

# CORPORATE REPUTATION INDEX



# 2020

IN PARTNERSHIP WITH





“

“Few circumstances test a company’s reputation or competency as severely as a crisis...”

SOURCE: <https://iveybusinessjournal.com/publication/crisis-communications-managing-corporate-reputation-in-the-court-of-public-opinion/>

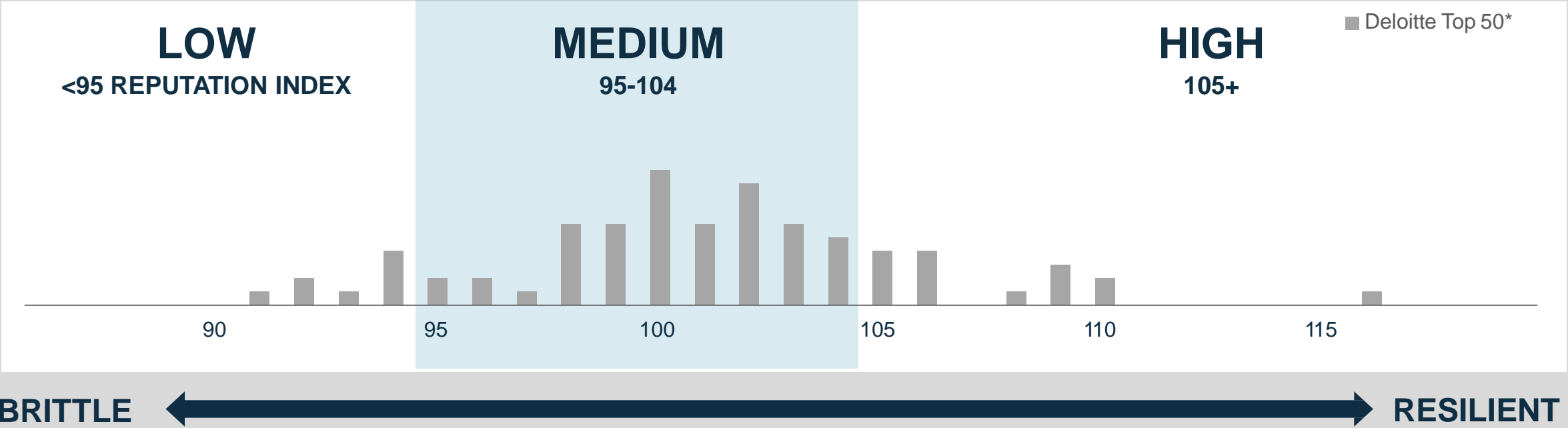
Corporates with a resilient reputation are more likely to weather the storm. There are 15% of corporates in NZ that sit in this 'resilient zone'.

