

THE WORLD'S MOST REPUTABLE COMPANIES

2025

10 GLOBAL REPTRAK[®]



2025

THE WORLD'S MOST REPUTABLE COMPANIES

4

Methodology

6

**The 100 Most Reputable
Companies**

7

Reputation Scores

9

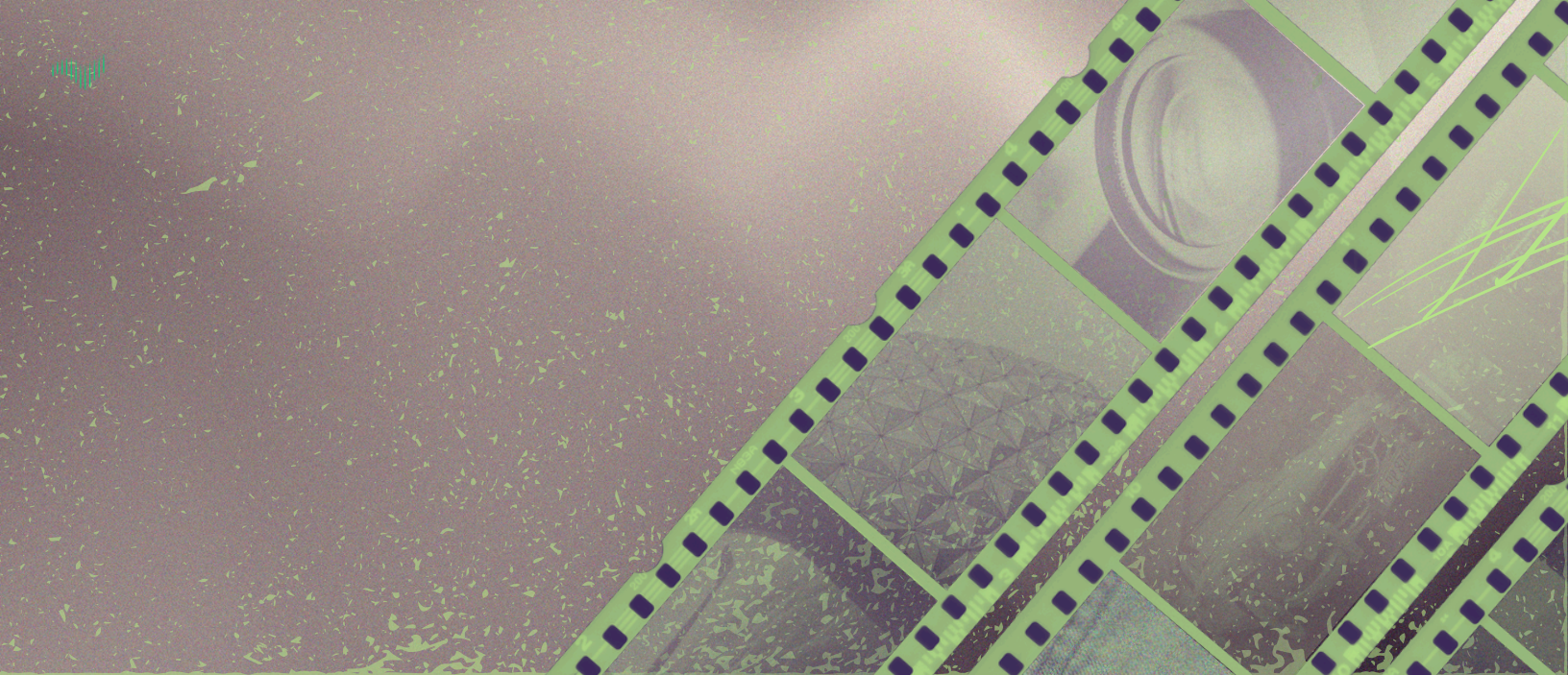
The 7 Drivers of Reputation

14

Business Outcomes

17

Brand Scores



REPUTATION IS THE REBOOT DONE RIGHT

It's no coincidence that some of the biggest cultural moments in recent years have been about bringing the best of the past into the present. At a time when global crises reigned and uncertainty pervaded everyday life, anything familiar was rather a breath of fresh air. Nostalgia-driven reboots and comebacks have dominated everything from popular culture, to tech, to (yes, we're going there) even business. Much like a great franchise that gets a fresh revival, the world's most reputable companies are leaning into their legacy while reintroducing themselves to modern stakeholders.

We've seen how audiences have embraced reinvention done right, but not every reboot has been a success. Some flounder, failing to capture the magic of what made them great in the first place. Others, however, strike gold — revitalizing a beloved brand, evolving with the times, and exceeding expectations. Those corporations who have capitalized on that same sentiment are the ones being celebrated as today's reputation leaders.

For over twenty years, RepTrak has delivered quantifiable insights on corporate reputation. Annually, we leverage our unparalleled data suite to understand global corporate trends and corresponding public sentiment year over year. Then, we share that information alongside a ranking of the world's 100 most reputable companies with you as part of our Global RepTrak (GRT) 100 report.

Economic turbulence, global conflicts, and the social zeitgeist have always tested corporate resilience. But this year's findings make one thing clear: businesses are no longer just surviving the challenges of today — they're starring in their own reputation reboot. Across RepTrak's core suite of reputational elements, every metric is on the rise — marking the second consecutive year of growth.

So, cue the comeback. We're ready to give you a behind the scenes look at the year's biggest reputation success stories.



