



# CORPORATE REPUTATION INDEX

## 2021

**SARAH BOLGER**  
HEAD OF COLMAR BRUNTON



# The 2021 NZ Corporate Reputation Index (CRI)



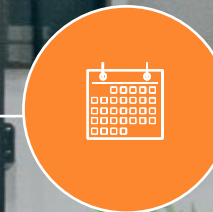
Uses the global **RepZ framework** with standardised reputation attributes  
Includes New Zealand's **top 50 consumer facing corporates** by revenue as listed in Deloitte Top 200, plus includes financial services brands



**16 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 **30,000 New Zealanders** interviewed over last 7 years

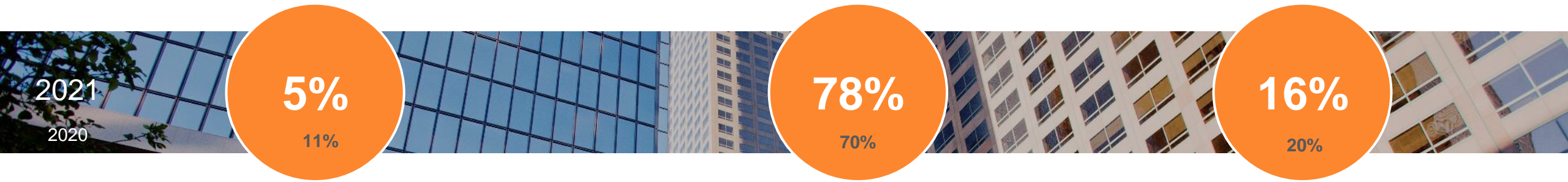


Survey period from end **Feb-Mar 2021\***

Uses our globally validated RepZ framework, with reputation measured across four pillars.

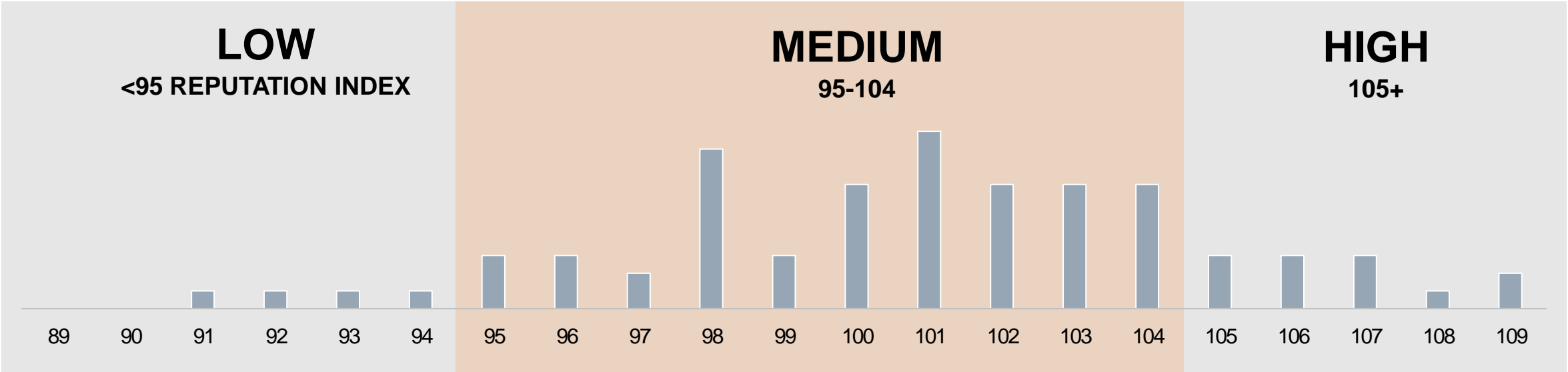


Corporates with a resilient reputation are more likely to weather the storm.  
There are 12 corporates in NZ that sit in this 'resilient zone'.



