

IGR BRAND REPUTATION INDEX

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Discover your brand's local reputation. Island Global Research measure the reputation of selected organisations in Guernsey and Jersey, and monitor which brands resonate most with island residents.

THE IGR BRAND REPUTATION INDEX HELPS YOUR ORGANISATION:

Measure the impression of your brand amongst local residents

Understand if your brand is associated with local values

Monitor levels of positive engagement among local residents

Benchmark your reputation against competitors

HOW DOES THE INDEX WORK?

Twice a year we survey a representative sample of island residents. It asks about nine dimensions that impact brand reputation, plus demographic profile.

BRAND REPUTATION

IMPRESSION

Does your brand have positive associations amongst the local community?

Which of the following organisations...



Positive

...do you feel generally positive about?



Quality

...do you associate with 'good quality'?



Employment

...would you feel proud to work for?

LOCAL VALUES

Is your brand perceived to be aligned to values important to the local community?

In your opinion, which of the following organisations...



Community

...make a positive contribution to the local community?



Environment

...care about the environment?



Trust

...would you describe as trustworthy?

POSITIVE ENGAGEMENT

Is your brand getting the type of engagements that help build a reputation?



Advertising

Over the past 3 months, which of the following organisations have you seen/heard an advertisement for, or heard about via word of mouth?



Consumer Satisfaction

Overall, would you describe yourself as a 'satisfied customer' of any of the following organisations [you have used]?



Recommendation

Which of the following organisations would you be *very likely* to recommend to a friend?

WHAT IS REPORTED?

Reports are produced twice a year and present findings for the latest survey, benchmarked against previous rounds (as applicable). Headline results will be publicly available on our website. In addition, reports for each organisation will be available for purchase. The reports will present on the brand reputation index, scores for each dimension, and enable organisations to benchmark their performance against competitors.

Standard report

£600 per report per island

Comprehensive report

£1000 per report per island

Bespoke report

from £2,000

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Delivers a view of your brand through the lens of the local consumer and employee base. Track, build and capitalise on perceptions of your organisation in Guernsey and Jersey.

Inspired by UK and international brand equity trackers, Island Global Research's index is specially designed for organisations promoting themselves in Jersey and Guernsey. Consumers, employees and stakeholders prioritise and promote brands that they perceive to meet their needs, provide positive experiences and reflect local values.

The metrics measured by the IGR Brand Reputation Index® have been selected with the local context in mind, allowing you to monitor and benchmark against competitors in the following areas:



IMPRESSION: First impressions matter, good experiences build a reputation and bad ones can have lasting consequences. This is especially true in small, close-knit communities.

Discover if your organisation is viewed positively, associated with good quality and seen as a place that inspires employee pride.



LOCAL VALUES: Organisations that share the same values as those held by the community are better able to create strong connections with existing and potential customers and employees. To successfully communicate their values, organisations do well to demonstrate how they put them into practice.

We've selected contribution to the local community, trust and concern for environmental issues as three key 'values' which sit high on the agenda of modern consumers and stakeholders.



POSITIVE ENGAGEMENT: Measure the actions that consumers and potential employees are taking in response to your brand.

Advertising awareness, levels of customer satisfaction and reported tendency to provide a recommendation help you determine if your customer engagement, customer service and marketing strategies are achieving positive results.

A positive brand reputation can increase opportunities for your organisation, and potentially lower marketing costs, by helping to:

- Create a connection between those who live locally and your business
- Maintain and expand your customer base and/or improve the pool of prospective employees
- Heighten the perceived value of your brand and offer a competitive edge
- Create brand advocates, who'll promote your organisation online and through word of mouth
- Defend against negative exposure
- Promote sales and put your brand 'top of mind', potentially generating higher revenues and enabling expansion in the local market

The IGR Brand Reputation Index® is designed to provide an overview of your brand reputation. Bespoke corporate reputation, awareness and customer satisfaction research is available upon request. Please contact us at the details below.

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Track reputation over time, with a biannual survey that is representative of the local population.

HOW DO WE TRACK BRAND REPUTATION?

Twice a year we conduct an online survey amongst island residents.

Respondents are recruited in various ways, including from the 2,500+ members of our research panel in each island and via social media.

A diverse range of people between the ages of 16 and 75+ 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.

A number of different dimensions that impact brand reputation are asked about. 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.

Strategies employed to reduce the potential for response bias include:

- The questions are presented in a random order;
- Respondents are all asked to choose from a different set of organisations. The set presented to the respondent changes for each question. The set is always randomly selected and drawn from various sectors.

The latest results are released in late Spring and Autumn each year – please contact us for more information: info@islandglobalresearch.com.

THE IGR BRAND REPUTATION INDEX[®] DELIVERS INSIGHT INTO:

- The qualities that differentiate your organisation from your competitors, with the ability to focus on the aspects that matter most to your brand (see reporting options)
- Areas that could be developed and enhanced, in order to grow your reputation
- Changes to your organisation's reputation over time, enabling you to take control of your brand growth
- The effectiveness of your corporate social responsibility programme
- Levels of positive engagement amongst the local community
- The effectiveness of your advertising and consumer engagement strategies
- How you and your competitors are perceived as local employers
- The demographic characteristics of those who view your brand positively, and those who actively promote your brand
- For those organisations working across Jersey and Guernsey, how perceptions of your organisation compare in each island

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Reports released every six months, with the option to receive tailored insights about the aspects that matter most to your business.

WHAT DO WE REPORT IN THE IGR BRAND REPUTATION INDEX® ?

Reports are produced twice a year and present findings for the latest survey, benchmarked against previous rounds (as applicable).

