



KANTAR

WRIGHT
COMMUNICATIONS

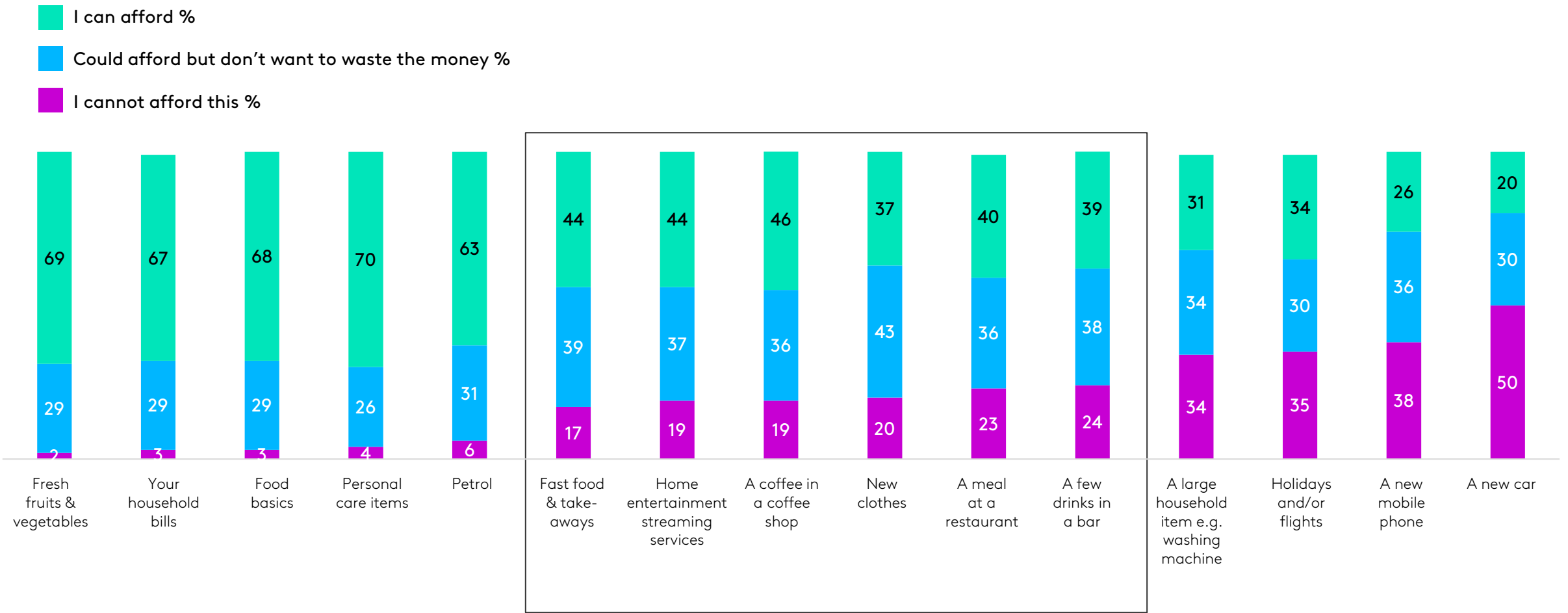
Corporate Reputation Index

2025

Contexturally, in 2025 there is an overarching theme of generalised economic unease and worry about global conflicts in NZ

	% of consumers who listed 'Tariffs' as a top concern	Tariffs concern ranking (out of 9)	Top concern selected:
Brazil	65%	6	The economy
Mexico	60%	8	The economy
South Africa	58%	8	The economy
India	57%	8	The economy
Canada	56%	3	Inflation
Singapore	55%	3	Inflation
Philippines	54%	7	Energy prices
Spain	52%	5	Inflation
Japan	50%	4	The economy
Korea	49%	5	The economy
Italy	48%	7	Global conflicts
USA	48%	5	The economy
Global average	47%	7	The economy
New Zealand	41%	8	Global conflicts
UK	38%	8	How your country is being run
Saudi Arabia	37%	5	Global conflicts
Australia	37%	8	The economy
UAE	34%	8	Global conflicts
Netherlands	33%	7	Global conflicts
Germany	32%	8=	Global conflicts
France	26%	9	Inflation

We can anticipate cutbacks to happen on big ticket items, although we also see over half who can't easily commit to non-essentials and treats



How can your corporate reputation strengthen your business in a turbulent world?



What is the importance of a strong corporate reputation?

01



Who are NZ's most reputable corporates in 2025

02



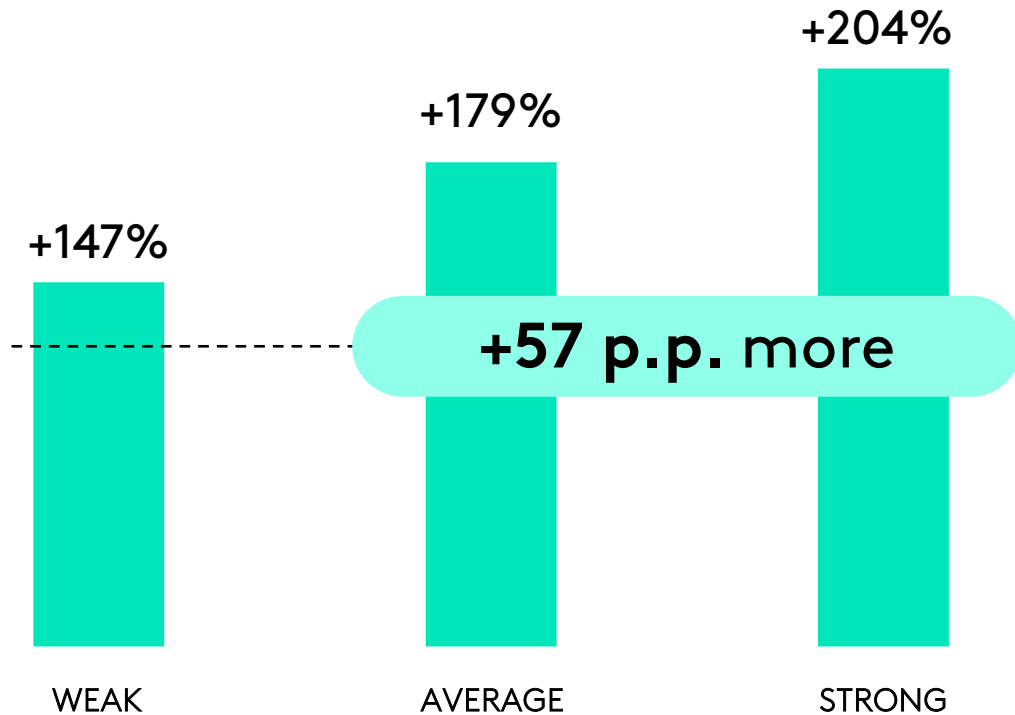
What can we learn from the Top 20?

03

What is the importance of a strong reputation?