■ Deloitte Top 50

NUMBER OF COMPANIES



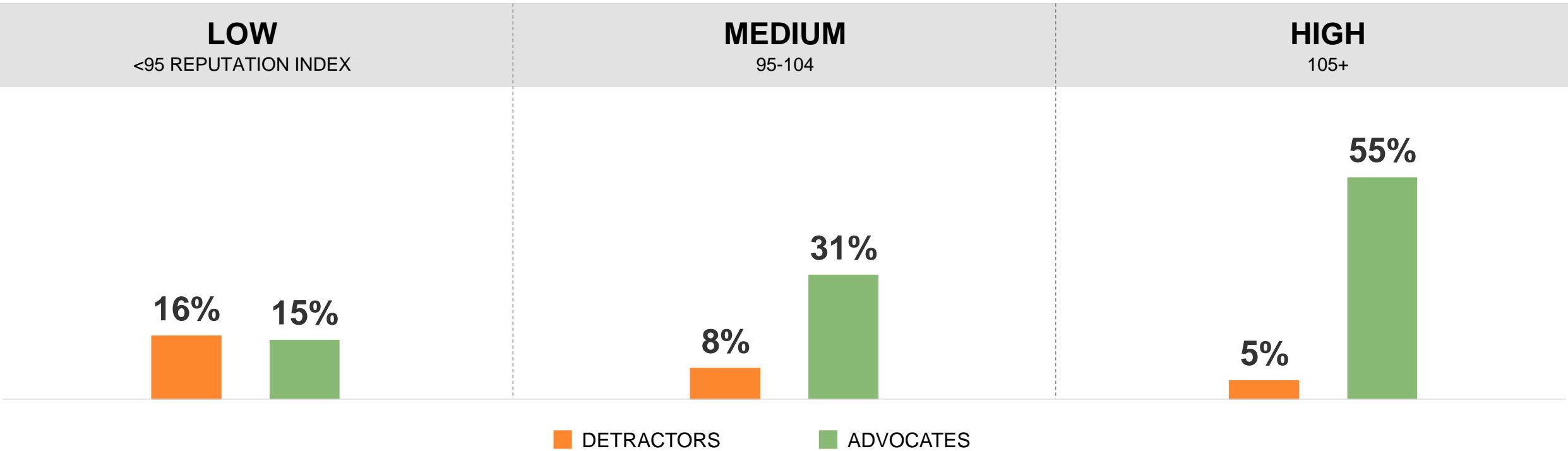
BRITTLE



RESILIENT

# A resilient reputation supercharges advocacy

## ADVOCACY BY REPZ INDEX SCORE



**DETRACTORS**  
“I think so poorly of them, I would be critical without being asked  
I would be critical of them if someone asked my opinion”

**ADVOCATES**  
“I think so well of them, I would speak highly of them without being asked OR  
I would speak highly of them if someone asked my opinion”





