



CORPORATE REPUTATION INDEX 2022

Sarah Bolger
Chief Client Officer



The 2022 NZ Corporate Reputation Index (CRI)



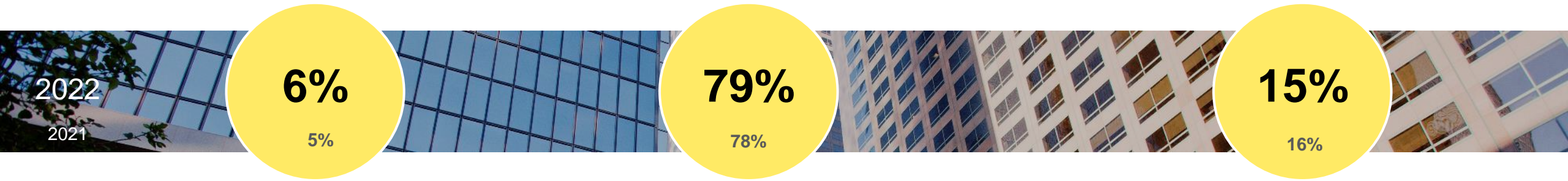
Uses the global **RepZ framework** with standardised reputation attributes
Includes New Zealand's **top 50 consumer facing corporates** by revenue as listed in Deloitte Top 200, plus financial services brands

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

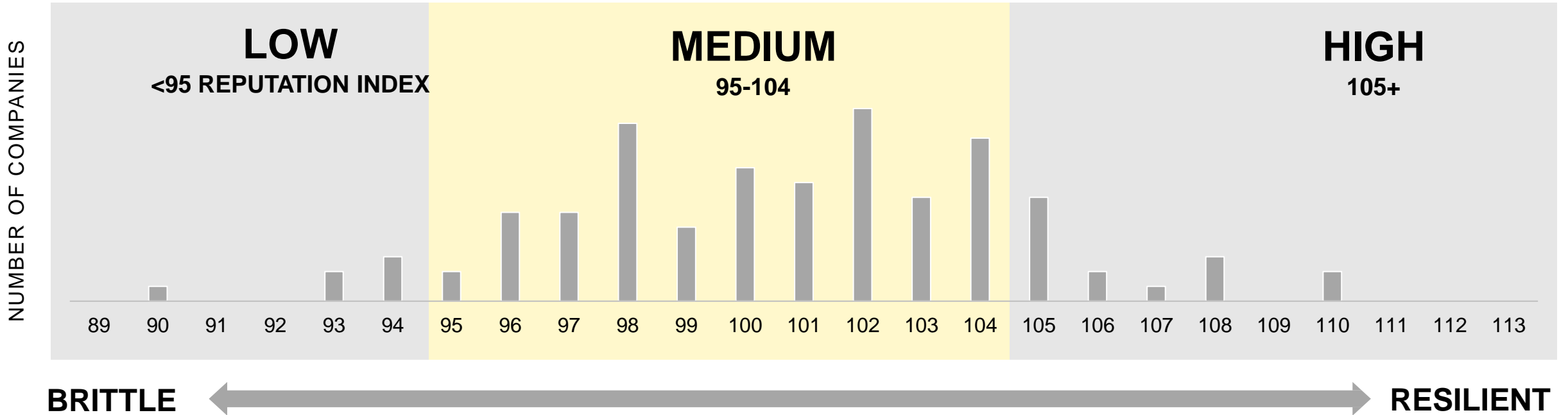
Nationally representative sample by age, gender and region
Average sample size of n=500 per category
Over **35,000 New Zealanders** interviewed over last 8 years

Survey period from end **Feb-Mar 2022***

There are 22 corporates in NZ that sit in the reputational 'resilient zone'

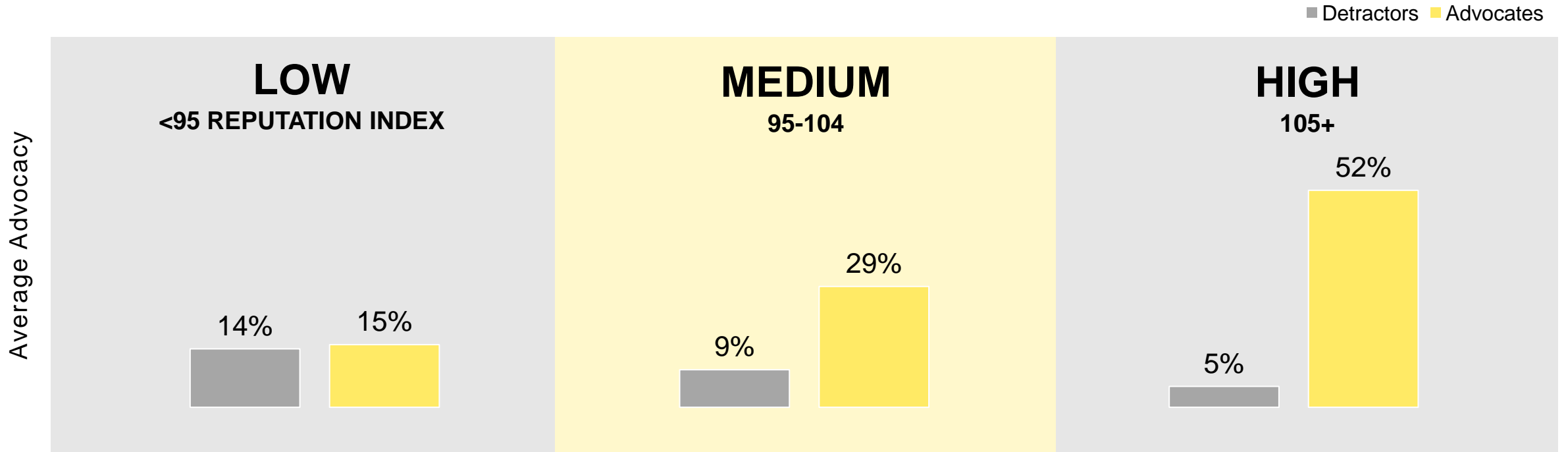


■ Deloitte Top 50*



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?

