

KANTAR

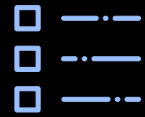
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COMMUNICATIONS

Corporate Reputation Index

2024



The 2024 NZ Corporate Reputation Index (CRI)



Uses the global **RepZ framework** with standardised reputation attributes
Includes New Zealand's **top 50 consumer facing corporates** by revenue as listed in Deloitte Top 200, plus financial services brands



18 Industry categories Brands indexed against major competitors in their category to remove industry bias



Nationally representative sample by age, gender and region
Average sample size of n=500 per category
Over **40,000 New Zealanders** interviewed over last 10 years



Survey period from end **Feb-Mar 2024***

Our globally validated RepZ framework is updated annually allowing for market adjustments in NZ



35%

TRUST

- Can be trusted
- Positive influence on society
- Honest and ethical in the way they conduct business



16%

RESPONSIBILITY

- Treat employees well
- Environmentally responsible



25%

LEADERSHIP/SUCCESS

- Well known
- Leaders not followers
- First to market with new products & services
- Offer investors a good financial return



23%

FAIRNESS

- Charge fair prices

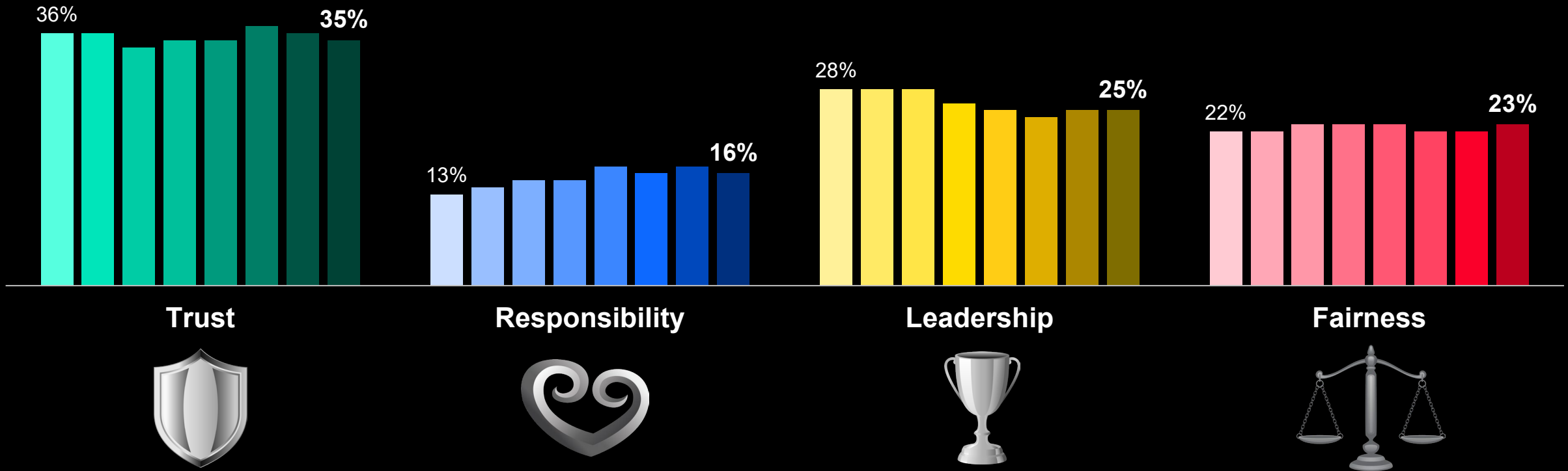


SOFT

HARD

In 2024, we observe that Fairness holds higher importance for reputation

DRIVERS OF REPUTATION OVER TIME



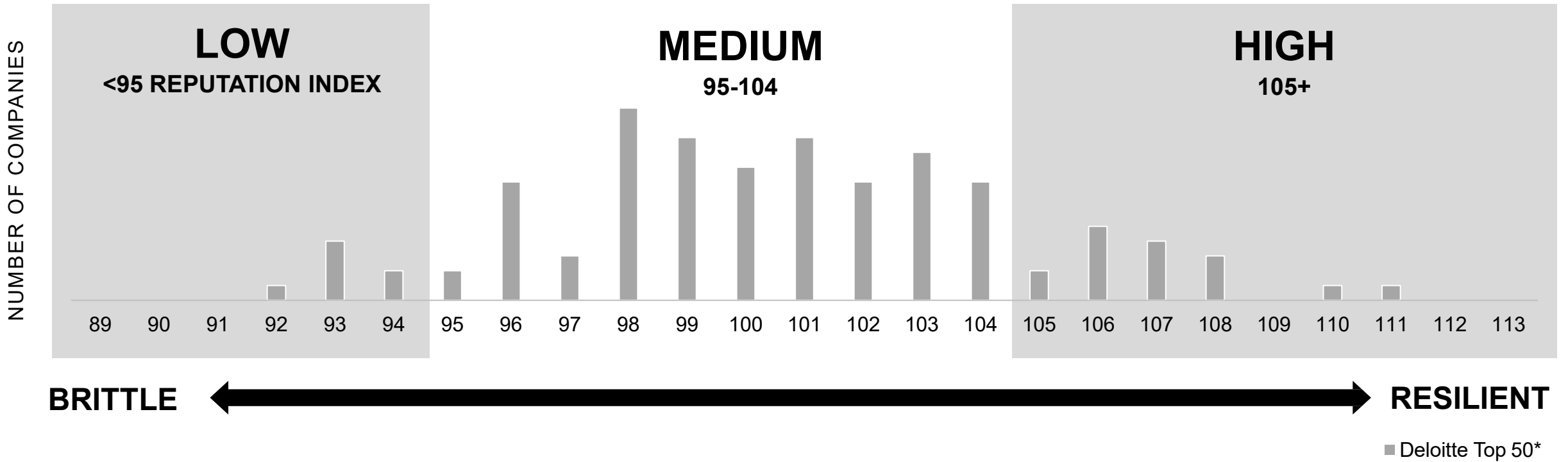
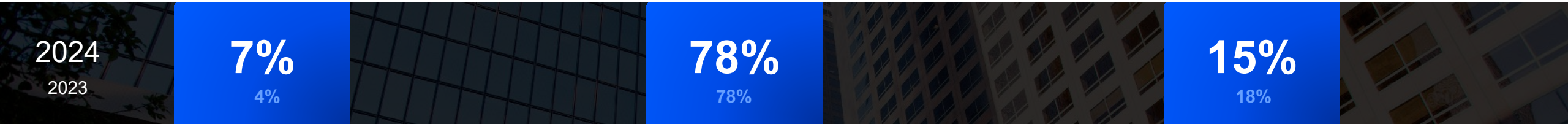


