

# Managing your reputation in the media



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**a'k'kanto**

adding value to your stakeholder relations

# Reputation in numbers

56%

Say that Reputation is a **HIGH** priority to Executive Management and Board of Directors

63%

Expect Reputation Management to be a **HIGHER PRIORITY** for their company in the next 2-3 years

68%

of the business leaders say Reputation drives **customer retention**

60%

Believe Reputation has a **HIGH FINANCIAL IMPACT** on their company

Source : Reputation Institute

# WELCOME TO THE REPUTATION ECONOMY

## THE REPUTATION ECONOMY

is a new marketplace reality in which people buy products, take jobs, and make investments based primarily on their trust, admiration and appreciation for the companies and institutions that stand behind them

# The ingredients of reputation

## Direct Experience “What We Do”

Products  
Customer Service  
Employment  
Investment

## Campaigns & Initiatives “What We Say”

Marketing  
Branding  
Advertising  
Public Relations  
Partnerships

## 3rd Party Perspectives “What Others Say”

MEDIA  
(Traditional, Social)  
Topic Experts/  
Leaders  
Personal Social  
Network

## Perceptions



## Behaviors



## Business Results



# Different approach : Reputational Risk/Reputation mngt

## Reputational risk

Scenario Analysis

Anticipation

Detection

Prevention

Minimisation

## Reputational mngt

Marketing

PR

Investor relations

Partnerships

CSR

# Managing your reputation : a good example and some more challenging ones

**colruyt** 



**TOYOTA**



**LA REDOUTE**

**Prepare**

**Steal the thunder**

**React** rapidly in order to minimise  
the damages

**Restaure** your reputation by  
showing the lessons learned

# Managing the media in order to improve your reputation

**Audit & Monitor** your reputation

**Define** your message

**Give a face** to the company

**Build** relationships





# akkanto

adding value to your stakeholder relations

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