METHODOLOGY

We know you've waited all year to see the ranking, but don't fast-forward through this section. We want to quickly tell you about RepTrak's methodology. Not all reputation management companies measure reputation the same way, and no one measures it like we do. We pride ourselves on understanding the intricate makeup of corporate reputation and offer an unmatched perspective to all that goes into building and sustaining it. With that in mind, we'd like to outline how we arrived at this year's ranking and the rest of the findings in this report.

Though this study is conducted through its own unique survey, how we determine the world's most reputable companies is rooted in our everyday processes. The Global RepTrak Top 100 ranking and corresponding reputation data is based on 211,000 survey responses collected globally across 14 major economies. Data for this study was collected at the end of 2024.



In our data collection, we do not include corporate self-reporting, we don't ask executives how they think they're doing, and we don't look at who's winning the algorithm game. We go straight to the source: the real-life individuals who are not just aware of your company but have formed opinions about it.

RepTrak ADVISORY

Our data is just a piece of what makes RepTrak insights world-class. We understand the human element of corporate reputation. We capture our data from real people, and real-life reputation experts then bring that data to life.

Our global approach to reputation data is enhanced by the specialized local knowledge offered by our team of advisors. This pairing of data and bespoke guidance guarantees that our insights are not only attuned to cultural nuances, but are also customized to address the specific demands of diverse markets. Our Advisory Team is stationed across the globe, bringing a wealth of localized insight to our clients wherever they are.

Clients of RepTrak benefit from being matched with a dedicated team of advisors. These experts offer an actionable analysis of their reputation data, aligning business objectives with stakeholder sentiment across different markets and sectors. Keep an eye out for their insights throughout this report, you'll want to know what they have to say about this data!



We call this group of people “the informed general public” (IGP), it’s the broadest stakeholder group we measure at RepTrak. We collect a diverse sample of IGP stakeholder ratings for this study to ensure that responses are equally represented from region to region. This process ensures that our data integrity remains consistent over time and accounts for cultural nuances. With the help of machine learning, our reputation intelligence platform combines and analyzes these survey ratings and transforms them into powerful reputation metrics.

Corporate reputation is dynamic, and we measure it as such. Our proprietary reputation model quantifies how people **think**, **feel**, and **act (do)** towards companies globally. Our model was built to score (from 0-100) a variety of reputational elements, not just one, to paint a full picture of corporate reputation. These Scores correspond with 5 different ranges from Poor to Excellent.

For consideration in the 2025 Global RepTrak 100, a company had to meet the following criteria:

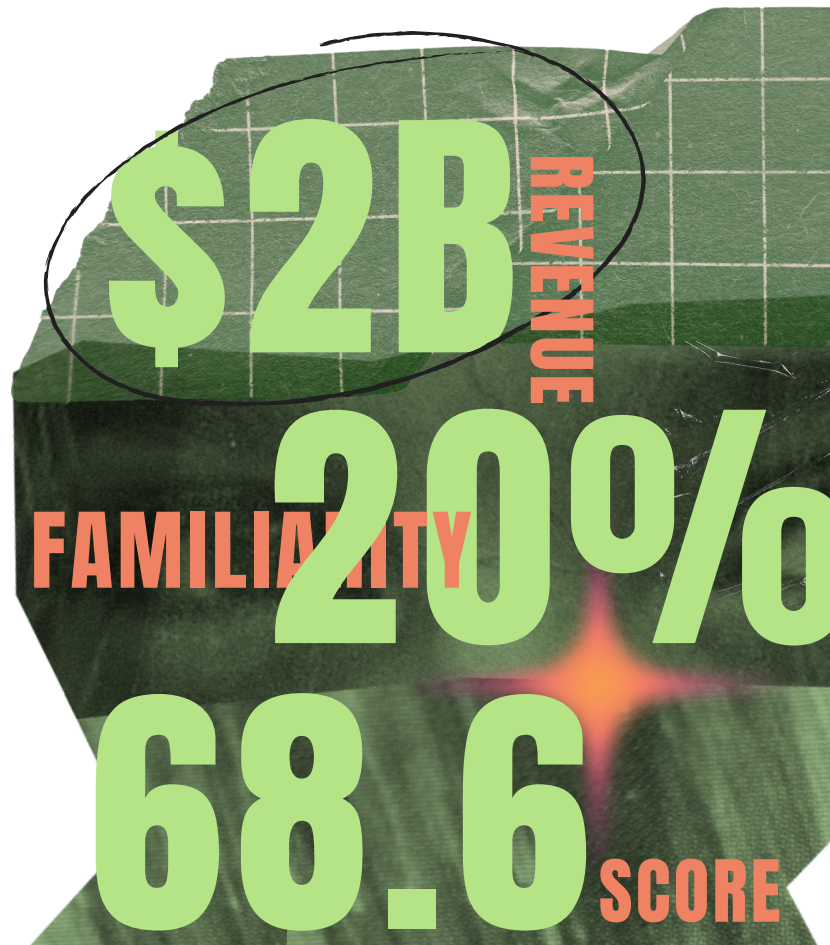
- Have a global revenue above USD 2 billion
- Achieve a *global* average familiarity threshold above 20% across the 14 countries measured, and a *regional* familiarity threshold above 20% within at least 7 of those 14 countries measured
- Reach a qualifying Reputation Score above the median score from our global dataset (which covers thousands of companies) of 68.6 points.

Companies that met these criteria were then ranked based on their global Reputation Score.

Now, let’s roll out the red carpet. This year’s Top 100 companies have arrived...