# Reputation in Context

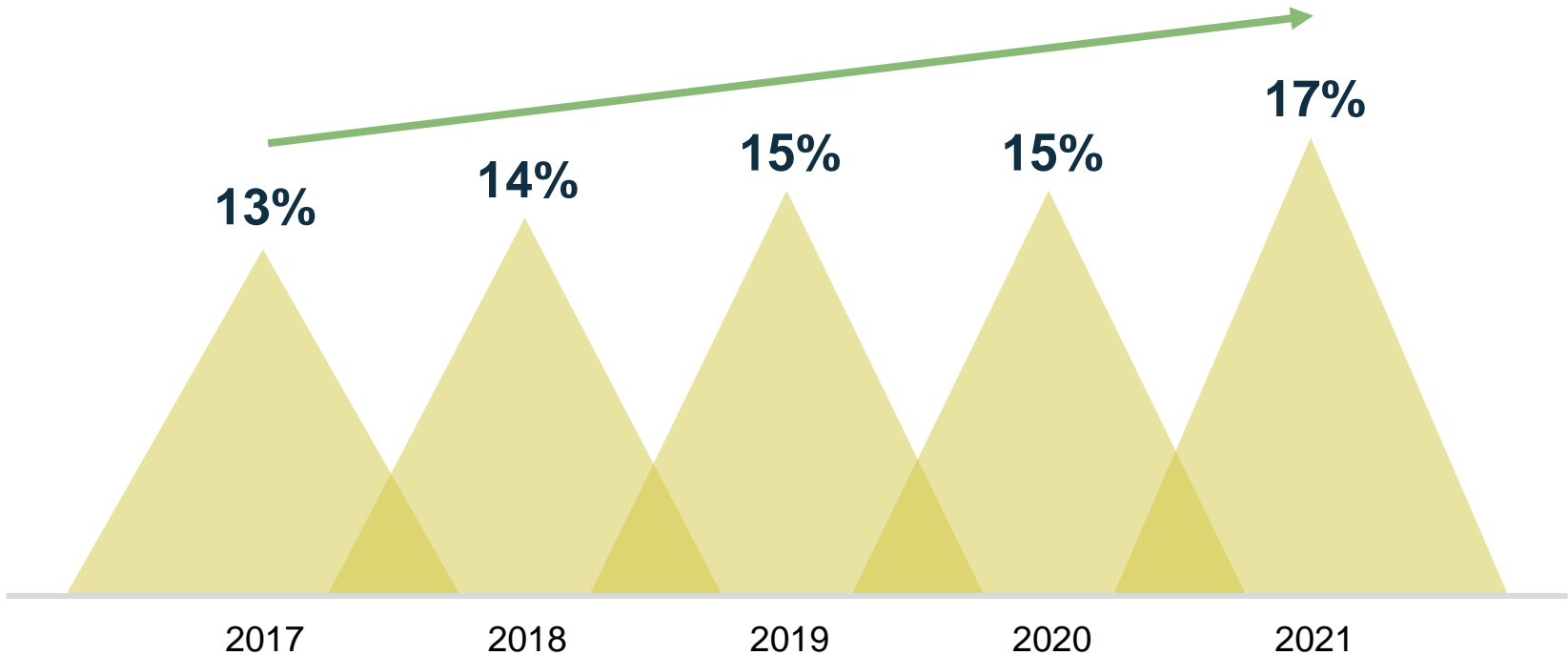


# Kiwis increasingly want to better understand what corporates are doing beyond profits



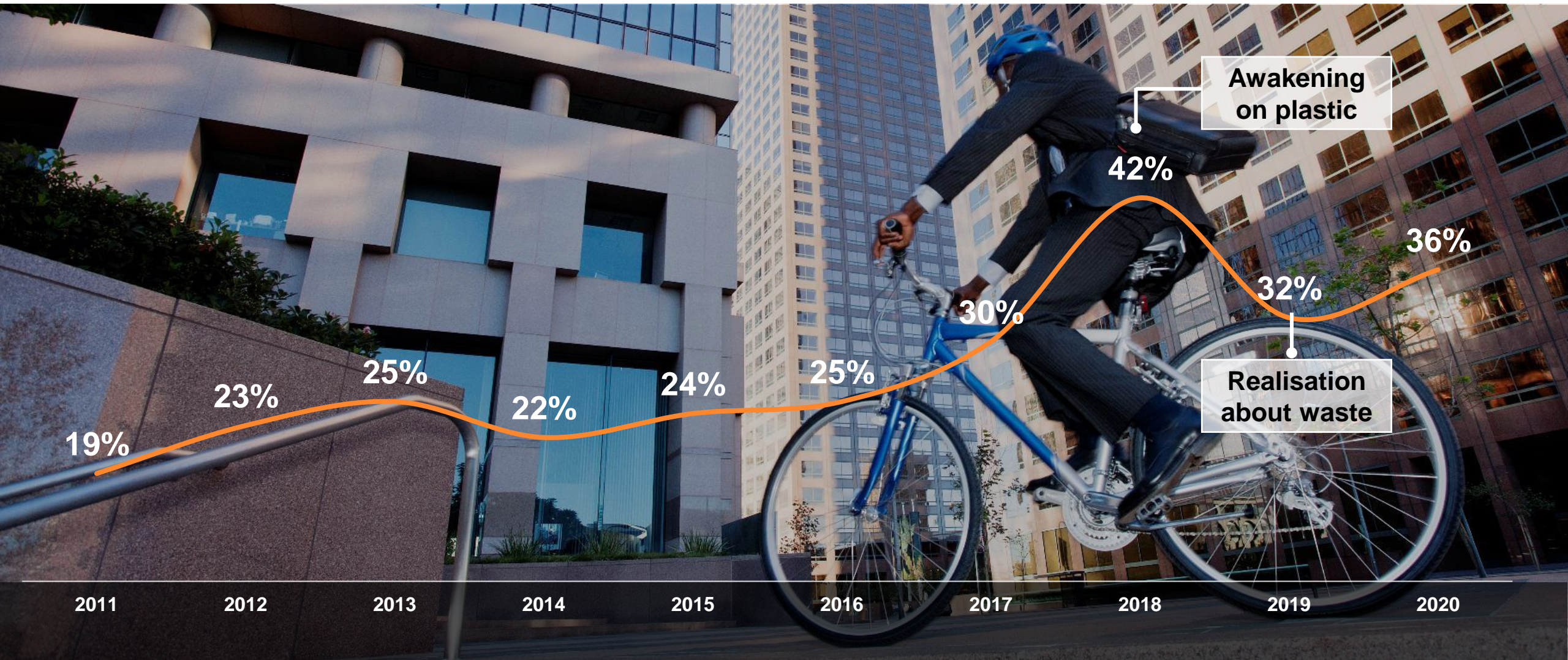
## RESPONSIBILITY

- Treat employees well
- Environmentally responsible





# Despite a challenging 2020, New Zealander's commitment to living more sustainably continues to build



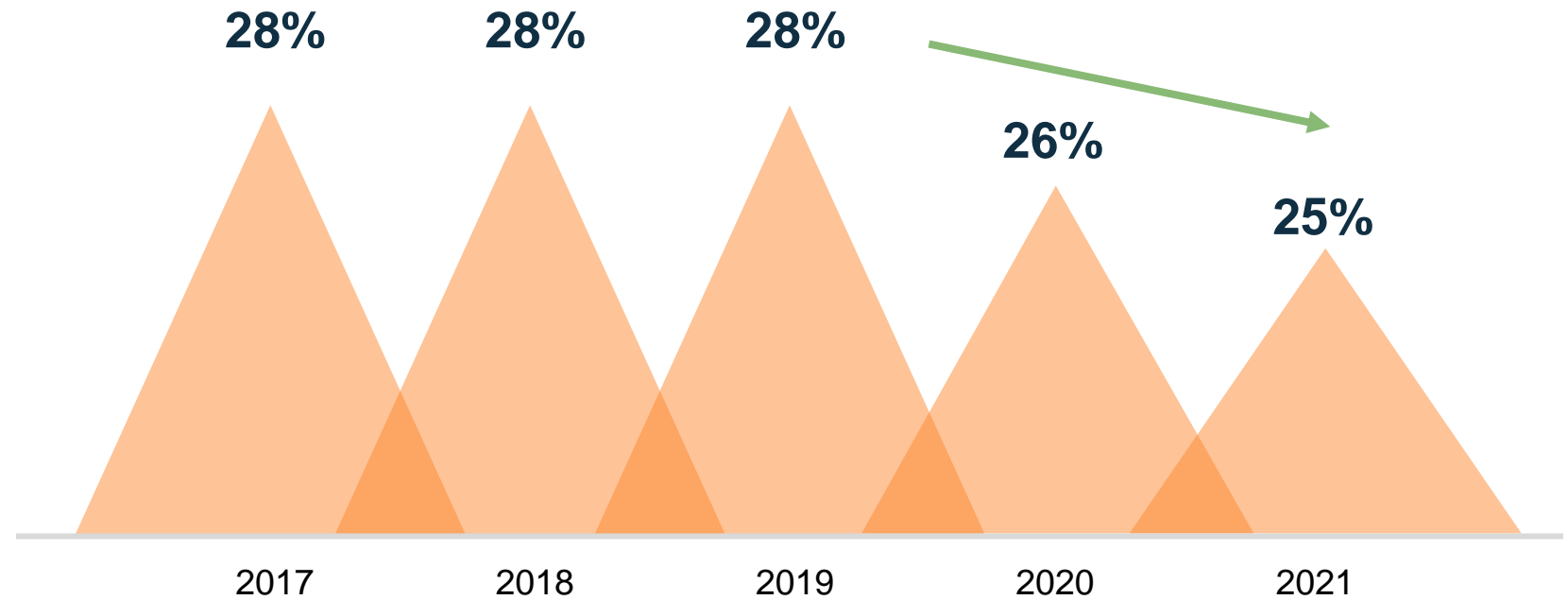


## In contrast, the way Kiwis view corporate leadership is shifting



### LEADERSHIP

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



Key concerns of the NZ public from Better Futures this year inform the potential for reputational risk in this climate.



**Affordability**



**Society**



**Sustainability**



**FAIRNESS**

**Cost of living, housing, healthcare all came up as top concerns this year**



**TRUST**

**Suicide rates, violence and caring for our most vulnerable continue to be priorities**



**RESPONSIBILITY**

**The build up of waste including plastic, packaging and recycling and other environmental concerns**

## Three categories showed