



CORPORATE REPUTATION INDEX

2021

SARAH BOLGER
HEAD OF COLMAR BRUNTON



The 2021 NZ Corporate Reputation Index (CRI)



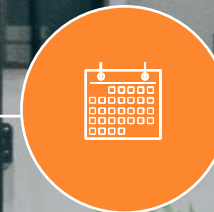
Uses the global **RepZ framework** with standardised reputation attributes
Includes New Zealand's **top 50 consumer facing corporates** by revenue as listed in Deloitte Top 200, plus includes financial services brands



16 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 **30,000 New Zealanders** interviewed over last 7 years

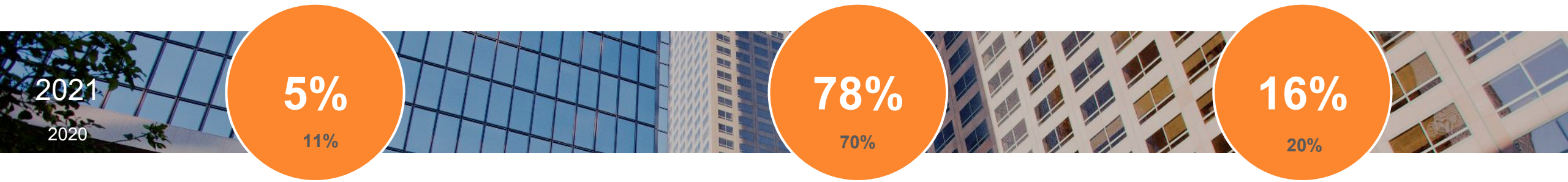


Survey period from end **Feb-Mar 2021***

Uses our globally validated RepZ framework, with reputation measured across four pillars.

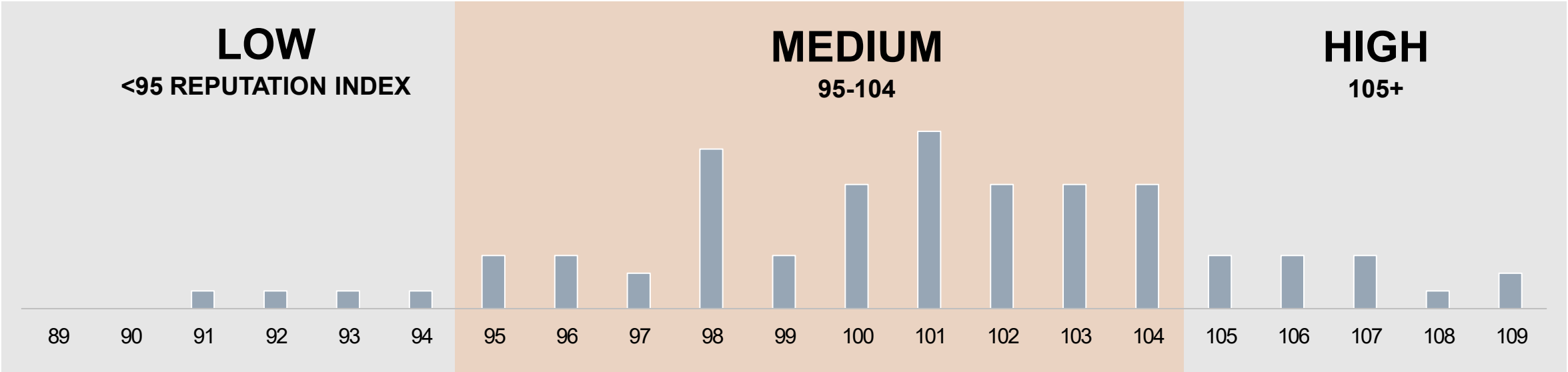


Corporates with a resilient reputation are more likely to weather the storm.
There are 12 corporates in NZ that sit in this 'resilient zone'.



