



WELCOME

CORPORATE REPUTATION INDEX 2023



The 2023 NZ Corporate Reputation Index (CRI)



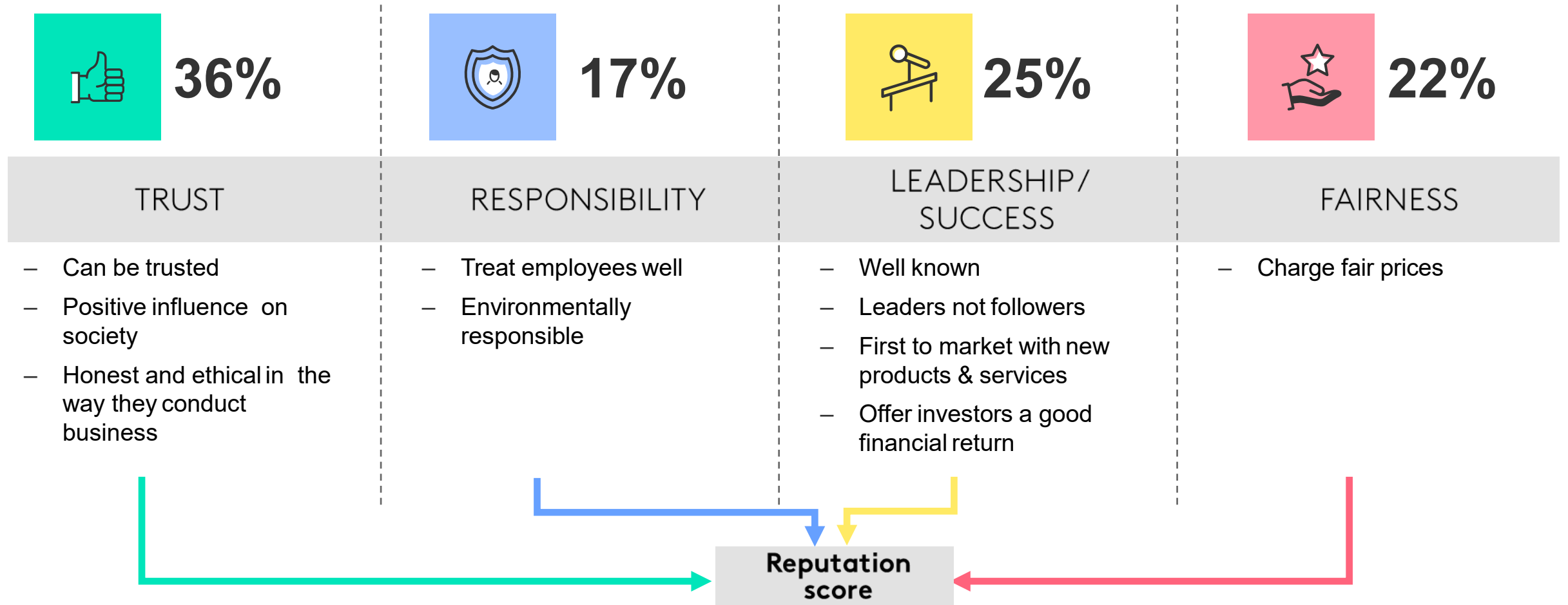
Uses the global **RepZ framework** with standardised reputation attributes
Includes New Zealand's **top 50 consumer facing corporates** by revenue as listed in Deloitte Top 200, plus financial services brands