notable increases in reputation aided by their positive actions during 2020



Perceptions of reputation in these categories improved overall meaning **a strong performance for companies in these industries is amongst a rising tide**





# Let's take a look at the **Top 20** **most reputable** New Zealand Corporates this year...













# CORPORATE REPUTATION INDEX 2021

## TOP 20










RANKED BY  
INDEX

>=105 resilient

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

2021 RANK			vs 2020	2021 RANK			vs 2020
1	109	AIR NEW ZEALAND 	NC	11	105	ASB	▲
2	109	PAK'nSAVE	▲	12	105	 ENERGY	▲
3	108	 tvnz	▼	13	104	Zespri KIWIFRUIT	NC
4	107	 TOYOTA	NC	14	104		NEW
5	107	A&A Insurance	NC	15	104	the warehouse //	▼
6	107	FISHER & PAYKEL	▲	16	104	 Southern Cross	▼
7	106	 NEW WORLD	▲	17	104	MAINFREIGHT	▲
8	106	BUNNINGS warehouse	▲	18	104		▼
9	106	Kiwi bank.	▼	19	104	Auckland Airport	▼
10	105	countdown 	NC	20	103	New Zealand Post 	▲

Our Top 10 have a strong scorecard. Those falling down on the responsibility pillar are doing so because they are weaker on employee or environmental measures.