Source: 2025 Global RepTrak 100 Study



2025 Global RepTrak® 100

▲ Rank Change Up ▼ Rank Change Down = Rank No Change ★ Rank New

1 = The LEGO Group	2 ▲ Rolls-Royce	3 = Rolex	4 ▲ Harley-Davidson	5 ▲ The Bosch Group	6 ▼ Mercedes-Benz	7 ▲ Ferrari	8 ▼ Canon	9 ▲ adidas	10 ▼ Sony
11 ▼ Levi Strauss & Co.	12 ▼ Samsung	13 ▼ Nintendo	14 ▲ Natura & Co.	15 ▼ PayPal	16 ▲ Hyatt Hotels	17 ▲ Goodyear	18 ▲ Google	19 ▲ Intel	20 ▲ Singapore Airlines
21 ▼ Dyson	22 ▼ Nike, Inc.	23 ▲ LG Corporation	24 ▼ BIC	25 ▲ Barilla	26 ▼ 3M	27 ▼ Miele	28 ▼ Visa	29 ▼ Pirelli	30 ▼ Philips
31 ▲ Toyota	32 ▲ Inter-Continental Hotels Group	33 ▲ Michelin	34 ▲ Bridgestone	35 ▼ BMW Group	36 ▲ Novo Nordisk	37 ▲ Burberry Group	38 ▼ Colgate-Palmolive	39 ▲ Marriott International	40 ▲ Caterpillar
41 ▲ Spotify	42 ▲ The Estée Lauder Companies	43 ▲ Giorgio Armani	44 ▼ Dell Technologies	45 ▲ Lavazza	46 ▼ Mastercard	47 ▲ Under Armour	48 ▼ Christian Dior	49 ▲ Hilton Worldwide	50 ▲ L'Oréal
51 ▼ Honda Motor Company	52 ▼ Ferrero	53 ▲ Hugo Boss	54 ▼ Danone	55 ▼ Chanel	56 ▲ Qualcomm	57 ▼ IBM	58 ▼ Decathlon	59 ▲ Schneider Electric	60 ▼ Microsoft
61 ▼ HP Inc.	62 ▼ The Kraft Heinz Company	63 ▼ Siemens	64 ▲ Abbott Laboratories	65 ▼ Panasonic	66 ▲ Henkel	67 ▲ Emirates	68 ▲ Ralph Lauren Corporation	69 ▲ Kimberly-Clark Corporation	70 ▼ IKEA
71 ▲ Whirlpool	72 ▼ Deutsche Lufthansa	73 ▲ Air Liquide	74 ▲ Roche	75 ▼ The Walt Disney Company	76 ▼ Hewlett Packard Enterprise	77 ▼ Amazon.com	78 ★ Cathay Pacific	79 ▲ LVMH (Louis Vuitton-Moët Hennessy)	80 ▼ Apple
81 ★ Nestlé	82 ▼ Volvo Group	83 ▲ Electrolux	84 ▼ SC Johnson	85 ★ Sanofi	86 ▼ Fujifilm	87 ★ Kellanova	88 ★ Booking.com	89 ▼ Cisco Systems	90 ▼ Adobe, Inc.
91 ★ Bristol-Myers Squibb	92 ▼ ALDI	93 ★ Air France-KLM	94 = Salesforce.com	95 ▼ Netflix	96 ▼ ASUSTeK Computer Inc.	97 ▼ The Hershey Company	98 ▼ Mattel, Inc.	99 ▼ Eli Lilly	100 ★ MSD (Merck Sharp & Dohme)



REPUTATION SCORES

Reputation is emotional in nature, it's a publicly developed general opinion or judgment of your organization. Our Reputation Score measures the emotional connection, the *feel* we like to call it, stakeholders show towards companies.

For the second consecutive year, the global Reputation Score has increased. Building on 2024's recovery, it rose by ▲0.7 points to land at a Strong 74.5. This rise comes despite the many global elections, unending economic unease, and geopolitical conflicts that defined this past year. While crises have often triggered sharp fluctuations in corporate reputation, 2025's GRT data shows a kind of reputational resilience to external disruptions.

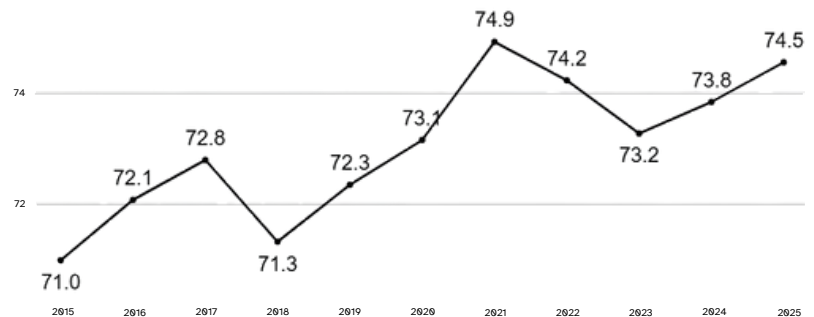
Where 2024's ▲0.6-point increase helped businesses regain ground lost in the pandemic-era, the continued growth has taken Scores to the second-highest level recorded in this study. We've told you before that the expectations of companies from their consumers are drastically different now than they were before the pandemic. It seems that companies have not just learned how to *respond* to the new bar set by stakeholders but have *adapted* accordingly.

However, it's important to keep in mind that part of this transformation lies in how crises unfold and "fade out" of public attention. Though stakeholders are flooded with an endless stream of new controversies, the relentless pace of the news cycle means that no crisis holds the public's attention forever. Silvia Gabrieli, Director of Advisory in EMEA, captures the challenge of this reality: "We live in an era where everyone feels entitled to judge instantly without looking deeper, and sparking controversy has become a competitive sport."