19 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 9 years

Survey period from end **Feb-Mar 2023***

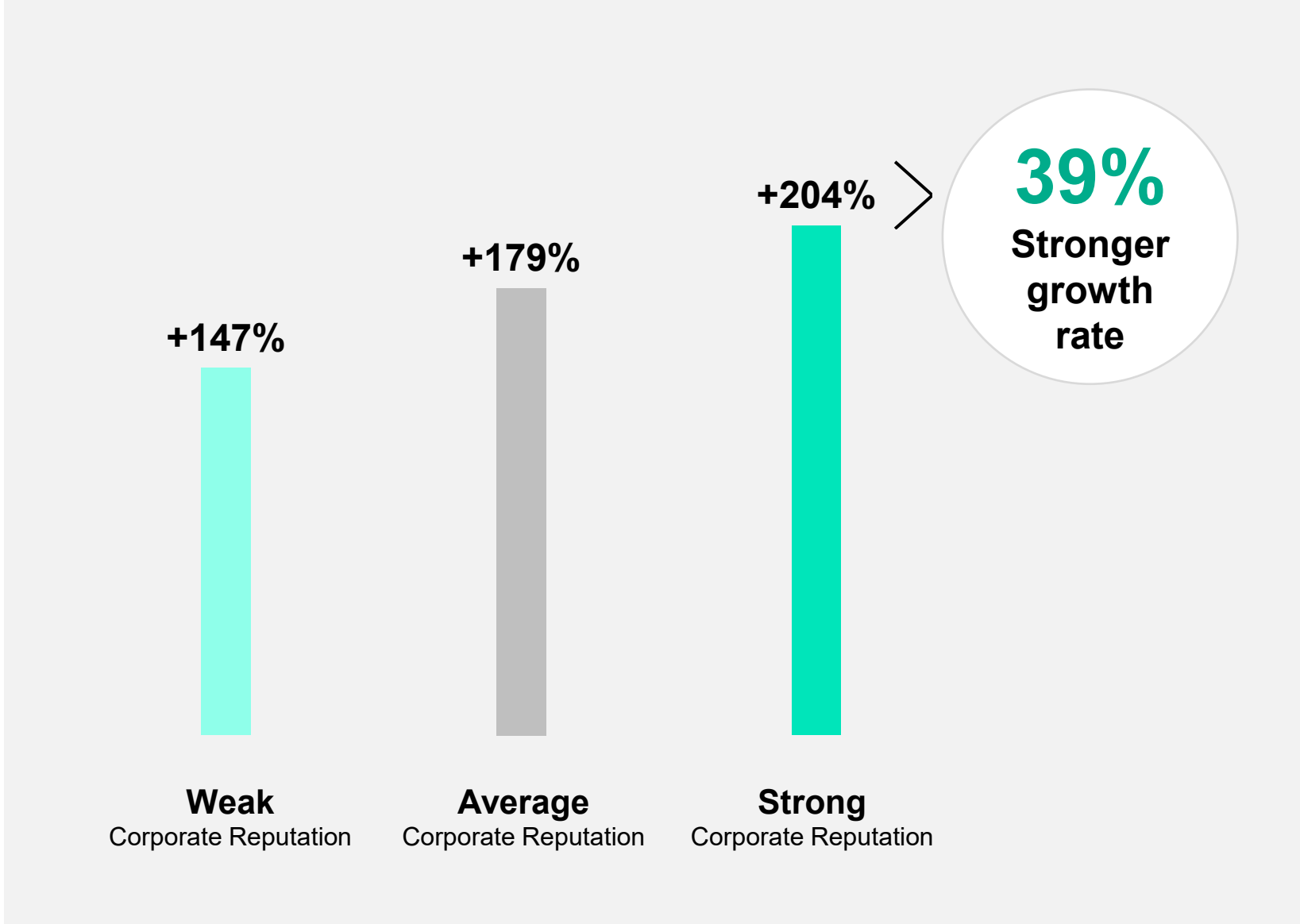
Our globally validated RepZ framework is updated annually allowing for market adjustments in NZ





Reputational resilience is important

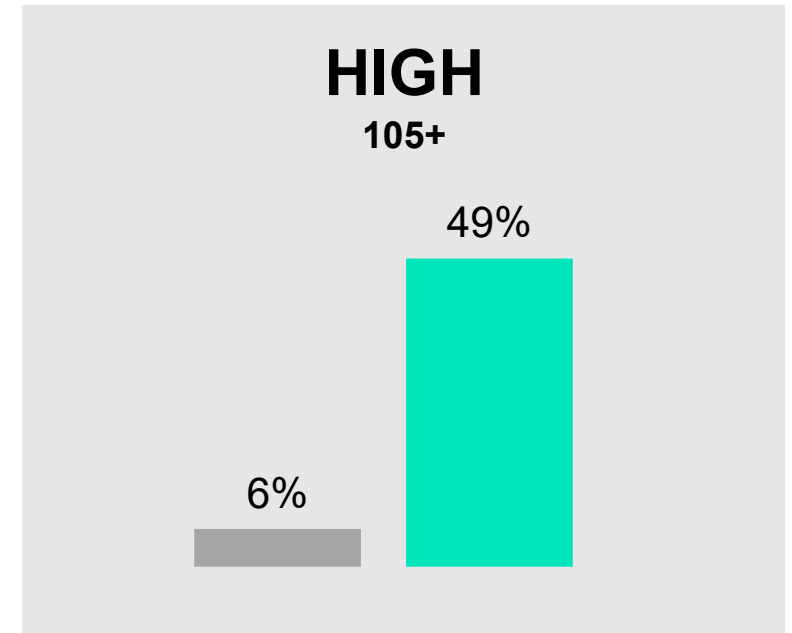
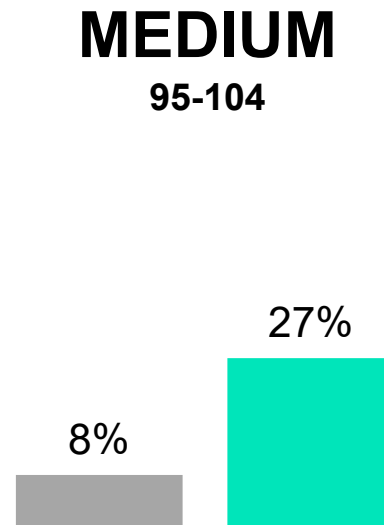
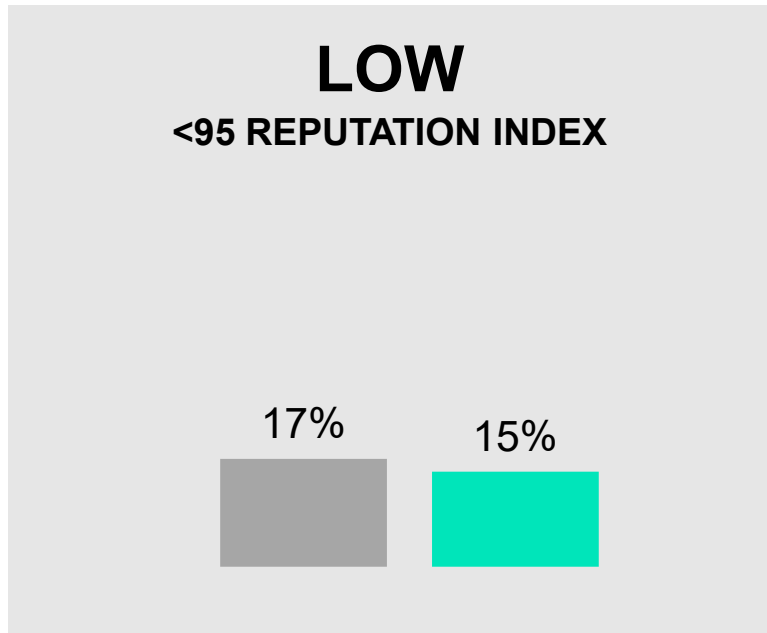
Brands with a strong Corporate Reputation grow brand value at a faster rate