Corporate Reputation supports superior business performance as both a 'sword' and a 'shield'



Corporate Reputation

Corporate Reputation



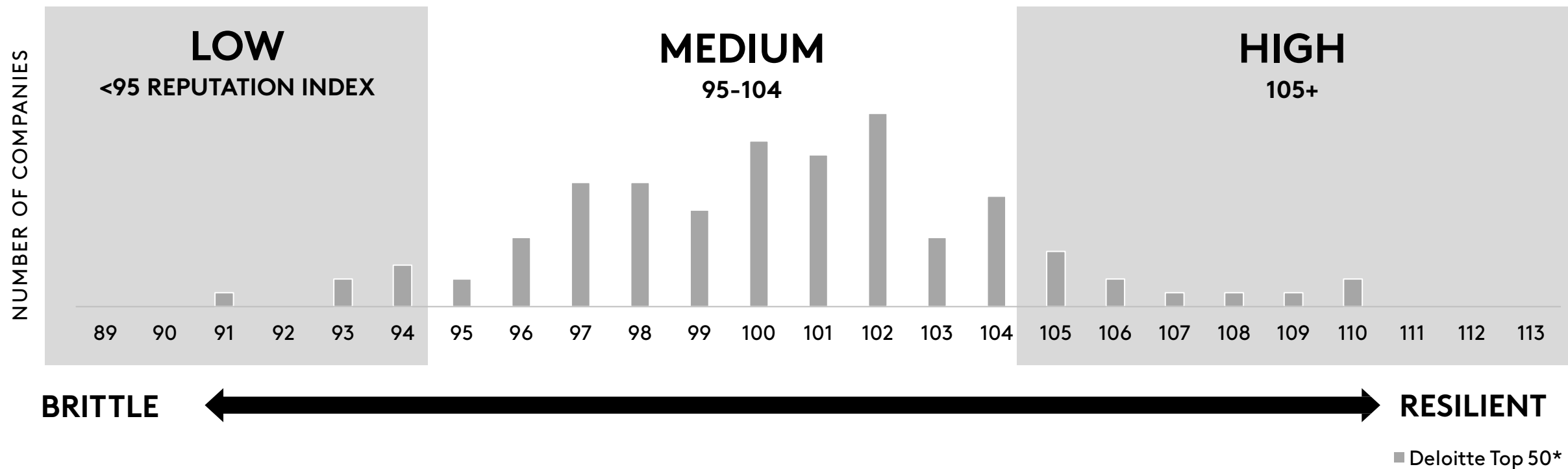
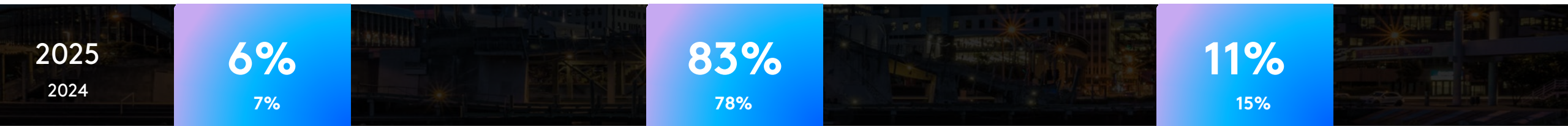
noun

The halo – or the shadow – that your company casts onto the brands it produces or delivers.

If you have a leading purpose, it's probably embedded in your company's DNA. For other companies, reputation is part risk management, part opportunity to engage and differentiate.

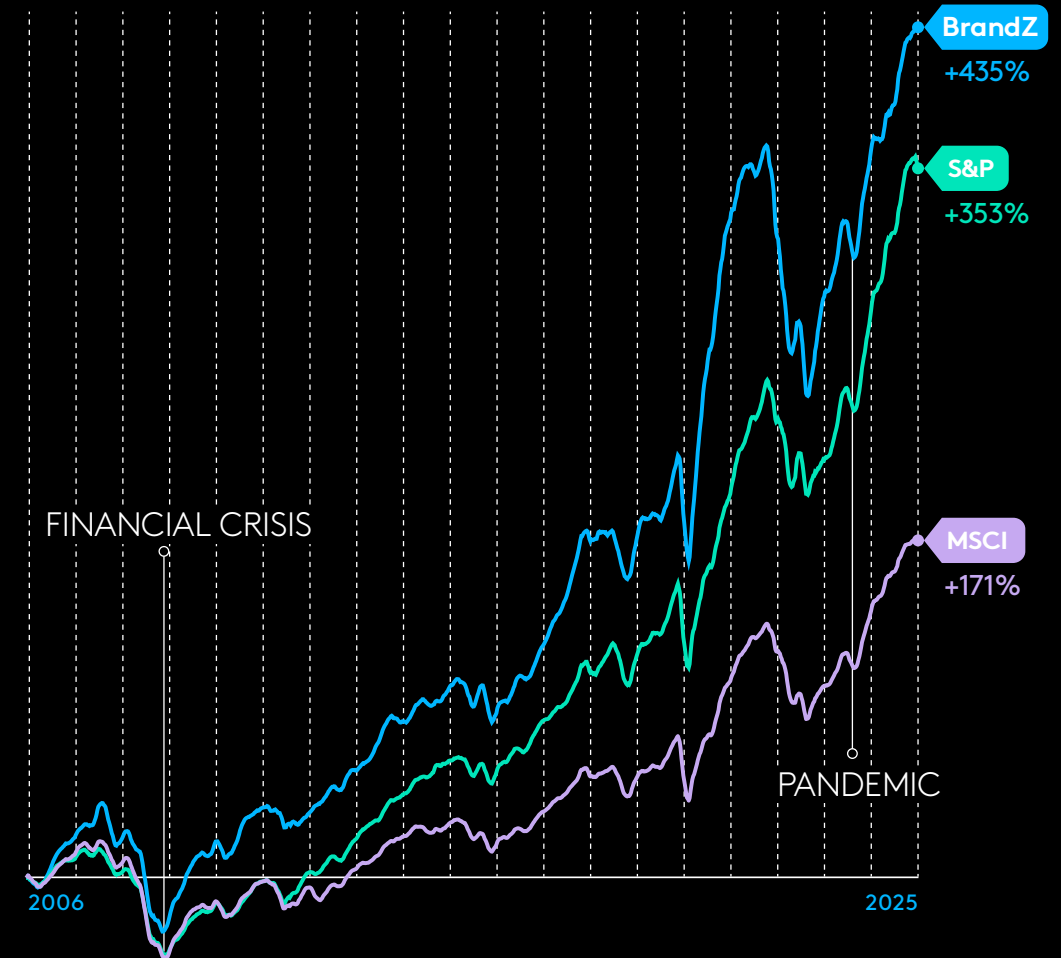
It's hard to earn and easy to lose.

