

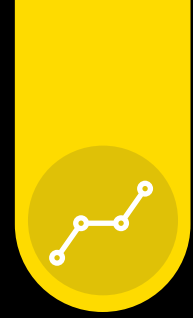


WELCOME



HOST

Nikki Wright
Wright Communications

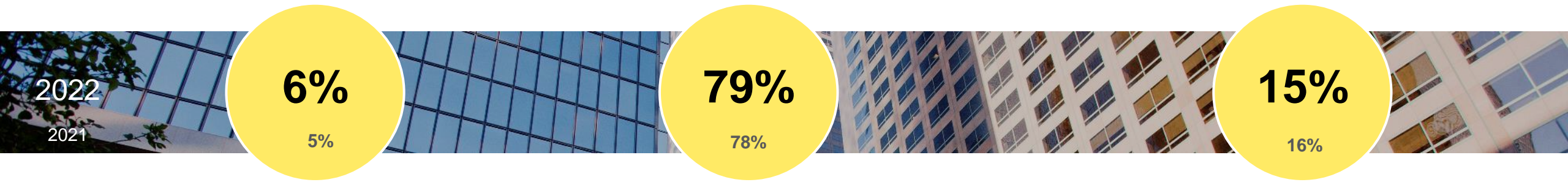


CORPORATE REPUTATION INDEX 2022

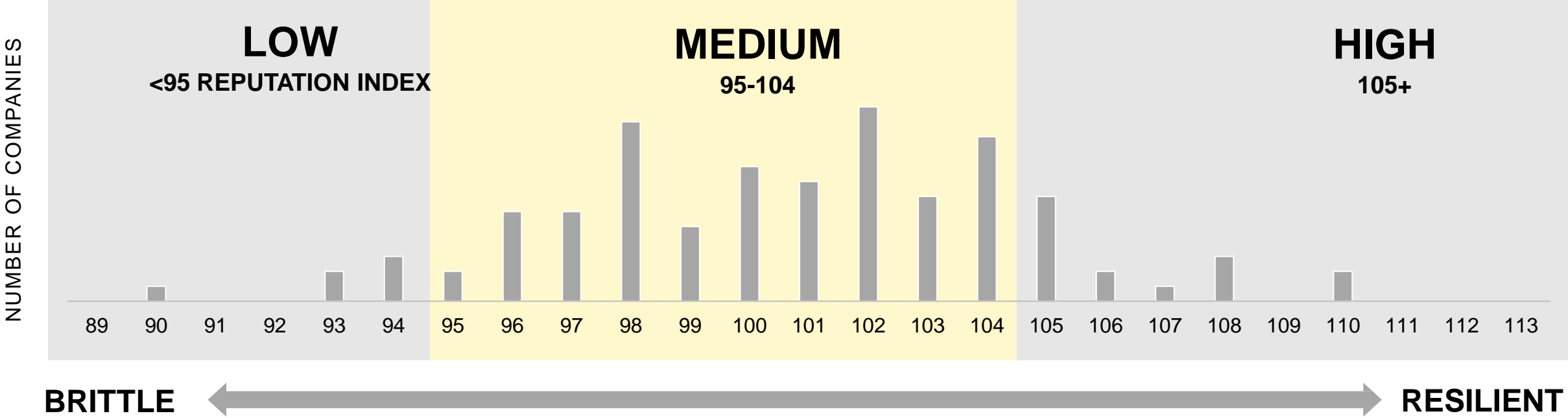
Sarah Bolger
Chief Client Officer



