



[..INSERT NAME..]

**IGR BRAND REPUTATION  
INDEX<sup>©</sup>**

INSERT DATE

# HEADLINE RESULTS: [..INSERT NAME..]

## Headline Results from Autumn 2019

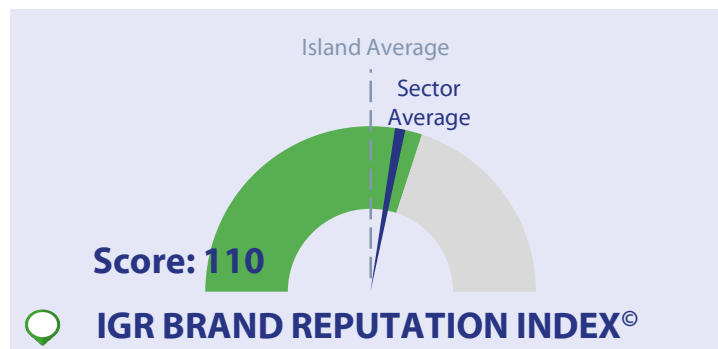
In Autumn 2019, the Index Score for [..INSERT NAME..] was 110. [..INSERT NAME..] was ranked 18 out of 75 organisations in the IGR Brand Reputation Index in Jersey/Guernsey and 7 out of 16 organisations in the XXX Sector.

The Index Score is an aggregate measure of a brand's reputation. Scores for the seven dimensions that contribute to the Index Score are shown below. Guidance on how the Scores are derived and can be interpreted is contained on pages 6-8.

The latest results for [..INSERT NAME..] compared to the average performance on your island and within the XXX Sector are on pages 9-13.

Additional detail on the reputation of [..INSERT NAME..] compared to others in Jersey/Guernsey's Index, in the XXX Sector and in the more narrowly defined YYY sub-sector

The latest results for the awareness and consumer satisfaction are reported below, with additional detail on pages 23-25.



**XXX**

Organisations included in this sector are:

Brand1\*, Brand2, Brand3\*, Brand4\*, Brand5, Brand6\*, Brand7, Brand8, Brand9\*, Brand10, Brand11\*, Brand12\*, Brand13, Brand14, Brand15, Brand16\*

\* included in the YYY sub-sector

	Score	Island Rank	Sector Rank
<b>IGR BRAND REPUTATION INDEX</b>	<b>110</b>	<b>18 / 75</b>	<b>7 / 16</b>
feel <b>positive</b> about	112	18 / 75	7 / 16
associate with 'good <b>quality</b> '	95	45 / 75	10 / 16
would feel proud to <b>work</b> for	120	6 / 75	2 / 16
makes a positive contribution to the local <b>community</b>	127	5 / 75	2 / 16
cares about the <b>environment</b>	106	20 / 75	7 / 16
would describe as <b>trustworthy</b>	105	27 / 75	10 / 16
would be very likely to <b>recommend</b> to a friend	105	28 / 75	8 / 16
			Percentage
% who have seen/heard an advertisement or heard about via word of mouth			63%
Of those who have used, % who would describe themselves as a satisfied customer			51%

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# METHODOLOGY

## Calculating the IGR Brand Reputation Index©

When analysing the data we determine the proportion of times an organisation was selected for each dimension, based on the number of times it was shown to respondents, and was therefore available for selection.

Brand Reputation Index comprises of seven dimensions:

