my national carrier and thus trust my own to take care of me and my friends and family - good record and I know what to expect.*

- Air New Zealand

# THE TOP 10 SUCCESS LEADERS IN NZ 2018:

Amongst top 100 NZ  
corporates by revenue

*Leaders in the RepZ  
Success component  
tend to be **big and  
established,**  
**dominating or  
leading their  
categories** and seen  
as **meaningfully  
different** from the  
competition.*

|  |     |
|--|-----|
| AIR NEW ZEALAND            | 119 |
|                           | 118 |
|                           | 112 |
| The Coca-Cola Company  | 111 |
| AA Insurance   | 111 |
| A Auckland Airport   | 109 |
| Fonterra<br>Dairy for life   | 109 |
|  SILVER<br>FERN<br>FARMS | 109 |
|  NEW WORLD              | 108 |
| bp                      | 108 |

# BEING WORLD CLASS AND ADDING VALUE THROUGH INNOVATION CONTRIBUTE TO A SUSTAINED LEADERSHIP POSITION



*Great products that are at the leading edge of technology, which are also intuitive to use.*

– Apple

*Excellent performance in both domestic and export domains... Very innovative when it comes to adding value to milk products.*

– Fonterra

*They set high standards and regularly achieve excellence.*

– Air New Zealand

*The main international port into New Zealand. World class facilities with the capability of servicing large amounts of visitors and cargo.*

– Auckland International Airport

*In comparison to other international airports we are a class leader.*

– Auckland International Airport

# THE TOP 10 FAIRNESS LEADERS IN NZ 2018:

Amongst top 100 NZ  
corporates by revenue

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

PAKŌSAVE

122



118



116



114



109



108



108



108



107



106

# AFFORDABILITY, VARIETY AND GOOD SERVICE UNDERPIN A SENSE OF FAIRNESS



“

*Definitely the most cost-effective way to shop  
and feed a family.*

- Pak n Save

*Good quality, reliable cars at a reasonable  
price point.*

- Toyota

*Great selection at a fair price.*

- Briscoes

*Awesome variety of well priced products...  
easy returns and good after sales back-up.*

- The Warehouse

*Good local service, simple to claim when  
required, and reasonable premiums.*

- AA Insurance

# THE TOP 10 RESPONSIBILITY LEADERS IN NZ 2018

Amongst top 100 NZ  
corporates by revenue

*Responsibility is **not**  
the main driver of  
reputation, but  
where it is  
conspicuously lacking  
it is a weakness  
holding back the  
brand and  
corporation.*