■ Deloitte Top 50

NUMBER OF COMPANIES



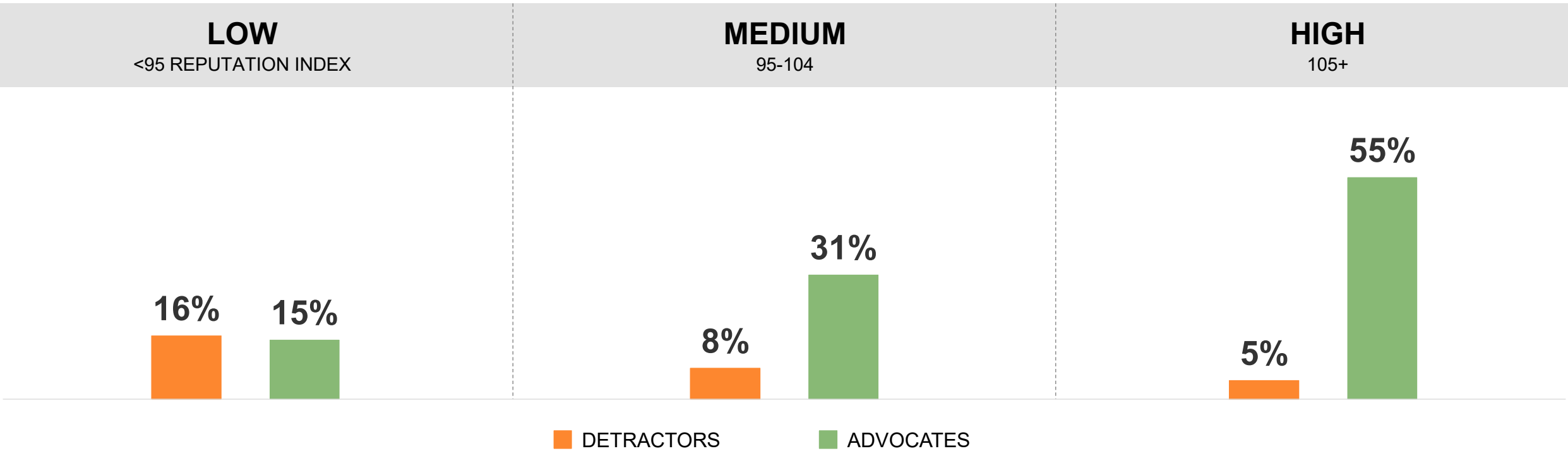
BRITTLE



RESILIENT

A resilient reputation supercharges advocacy

ADVOCACY BY REPZ INDEX SCORE



DETRACTORS
“I think so poorly of them, I would be critical without being asked
I would be critical of them if someone asked my opinion”

ADVOCATES
“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”



Reputation in Context

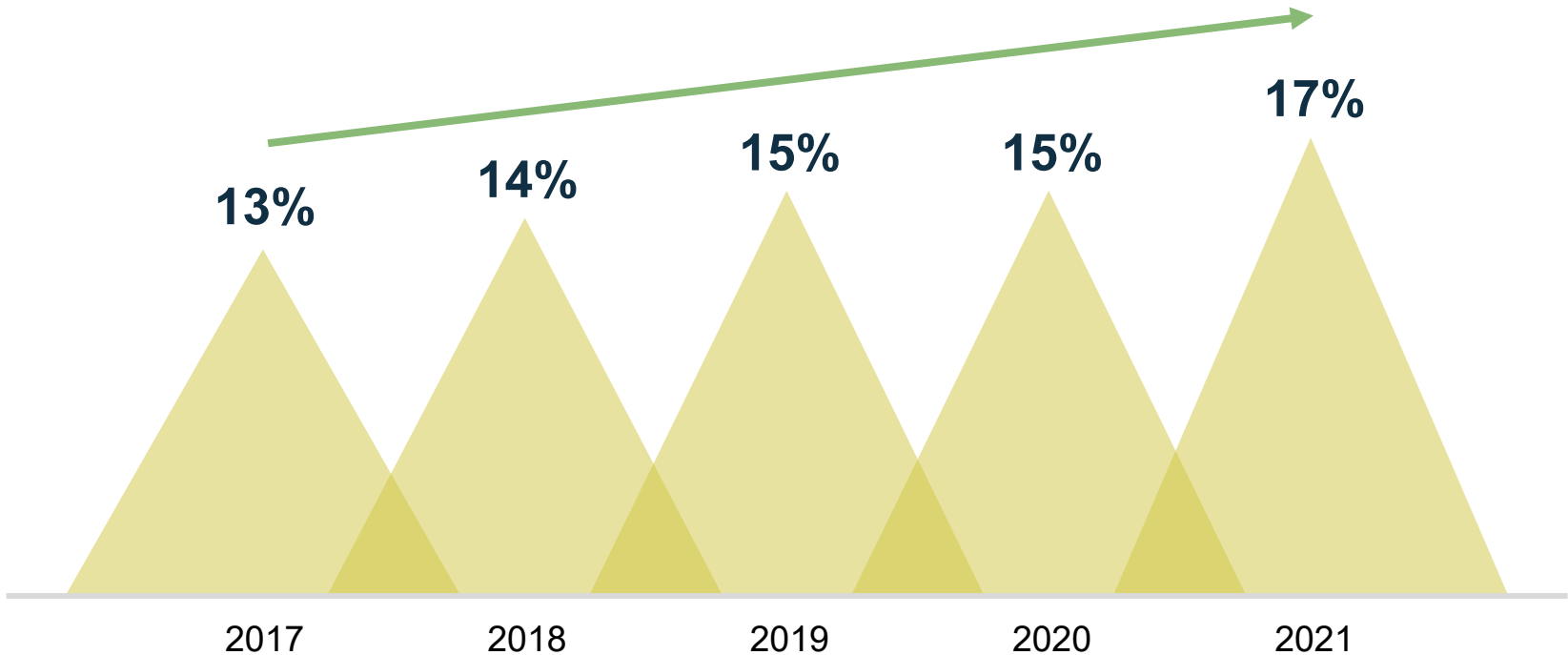


Kiwis increasingly want to better understand what corporates are doing beyond profits