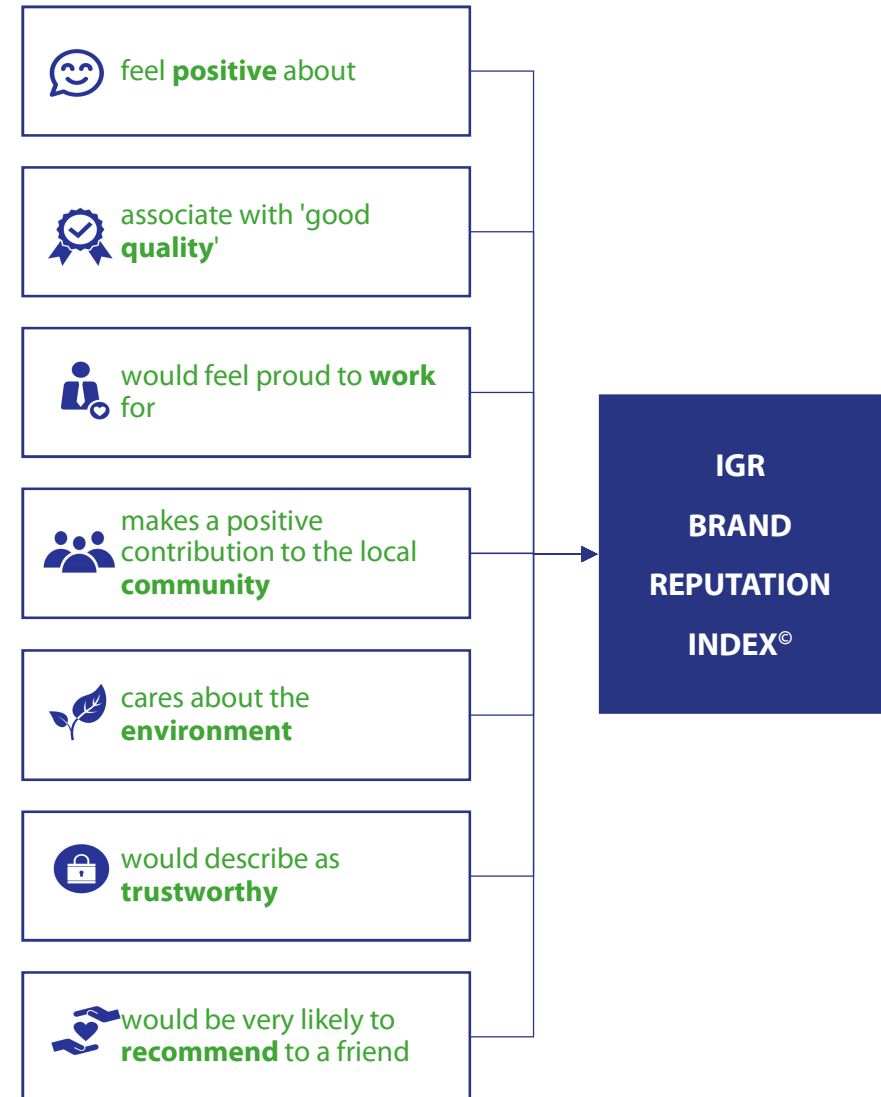
- feel **positive** about
- associate with 'good **quality**'
- would feel proud to **work** for
- makes a positive contribution to the local **community**
- cares about the **environment**
- would describe as **trustworthy**
- would be very likely to **recommend** to a friend.

Each of the seven dimensions is given equal weight when calculating the Index Score. To achieve this, the results for each dimension are scaled and standardised relative to the average for all organisations included in the Index (the 'Island Average') at the first round of data collection, which was in October 2019.

The Island Average Index Score was calibrated to start at 100. After this time, the Island Average Score may vary, though changes are likely to be small.

We also separately report on the percentage of people who have seen or heard about an organisation in the past 3 months, whether they have used an organisation in the past 12 months, and whether the respondent would describe themselves as a satisfied customer of an organisation.

These aspects do not contribute to the Index Score, but provide further insight into the success of an organisation's engagement strategies and customer service. Improvements to these areas can benefit consumers as well as help build a brand's reputation.



# INTERPRETATION

## Understanding the results

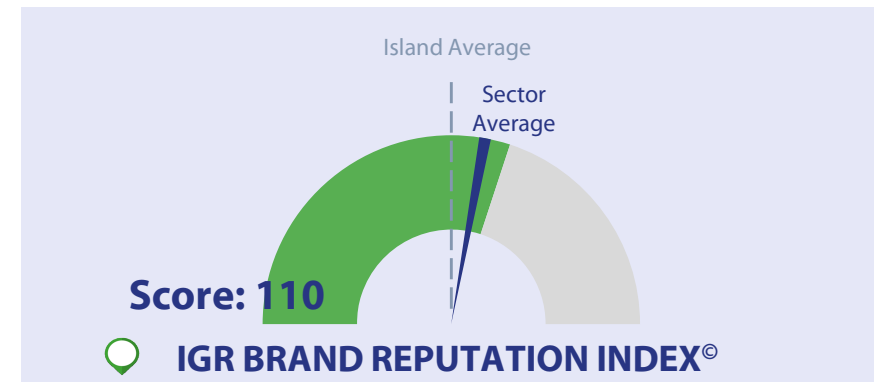
The IGR Brand Reputation Index is an aggregate measure for the reputation of brands on Jersey/Guernsey that allows us to track performance over time. The Index was calibrated to record an average score of 100 for all organisations that are included in the Index in Jersey/Guernsey when it was established in October 2019.