2021 RANK		LEADERSHIP	FAIRNESS	RESPONSIBILITY	TRUST	REPZ
1	AIR NEW ZEALAND 	111	100	110	114	109
2	PAK'nSAVE 	108	122	102	105	109
3	tvnz 	106	111	102	110	108
4	TOYOTA 	106	108	104	108	107
5	AA Insurance 	107	107	102	108	107
6	FISHER & PAYKEL	107	107	104	108	107
7	NEW WORLD 	111	99	105	108	106
8	BUNNINGS warehouse 	103	110	104	106	106
9	Kiwi bank. 	106	106	103	107	106
10	countdown 	109	105	102	103	105





# Movers & Shakers



CORPORATE REPUTATION INDEX 2021



**WRIGHT**  
COMMUNICATIONS

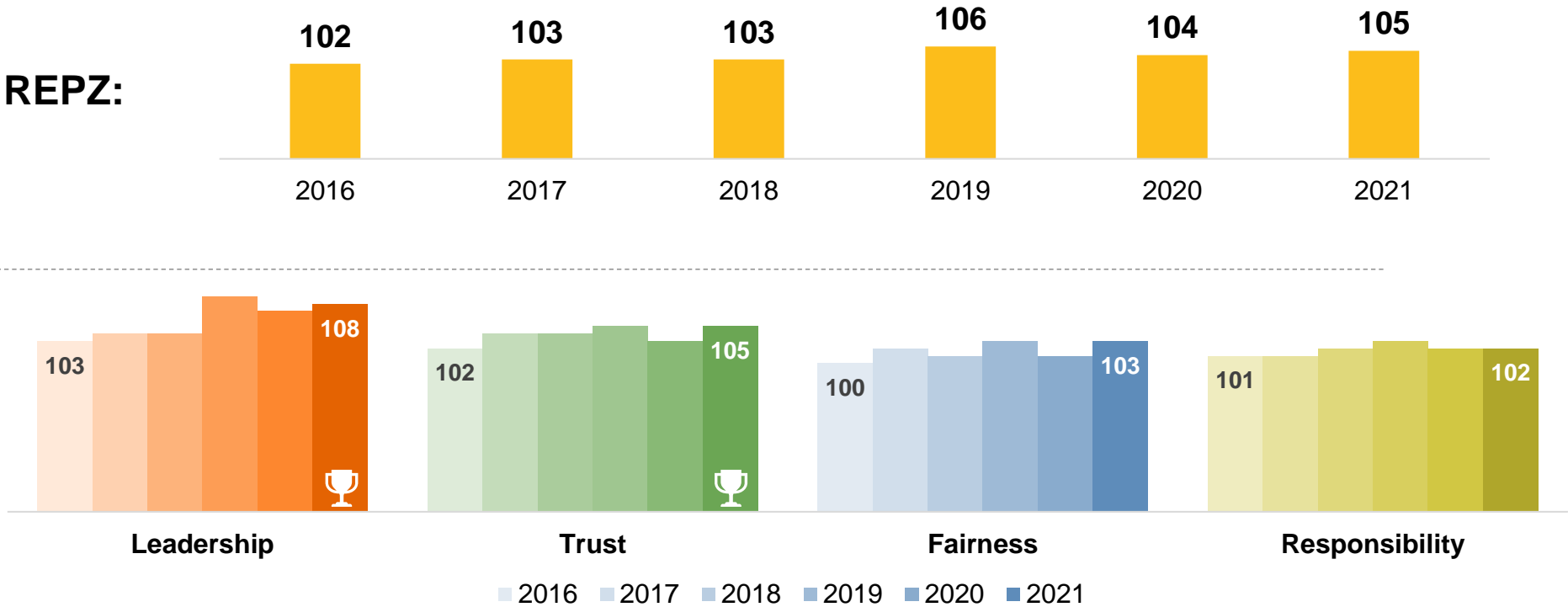
# ASB stands out for its Leadership position as well as long term improvements in Trust and Fairness



2021 RANK



REPZ:



“ Amazing to deal with. Have used almost every bank and ASB have been the best by far.

“ Treated me well during husband’s redundancy.