In 2025, fewer NZ companies are setting themselves apart with a very strong reputation – those who do have an advantage



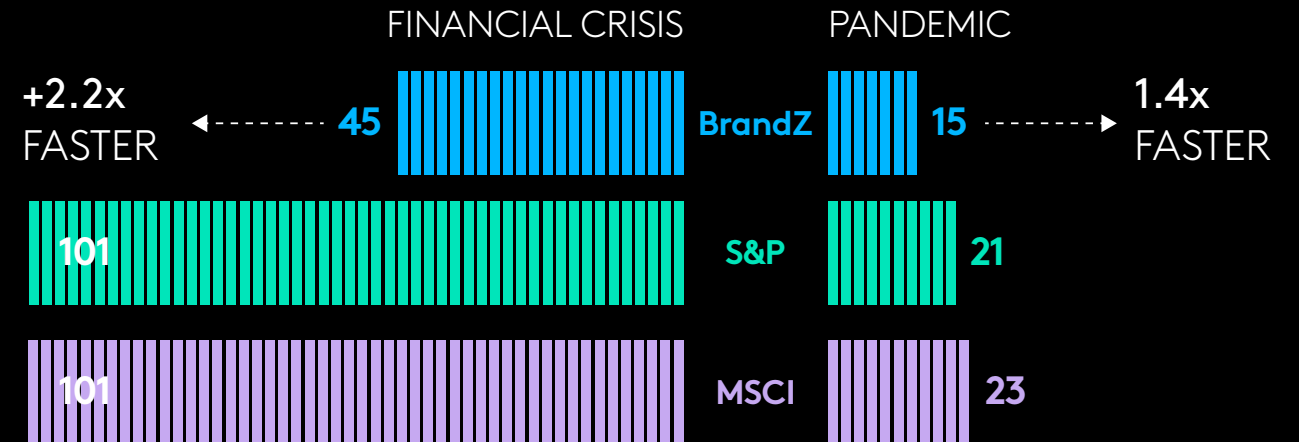
Having a point of meaningful difference is a powerful growth driver - in good times and bad

Kantar BrandZ portfolio vs S&P 500 vs MSCI World Index



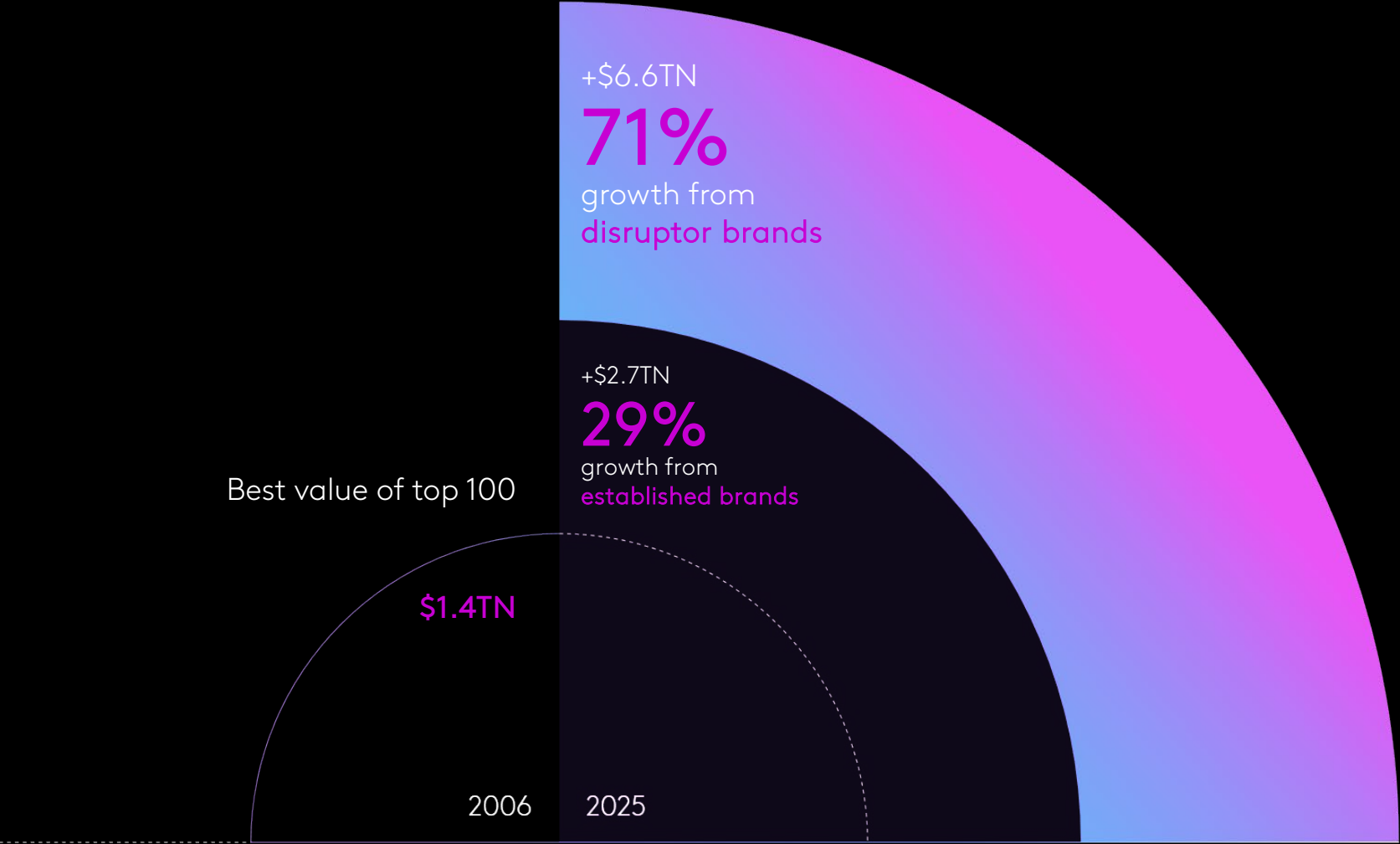
Having a point of meaningful difference is a powerful growth driver - in good times and bad

Weeks to baseline recovery post-crisis

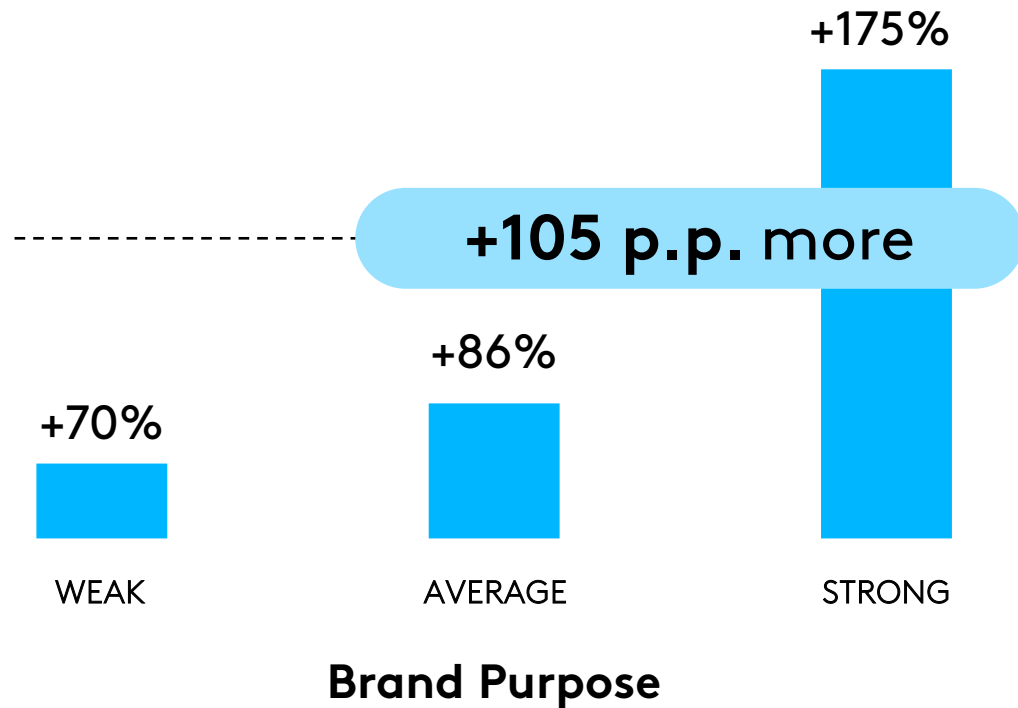


'It' can be your
defense in time
of increased
disruption

Disruption creates the most value



For a smaller brand, a Brand Purpose can be your point of difference, allowing you to disrupt and can serve as the foundation of your reputation



Brand Purpose

noun

Purpose is foundational, within the brand's positioning.