AIR NEW ZEALAND 

116

  
ENERGY

107

 NEW WORLD

106

 TOYOTA

105

  
meridian

104

 tvnz

104



104

Fisher & Paykel

104

 AA Insurance

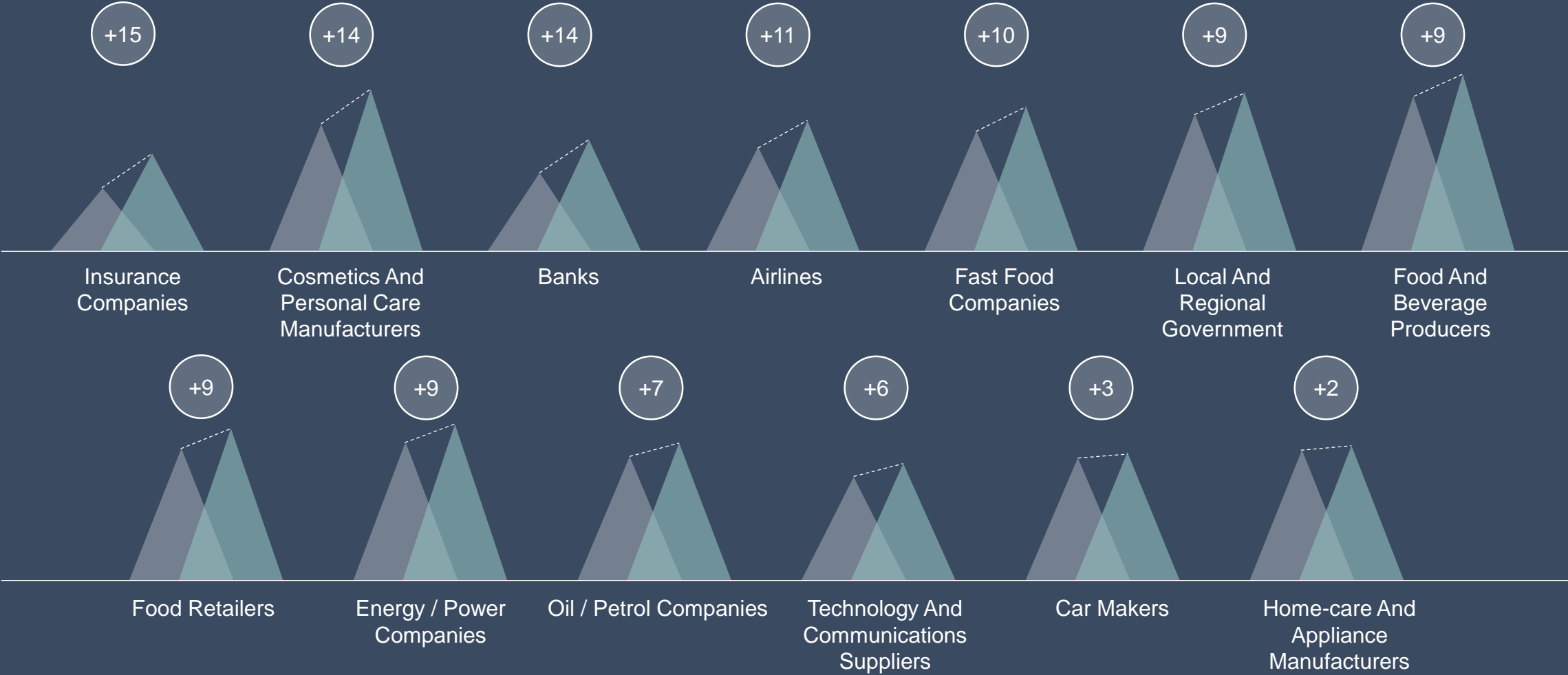
104

Mercury 

103

# SUSTAINABILITY IS INCREASINGLY INFLUENCING PURCHASE BEHAVIOUR ACROSS CATEGORIES

WHETHER BUYING IS INFLUENCED BY SUSTAINABILITY





## WHY BRANDS ARE SEEN AS LEADERS IN SUSTAINABILITY

**26%**

Committed/dedicated  
to use of renewable  
resources

**23%**

They care about  
the environment/  
Environmentally-friendly  
practices

**14%**

Focus on quality/  
natural ingredients/  
organic

**13%**

They use fair trade

# GIVING BACK TO NZ ENVIRONMENTALLY, SOCIALLY AND ECONOMICALLY IS VALUED



“

*The programs they run are good and they do a lot of good community work.*

- TVNZ

*NZ owned, innovative, invest in employee training and [offer] the good in the hood programme.*

- Z Energy

*Air New Zealand supports the community very well and has a strong international presence and reputation... promotes NZ well.*

- Air New Zealand

*[Meridian has a] commitment to sustainability.*

- Meridian

*[Toyota has a] partnership with DoC for conservation in NZ.*

- Toyota

*And why do you think so well of [xxx], that you would speak highly of them?*

FOR FURTHER  
INFORMATION PLEASE CONTACT:

**SARAH BOLGER**

SARAH.BOLGER@COLMARBRUNTON.CO.NZ

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Colmar Brunton, a Kantar Millward Brown Company  
Level 1, 46 Sale Street, Auckland 1010  
PO Box 3622, Auckland 0740  
Phone (09) 919 9200  
[www.colmarbrunton.co.nz](http://www.colmarbrunton.co.nz)