74.5

The most reputable companies aren't defined by the crises they face, but by the legacies they build to withstand them.

GLOBAL REPUTATION SCORE OVER TIME



In this climate, rather than being defined by occasional missteps, the most reputable companies have worked to build a foundation of trust that can withstand short-term turbulence. "Owned media plays a critical role in this strategy," Gabrieli explains. "It allows companies to build a credible narrative and shield themselves from reputational crises. It's the ultimate strategy for building long-term reputational growth."



While stakeholder expectations remain high, reputation today is no longer about avoiding challenges altogether — it’s about how companies demonstrate consistency, clarity, and engagement over time. The world’s most reputable companies aren’t exempt from bad press, but they do know how to build a legacy strong enough to outshine it.

This is evident not just at the global scale, but across regional markets, where companies are proving that a well-managed reputation can withstand local volatility. 11 out of the 14 countries measured in this year’s study saw an increase in Reputation Score. Even in the few markets that experienced a decline, the drops were relatively minor, emphasizing the broad state of resilient reputations.

In Italy, for example, businesses faced multiple crises over the last year yet saw their Reputation Score remain stable (even slightly increasing). Gabrieli believes that “Italian companies offer a key lesson in localized resilience: reputation is not built on legacy alone, but on a dynamic balance between tradition and progress.” Rather than being defined by external disruptions, companies are demonstrating an ability to separate economic, social, and geopolitical factors without compromising authenticity.

In a hyper-connected world, the organizations that stand out don't just react to crises. They have learned to read, interpret, and proactively manage an environment of constant disruption. Those investing in authentic engagement and transparent communication are proving that reputation is not just a reflection of the present — it’s an asset that, when managed effectively, can stand the test of time. 2025’s Reputation Scores affirm that reputation is evolving into a more resilient force than ever before.

2025 REPUTATION SCORES BY COUNTRY

COUNTRY	SCORE	CHANGE
Brazil	77.2	▲ 0.8
France	75.9	▲ 0.7
Australia	75.8	▼ 0.4
South Korea	75.7	▽ 0.2
Italy	75.5	△ 0.1
Japan	75.3	▲ 0.1
Germany	75.2	△ 0.2
Spain	75.1	▲ 1.3
Canada	74.8	▲ 0.4
Mexico	73.8	▲ 0.8
United Kingdom	73.7	▲ 0.7
Unites States of America	73.4	▽ 0.1
India	71.7	▲ 1.6
China	70.5	▲ 3.3

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024

▲▼ Statistically significant change △▽ Change, but not statistically significant

Silvia Gabrieli

Reputation is not built on legacy alone, but on a dynamic balance between tradition and progress.



Director of Advisory

EMEA

The RepTrak Company



Multi-Country Data

While this report focuses on the world’s largest economies, RepTrak’s intelligence spans over 60 countries. Our **multi-country dashboard** allows you to localize your reputation strategy to spot local risks early and ensure your messaging resonates with stakeholders in every market. Whether you’re solidifying your global presence or venturing into new territories, this data delivers a localized competitive edge.



THE 7 DRIVERS OF REPUTATION

Our reputation wheelhouse is made of a variety of quantifiable elements that categorize reputation across different influencing factors. Our 7 Drivers of Reputation offer tangible rationale for why people *think* a certain way about you — pinpointing where your business is flourishing and floundering so you know exactly where to improve and protect your reputation.

2025 data shows that every single Driver is in the Strong range. To put into perspective how extraordinary this achievement is, in this study’s history, we’ve never seen all 7 Driver Scores above 70 points. Although this year’s Reputation Score has not matched 2021’s peak, 2025’s Driver Scores have now matched or surpassed the highs recorded in 2021 — that is worthy of a standing ovation.

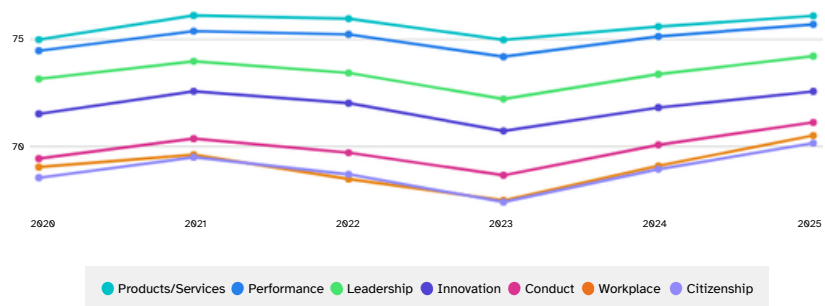
In last year’s report we stated, “in 2024, communication with stakeholders must include a focus on product value and innovation, improved customer experience, and citizenship initiatives.”

GLOBAL DRIVER SCORES: 2025 VS 2021

DRIVER	SCORE '25	SCORE '21
Products & Services	76.1	76.1
Performance	75.7	75.4
Leadership	74.2	73.9
Innovation	72.5	72.5
Conduct	71.1	70.3
Workplace	70.5	69.6
Citizenship	70.1	69.5

Source: 2025 and 2021 Global RepTrak 100 Study

GLOBAL DRIVER SCORES OVER TIME





And you heard us loud and clear. SVP of Advisory in EMEA, Harry Foster, tells us that “2024 marked a fascinating shift in the corporate reputation landscape as companies recalibrated their communication strategies to better resonate with evolving stakeholder expectations. But as we look at the year ahead, there are warnings of significant geopolitical disruptions and economic turmoil. It is more important than ever for companies to be agile, adapt quickly to market needs, and make a positive impact on society.”

Let’s take a closer look at some of these Driver Scores.