You can manifest a Purpose in different ways to drive consumer predisposition.

It's why your brand exists for consumers – beyond making money for your shareholders.

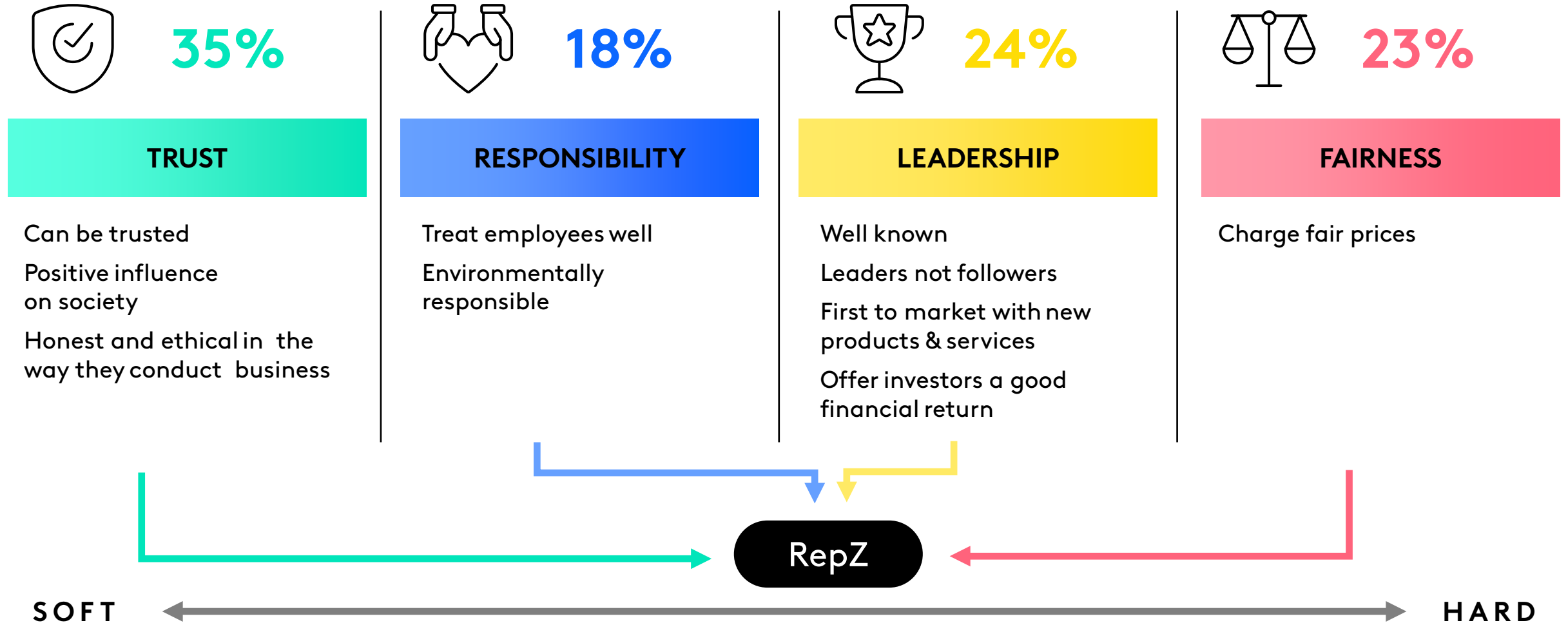
Some brands lead with Purpose, others use it as a supporting factor. But you can't ignore it.

Reputation

Who are NZ's
top performing
corporates

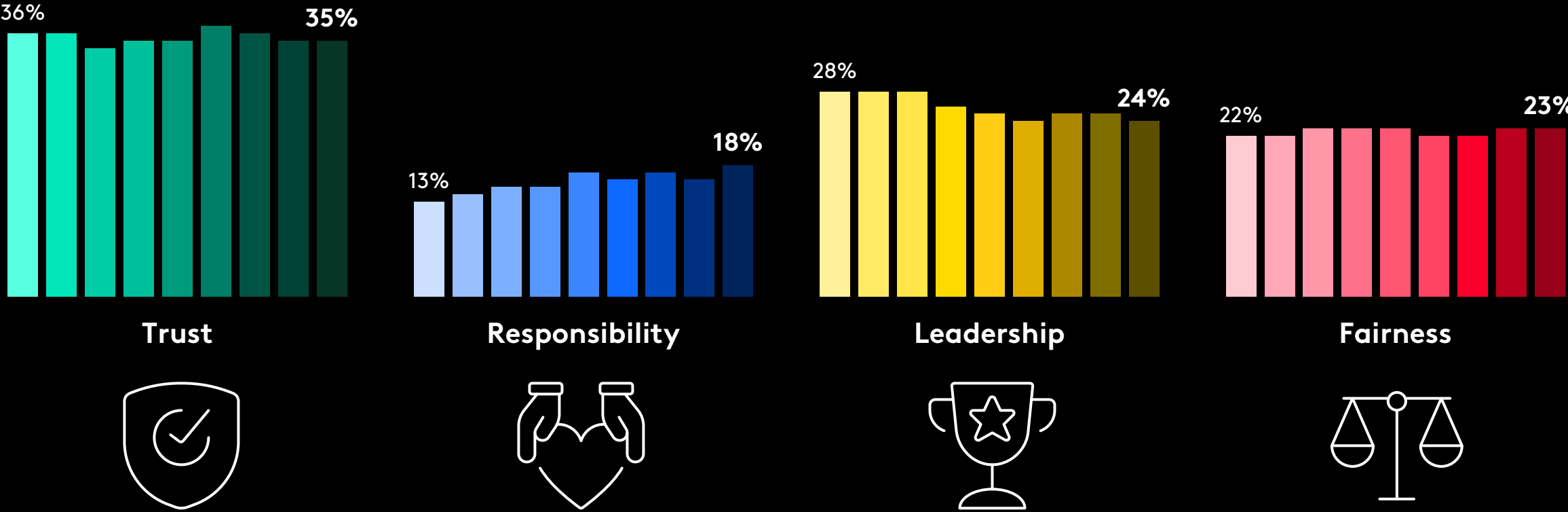


Our globally validated RepZ framework is updated annually allowing for market adjustments in NZ