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

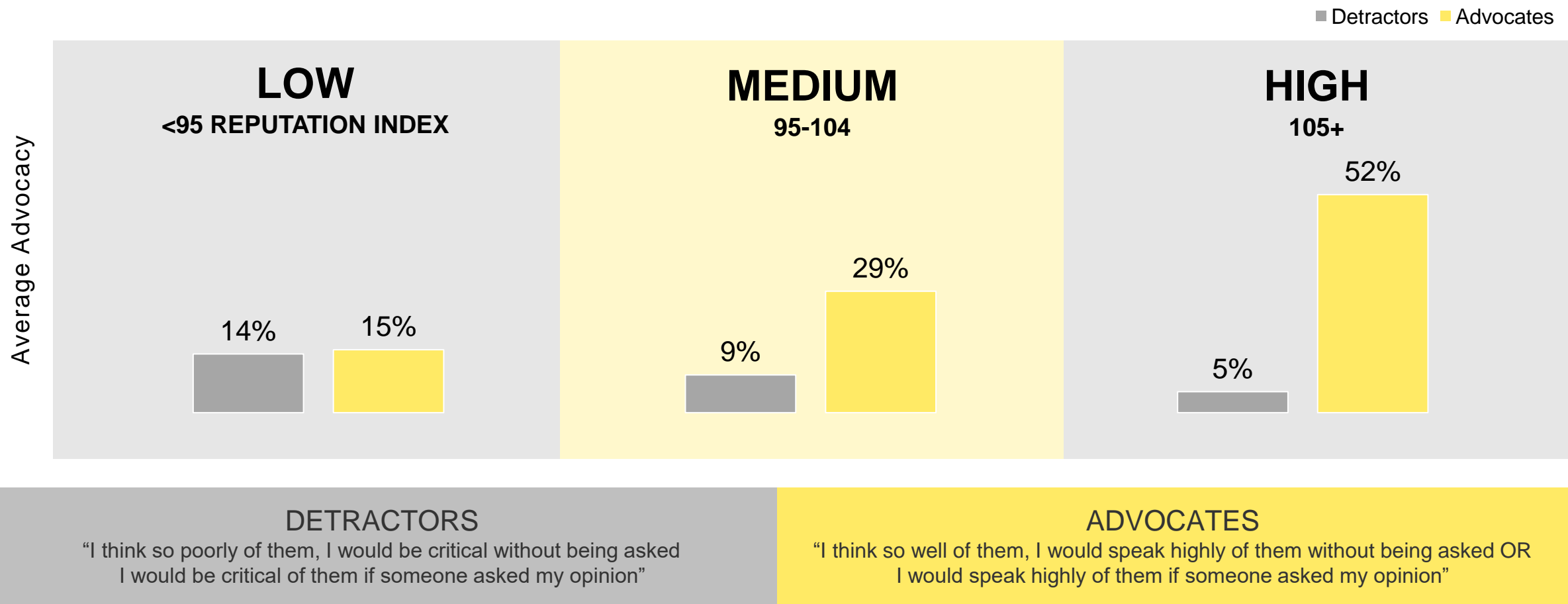


■ Deloitte Top 50*



A resilient reputation supercharges advocacy

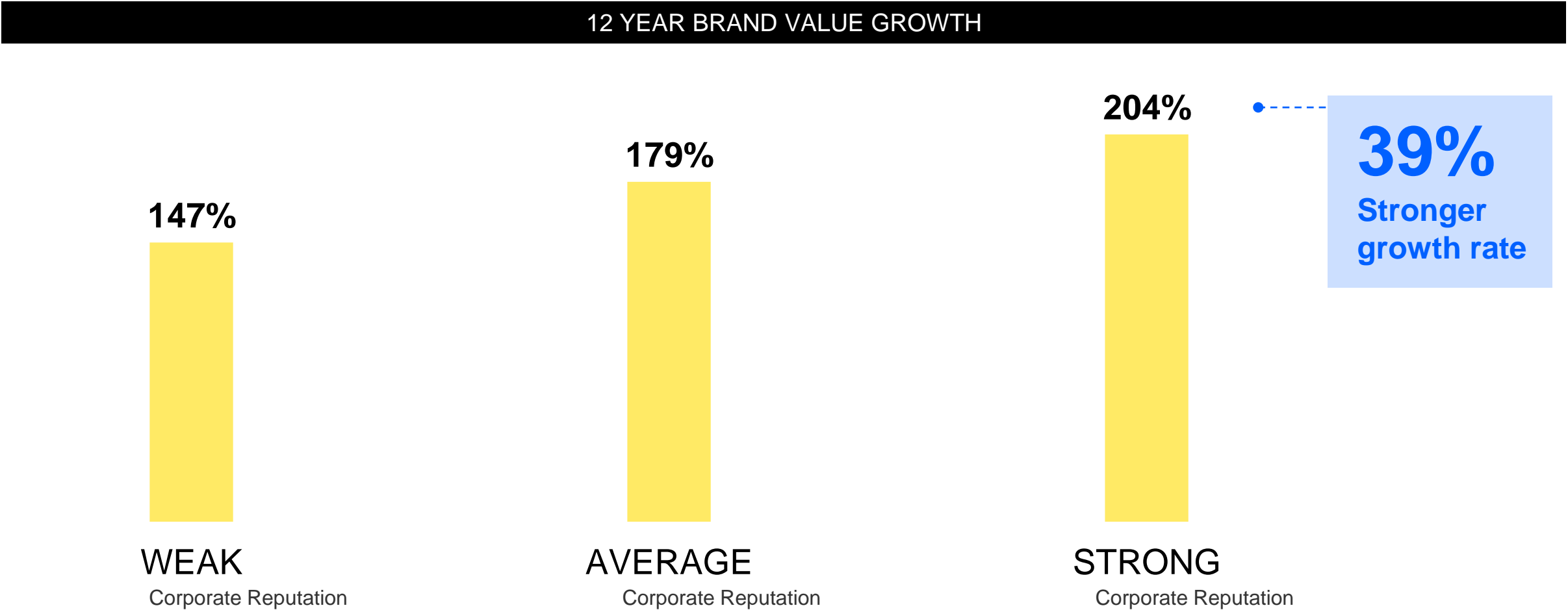
ADVOCACY BY REPZ INDEX SCORE



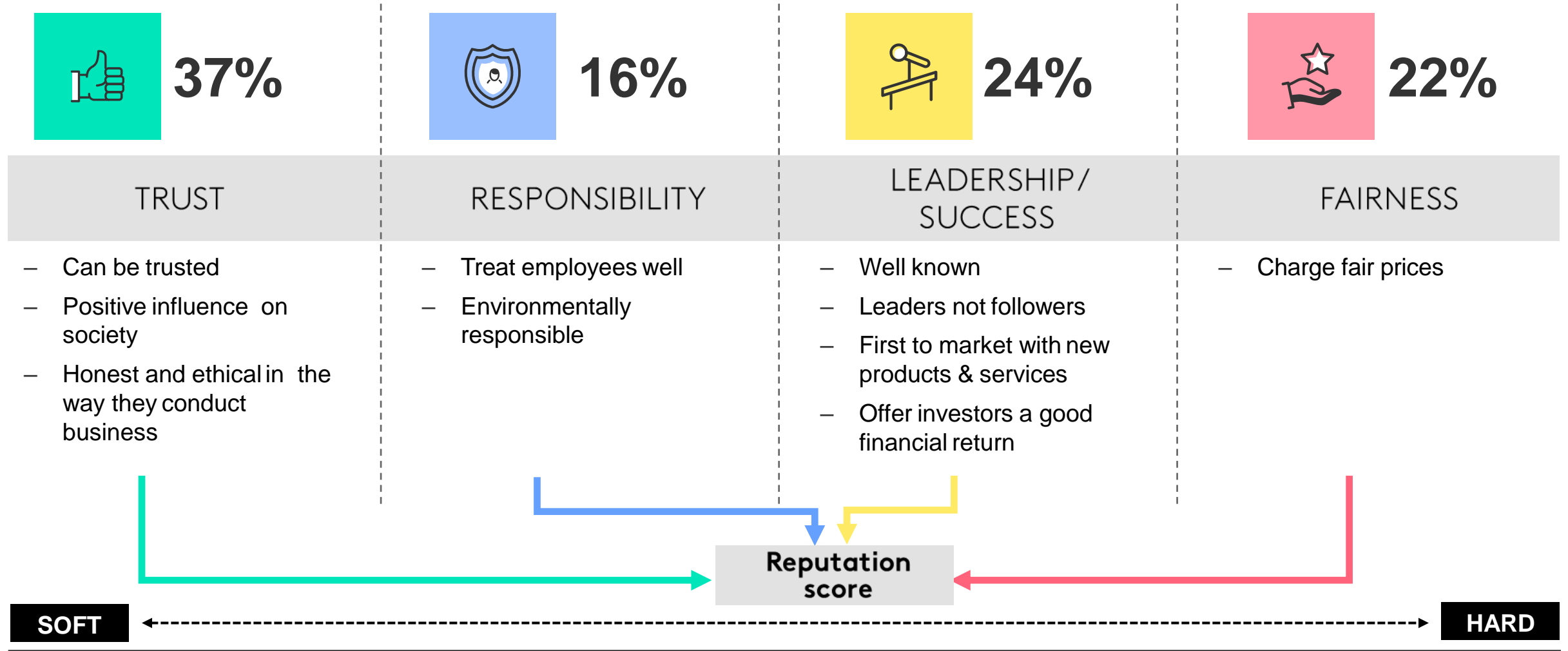
Reputation in context?

