

# THE REPUTATION INSTITUTE AWARD

16 MEI 2006



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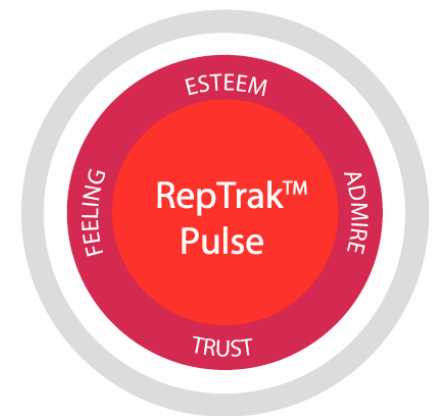
# The Annual RI Reputation Study 2005

## The Reputations of the Most Visible Companies in The Netherlands

May 16, 2006  
Prof. dr. Cees B.M. van Riel  
Reputation Institute, New York  
Corporate Communication Centre  
Erasmus University Rotterdam

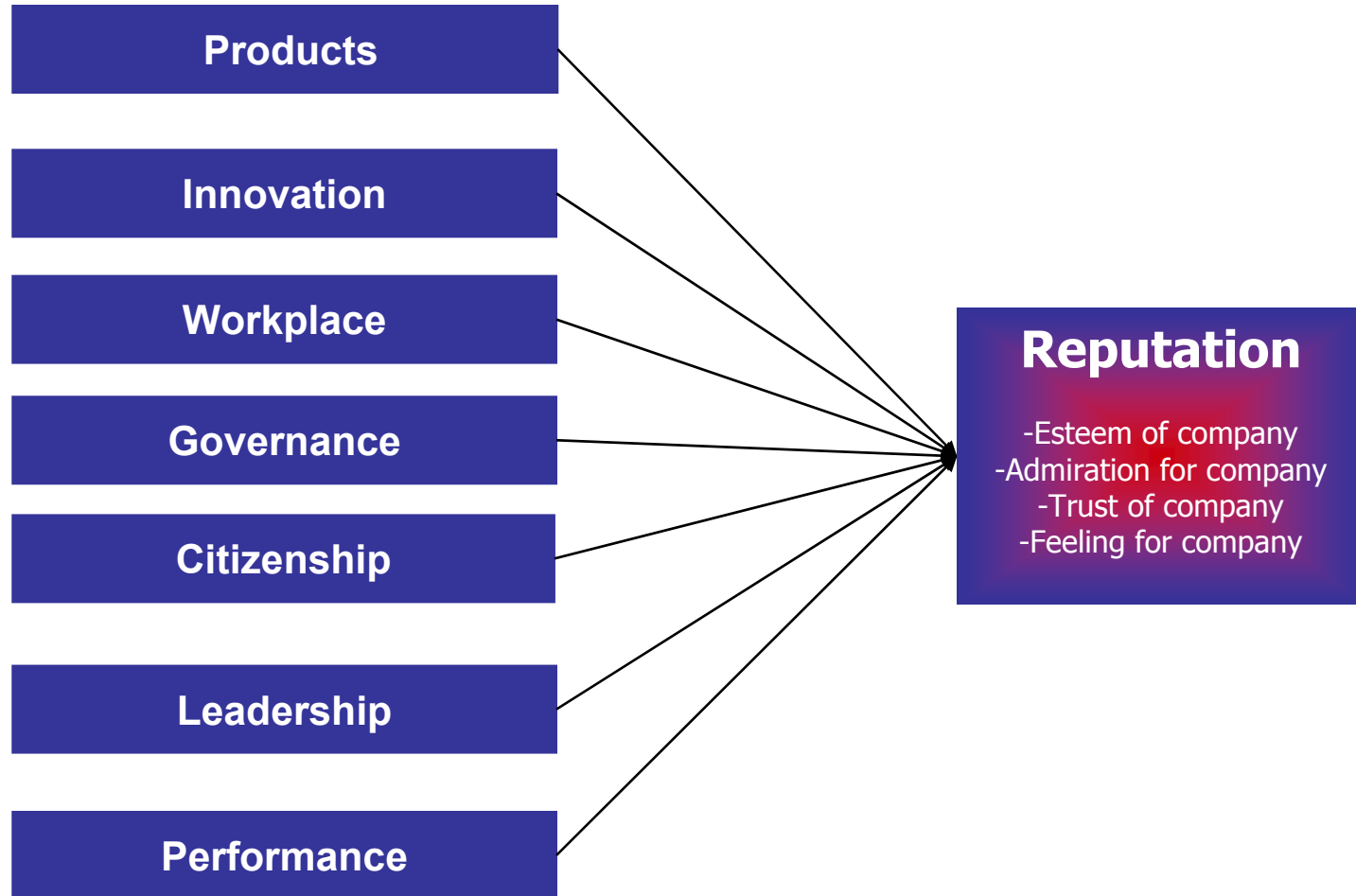
# Measuring 'Corporate Reputation'

