

RepTrak® National Tracker Program

Track Your Reputation in All
the Major Markets in the World

Build your reputation

Continuously track and benchmark your National reputation to determine how to prioritize actions that have the most impact.

Protect your reputation

Know what matters most when it comes to your reputation so you can act quickly and decisively in a crisis.

Create the business case for reputation investments

Show others how your reputation performance drives support and business results.

Argentina | Australia | Belgium | Brazil | Canada
Chile | China | Colombia | Denmark | Finland
France | Germany | India | Ireland | Italy
Japan | Mexico | Netherlands | Norway | Peru
Portugal | Qatar | Russia | Saudi Arabia
South Africa | Spain | UAE | UK | US

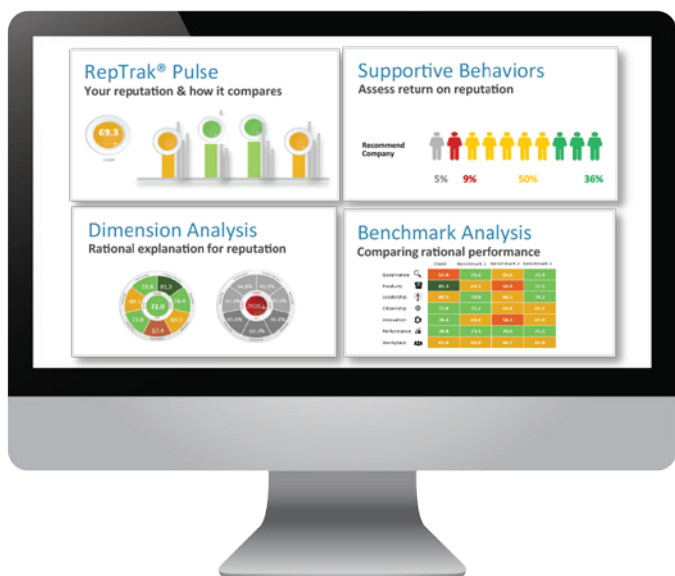


Proprietary RepTrak® System and Database

Start Tracking with RepTrak®

Continuous Reputation Measurement for Your Company and 3 Benchmarks

- ✓ RepTrak® is the Gold Standard for Reputation Measurement
- ✓ The only reputation measurement system to meet the complex reputation needs of multi-national and large, global companies
- ✓ Robust, proven methodology that is unsurpassed
- ✓ 10 years data, KPIs, metrics from 800,000+ ratings per year



Get Continuous Analysis of Your Reputation and How it Compares



- **RepTrak® Pulse** — Compare your reputation to others
- **Supportive Behaviors** — Assess return on reputation
- **Dimensions** — Rational explanation for reputation
- **Attributes** — Deeper understanding of rationale
- **Industry Attributes** — Assess industry-specific perceptions
- **Brand Expressiveness** — Brand relationship with reputation
- **CSR Alignment** — CSR alignment with reputation
- **Touchpoints** — Assess messaging and channel effectiveness
- **Reputation Risk** — Assess benefit of the doubt
- **Best-in-Class Index** — Comparisons against the best



National Tracker Clients are Among the World's Most Prestigious and Well-Known Companies

Join the 250+ Companies
Tracked Today Across 16 Countries



Benchmark Against the Best
Top Company Index in Each Market

							
Australia	Brazil	Canada	China	Colombia	France	Germany	India
BBC	BMW	Campbells Soup	Daimler	BanColombia	BIC	Adidas Group	Apple
Disney	Google	Google	Huawei	Bavaria	Decathlon	BMW	BMW
Nintendo	Grupo Boticário	Kellogg's	Intel	Ecopetrol	Hermes	Daimler	Google
Rolex	Johnson & Johnson	Lego	Rolex	EPM	Michelin	Henkel	Hewlett Packard
Toyota	Nestlé	Nintendo	Rolls-Royce	Exito	Rolex	Siemens	Intel