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In 2024 reputational
resilience reflects
market challenges

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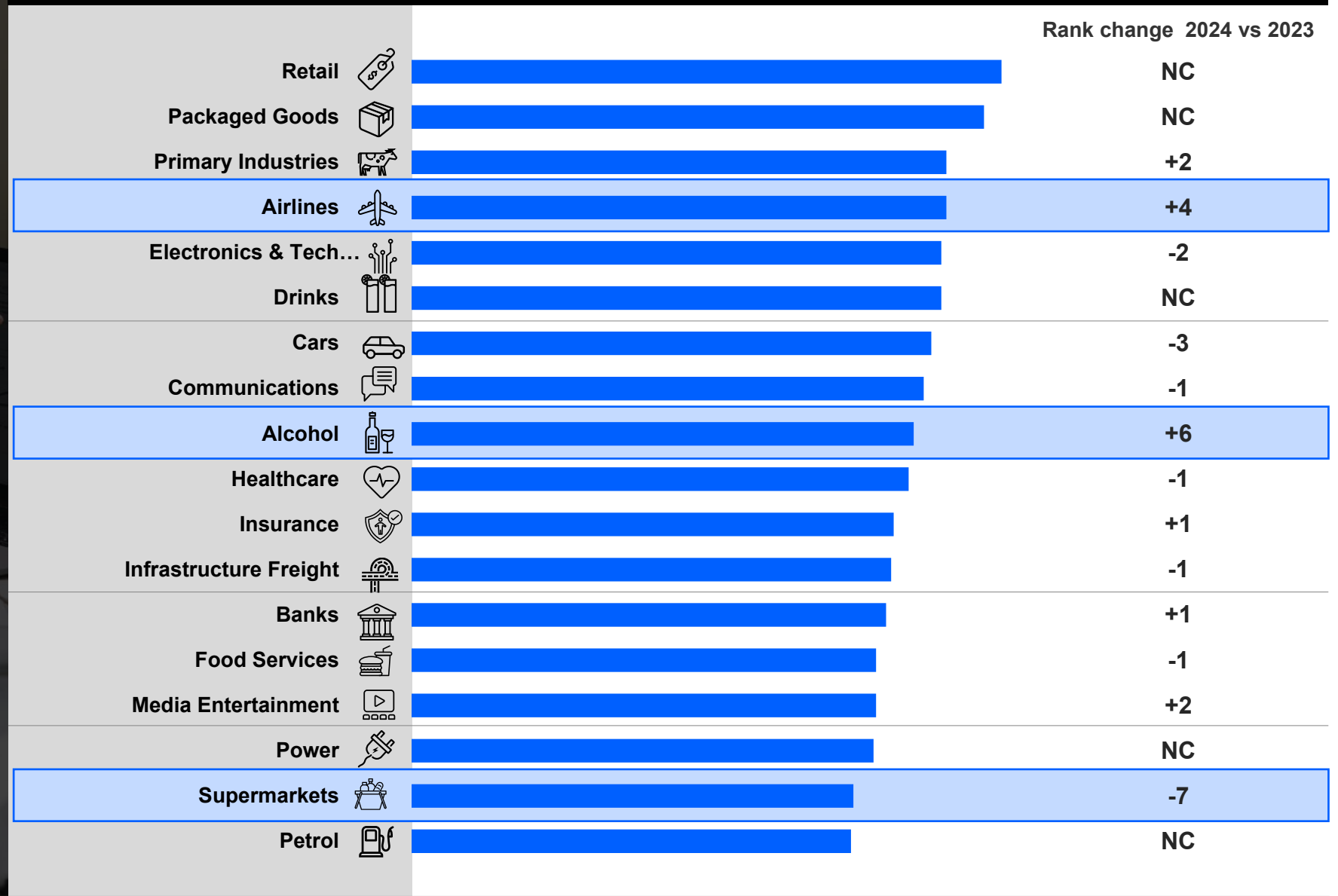
Fewer corporates are sitting in the 'resilient zone' compared to the previous year



There is a lot of stability in category ratings.

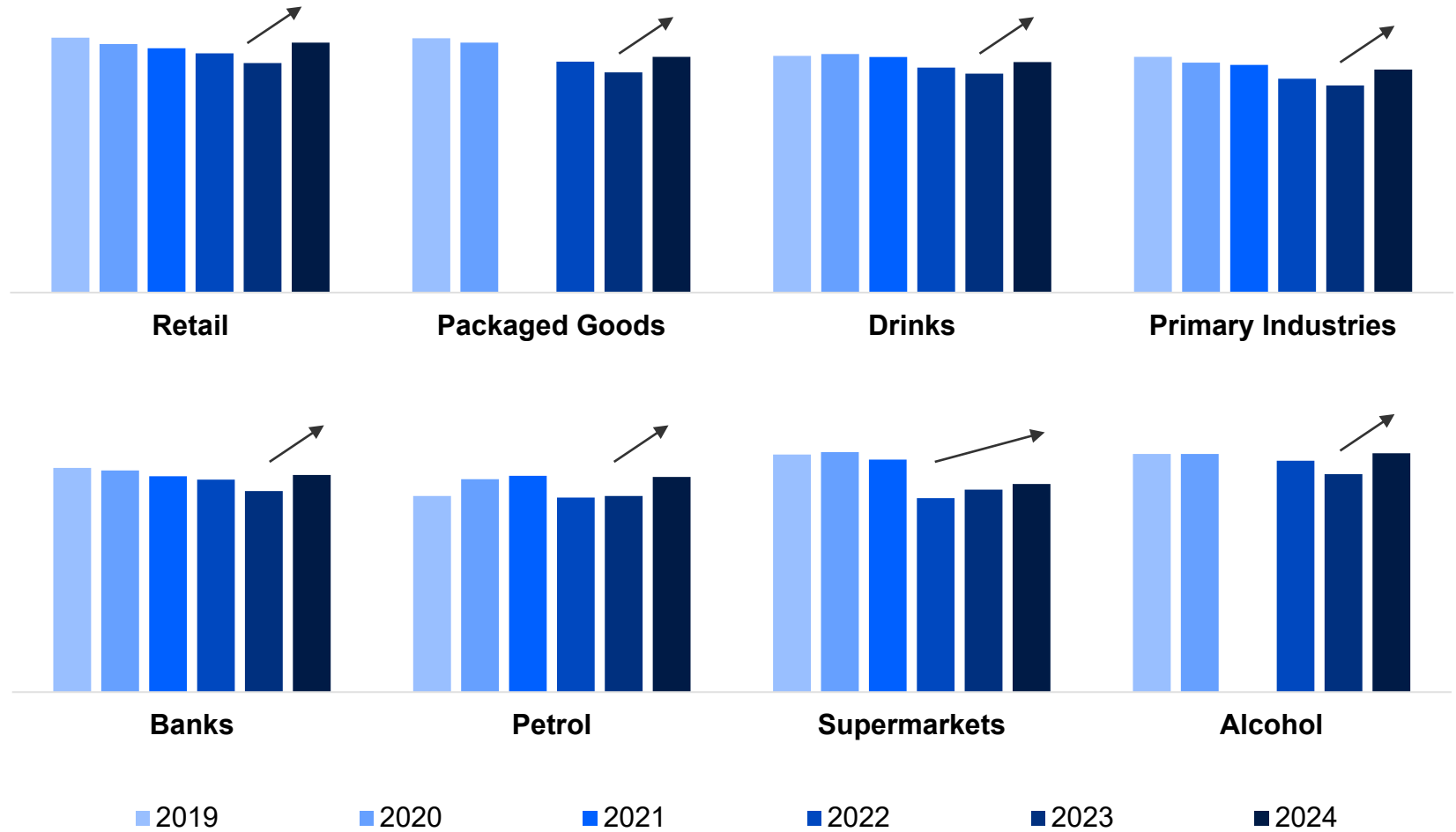
Airlines and Alcohol corporates rate higher this year and Supermarkets have dropped back again

