

Google ranked as most reputable company in Ireland

Ireland RepTrak 2010 results reveal Ireland's best corporate reputations

Dublin, Wed, 28th April 2010: Google has taken the top spot as the most reputable company operating in Ireland as Corporate Reputations launched the results of the Ireland RepTrak 2010 study today. Kellogg's, BMW, Marks & Spencer's and Nokia rounded out the top tier of Ireland's top ranking companies in 2010, all with excellent reputations. Anglo Irish Bank dwells at the bottom of the list, finishing last out of the 115 organizations included in the survey. John Player & Sons, UPC (Chorus NTL), NTR, and Bank of Ireland were also ranked in the bottom five. Top line results are available at www.corporatereputations.ie.

The Ireland RepTrak 2010, which ranked the reputations of some of the largest and most visible firms in Ireland, is the most comprehensive study of corporate reputations ever undertaken in Ireland. The study measured companies' reputations based on consumer's trust, esteem, admiration, and good feelings about a company while also gauging perceptions across seven rational dimensions of reputation. Companies from Anglo to Airtricity and Intel to Google were ranked with nearly 12,000 ratings received from members of the general public.

The study revealed that of the 20 companies with the best reputations in Ireland, 12 were multinationals and eight were indigenous firms. The top five indigenous Irish firms are, in order, the Irish Times, An Post National Lottery, Easons & Sons, Smyths Toys and An Post.

The strongest performing industry overall was the computer industry, followed by the automotive industry, consumer goods, retail and food manufacturing. Marks & Spencer Group, FBD and Nokia were the top performing firms in retail, financial services and telecommunications industries respectively. The worst performing industries were, in order, tobacco, financial services, airlines and aerospace, and transport and logistics.

"At Google we know that our users are only one click away from moving to a competitor service," said Niall O'Riordan, Head of Policy and Public Affairs, Google. "Our corporate reputation is about putting our users first, meeting their expectations through the products and services we provide and is integral to everything we do as a company."

"The results of the Ireland RepTrak 2010 study clearly show that strong reputations lead to lucrative bottom-line results. The high rankings of organizations like Google, Kellogg's and BMW means they are more four times more likely to gain recommendations, get the benefit of the doubt in a crisis and be spoken about in a positive light than those ranked at the bottom of the list." said Niamh Boyle, Managing Director, Corporate Reputations. "Clearly, a good reputation is not just a nice to have; it's a strategic business imperative."

According to the Ireland RepTrak 2010 study, corporate reputation has an increased impact on business results - a company's reputation score has a positive and direct link to consumer attitudes and behaviors. In comparing the top 10 to the bottom 10 measured companies, the general public is:

- 400% more likely to verbally support;
- 400% more likely recommend and
- 360% more likely to give the benefit of the doubt in a crisis

The study rated how an organization was rated across the key dimensions of reputation and respondents in Ireland said that 'products and services', 'governance', 'citizenship' and 'workplace' were the most important dimensions when considering a company's reputation. 'Performance', 'innovation' and 'leadership' were considered the least important dimensions.

Dr. Charles J. Fombrun, Chairman and Co-founder, Reputation Institute, added, "In today's tough economic climate, corporate reputation is critical to sustaining and growing businesses. For the first time, Irish businesses now have statistics to show that there is a direct correlation between how well organizations manage their reputation and how likely consumers are to recommend or reject the company. In Ireland, as in the rest of the world where we have conducted research, companies operate at the grace of society. Those companies that take stock of their positions and invest in building robust reputation platforms today are the ones that will forge ahead of their competitors tomorrow."

Prof Damien McLoughlin, UCD Michael Smurfit School of Business, commented, "A good corporate reputation does not happen by chance. The leading companies on this ranking have invested much time and resources in ensuring that their reputations are strong and their commitment has been rewarded. Google and Smyths Toys are perfect examples of companies that use their corporate story to create deep connections with their stakeholders, essentially deploying who they are as a company to drive business results."

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Notes to the editor:

About Ireland RepTrak 2010

115 of the largest and most visible firms were included in the Ireland RepTrak 201 study. The largest companies were Irish firms with a full stock exchange listing in Dublin and/or London and firms with the largest revenues, operating out of Ireland and listed in the Irish Times Top 1,000.