It supercharges advocacy

ADVOCACY BY REPZ INDEX SCORE

Detractors Advocates



AND AIDS A QUICKER RECOVERY



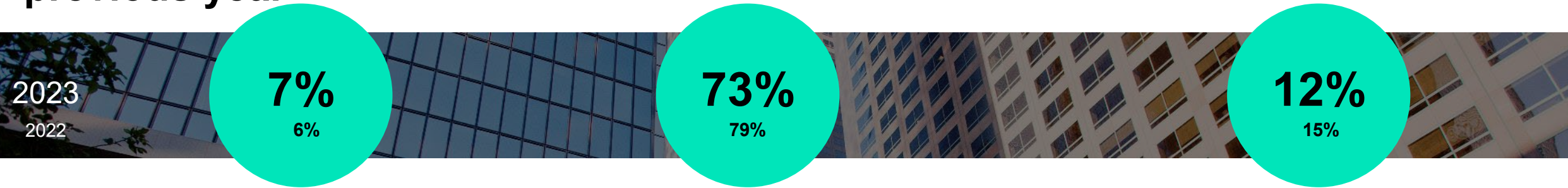
CORPORATE REPUTATION INDEX 2023

		Rank change 2023 vs 2022
	Retail	-
	Packaged Goods	-
	Consumer Durables	-
	Cars	-
	Primary Industries	+1
	Communications	+3
	Drinks	-
	Airlines	-3
	Healthcare	-3
	Supermarkets	+7
	Infrastructure Transport	-3
	Insurance	+3
	Food Services	-3
	Banks	-1
	Alcohol	-4
	Power	-
	Media Entertainment	-3
	Petrol	-

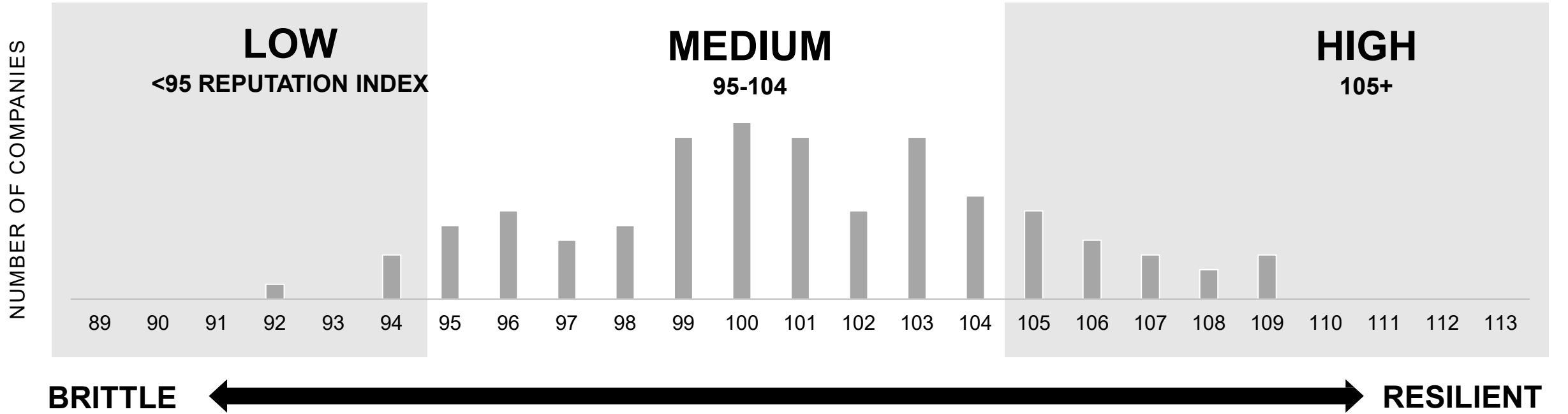


2023 has proven challenging
for many industries from a
reputational perspective

There are fewer corporates sitting in the resilient zone compared to the previous year