11%

70%

20%

NUMBER OF COMPANIES



\* Plus other qualifiers



# Global meta analysis has identified a magic ingredient for building a strong reputation



BrandZ learnings

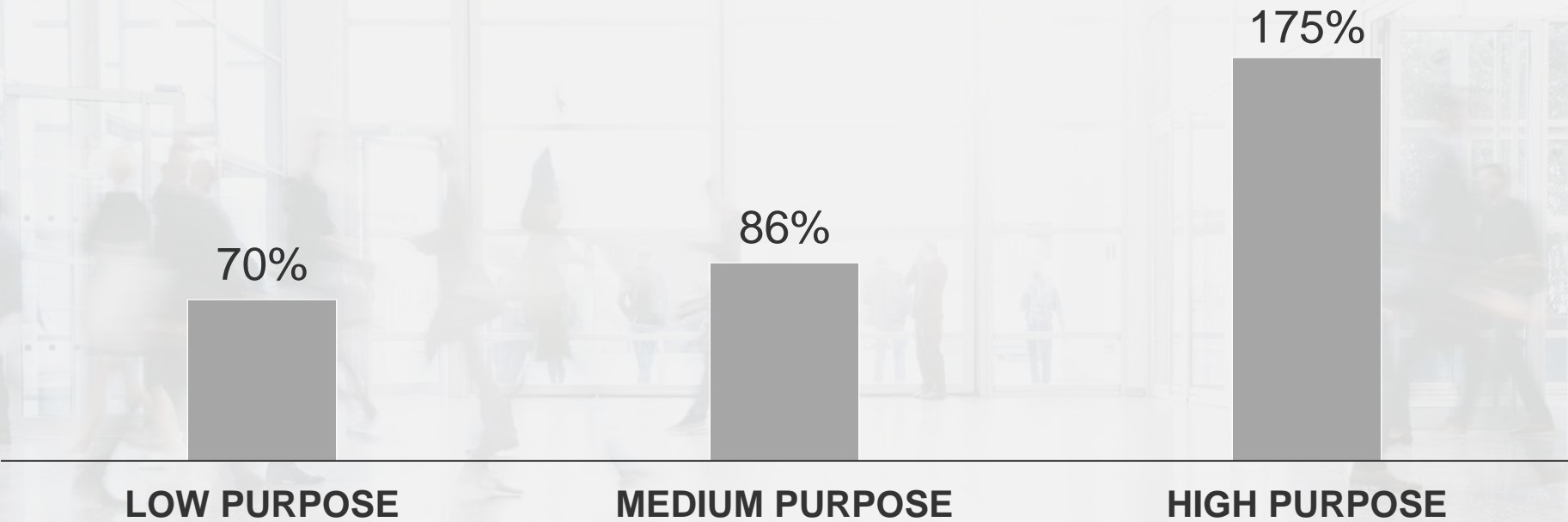
**KANTAR**

**BRANDZ**

**WPP**

# Purpose has a real business impact and sets the foundation for a stronger reputation

12 year growth for brands associated with purpose

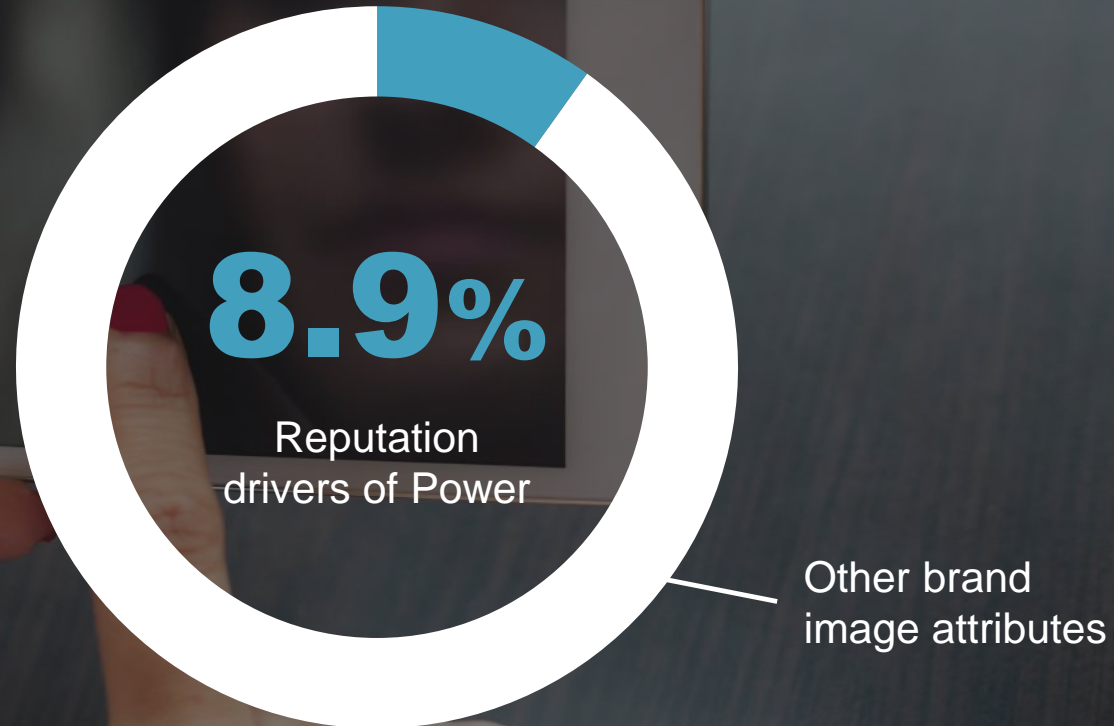


Evidence from BrandZ  
(94 consistent brands)

