



## The Alberta Reputation Monitor (I-Rep Alberta) 2009

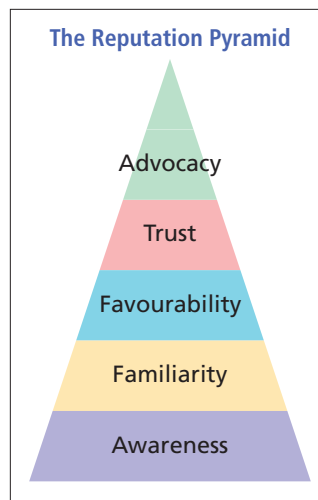
For more than a decade, leading Canadian companies and organizations have relied on Ipsos Reid's *Canadian Corporate Reputation Monitor (I-REP)* to help them strengthen and protect their most important asset – their good name, and the reputation behind it.

Now, Ipsos Reid is pleased to announce that this syndicated study is being extended to focus exclusively on companies and organizations operating in Alberta.

This study is an invaluable source of actionable data. It provides clients with a measurement of their reputation in the marketplace, and a ranking of their organization, both in the context of their sector, and against Ipsos' I-REP national normative database.

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

- improve or maintain their 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 the organization,
- understand and interpret results against I-REP norms and competitors or similar organizations.



### The Five Layers of the Reputation Pyramid

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.

### Drivers of Reputation

Additionally, your organization will be measured on a series of attributes that help to uncover what Albertans believe you stand for. Subscribers can pick and choose 10 attributes (from a list of about 20) to test their reputation. Attributes include known reputation drivers such as customer service, social responsibility, contribution to the province, quality of management and appeal as an employer.

### Communication/ Marketing Efficiency

The study will also look at the relationship between organizational reputation and its real world impact on the organization's ability to communicate or market its products/services. This will be tested through questions probing elements such as believability of communications/marketing, credibility of spokespeople, willingness to pay a premium, and feeling good about interacting with an organization.

### Analysis

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 organization'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 Calgary).



# Ipsos Reid

## **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.

## **Data Collection**

We'll conduct 1,000 interviews online with a representative sampling of adult Albertans.

## **Cost and Schedule**

The cost of subscribing to the *Alberta Reputation Monitor* is \$9,500.

The deadline for subscribing or adding proprietary questions is October 30, 2009. Fielding will be conducted in November with reporting in December.

\*The study will only proceed if there is a sufficient number of subscribers.

## **For More Information Contact:**

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## **About Ipsos Public Affairs' Reputation and Risk Management Practice**

The Ipsos Public Affairs Reputation and Risk Management research team provides corporate clients and not-for-profit organizations with highly customized research that allows them to manage and build their reputation, plan, manage, and improve strategic and crisis communications, better understand their employees and audiences, and oversee stakeholder relations.

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