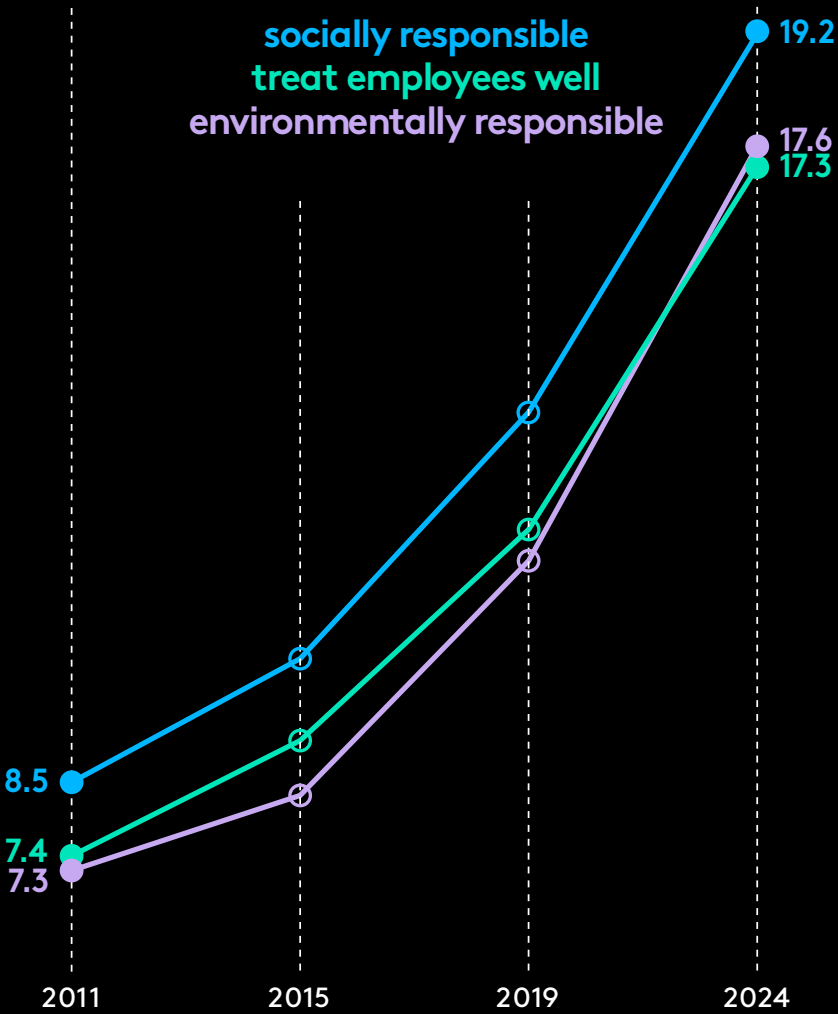
In 2025, we observe that Leadership continues on a slight downward trend, whereas Responsibility trends upwards

DRIVERS OF REPUTATION OVER TIME



More people than ever are engaged with Responsibility

% endorsement



Looking at the issues people think NZ corporates should be responsible for, increasing number based around treating employees well



COMPANY RESPONSIBILITY (TOP 2 BOX)



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Corporate Reputation Index 2025

TOP 20




















Ranked by index

≥105 = resilient

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

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2025 RANK			vs 2024 REPZ score	2025 RANK		vs 2024 REPZ score
1	110	 TOYOTA	-1	11	104	 -4
2	110	 PAK'nSAVE	NC	12	104	 NC
3	109	AIR NEW ZEALAND 	+1	13	104	 -4
4	108	 tvnz	+1	14	104	 NC
5	107	 Lotto NZ	NC	15	104	 +1
6	106	 AA Insurance	-1	16	104	 Southern Cross -2
7	106	 NEW WORLD	NC	17	104	 Microsoft NC
8	105	SAMSUNG	-1	18	104	 NZPost -2
9	105	 Auckland Airport	+4	19	103	 ANZ NC
10	105	 Kiwi bank.	+1	20	103	 +2

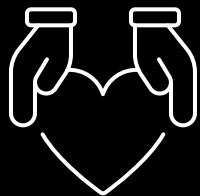
Top 10 2025










Trust

1	113	AIR NEW ZEALAND 
2	113	 TOYOTA
3	109	 tvnz
4	108	 Lotto NZ
5	108	 PAK'nSAVE
6	107	 AA Insurance
7	107	 NEW WORLD
8	107	 MITRE 10
9	107	 Auckland Airport
10	106	 Southern Cross

Top 10 2025



Responsibility










1	110	AIR NEW ZEALAND 
2	105	 NEW WORLD
3	105	 TOYOTA
4	105	MITRE 10
5	105	 Auckland Airport
6	104	
7	104	PAK'nSAVE
8	103	 Meridian.
9	103	BUNNINGS warehouse
10	103	 Insurance