PRODUCTS & SERVICES

While some economies have stabilized after COVID’s upheaval, inflation’s afflictions have yet to let up. So much so that voters across many of the 60+ countries that held elections last year cited the economy and rising prices as a top issue — having a profound influence on both global politics and consumer sentiment. The rising cost of goods ultimately changes how stakeholders perceive value and make purchasing decisions. We see this captured in our Products & Services data, which reflects how consumers evaluate the quality and value of a company’s products and services, including customer experience and client support.

At RepTrak, we measure each Driver’s distinct impact on Reputation in the form of Weights. While the Products & Services Driver showed the *smallest* YoY increase (▲ 0.5 points), it’s minimal growth had a *big* impact on Reputation because it consistently holds the highest Weight (20.3% in 2025).

Harry Foster

It is more important than ever for companies to be agile, adapt quickly to market needs, and make a positive impact on society.



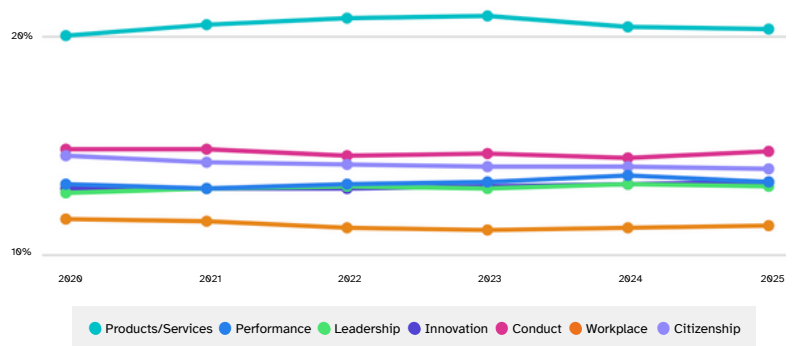
SVP, Advisory

EMEA

The RepTrak Company

76.1

GLOBAL DRIVER WEIGHTS OVER TIME





Our Driver data doesn't stop there. In addition to weighing the Drivers' impact on Reputation, we also break the Drivers down into an additional 23 data points called Factors. These Factors provide nuanced insight into what influences each of their corresponding Drivers.

The Products & Services Factors Scores tell us that despite inflation, perceptions of *quality* remain the strongest-performing Factor. A Score of 78.2 (so close to the Excellent range), reflects consumers' high regard for the offerings of this year's Top 100. What really catches our attention is the ▲ 0.8-point increase in *value*, signaling that people aren't just looking for the best products — they're looking for the best investment.

Over the past few years, ultra-low-cost platforms like Temu and Shein introduced consumers to affordable, yet sometimes disposable, products. The money in consumers' wallets isn't going as far as it once did, and consumers are gravitating towards quality products that hold their value over time. Many are pivoting away from short-term bargains in favor of trusted, high-quality alternatives. The rise of capsule wardrobes, premium brands, and long-term value purchases reflects a broader consumer desire for stability and durability in an unpredictable world.

This trend is reflected in the performance of this year's Top 100 companies, particularly in consumer goods and apparel, where reputational growth is being fueled by strong value-for-money perceptions (remember that 20.3% weight on Reputation?). With financial pressures pushing people to make more deliberate purchasing decisions, businesses that deliver on quality, reliability, and long-term value are reaping the reputational benefits.

2025 GLOBAL PRODUCTS & SERVICES FACTOR SCORES

FACTOR	SCORE	CHANGE
High quality products & services	78.2	▲ 0.3
Meets customer needs	77.0	▲ 0.5
Stands behind products & services	76.6	▲ 0.4
Good value products & services	72.5	▲ 0.8

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024
▲▼ Statistically significant change

RepTrak FOR INDUSTRY

Every industry faces their own set of pressures, which is why we created RepTrak for Industry — the only reputation management solution designed to deliver sector-specific intelligence and competitive benchmarks **across 30+ industries.**

Our enhanced platform includes industry and market-specific reports that address your sector's most pressing challenges. Our advisory team will be there to help you translate that data into strategic actions to protect and enhance your corporate standing amongst the industry's fiercest competitors.





WORKPLACE

As prices climbed, consumers weren't just rethinking where they spent their money — they were rethinking how they earned it. Rising costs put pressure on wages, benefits, and job security, making fair compensation and employee well-being more than just internal HR matters. The companies earning reputational gains this year are doing a better job of treating their workforce as a long-term investment rather than an upfront cost — and that is strengthening their overall credibility.

Workplace is the second-lowest scoring Driver in 2025. However, it had the *largest* YoY increase (▲1.4 points) which propelled it into the Strong range to land at 70.5.

As part of our Global RepTrak survey, we asked consumers what issues are the most important for corporations to address in helping to better society. Across the globe, workplace related issues came in as the first and third most important topics. Unlike other corporate issues that may feel distant, the workplace is deeply personal, shaping livelihoods, daily routines, and long-term security. It's no surprise, then, that stakeholders would rank these priorities so highly.

If there's any aspect of corporate reputation that demands constant evolution, it's the workplace. With nearly every stakeholder having firsthand experience as an employee, expectations are high, and companies have risen to the challenge. Rather than resisting change, businesses have taken outdated models and given them the reboot they needed, proving that a well-run workplace isn't just an internal success — it's a reputational advantage.

70.5

2025 GLOBAL WORKPLACE FACTOR SCORES

FACTOR	SCORE	CHANGE
Equal opportunity workplace	71.2	▲1.2
Rewards employees fairly	70.5	▲1.5
Concerned for employee well-being	69.6	▲1.4

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024
▲▼ Statistically significant change

What issues are most important for corporations to address in helping to better society?