Brands with a strong Corporate Reputation grow brand value at a faster rate

BrandZ Top 100 most valuable brands

12 YEAR BRAND VALUE GROWTH

147%



WEAK

Corporate Reputation

179%



AVERAGE

Corporate Reputation

204%

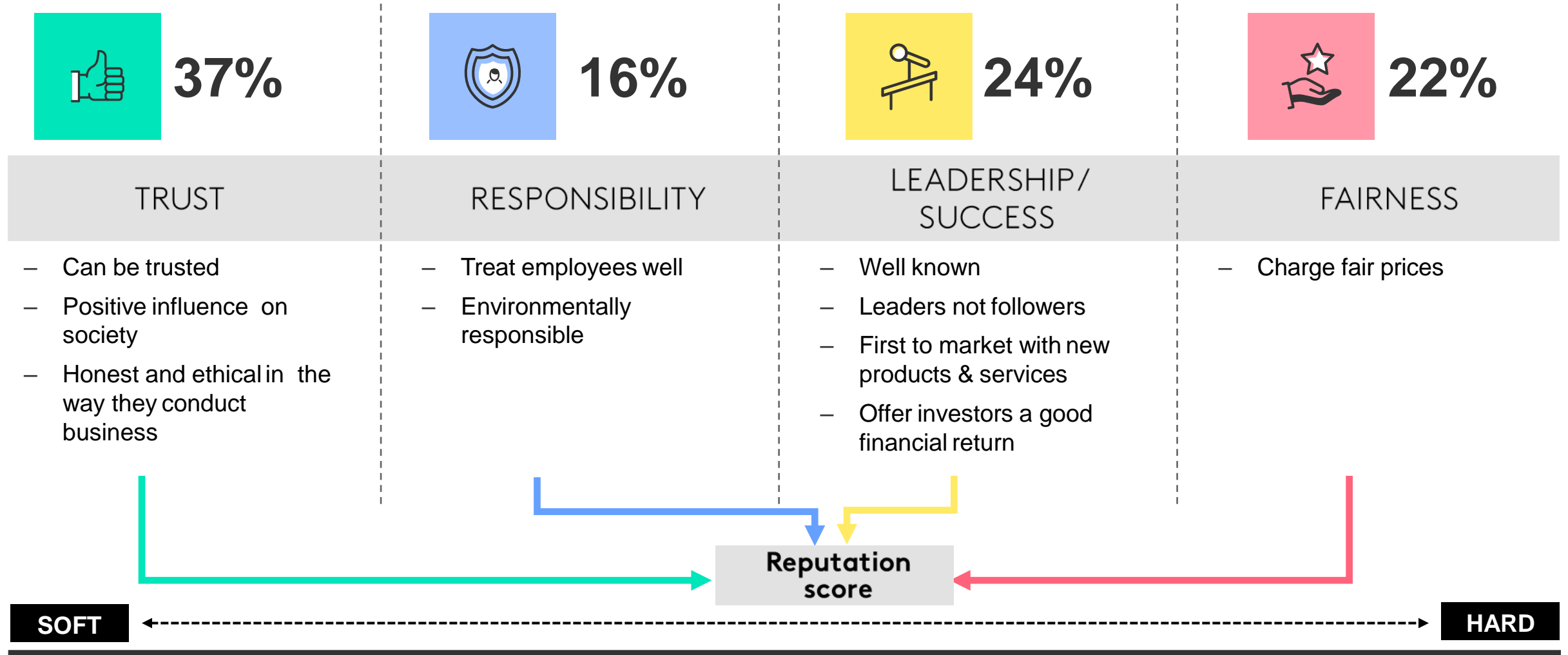


STRONG

Corporate Reputation

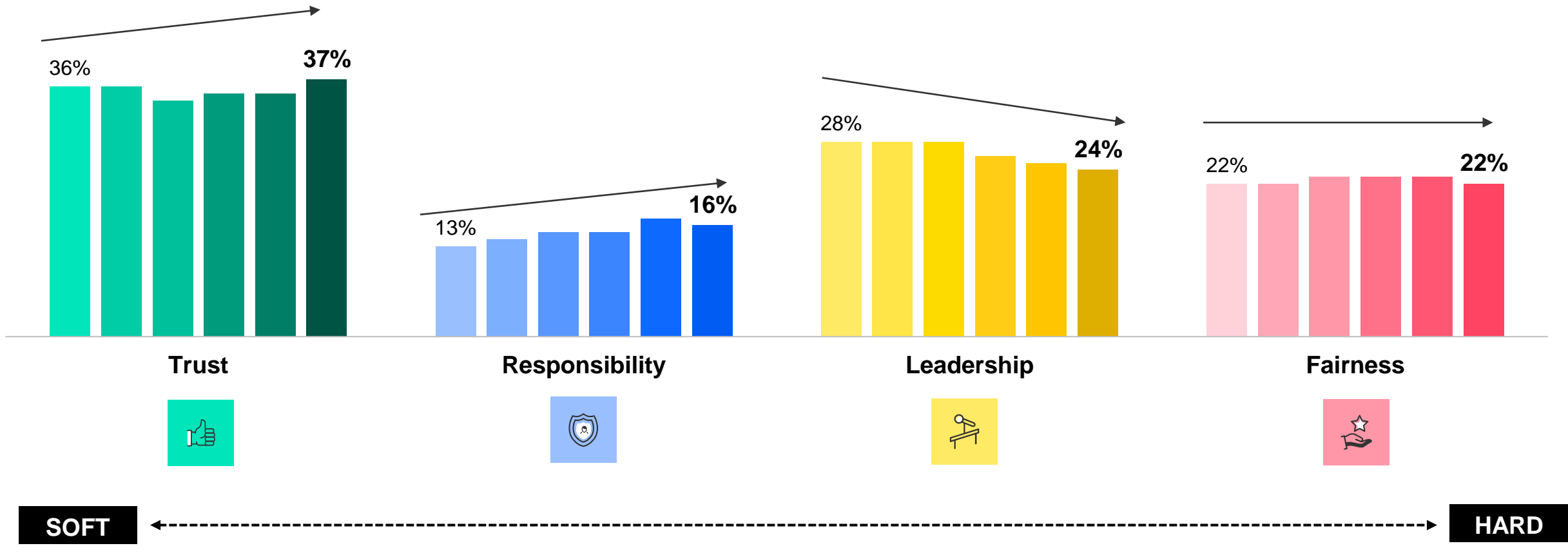
39%
Stronger
growth rate

Our globally validated RepZ framework is updated annually allowing for market adjustments in NZ