CORPORATE REPUTATION INDEX 2024



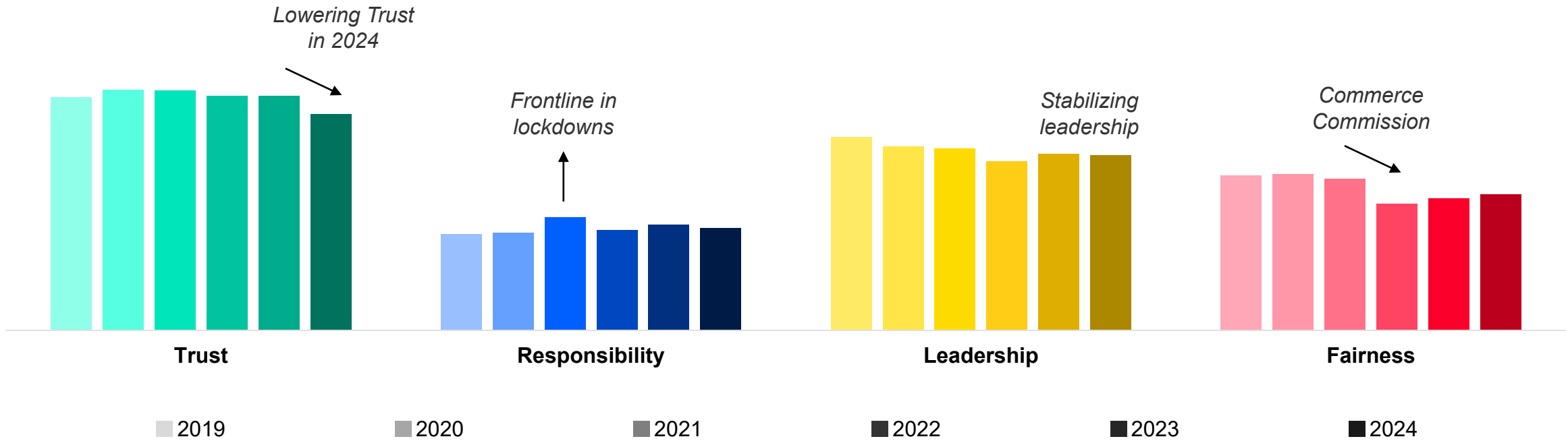
Fairness shows signs of recovery amongst categories that comprise much of the household budget

CORPORATE REPUTATION (FAIRNESS INDEX) – Category Average



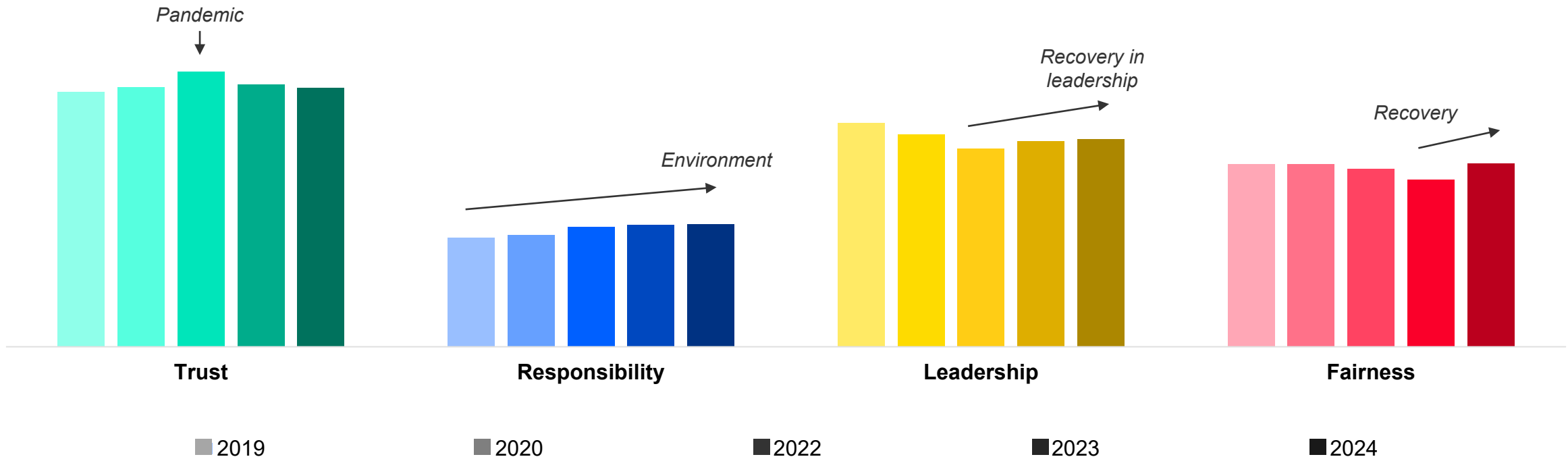
As the cost of living continues to bite, supermarkets are sensitive to public sentiment with Trust diminishing and Fairness yet to recover from the Commerce Commission enquiry

