



PR WEEK MEASUREMENT CONFERENCE 2024

A Reputational Reckoning

Understanding PR's impact on reputation

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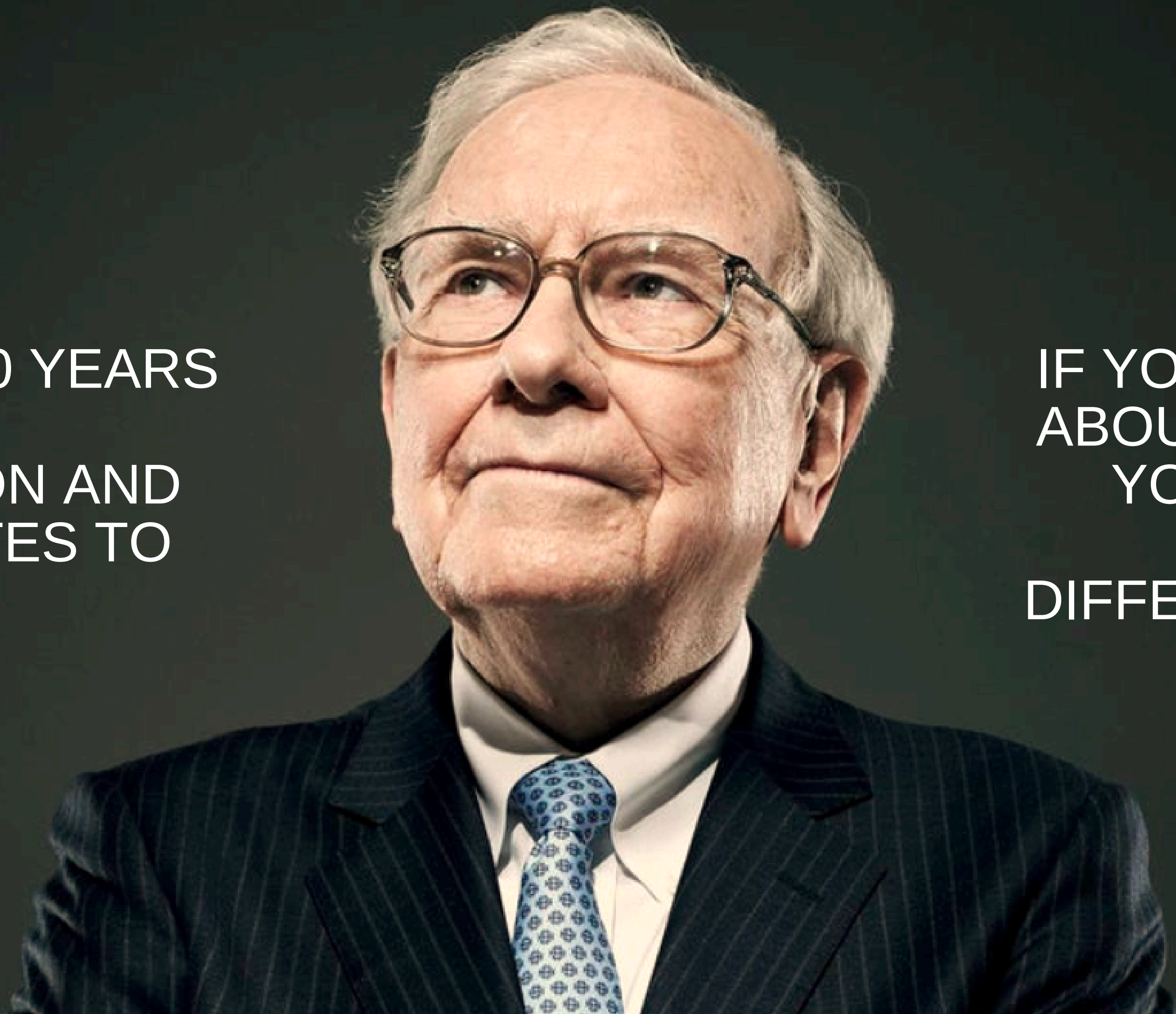