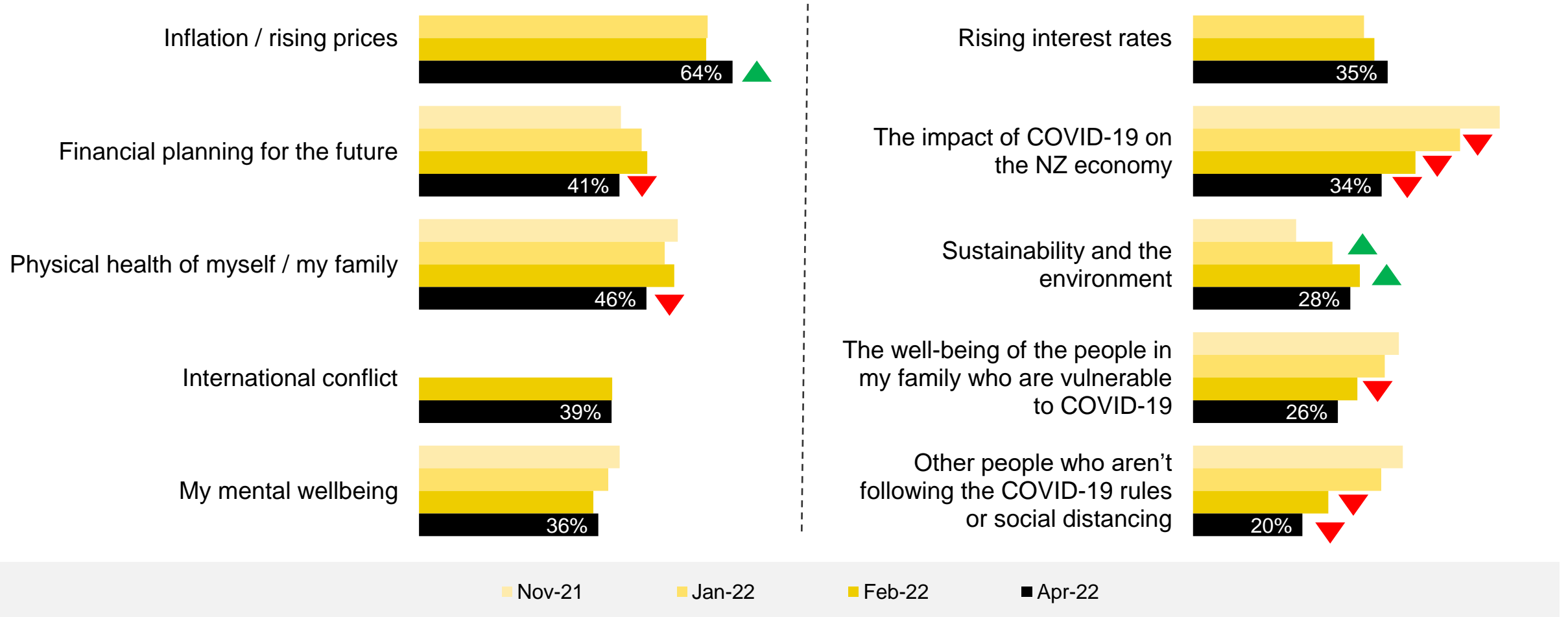


In NZ, the drivers of corporate reputation are shifting – Leadership continues to decline while Trust and Responsibility are becoming more important for Kiwis

DRIVERS OF REPUTATION OVER TIME



With high levels of uncertainty across a range of issues, Kiwis are turning to those things they can control and trust for themselves.

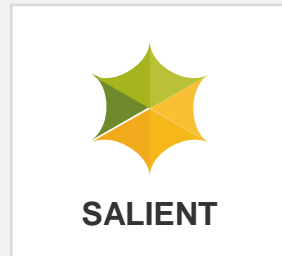




We see that **Trust** is a key component of **Meaningful** and **Saliency**...and ultimately **Brand Power**



Trust has a strong influence on **Meaningful**



Trust is an important influence on **Saliency**

How brands build trust **has shifted**

From proving trustworthiness through actions...



**Expert
reliability**



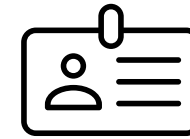
**Corporate
responsibility**

...to also proactively inspiring trust through values



INTEGRITY

Doing what
you promise



IDENTIFICATION

Establishing a
connection at a
human level



INCLUSION

Building a sense
of kinship



TOYOTA













NEERAJ LALA
TOYOTA CHIEF EXECUTIVE OFFICER

CONSUMER TRUST GLOBAL LEADERS

Top 10

Global Consumer
Trust scores

	Brand	Category	Market of Origin
1		Baby Care	USA
2		Logistics	USA
3		Transport	USA
4		Insurance	India
5		Banking	Indonesia
6		Retail	Sweden
7		Games Console	USA
8		Oral Care	USA
9		Logistics	Germany
10		Telecoms	France



LET'S TAKE A LOOK
AT THE **TOP 20**
MOST REPUTABLE
NEW ZEALAND
CORPORATES
THIS YEAR...