Top 10 2025



Leadership

1	116	
2	110	
3	110	AIR NEW ZEALAND 
4	110	SAMSUNG
5	110	 TOYOTA
6	110	 NEW WORLD
7	109	 Spark^{nz}
8	109	
9	109	
10	109	

Top 10 2025

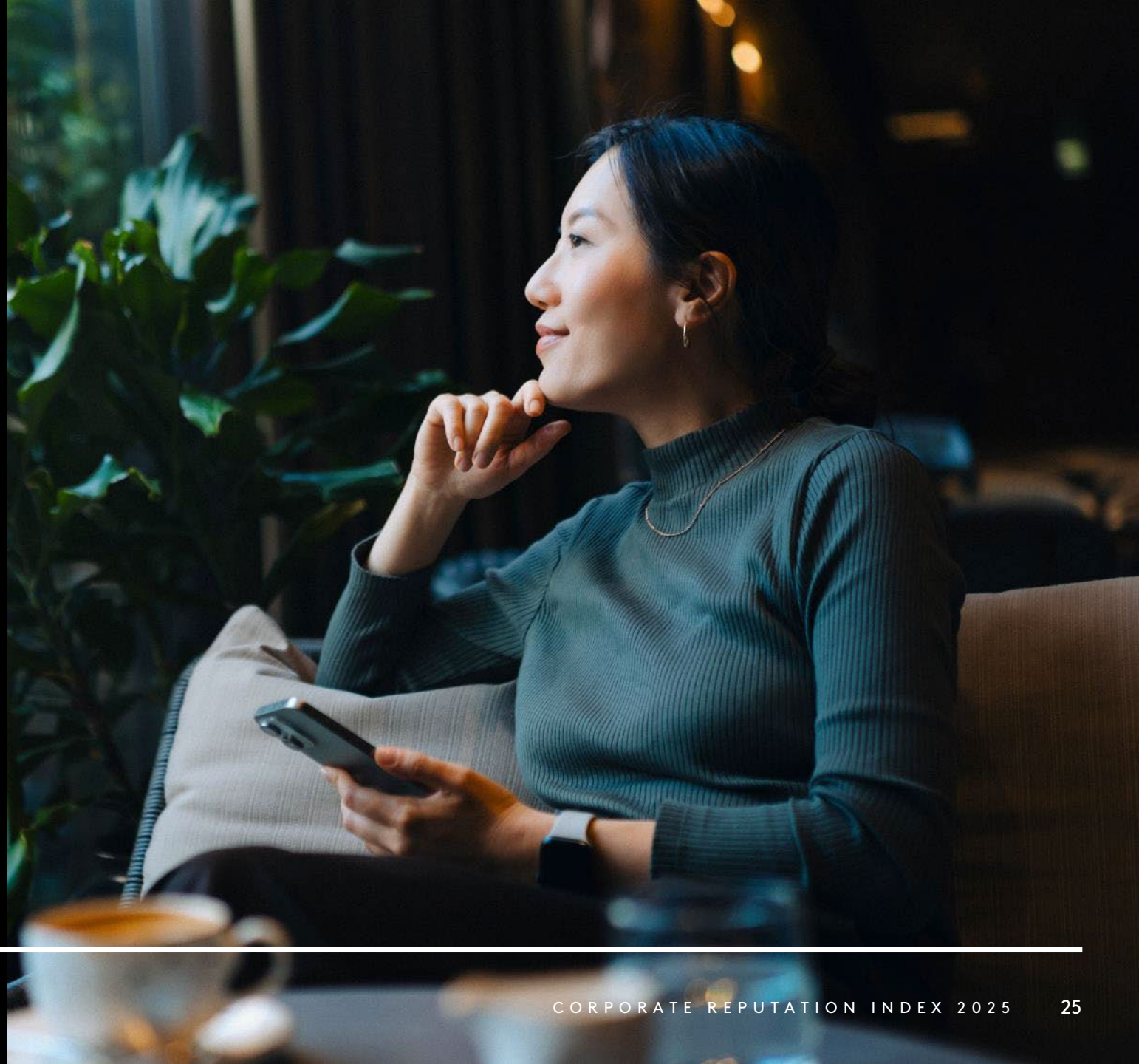


Fairness


1	121	PAK'nSAVE
2	115	tvnz
3	114	Gull
4	112	Kmart
5	110	TOYOTA
6	108	BUNNINGS warehouse
7	106	Kiwi bank.
8	106	T Tegel®
9	106	thewarehouse //
10	105	AA Insurance

Reputation

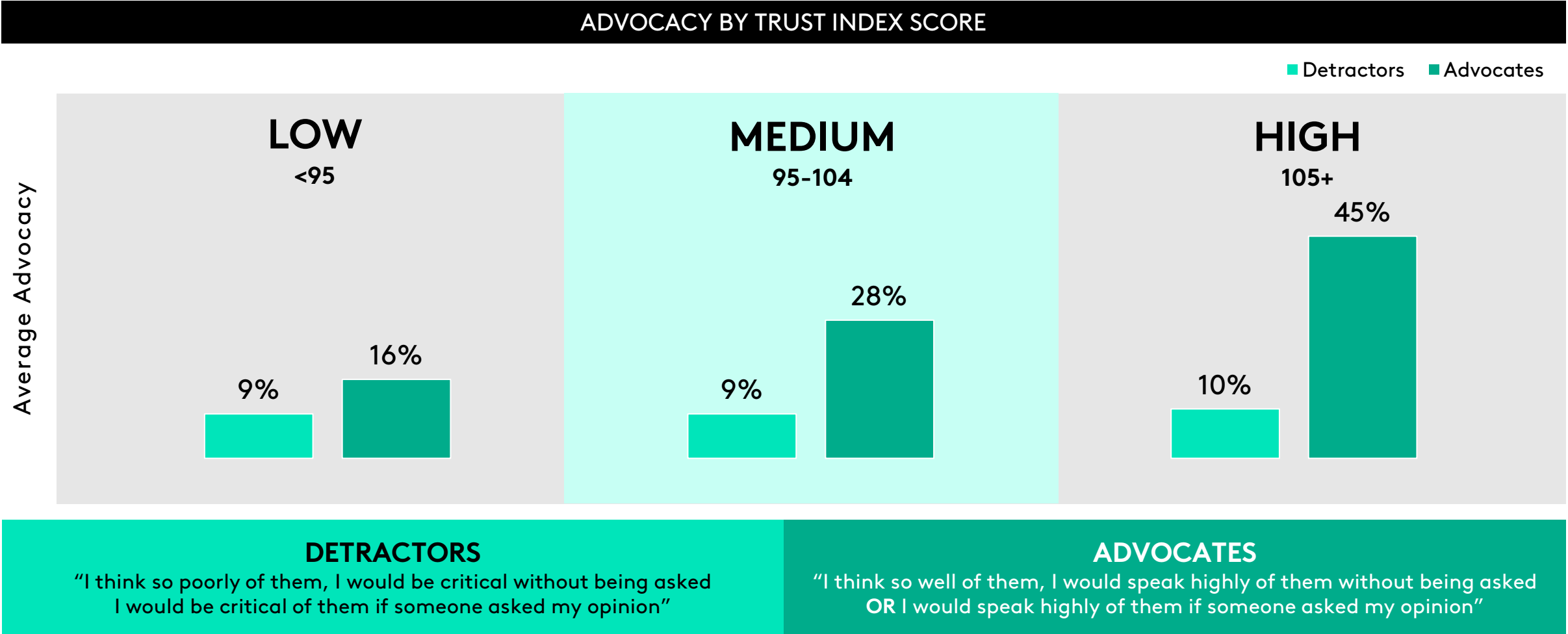
What can we
learn from the
Top 20?












To be in the top 10 – trust is a non negotiable

2025 RANK		TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
1	 TOYOTA	113				110
2		108				110
3	<i>AIR NEW ZEALAND</i> 	113				109
4	 tvnz	109				108
5		108				107
6	 AA Insurance	107				106
7	 NEW WORLD	107				106
8	SAMSUNG	105				105
9	 Auckland Airport	107				105
10		106				105

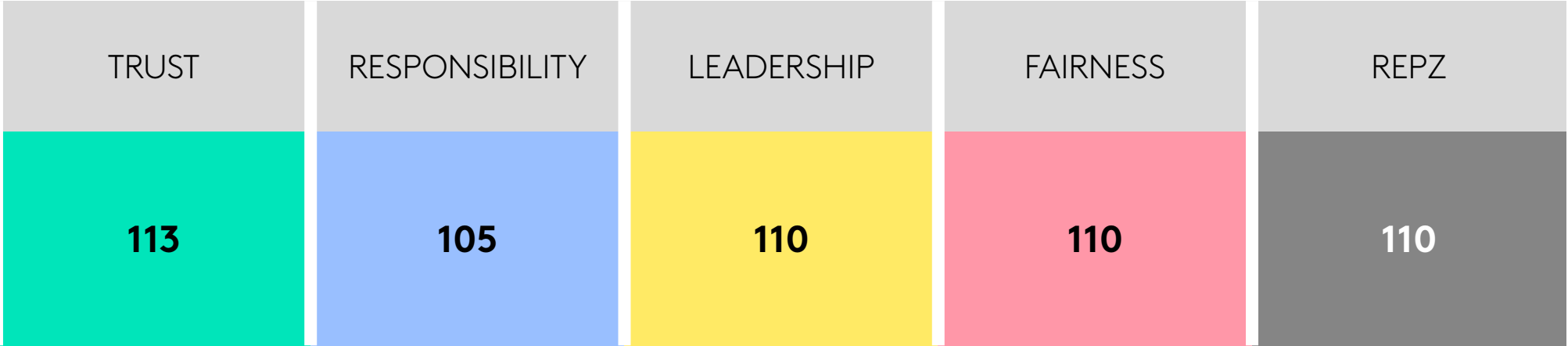
Trust becomes a driver of advocacy and growth when a brand consistently delivers on its promises and remains authentic to its values



