

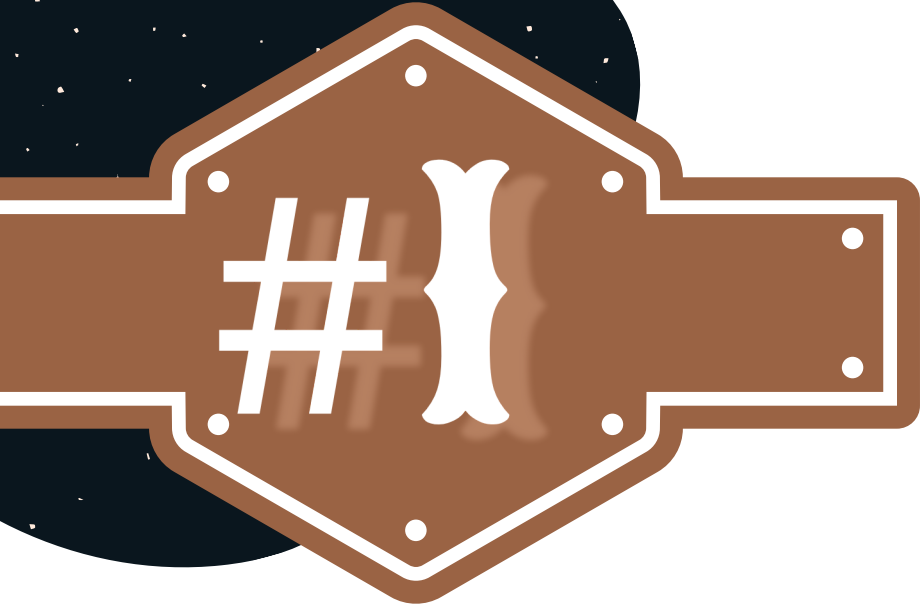
REPUTATION ROUND-UP

7 **GRT**

*gems you may
have missed*



2022



OUR 2022 REPORT

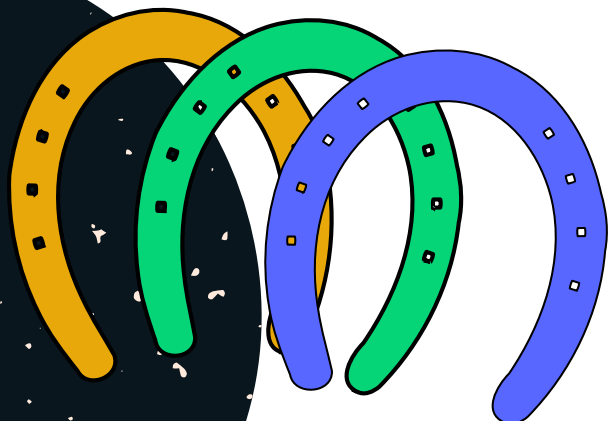
saw the first **global reputation decrease we've seen since 2018—a reminder that reputation is living and breathing with evolving needs.**



WOAH PARTNER!