KANTAR

CORPORATE REPUTATION INDEX 2022

TOP 20

Ranked by index

≥105 = resilient

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

2022 RANK	INDEX	COMPANY	vs 2021	2022 RANK	INDEX	COMPANY	vs 2021
1	110	AIR NEW ZEALAND	NC	11	106	Southern Cross	▲
2	110	tvnz	▲	12	105	Zespri	▲
3	108	MITRE 10	NEW	13	105	FISHER & PAYKEL	▼
4	108	BUNNINGS warehouse	▲	14	105	NEW WORLD	▼
5	108	PAK'nSAVE	▼	15	105	Lotto	▼
6	108	AA Insurance	▼	16	105	Kmart	NEW
7	108	TOYOTA	▼	17	104	BRISCOES HOMEWARE	▲
8	107	thewarehouse	▲	18	104	MAINFREIGHT	▼
9	107	SAMSUNG	NEW	19	104	Wattie's	NEW
10	106	Fisher & Paykel HEALTHCARE	▲	20	104	New Zealand Post	17 NC

Our Top 10 have a strong scorecard with 3 of the top 10 corporates performing in the top 10% of corporates globally on all pillars

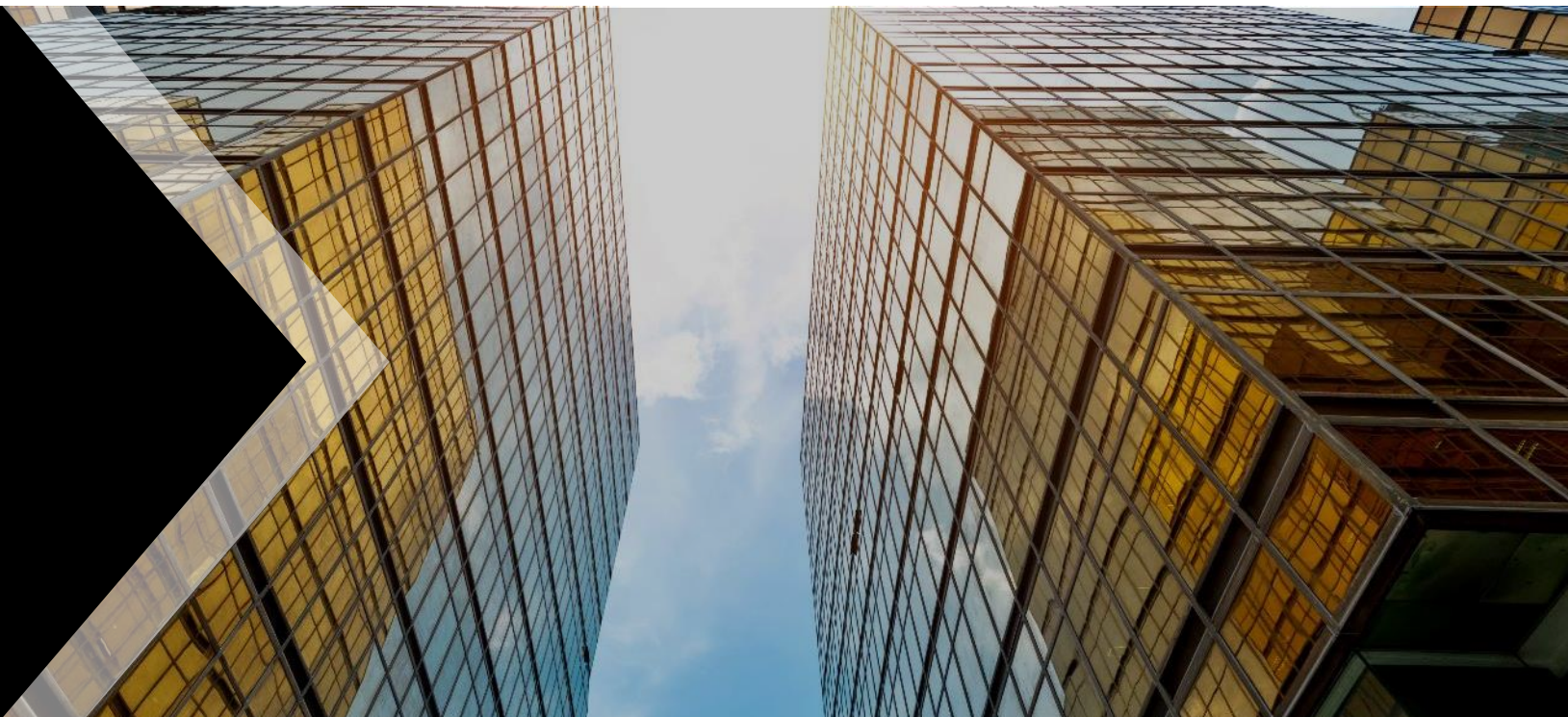
2022 RANK		TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
1	 AIR NEW ZEALAND	116	110	111	100	110
2	 tvnz	111	104	106	116	110
3	 MITRE 10	111	107	106	108	108
4	 BUNNINGS warehouse	108	106	105	114	108
5	 PAK'nSAVE	105	101	107	121	108
6	 AA Insurance	109	104	110	107	108
7	 TOYOTA	109	104	107	108	108
8	 thewarehouse	106	103	105	115	107
9	 SAMSUNG	108	101	110	106	107
10	 Fisher & Paykel HEALTHCARE	107	104	104	106	106