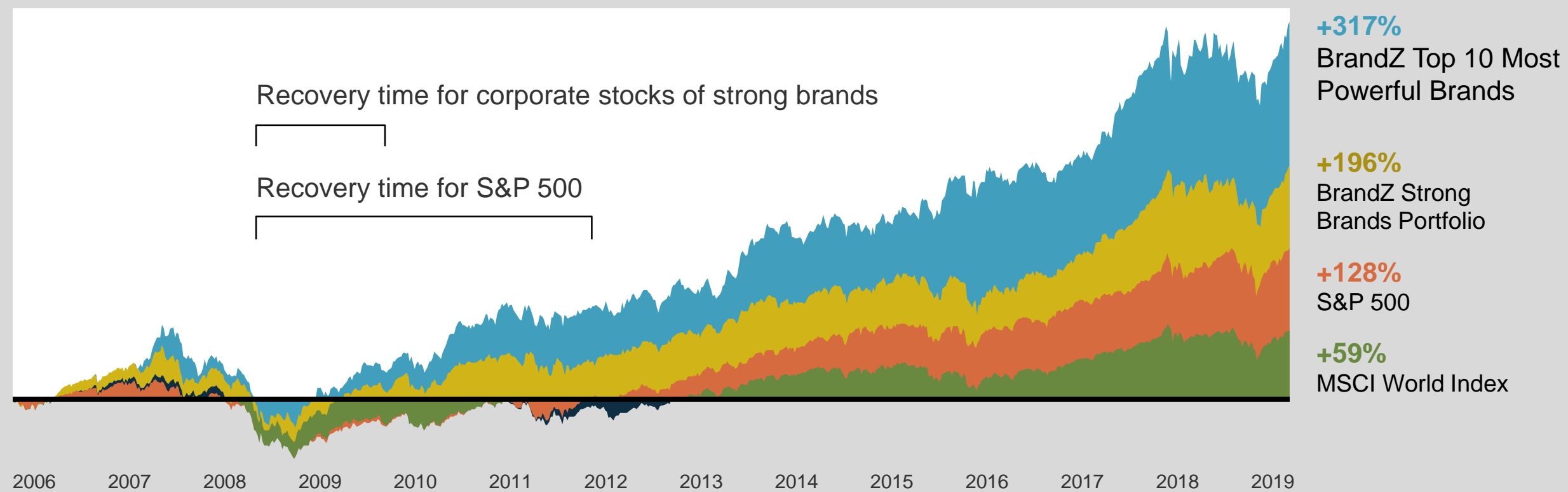


# A carefully managed corporate reputation adds to consumer demand

## Total effect of corporate reputation elements on brand equity



# Strong brands recovered nine times faster following the financial crisis of 2008



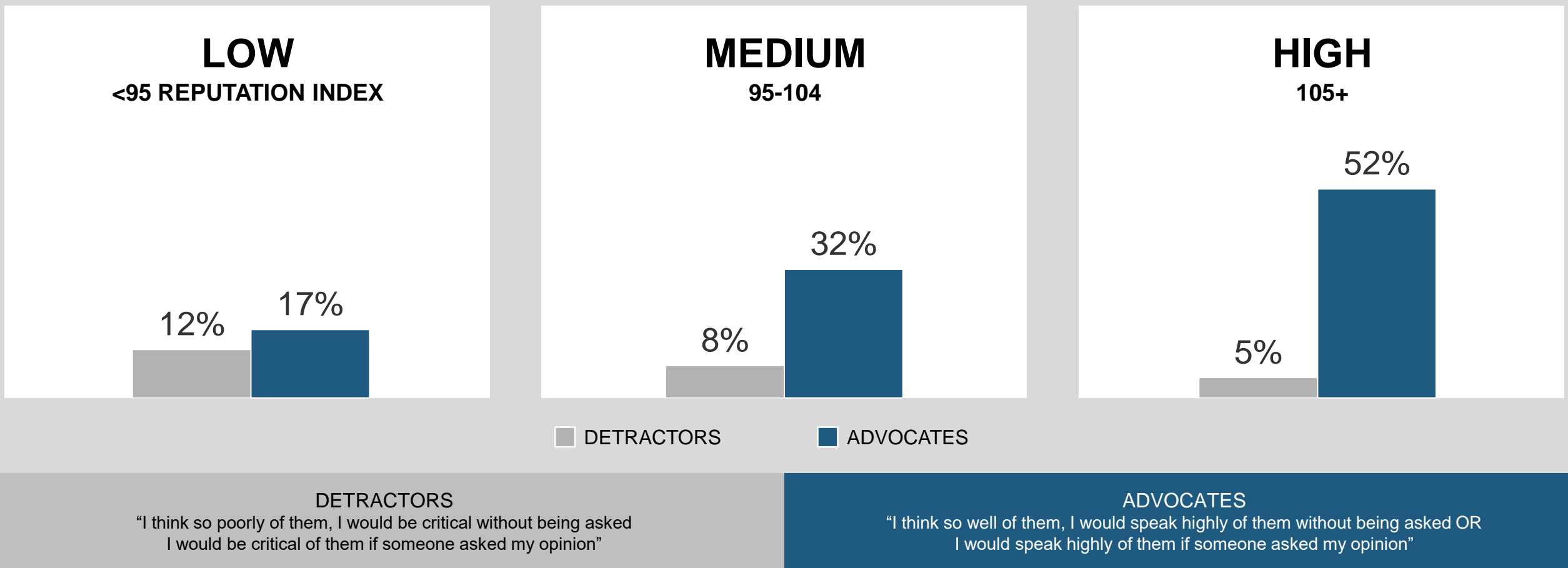
# Corporate reputation levers can be used to engage and differentiate to further build resilience





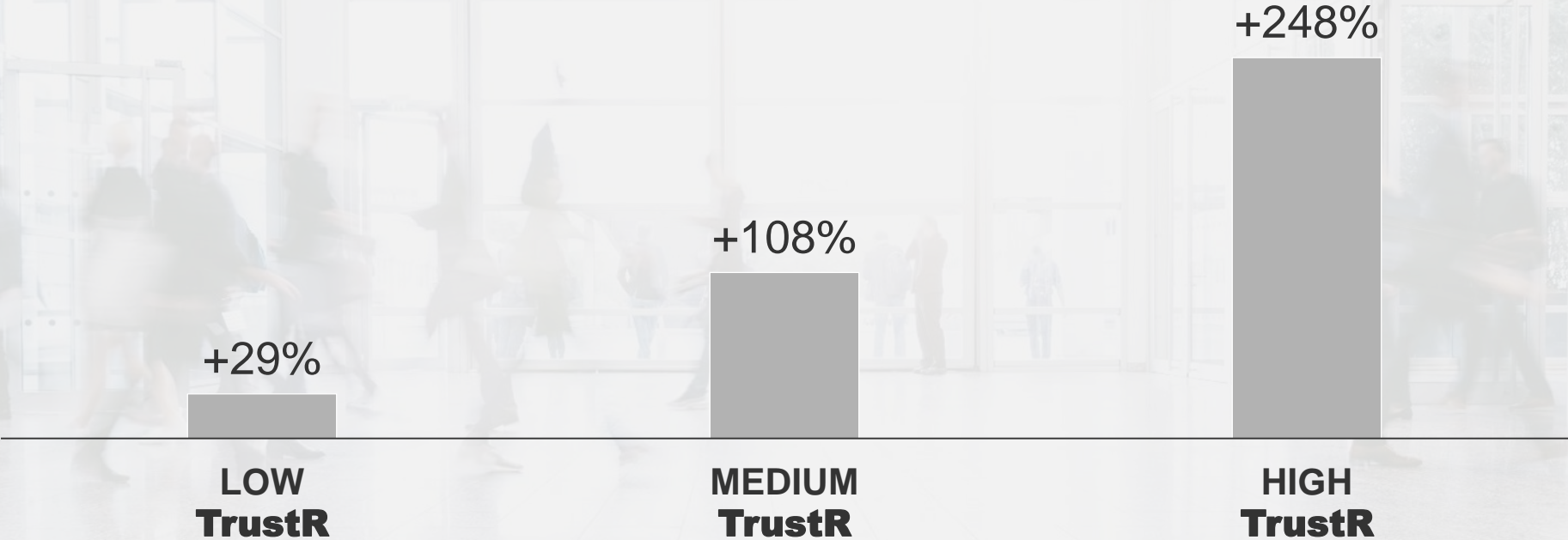
# A resilient reputation supercharges advocacy

## Advocacy by RepZ Index Score



# Brands that are both trusted and recommended (TrustR metric) show significantly better growth

12 year Brand Value growth  
(same 94 brands 2006 to 2018)



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



# COLMAR BRUNTON'S



Companies in our top 20 meet Deloitte's criteria for inclusion in the top 200

2020  
RANK

1	116
2	110
3	110
4	109
5	109
6	109
7	108
8	106
9	106
10 =	106
10 =	106

AIR NEW ZEALAND 



FISHER & PAYKEL

the **warehouse** //



2020  
RANK

12	105
13	105
14	105
15	105
16	104
17	104
18	104
19	104
20	104



**stuff**













# COLMAR BRUNTON'S



Companies in our top 20 meet Deloitte's criteria for inclusion in the top 200









2020 RANK	2019 RANK
1	1
2	3
3	2
4	4
5	5
6	7
7	6
8	8
9	9
10 =	10 =
10 =	11

116
110
110
109
109
109
108
106
106
106
106

1	AIR NEW ZEALAND 
3	
2	PAK'nSAVE 
4	 TOYOTA
5	 Insurance
7	 Kiwi bank.
6	FISHER & PAYKEL
8	the warehouse 
9	 NEW WORLD
19	 Southern Cross
20	countdown 

2020 RANK	2019 RANK
12	13
13	14
14	15
15	17
16	10
17	12
18	18
19	21
20	23

105
105
105
105
104
104
104
104
104

13	
14	
15	
17	
10	Auckland Airport 
12	ASB 
18	BRISCOES HOMEWARE 
21	stuff 
23	

Our top performing corporates (RepZ 108+) also have a **distinctive & meaningful purpose**



Supercharge New Zealand's success



Share moments that matter to New Zealanders'



Provide New Zealand's lowest food prices



Leading the future mobility society



Care, help and get things sorted



Kiwis making Kiwis better off













Improving life through good design



Our Top 10 have a strong scorecard.