Orla Graham MPRCA

IT TAKES 20 YEARS
TO BUILD A
REPUTATION AND
FIVE MINUTES TO
RUIN IT

IF YOU THINK
ABOUT THAT,
YOU'LL DO
THINGS
DIFFERENTLY

WARREN BUFFETT

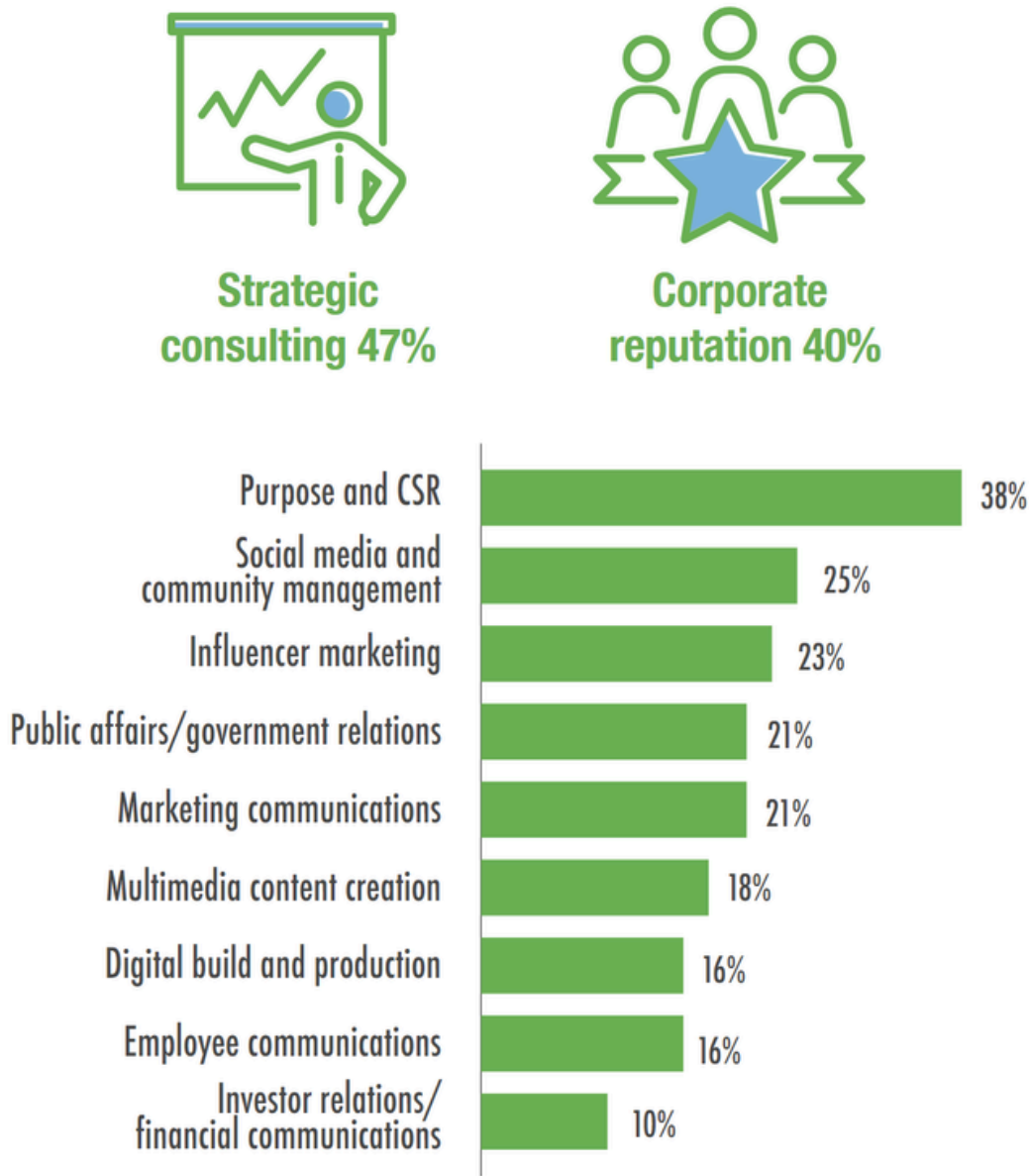


GUARDIANS OF REPUTATION

Most important objectives for clients

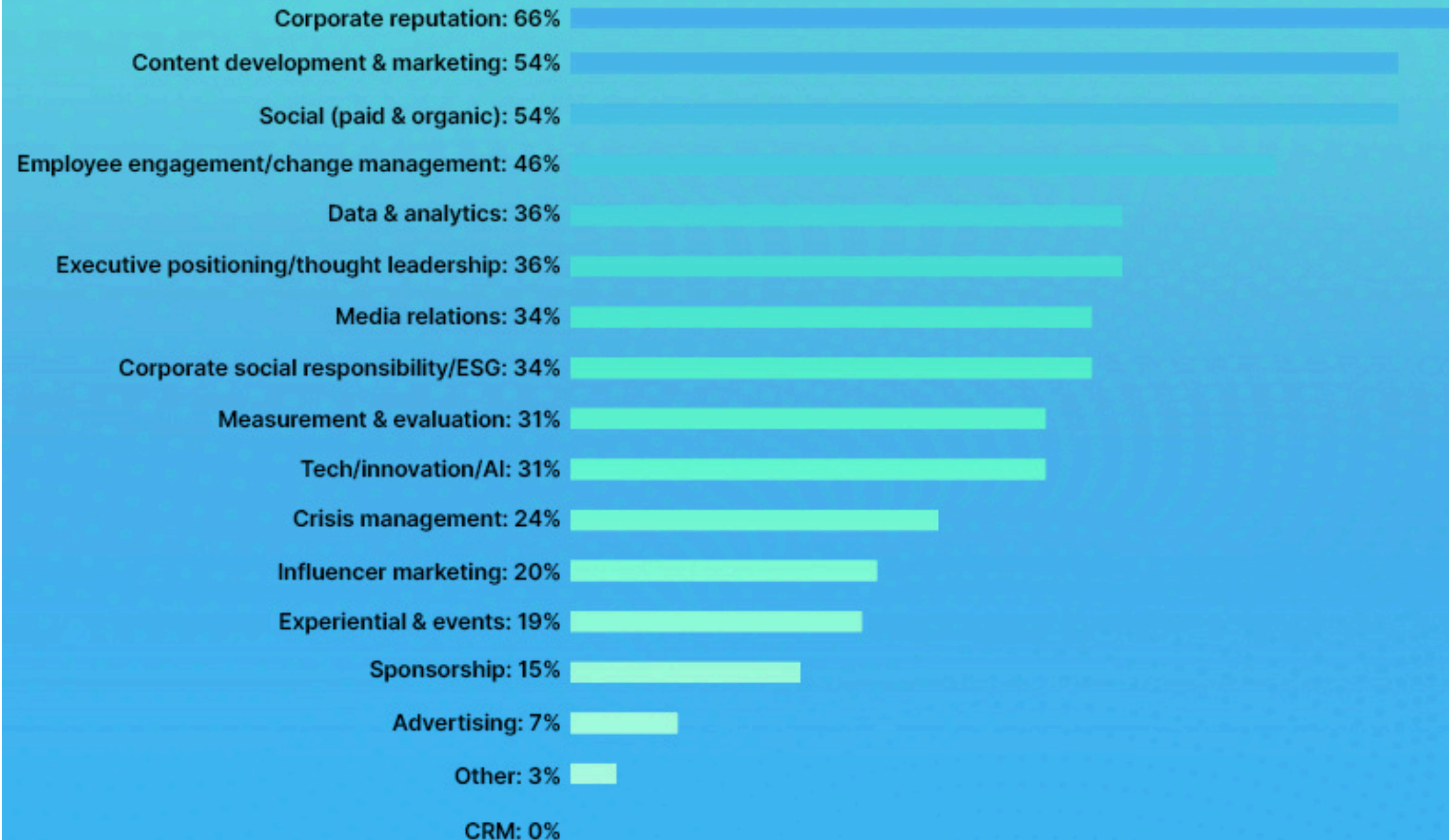


Expected areas of growth