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

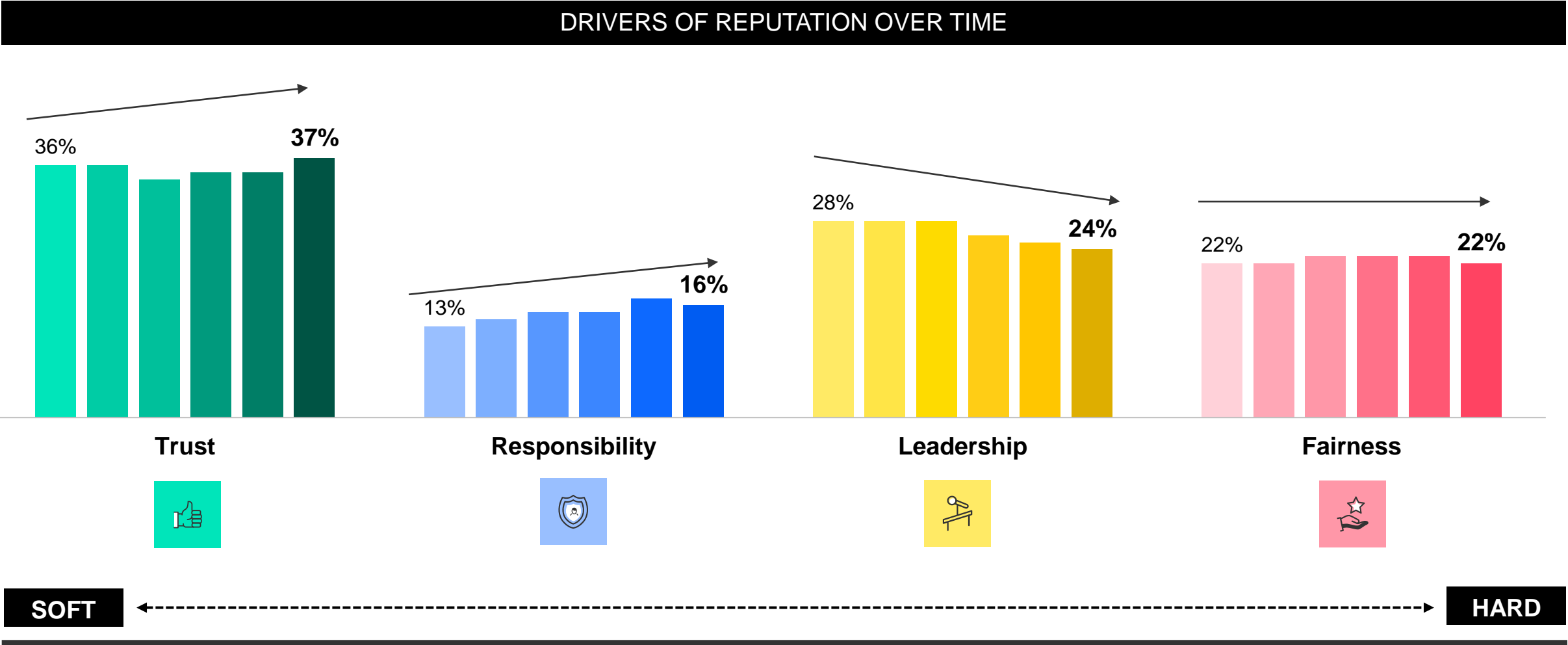
BrandZ Top 100 most valuable brands



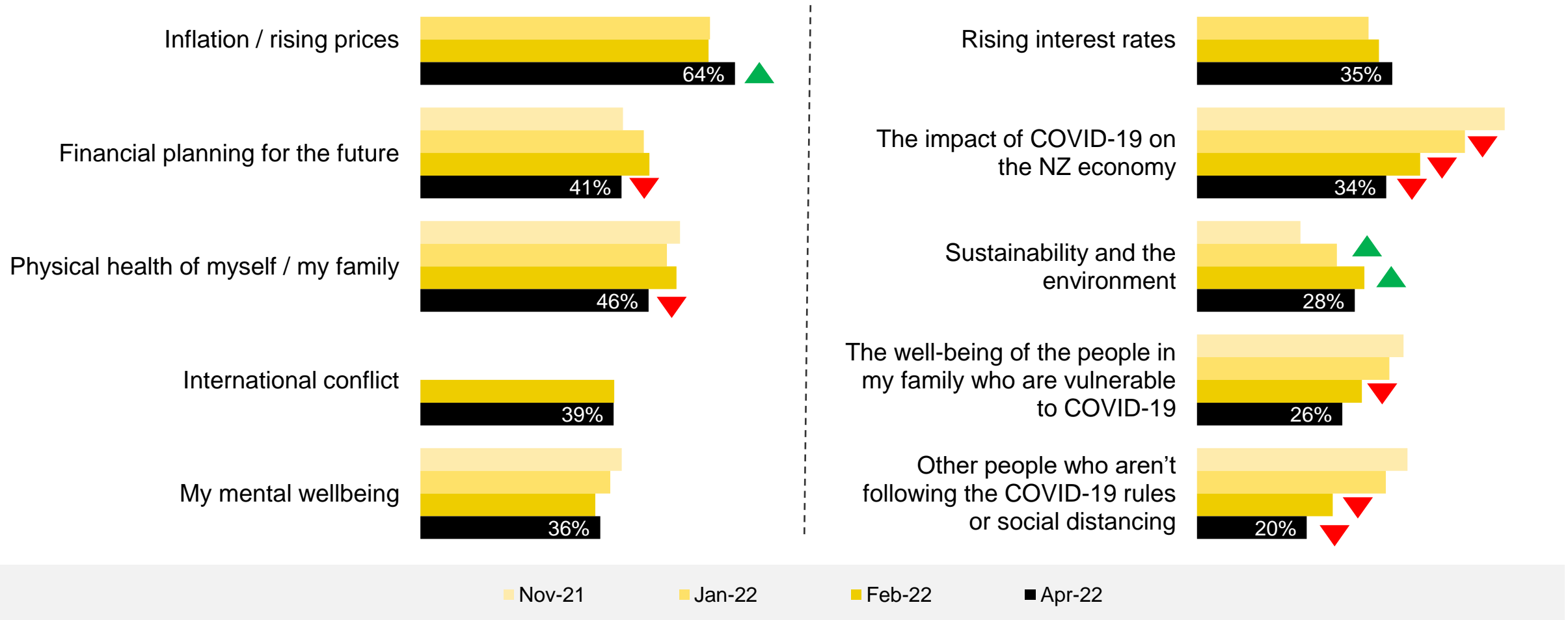
Our globally validated RepZ framework is updated annually allowing for market adjustments in NZ



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



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

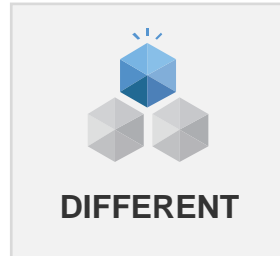


POWER

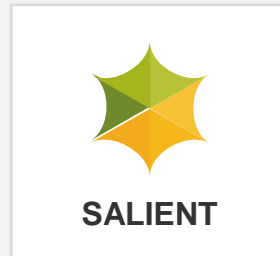


MEANINGFUL

Trust has a strong
influence on **Meaningful**



DIFFERENT



SALIENT

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













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

KANTAR

WRIGHT
COMMUNICATIONS

2022 RANK			vs 2021	2022 RANK			vs 2021
1	110	AIR NEW ZEALAND 	NC	11	106	 Southern Cross	▲
2	110	 tvnz	▲	12	105	 Zespri KIWIFRUIT	▲
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	 PAKnSAVE	105	101	107	121	108
6	 AA Insurance	109	104	110	107	108
7	 TOYOTA	109	104	107	108	108
8	the warehouse 	106	103	105	115	107
9	SAMSUNG	108	101	110	106	107
10	 Fisher & Paykel HEALTHCARE	107	104	104	106	106