To achieve Top 10 status, our most reputable companies have high Trust PLUS a meaningful purpose in their category

2025 RANK		TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
1	 TOYOTA	113	105	110	110	110
2	 PAK'nSAVE	108	104	107	121	110
3	<i>AIR NEW ZEALAND</i> 	113	110	110	98	109
4	 tvnz	109	101	104	115	108
5		108	104	108	105	107
6	 AA Insurance	107	103	108	105	106
7	 NEW WORLD	107	105	110	99	106
8	SAMSUNG	105	100	110	105	105
9	 Auckland Airport	107	105	107	99	105
10		106	102	103	106	105

Toyota leads the CRI for a second year with a full scorecard

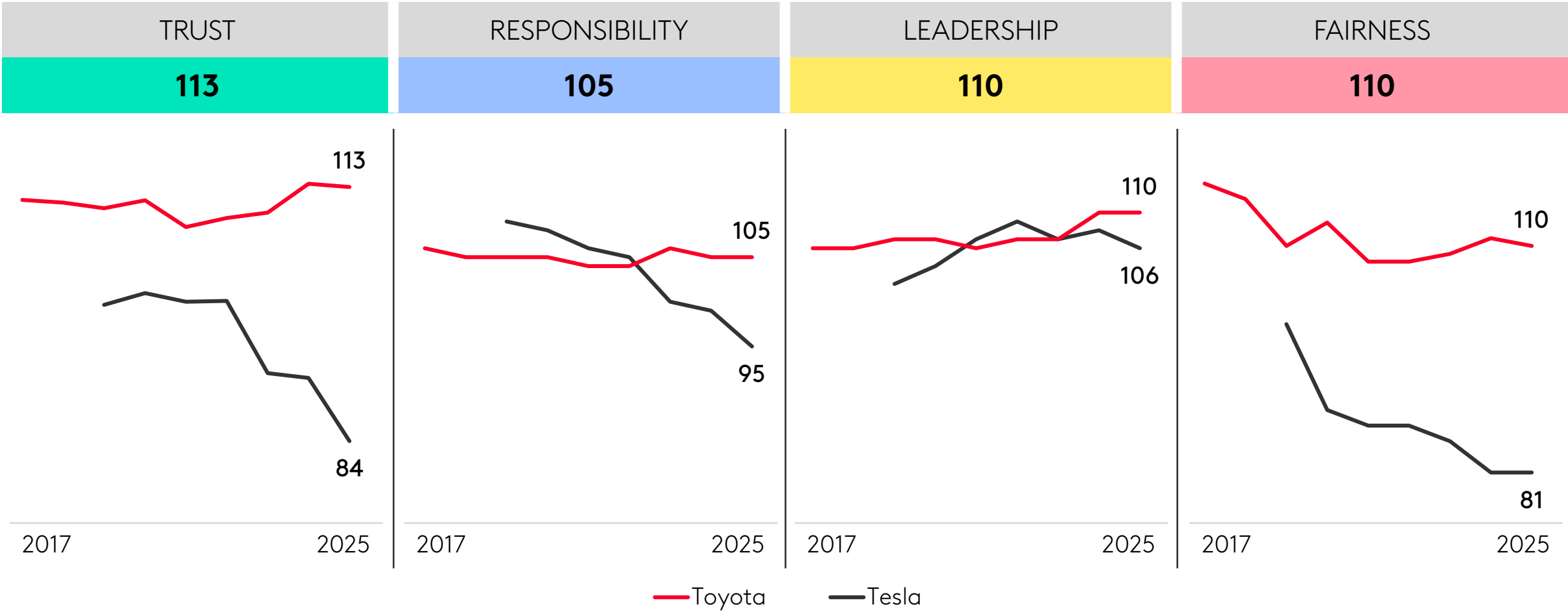


My car reached 500,000 km!!!

In economically challenging and disruptive times, Toyota has a strong reputational shield

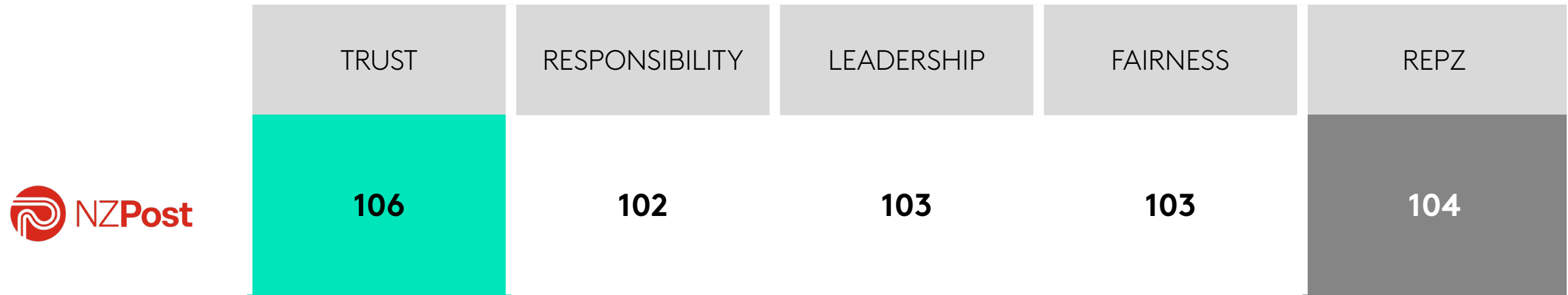


REPZ 110





In contrast, some companies may be able to rely on Trust alone if they consistently deliver exceptionally on promises. They are 'good citizens' compared to disruptive companies that can lose their 'shine' over time





66

My opinion has improved because I've noticed significant improvements in efficiency, customer service, and package handling at New Zealand Post.

99

Having a strong purpose around Fairness can disrupt a category

	TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
	104	103	103	108	104
	102	100	101	114	104



‘Value for money, wide range of products and very helpful team members’

‘Bunnings is now in our little town, the staff are great, as are the products and the prices’



‘I like that they challenge on pricing’

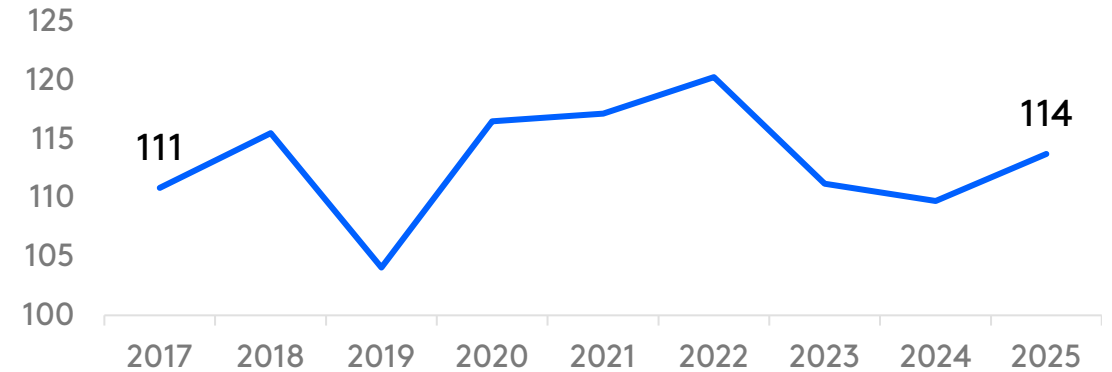
‘I am a regular customer and appreciate their cost savings’