Daniel Mathieson
Chief Executive, Zespri



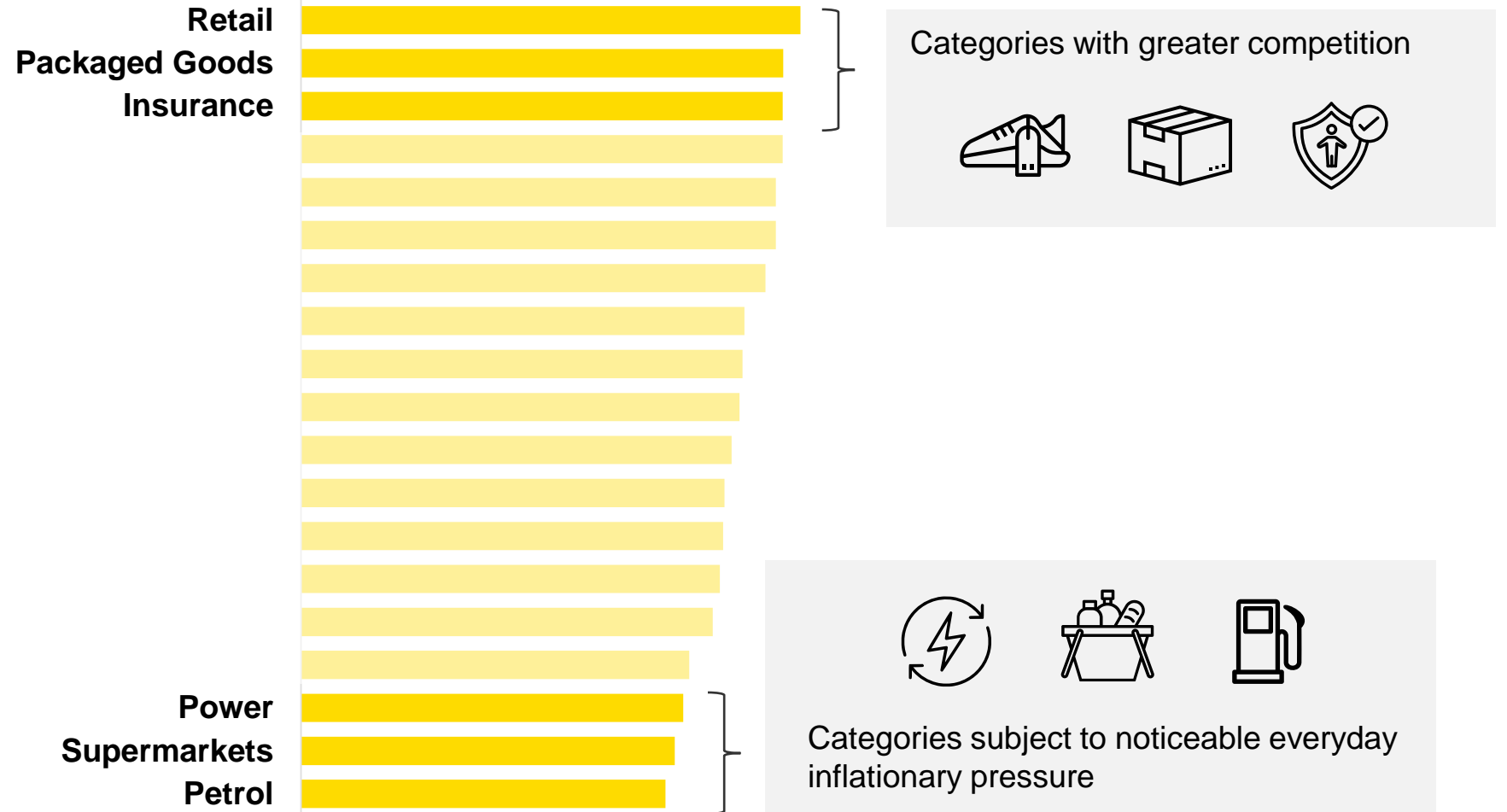
MOVERS & SHAKERS



Corporate Reputation Index 2022

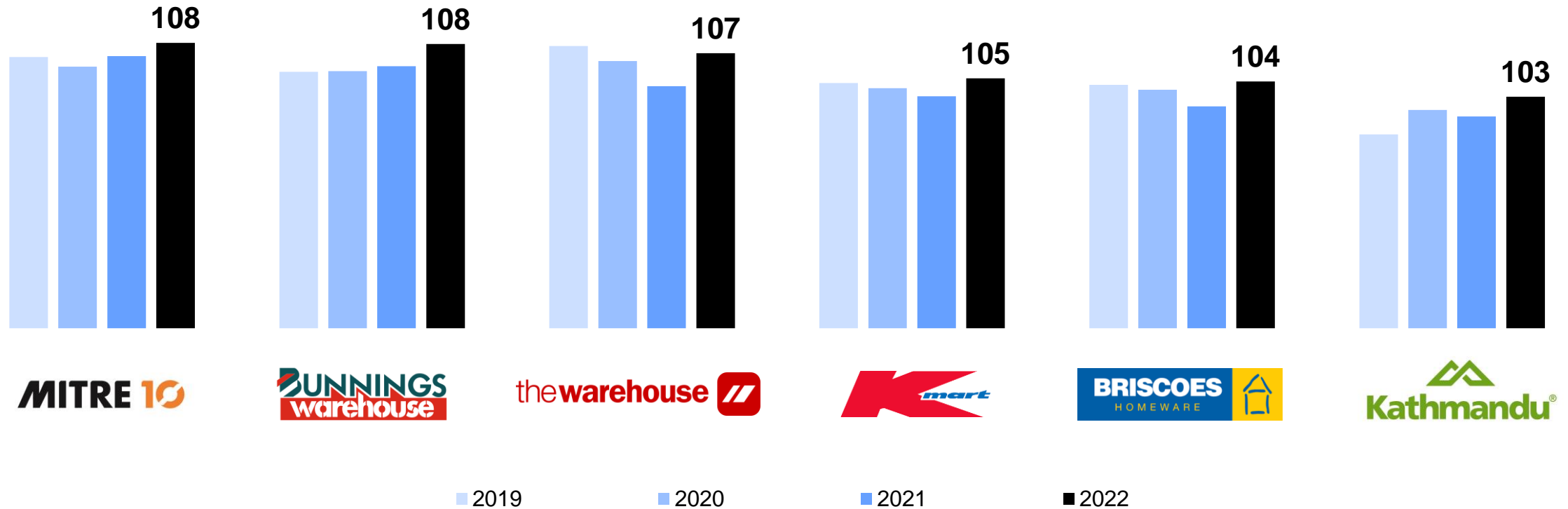
In times of deprivation and uncertainty consumers want to feel in control.