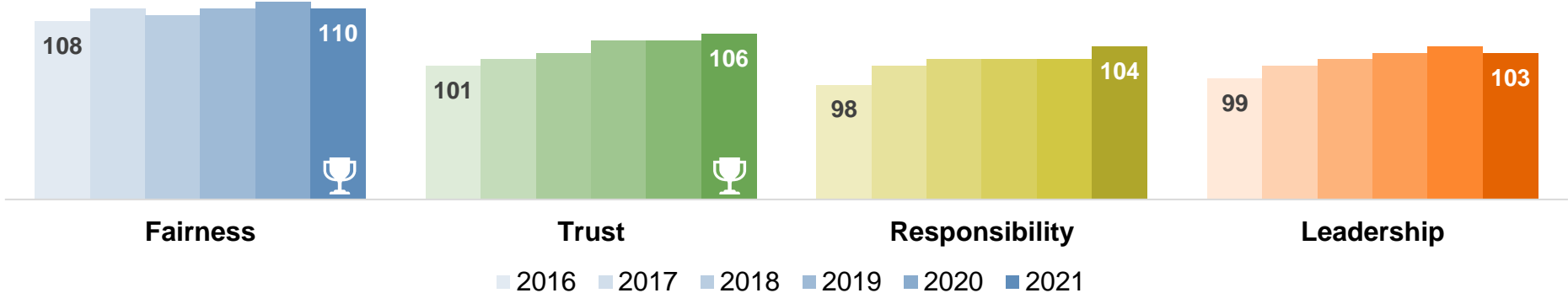
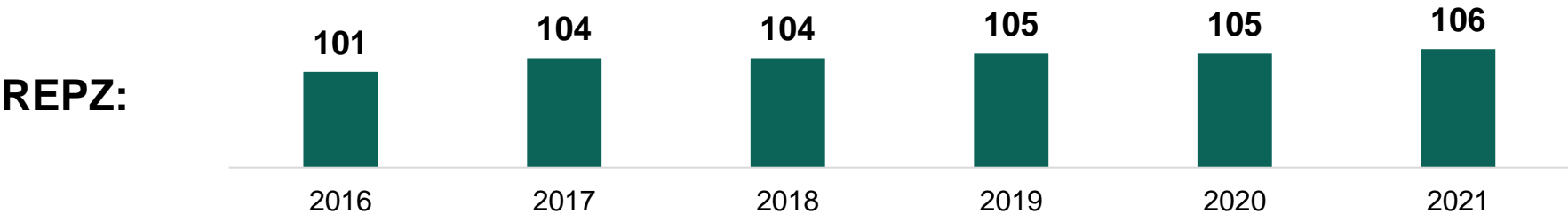
# Bunnings have built on their strength in Fairness and have created higher levels of Trust



2021 RANK



REPZ:



“ The service is good with excellent, knowledgeable department staff. Also, they have good customer care.

“ They always have what I go in for, they’re always friendly as well as dog friendly and have Bunnings snags. Also have great prices.



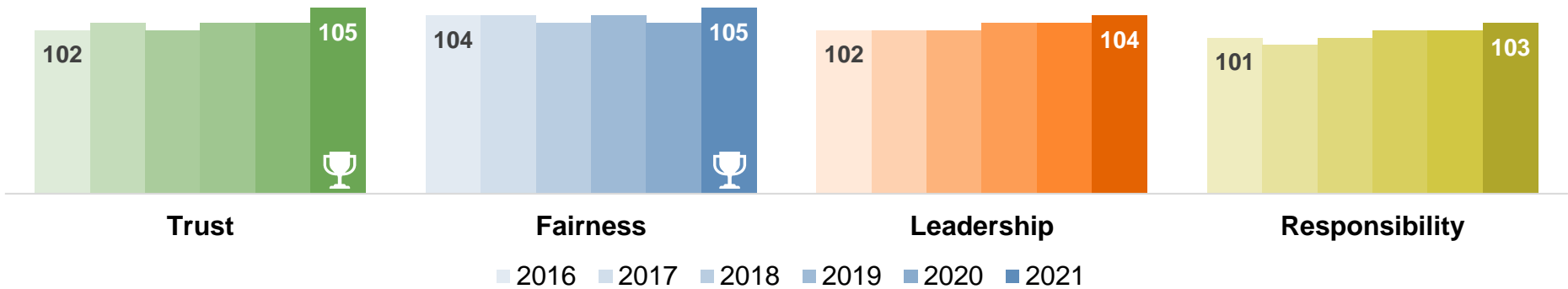
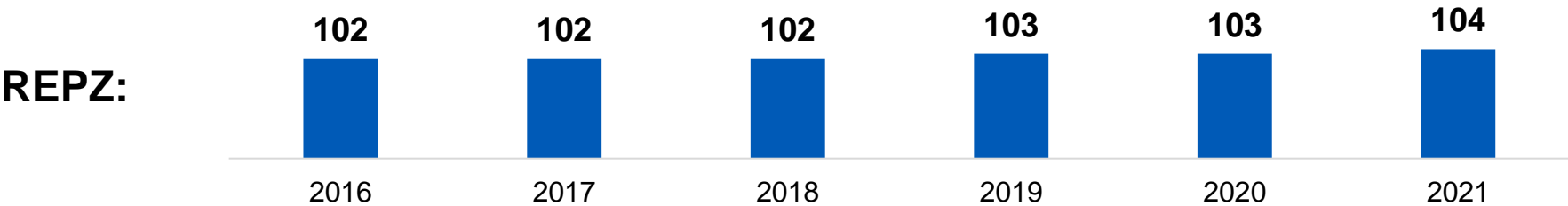
# On the back of 2020, Mainfreight has assured New Zealanders through Fairness and Trust