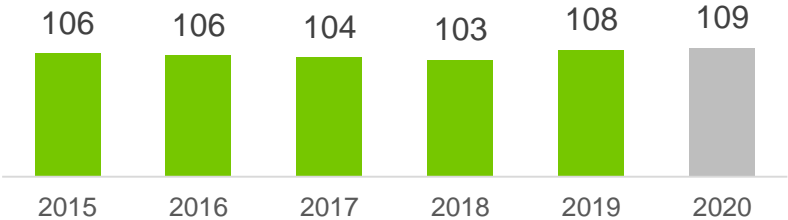
Those falling down on the responsibility pillar are doing so because they are weaker on employee or environmental measures.

2020  
RANK

		LEADERSHIP/ SUCCESS	FAIRNESS	RESPONSIBILITY	TRUST	REPZ
1	AIR NEW ZEALAND 	117	107	115	121	116
2	 tvnz	107	114	104	113	110
3	 PAK'nSAVE	108	120	103	106	110
4	 TOYOTA	107	113	105	111	109
5	 AA Insurance	111	109	103	110	109
6	 Kiwi bank.	108	110	105	111	109
7	FISHER & PAYKEL	109	108	103	110	108
8	the warehouse 	104	113	102	106	106
9	 NEW WORLD	110	100	105	108	106
10 =	 Southern Cross	107	104	104	107	106
10 =	countdown 	108	107	104	105	106

105+ = within top 10% globally

Kiwibank ticks the boxes across all reputational pillars - leading to further reputational improvements



2020 RANK



What do New Zealanders love about Kiwibank?

<p><b>LEADERSHIP/ SUCCESS</b></p> <p><u>Always leading the way</u> by offering low mortgage interest rates.</p>	<p><b>FAIRNESS</b></p> <p>I love that they have great options for students and young people. <u>Low rates and fees.</u></p>	<p><b>RESPONSIBILITY</b></p> <p>Great customer experience as well as <u>more moral investment portfolios.</u></p>	<p><b>TRUST</b></p> <p>I like the fact that they are <u>NZ owned</u>, have considered changing my bank to them.</p>
<p><b>CUSTOMER EXPERIENCE</b></p> <p>They have a <u>great reputation for customer service</u>, great accounts, great ratings and NZ owned</p>			

# THE TOP 10 TRUST LEADERS IN NZ 2020



Amongst top 50 NZ  
corporates by revenue



121

113

111

111

110

110

108

107

107

106

AIR NEW ZEALAND 

 tvnz

 TOYOTA

 Kiwi  
bank.

 AA Insurance

FISHER & PAYKEL

 NEW WORLD

 Southern Cross

New Zealand Post 

 PAK'nSAVE



# TRUST

Trust means  
being reliable  
and dependable...



*“Always fly with them, trusted and reliable, every time I have flown with others have had big problems.”*

---

*“I trust them, they bring me breaking news that affects me straight away and it IS trustworthy, programmes are good too.”*

---

*“They have a very good reputation for mechanical reliability, safety, ease of car parts, economical, good interior design, good exterior design, easy to have serviced, hold their value - the list goes on.”*

---

*“I bank with Kiwibank and find them trustworthy and easy to use!”*

AIR NEW ZEALAND 



# THE TOP 10 FAIRNESS LEADERS IN NZ 2020



Amongst top 50 NZ  
corporates by revenue



120

114

113

113

111

110

110

109

108

108

PAK'nSAVE



the warehouse //



FISHER & PAYKEL





# FAIRNESS

Affordability,  
variety and good  
service underpin  
a sense of  
fairness



*“Always have what we need.  
Affordable prices. Helpful staff  
members.”*

*“They have great customer  
service and good pricing. Good  
reception almost everywhere  
and good deals on their  
monthly prepay.”*

*“100% NZ owned and have  
the lowest everyday prices  
bar none in NZ.”*

*“The service is fantastic the  
prices are amazing one  
stop shop.”*





# THE TOP 10 SUCCESS LEADERS IN NZ 2020



Amongst top 50 NZ  
corporates by revenue



118

117

112

111

110

109

109

108

108

108



AIR NEW ZEALAND 

*Coca-Cola*

**AA** Insurance

 **NEW WORLD**

FISHER & PAYKEL



**PAK'nSAVE**

countdown 



# LEADERSHIP SUCCESS

Offering a superior  
product along with  
market longevity  
contributes to a  
leadership position



*“New Zealand owned, always leading the way by offering low mortgage interest rates.”*

*“Excellent service, rated amongst the top Airlines in the World, our National Airline, pride, safety and friendliness.”*

*“Love their product, easy to use, high quality and stay with trend.”*

*“A brand that has been successful for so long speaks for itself.”*



# THE TOP 10 RESPONSIBILITY LEADERS IN NZ 2020



Amongst top 50 NZ  
corporates by revenue



115

105

105

105

105

104

104

104

104

104

AIR NEW ZEALAND 

 **TOYOTA**

  
ENERGY

 **NEW WORLD**

  
Kiwi  
bank.

  
KIWIFRUIT

  
Meridian.