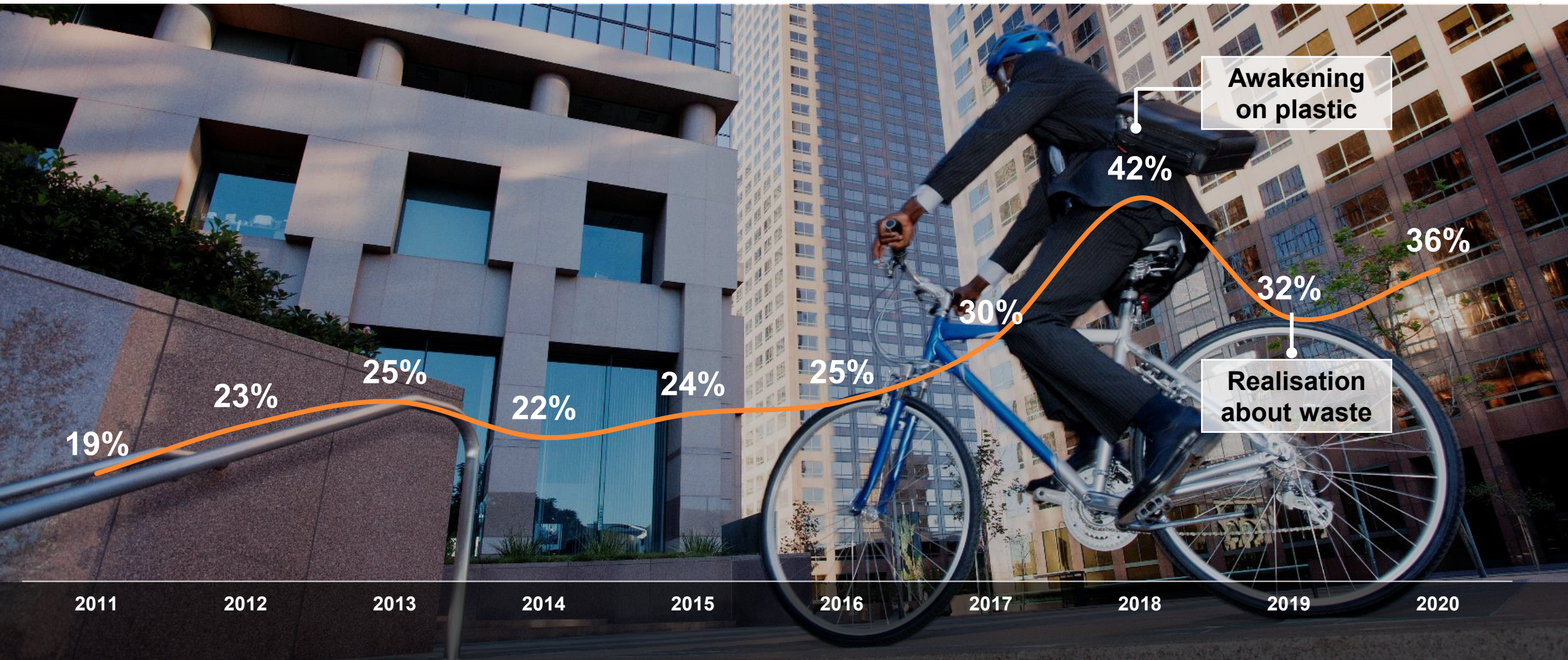


RESPONSIBILITY

- Treat employees well
- Environmentally responsible



Despite a challenging 2020, New Zealander's commitment to living more sustainably continues to build