							
Italy	Japan	Mexico	Peru	South Africa	Spain	UK	US (+5 more)
Ferrero	Yamaha Motor	BMW	Coca Cola	Clover	BMW	BMW	Amazon.com
Disney	LEGO Group	Sony	Gloria	Coca Cola	BSH (Bosch/Balay)	IKEA	Hallmark
Ferrari	Fujifilm	Google	Nestlé	Massmart Holdings	Daimler	LEGO Group	Intel
Google	Honda Motor	Nike	Procter & Gamble	The Spar Group	Google	Rolls-Royce	Johnson & Johnson
Canon	Bridgestone	Grupo Bimbo	RPP	Woolworths	Samsung	Sony	Kelloggs Company

The National Tracker Program Ensures that Companies Can
Benchmark Against the Best in Every Market

On-Site, Expert-Led Quarterly Workshops Drive Key Insights and Actions

Reputation & Business Impact



What's my reputation and how does that impact behaviors?

What's my reputation versus benchmarks in this market?

RepTrak® Pulse

Your reputation & how it compares

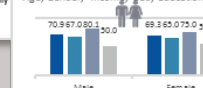


Supportive Behaviors

Assessing return on reputation

Demographic Analysis

Age, Gender, Income, Geo, Education



Focus



Where should we focus? Where can we improve?

What messages resonates? How should we differentiate?

Dimension Analysis

Rational explanation for reputation

Attribute Analysis

Understanding rationale

Industry Attribute

Understanding industry perspectives

Communication	Insights
Reputation	Reputation
Reputation	Reputation
Reputation	Reputation
Reputation	Reputation
Reputation	Reputation

Channel Prioritization

Direct Experiences

What Companies Say

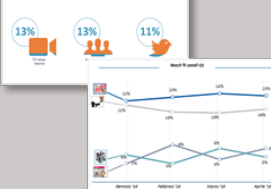
What Others Say

What drives stakeholder perceptions through channels?

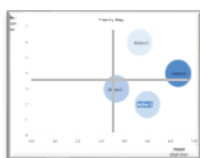
What are stakeholder perceptions of our messaging?

Touchpoint Analysis

Measuring reach



Align Actions



What are the actions to be analyzed?

Which actions have the highest impact?

Activities	Timeline	Country	Executive	Impact
Activities	Timeline	Country	Executive	Impact
Activities	Timeline	Country	Executive	Impact
Activities	Timeline	Country	Executive	Impact
Activities	Timeline	Country	Executive	Impact

Brand, CSR & Risk

Brand Expressiveness

Brand relationship with reputation



What are brand perceptions and how tied to reputation?

Is our CSR reputation aligned with our CSR programs?

Will we get the benefit of the doubt in a crisis?

CSR Analysis

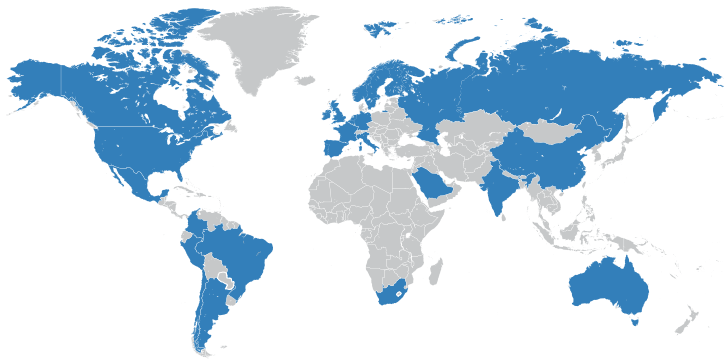
CSR Alignment



Reputation Risk Analysis

Benefit





Over 25 Countries Available Today

Unlock Even More Value by Adding More Countries or Benchmarks

Join one or more

RepTrak® National Trackers to get continuous reputation insights in the countries that matter most to your company.

Add Additional Benchmarks

for an additional fee to get even more insight into your reputation and how it compares.

Extend the Value of Measurement – Join the Reputation Leaders Network



Reputation Measurement

- Continuous Reputation Tracking – National Tracker
- Custom Measurement
- Stakeholder Measurement



Reputation Membership

- Reputation Leaders Network (RLN)



Advisory Services

- Reputation Risk
- Brand Alignment
- CSR Alignment
- Stakeholder Mapping
- Employee Alignment
- Executive Education



Start Tracking Today!

Contact us at info@reputationinstitute.com