GUARDIANS OF REPUTATION

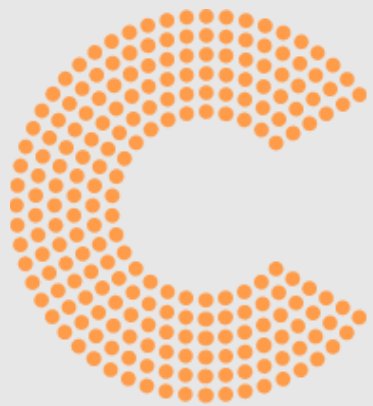
Where do you expect to spend most next year?



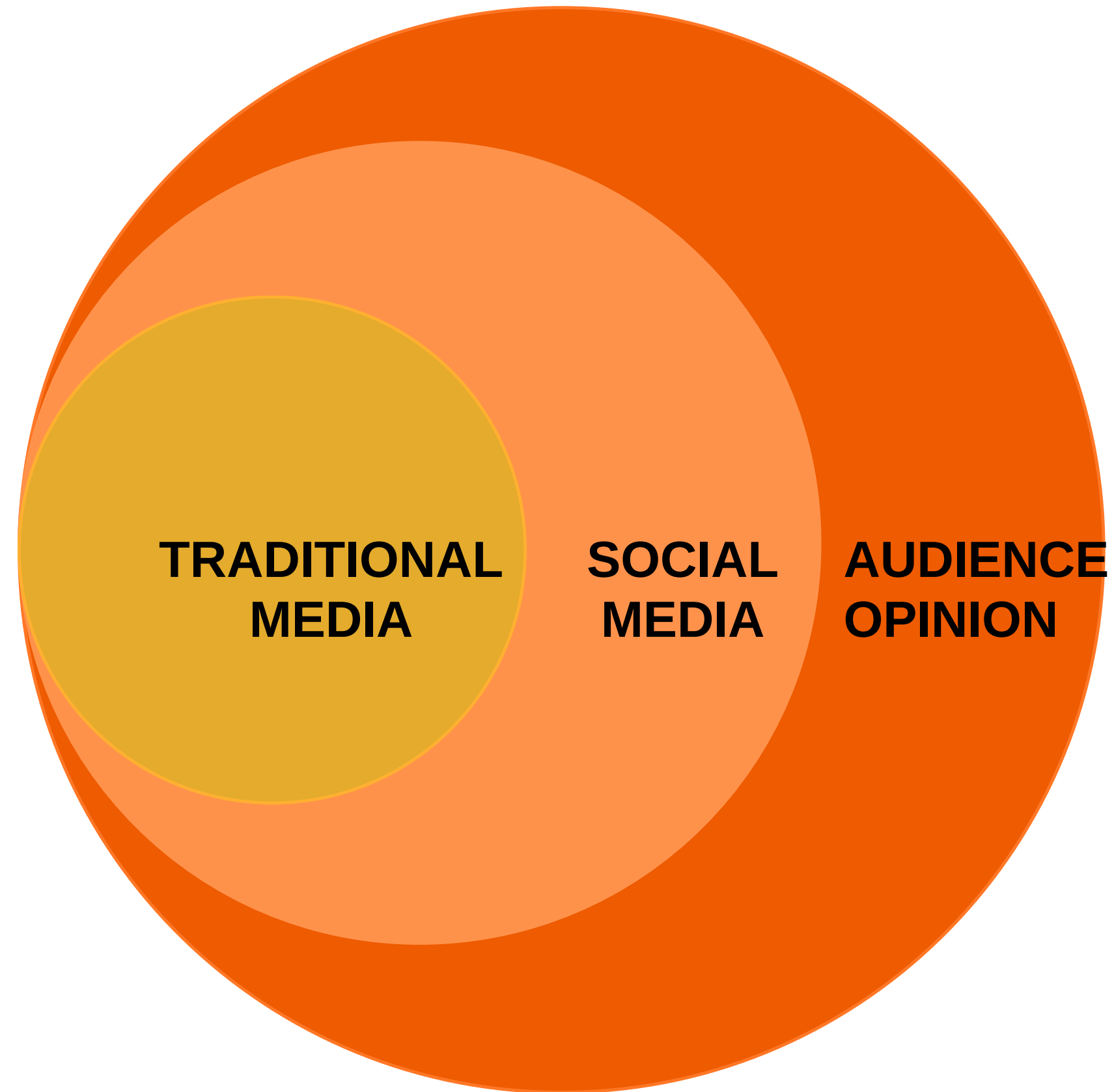
WHAT IS REPUTATION?

