



# BRAND REPUTATION INDEX

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AN OVERVIEW

# ABOUT THE BRAND REPUTATION INDEX

## Background to the IGR Brand Reputation 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 that local people would recommend. Our approach has been inspired by UK and international brand equity trackers, and specially designed for the local context. The Index is constructed from peoples' perceptions of a brand's impression, local values, and whether they would be likely to recommend it to others. It was launched in October 2019.

### 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

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.

We monitor which organisations are 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.

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



**POSITIVE ENGAGEMENT:** Determine if your customer engagement, customer service and marketing strategies are achieving positive results.

We learn which brands residents would recommend to others on their island, and also ask about the reach of advertising and consumer satisfaction.

**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

# APPROACH

## Our approach to selecting organisations and eliciting responses

Twice a year we conduct an online survey amongst island residents. The latest round of data collection took place between 5 and 30 April 2024. The final sample included 857 respondents from Jersey. Respondents are asked to feedback on a range of dimensions (see below). In answering each question respondents are likely to select organisations that stand out from others in that dimension.

There is room for up to 50 organisations to be included in the Index in each island. The organisations selected for inclusion are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents. When selecting the organisations we have sought to strike a balance in covering a range of different industry sectors, while also ensuring we have included enough key competitors in each sector. See later for the list of organisations included in the Jersey's Index.

An important consideration was that it is not practical to ask respondents to select from all 50 organisations that are included in the Index. Instead, respondents are presented with a list of up to 25 organisations for each question, and the organisations in that list are randomly selected and occur in a random order. The questions that form the Index also occur in a random order, which should prevent framing bias.

Respondents are also asked a few questions about them. We use the profiling questions to ensure our results are representative of the demographic profile of the local population. Survey weights are used to correct for the small differences between the age and gender of the sample and the resident population. This is a standard statistical method that allows us to report results for the island as a whole.

## HOW DOES THE INDEX WORK?

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

### 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?

# 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:

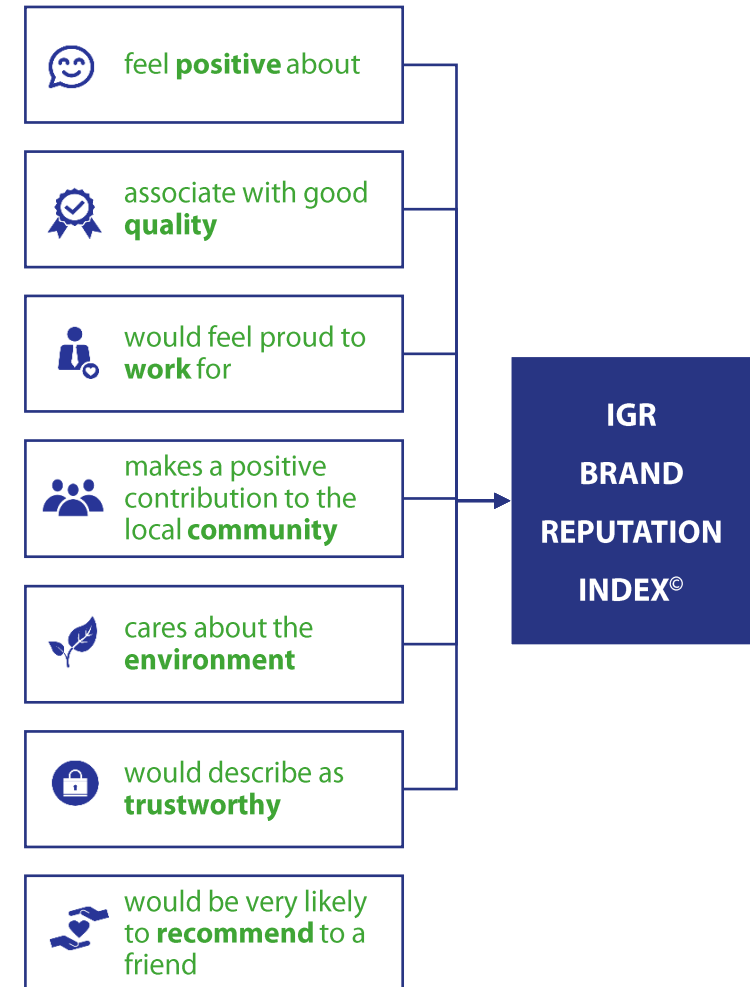
- feel positive about
- associate with 'good quality'
- would feel proud to work for
- makes a positive contribution to the local community
- cares about the environment
- would describe as trustworthy
- would be very likely to recommend to a friend.

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.

The Index was recalibrated in Spring 2024. The number of organisations included in the Index was reduced from 75 to 50, and organisations and sectors which performed less well were more likely to be removed. Historical data has been recalculated. This does not materially impact the pattern of results over time, but the scores and ranked position may be different to those reported previously.

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.



# SELECTED ORGANISATIONS



## Appendix A: List of Organisations included in the IGR Brand Reputation Index© in Guernsey and Jersey

The tables below list the organisations in Guernsey and Jersey that will be included in the IGR Brand Reputation Index© from Spring 2024.

There are 50 organisations in each island. The organisations selected for inclusion are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents. When selecting the organisations we have sought to strike a balance in covering a range of different industry sectors, while also ensuring we have included enough key competitors in each sector.

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

### GUERNSEY

Airtel-Vodafone	Iceland
Aladdin's Cave	Island FM
Alliance	Islands
Aurigny	ITV Channel Islands
B&Q	JT
Bailiwick Express	Le Friquet
Barclays CIOM	Livingroom
BBC Radio Guernsey	Lloyds Bank International
Beau Sejour Leisure Centre	Marks & Spencer
Blue Islands	Morrisons
Butterfield	NatWest International
Cherry Godfrey	Network Insurance & Financial Planning
Condor Ferries	Next
Co-op	Norman Piette
Cooper Brouard	R H Gaudion
Creaseys	Ross Gower Group
Earlwood Garden Centre & Café	Rossborough Insurance
Guernsey Buses (CT Plus Limited)	Savills Guernsey
Guernsey Dairy	Skipton International
Guernsey Electricity	Specsavers
Guernsey Energy (was Guernsey Gas)	Stan Brouard
Guernsey Post	States of Guernsey
Guernsey Press	Sure
Guernsey Water	Swoffers
HSBC CIOM	Waitrose

### JERSEY

Airtel-Vodafone	Jersey Energy
Alliance	Jersey Evening Post
B&Q	Jersey Post
Bailiwick Express	Jersey Water
Barclays CIOM	JT
BBC Radio Jersey	Le Quesne's Garden Centre
Blue Islands	Liberty Bus
British Airways	Lloyds Bank International
Broadlands	Marks & Spencer
Butterfield	Morrisons
Channel 103	NatWest International
Cherry Godfrey	Next
Close Finance	Normans
Condor Ferries	Ransoms Garden Centre & Café
Co-op	Romerils
De Gruchy	Rossborough Insurance
EasyJet	Santander International
Fort Regent Leisure Centre	Savills Jersey
Government of Jersey	St Peters Garden Centre
HSBC CIOM	Sure
Iceland	The Powerhouse
Islands	Thompson Estates
ITV Channel Islands	Troys
Jersey Dairy	Voisins
Jersey Electricity	Waitrose