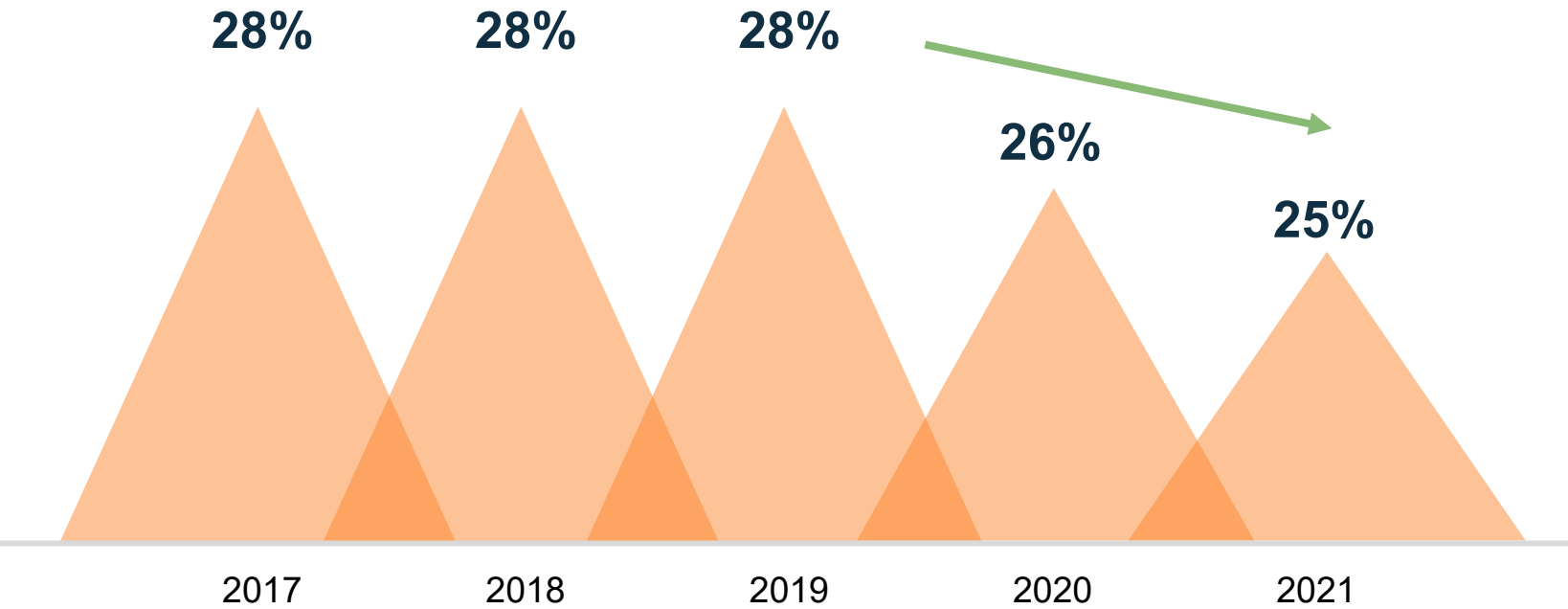


In contrast, the way Kiwis view corporate leadership is shifting



LEADERSHIP

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



Key concerns of the NZ public from Better Futures this year inform the potential for reputational risk in this climate.



Affordability



Society



Sustainability



FAIRNESS

Cost of living, housing, healthcare all came up as top concerns this year



TRUST

Suicide rates, violence and caring for our most vulnerable continue to be priorities



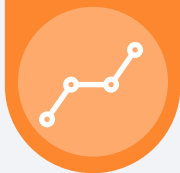
RESPONSIBILITY

The build up of waste including plastic, packaging and recycling and other environmental concerns

Three categories showed notable increases in reputation aided by their positive actions during 2020



Perceptions of reputation in these categories improved overall meaning **a strong performance for companies in these industries is amongst a rising tide**



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













CORPORATE REPUTATION INDEX 2021

TOP 20










RANKED BY
INDEX

>=105 resilient

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

2021 RANK			vs 2020	2021 RANK			vs 2020
1	109	AIR NEW ZEALAND 	NC	11	105	ASB	▲
2	109	PAK'nSAVE	▲	12	105	 ENERGY	▲
3	108	 tvnz	▼	13	104	Zespri KIWIFRUIT	NC
4	107	 TOYOTA	NC	14	104		NEW
5	107	A&A Insurance	NC	15	104	the warehouse //	▼
6	107	FISHER & PAYKEL	▲	16	104	 Southern Cross	▼
7	106	 NEW WORLD	▲	17	104	MAINFREIGHT	▲
8	106	BUNNINGS warehouse	▲	18	104		▼
9	106	Kiwi bank.	▼	19	104	Auckland Airport	▼
10	105	countdown 	NC	20	103	New Zealand Post 	▲

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.

2021 RANK		LEADERSHIP	FAIRNESS	RESPONSIBILITY	TRUST	REPZ
1	AIR NEW ZEALAND 	111	100	110	114	109
2	PAK'nSAVE 	108	122	102	105	109
3	tvnz 	106	111	102	110	108
4	TOYOTA 	106	108	104	108	107
5	AA Insurance 	107	107	102	108	107
6	FISHER & PAYKEL	107	107	104	108	107
7	NEW WORLD 	111	99	105	108	106
8	BUNNINGS warehouse 	103	110	104	106	106
9	Kiwi bank. 	106	106	103	107	106
10	countdown 	109	105	102	103	105