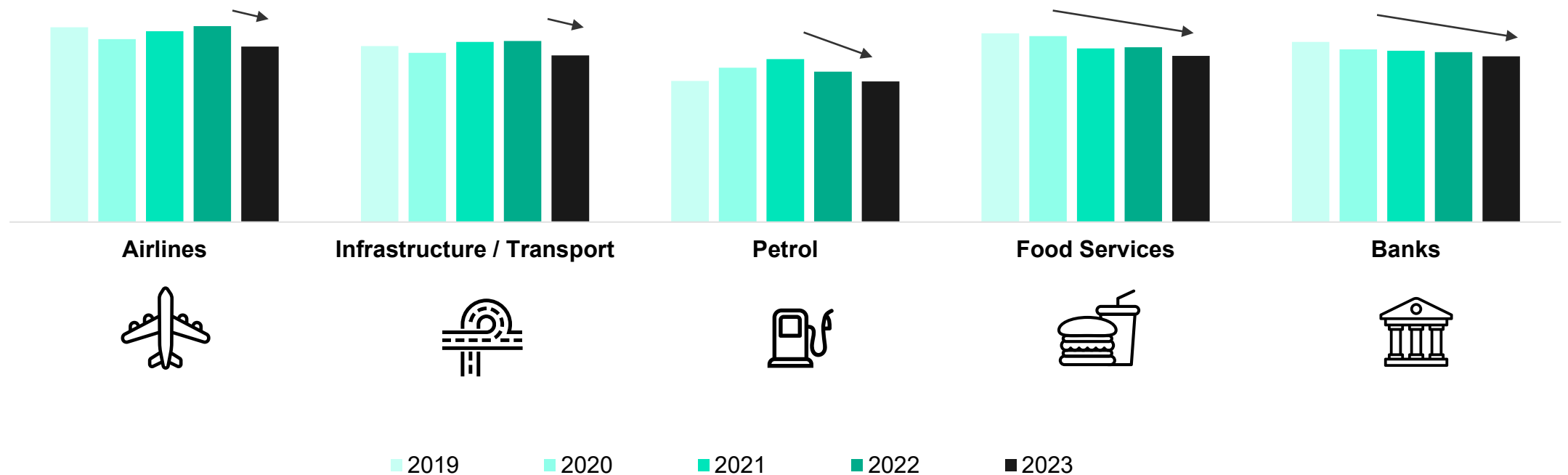


■ Deloitte Top 50*



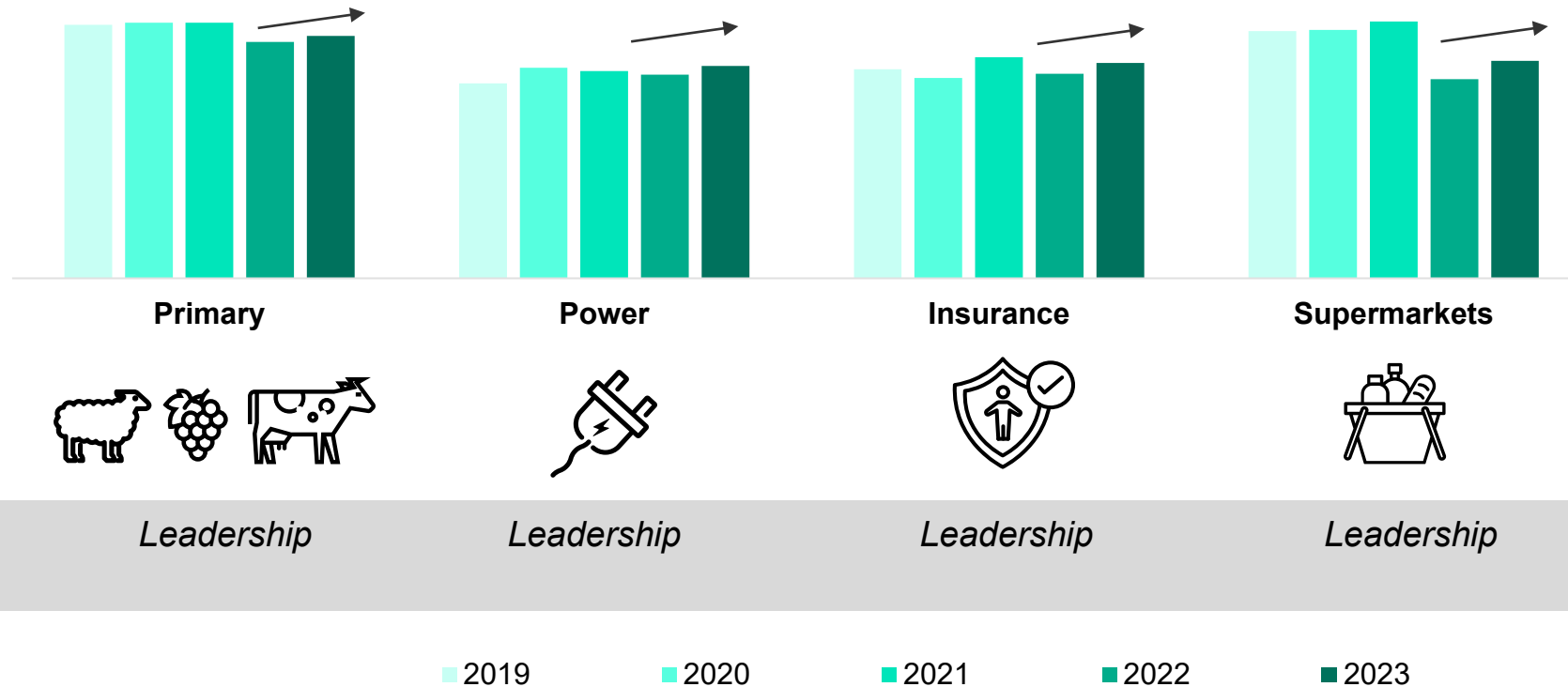
Many categories have fallen on trust measures

