



The Global @dvisor Corporate Reputation Barometer



Tracking today's corporate agenda at a global level

The *Global Corporate Reputation Barometer* is an online study that measures the corporate reputation of your trustmark, your competitor's trustmark, and 40+ other leading multi-national companies in 24 countries around the world, every month.

What do we measure?

Corporations use the Global Corporate Reputation Barometer to:

- Execute a fast, cost effective, global analysis of their brand and their competitor's trustmark.
- Measure the awareness, familiarity, favorability, trust, and advocacy of your organization, as well as one competitor, across 1 or all 24 markets covered, utilizing Ipsos Public Affairs' proprietary Reputation Pyramid analysis tool.
- Assess their corporate reputation globally, regionally, and nationally.
- Analyze sector and industry reputation for their organization, plus 40+ other global companies.
- Understand the link between reputation and the financial impact to their bottom line.

Who do we interview?

Interviews are conducted with 500–1,000 online consumer-citizens in 24 countries including:

- Purchasers and consumers of your brand and your competitor's brand.
- The Intelligaged™ – a proprietary segment of college educated, upper income respondents that make up 10% of the sample population within each country.

Deliverables

Each organization receives a fully tailored PowerPoint report and in-person presentation* of:

- Ratings for your company on corporate agenda and corporate reputation issues; your trustmark's familiarity and favorability ratings; sector familiarity and favorability ratings; and awareness and trust. All analysis comes with a comparison against a competitor of your choice.
- The importance of responsibility issues for companies to support, including health and wellness; environment; corporate social responsibility; and reputational risk.

*excludes travel

Methodology

Data for the Global @dvisor Corporate Reputation Barometer is gathered monthly, using Ipsos online panels. We collect 500–1,000 completes per country, balanced by gender, age, city population, and education (where available). The countries we field in are: the US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, and Turkey.

Add your own questions

At an additional cost, clients of the Global Corporate Reputation Barometer may add their own proprietary questions to the core survey for one or all 24 countries. The results of these questions are proprietary and available only to you. Please call for pricing details.

Cost

The investment for clients in the Global Corporate Reputation Barometer is \$30,000 (USD).

Schedule

Client questions are due to the Project Director by the third Monday of the month.

The survey is in-field two weeks after the question deadline, and data is delivered just four weeks after the start of fielding.



Ipsos Public Affairs

About Ipsos Public Affairs

Ipsos is the world's third largest survey research firm with offices in 64 countries. In North America, Ipsos consists of 1,600 research professionals across 26 locations in the U.S. and Canada, including New York City, Washington, D.C., Ottawa and Toronto. Ipsos Public Affairs specializes in organizational reputation, issues management, strategic communications, and socio-political trends, serving the needs of government, non-profit organizations, corporations, public relations firms, and news media. We have media partnerships with the most prestigious news organizations around the world. In the U.S., Ipsos Public Affairs is the agency of record for The McClatchy Company, the third-largest newspaper company in the United States, and the international polling agency of record for Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. In Canada, Ipsos Public Affairs is the official polling partner of CanWest News Service.

To learn more, visit
www.ipsos.com

Contact

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