Alongside its Fairness 'sword' Gull is building Trust over time, which is likely to lead to longer term growth

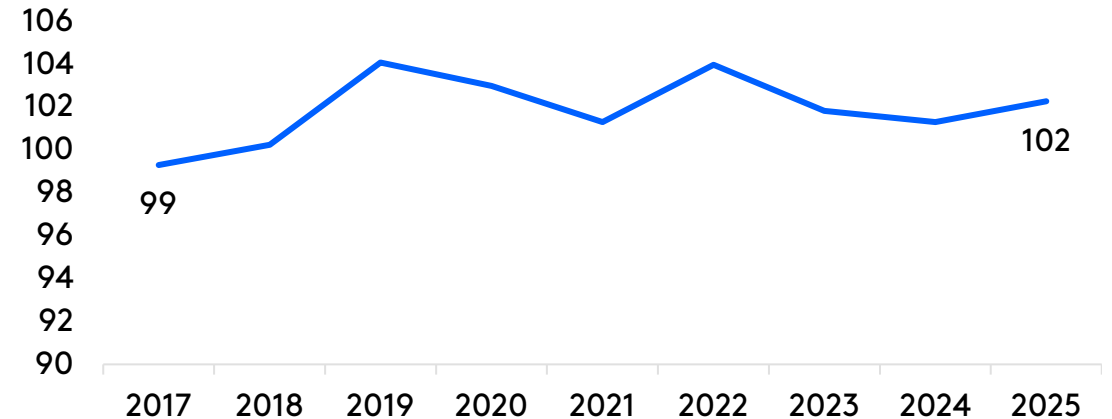
"Over the past year, Kiwis have had to deal with a cost of living crisis. During this time, Gull has continued to step up to the mark, by providing FUEL SAVINGS FOR ALL KIWIS. Our new 'Spokes-Gull', Gully, has been busy communicating regular weekly offers with speedy and easy self service at our pumps, no loyalty card required and no pesky minimum spends or fuel limits that are conditions other fuel companies stipulate. Thank you to all Gull consumers for helping us to lead the NZ fuel market with savings, speed and safety."






FAIRNESS



TRUST



Trust and Fairness are a strong reputational combination for New Zealanders, especially potent and meaningful in the current economic climate

	TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
	109	101	104	115	108
	106	102	103	106	105
	105	102	104	105	104



'They are facing hard times yet still producing a good product'

'They have quality tv shows & free to air sport'





'Because it provides excellent customer service and competitive financial products. At the same time, Kiwibank's localization service strategy and affordable price strategy also make me prefer it'



'Always great quality products while some other brands have slipped'

Add a further strength with Leadership and there's an opportunity to be bold

	TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
PAK'nSAVE	108	104	107	121	110
	108	104	108	105	107
 Insurance	107	103	108	105	106
SAMSUNG	105	100	110	105	105



'More aware of their charitable and community activities'

PAK'nSAVE

'They care about the society and offer affordable goods for people'



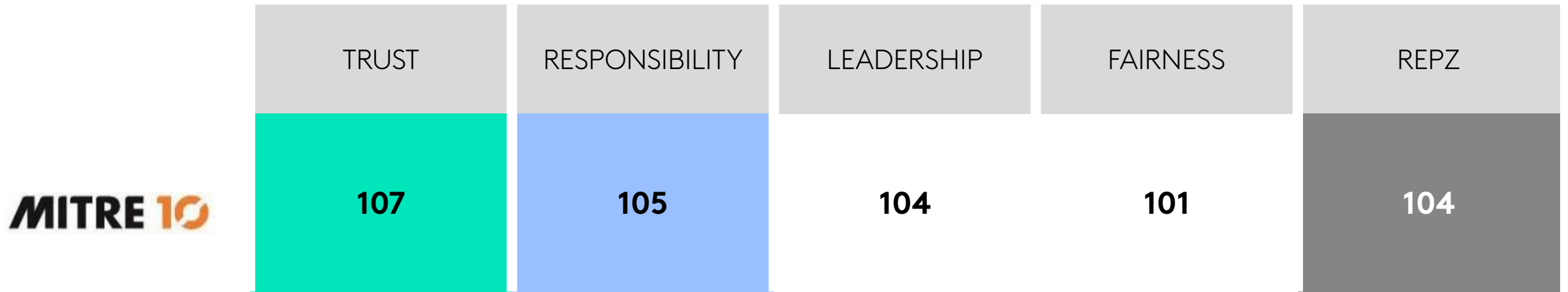
Insurance

'Decrease in car insurance, so helpful on the phone, waiting times to speak to someone very quick'

SAMSUNG

'Samsung has achieved remarkable results in technological innovation, financial performance, user experience and product diversity, as well as collaboration and open innovation'

A combination of Trust + Responsibility suggests companies care beyond their shareholders






66

*The staff at the Mitre10 are super friendly and helpful
- I now recognise that the personal help of the staff
is worth the extra effort of getting to the Mitre10*

99

Trust combined with Responsibility and Leadership can support a higher price value proposition

	TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
AIR NEW ZEALAND 	113	110	110	98	109
 NEW WORLD	107	105	110	99	106
 Auckland Airport	107	105	107	99	105

AIR NEW ZEALAND 

- 'Voted best airline in top travel awards'
- 'Just gotten better and more reliable'
- 'Good reputation, adverts and fun employees'




 NEW WORLD

- 'The quality of its products stands out among similar supermarkets'
- 'They treat their workers well and have a good range of stock'

 Auckland Airport

- 'It has been continuously investing in construction, and a more efficient terminal building'
- 'Listening to people who use it a lot'

Leadership is typically associated with innovation and financial performance, but increasingly companies are being judged on their values and societal impact

	TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
 Microsoft	103	101	110	99	104
	102	102	116	88	103
	102	103	109	100	103



'Latest functions and AI has been impressive. Their products always seem to be progressive and reasonably easy to use'



'Continued technological innovation, excellent product design, strong ecosystem, brand influence and market share, positive user feedback, and optimistic expectations for future development'



'Better customer service over the last year as they have decided to offer more one on one than before'

Key takeouts in 2025

Key takeouts in 2025



Corporate Reputation supports superior business performance

It acts as both a 'sword' and a 'shield' in volatile and disruptive times



Trust is a non negotiable for a strong reputation

Trust comes not just from long term foundations from keeping promises but also demonstrating an ability to adapt to the evolving needs of the customer

Trust that triggers change requires a different set of rules from trust that fosters continuity



Corporates that demonstrate a meaningfully different reputation in their category will have an advantage

Corporates can lead with a meaningful purpose such as Responsibility, Leadership or Fairness but long term resilience requires Trust

Kantar 2025 Top 10 Corporate for Reputation

Congratulations to the top performers for 2025



TOYOTA



AIR NEW ZEALAND 

4



5



6



7



8



9



10





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Thank you

For more information,
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