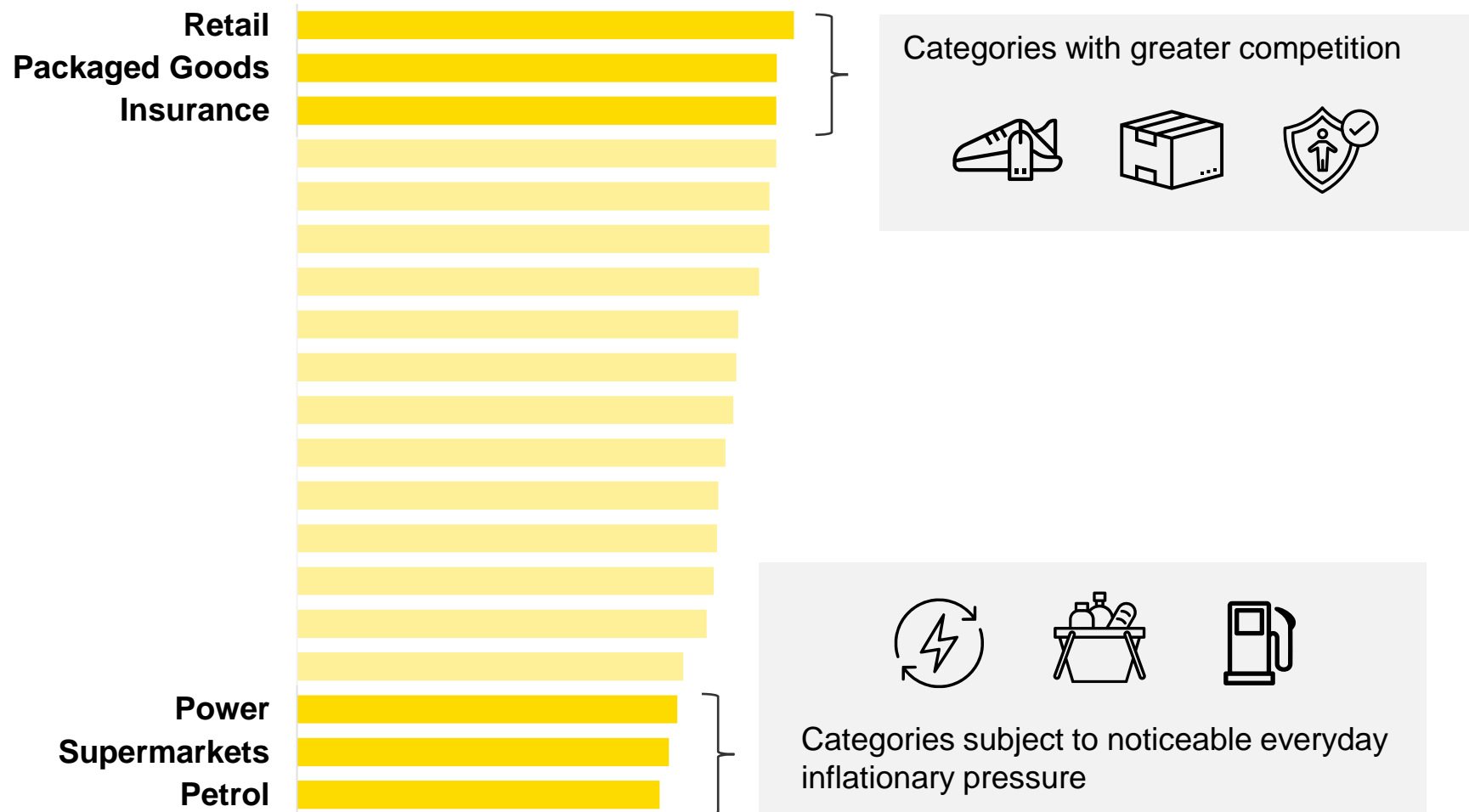


MOVERS & SHAKERS

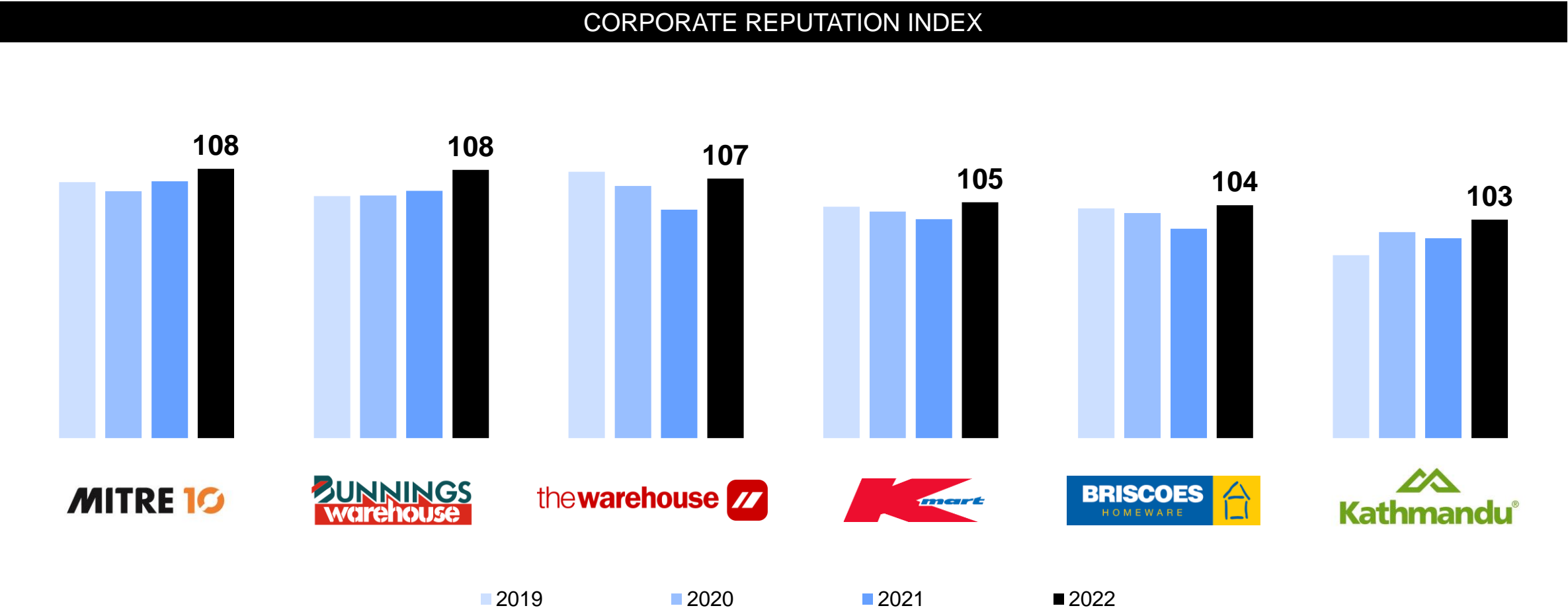
In times of deprivation and uncertainty consumers want to feel in control.