SUPERMARKETS CORPORATE REPUTATION – Category Average (Declines)



Alcohol companies are benefitting from investment in innovation to improve perceptions of Responsibility, Leadership and Fairness

ALCOHOL CORPORATE REPUTATION – Category Average

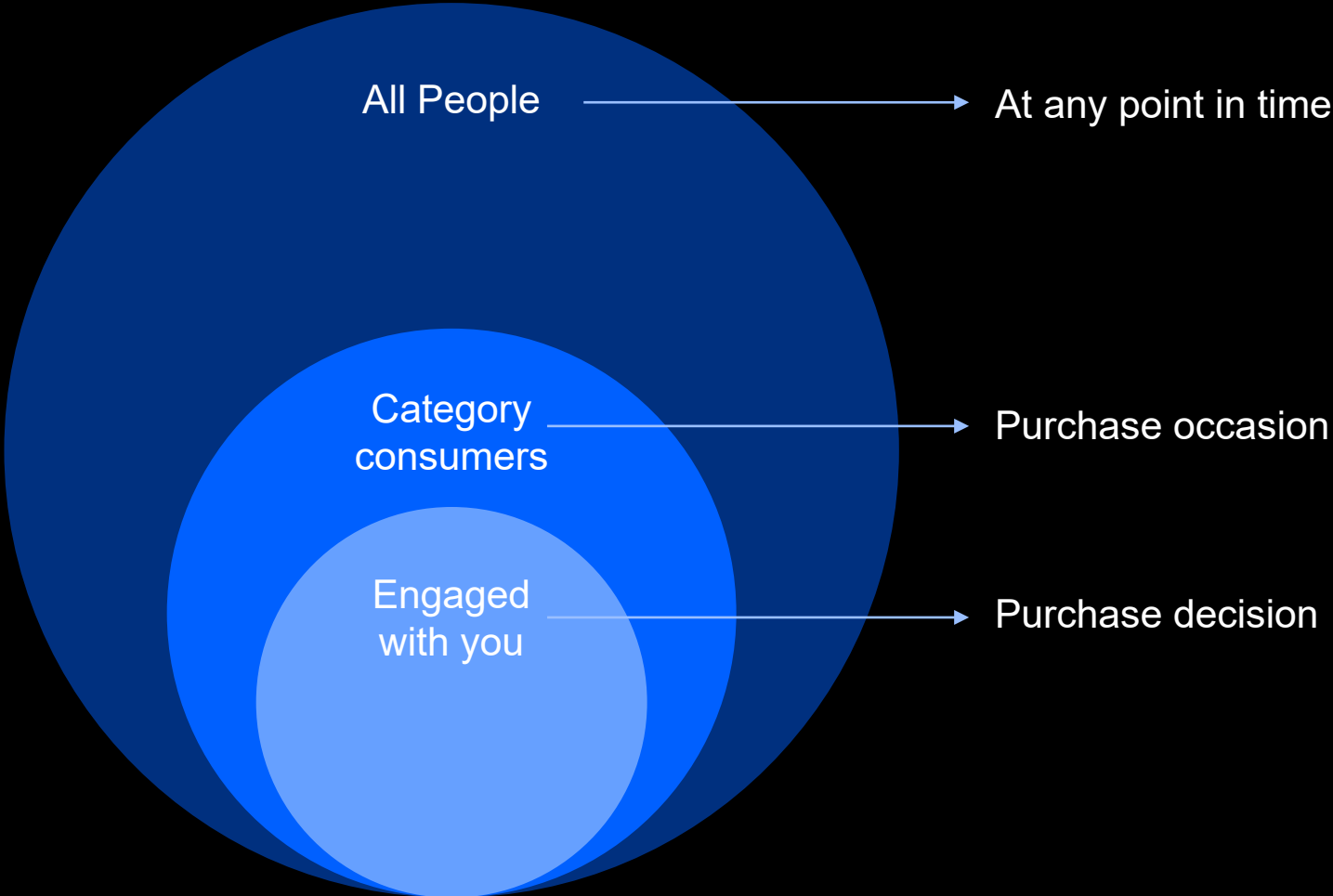


Reputation

Why should we care?



Improving public perceptions can grow brand predisposition



It's proven that brands that people are strongly predisposed to have...