***The value of the IGR Brand Reputation Index<sup>®</sup> is that it allows an organisation to understand how they are perceived compared to other organisations in Jersey/Guernsey and within their sector and monitor how they perform over time.***

We present the overall Index Score - which is an aggregate measure of a brand reputation that can be tracked over time. The Index Score is a relative measure and shows performance compared to other organisations included in the Index in Jersey/Guernsey. The Island Average Index Score is 100 in this first round of data collection. The higher the score, the better the brand's reputation. We present results that allow you to see how you compare to the Island Average and to the Sector Average.

The IGR Brand Reputation Index will be updated every six months. Tracking changes to the Index Score will allow organisations to see if the perception of their brand has improved or worsened relative to others in this period. This insight can also help organisations monitor the effectiveness of their marketing, communications or customer engagement strategies.

As an organisation wanting to interpret the results, we suggest you focus on what matters to you. Some organisations may place greater emphasis on some of the dimensions asked about than others. For this reason, we provide results for each dimension that allow you to track performance in each dimension over time compared to others in the Index on the island and within your sector.



The latest results for the Index Score and its seven dimensions are presented as a gauge (as depicted above).

- The green segment shows the score for your organisation.
- The solid navy blue line depicts the average score for organisations in your sector ('Sector Average').
- The grey dashed line depicts the average score for organisations on your island that were included in the index ('Island Average').

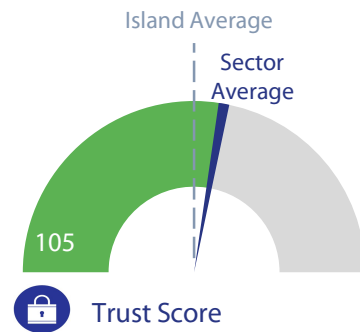
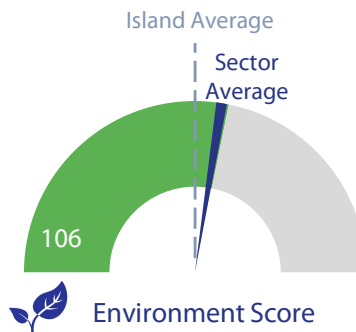
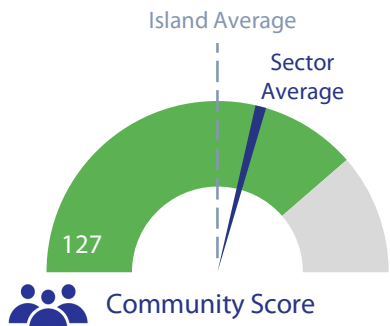
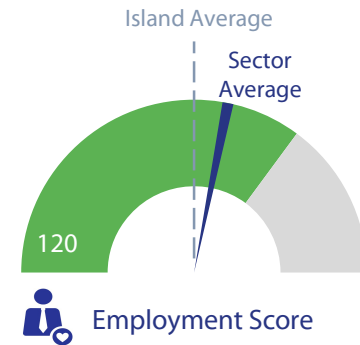
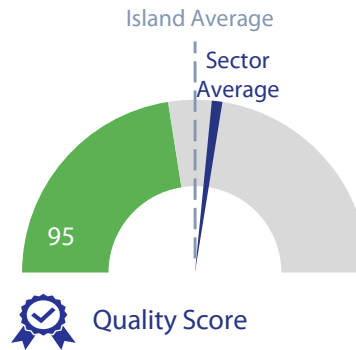
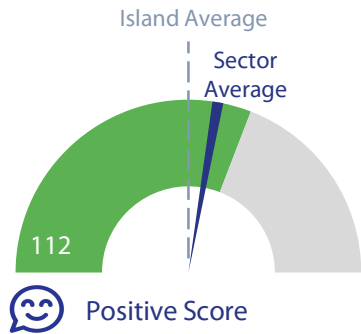
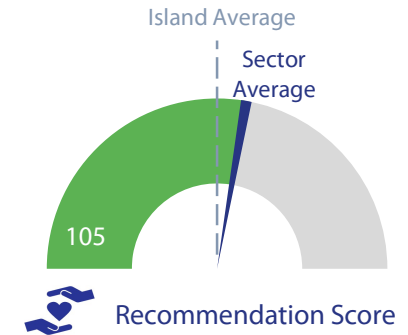
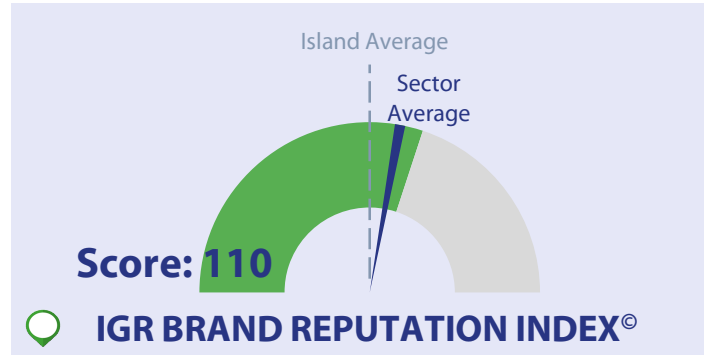
If your organisation performs better than the Sector Average the green segment will be to the right of the blue line, and if it performs worse than average it will be to the left of the blue line. The organisation's performance relative to the Island Average can also be interpreted in same way.