2021 RANK



REPZ:



“ Mainfreight is known for their excellent workplace environment and their participation in the community. My business has also used them before and had excellent customer service and were very prompt.

“ My company deals with Mainfreight on a daily, and the customer service they have is incredible. Their services are amazing, and they have supported us for 10 years+.

# Fonterra's reputation has improved markedly as kiwis gain a new appreciation of the important role they play in the economy and improvements in Trust, Responsibility and Fairness

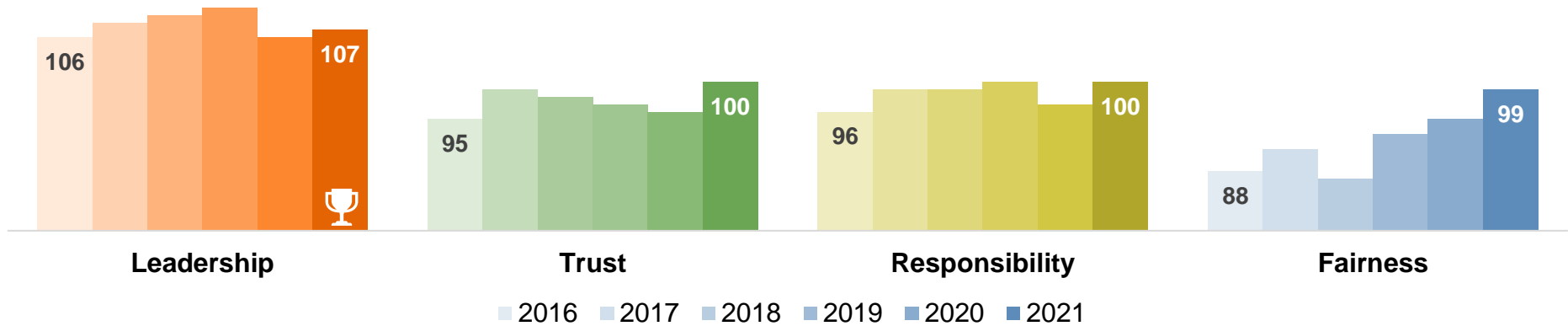
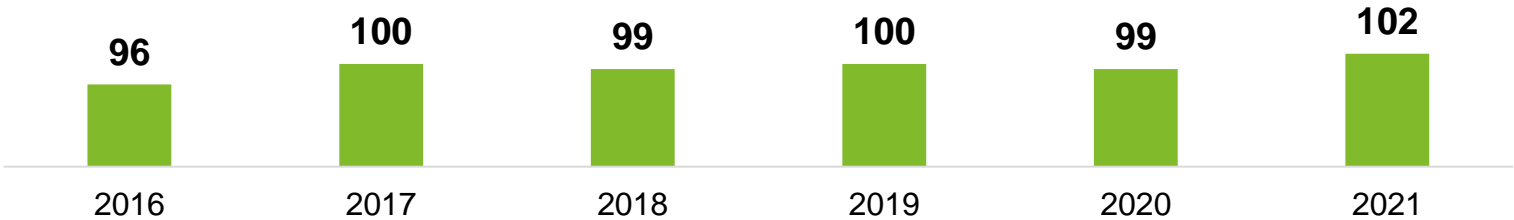


Dairy for life

2021 RANK



REPZ:



“ Really impressed with the environmentally friendly initiatives that they have led the way in promoting and endorsing. Really proud of the way that they promote NZ farming.

“ Local company, keeps many people employed, provides quality dairy products and contributes in a meaningful way to the economy.