9x

higher volume share

2x

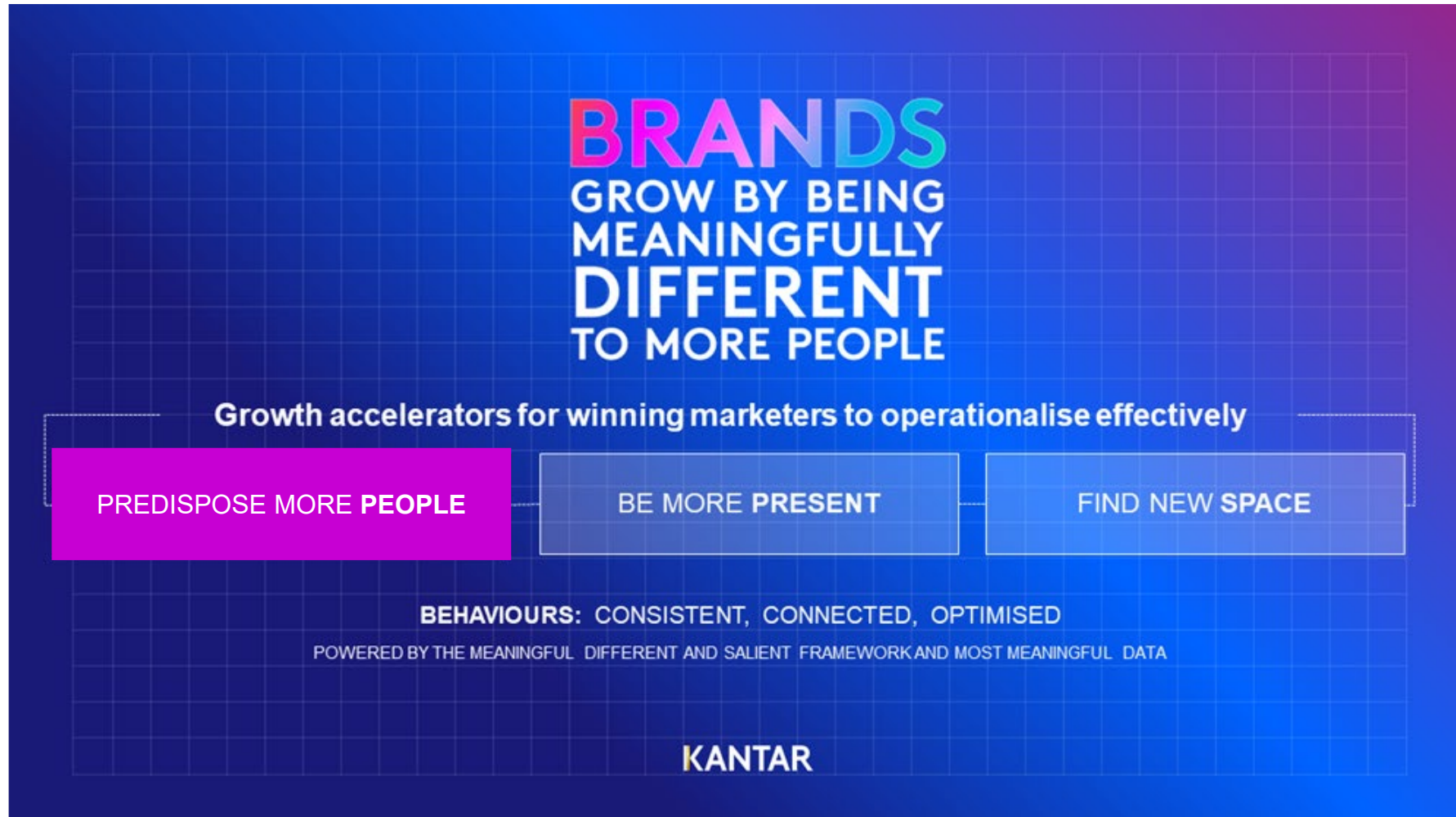
higher price paid

4x

the likelihood to grow value share

... than brands with weaker predisposition

Predisposing more people is a proven accelerator of brand growth



Reputation

What do people care about?



Knowing what to address and how to reach appropriate audiences changes over time

What you should be talking about?

Topic analysis

Who you should be talking to?

Audience analysis

How to reach them?

Media and CX analysis

Quality creative and authentic relevant messaging are key

Sustainability credentials are expected and less of a discriminator

Act ethically

49%

Look for ethical companies when choosing products / services to buy

42%

Look for ethical companies when investing

Demonstrate responsibility

47%

Trust companies that communicate their environmental / social goals

Be affordably sustainable

74%

Agree that companies have a **responsibility to provide sustainable** products at an **affordable price**

Artificial Intelligence is a growing cause for concern

Leading through innovation

45%

Believe that leading companies are taking advantage of AI (Artificial intelligence)

Low trust in AI

46%

Agree that AI (Artificial intelligence) can't be trusted

31% neutral
15% disagree

Concern for job security

49%

Agree that AI (Artificial intelligence) will negatively impact job opportunities for New Zealanders

More needs to be done in data protection & privacy

Not enough consumer protection

66%

Agree that not enough is done to protect consumers from scams

Data breaches becoming commonplace

57%

Agree that they would avoid using / buying from a company that has had a data breach

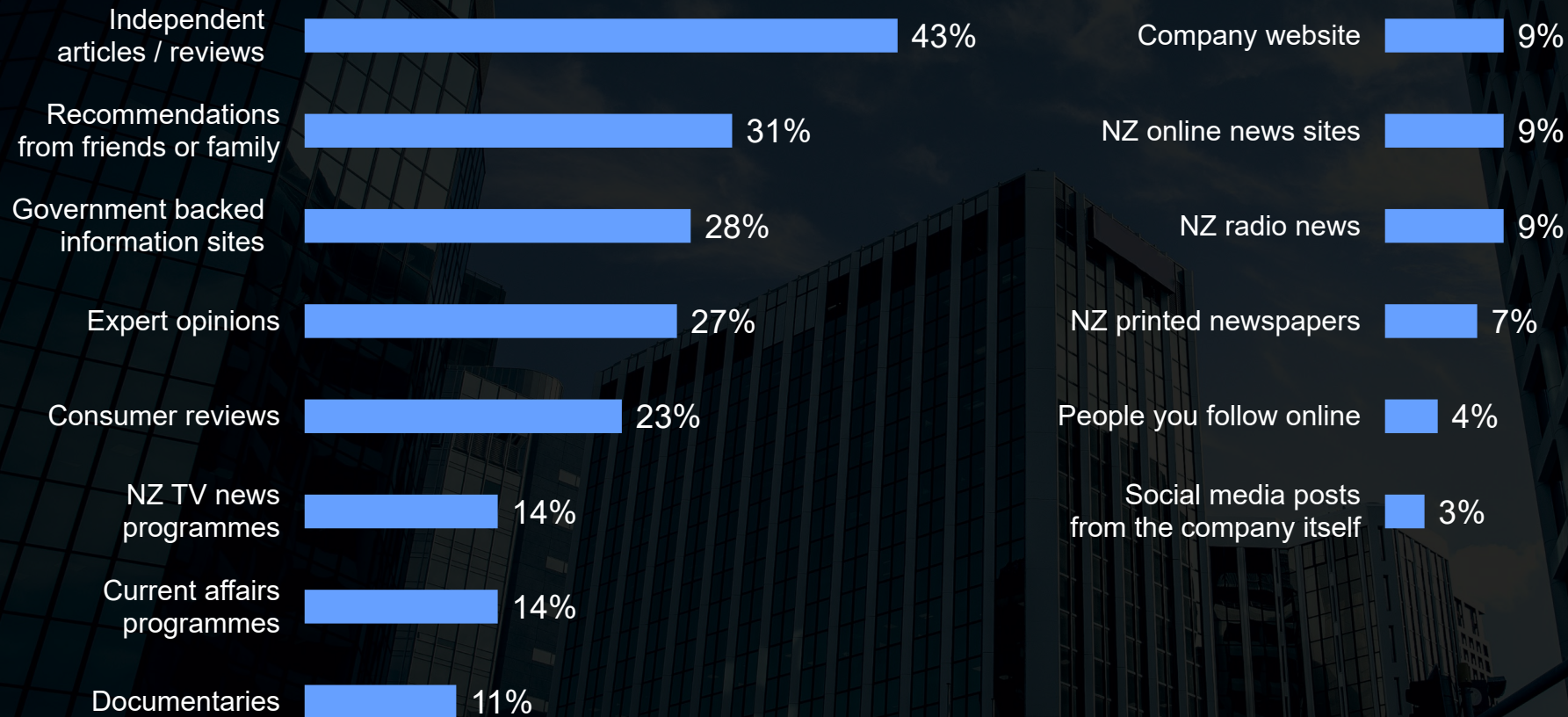
Low trust in companies ability to protect data