Categories with a higher average RepZ score include Retail, Packaged Goods and Insurance this year



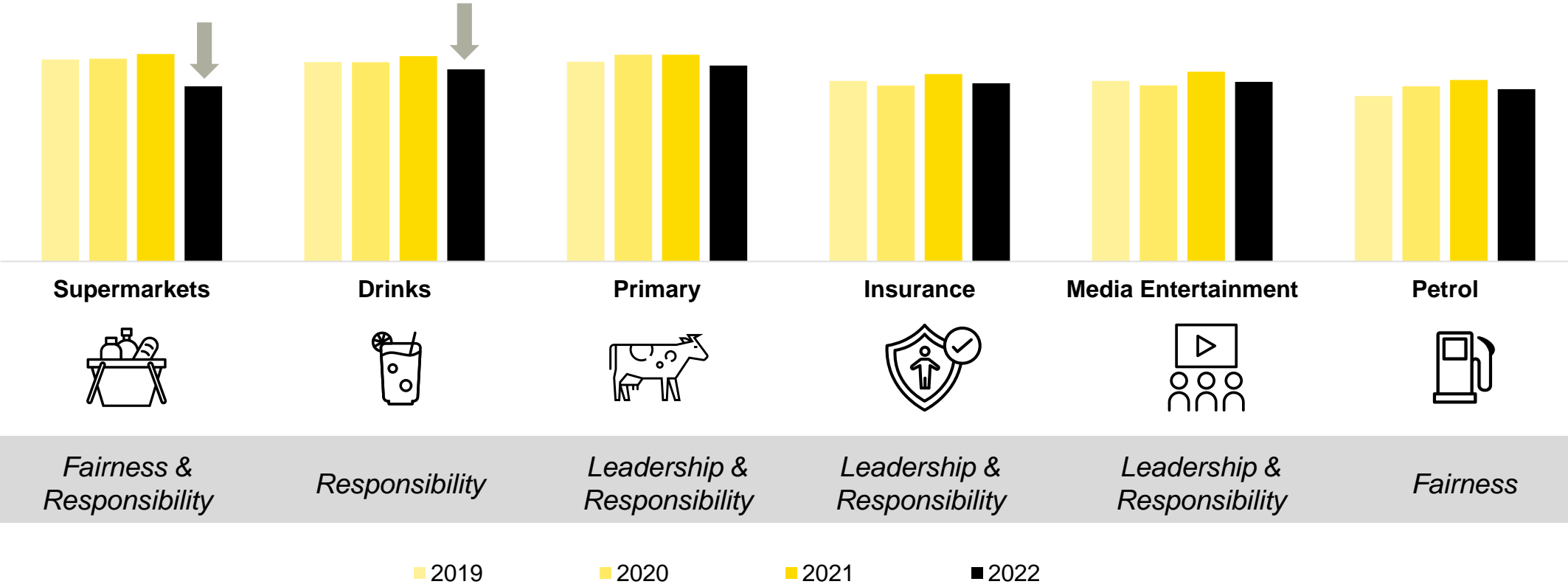
2022 shows a retail recovery after lows during COVID. These top retailers strengthened with offers for price conscious consumers

CORPORATE REPUTATION INDEX



2022 saw some Rep Z scores fall back from higher levels. Supermarkets were the second highest in 2021 and second lowest in 2022

CORPORATE REPUTATION (RepZ Score) – Category Average





LEADING CORPORATES BY PILLAR











TOP TEN - 2022



Trust leaders

2022
RANK

1	116	AIR NEW ZEALAND 
2	111	 tvnz
3	111	MITRE 10 
4	109	 TOYOTA
5	109	 AA Insurance
6	108	 Southern Cross
7	108	 BUNNINGS warehouse
8	108	SAMSUNG
9	107	FISHER & PAYKEL
10	107	 Fisher & Paykel HEALTHCARE



TOP TEN - 2022



Fairness leaders

2022
RANK

1	121	
2	118	
3	116	
4	115	
5	114	
6	109	
7	108	
8	108	
9	108	
10	107	



TOP TEN - 2022



Responsibility leaders

KANTAR

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

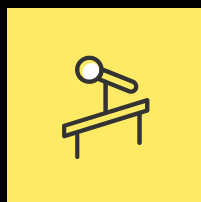
2022
RANK

1	110	AIR NEW ZEALAND 
2	107	 Kathmandu
3	107	MITRE 10 
4	106	 BUNNINGS warehouse
5	105	 Zespri KIWIFRUIT
6	105	 NW NEW WORLD
7	104	 xero
8	104	 Lotto
9	104	T&G  <small>a Bunnings Company</small>
10	104	 tvnz



WRIGHT
COMMUNICATIONS

TOP TEN - 2022



Success leaders

2022
RANK

1	114	
2	111	
3	111	AIR NEW ZEALAND
4	110	SAMSUNG
5	110	AA Insurance
6	110	NEW WORLD
7	108	
8	108	ANZ
9	108	
10	108	Microsoft