Movers & Shakers



CORPORATE REPUTATION INDEX 2021



WRIGHT
COMMUNICATIONS

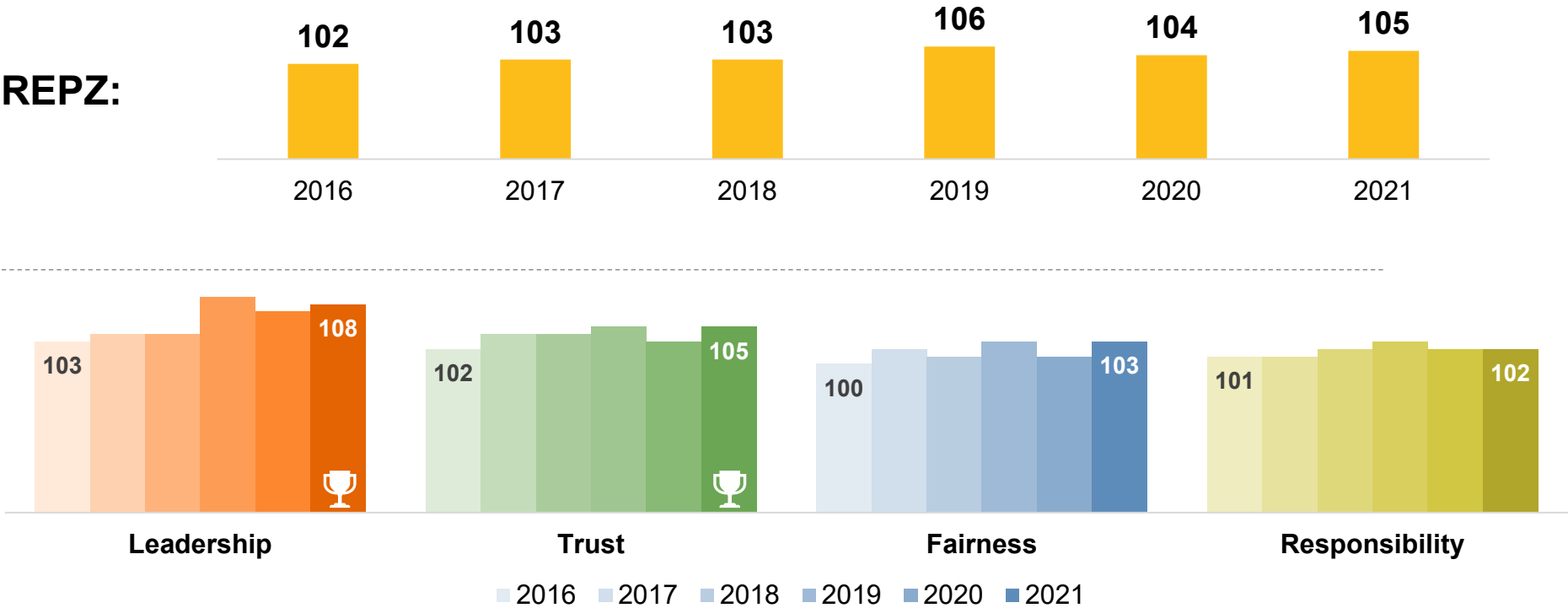
ASB stands out for its Leadership position as well as long term improvements in Trust and Fairness



2021 RANK



REPZ:



“ Amazing to deal with. Have used almost every bank and ASB have been the best by far.

“ Treated me well during husband’s redundancy.

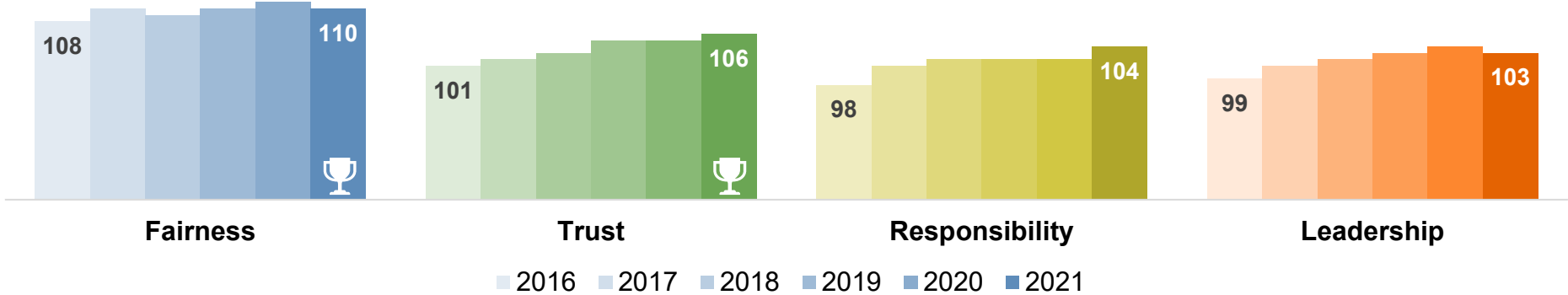
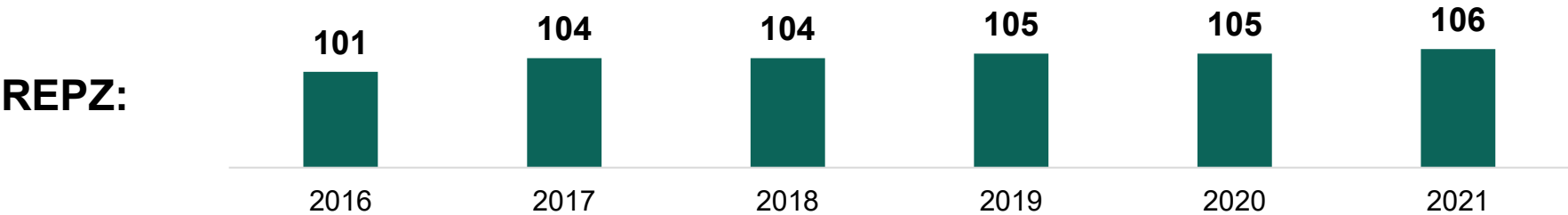
Bunnings have built on their strength in Fairness and have created higher levels of Trust



2021 RANK



REPZ:



“ The service is good with excellent, knowledgeable department staff. Also, they have good customer care.