- The Reputation Institute has conducted extensive qualitative and quantitative research with consumers in USA, Europe, Latin America, Russia, Australia, South Africa and China.
- Results indicate that 'Corporate Reputation' can be represented by a standardized measure based on four simple questions asked of respondents familiar with a company: The questions ask respondents to rate their trust, admiration, feeling and esteem for the company.
- Answers to these 4 questions are used to create an overall RepTrak<sup>®</sup> Pulse score on a 0-100 point scale:
  1. Feeling
  2. Trust
  3. Admire
  4. Esteem



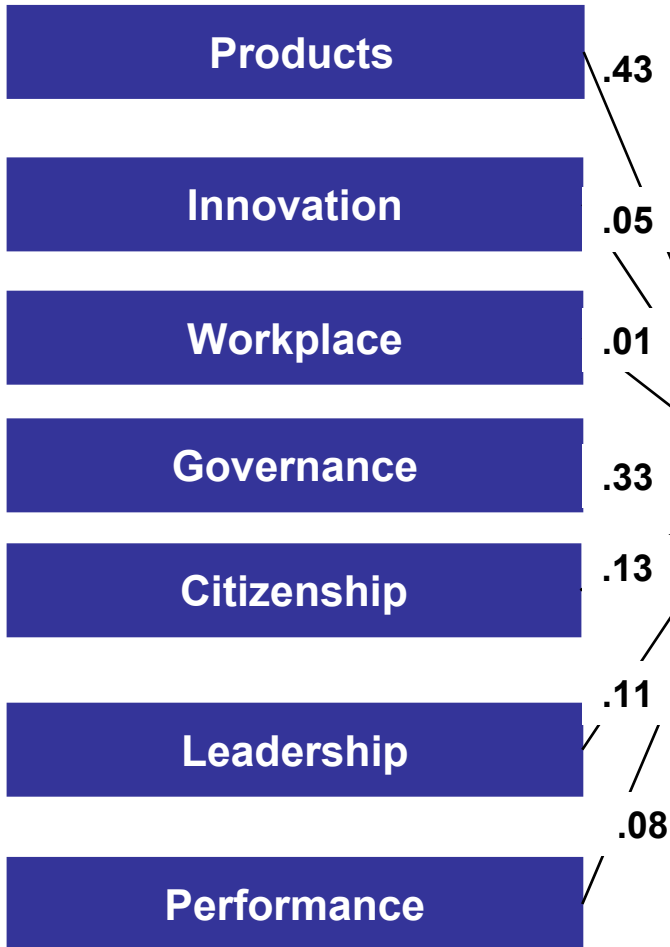
# RepTrak™: Seven drivers predict reputation