The reports will present the brand reputation index, scores for each dimension, and enable organisations to benchmark their performance against competitors and over time.

Headline results for each island will be publicly available on our website. In addition, reports for each organisation will be available for purchase.

Please contact us to discuss your reporting needs: info@islandglobalresearch.com or 01481 716227.

PRICING

- Reports are available every six months.
- Select from standard, comprehensive or bespoke reports, depending on your needs and budget.
- Subscribe to receive your results and a 20% discount on your first report.

Standard report	£600 per report per island
Comprehensive report	£1000 per report per island
Bespoke report	from £2,000

STANDARD REPORT	COMPREHENSIVE REPORT	BESPOKE REPORT
<p><i>Your brand's reputation, relative to the average of others on your island or in your sector tracked over time</i></p> <ul style="list-style-type: none"> • Index Score - an aggregate measure for brand reputation • Scores for the dimensions that determine brand's impression, perceptions of its values and whether people would recommend it to others • Reach by advertising and word of mouth • Use and consumer satisfaction 	<p><i>As standard <u>plus</u> additional insight on the reputation of your brand compared to the range of scores in your sector and amongst selected competitors</i></p> <ul style="list-style-type: none"> • Your brand compared to the range of performance your industry tracked over time • Your brand compared to a narrowly defined set of competitors tracked over time • Reach of advertising and word of mouth by gender and by age • Gap analysis for your sector and your brand 	<p><i>Insights from the comprehensive report and additional analysis tailored to your needs. Options could include:</i></p> <ul style="list-style-type: none"> • Select the competitors you want to be compared to • Learn how your brand is perceived by different demographic groups • Align brand tracking to your organisation's strategic priorities • Multi-island analysis, assessing brand performance across the Channel Islands

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A wide range of companies in Jersey are included in the IGR Brand Reputation Index®

HOW DID WE SELECT ORGANISATIONS/BRANDS FOR THE SURVEY?

The organisations included are either a local brand or have a strong local presence, and cover a range of different sectors.

Organisations/brands have NOT paid to be included in the list.

The table below lists the companies included from Jersey in the IGR Brand Reputation Index®.

If you would like to add your organisation to the IGR Brand Reputation Index® please enquire with the IGR Team: info@islandglobalresearch.com

JERSEY

Airtel-Vodafone	Freelance Jersey	Le Gallais & Luce	RBC Wealth Management
B&Q	Government of Jersey	Le Quesne's Nurseries & Garden Centre	Romerils
Bailiwick Express	Grand Jersey Hotel & Spa	L'Horizon Beach Hotel & Spa	Rossborough Insurance
Barclays Bank Overseas	Hotel De France	Liberty bus	Santander International
BBC Radio Jersey	HSBC Channel Islands	Lloyds Bank International	Savills Jersey
Blue Islands	Iceland	Mansell Collection	St Brelade's Bay Hotel
British Airways	Intertrust	Marks & Spencer	St Peters Garden Centre
Broadlands	Investec	Merton Hotel, Leisure Club & Aquadome	Standard Bank
BWCI	Islands Insurance	Morrisons	Standard Chartered
Carey Olsen	ITV Channel Islands	Motor Mall	Sure
Channel 103	Jacksons	Mourant	Tesco/Alliance
Cherry Godfrey	Jersey Dairy	Natwest International	The Powerhouse
Close Finance	Jersey Electricity	Next	The Royal Yacht
Collas Crill	Jersey Evening Post	Normans	Thompson Estates
Condor Ferries	Jersey Gas	Ogier	Troys
Co-op	Jersey Post	Pomme D'Or	Viberts
de Gruchys	Jersey Water	Radisson Blu	Voisins
EasyJet	JT	Ransoms Garden Centre & Café	Waitrose
Fort Regent Leisure Centre	JTC	Ravenscroft	

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A wide range of companies in Guernsey are included in the IGR Brand Reputation Index[®]

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The table below lists the companies included from Guernsey in the IGR Brand Reputation Index[®].

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GUERNSEY

Airtel-Vodafone	Cooper Brouard	Islands Insurance	Regency Beds and Furniture
Aladdin's Cave	Creaseys	ITV Channel Islands	RH Gaudion
Alliance	Credit Suisse	Jacksons	Ross Gower Group
Aurigny	Earlswood Garden Centre & Café	JT	Rossborough Insurance
B&Q	Fermain Valley Hotel, Adventure Rooms & Restaurants	La Grande Mare Hotel, Golf & Country Club	Savills Guernsey
Babbe	Freelance Guernsey	Le Friquet	Scope Furnishing
Bailiwick Express	Guernsey buses (CT Plus Limited)	Le Mont Saint Garage	Skipton International
Barclays Bank Overseas	Guernsey Dairy	Livingroom	Specsavers
Barras Car Centre	Guernsey Electricity	Lloyds Bank International	St Pierre Park Hotel, Spa & Golf Resort
BBC Radio Guernsey	Guernsey Gas	Marks & Spencer	Stan Brouard
Beau Sejour Leisure Centre	Guernsey Post	Morrisons	States of Guernsey
Bella Luce Hotel, Restaurant, Distillery & Spa	Guernsey Press	Mourant	Sure
Blue Islands	Guernsey Water	Natwest International	Swoffers
Butterfield	HSBC Channel Islands	Network Insurance & Financial Planning	The Farmhouse Hotel and Restaurant
BWCI	Iceland	Next	The Old Government House Hotel & Spa
Carey Olsen	Ideal Furnishings	Norman Piette	Waitrose
Cherry Godfrey	Intertrust	Northern Trust	
Collas Crill	Investec	Ogier	
Condor Ferries	Island FM	Ravenscroft	
Co-op		RBC Wealth Management	