“ They always have what I go in for, they’re always friendly as well as dog friendly and have Bunnings snags. Also have great prices.

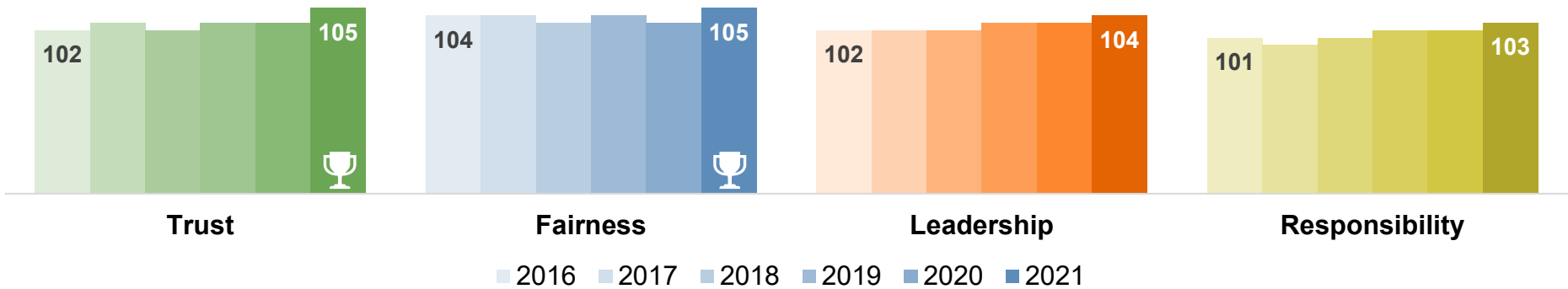
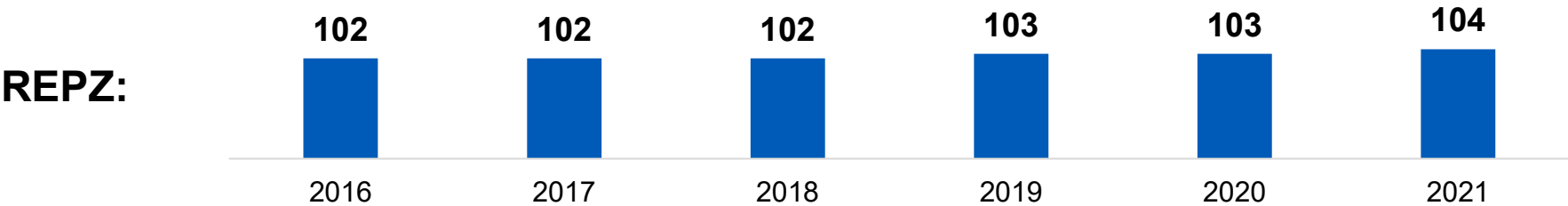
On the back of 2020, Mainfreight has assured New Zealanders through Fairness and Trust



2021 RANK



REPZ:



“ Mainfreight is known for their excellent workplace environment and their participation in the community. My business has also used them before and had excellent customer service and were very prompt.

“ My company deals with Mainfreight on a daily, and the customer service they have is incredible. Their services are amazing, and they have supported us for 10 years+.

Fonterra’s reputation has improved markedly as kiwis gain a new appreciation of the important role they play in the economy and improvements in Trust, Responsibility and Fairness

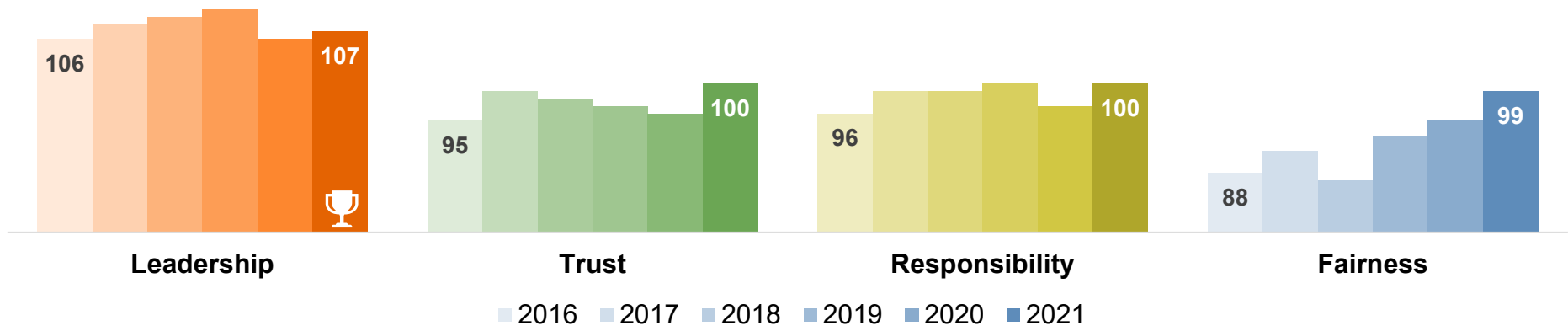
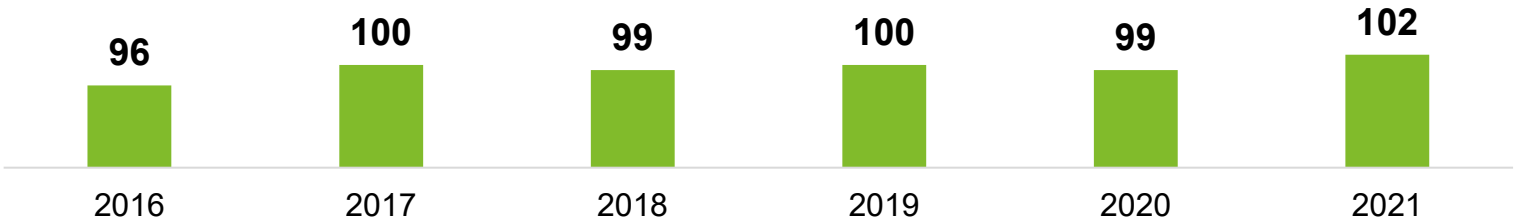