25%

Agree that companies can be trusted to safeguard customer data and privacy

New Zealanders trust independent articles / reviews and word of mouth

MOST TRUSTED SOURCES OF INFORMATION ABOUT COMPANIES



18-34s are more likely to gravitate to online for trusted sources

18-34

- Company Website
- NZ Online News sites
- People I follow online
- Social Media post from the company itself
- Don't trust any

35-49

- Recommendations from friends or family
- Consumer Reviews
- Company Website

50+

- Independent articles/reviews
- Government backed information sites
- Expert Opinions
- NZ TV News Programmes
- Current Affairs Programmes
- NZ Radio News
- Printed Newspapers

Lower income

- Don't trust any

Mid Income

- NZ TV News Programmes

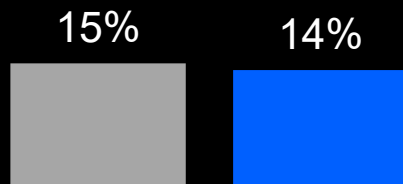
Higher Income

- Recommendations from friends or family
- Government backed information sites
- NZ Online News sites

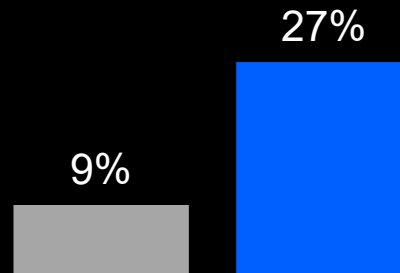
Reputation supercharges advocacy

ADVOCACY BY REPZ INDEX SCORE

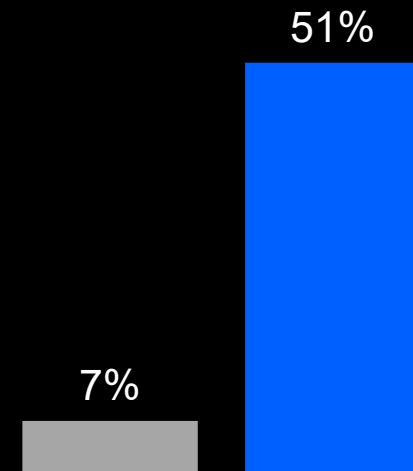
LOW
<95 REPUTATION INDEX



MEDIUM
95-104



HIGH
105+



■ Detractors ■ Advocates

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Let's take a look
at the **Top 20**
Most Reputable
New Zealand
corporates this year...

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Corporate Reputation Index 2024

TOP 20






Ranked by index

≥105 = resilient










Companies in our Top 20 meet Deloitte's criteria for inclusion in the top 200

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2024 RANK		vs 2023	2024 RANK		vs 2023		
1	111	 TOYOTA	+3	11	106	 NZPost	+2
2	110	 PAK'nSAVE	+1	12	106	SAMSUNG	-4
3	108	AIR NEW ZEALAND 	-2	13	106	 Southern Cross	-4
4	108	MITRE 10	-2	14	105	thewarehouse //	-4
5	108	 BUNNINGS warehouse	+1	15	104	 Zespri KIWIFRUIT	+5
6	107	AA Insurance	+1	16	104	 MAINFREIGHT	-1
7	107	 Lotto NZ	+5	17	104	Fisher & Paykel HEALTHCARE	NC
8	107	 tvnz	-3	18	104	Wattie's	+6
9	107	Kmart	+10	19	104		+3
10	106	 NEW WORLD	+4	20	104	 Kiwi bank.	-4

Our Top 10 have a strong scorecard with 3 of the top 10 corporates performing in the top 10% of corporates globally on all pillars

2024 RANK		TRUST	RESPONSIBILITY	LEADERSHIP	FAIRNESS	REPZ
1	 TOYOTA	113	105	110	111	111
2	 PAK'nSAVE	108	103	108	122	110
3	<i>AIR NEW ZEALAND</i> 	113	111	109	99	108
4	MITRE 10	111	106	107	106	108
5	 BUNNINGS warehouse	108	104	106	112	108
6	 AA Insurance	108	103	108	108	107
7	 Lotto NZ	109	106	107	105	107
8	 tvnz	109	99	103	114	107
9	 Kmart	102	98	105	121	107
10	 NEW WORLD	109	105	110	98	106



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Leading
corporates
by **pillar**







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Top 10 2024



Trust leaders

2024
RANK

1	113	 TOYOTA
2	113	<i>AIR NEW ZEALAND</i> 
3	111	MITRE 10
4	109	 NEW WORLD
5	109	
6	109	 tvnz
7	108	 NZPost
8	108	PAK'nSAVE
9	108	 AA Insurance
10	108	



