



WAITROSE TOPS THE IGR BRAND REPUTATION INDEX®

NOVEMBER 2019

The Index measures the reputation of selected organisations in Guernsey and Jersey, and monitors which brands resonate most with island residents.

More information is available at:

www.islandglobalresearch.com/Brand-Reputation-Index

Q&A

Lindsay Jefferies, Managing Director and Lily Guille, Assistant Manager, at IGR tell us about the findings and how the IGR Brand Reputation Index® came about.



How does the IGR Brand Reputation Index® work?

The IGR Brand Reputation Index® allows us to build a picture of how different brands are perceived by island residents. Brand Reputation Index Score is calculated for each organisation, based on responses to survey questions about a range of dimensions that impact brand reputation.

The relative performance of each organisation is measured against others in the Index.

Which organisations performed well in Guernsey?

All organisations in the top quintile should be celebrated. It is evident that these brands tend to provide goods or services that strongly resonate with people in Guernsey, often achieving high scores across multiple dimensions.

IGR Brand Reputation Index®: Overall Ranking

Taking into account brand impression, perceived values and likelihood to recommend.

1	Waitrose
2	Specsavers
3	Guernsey Post
4	Marks & Spencer
5	Co-op

Remaining organisations ranked within the top quintile (top 15), listed in alphabetical order:

Aladdin's Cave, BBC Radio Guernsey, Beau Sejour, Creaseys, Earlswood Garden Centre, Guernsey Dairy, Guernsey Electricity, Guernsey Water, Le Friquet, The OGH

This is a new service for Island Global Research. Why did you decide to launch the Index?

The Index was developed in response to a growing number of enquiries from organisations who care about their reputation and want to know whether they have created a positive impression, have values that resonate with residents, and would be an organisation people would recommend. Our approach has been inspired by UK and international brand equity trackers and specially designed for the local context.

“We want to celebrate those organisations that have worked hard to build a good local reputation. The insight helps businesses to grow, communicate more effectively and better meet the needs of local people.”

Most importantly, we want to celebrate those organisations that have worked hard to build a good local reputation. The huge response that we have had to the launch of the Index is an indication of the extent to which local residents want to share their views on what they think about local organisations. The public results are an opportunity to focus on organisations that are performing well in different areas.

The interest we have had from organisations included in the Index also demonstrates how keen businesses are to track how they are perceived. The insight helps businesses to grow, communicate more effectively and better meet the needs and values of local people. Our intention is to provide organisations with an opportunity to track overall perceptions of their brand at minimal cost.

What exactly does the IGR Brand Reputation Index® measure?

“ It takes into account impressions about a brand, perceptions of its values and whether people would recommend it to others. ”

The metrics measured (see right) have been selected with the local context in mind.

The 5 highest ranked organisations did well across the board, coming in the top quintile for the majority of dimensions measured. That each has slightly different strengths was also evident:

- Waitrose was ranked top out of all 75 organisations for ‘feel positive’ and ‘likelihood to recommend’.
- Specsavers was ranked top for ‘would feel proud to work for’ and ‘contribution to the community’.
- Guernsey Post was ranked top for being ‘described as trustworthy’.
- Marks & Spencer was ranked top for ‘associations with quality’.
- The Co-op was ranked top for ‘caring about the environment’.

While some organisations will aim to do well across the full range of dimensions, others may prefer to focus on a small number of aspects. For example, on average, corporate-facing brands do comparatively well for ‘would feel proud to work for’. A measure which is helpful when looking to monitor an organisation’s ability to recruit high quality candidates.

The relationships between performance in different dimensions, and how this may vary by sector, our aspects we would like to explore further as we develop the IGR Brand Reputation Index® and look to better understand how local brands are perceived.

Do you see any differences between the sectors?

There is quite a lot of variation between and within the different sectors.

On average, retail and leisure brands are strong performers, a very similar picture to that seen in the UK (as reported by YouGov). This isn’t entirely unexpected. Their relationship with consumers, including the types of products/services they provide and frequency of use, provides more opportunity to develop a positive rapport.

In general, organisations providing “core services”, such as utilities and news broadcasters, are highly valued amongst the public. It is also reassuring that many organisations within this group are perceived to contribute positively to the community.

It is harder for finance brands to build a relationship with consumers in the same way as retail and leisure brands. To understand relative performance and scope for improvement it is therefore more appropriate to compare scores within the finance sector. Lloyds Bank International received the highest overall brand index score amongst the finance firms included, and was ranked top in this sector for quality.



What would you like to say to those who participated in the survey this time around?

Thank you, and we hope you’ll continue to do so in the future! It was an absolute pleasure to discover that more than 1,000 of you in each island were keen to share your views.

We are very grateful to everyone who completes our surveys. We see them as an opportunity for you to have your say on the products, services and policies that affect your life. This survey in particular is an opportunity to celebrate local and inspire continual improvement, for the benefit of local business and the residents they serve.



ADDITIONAL BACKGROUND INFORMATION

What organisations are included in the IGR Brand Reputation Index®

There is room for 75 organisations to be included in the Index, and each respondent is asked about a random selection from the full list.

They are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents.

It is a bit of a balance in that we have looked to cover a range of different industry sectors, while ensuring we have included enough key competitors in each sector. The full list is available at: www.islandglobalresearch.com/Brand-Reputation-Index

How is the data collected?

Twice a year Island Global Research conduct an online survey amongst island residents in Jersey and Guernsey.

Respondents are recruited in various ways, including from the 5,000+ members of our research panel and via social media. A diverse range of people aged 16+ respond. The results are then weighted to be representative of the total adult population by age and gender. This means we can report results that reflect the views of the island(s) as a whole.

Randomisation is programmed into the survey to reduce response bias and increase the number of organisations we can include in the index.

We also ask about awareness via advertising/word and levels of customer satisfaction. These do not contribute to the IGR Brand Reputation Index® score, but provide further insight into the success of an organisation's customer service and engagement strategies. Improvements to these areas can benefit consumers as well as help build a brand's reputation.