CORPORATE REPUTATION (RepZ Score) – Category Average (Declines)



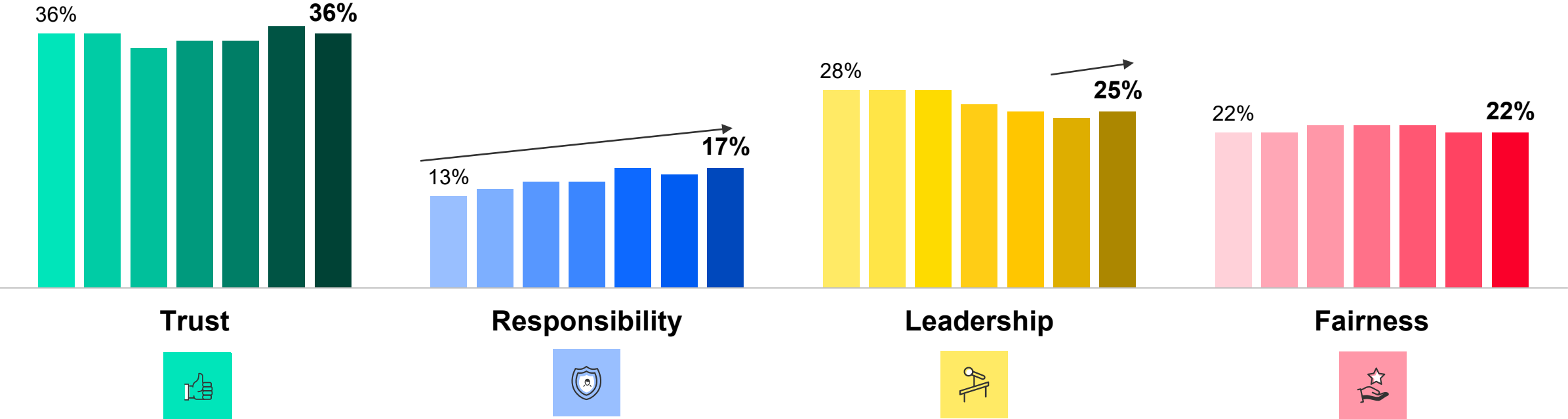
But those who have demonstrated strong leadership have won over the public

CORPORATE REPUTATION (RepZ Score) – Category Average



In 2023, we observe that Leadership factors holds greater importance for reputation

DRIVERS OF REPUTATION OVER TIME





WHAT LEADERSHIP ATTRIBUTES ARE THE NZ PUBLIC LOOKING FOR?

What makes a company a leader?



“

Leaders set the direction including community, climate, and economy. They share with the communities they operate in. They find new products and services that support a need in the community. Leaders are held up by all stakeholders.”

We expect large NZ companies to do this more than we did two years ago...



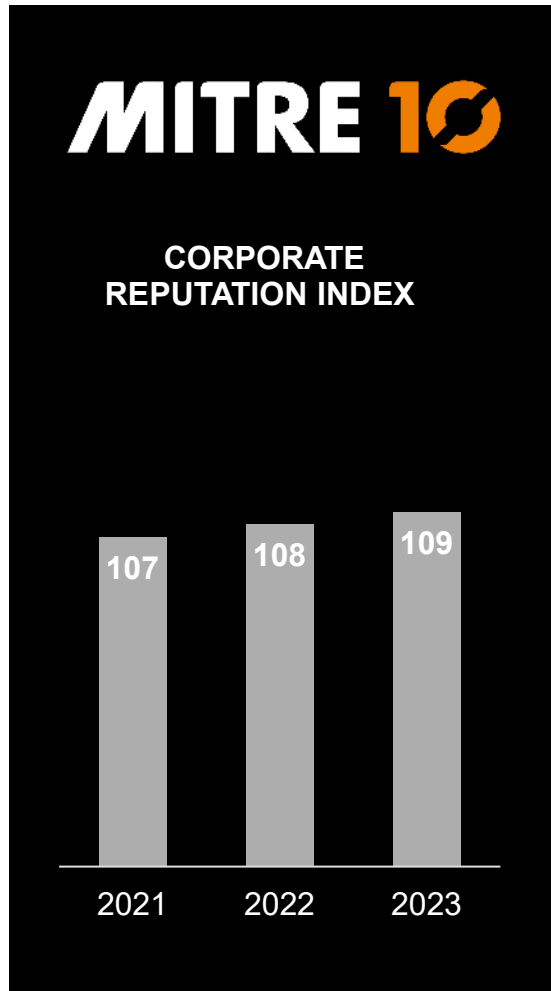
It may be unsurprising in the current economic climate to see fair pricing at the top of this list