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

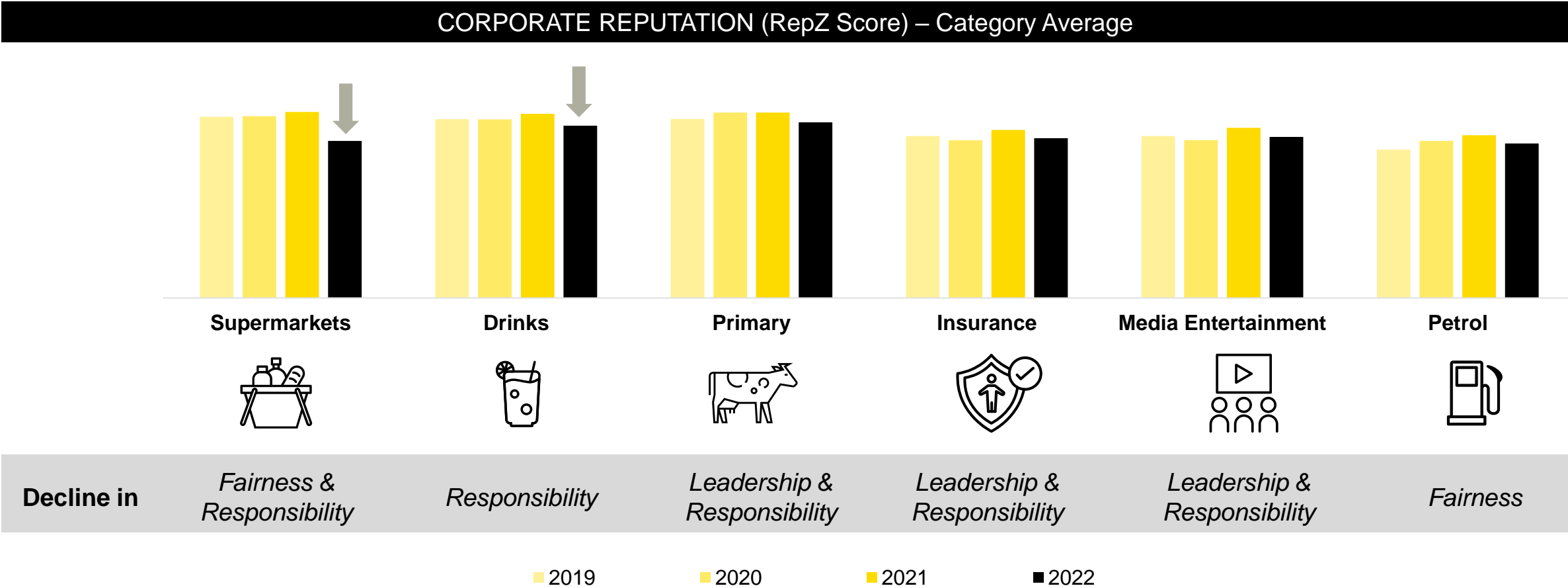
Corporate Reputation Index 2022



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



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





LEADING CORPORATES BY PILLAR








CORPORATE REPUTATION INDEX 2022



TOP TEN - 2022



Trust leaders

1	116	AIR NEW ZEALAND 
2	111	 tvnz
3	111	MITRE 10
4	109	 TOYOTA
5	109	 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

1	121	PAK'nSAVE
2	118	Kmart
3	116	tvnz
4	115	the warehouse //
5	114	BUNNINGS warehouse
6	109	2
7	108	TOYOTA
8	108	POWERSHOP
9	108	MITRE 10
10	107	AA Insurance



TOP TEN - 2022

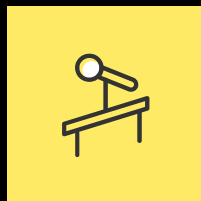


Responsibility leaders











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 a Baylife Company
10	104	 tvnz



