



RepTrak™

2023

GLOBAL

REPTRAK®

100

MOST REPUTABLE

COMPANIES

6 REPUTATION  
RECOMMENDATIONS



RepTrak™



# REPUTATION RECOMMENDATIONS

The Global RepTrak 100 is the world's most comprehensive annual analysis of corporate reputation.

We've compiled this year's *Reputation Recommendations* — quick, relevant tips to boost corporate reputation in the face of a global reputation decline. That way, you can get straight to the good stuff.

2023

# INFLATION FRUSTRATION

Fears of recession and the inflation squeeze are being felt worldwide, impacting Willingness to Buy, Invest, and all other Business Outcomes.

*Don't try to wait out inflation. You'll need dedicated action to inspire Recommend, Trust, Say Something Positive, and Benefit of the Doubt.*

**WEALTH IN  
2019**

## 2023 GLOBAL BUSINESS OUTCOMES

BUSINESS OUTCOME	SCORE	CHANGE
Buy	72.6	▼1.1
Say Positive	72.1	▼0.9
Recommend Products	71.8	▼1.1
Trust To Do The Right Thing	70.5	▼0.7
Benefit Of Doubt	66.0	▼1.3
Work For	63.1	▼2.2
Invest	62.7	▼2.0

Source: 2023 Global RepTrak 100 Study

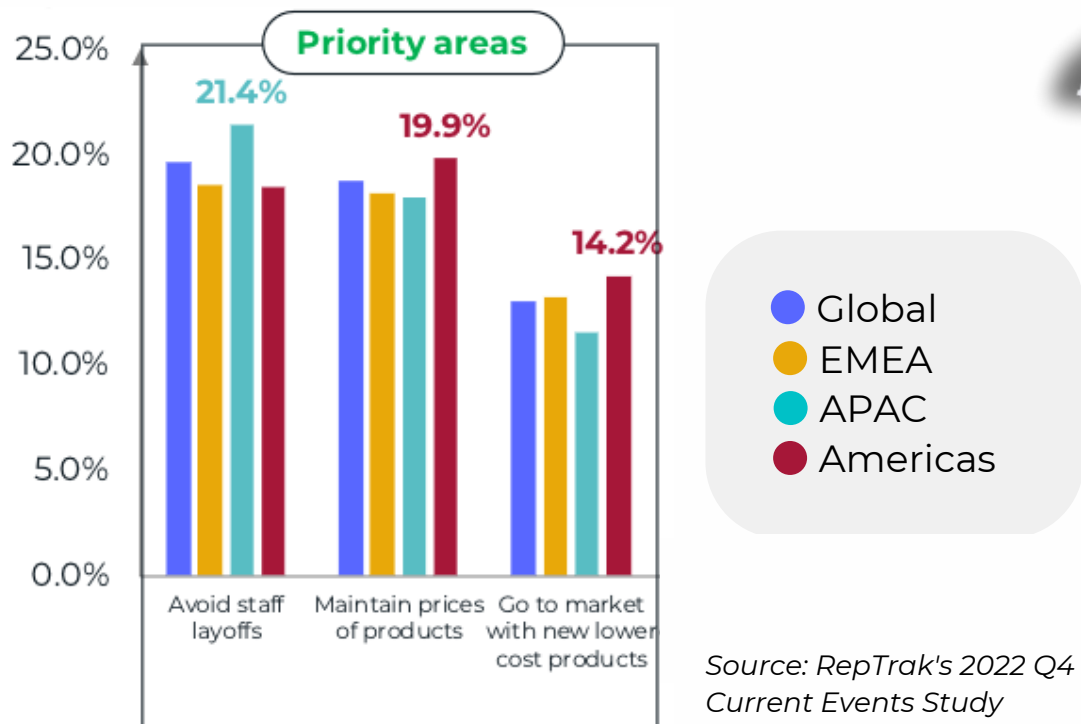


# THE PUBLIC IS WATCHING...

As financial outlooks become more gloomy, global stakeholders are prioritizing [Avoiding] layoffs, [Maintaining] prices of products, and [Going] to market with new, lower cost products.