2023 MOVERS

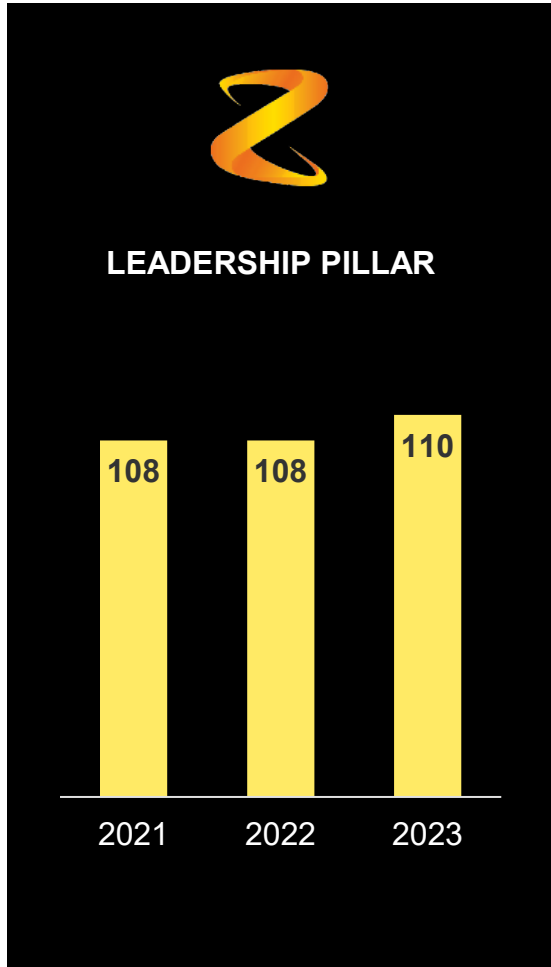






Mitre 10 shows strong performance across all pillars



	 TRUST	 RESPONSIBILITY	 LEADERSHIP	 FAIRNESS
2023	111	107	107	109
vs2022	-	-	+1	+1
	<p><i>“Quality of customer service, availability of products and location”</i></p> <p><i>“Our ‘go to’ hardware store, NZ owned, dog friendly”</i></p>	<p><i>“They have reached out to the community and improved the stock and taken into consideration the wants & needs of it's customers”</i></p>	<p><i>“Having shopped there a few times, I’ve been. - impressed with savings, customer service, and their click to collect system”</i></p>	<p><i>“They always have what I need, at a good price”</i></p> <p><i>“They were supportive during lockdowns and are attempting to keep prices of plants reasonable to help people grow their own food”</i></p>

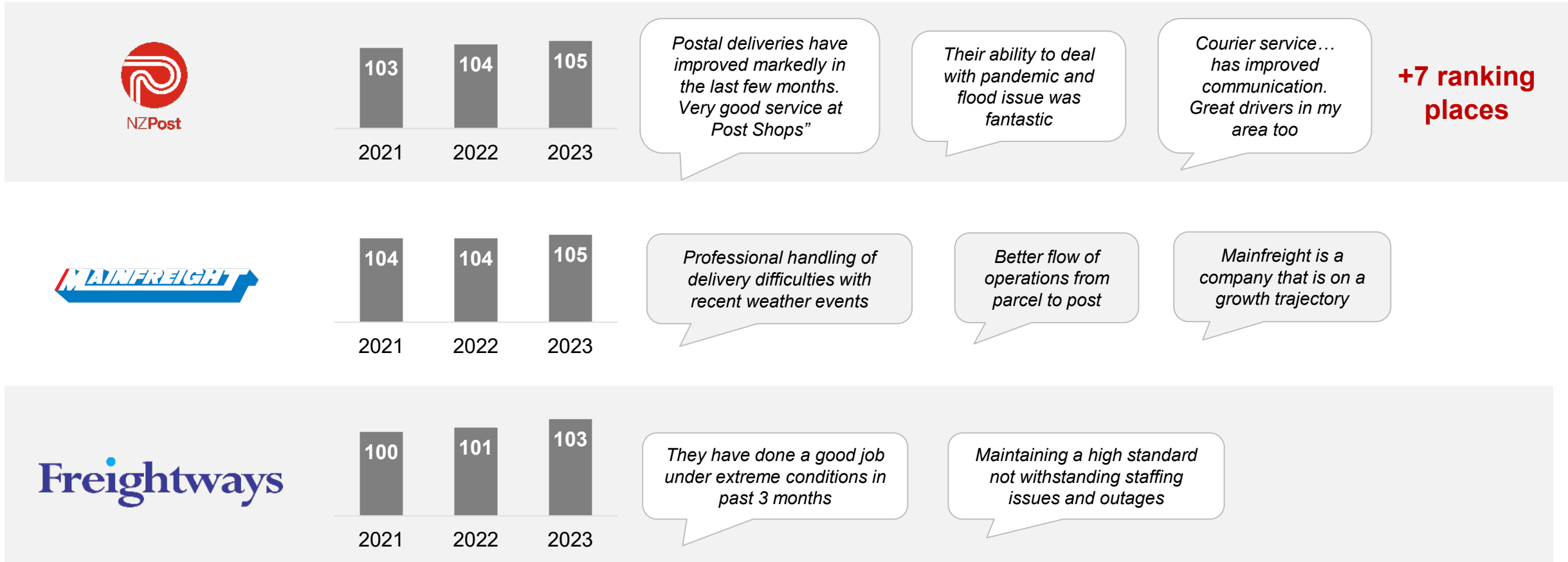
Z is back in the top 20 in 2023 due to stronger category Leadership