Dairy for life

2021 RANK



REPZ:



“ Really impressed with the environmentally friendly initiatives that they have led the way in promoting and endorsing. Really proud of the way that they promote NZ farming.

“ Local company, keeps many people employed, provides quality dairy products and contributes in a meaningful way to the economy.



“The past year has been all about demonstrating our care for communities, the environment and people – including our employees, farmers and wider New Zealand. Our size and significance means we have a responsibility towards New Zealand and that’s something we’re very aware of.”



Leading Corporates by Pillar



CORPORATE REPUTATION INDEX 2021



WRIGHT
COMMUNICATIONS

TOP 10

2021

TRUST leaders

Amongst top 50 NZ
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion
in the top 200

2021
RANK

1

114

AIR NEW ZEALAND 

2

110

 tvnz

3

108

 TOYOTA

4

108

 Insurance

5

108

FISHER & PAYKEL

6

108

 NEW WORLD

7

107

 Kiwi
bank.

8

107

 Southern Cross

9

106

New Zealand Post 

10

106





What does **TRUST** look like in 2021?



Delivering the things we want and need, reliably

“

“They do their very best to provide good service and go out of their way to answer questions... they do what they say they will.”



Unethical

“

“They made so many people redundant and had them on reduced wages during the long lockdown in 2020 and then post a huge profit. The also collected a wage subsidy that should be paid back.”

Let down

“

“Every item purchased has broken or failed to work correctly.”

TOP 10

2021

FAIRNESS Leaders

Amongst top 50 NZ
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion
in the top 200

2021
RANK

1

122

PAK'nSAVE

2

111

the warehouse //

3

111

tvnz

4

110

BUNNINGS
warehouse

5

110

POWERSHOP

6

109

2

7

108

TOYOTA

8

107

stuff

9

107

AA Insurance

10

107

FISHER & PAYKEL



What does **FAIRNESS** look like in 2021?



*Good value to everyday
Kiwis when times are tough*



"Their costs are low, they have just about anything you could possibly need, the staff are so helpful and friendly. I really love [them]."



Hard to deal with



"On past experience it was a struggle dealing with them and at the end of it I felt ripped off by them and that they had not been fair."

Unfair!



"Overpriced, planned obsolescence."

"Commission based sales agents, selling overpriced poor quality goods by lying."

TOP 10

2021

SUCCESS Leaders

Amongst top 50 NZ
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion
in the top 200