Top 10 2024



Success leaders

2024
RANK

1

115



2

110



3

110



4

110



5

110



6

109



7

109



8

109



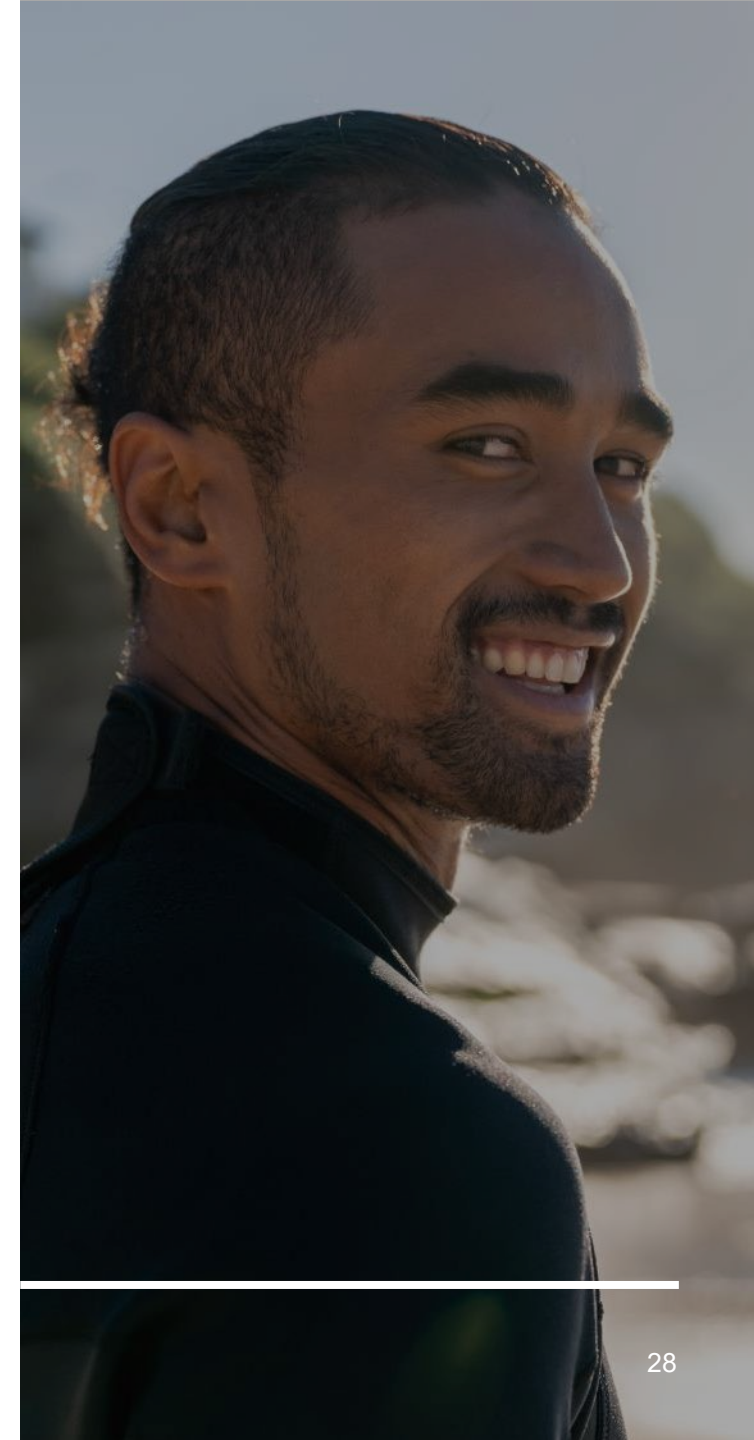
9

109



10

109



Top 10 2024



Fairness leaders

2024
RANK

1	122	PAK'nSAVE
2	121	Kmart
3	114	tvnz
4	112	BUNNINGS warehouse
5	111	thewarehouse //
6	111	TOYOTA
7	110	Gull
8	109	Z
9	109	Skinny
10	108	AA Insurance












Top 10 2024



Responsibility leaders

2024 RANK

1	111	AIR NEW ZEALAND 
2	106	MITRE 10
3	106	Lotto NZ 
4	105	Kathmandu 
5	105	TOYOTA 
6	105	NEW WORLD 
7	104	NZPost 
8	104	BUNNINGS warehouse 
9	104	SILVER FERN FARMS 
10	104	Zespri KIWIFRUIT 



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2024 Movers

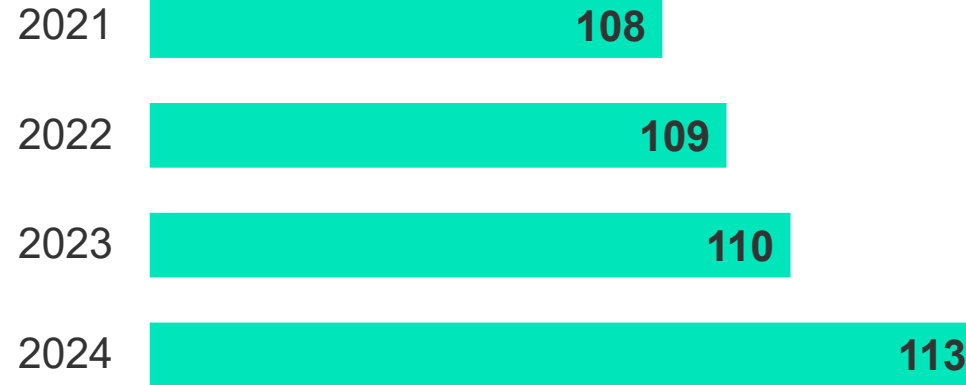
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Rank 1st (+2)

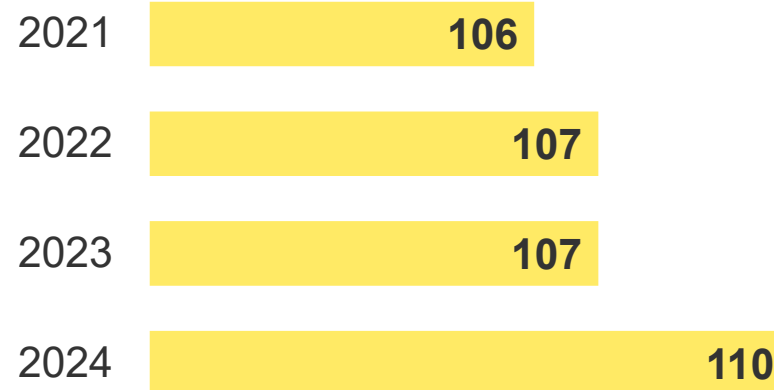
TRUST



66

“Word of mouth about the **longevity and reliability** of their cars”

LEADERSHIP



“I read they are investing in **Hydrogen engine technology** which is good for the car industry to progress this kind of technology”

99

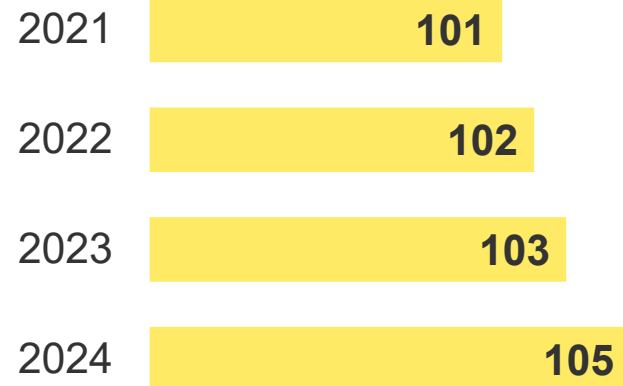


Rank 9th (+1)