# LATEST RESULTS: [..INSERT NAME..]

[..INSERT NAME..]: Latest results relative to the average score for the XXX Sector, and other organisations in Jersey/Guernsey

The results on this page show the latest results for [..INSERT NAME..] relative to the Sector Average and the Island Average, for the Index Score and the seven dimensions.

In Autumn 2019, [..INSERT NAME..] achieved an Index score of 110 and was ranked 18 / 75 of organisations in IGR's Brand Reputation Index in Jersey and 7 / 16 in the XXX sector.



# PERFORMANCE RELATIVE TO SECTOR AVERAGE

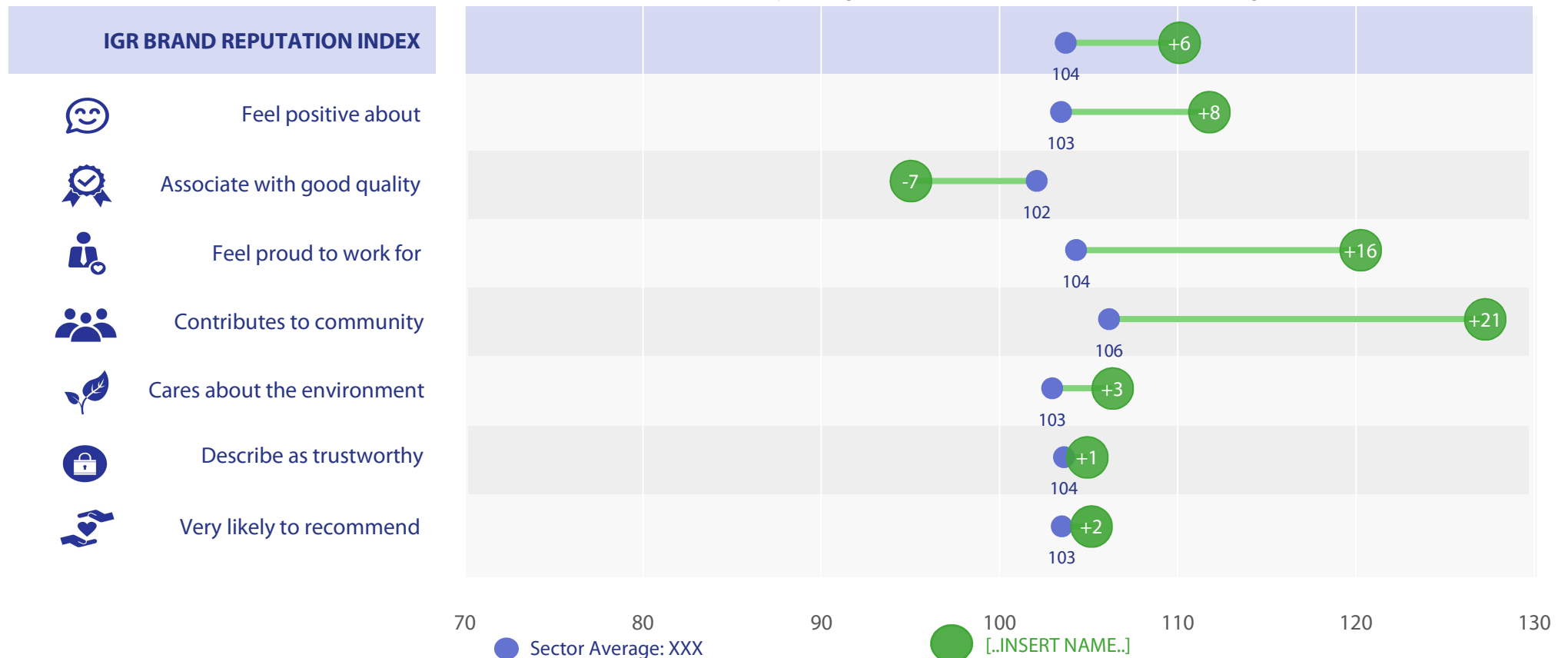
Difference between [..INSERT NAME..] and the average performance of organisations in the XXX Sector in Jersey/Guernsey

