

# Reputation Ranking



The Dutch RepTrak® Pulse study measured the reputations of the 30 largest Dutch companies based on their ‘total revenues’. Rated companies had to be sufficiently familiar among the general public in The Netherlands.

Per company at least 300 respondents were surveyed from January through December 2016. The surveys were conducted online on a continuous basis. Respondents had to be “somewhat” familiar or “very” familiar with the company they were rating.

The data are weighted to obtain representative samples based on age and gender.

1 - 10			11 - 20			21 - 30		
1	<b>PHILIPS</b>	79.7	11	<b>postnl</b>	67.8	21	<b>Eneco</b>	63.5
2	<b>HEINEKEN</b>	74.8	12	<b>TNT</b>	67.7	22	<b>achmea</b>	62.9
3	<b>ASML</b>	74.2	13	<b>kpn</b>	66.7	23	<b>vgz</b>	62.7
4	<b>FrieslandCampina</b>	74.2	14	<b>randstad</b>	66.7	24	<b>delta lloyd</b>	62.1
5	<b>JUMBO</b>	71.5	15	<b>ING</b>	66.5	25	<b>ABN-AMRO</b>	61.5
6	<b>Ahold Delhaize</b>	71.0	16	<b>Rabobank</b>	66.1	26	<b>LEGON</b>	61.2
7	<b>AIRFRANCE KLM</b>	70.8	17	<b>AkzoNobel</b>	65.9	27	<b>NN</b>	61.1
8	<b>Wolters Kluwer</b>	70.6	18	<b>DSM</b>	64.4	28	<b>de nederlandse verzekering voor alle verzekeringen</b>	59.4
9	<b>CZ</b>	68.8	19	<b>menzis</b>	64.2	29	<b>Shell</b>	58.9
10	<b>Unilever</b>	67.8	20	<b>bam</b>	64.1	30	<b>ASML</b>	55.2

Get Your Company's Data

Ask us to be among the first to know your company's 2017 score and ranking. See how likely your stakeholders are to buy from you, work with you, and invest in your company. Understand how you can improve your scores and grow your stakeholder support. Ask us at [info@reputationinstitute.com](mailto:info@reputationinstitute.com) [www.ReputationInstitute.com](http://www.ReputationInstitute.com)

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## Reputation Dutch Top 30 companies 2017

# Reputation is about being relevant



Reputation Institute again measured the reputation of the 30 largest Dutch companies. The ranking is based on the average of 12 monthly measurements in 2016 among a representative sample of the general public in The Netherlands.

**Philips** is number 1 in the Dutch ranking for the 10th time in a row. Not only did Pulse (the emotional appeal) improve (+2.4), the gap with number 2 is 5.1 (versus 0.3 last year). Philips is also leader in three out of the seven drivers of reputation (Products & Services, Governance and Citizenship). Finally, they are also the second-most supported company by the Dutch public. The stellar reputation can be explained as follows: 1) Philips hardly encountered negative publicity. 2) They have substantially invested in a campaign that explained the redesign of their product portfolio (from consumer electronics to lighting to -now- health care) in a category that evoked positive emotions. 3) Philips showcased a strong focus on CSR (e.g. partnering with Unicef, reducing climate change and improving heart diseases healthcare). Last years' number two, **ASML**, is still in the top 5 but decreased to the third position. Last year they were number one on all seven reputation drivers, but in 2017 only on two. Nevertheless, their reputation is still high and above all they are still the number 1 company people would support.

**Heineken** is the new number 2 this year. Apparently, their messaging worked well as they are number 1 in communication expressiveness. They lead on 5 out of the 6 elements of communication expressiveness: Visibility, distinctiveness, consistency, transparency and responsiveness. Probably this is due to a combination of taking responsibility for stimulating modest drinking and contributing to Dutch society in an economic and a social way (creating platforms where people can connect with relevant peers).

**PostNL** is the company that grew most in Pulse in the last 5 years. Quite an impressive achievement given the various challenges this company was faced with in the last decade. The top 30 Dutch companies differ remarkably in the degree to which they are assessed at emotional level (Pulse) versus a more rational level (reputation drivers). The 10 highest ranking firms score higher on emotional appeal than on the rational evaluation of reputation. This is especially true for **Air France-KLM** and **PostNL**. The opposite is true for **DSM** and **AkzoNobel**, who are most appreciated on rational elements and less on emotion.

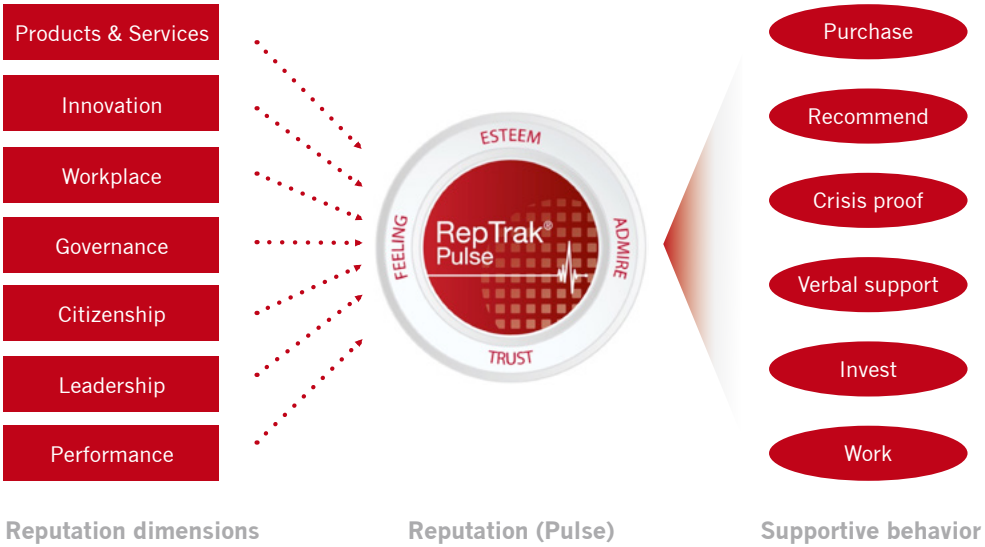
The high bandwidth **Rabobank** used to be in at the beginning of the 21st century is not achieved yet, but onwards the summer of 2015 the bank regained trust again, despite the interest derivate problem that appears to have virtually no impact on their reputation. Nevertheless is **ING** now the number one among the three big banks in the Top 30, with a 5 point lead over **ABN AMRO**. The Pulse score of the **NS** improved most of all Top 30 companies (+3.3) and positions the firm just above the world average in the public transportation industry.