Source: 2025 Global RepTrak 100 Study





The Anti-Hero Audiences Adore: ESG (CONDUCT AND CITIZENSHIP)

Once the golden child of corporate responsibility, ESG has found itself in the midst of a public relations crisis. Hailed as the new standard for ethical business during the COVID era, it's now been cast as the villain — caught in a battle of the culture wars. While some corporate and political figures have distanced themselves from the term, stakeholders are still rooting for what it stands for.

This is evinced in RepTrak's Conduct and Citizenship data. These Drivers embody the principles of Environmental-Social-Governance, and have seen some of the *strongest gains* YoY. Even as some corporations step back from ESG rhetoric, stakeholders are still evaluating companies on their ethical, social, and environmental impact. What's changed is how businesses frame their commitments. Rather than making broad, sweeping ESG declarations, companies are shifting toward localized, tangible actions that feel more authentic and less performative. This year's data suggests that stakeholders are more receptive to practical efforts with visible impact, rather than ambitious, hard-to-measure global pledges.

"After many years trying to manage both stakeholder expectations and changing government regulations, it has become clear that setting lofty, long-term goals is not enough," Foster warns. "Companies also need to talk about the 'small' wins that lead to the success of a larger goal — what they have achieved and what is next." Take environmental responsibility, for example. Companies are moving away from headline-grabbing carbon neutrality goals and instead focusing on



2025 GLOBAL CONDUCT FACTOR SCORES

FACTOR	SCORE	CHANGE
Fair in doing business	72.2	▲0.9
Ethical	71.3	▲1.1
Open and transparent	69.7	▲1.1

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024
▲▼ Statistically significant change

2025 GLOBAL CITIZENSHIP FACTOR SCORES

FACTOR	SCORE	CHANGE
Positive influence on society	72.5	▲1.1
Supports good causes	69.3	▲1.2
Environmentally conscious	68.5	▲1.4

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024
▲▼ Statistically significant change

achievable, consumer-facing sustainability improvements — such as recyclable packaging, waste reduction, and ethical supply chain practices. The ▲ 1.4-point increase of the Environmentally Conscious Factor proves that practical and actionable sustainability efforts still matter to stakeholders — even if you don't list them as the "E" in your ESG plan.



Companies may be shying away from the ESG label, but their actions in these areas continue to shape public perception. Like many anti-heroes, ESG’s name can spark division, but its impact was never about a name — it was always about the actions that define it.

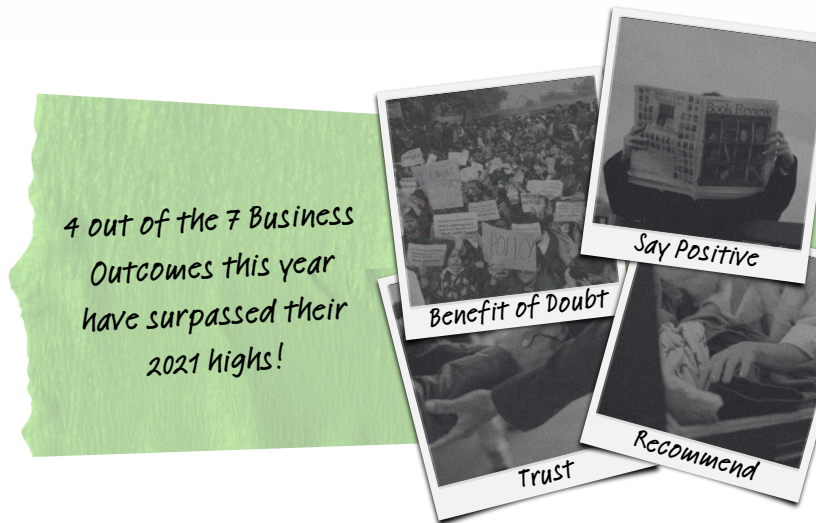
ACTION not
ACRONYMS

This year’s Driver Scores tell us that stakeholders are rewarding companies that offer real, tangible benefits — whether through the products they sell, the employees they support, or the communities they impact. While economic uncertainty and geopolitical disruptions persist, the most reputable companies have demonstrated that long-term value remains at the core of their business strategies. With all 7 Drivers in the Strong range for the first time, businesses have an opportunity to build on this momentum. The challenge ahead? Proving that these efforts are more than a one-hit-wonder.

BUSINESS OUTCOMES

The third set of elements in RepTrak’s proprietary model are Business Outcomes, which measure the *actions* stakeholders are willing to take when considering, supporting, and engaging with your company. In 2025, all 7 Outcomes increased for the second consecutive year — mirroring the rise of our other reputational elements.

You might notice that the YoY gains seen across the Business Outcomes are slightly smaller than those seen across the Drivers. In last year’s GRT report, EVP of Advisory in EMEA and APAC, Oliver Freedman, advised companies not to panic at the delayed impact of reputational growth on stakeholder actions, explaining that “the existence of a lag between changes in perceptions and behavior is not unusual — it takes some time for that wave of changing sentiment to hit Business Outcomes.” While stakeholder action may take time to fully materialize, 2025 data confirms that this progression is still well underway.