## Drivers

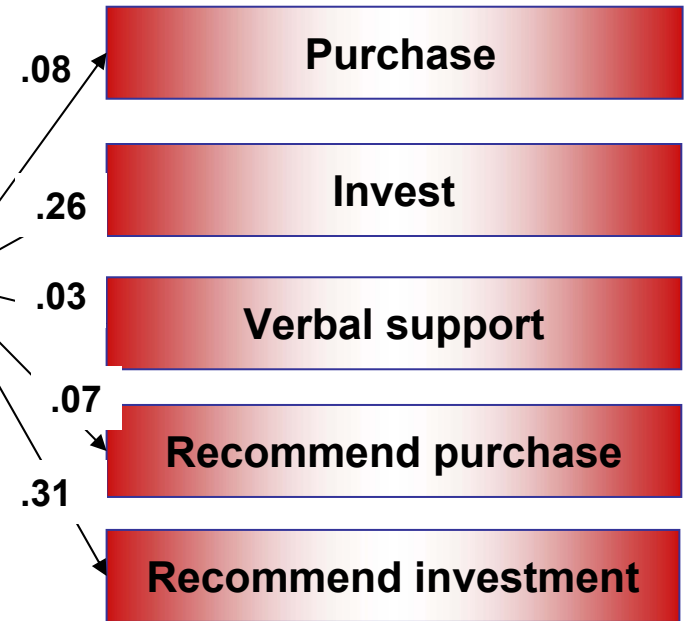


# RepTrak™: Behavioral consequences of Reputation

## Drivers of reputation



## Behavioral consequences



# RI's 5<sup>th</sup> Annual Reputation study in The Netherlands

- The 5th annual ranking of the most visible companies in the Netherlands.
- This study was carried out in two phases:
  - a **nominations** phase in October 2005, in which the 20 most visible companies were identified and
  - a **ratings** phase from December 22 2005 till January 2 2006.
  - A total of **8391 respondents** rated the reputations of the 20 most visible companies and 8 other selected companies
  - Each company was rated by circa 300 respondents
- Data were gathered among a representative sample of the Dutch population
- Since this year, we are using a new instrument with a new methodology

# Nominees for RI's 5<sup>th</sup> Annual Reputation study

## Rank of companies nominated (The 20 Most Visible: Best and Worst)

1. Ahold	11. Nuon
2. Philips	12. Vendex KBB
3. KPN	13. Laurus
4. Shell	14. Aldi
5. ING Group	15. Unilever
6. UPC	16. Microsoft
7. NS	17. KLM
8. Rabobank	18. TNT
9. Essent	19. Oxxio
10. ABN AMRO	20. ENECO Energie

# Developments regarding Top-of-Mind Awareness

- The nomination rankings in the past years showed that
  - Three companies are always nominated in the top 3; these are **Ahold, KPN and Philips**.
  - There is a large group of companies that are just or just not nominated, such as **IKEA, TNT, SONY, McDonald's, TNT and Heineken**. TPG/TNT for example was not nominated in 2004.
- This year, the reputation leader of the last three years **Heineken** is not nominated and as a consequence was not formally measured in the rating process. Heineken ended on 22<sup>nd</sup> place of the nomination list. Although the Dutch public is very familiar with Heineken, the company is less mentioned spontaneously than 21 other companies.

## ToM Awareness (Nominations)

2003	2004	2005
20 <sup>th</sup> Heineken	16 <sup>th</sup> Heineken	22 <sup>nd</sup> Heineken
24 <sup>th</sup> TPG	26 <sup>th</sup> TPG	18 <sup>th</sup> TNT
23 <sup>rd</sup> IKEA	20 <sup>th</sup> IKEA	30 <sup>th</sup> IKEA

