

## About Reputation Institute

Reputation Institute (RI) is the leading international organization devoted to advancing knowledge about corporate reputations and to providing professional assistance to companies interested in measuring and managing their reputations proactively. Founded in 1997, Reputation Institute has been and remains a pioneer and global leader in the development of measurement tools and in offering advice and counsel to leading companies around the world.

## Our Approach

Through systematic research and analysis, Reputation Institute helps companies build comprehensive strategies and make operational decisions that are designed to align stakeholders with corporate objectives and thereby create tangible economic value.

In 2006, Reputation Institute launched the **Global RepTrak™ System** to identify and assess the world's most respected companies. The annual survey interviews more than 30,000 consumers in 29 countries using a standardized measurement system to rate the overall health of 600 of the world's largest companies. The results were featured in numerous publications around the world, and most prominently in *Forbes* in the US. The study is being repeated annually and enables us to provide unprecedented benchmarking capability for our clients.

Reputation Institute also conducts extensive internal analysis of employee alignment to assist clients in building increased support for their corporate strategies. We rely on proprietary methodologies embodied in our **EcQ® System** to identify internal weaknesses that prevent companies from building genuine ambassadorship and that limit their strategic capabilities. EcQ® has proven its value in both large global companies, as well as in smaller entrepreneurial firms.

Senior managers of leading companies around the world have come to trust Reputation Institute for our ability to draw on our extensive knowledge and research, sophisticated analysis, rigorous methodologies, and on our international network of experienced partners and advisors to help them develop robust and actionable reputation strategies. We invite organizations and individuals to take advantage of our proven and proprietary analytical tools, and work with our experts to manage, grow, and protect your organization's reputation.

## Our Team

Reputation Institute's global network of local offices, associates, academics, and practitioners regularly produces thought leadership about corporate reputations that is shared in our conferences and workshops, and gets featured in our newsletters and in our peer-reviewed quarterly journal, **Corporate Reputation Review**. Our team consists of well-known thought leaders such as Reputation Institute founders Drs. Charles J. Fombrun and Cees B.M. van Riel, authors of acclaimed books such as **Reputation: Realizing Value from the Corporate Image**, **Essentials of Corporate Communication**, and **Fame & Fortune: How the World's Most Successful Companies Build Winning Reputations**. Reputation Institute also brings together a team of Senior Advisors with extensive hands-on knowledge and experience in specific areas that are critical to effective strategic development and execution of reputation management programs.

## Our Clients

Reputation Institute operates in most major markets around the world. Past and present clients include such companies as:

AstraZeneca  
BBVA  
The Coca-Cola Company  
FedEx Corp.  
HSBC

ING Group  
Intel  
Johnson & Johnson  
LEGO  
MasterCard

Novo Nordisk  
Petrobras  
Philips  
Royal Dutch Shell  
Telefonica