*In the midst of inflation and recession, the public is keeping an eye on product cost and quality to help them get through financially unpredictable times – how will you meet their needs?*

## LEVEL OF PRIORITY EXPRESSED BY CONSUMERS



# 3 REPUTATION DRIVERS

Conduct and Citizenship are the second and third most powerful Drivers in determining Reputation Scores. Their noted decreases indicate a public frustration with corporate ethicality.

*How you manage other Drivers reflects on Citizenship. To keep important Citizenship Scores high, you'll need a well-rounded approach across Drivers.*

## 2023 GLOBAL REPUTATION DRIVER FACTORS

DRIVER	FACTOR	SCORE	CHANGE
Conduct	Fair in doing business	70.1	▼1.0
Conduct	Ethical	68.8	▼1.2
Conduct	Open and transparent	67.0	▼1.0
Citizenship	Positive influence on society	70.2	▼1.2
Citizenship	Support good causes	66.4	▼1.3
Citizenship	Environmentally conscious	65.6	▼1.3

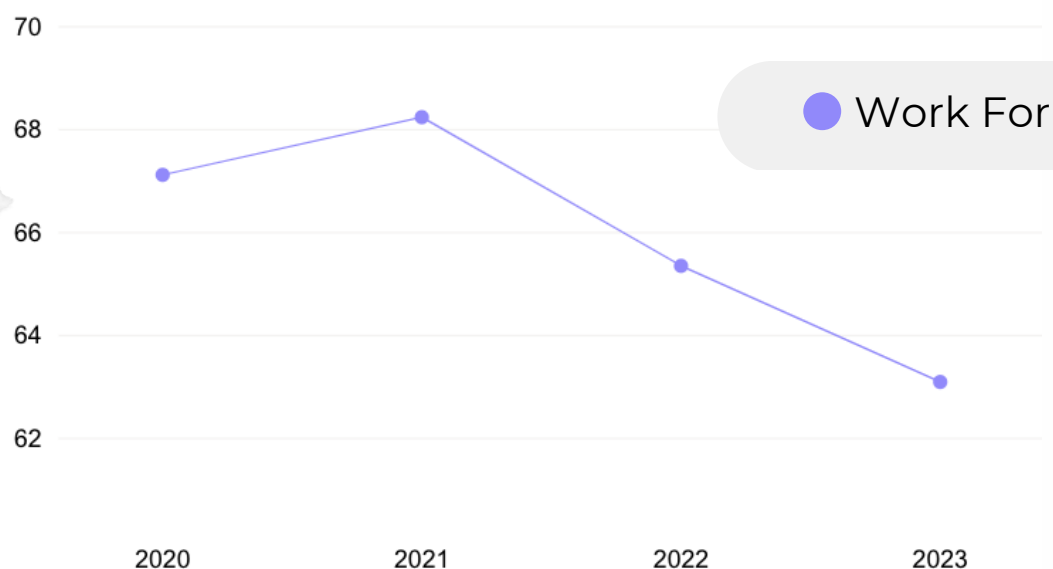
Source: 2023 Global RepTrak 100 Study

# EMPLOYMENT STANDARDS ARE HIGH, BUT WORK FOR SCORES ARE LOW...

Widespread layoffs and rising employment standards have Willingness to Work For *and* Workplace Scores down in 2023.