2025 GLOBAL BUSINESS OUTCOMES SCORES

OUTCOME	SCORE	CHANGE
Buy	73.7	▲0.4
Say Positive	73.4	▲0.6
Recommend Products	73.3	▲0.6
Trust To Do The Right Thing	71.5	▲0.6
Benefit Of The Doubt	67.4	▲0.6
Invest	65.8	▲1.3
Work For	65.6	▲0.9

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024
▲▼ Statistically significant change



Multi-Stakeholder

No two reputations are alike, and neither are stakeholders. While this report focuses on the informed general public, an audience that businesses around the globe share, RepTrak has the power to track dozens of different groups. From industry specialists to policy makers, our **multi-stakeholder insights** can help you focus on those who matter most to you.



ANY STAKEHOLDER, ANYWHERE. 

INVEST

This year's award for largest Business Outcome increase goes to Invest — up ▲ 1.3 points landing at an Average 65.8. This echoes a larger trend we've seen throughout this year's findings: stakeholders are looking for long-term value. Freedman suggests “this continued upward trajectory reflects a sense of financial optimism at the time of data collection [the end of 2024], with stakeholders responding positively to improving economic conditions and lower interest rate expectations.”

Invest Scores align with the growth seen in the Performance Driver (▲ 0.6 points YoY), reinforcing that stakeholders are more willing to invest in companies they perceive as being profitable and having strong prospects for growth. Remember, this data was collected just before the new year. Freedman warns “with new tariff implementations on the horizon, it remains to be seen whether stakeholder confidence in investment behavior will hold or face renewed volatility in the months ahead.”

Oliver Freedman

With new tariffs on the horizon, it remains to be seen whether stakeholder confidence in investment behavior will hold or face volatility in the months ahead.



EVP, Advisory

EMEA and APAC

The RepTrak Company

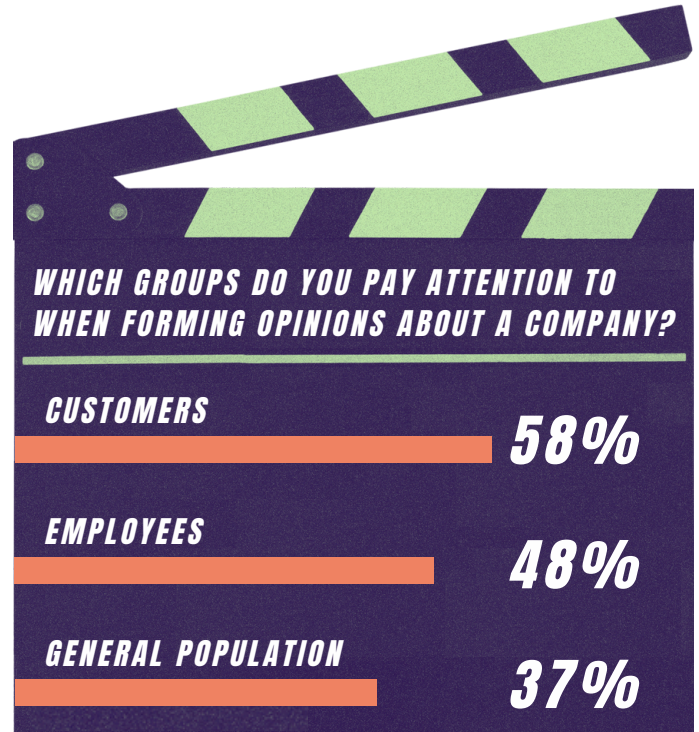


WORK FOR

Up ▲0.9 points, Work For is the runner-up for highest Outcome increase in 2025. While it is the lowest scoring of the 7, the growth in this area parallels improvements seen in the Workplace Driver. A company’s reputation as an employer is not only an internal concern, current (and prospective) employees play a critical role in shaping a company’s external reputation.

Our data confirms just how vital employees are. As part of this study, we asked respondents who they pay the most attention to when forming opinions about a company. Employees ranked second, just behind customers.

While stakeholder action is increasing in this area, the conversation around AI and automation continues to fuel concerns about job security, and companies must navigate the tension between workforce innovation and employee trust. The rise of the Work For Score suggests that some companies are handling this balance well — proactively communicating their vision for AI integration while investing in workforce development.



Source: 2025 Global RepTrak 100 Study

As we’ve seen, thought does not always equal action. Companies must ensure they are backing up their workplace reputations with meaningful policies that address fair wages, workforce stability, and career growth opportunities.

The steady rise in Business Outcomes reaffirms the patience required to see sentiment translate into behavior. Companies cannot assume that strong Driver Scores alone will result in increased stakeholder engagement. Remember, reputation isn’t built in a single moment and building back broken trust after the pandemic is a long-game task. Those that encourage action through clear communication, visible leadership, and tangible follow-through on their commitments will not only sustain reputation gains but will see them materialize into real stakeholder action.



BRAND SCORES

Brand and reputation serve as the twin pillars of a company's public persona. They're inextricably woven into an organization's identity but have a distinct individual purpose. The essence of a brand lies in its identity that a company projects out to the world. It's an internal manifestation of an organization's vision, values, personality, and communication. In contrast, reputation is the external reflection of how effectively a company lives up to its brand promise in the eyes of stakeholders. Together, brand and reputation form a dynamic ecosystem that drives trust, loyalty, and value — that's why we measure them both. RepTrak's Brand Score is formed from considerations of a company's genuineness, consistency, and if they stand out from the crowd.

BRAND IS BUILT FROM THE INSIDE OUT, *reputation from the outside in.*

For the second consecutive year, Brand Scores have hit an all-time high — climbing to a Strong 73.9 (▲ 0.8 points). After some fluctuation, branding efforts seem to be connecting more successfully with stakeholders, suggesting that companies are striking the right balance between identity, messaging, and action. Last year, brands successfully tapped into the cultural phenomenon of Barbie and world tours from Taylor Swift and Beyoncé. While 2024's data confirmed that brands who authentically aligned with cultural narratives saw reputational benefits, what has continued to drive that momentum?