2022
GLOBAL REPUTATION
SCORES ARE DOWN

▼ **0.7** SINCE
2021



#2



Russia

72.2 | ▼ 5.4

South Korea

76.0 | ▲ 8.9

Japan

75.1 | ▼ 1.6

China

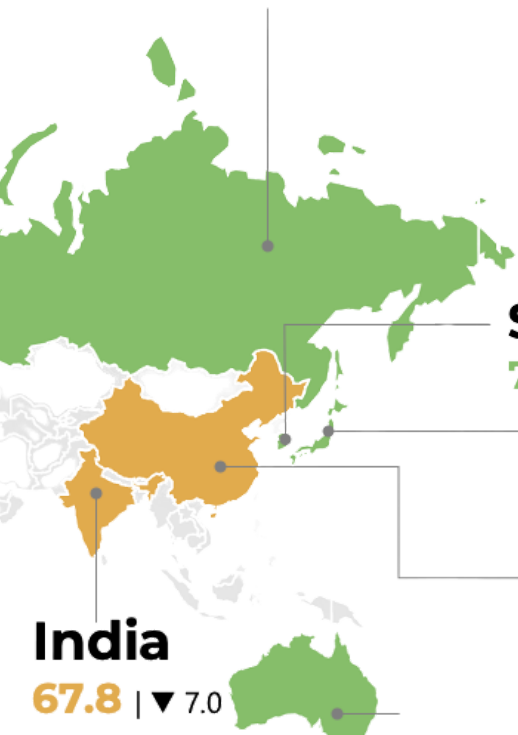
69.4 | ▼ 0.9

Australia

76.2 | ▼ 5.1

India

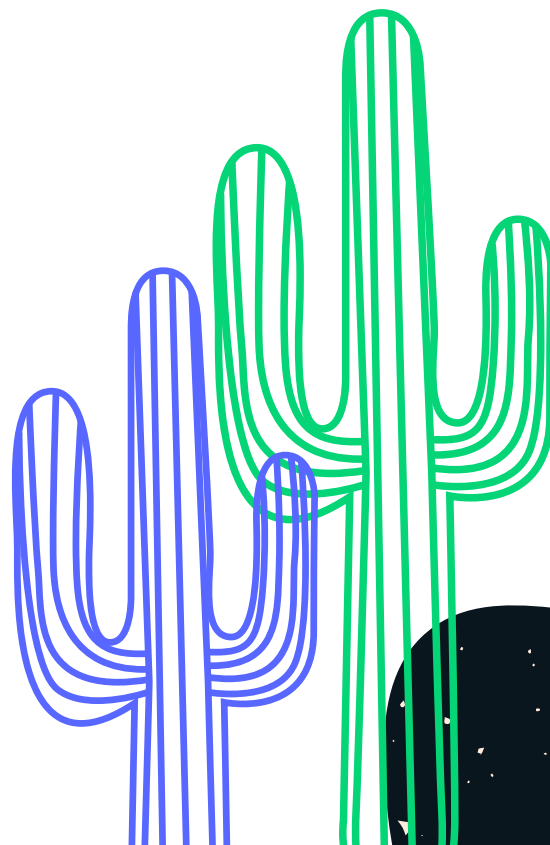
67.8 | ▼ 7.0



While certain geographic regions are impacting the global reputation experience,

A GLOBAL EXPERIENCE IS NOT ALWAYS UNIVERSAL.

Global Reputation Scores





#3

Organizations are getting better at communicating who they are, but fall short in fulfilling broader reputation goals.



REMEMBER

YOUR BRAND IS THE UNIQUE PROMISE YOUR COMPANY MAKES.

YOUR REPUTATION IS HOW YOU FULFILL THAT PROMISE.



HOLD YOUR HORSES!

REMEMBER THAT 0.7 POINT DECREASE IN REPUTATION?

WELL GLOBAL BRAND SCORES ARE UP BY

▲ 0.5


A brown leather sign with a white outline, featuring the number 4 and a hash symbol (#) in white. The sign is mounted on a brown leather strap with white stitching and rivets.

#4



Investing in **ESG efforts makes a lasting impact with a **powerful crowd**, but you must communicate them to the public.**

DON'T GET THE BOOT

A green cowboy boot with white decorative patterns, set against a dark blue background with white speckles.

90%

OF COMPANIES STUDIED SAW THAT THEIR ESG EFFORTS DID NOT MATCH THE PUBLIC'S PERCEPTION THEM.



#5

When investing in ongoing reputation management...

...including past indiscretions is crucial.



VISIT



REPTRAK.COM



51%

51% of the global public believe it is essential for corporations to provide both actions and words in response to cultural issues.



#6

Being a traditional brand appreciated in modern times might be the key to Rolex's ranking as the World's #1 Most Reputable Company.

PSST!
ROLEX IS UP
▲ 2.9
SINCE 2021



Even when a product is not easily accessible,
REPUTATION IS





HAVING AN OPINION ON A
BRAND DOESN'T COST THE
CONSUMER ANYTHING.

**Even if interaction with luxury brands
is only aspirational, association and
approval boost reputation.**



HOW CAN REPTRAK HELP?

REPTRAK TRACKS CORPORATE REPUTATION
IN NEAR REAL TIME, METICULOUSLY MONITORING
YOUR REPUTATION DRIVERS, ESG, BRAND, AND
MEDIA INTERACTIONS AND HOW YOUR EFFORTS
AND COMMUNICATION IMPACT YOUR BROADER
REPUTATION.

VISIT [REPTRAK.COM/BLOG](https://reptrak.com/blog)
TO GET YOUR HANDS ON THE FULL REPORT