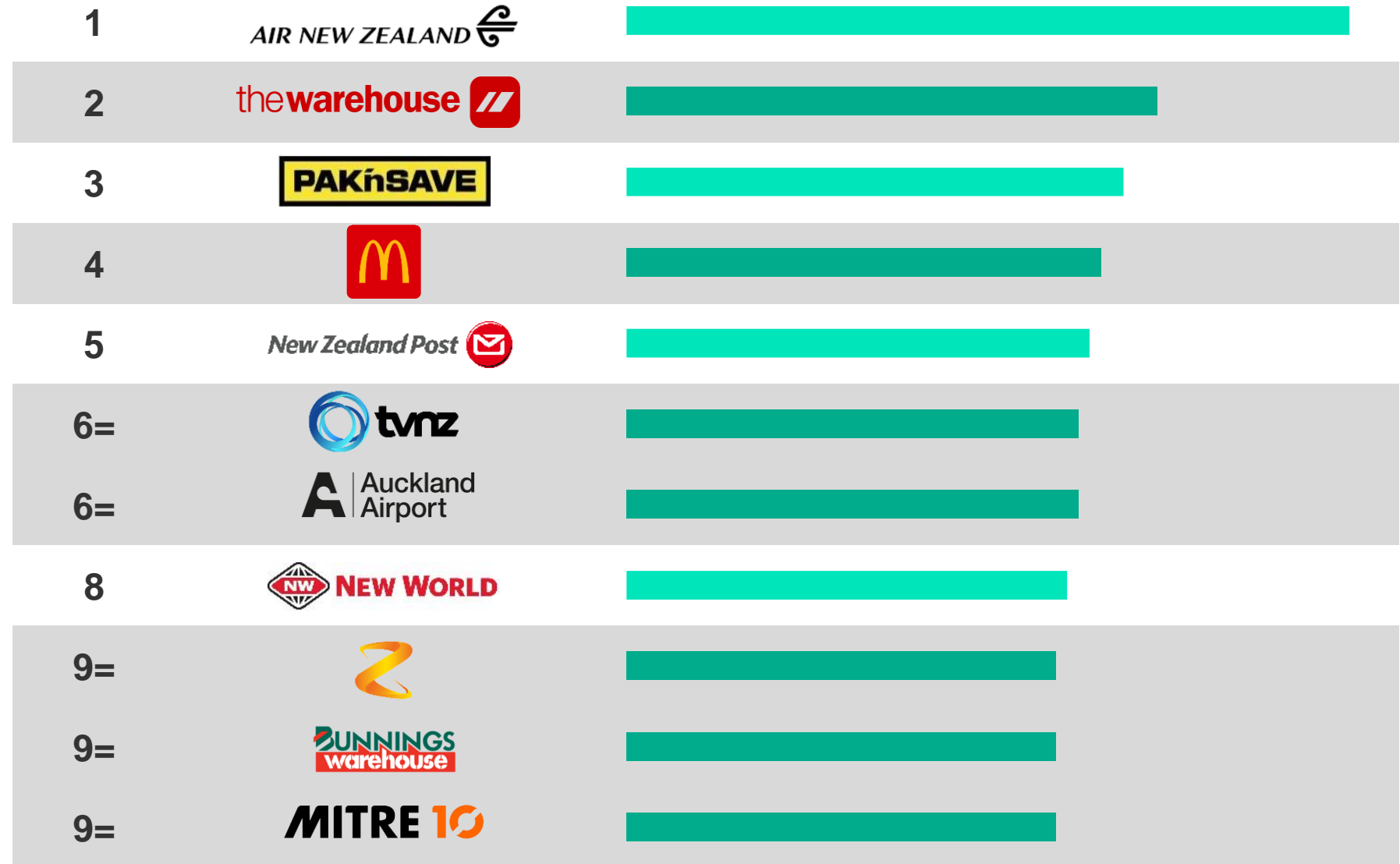


THE ADDITIONAL BENEFITS OF A STRONG REPUTATION

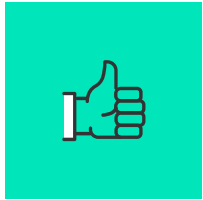


NZ DIVERSITY & INCLUSION LEADERS

Stand out as
companies that
value diversity
& inclusion



Key themes for a desirable employer mirror our reputational pillars



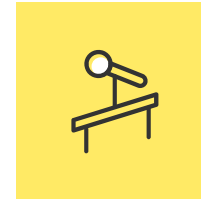
TRUST

- A trusted brand in a desirable industry
- A genuine effort toward continual improvement
- Honest, reliable people



RESPONSIBILITY

- A great culture with a human approach
- Supports diversity and inclusion
- Look after their staff very well they even care for staff's family.
- Care more about the people and environment
- Their personnel collectively and individually try to help customers.



LEADERSHIP / SUCCESS

- Not just leading in NZ, leading globally
- Have impact for the whole of NZ
- Innovative and with a global business perspective
- Have honest, fair leaders and a strong senior team
- Offer career opportunities



FAIRNESS

- A good working environment
- Value work life balance
- Provide lots of perks
- Good employee bonuses



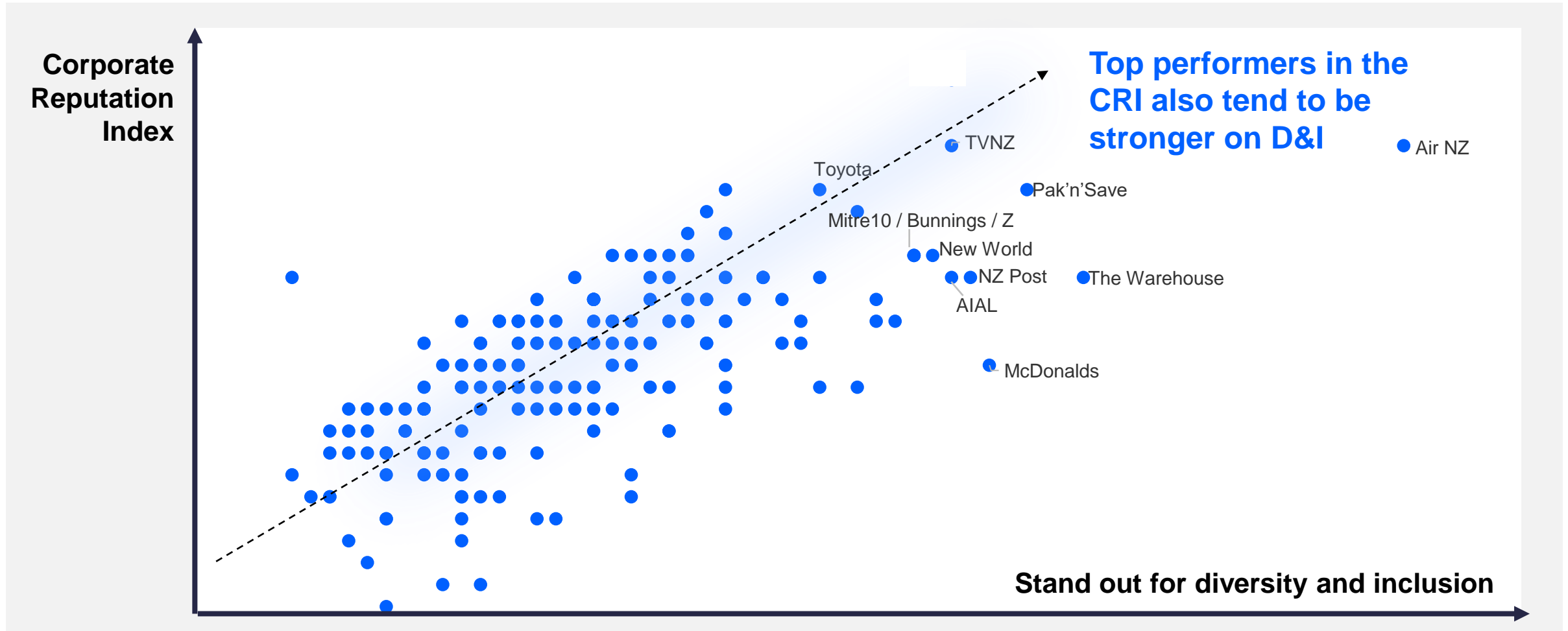
AIR NEW ZEALAND



Nikki Dines

Air New Zealand Chief People Officer

We can see a strong correlation between corporate reputation and perceptions of businesses that value D&I...



