

**FOR IMMEDIATE RELEASE**

## **AMAZON, KELLOGG'S, AND LEGO TOP AMERICA'S LARGEST SURVEY OF CORPORATE REPUTATIONS**

***Reputation Institute's US RepTrak® 100 uncovers America's most reputable companies on innovation, governance, citizenship and more***

**BOSTON AND COPENHAGEN (May 13, 2015)** – Amazon secured the top spot in Reputation Institute's 2015 US RepTrak® 100, America's largest annual survey of corporate reputations. Although Amazon ranks first for the second year in a row, its score has steadily improved over the last four years. Of the top three companies, Kellogg's demonstrates the most notable improvement in its corporate reputation this year with a 4-point increase and a jump to 2<sup>nd</sup> place from 10<sup>th</sup> place last year.

"The top U.S. companies proactively manage their reputations by investing as much in corporate dimensions like governance, citizenship and workplace as they do in their products and services," says Brad Hecht, Chief Research Officer at Reputation Institute.

The top ten companies in the 2015 US RepTrak® 100 are:

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|--------------------------|-----------------------------|
| 1. Amazon.com            | 6. Levi Strauss & Co.       |
| 2. Kellogg's             | 7. Snap-on                  |
| 3. LEGO                  | 8. Hershey Company          |
| 4. Fruit of the Loom     | 9. Panera Bread             |
| 5. Campbell Soup Company | 10. Briggs & Stratton Corp. |

Eight of the top ten companies in the 2015 US RepTrak® 100 are new to the top ten, with only Amazon and Kellogg's in the top ten in both 2014 and 2015. Furthermore, this year nine of the top ten companies achieved excellent reputations, with scores in the 80s, whereas last year only the top company, Amazon, achieved a score in the excellent range.

For the 2015 US RepTrak® 100 study, Reputation Institute conducted more than 50,000 interviews with the US general public in 1Q 2015. The RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies.

The rankings are based on each company's "Pulse" – the emotional connection consumers have to a brand. The results are further broken down into seven rational dimensions of reputation, which define

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why consumers have an emotional connection to a specific brand. The seven dimensions are innovation, leadership, governance, citizenship, workplace, performance, and products/services.

“Companies with strong reputations are 15 times more likely to attract better talent and they reap significant financial benefits, too,” remarked Hecht. “The most reputable companies see a stock performance that is 2 times better than the overall market and they benefit from a 6.5% increase in recommendations every time they improve their RepTrak® score by 5 points.”

The complete list of US RepTrak® 100 companies can be found online at <http://www.reputationinstitute.com/research/RepTrak-in-Country/US-RepTrak-100>.

### **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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