FAIRNESS



LEADERSHIP



66

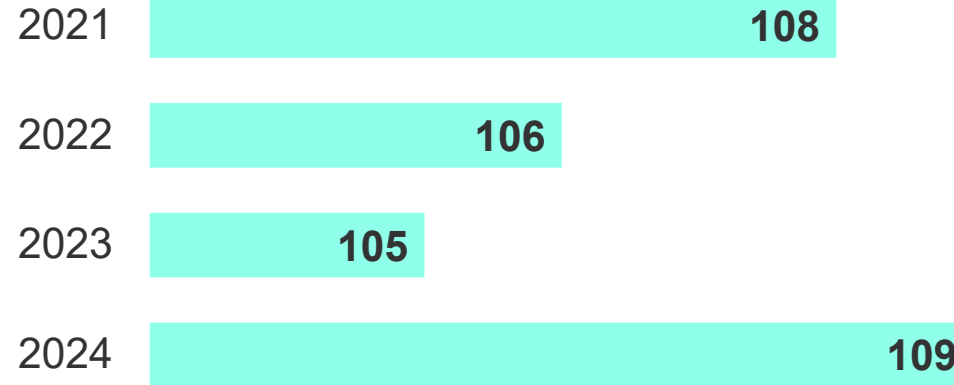
“Always getting new stock and **keeping with the trends**. Also, **prices have stayed the same**“

99



Rank 10th (+4)

TRUST



66

“High quality products, products are **stocked better, new/updated shops**”

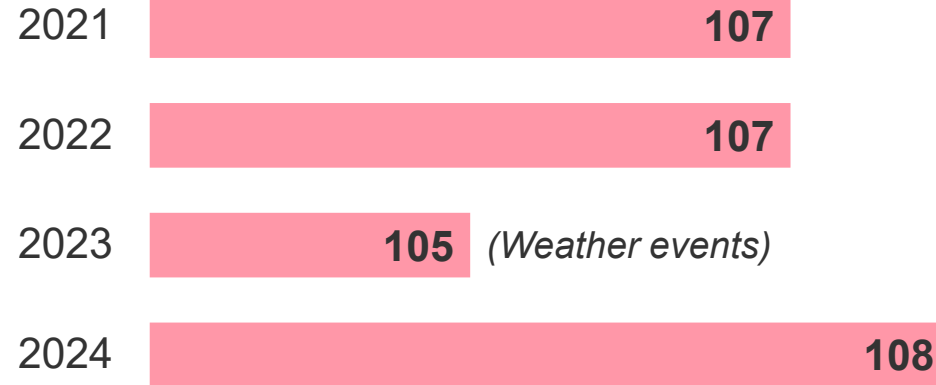
“I used to think it was a shop just for rich people but I went there recently and found some **harder to find ingredients I wanted at a good price**”

99



Rank 6th (+1)

FAIRNESS



66

“Premium renewals were lower than expected”

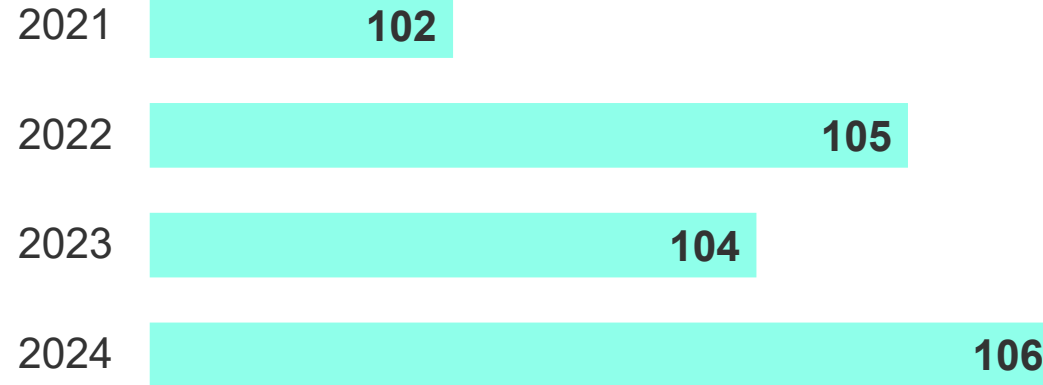
“Excellent service and cost.”

99



Rank 22nd (+17)

TRUST

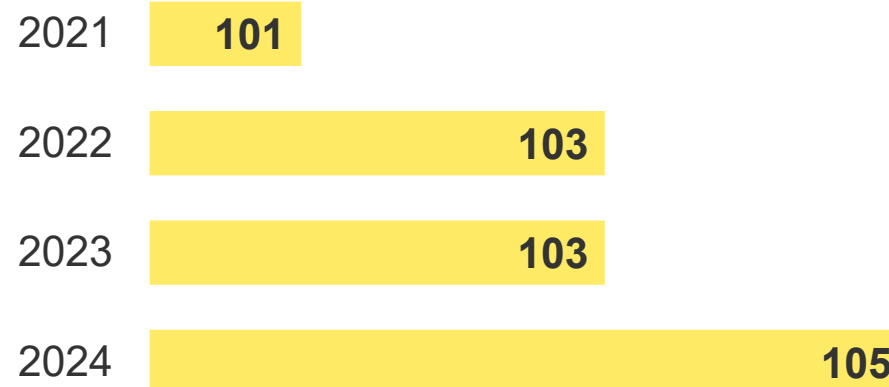


66

“Well run co-op, **listen to farmers**, have quality products”

“Always **good and consistent** - something that is being shortcut these days”

LEADERSHIP



“I hear they are doing what they can to **improve the farming sector** & you can't deny they have some good meat!”

“The profile of products they offer **has been higher**”

99

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Key takeouts in 2024

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Key takeouts in 2024



Reputation is a driver of predisposition – a growth accelerator

Corporates with high advocacy will grow faster

Trust remains the biggest driver of advocacy but there are other levers to pull



Corporates that address issues 'ahead of the curve' can build predisposition

Strong performing companies are mindful of the issues and concerns held by the public, and address them in a meaningful and authentic way



Understand what your audiences need to build trust

Identify sources that enhance engagement

How the story is told is important

Thank you

FOR MORE INFORMATION,
PLEASE CONTACT

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