The results for [..INSERT NAME..] compared the Island Average and the Sector Average was reported on page 11.

The graph below presents these results again, but this time the focus is on the difference between the score for your brand and for other brands in the XXX sector that were included in the Index in Jersey.

This presentation highlights how you are performing compared to your competitors across the different dimensions, and is intended to highlight the magnitude of the gap (which may be positive or negative) between your reputation and similar organisations. These insights may help you to identify what dimensions to showcase when marketing your brand, and which dimensions may warrant some attention.

Gap Analysis: Organisation Score compared to Sector Average Score





# MONITORING BRAND REPUTATION

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IN DETAIL

COMPARED TO THE JERSEY/GUERNSEY  
INDEX AND OTHERS IN THE XXX  
SECTOR AND IN THE YYY SUB-SECTOR

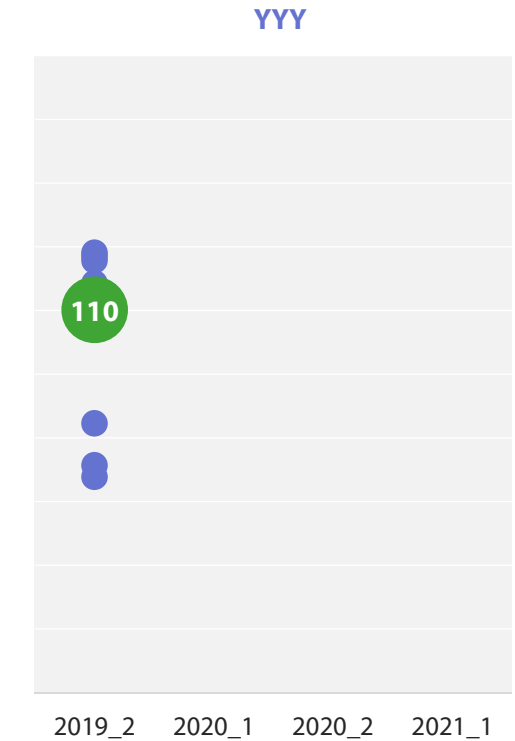
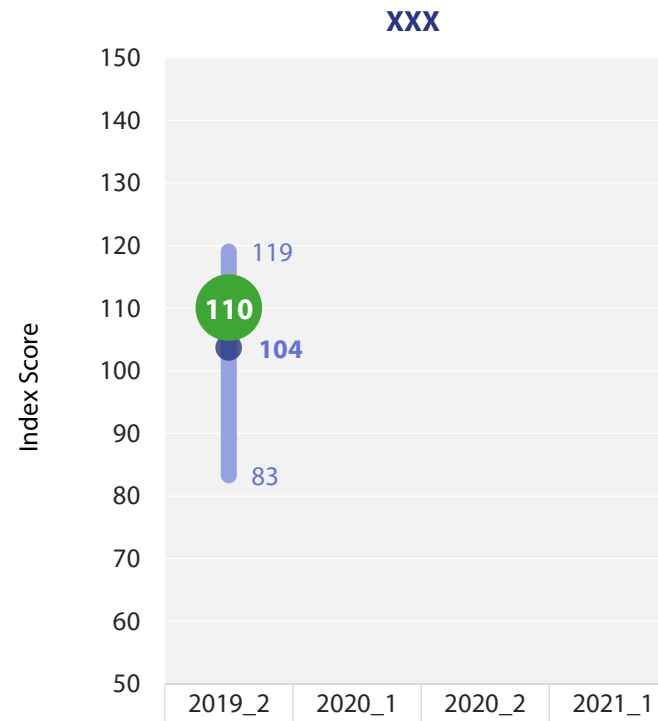
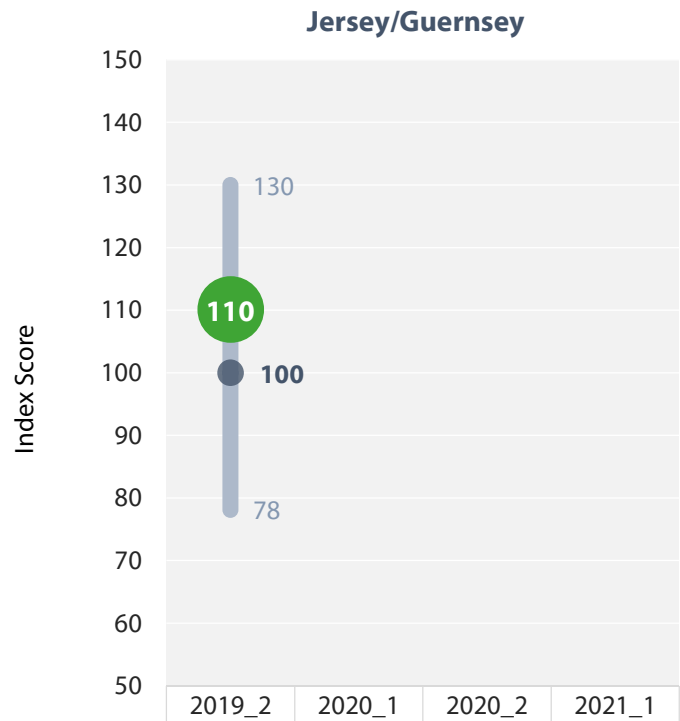