TOP TEN - 2022



Success leaders

1	114	
2	111	
3	111	
4	110	
5	110	
6	110	
7	108	
8	108	
9	108	
10	108	



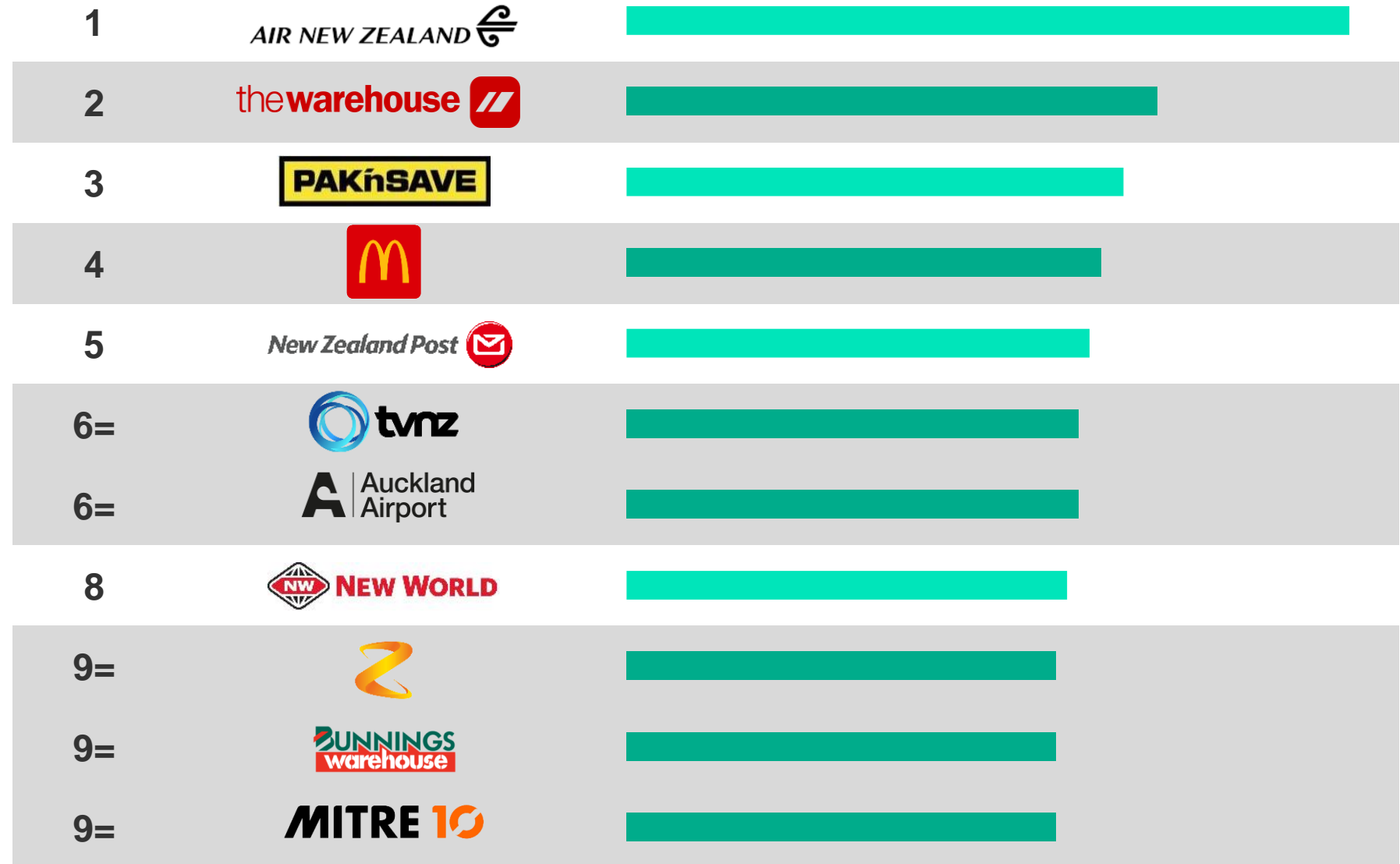


THE ADDITIONAL BENEFITS OF A STRONG REPUTATION

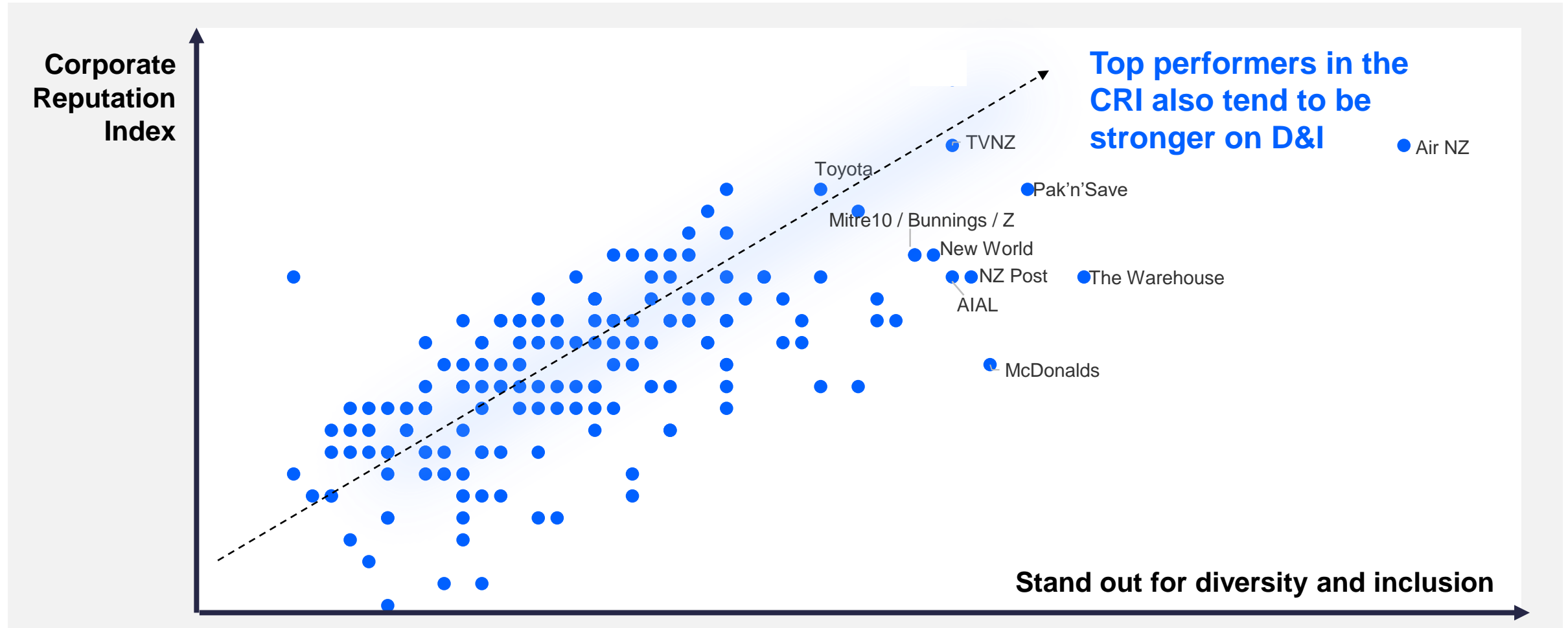


NZ DIVERSITY & INCLUSION LEADERS

Stand out as
companies that
value diversity
& inclusion

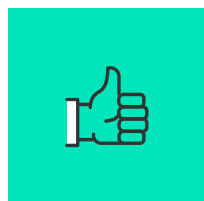


We can see a strong correlation between corporate reputation and perceptions of businesses that value D&I...



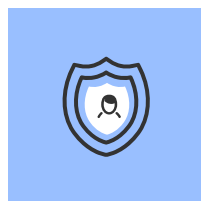
Your D&I strategy should extend beyond employees to creating an environment where all feel welcome

Key themes for a desirable employer mirror our reputational pillars



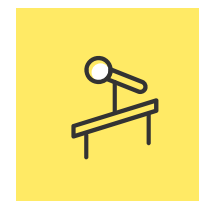