Your D&I strategy should extend beyond employees to creating an environment where all feel welcome



IMPORTANT ACTIONS FOR BUILDING REPUTATIONAL RESILIENCE





FOCUS ON TRUST



At a time of great uncertainty, NZers will turn to those products and services from companies they can trust.

- Check trust levels for your company
- Identify opportunities to leverage or build trust
- Understand the drivers of trust for your category/brand
- Explore how to inspire trust – through traditional foundations (expertise and responsibility) or through trust levers for today's generation (integrity, identification, inclusion)



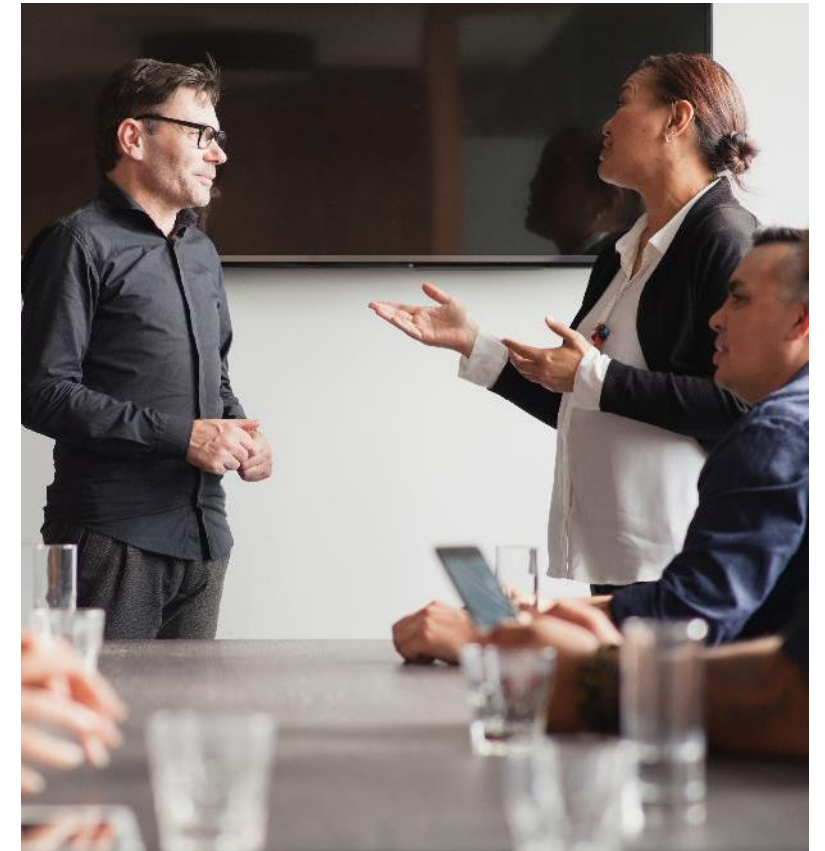


INCLUSIVITY IS A TRUST CUE



**Brands that are seen as inclusive
are have a reputational superpower**

- Consider what your company is projecting or saying; are people of different backgrounds feeling valued and welcomed?
- Your D&I strategy should go beyond internal messaging to what is projected to the public at large

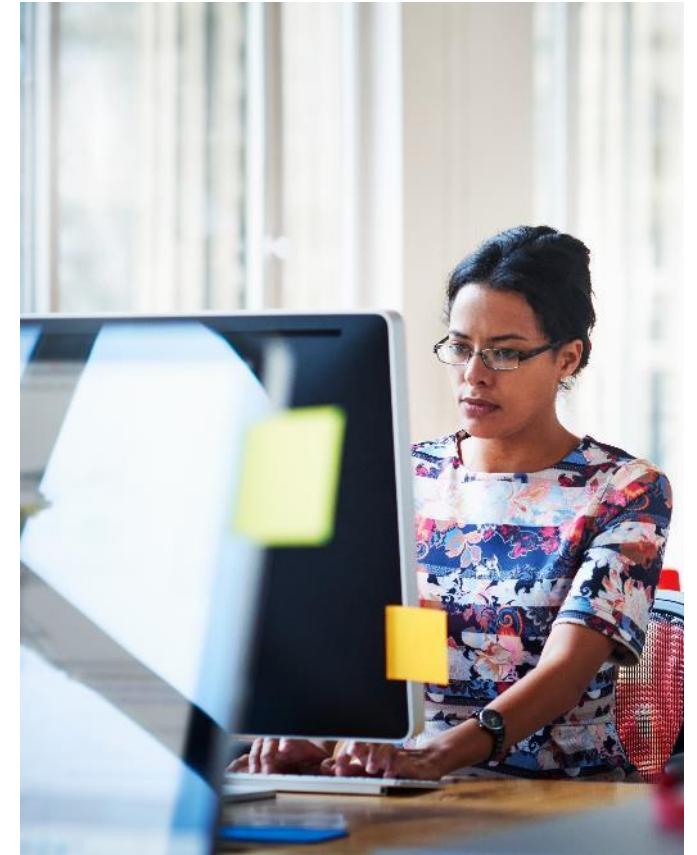


Understand
what matters
to employees
in today's
competitive
job market



Employees, current and future, want to work for a reputable company

- Review the reputational pillars from an employee perspective
- Understand barriers to employee advocacy – employees should be your strongest ambassadors
- Explore which reputational cues are your most powerful employer signals



Kantar **Top 10** Corporation Reputation

Congratulations to the top performers for 2022!



AIR NEW ZEALAND 



 tvnz



MITRE 10 

4



5



6

 AA Insurance

7

 TOYOTA

8

thewarehouse 

9

SAMSUNG

10



FOR MORE INFORMATION, PLEASE CONTACT:

Sarah Bolger

Sarah.Bolger@kantar.co.nz

Yvette Basson

Yvette.Basson@kantar.co.nz