

pass the Common  
exam for high school).  
Gradually Lau's skill with the  
camera improved, and at the age of  
10, he had his own camera.

and separate  
cameras, one for  
colour and one for

to roam the city  
"I took pictures where



# REPTRAK

# Say Something Positive

## #RECOMMEND

SO, **what's the**  
**difference?**



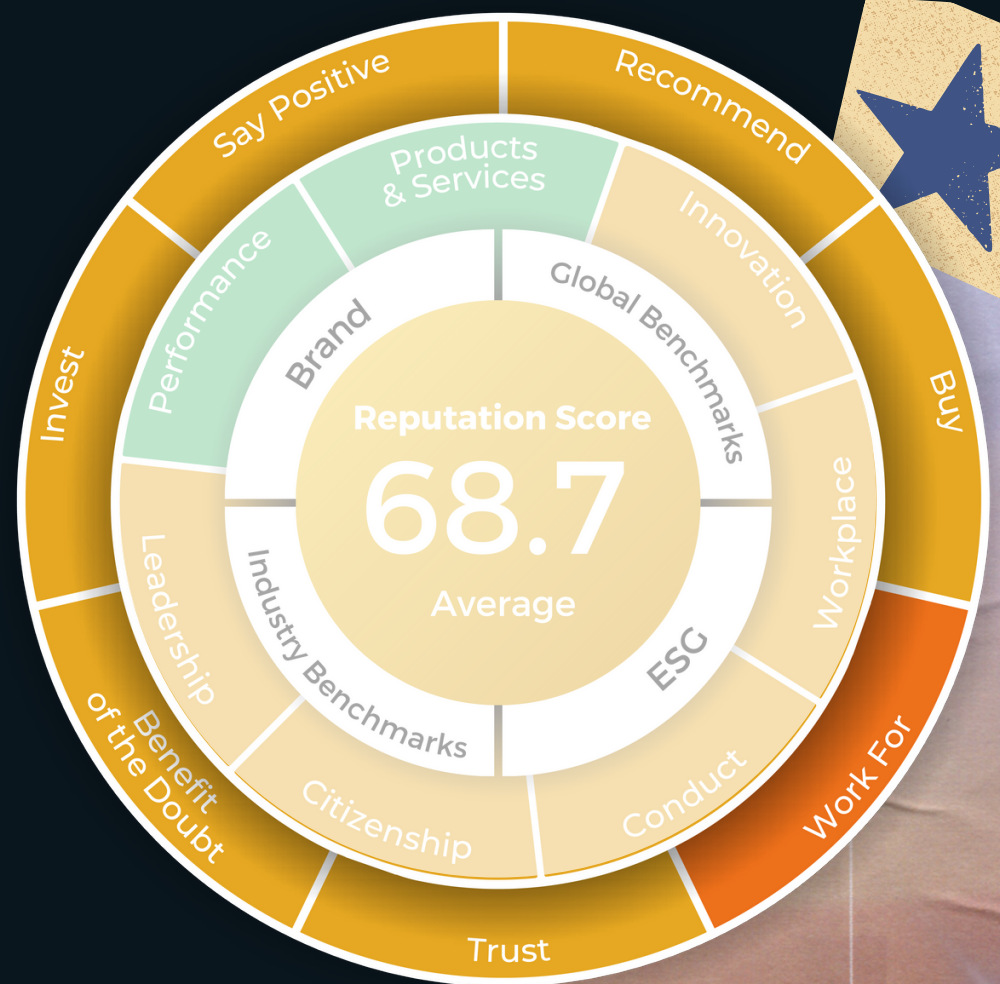
Breaking down TWO  
Business Outcomes



# RepTrak hosts the world's largest corporate reputation database.

Amongst our dynamic suite of reputational elements are Business Outcomes — the actions stakeholders are willing to take when considering, supporting, and engaging with a company.