# TRACKING THE INDEX SCORE

Index Score for [..INSERT NAME..] relative to those in Jersey/Guernsey's Index, the XXX Sector, and the YYY Sub-Sector

The graphs below present the 'Index Score' for [..INSERT NAME..]. The results are shown in comparison to organisations on the Index in Jersey, the XXX Sector, and the more narrowly defined YYY Sector.

The Index Score is an aggregate measure of a brand's reputation which comprises of seven dimensions. The organisation's Index Score is shown in the green circle on each graph, and this is presented alongside the Index Scores achieved in Jersey/Guernsey and by organisations in the sectors. The vertical lines on the first two graphs show the range of scores for the Island as a whole and for the sector. The dots on the graph on the right indicate the Index Scores achieved by other brands in that sector.



● [..INSERT NAME..]  
● YYY

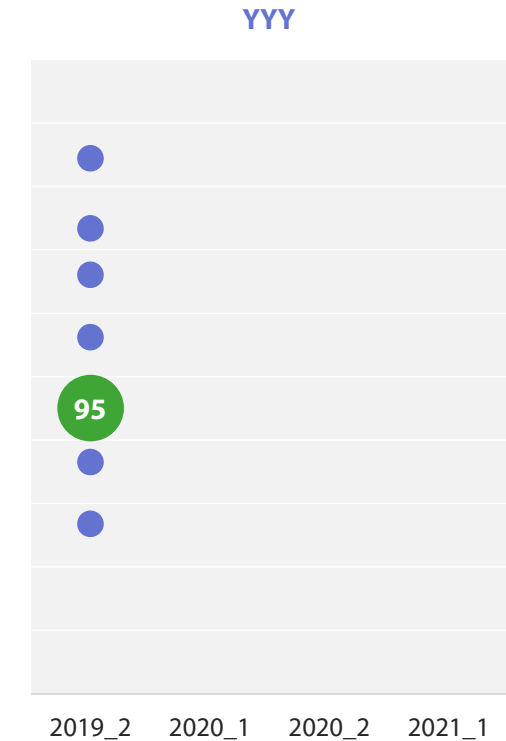