 Southern Cross

 **tvnz**

countdown 





# RESPONSIBILITY

Giving back to NZ  
environmentally,  
socially and  
economically  
is valued



*"I really like that they use as much renewable energy as possible. I believe that's the way all energy should be made/used."*

*"They're very involved in the community, listening to their consumers, trying to be responsible and ethical."*

*"Because they have a really great selection, locally owned and sourced. They are reducing the amount of plastic on their fresh fruit and veges."*

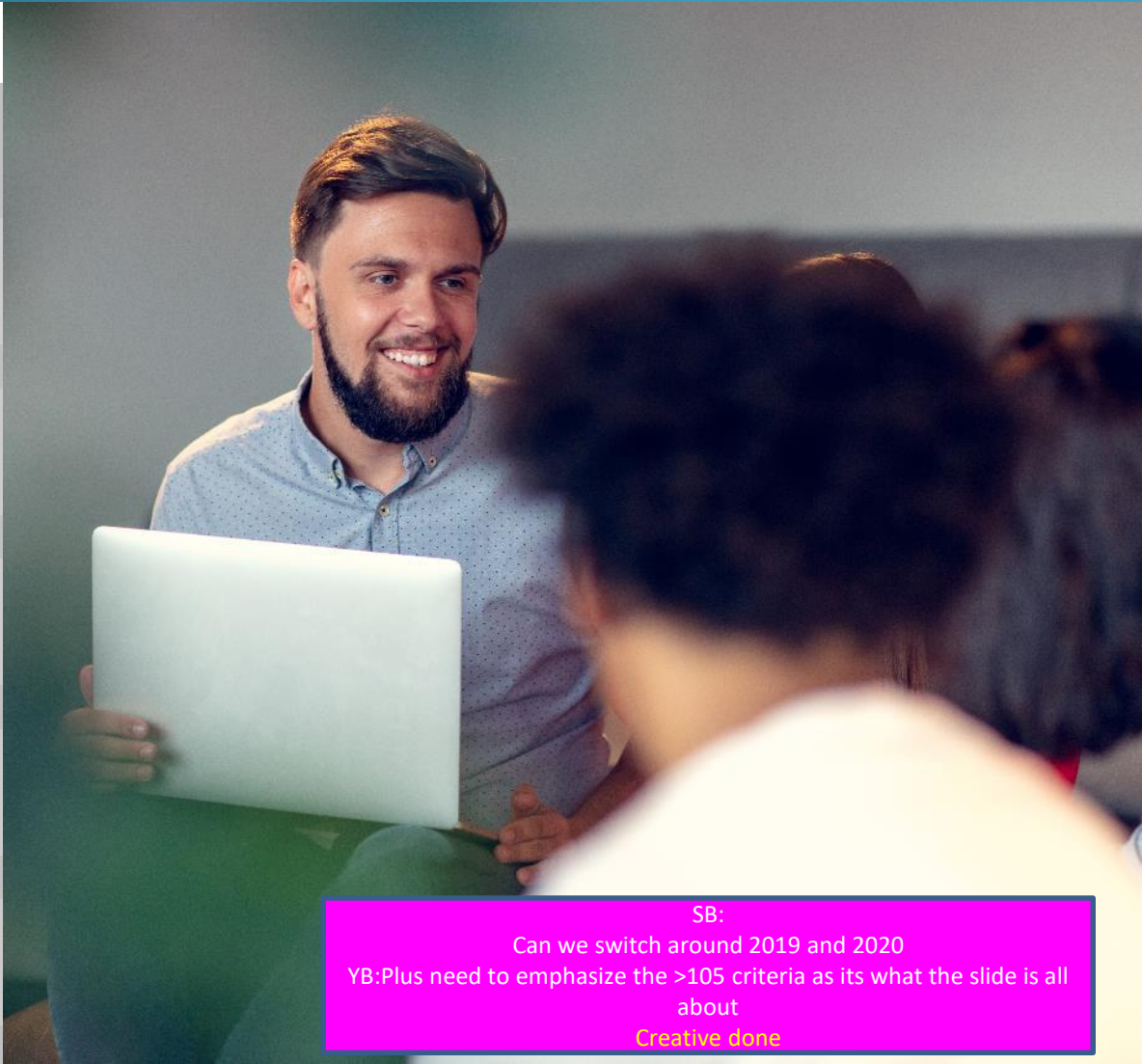
*"I love their online shopping and the acts of kindness they do in the community (sanitary items priced for all etc.)"*





# More companies excelling in Fairness in 2020 while fewer are showing world class leadership (<105)

# companies>105		
	2019	2020
OVERALL INDEX	15	15
LEADERSHIP/ SUCCESS	30	24
TRUST	17	17
FAIRNESS	16	18
RESPONSIBILITY	6	5



SB:  
Can we switch around 2019 and 2020  
YB:Plus need to emphasize the >105 criteria as its what the slide is all about  
Creative done

# NZ business resilience has been put to the test recently



“

“There is tremendous public scrutiny and anxiety levels are high, so you don't want to add to that, and you also need to anticipate how the moves you make today will play out publicly.”