The most visible firms were selected through an online nominations study amongst the general public conducted in October 2009.

The study was conducted in January and February 2010. Over 12,000 individual ratings were collected from over 3,000 members of the public in Ireland.

Accessing the Ireland RepTrak 2010 Results

A copy of the top line results of the Ireland RepTrak 2010 study is available at www.corporatereputations.ie. Bespoke reports for each organization ranked by the study are available to purchase from Corporate Reputations. This report will hold details of organization's results as well as details on the results of key competitors or peers if they too are amongst the top 115.

About Corporate Reputations

Corporate Reputations is a Dublin-based strategic marketing and public relations consultancy, advising organisations on building their reputation in the marketplace. The firm treats reputation building as a serious endeavor that focuses on an organisations key strengths and people, devising unique strategies for each client. Since launch in early 2004, the company has advised over 50 leading firms and blue-chip clients across the corporate, educational, professional services, technology and government sectors, as well as the pharmaceutical and healthcare industries. Clients include Astellas Pharmaceuticals, Irish Aviation Authority (IAA), Merck Sharp & Dohme (MSD), National Standards Authority of Ireland (NSAI), Schering-Plough Pharmaceuticals (Ireland), Sustainable Energy Ireland (SEI), The Irish Times, and UCD Michael Smurfit Graduate Business School. Corporate Reputations is the Irish Associate to the Reputation Institute. www.corporatereputations.ie

About Reputation Institute

Reputation Institute is the world's leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of reputation. With a presence in more than 25 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practice and current research through client engagement, membership, seminars, conferences, and publications such as Corporate Reputation Review. Reputation Institutes Global Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 27 countries annually. Reputation Institute provides specific reputation insight from more than 15 different stakeholder groups and 24 industries, allowing clients to create tangible value from intangible stakeholder feelings.

www.reputationinstitute.com

Top ranking organizations

Ranking	Organization	Pulse Score- out of a possible 100
1	Google	82.19
2	Kellogg's	81.97
3	BMW	81.13
4	Marks & Spencer Group	81.01
5	Nokia	80.29
6	Apple	79.22
7	The Irish Times	78.65
8	An Post National Lottery	78.11
9	Intel	76.70
10	Toyota	76.05

Top ranking indigenous Irish organizations:

Ranking	Organization	Pulse Score- out of a possible 100
1	The Irish Times	78.65
2	An Post National Lottery	78.11
3	Eason & Son	76.04
4	Smyths Toys	75.83
5	An Post	74.93
6	Superquinn	74.75
7	Arnotts	74.58
8	Airtricity	73.05
9	Bord na Mona	72.81
10	Dunnes Stores	72.22

Top ranking organizations in the computer industry

Ranking	Organization	Pulse Score- out of a possible 100
1	Google	82.19
2	Apple	79.22
3	Intel	76.70
4	Microsoft	73.48
5	Hewlett-Packard	72.52

Top ranking organizations in **financial services**

Ranking	Organization	Pulse Score- out of a possible 100
1	FBD	64.13
2	Aviva	63.26
3	EBS (Educational Building Society)	58.82
4	Irish Life & Permanent	57.70
5	Quinn Group	57.52

Top ranking organizations in the **energy industry**

Ranking	Organization	Pulse Score- out of a possible 100
1	Airtricity	73.05
2	Bord na Mona	72.81
3	Bord Gais	70.40
4	Topaz Energy Group	66.75
5	Petrogas Group (Applegreen)	62.81

Top ranking organizations in **retail**

Ranking	Organization	Pulse Score- out of a possible 100
1	Marks & Spencer Group	81.01
2	Eason & Son	76.04
3	Smyths Toys	75.83
4	Alliance Boots	75.05
5	Arnotts	74.58

Top ranking organizations in **telecommunications**

Ranking	Organization	Pulse Score- out of a possible 100
1	Nokia	80.29
2	Vodafone	69.11
3	Ericsson	64.78
4	O2	64.32
5	Meteor	64.12

Top ranking organizations in **pharmaceutical**

Ranking	Organization	Pulse Score- out of a possible 100
1	Eli Lilly	69.44
2	Wyeth	69.32
3	Allergan	69.29
4	Schering-Plough	68.59
5	Bristol-Myers Squibb	66.83

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