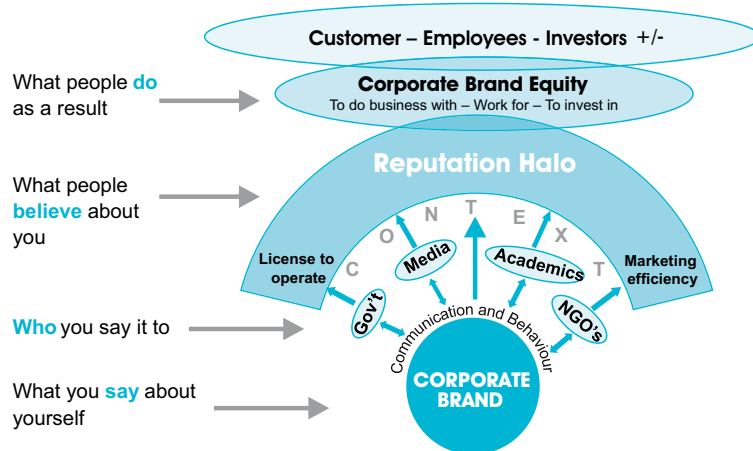


IPSOS MORI REPUTATION HALO

Reputation and the bottom line



The key element from our perspective is that of the Reputation Halo.

This acts as the bridge between corporate reputation and brand equity. Just to be clear, brand is what you say about yourself, reputation is what people think about you once they have got to know you, and brand equity is the positive impact that knowledge has on the decisions they make: buy your product, invest in you, work for you and so on.

The Halo's strength is determined and populated by the key building blocks of reputation: awareness, familiarity, favourability, trust, advocacy as well as the attributes you are associated with. Therefore depending on your performance in these areas the Halo could have a positive or negative impact on brand equity (or of course various points between). This is the area that strategic reputation research is concerned with - understanding the factors that impact on 'halo performance' and helping clients actively manage them.