	 TRUST	 RESPONSIBILITY	 LEADERSHIP	 FAIRNESS
2023	105	103	110	97
vs2022	-	-	+2	-1
	<p><i>"Quality of customer service, availability of products and location"</i></p> <p><i>"Their offerings and services improved"</i></p>	<p><i>"They do a lot for communities"</i></p> <p><i>"Improved rewards scheme and the commitment to improve their EV charging capabilities"</i></p>	<p><i>"Customer service is amazing and the app is so easy to use"</i></p> <p><i>"Z ev chargers and local community care"</i></p>	<p><i>"Loyalty discounts are amazing"</i></p> <p><i>"Where they are located and working with supermarkets at a cheaper rate"</i></p>

The public have growing confidence in delivery companies

Corporate Reputation Index





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



KANTAR

CORPORATE REPUTATION INDEX 2023

TOP 20








Ranked by index

≥105 = resilient









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

KANTAR

WRIGHT COMMUNICATIONS

2023 RANK			vs 2022	2023 RANK			vs 2022
1	109	AIR NEW ZEALAND 	NC	11	106	FISHER & PAYKEL	+2
2	109	MITRE 10 	+1	12	105	Lotto 	+3
3	109	PAKŌSAVE 	+2	13	105	NZPost 	+7
4	108	TOYOTA 	+3	14	105	NEW WORLD 	0
5	108	tvnz 	-3	15	105	MAINFREIGHT 	+3
6	107	BUNNINGS warehouse 	-2	16	105	Kiwi bank. 	+5
7	107	AA Insurance 	-1	17	105	Fisher & Paykel HEALTHCARE 	-7
8	107	SAMSUNG	+1	18	104		+4
9	106	Southern Cross 	+2	19	104	Kmart 	-3
10	106	thewarehouse 	-2	20	104	Zespri KIWI FRUIT 	-8

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

2023 RANK		TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
1	 AIR NEW ZEALAND	115	110	110	97	109
2	 MITRE 10	111	107	107	109	109
3	 PAKnSAVE	107	102	107	119	109
4	 TOYOTA	110	106	107	109	108
5	 tvnz	109	102	105	115	108
6	 BUNNINGS warehouse	107	105	105	113	107
7	 AA Insurance	108	103	109	105	107
8	 SAMSUNG	107	102	110	106	107
9	 Southern Cross	110	103	107	102	106
10	 thewarehouse //	105	103	104	113	106



LEADING CORPORATES BY PILLAR










TOP TEN – 2023



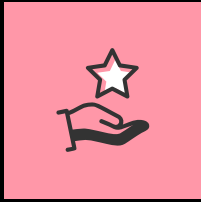
Trust leaders

2023
RANK

1	115	AIR NEW ZEALAND 
2	111	MITRE 10
3	110	 TOYOTA
4	110	 Southern Cross
5	109	 tvnz
6	108	AA Insurance
7	108	 NZPost
8	108	FISHER & PAYKEL
9	108	 Lotto
10	107	 BUNNINGS warehouse