TRUST

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



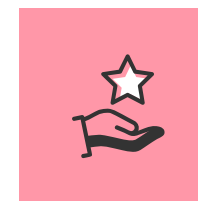
RESPONSIBILITY

- 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



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

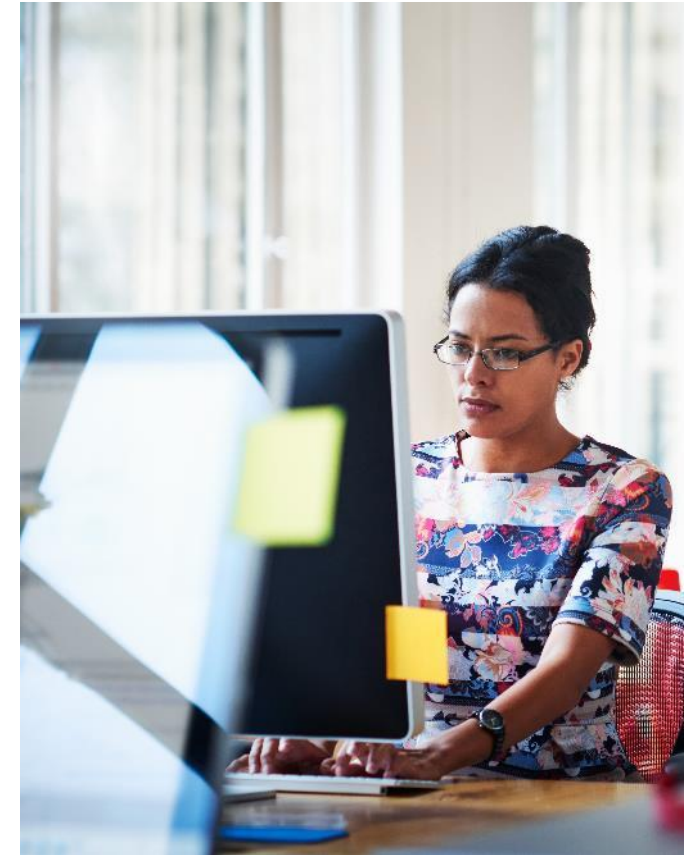


Understand
**what matters
to employees**
in today's
competitive
job market



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 



MITRE 10

4



5



6



7



8



9



10





GUEST
SPEAKER

Simon Power
CEO, TVNZ



GUEST
SPEAKER

Grant Fraser
Chief Legal & Property Officer
Mitre 10





GUEST
SPEAKER

Nick Astwick

CEO, Southern Cross
Health Society



THANK YOU

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