

**BOTTLE**

It's a beautiful day for PR

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IT ON**

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# Reputation Management Programme

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## Reputation management

Reputation management is a measure as well as a potential driver of business performance. It is designed to measure PR related outcomes as well as provide the strategy for PR related outputs. The concept of outcomes, outputs and a third action – outtakes is as follows:

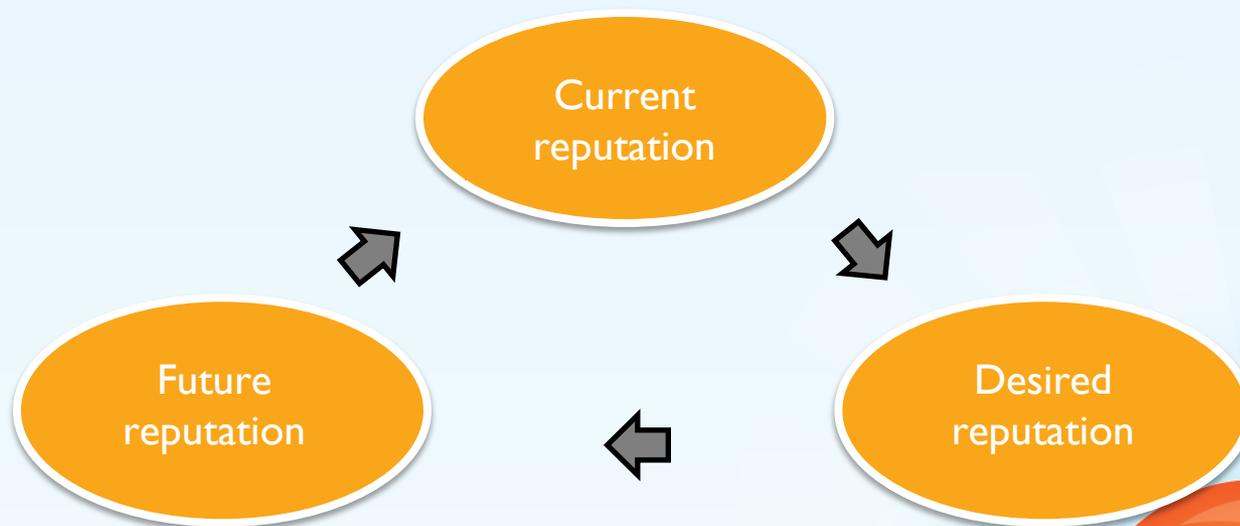
<b>Outputs</b>	<b>Outtakes</b>	<b>Outcomes</b>
What we'll do	What happens	What impact

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## BOTTLE's reputation programme

The BOTTLE Reputation Management Programme measures reputation against a set of consistent criteria. It also has a number of bespoke criteria to cater for the specific outcomes and outputs.

The programme design follows a continuous planning cycle:



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## Measuring reputation

- We define and seek to measure reputation in terms of:
- ‘How well we are known’ (awareness and familiarity)
- ‘How well we are regarded’ (advocacy and favourability)
- BOTTLE will identify your key audiences from which we should evaluate reputation. We will establish a desired outcome.
- For example, one audience may be journalists/media. The desired outcome in its case would be their disposition to report positively about you.

## Step one: Your current reputation

- The start point is to understand what matters most to which audience and how the brands are currently perceived on each of these matters.
- Audiences have different expectations, different standards and issues by which they judge an organisation.
- This element of the programme is employed using either:
  - Quantitative methodology
    - Online research
  - Qualitative methodology
    - Telephone

The research would be based on a questionnaire, which is designed to secure analysis of 'derived importance', i.e. an assessment of your current reputation based on the points that matter most to each of the specific audiences.

## What matters most to whom?

%	Your customers	Your prospects	Business press	Shareholders/ investors
Quality of products/ services	26	36	25	0
Customer service	21	30	13	0
Final performance	15	10	72	69
Employee policy	20	38	22	0
Quality of management	12	19	63	89
CSR	10	15	20	0

In the above diagram, we provide a sample of what you might expect from the research. In this case, the organisation had identified customers, prospects, business press and shareholders as their priority audiences.

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## Step one: Outcome

With sufficient data and using 'derived importance', we are able to establish correlations between specific attributes and your overall favourability/advocacy within each audience.

This first stage assessment provides a benchmark score and clarity of direction for campaigns and messages. The audience helps determine what the messaging should be so that we address their agenda, not ours.

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## Step two: Your desired reputation

From the results of step one, we construct a prioritised plan to address reputational strengths and weaknesses according to their value.

The outcomes from step one establish the 'table stakes' for your reputation as well as provide insights for the creation of a reputation that is relevant and different.

We hold a one-day workshop with your senior management team to debate and agree the *additional* elements that are to be part of your desired reputation.

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## Step three: Your future reputation

This stage of the programme is the ongoing survey where we measure and track changes against the plan delivered. It is again a quantitative assessment, delivered online.

We recommend that this element of the programme is conducted a minimum of twice a year – subject to our reater understanding of any other research programmes that you currently employ.

Based on the Net Promoter score concept, we create an advocacy rating scale. The strengths of this approach are that it can be put to all stakeholders; it allows for positive and negative ratings and it provides diagnostic questions to highlight the key issues that need to be addressed in order to increase favourability/advocacy.

This method also allows you to use advocacy as a driver of business performance in the future.

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To find out more contact:

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