**“The past year has been all about demonstrating our care for communities, the environment and people – including our employees, farmers and wider New Zealand. Our size and significance means we have a responsibility towards New Zealand and that’s something we’re very aware of.”**





# Leading Corporates by Pillar



CORPORATE REPUTATION INDEX 2021



WRIGHT  
COMMUNICATIONS

# TOP 10

## 2021

# TRUST leaders

Amongst top 50 NZ  
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion  
in the top 200

2021  
RANK

1

114

AIR NEW ZEALAND 

2

110

 tvnz

3

108

 TOYOTA

4

108

 Insurance

5

108

FISHER & PAYKEL

6

108

 NEW WORLD

7

107

 Kiwi  
bank.

8

107

 Southern Cross

9

106

New Zealand Post 

10

106







# What does **TRUST** look like in 2021?



*Delivering the things we want and need, reliably*



*“They do their very best to provide good service and go out of their way to answer questions... they do what they say they will.”*



*Unethical*



*“They made so many people redundant and had them on reduced wages during the long lockdown in 2020 and then post a huge profit. The also collected a wage subsidy that should be paid back.”*

*Let down*



*“Every item purchased has broken or failed to work correctly.”*

# TOP 10

2021

## FAIRNESS Leaders

Amongst top 50 NZ  
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion  
in the top 200

2021  
RANK

1

122

PAK'nSAVE

2

111

thewarehouse //

3

111

tvnz

4

110

BUNNINGS  
warehouse

5

110

POWERSHOP

6

109

2

7

108

TOYOTA

8

107

stuff

9

107

AA Insurance

10

107

FISHER & PAYKEL





# What does **FAIRNESS** look like in 2021?



*Good value to everyday Kiwis when times are tough*



*"Their costs are low, they have just about anything you could possibly need, the staff are so helpful and friendly. I really love [them]."*



*Hard to deal with*



*"On past experience it was a struggle dealing with them and at the end of it I felt ripped off by them and that they had not been fair."*

*Unfair!*



*"Overpriced, planned obsolescence."*

*"Commission based sales agents, selling overpriced poor quality goods by lying."*

# TOP 10

2021

## SUCCESS Leaders

Amongst top 50 NZ  
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion  
in the top 200

2021  
RANK

1

115



2

112



3

111



4

111



5

109



6

108



7

108



8

108



9

107



10

107



# What does **SUCCESS / LEADERSHIP** look like in 2021?



## *Excellence*



*"They are so good, providing world class services"*

## *Adaptability*



*"Their ethics are good ...I like their ability to adapt & offer products that are more 'healthy' & good for my planet & lifestyle."*

## *Profit before all else*



*"They prey on the poor with their high interest deals"*

*"Because of how they have treated NZ manufacturers and how current suppliers ... have plants that people die at on a regular basis"*

## *Mis-management*



*"Inefficiently run, high charges!"*





# TOP 10

2021

## RESPONSIBILITY Leaders

Amongst top 50 NZ  
corporates by revenue

Companies in our top 10 meet Deloitte's criteria for inclusion  
in the top 200

2021  
RANK

1

110

AIR NEW ZEALAND 

2

106

 Kathmandu®

3

105

  
KIWIFRUIT

4

105

 NEW WORLD

5

104

  
ENERGY

6

104



7

104

 Meridian.

8

104



9

104

 TOYOTA

10

104

FISHER & PAYKEL





# What does RESPONSIBILITY look like in 2021?



*Looking after staff, customers, employees, the community and the environment*



*“Lowest prices. Excellent customer service. Helping customers protect the environment”*

*“The company culture, care and respect for employees”*



*Concern for employees*



*“Their documented poor treatment of workers, general business model and contribution to societal inequities”*

*“Rips off its workers, has poor working conditions, makes so much money without benefit to workers.”*

*Concern for the environment*



*“Contributing to ruining our environment.”*

*“Practices aren't sustainable.”*



# Important Learnings for Building Reputational Resilience





# 1 Keep Trust

*In times of uncertainty trust is key*

- Deliver on promises (including brand promise and product / service expectations)
- 
- Communication and transparency are crucial if things don't go to plan







## 2 Improve the lives of everyday Kiwis

*More NZers are watching every dollar and cost of living is once again the top concern*

- We love companies that give us more bang for buck
- And behave fairly





# 3 Be a part of the community

*Companies that are a part of the community have legitimacy*

- Look after your communities (including employees, customers, and other stakeholders)
- Be of service





# 4

## Change

*It's a different world so be at the forefront of change*

- Your customers are not who they once were (we are doing things differently)
- Consumers expect responsibility
- 'Read the room' - understand what matters most

# Colmar Brunton **Top 10** Corporation Reputation

*Congratulations to the top performers for 2021!*



AIR NEW ZEALAND 



**PAK'nSAVE**



4



5



6

FISHER & PAYKEL

7



8



9



10



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