Campaign IMPACT

At RepTrak, we believe that your entire brand is made of more than “likes” and “mentions.” Sure, they are important, and that's why we track Brand as part of our comprehensive suite of metrics. But we're not a brand tracker, we're *more* than a brand tracker.

A brand tracker stops at marketing performance, and we track that — but then take it to the next level. We help businesses understand public sentiment, manage crises, and build trust by evaluating feedback from stakeholders across multiple channels and outlets. Lasting relationships with stakeholders require two-way communication. In other words, you'll need to track what your brand says as much as you need to track what people are saying back.

Without the right tools, campaign missteps can turn into big brand blunders. Our **Campaign Impact tool** helps you assess the noise that your initiatives make, and informs how they, in turn, shape your reputation. This tool doesn't just count clicks. It dissects your campaigns so you can create, nurture, and scale successful initiatives with ROIs that go beyond gaining followers.

LEARN MORE





Chief Client Advisor, Bradley Hecht, answers that question for us. “After years of overpromising and underdelivering, companies have ‘returned to their core.’ Organizations have increasingly looked to identify stakeholder priorities and link them to the organization’s core competencies. As a result, more and more stakeholders believe they share similar values and beliefs with these organizations, and when that happens, brand perception improves — and so does reputation.”

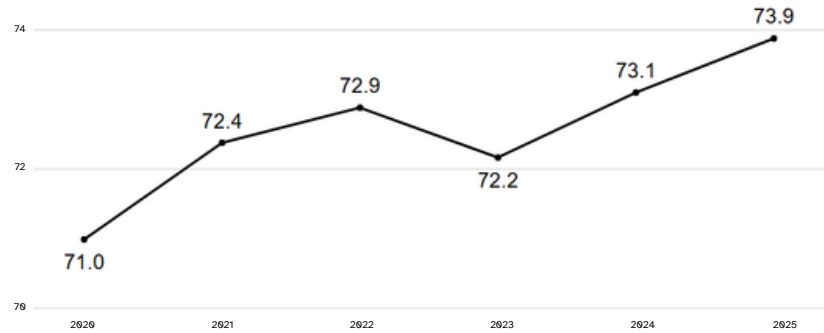
In previous years, companies struggled with brand missteps, whether through tone-deaf marketing, controversial partnerships, or a failure to connect with cultural moments authentically. This year’s record-high Brand Score indicates a course correction — businesses are taking control of their brand narratives rather than reacting to public sentiment after the fact.

Hecht sees this shift as part of a broader movement wherein companies are “focusing on sustainable, authentic, long-term brand and reputation building, rather than short-lived marketing tactics. As companies increasingly prioritize this strategy, the most successful firms understand both what drives stakeholder behavior and how that connects to the company’s purpose.”

Hecht’s big piece of advice: *STAY WITH IT.*

“Building your corporate brand is a long-term endeavor, not merely a campaign. It demands years of consistent effort from your entire organization to authentically fulfill your corporate purpose. Leadership, particularly the CEO and the executive team, must be unified, vocal, and steadfast in their commitment to this mission.”

GLOBAL BRAND SCORE OVER TIME



Bradley Hecht

Building your corporate brand is a long-term endeavor, not merely a campaign. It demands years of consistent effort to authentically fulfill your corporate purpose.

Stay with it.

Chief Client Advisor

The RepTrak Company



This year’s Brand Score shows that stakeholders are responding positively to companies that have refined their brand identities, prioritized consistency, and aligned with stakeholder values. The most reputable brands are no longer chasing trends — they’re shaping them.



DON'T LET THE STORY END HERE

The most successful reboots don't just bring something back — they make it better. They take a legacy, reintroduce it with fresh relevance, and ensure that it resonates with a modern audience. This year's Top 100 Most Reputable Companies have applied that same model to their business practices.

Global businesses faced harsh realities when stakeholders defined the “new normal” standards of corporate operations. In the past year alone, economic turbulence, political shifts, and cultural reckonings have dominated headlines. And yet, corporate reputation is seeing continued gains across the suite of elements measured by RepTrak. Reputation leaders have learned to read the moment, anticipate expectations, and lead conversations rather than follow them. While past crises once dictated the corporate narrative, 2025's Top 100 have taken control of their own stories — proactively shaping their legacy rather than letting external events define them.

But as every great reboot reminds us, what happens next is just as important as what came before. Reputation isn't a single moment, a campaign, or a short-lived success. It's an ongoing commitment that is earned over time, reinforced through action, and tested with the inevitable challenges ahead.

So, as we roll the credits on this year's report, one question remains...

Where will your reputation story go from here?

After-credit scene HOW REPTRAK CAN HELP

Reputation is no longer intangible, it's a quantifiable metric universally recognized and accepted for its value. Companies need to understand how it impacts them if they want to thrive in the modern business world.

The RepTrak Company is the world's premier provider of reputation data and insights, helping businesses harness reputation intelligence to secure competitive advantage. RepTrak's predictive insights enable subscribers to safeguard business value, optimize ROI, and amplify their positive societal impact. Combining advanced metrics with dedicated reputation advisors, RepTrak delivers actionable analyses that align business goals with stakeholder sentiment across global markets and diverse industries.

Established in 2004, The RepTrak Company owns the world's largest reputation benchmarking database, gathering over 1 million company ratings per year used by CEOs, boards, and executives in more than 60 countries worldwide.

If you're ready to reboot your reputation, request a demo today.