SIR JOHN KEY

# The anxiety is very real – New Zealanders are worried about the economic situation

*At this time, how concerned, or not, are you about...?*

% of all New Zealanders 18+

Very Fairly

% 'very' or 'fairly' concerned

You or a family member's job security



59%

You or your children's education



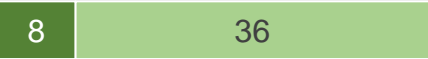
52%

Having enough money to pay household bills



48%

You or your family's mental wellbeing



44%

Having enough money to pay the rent or mortgage



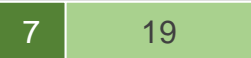
42%

Having enough money for food



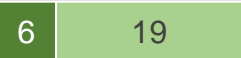
36%

Your household running out of medication or medical supplies



27%

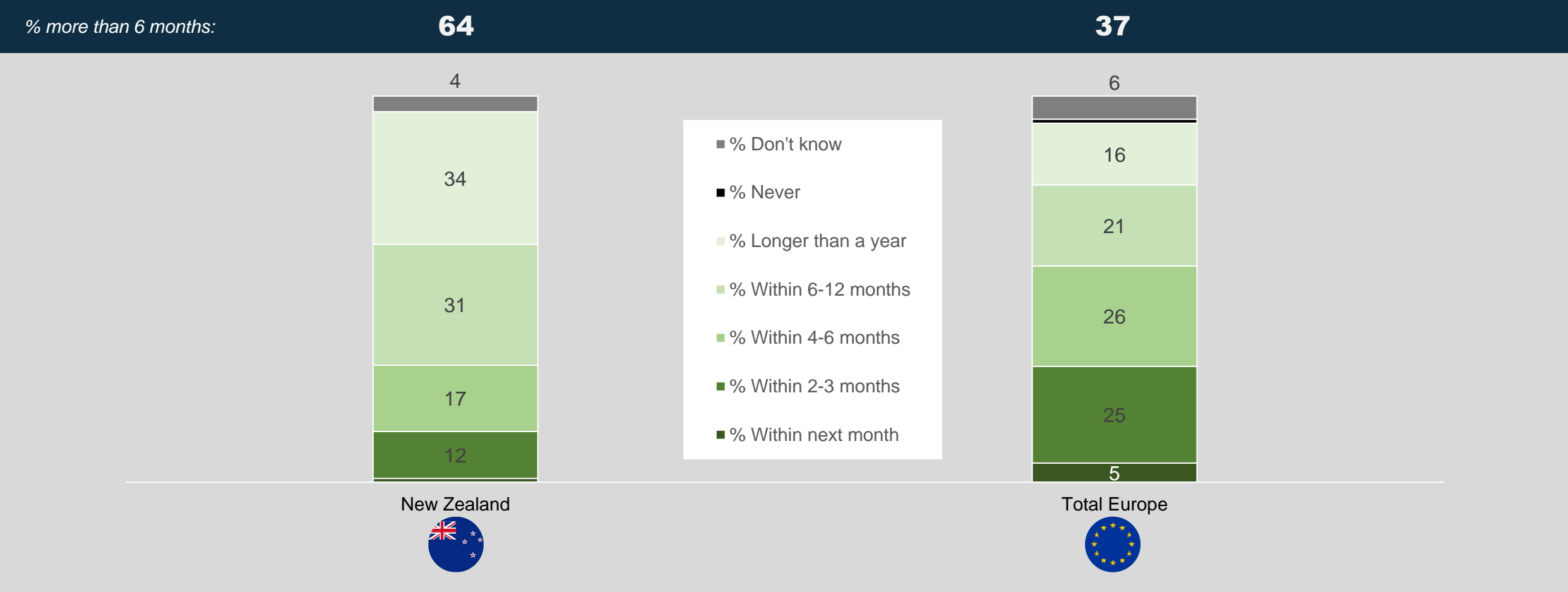
You or your family's diet



26%

# Nearly 2/3s of New Zealanders are anticipating the country will take more than 6 months to return to normality

*In your opinion, how long do you think it will take [country] to recover, and for people to return to a normal way of life?*

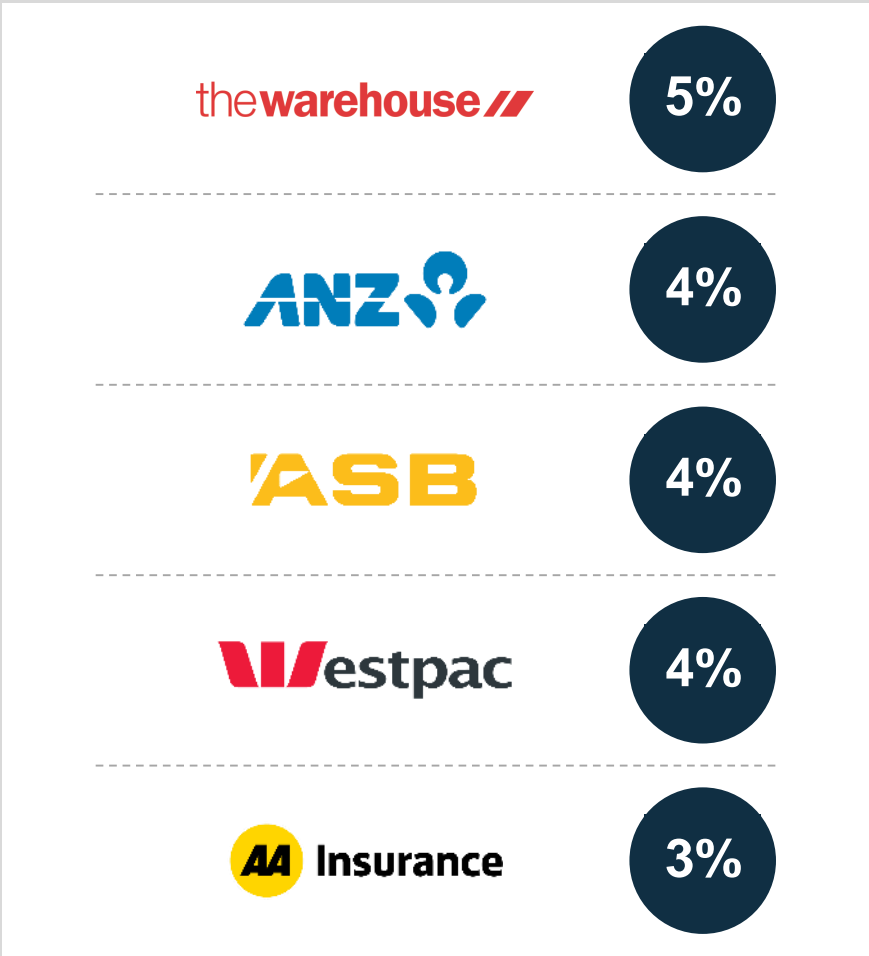
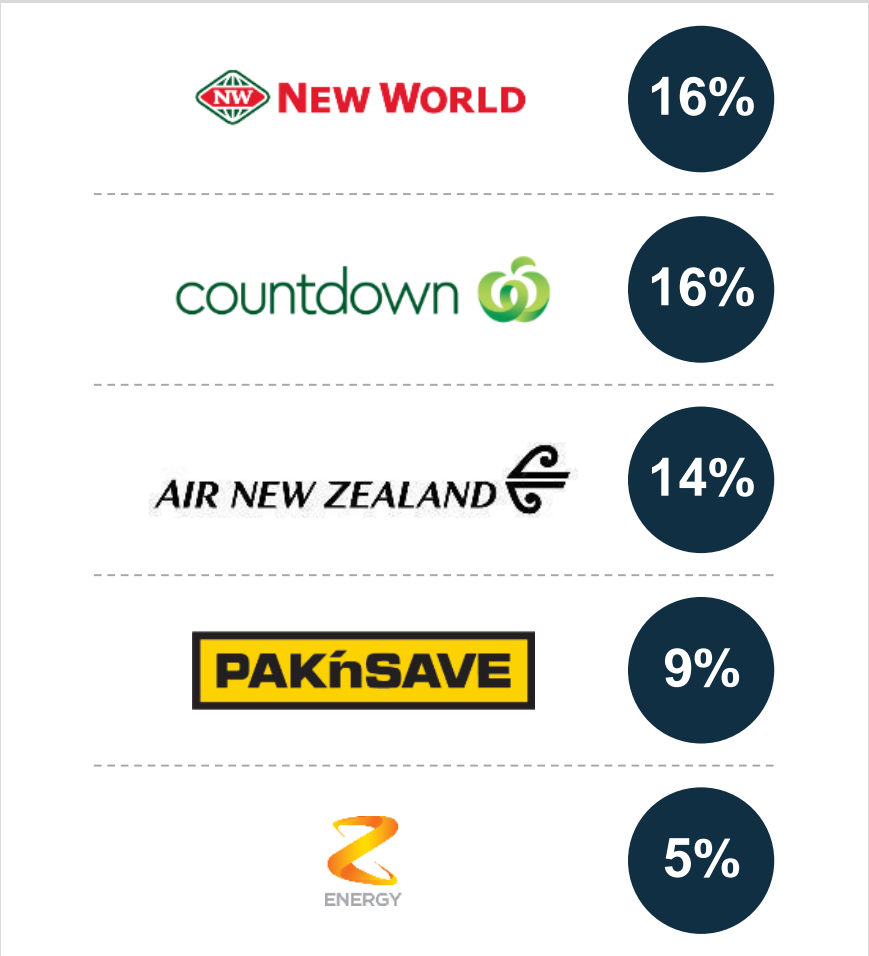