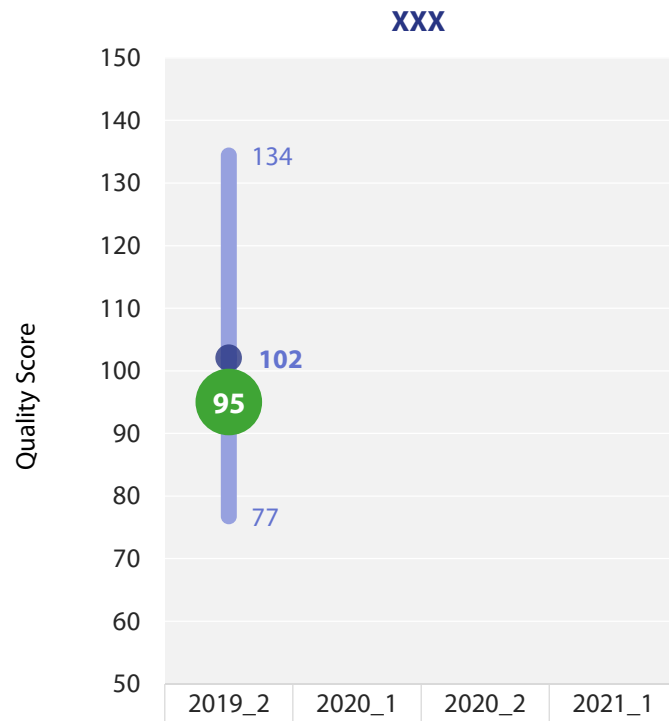
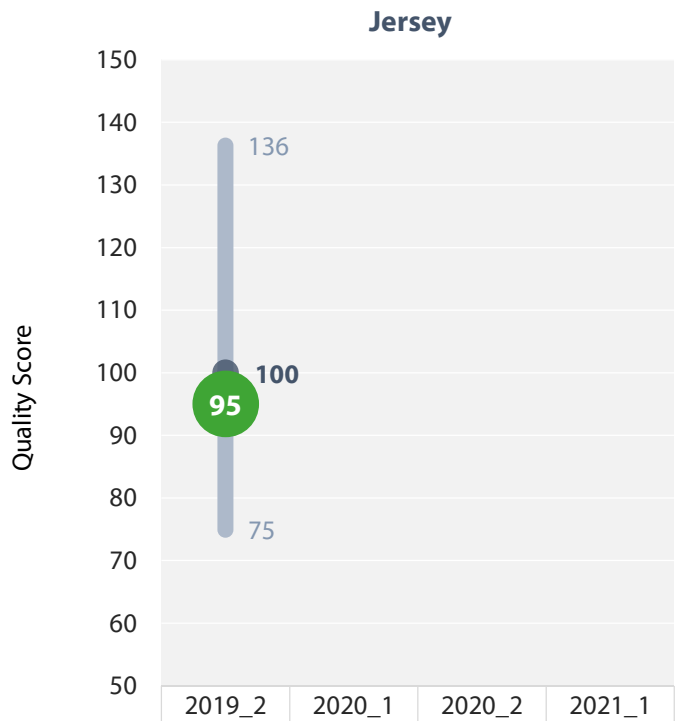


# ASSOCIATE WITH GOOD QUALITY

Quality Score for [..INSERT NAME..] relative to those in Jersey/Guernsey's Index, the XXX Sector, and the YYY Sub-Sector

The graphs below present the 'Quality Score' for [..INSERT NAME..]. The results are shown in comparison to organisations on the Index in Jersey, the XXX Sector, and the more narrowly defined YYY Sector.

The Quality Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list of organisations they "associate with good quality". The organisation's Quality Score is shown in the green circle on each graph, and this is presented alongside the Quality Scores achieved in Jersey and by organisations in the sectors. The vertical lines on the first two graphs show the range of scores for the Island as a whole and for the sector. The dots on the graph on the right indicate the Quality Scores achieved by other brands in that sector.