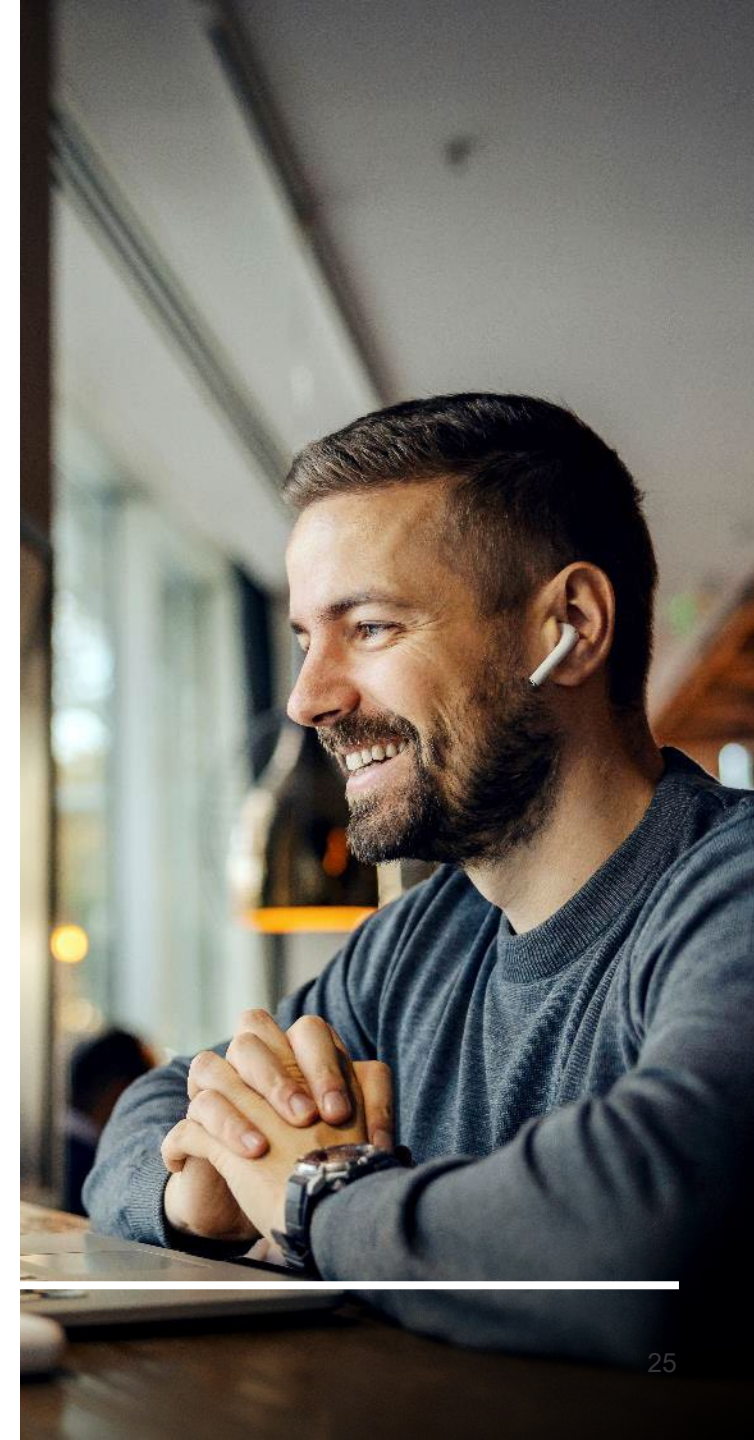
TOP TEN – 2023



Fairness leaders

2023
RANK

1	119	
2	118	
3	115	
4	113	
5	113	
6	111	
7	110	
8	109	
9	109	
10	109	



TOP TEN – 2023











Responsibility leaders

KANTAR

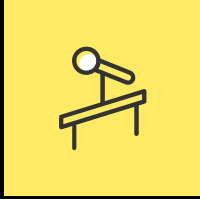
Companies in our top 10 meet Deloitte's criteria for inclusion in the top 200

2023
RANK

1	110	AIR NEW ZEALAND 
2	107	MITRE 10
3	106	Kathmandu 
4	106	TOYOTA 
5	105	NEW WORLD 
6	105	BUNNINGS warehouse 
7	104	FISHER & PAYKEL
8	104	Zespri  KIWIFRUIT
9	104	Meridian. 
10	104	NZPost 



TOP TEN – 2023



Success leaders

1	115	
2	111	
3	110	
4	110	
5	110	
6	110	
7	109	
8	109	
9	108	
10	108	





Key TAKEOUTS





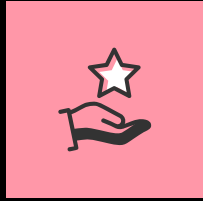
UNDERSTAND YOUR LEADERSHIP LEVERS



Strong leadership underpinned by trust will give confidence in these uncertain times

- New Zealanders appreciate companies that understand customer needs first and deliver against their promises
- Leaders are expected to be responsible for people (customers and employees) and planet





FAIRNESS IS
THE **HIGHEST**
PRIORITY IN
THE SHORT
TERM



Companies that offer affordable choice /demonstrate value will benefit in the short term

- Fairness does not mean ‘cheapest’
- Delivering on what you promise is what counts





RESPONSIBILITY
CONTINUES TO
INCREASE AS A
DRIVER OF
REPUTATION



Be clear on your people and your planet strategy

- How are your employees represented?
- What are your sustainability Swords and Shields?
- How are you enacting change, internally and externally?



KANTAR TOP 10 CORPORATE REPUTATION

Congratulations to the top performers for 2023!



AIR NEW ZEALAND 



MITRE 10 



PAK'nSAVE 

4

 TOYOTA

5

 tvnz

6

 BUNNINGS
warehouse

7

 AA Insurance

8

SAMSUNG

9

 Southern Cross

10

thewarehouse 

FOR MORE INFORMATION, PLEASE CONTACT:

Sarah Bolger

Sarah.Bolger@kantar.co.nz

Yvette Basson

Yvette.Basson@kantar.co.nz

