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REPUTATION INSTITUTE IDENTIFIES TOP TEN TRENDS DRIVING REPUTATION MANAGEMENT IN 2020

Reputation Institute's report reveals the top ten trends driving reputation management including authenticity, big data and more

BOSTON AND COPENHAGEN (May 21, 2015) – Co-Founder and Vice Chairman of Reputation Institute, Cees Van Riel, conducted focus groups across the globe with Erasmus University researcher Marijke Baumann to uncover the top ten trends driving reputation management in 2020. Focus group participants included chief communications officers (CCOs), high potential business executives, corporate communication directors and graduate students. Van Riel, who is also Professor of Corporate Communication at Erasmus University Rotterdam's School of Business, collaborated with Baumann for the new report released today by Reputation Institute.

"Reputation management is about decreasing the gap between what you really are and how people perceive you," says Cees Van Riel.

"As we get closer to 2020, companies need to know the top trends driving reputation management. Big data, for example, is going to have huge impacts on how companies manage their reputations. Communications departments are going to need technical staff so that their department benefits from big data learnings."

The top ten trends driving reputation management in 2020 are:

1. Know who you are first, and stick to it
2. The big data revolution will have consequences
3. Reputation management will be a long journey
4. The CCO will lead reputation management in 2020
5. Employees will be your reputation ambassadors
6. Reputation management will increase the value of the business
7. Stakeholders will increase in numbers and influence
8. Personalized messaging will be the norm
9. Industry reputations will more closely affect individual companies
10. Societal relevance will help companies, products and services stand out from the crowd

"In 2020, having an exceptional corporate reputation will be more important than ever," remarks Van Riel. "The war for talent, in particular, will mean that companies will need to have strong reputations to

attract the best workforce. And that goes hand-in-hand with the need for companies to explain their societal relevance.”

The full report of the ten trends driving reputation management in 2020 can be found at <http://www.reputationinstitute.com/Resources/Registered/PDF-Resources/Reputation2020.aspx>.

About Reputation Institute

Reputation Institute (RI) is the world’s leading consulting and advisory firm for reputation. RI enables many of the world’s leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI’s most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world’s largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

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