2021
RANK

1

115



2

112



3

111



4

111



5

109



6

108



7

108



8

108



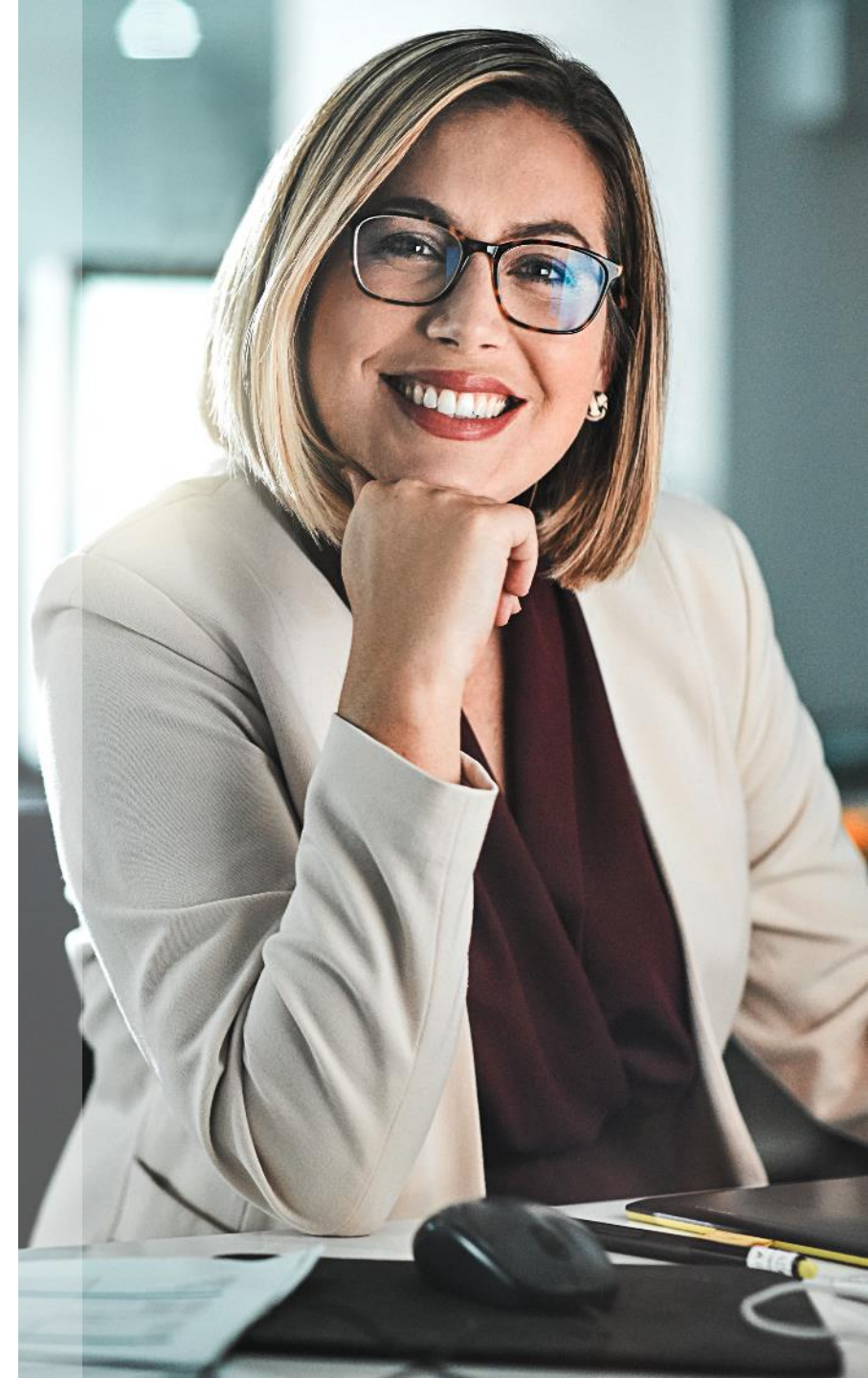
9

107



10

107



What does **SUCCESS / LEADERSHIP** look like in 2021?



Excellence



"They are so good, providing world class services"

Adaptability



"Their ethics are good ...I like their ability to adapt & offer products that are more 'healthy' & good for my planet & lifestyle."

Profit before all else



"They prey on the poor with their high interest deals"

"Because of how they have treated NZ manufacturers and how current suppliers ... have plants that people die at on a regular basis"

Mis-management



"Inefficiently run, high charges!"



TOP 10

2021

RESPONSIBILITY Leaders

Amongst top 50 NZ
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion
in the top 200

2021
RANK

1

110

AIR NEW ZEALAND 

2

106

 Kathmandu®

3

105


Zespri
KIWIFRUIT

4

105

 NEW WORLD

5

104


ENERGY

6

104



7

104

 Meridian.

8

104


BUNNINGS
warehouse

9

104

 TOYOTA

10

104

FISHER & PAYKEL



What does RESPONSIBILITY look like in 2021?



Looking after staff, customers, employees, the community and the environment



“Lowest prices. Excellent customer service. Helping customers protect the environment”

“The company culture, care and respect for employees”



Concern for employees



“Their documented poor treatment of workers, general business model and contribution to societal inequities”

“Rips off its workers, has poor working conditions, makes so much money without benefit to workers.”

Concern for the environment



“Contributing to ruining our environment.”

“Practices aren't sustainable.”



Important Learnings for Building Reputational Resilience





1

Keep Trust

In times of uncertainty trust is key

- Deliver on promises (including brand promise and product / service expectations)
- Communication and transparency are crucial if things don't go to plan





2 Improve the lives of everyday Kiwis

More NZers are watching every dollar and cost of living is once again the top concern

- We love companies that give us more bang for buck
- And behave fairly



3 Be a part of the community

Companies that are a part of the community have legitimacy

- Look after your communities (including employees, customers, and other stakeholders)
- Be of service





4 Change

It's a different world so be at the forefront of change

- Your customers are not who they once were (we are doing things differently)
- Consumers expect responsibility
- 'Read the room' - understand what matters most

Colmar Brunton **Top 10** Corporation Reputation

Congratulations to the top performers for 2021!



AIR NEW ZEALAND 



PAK'nSAVE



4



5



6

FISHER & PAYKEL

7



8



9



10



**For more information,
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