● [..INSERT NAME..]  
● YYY





# ADVERTISING AND WORD OF MOUTH

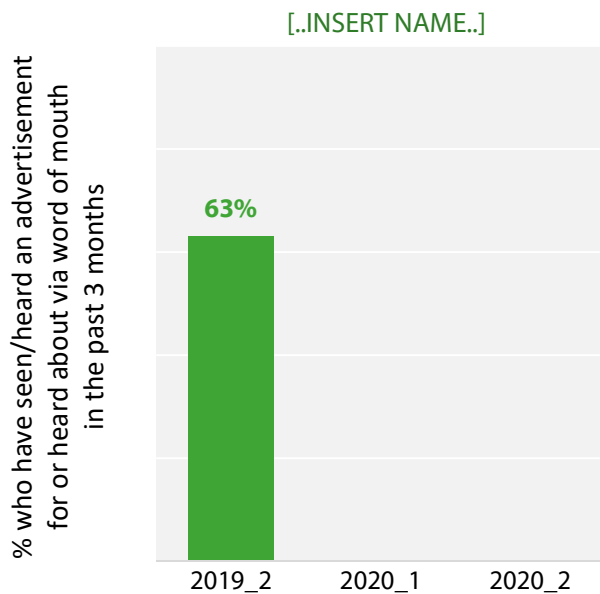
## Reach of advertising and word of mouth for [..INSERT NAME..]

Over the past 3 months, 63% of people in Jersey had seen/heard advertising for [..INSERT NAME..] or heard about [..INSERT NAME..] via word of mouth.

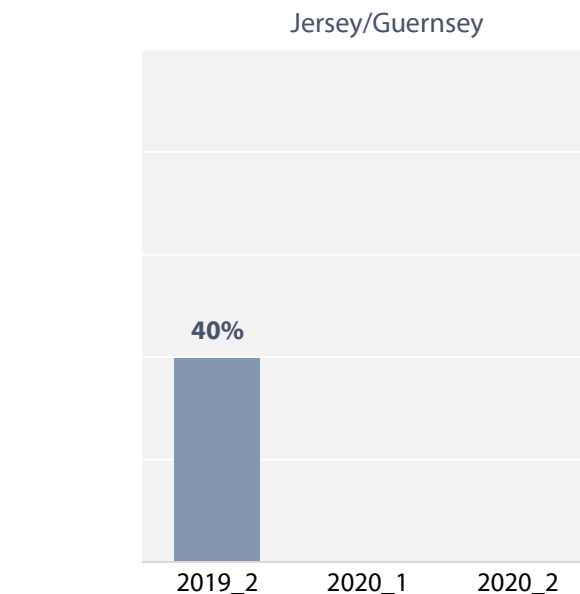
This results was obtained by asking respondents to indicate which organisations in a randomly generated list they had seen/heard an advertisement for or heard about via word of mouth over the past 3 months.

The graphs below show how the reach of advertising and word of mouth compares to the average for all organisations in Jersey included in the Index, and to other organisations in the XXX Sector, and will track how these change over time.

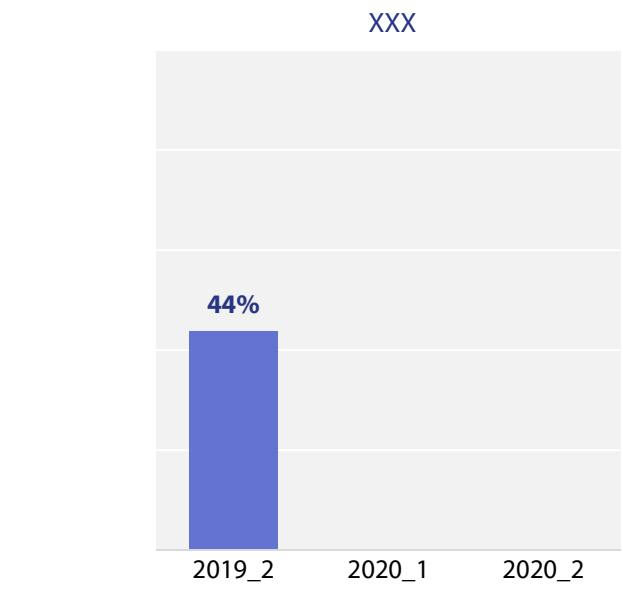
The tables below the graphs present the gender and age profile of people of those who indicated they had seen/heard about [..INSERT NAME..] in the past 3 months.



All	63%
Female	65%
Male	63%
Age: U40	65%
Age: 40-64	61%
Age: 65+	66%



All	40%
Female	41%
Male	39%
Age: U40	37%
Age: 40-64	39%
Age: 65+	48%



All	44%
Female	45%
Male	42%
Age: U40	40%
Age: 40-64	43%
Age: 65+	52%





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