**Recommend and Say Something Positive Scores measure affirmative word of mouth.**



# Is “saying something positive” the same as “recommending”?

They can be! But by measuring both as separate phenomena, we're able to build a more complete understanding of stakeholder sentiment.



## WILLING TO SAY SOMETHING POSITIVE, BUT NOT RECOMMEND

*I love this coffee! It's fair trade, employees have benefits, and it's delicious. But prices have increased. When finances are tough for everyone, I won't recommend to friends for now.*



## WILLING TO RECOMMEND, BUT NOT SAY SOMETHING POSITIVE

*This is my favorite clothing line, even though I know they have questionable practices. I recommend to friends who need a price-friendly outfit, but there isn't much else positive to say. I keep petitioning for them to change their practices!*









# Data shows significant decreases across all stakeholder actions in 2023.

## 2023 BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Reputation Score	68.7	▼0.6
Benefit of Doubt	64.9	▼0.8
Buy	68.5	▼0.6
Invest	60.5	▼1.3
Recommend Products	68.6	▼0.5
Say Positive	69.7	▼0.4
Trust to do the Right Thing	68.2	▼0.5
Work For	57.0	▼1.1

△▼ Change, but not statistically significant

▲▼ Statistically significant change



RECOMMEND AND SAY  
SOMETHING POSITIVE ARE  
NO EXCEPTION — AND THEIR  
DECLINES ARE A THREAT TO  
LONG TERM LOYALTY.





# **R**ecommend, Say Something Positive, and Reputation are intertwined.

**93%**

**RECOMMEND SCORES  
AND REPUTATION  
SCORES ARE 93%  
CORRELATED**

**SAY SOMETHING  
POSITIVE SCORES AND  
REPUTATION SCORES  
ARE 95% CORRELATED**

**95%**

Reputation is also down in 2023. Given the high correlation between Reputation and these two Business Outcomes, their YoY decreases are less surprising.





# Respondents highly value ethical business practices.

Focusing on these factors can help you improve **two** Scores!

## MOST POWERFUL FACTORS IN INFLUENCING RECOMMEND

HIGH QUALITY PRODUCTS AND SERVICES

GOOD VALUE PRODUCTS AND SERVICES

MEETS CUSTOMER NEEDS

POSITIVE INFLUENCE ON SOCIETY

FAIR IN DOING BUSINESS

STANDS BEHIND PRODUCTS AND SERVICES

ETHICAL

STRONG PROSPECTS FOR GROWTH

INNOVATIVE

FIRST TO MARKET WITH NEW PRODUCTS AND SERVICES

1

2

3

4

5

6

7

8

9

10

## MOST POWERFUL FACTORS IN INFLUENCING SAY SOMETHING POSITIVE

HIGH QUALITY PRODUCTS AND SERVICES

FAIR IN DOING BUSINESS

MEETS CUSTOMER NEEDS

GOOD VALUE PRODUCTS AND SERVICES

POSITIVE INFLUENCE ON SOCIETY

ETHICAL

STANDS BEHIND PRODUCTS AND SERVICES

STRONG PROSPECTS FOR GROWTH

OPEN AND TRANSPARENT

WELL ORGANIZED

at sed. Ma  
imperdiet dui accu  
donec ultrices tincidunt arcu non so  
ate mi sit amet. Ultrices mi tempus im  
a. Neque gravida in fermentum et sollici  
Tortor consequat id porta nibh venena  
Ma  
ut enim bland  
maecenas. T  
neque sodales ut etiam. Lectus arcu bi  
varius vel.  
Dolor sit amet consectetur adipiscing elit pellentesque habitant  
morbi tistique. Sed velit dignissim sodales ut eu sem intege



# PEOPLE ARE TALKING, AND THEY'RE TALKING ABOUT YOU.

Saying Something Positive and Recommending are not always synonymous, but when each shares a uniquely high correlation with Reputation Scores, there is value to having both in your favor.

**Read the full report** for more Say Something Positive and Recommend insights and RepTrak solutions.



**READ THE FULL REPORT**