**Prof.dr. Cees B.M. van Riel**  
Co-Founder Reputation Institute



# RepTrak®

The beating heart of the RepTrak® Model is the Pulse. The RepTrak® Pulse measures the health of a company's overall reputation with consumers. The RepTrak® Pulse score is based on four statements regarding the esteem, good feeling, trust, and admiration that consumers feel towards a company. The RepTrak® Pulse (as a proxy for reputation) is a direct measurement based on the four just described and interconnected elements.



The overall reputation (Pulse) is driven by seven elements (shown on the left side of the Pulse) that people take into consideration when they assess a company regarding its past and expected future performance. The seven drivers of reputation are products and services, innovative capacity, workplace, governance, citizenship, leadership and performance of the company. Each driver is distinguished into several attributes that measure on a detailed level the assessments of respondents. On the right side of Pulse, behavioral consequences of the reputation are shown. Six behavioral consequences are measured: Purchase, recommend, support the company in times of crisis, verbal support, invest and preparedness to work for the company.

# Special achievements

## 1) Most reputation growth in the last 5 years

We looked at the Dutch RepTrak® Pulse rankings from 2012 to 2017. The company whose reputation grew most over the last 5 years is:



“Over the past few years we have made important progress towards creating a healthy future for our company. Processing less letters and more parcels, we are transforming into a leading e-commerce logistics company. We want to be the favourite deliverer for everyone in the Netherlands. For our customers. For our employees. And for everyone who works for us and invests in us. A company with a strong social profile, because as a mail and parcel company we are an integral part of society. Together with our employees, we have made our company stronger. And each day we strive to improve even more. Our ambition is to be the provider of postal and logistics solutions in 2020.”



Herna Verhagen  
CEO, PostNL

## 2) Most expressive company

We asked people to rate each company's communication activities on the following items: Visibility, distinctiveness, consistency, transparency, sincerity and responsiveness. The company with the highest overall evaluation for communication is:



“The responsibility to strengthen our reputation and protect our license to operate goes all the way to the top of the company, it is a focus point for our senior managers across the globe. We actively engage in a dialogue with our stakeholders, with fans and critics alike. As a leading brewer we also take a clear stance in the debate on alcohol and health, our goal is to make responsible consumption ‘cool’ and fight alcohol abuse.”



Jean-François van Boxmeer  
Chairman of the Executive Board/CEO Heineken N.V.



# A word from the Dutch reputation leader

“ For 10 consecutive years, Philips has enjoyed the strongest reputation in the Netherlands! 2016 was a defining year for Philips in which we successfully executed on our major strategic initiatives to transform Philips into a focused leader in health technology, and successfully listed Philips Lighting on the Amsterdam Stock Exchange. This 10th award covering 2016 holds extra value for us as it demonstrates that people admire our innovation power. Philips is recognized as an innovative company that adapts quickly to change.

For over 125 years, Philips had the courage to make bold decisions from the core of our strength: delivering meaningful innovations to improve people's lives. Philips has a very strong brand, valued at USD 11.3 billion, and is financially healthy. We remain loyal to our Dutch roots, while we operate globally and are present in over 100 countries. Our innovative roots are in Eindhoven, where clinical knowledge, digital capabilities and technologies from top talent are brought together in one place.

The Reputation Institute's ranking also shows that the Dutch admire our products and services. Let me share two examples to illustrate these reputation drivers:

- We put patients first. Looking at the increasing number of people with COPD, Philips aims to help those who are short of breath to regain the ability to move freely. Thanks to more portable technology, millions of people with breathing difficulties now have the freedom to do things they never thought possible. (For example, the Breathless Choir, see picture )
- Our innovations go beyond technologies. In close collaboration with leading clinicians, we created the digital operating room of the future. Next generation interventional technologies have reinvented the surgical and interventional radiology procedures, resulting in higher productivity, less patient trauma and shorter recovery times. We are proud to be a global leader in this area.



The Reputation Institute's ranking shows that Philips is admired for having a clear vision of its future. I am very proud to receive this award, and gladly accept it on behalf of our employees.”

Frans van Houten  
CEO, Philips



# 5 activation points

RepTrak® can help communication managers by answering 5 questions:

- 1) **Who**  
What is the impact of familiarity on reputation? Does it differ per stakeholder?
- 2) **How**  
Which modalities of communication impact reputation most? Is it Marketing Communication, Labor Market Communication, Public Affairs/PR or Investor Relations?
- 3) **Where**  
Which touch points matter most? Personal contact, peers, paid-for publicity or media coverage?
- 4) **What**  
Which content in the corporate story has most impact? Which building blocks are supported and which are not? What should the message be?
- 5) **When**  
How to determine success in reputation management using KPIs? Are attributes on target?

