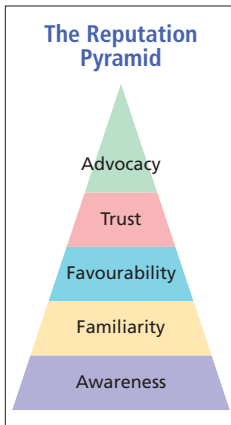




The Canadian Corporate Reputation Monitor (I-Rep) 2010



For more than a decade, leading corporations have relied on Ipsos Reid's *Canadian Corporate Reputation Monitor (I-REP)* to help them strengthen and protect their most important asset – their good name, and the reputation behind it.

This syndicated study is an invaluable source of actionable data for corporations doing business in Canada. The study provides clients with a measurement of their reputation in the marketplace, and a ranking of their organization, both in the context of their industry, and against Ipsos' I-REP normative database.

In addition to comparing companies against their competitors and I-REP norms, the study will also include a reputation ranking list of the top 100 companies doing business in Canada today. This reputation ranking will provide subscribers with additional context by which to measure their corporate reputation standing in the marketplace. Top 100 company rankings and other study results will be available only to subscribers. No public release of the findings will be made.

Organizations receive a scorecard of their current standing, as well as actionable information on how to:

- improve or maintain their company's reputation,
- guide messaging and corporate social responsibility strategies,
- assess the impact of existing and potential communications efforts,
- understand how their reputation impacts consumers' propensity to do business with your company.

What's covered

Each organization will receive a custom report with their data as it relates to each level of the reputation pyramid, including Awareness, Familiarity, Favourability, Trust and Advocacy.

Additionally, your organization will be measured on a series of attributes (illustrated by the chart below) that help to uncover what Canadians believe you stand for.

Company's Detailed Performance			
	Good	Poor	Net*
Long-term success of company	69%	4%	65
Financial performance	58%	5%	53
Quality of products/services	57%	7%	50
Trustworthiness	49%	10%	39
Customer service	47%	8%	39
Quality of management	45%	8%	37
Appeal of their advertising	44%	7%	37
Emotional appeal	43%	11%	32
Value for money	43%	11%	32
Ethical business practices	42%	10%	32
Appeal as an employer	42%	10%	32
Cares about wellbeing of consumers	42%	11%	31
Innovation	41%	7%	34
Social responsibility	38%	10%	28
Credibility of spokespeople	37%	8%	29
Promotes Canadian values/culture	36%	14%	22
Community involvement	36%	10%	26
Environmental responsibility	32%	12%	20

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Base: Canadian Public

*Good minus Poor



Industries and Companies covered in past studies

Automotive: Ford, GM, Honda, Toyota. **Banking:** BMO, CIBC, RBC, Scotiabank, TD Canada Trust.
Breweries: Labatt, Lakeport, Molson, Sleeman. **Confectionary:** Cadbury, Hershey, Wrigley. **CPG:** Dove Soap, Johnson & Johnson, Nestle, P&G (Procter & Gamble), Unilever. **Credit Card:** American Express, MasterCard, VISA. **Food:** Nestle, Campbell's, Frito Lay, General Mills, George Weston, Heinz, Kellogg's, Kraft, Maple Leaf, President's Choice, Quaker. **Grocery:** Loblaw's, Metro, Sobeys.
Information technology: Apple, Dell, Google, Intel, Microsoft, Research in Motion (RIM).
Insurance: Desjardins Financial Security, Great-West Life, Manulife Financial, Sun Life Financial.
Manufacturing: ArcelorMittal, Boeing, Bombardier, Dofasco, EnCana, GE (General Electric), Onex.
Mining and metals: Barrick Gold, De Beers, Kinross Gold, Vale Inco, Xstrata Nickel.
Oil and gas: Enbridge, Imperial Oil (Esso), Irving Oil, Petro-Canada, Suncor, Sunoco.
Pharmaceuticals: Astra Zeneca, Biovail, GlaxoSmithKline (GSK), Merck, Pfizer, Schering-Plough.
Quick Service Restaurants: McDonald's, Starbucks, Subway, Tim Hortons. **Retail:** Best Buy, The Body Shop, Canadian Tire, Costco, Future Shop, The Gap, HBC (Hudson's Bay Company/Zellers), Home Depot, Lowe's, Nike, Rexall Pharma Plus, RONA, Roots, Sears, Shoppers Drug Mart, Staples, Wal-Mart.
Shipping/Courier: Canada Post, FedEx, Purolator Courier, UPS (United Parcel Service).
Soft Drink: Coca-Cola, Gatorade, PepsiCo. **Telecommunications:** Bell, Rogers, Telus

Data Collection and Analysis

Data for this study will be collected using Ipsos' Online Panel. A representative sample of 5,000 Canadians, 18 years and older will be surveyed.

Ipsos Reid uses key driver analysis to reveal which attributes are most important in driving your reputation and are determined using Shapley's Values (SV) analysis, an advanced statistical technique for measuring the relative importance of a set of attributes.

This analysis provides strategic insight on the most efficient way to strengthen your company's reputation.

Deliverables

- A core report common across all subscribing clients.
- A custom report provided only to your organization that includes demographic variations of the results of your organization and custom analysis of the drivers of your reputation.
- Detailed data tables
- In-person Presentation upon request (exclusive of travel costs outside Toronto).
- Topline results will be available to subscribers in late December. Full reports will be delivered in January 2011.

Custom, Proprietary Questions

Subscribers may add their own custom, proprietary questions at an additional cost. Results will be provided to you on a strictly confidential basis.

Cost, Schedule and Deliverables (2010)

The cost of subscribing to the *Canadian Corporate Reputation Monitor* is \$15,500 per wave.

This study is available semi-annually by subscription only.

To add proprietary questions and include your organization in the next wave, commitment is required by October 20, 2010.

Please call for pricing for proprietary questions, adding additional non-subscribing industry counterparts, subsidiaries or competitors, or information about U.S. or global reports.

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