Base: Total (All New Zealanders 18+ n=601; G7 countries n=1,000 each)  
Note: This question was not asked in Canada, Japan or USA  
Source: Colmar Brunton Covid Times 2019




NZ businesses  
can be  
commended for  
how they have  
responded to the  
Covid-19 crisis –  
supporting the  
public’s desire to  
do the right thing

% mentions of companies that impressed NZers for communication



We are interested to know if you have been impressed by the communications you have received by a company in the last few weeks in dealing with the COVID-19 situation. Please tell us the name of the company or companies AND what they have communicated that impressed you.

# Covid-19 has largely been a celebration of business ingenuity and humanity














Providing essentials	 <b>Insurance</b>		
Adapting to protect staff and customers			 
Being on the front line		<b>COURIER COMPANIES</b>	<b>SUPERMARKETS</b>
Supporting staff		<b>SUPERMARKETS</b>	
Giving / Supporting the cause			
Useful advice / information / encouragement			
Lockdown suggestions			
Innovation			

Companies spontaneously mentioned for their initiatives that impressed New Zealanders during the COVID-19 situation

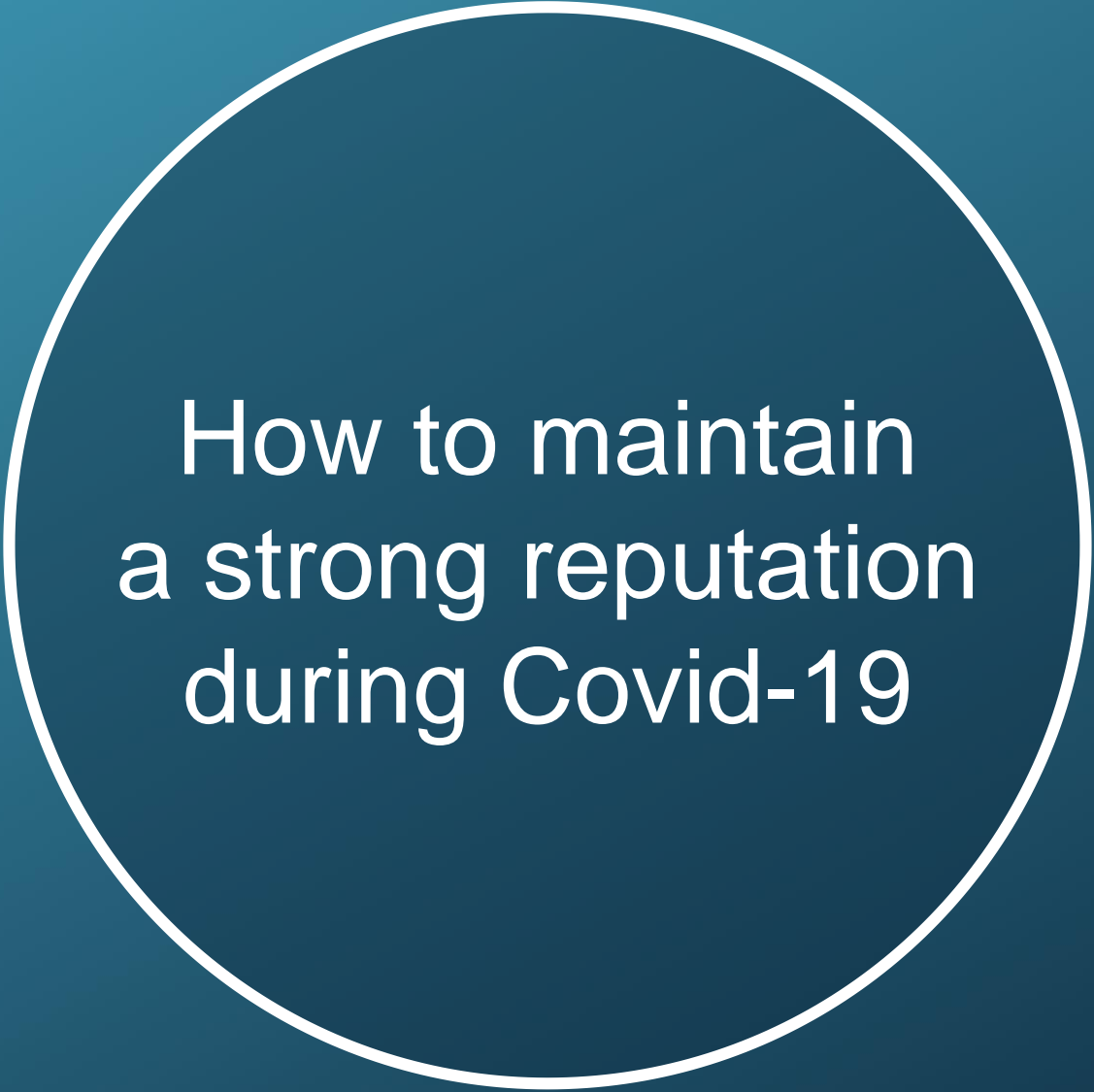
NZ companies have kept their reputation intact judging from levels of advocacy during the Covid-19 crisis.