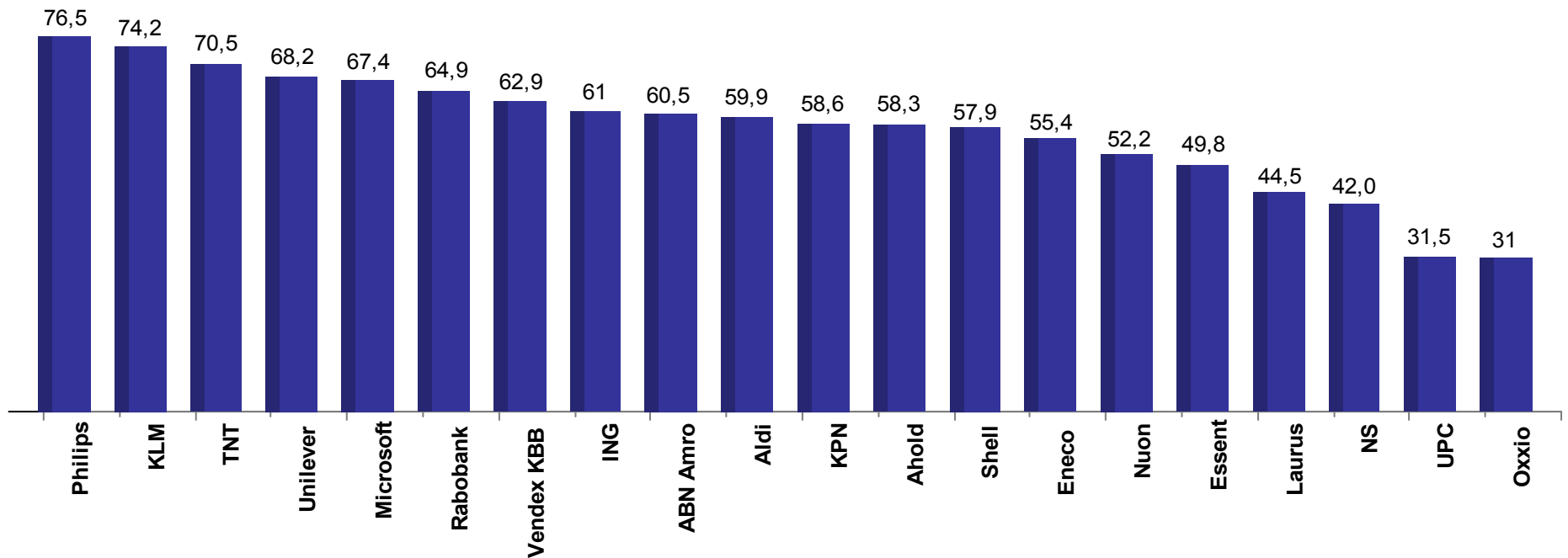
# Who were Nominated in 2005?



And the RI Award goes to...

**PHILIPS**

# Reputation 2005: Nominated companies



2005	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
2004	3	4	-	6	-	5	9	8	12	7	10	14	13	11	16	15	17	18	19	-

# Main Findings RI's Annual Reputation Study 2005

- **Top of Mind Familiarity is dominated by Dutch Heritage**
  - Only three companies are 'foreign' in the list of 20 most visible firms.
  - Similar trend is seen in 24 other countries where we did the same study.
- **New number 1**
  - The annual RI Reputation Study in The Netherlands has been dominated by Ahold (2001 #1, 2002 #2) and especially Heineken (2002, 2003, 2004).
  - In 2005 Philips has shifted from a tier 2 position towards a number one position. Figures of Q1 in 2006 show a continuation of Philips of this leading role.
  - Heineken was not nominated this year, but was measured additionally and still appears to have a good reputation (virtual number 3), despite its relative low Top of Mind awareness.
- **Higher and Lower positions**
  - Philips and KLM show a strong increase in their reputation score. Aldi shows a decrease in its reputation, Oxxio shows the lowest reputation score.

# Main Findings RI's Annual Reputation Study 2005

- **Sticky Reputations**
  - The majority of the companies studied over a period of five years show a specific reputation bandwidth: there seems to be a natural ceiling and –more important– a minimum level of appreciation in *the country-of-origin* context.
  - This explains why AHOLD is still doing fairly well in the Dutch Reputation studies after 2003.
- **All companies are equal, but some companies are more equal than other companies**
  - Companies with attractive products and services will enter easier the first tier group than other companies: Becoming number 1 seems only possible for a limited number of firms.
  - Unless the number one company is the national hero (CVRD in Brazil, Maersk in Denmark).

# Main Findings RI's Annual Reputation study 2005

## Industry Trends

- **Financial Institutions**
  - Financial Service Institutions in The Netherlands are all more or less on a similar bandwidth.
  - Postbank (measured additionally) and Rabobank outperform the rest a little.
  - Compared to the international environment Dutch banks as a group perform much better.
- **Retail companies**
  - Appear to be rated lower by Dutch respondents compared with consumers in other countries.
- **Utility companies**
  - Utility companies show a continuous decreasing trend, ENECO is still seen as the best of the big three, Oxxio receives by far the lowest ratings.

# Award Ceremony

Let's celebrate this year winner

# PHILIPS