*Avoid layoffs while maintaining and building attractive employment benefits to boost Workplace Scores and remain an asset through financially unpredictable times. When layoffs are unavoidable, communicate why you need to do them and the efforts you are taking to care for those affected.*

## WILLINGNESS TO WORK FOR SCORES OVER TIME



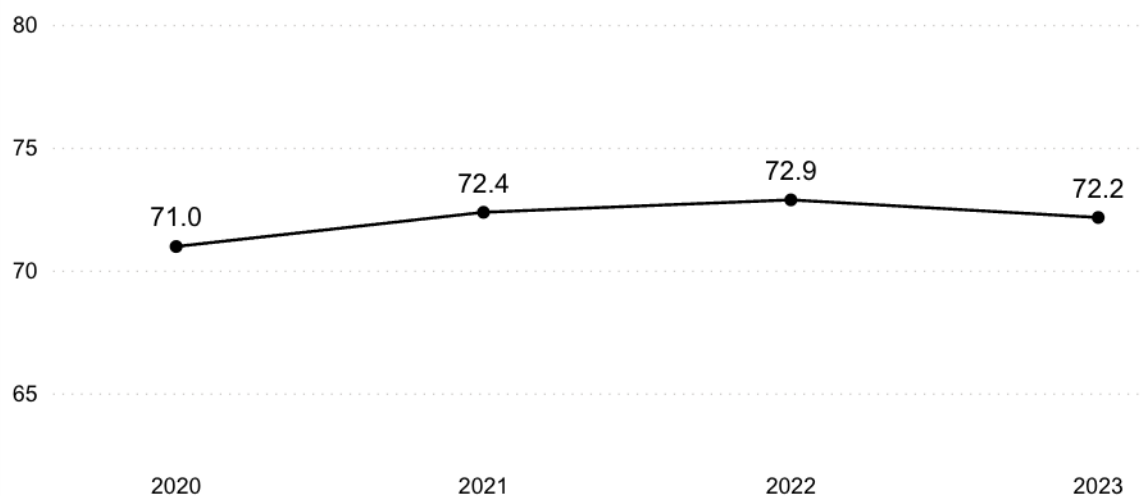
Source: 2023 Global RepTrak 100 Study



# THE FIRST BRAND SCORE DECREASE

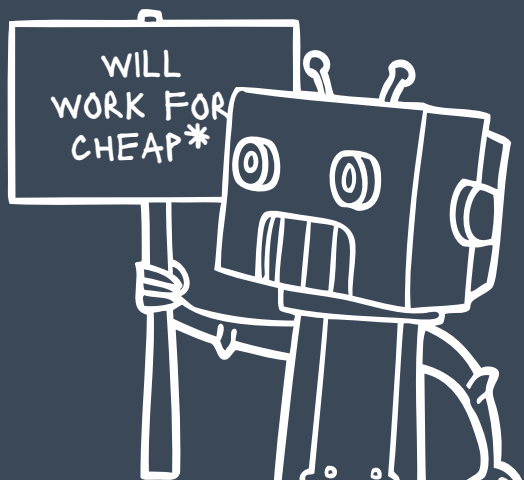
2023 brought the first ever decrease in Brand Score. As organizations became more dependent on metrics and AI to communicate who they are, they could be missing the mark.

## GLOBAL BRAND SCORES OVER TIME



Source: 2023 Global RepTrak 100 Study


*The combined insight of a diverse team could help prevent Influencer and AI blunders.*





# ESG IS HERE TO STAY

Global ESG Scores are down in 2023. RepTrak insights demonstrate what stakeholders are prioritizing.



*ESG expectations have compounded, but addressing climate change, providing a fair living wage, and complying with laws and regulations are top of mind and great places to start.*



#1 ENVIRONMENTAL, SOCIAL, AND GOVERNANCE PRIORITIES FOR CORPORATIONS TO ADDRESS IN HELPING TO BETTER SOCIETY.

24.0%

**ADDRESSING  
CLIMATE CHANGE**

24.0%

**PROVIDING A FAIR  
LIVING WAGE**

18.6%

**COMPLYING WITH  
LAWS AND  
REGULATIONS**



# THESE RECOMMENDATIONS ARE JUST THE BEGINNING...

For more data, more insights, more recommendations, and our complete ranking of the world's most reputable companies, read the full 2023 Global RepTrak 100.



VISIT [REPTRAK.COM](https://www.reptrak.com) TO READ  
THE FULL REPORT