## High advocacy for COVID-19 response

 <b>NEW WORLD</b>	59%	 <b>TOYOTA</b>	30%
	51%	<b>FISHER &amp; PAYKEL</b>	28%
<b>AIR NEW ZEALAND</b> 	50%	 <b>Southern Cross</b>	28%
<b>countdown</b> 	49%	<b>A</b>   Auckland Airport	27%
<b>PAK'nSAVE</b>	45%	 <b>Kiwi bank.</b>	26%
 <b>ENERGY</b>	40%	 <b>AA Insurance</b>	25%
<b>BUNNINGS</b> warehouse	37%	<b>ASB</b>	25%
<b>BRISCOES</b>  <b>HOMEWARE</b>	35%		23%
<b>stuff</b>	35%	 <b>Zespri</b> KIWIFRUIT	19%
<b>thewarehouse</b> //	32%	 <b>genesis</b>	19%

Rate How Different Companies Have Responded To The COVID-19 Situation  
 I think so well of them, I would speak highly of them without being asked OR  
 I would speak highly of them if someone asked my opinion  
 Source: Colmar Brunton NZ Omnijet April 10-13th 2020



# How to maintain a strong reputation during Covid-19





Be purpose driven

# Purpose creates **FOCUS**

“

“Every decision we’ve made, no matter how fast or how hard, we have asked ourselves whether this will help our team, our customers, our suppliers and the communities in which we have been so privileged to operate.”

**KIRI HANNIFIN** | GM Corporate Affairs

countdown 



## Purpose **GALVANISES** teams

“

“[Our purpose] is deeply embedded throughout our business and is the guiding principle for all our people through normal times and unusual times like the current situation with Covid-19.

The Covid-19 crisis has had a galvanising effect on our business, bringing our people together in a way that is totally focused on our customers. There has been total alignment from our Board right through the entire organisation about what to do.”

**CHRIS CURTIN** | CEO

**AA Insurance**





Build trust



# Think about the **GREATER GOOD**

“

“The strength of New Zealand banks has been recognised and we will continue to work with the government, our regulators and the industry to ensure that remains the case. We’ve acted quickly and worked as an industry to create solutions for the benefit of all New Zealanders.”

**SIMON HOFMANN** | Acting Chief Marketing Officer



## Adopt a **COLLABORATIVE SPIRIT** to alleviate public anxiety

“

“Collaboration with government, suppliers and other key industry organisations was essential, as we sought to navigate the uncharted waters of operating throughout the pandemic. Consistent messaging around #shopnormal, #shopsafe and #bekind played a strong role as we aimed to temper an anxious public with a strong desire to panic shop and put unnecessary pressure on the wellbeing of our staff and supply chain.”

**DOM QUIN** | Group General Manager – Marketing and Customer Experience





Use reputational resilience  
to give confidence

Resilience creates **CONFIDENCE** that you will deliver

“

“In times of crisis we tend to turn more to those we trust. The trust we’ve built with our viewers over many years, is at the heart of **why they choose TVNZ to play a bigger role in their daily lives right now.** It was key to the Ministry of Education choosing TVNZ to produce and deliver Home Learning TV for New Zealand students.”

**KEVIN KENRICK** | CEO





## Resilience also allows for a degree of **TOLERANCE**




“Reputational resilience helped us immensely during this period. The period itself was effectively one of change for our team members, our customers and our shareholders. Each also had different, and sometimes conflicting, priorities.

The media response to our actions through COVID-19 was mixed....The Easter Egg response reminded us of the goodwill out there for us and the social and media sentiment was overwhelmingly positive... I’m not sure we could have done that without the resilience and goodwill of our brand.”

**TANYA HENDERSON** | GM Corporate Communication

the**warehouse** //





Important  
learnings to take  
into the future

# KNOW YOUR PURPOSE

Be clear about the role you play in people's lives



- Ensure it is distinctive and meaningful
- Use it to galvanise your stakeholders
- Understand its power to build reputation



# BUILD TRUST

People are going to need reassurance like never before



- Do the right thing  
-----
- Communicate, communicate, communicate  
-----
- Do what you say you will  
-----
- Be transparent when things are going well – **and** not so well





# RESPONSIBILITY

and sustainability are unavoidable topics



- Protect key business assets  
– including team members
- Do more to give back to  
society and communities
- Make sure those who need  
help have access to support



*It is a time for governments, regions, and cities around the world to mobilise and deploy resources to tackle the climate crisis at the same time as rebuilding their economies, all whilst creating high value green jobs.”*

**JAMES SHAW**

SOURCE:  
<https://www.theguardian.com/world/commentisfree/2020/apr/23/covid-19-crisis-reset-economies-sustainable-footing>



# SHOW LEADERSHIP

Have a plan but be adaptable



- Consider a full range of scenarios and plan for each
- Once organised internally, lean in to helping others externally – government, charity partners etc.
- Understand how customers needs and expectations have changed and adapt to them



“It is not the strongest of the species that survives, nor the most intelligent, but the one that is most adaptable to change.”

**LEON C MEGGINSON**



# Colmar Brunton **Top 10** Corporation reputation

Congratulations to the top performers for 2020!



AIR NEW ZEALAND 



**PAK'nSAVE**

4



5



6



7

FISHER & PAYKEL

8



9



10=



10=

