

Reputation Management has emerged as a strategic priority for business leaders—there is a critical need to not only understand the dynamics of Reputation Management, but also master the competencies needed to champion your organization’s corporate reputation strategy and ultimately earn your customers’ trust.

At Forbes, we’ve made it our mission to be among the most trustworthy business media brands in the world—and we are well on our way. In two consecutive studies conducted by Forbes and ExecuNet, Forbes has been ranked **number one in terms of “trustworthiness” for financial and business news** ahead of The Wall Street Journal and The Economist. We understand the importance of trust and reputation in today’s marketplace and continue to identify ways to better meet our partners’ needs.

That’s why we have joined forces with the world’s leading reputation management consulting firm, The Reputation Institute (RI)\* to develop *The Forbes Reputation Tracker*, a program including custom research and insights to elevate reputation and increase marketing ROI.

## FORBES REPUTATION TRACKER PROGRAM

### Cross Media Opportunity

The Forbes Reputation Tracker measures your company’s reputation overall, as well as your campaign’s effectiveness in terms of impact on reputation among the Forbes community. Advertisers have the opportunity to measure their campaign across different media (i.e. print and online).

#### The Forbes Reputation Tracker measures:

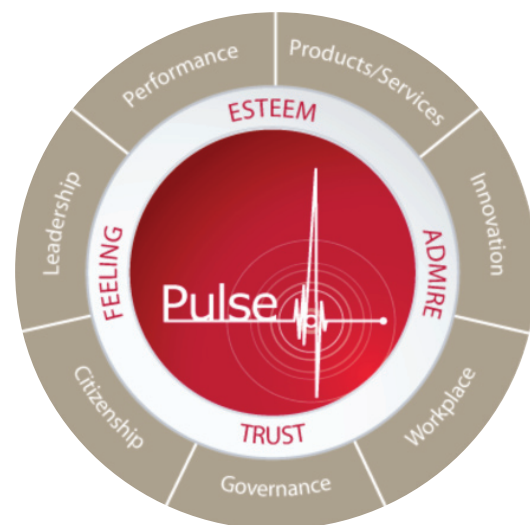
1. Your company’s reputation with the general public—based on the Reputation Institute’s Global Pulse benchmarks
2. Your company’s reputation with Forbes readers—based on your Reputation Tracker results, pre-campaign
3. Your advertising campaign effectiveness with Forbes readers—based on your Reputation Tracker results, pre and post-campaign

#### How is your Reputation measured?

Based on the Reputation Institute’s RepTrak pulse model, seven key elements are measured, including perceptions of:

- Innovation
- Products/Services
- Leadership
- Performance
- Citizenship
- Workplace
- Governance

The Reputation Tracker will also map the connection between these elements and behavior such as recommending your company to others, saying something positive about your company, and/or buying the products and services of your company.



## HOW IS FORBES REPUTATION TRACKER PROGRAM EXECUTED?

### Online Methodology

Reputation Institute has implemented a proven online survey using test/control methodology to measure campaign effectiveness in terms of its impact on reputation. This methodology tracks every campaign impression, sorting individuals into two groups—those who have been exposed to the campaign (test group), and those who have not been exposed to the campaign (control group). A small piece of JavaScript code is attached to the creative and serves as a communication vehicle to track exposures, and to trigger a survey invitation to both test and control. The survey simultaneously invites every nth person on the Forbes site who has been exposed to the campaign (test group), and who has not been exposed to the campaign (control group).

### Print Methodology

Forbes magazine subscriber respondents are recruited via email. A “control” group is established prior to the print campaign launch. The print “exposed” group is recruited from the magazine subscriber email file post campaign launch, screened for issue readership and tracked over the life of the campaign.

### Deliverables for Online and Print include:

- Robust analytics measuring your campaign’s effectiveness in terms of impact on corporate reputation
- Custom strategies aimed to elevate your reputation and increase marketing ROI

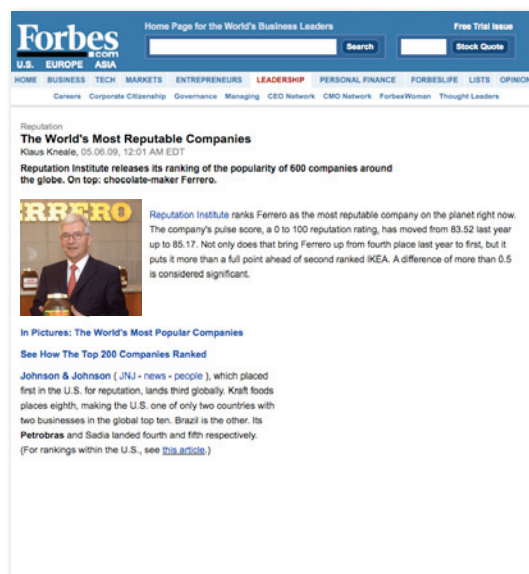
### MORE INFORMATION

To learn more about Forbes’ Reputation Management and complete accountability capabilities, please contact your Forbes sales representative or contact Forbes Chief Brand Officer, **Bruce Rogers** at [brogers@forbes.com](mailto:brogers@forbes.com).

For nine years, Forbes and the Reputation Institute have built an editorial partnership to bring our community insights on corporate reputation, including The Global Reputation Pulse Study—an annual ranking of the world’s most reputable companies. Together, Forbes and the Reputation Institute deliver unparalleled expertise to leverage reputation as an economic driver.

\*Reputation Institute (RI) is the world’s leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of reputation. With a presence in more than 25 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications.

Source: Forbes Execunet Trust in Media Survey, December 2009



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