noun /ˌrɛpyə'teɪʃn/ Oxford Dictionary

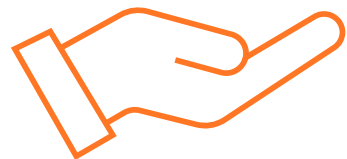
“The beliefs or opinions that are generally held about someone or something”



HOLISTIC APPROACH



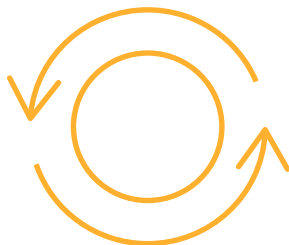
CONSISTENT PILLARS



**PRODUCTS
&
SERVICES**



CULTURE



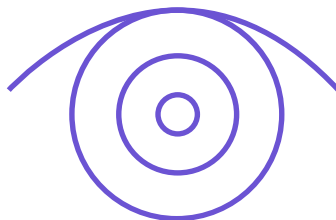
SUSTAINABILITY



CONDUCT



PERFORMANCE



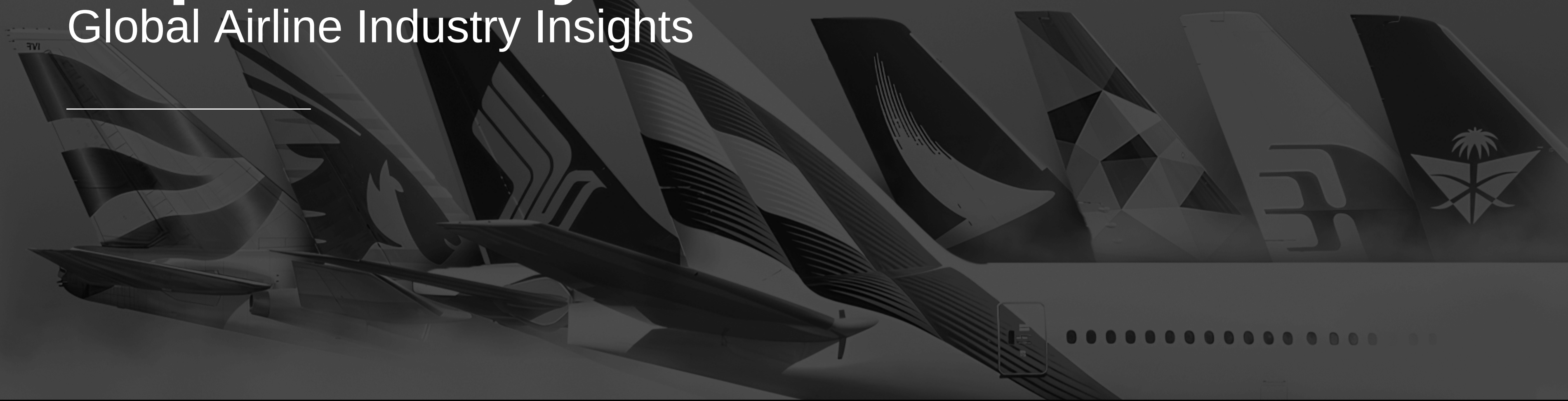
VISION





Reputation by CARMA:

Global Airline Industry Insights



WHAT DID THE MEDIA TALK ABOUT?

- Customer services & experiences most prevalent in media
- Matches audience priorities
- Led by specific incidents (Dubai floods, Cathay cancellations)

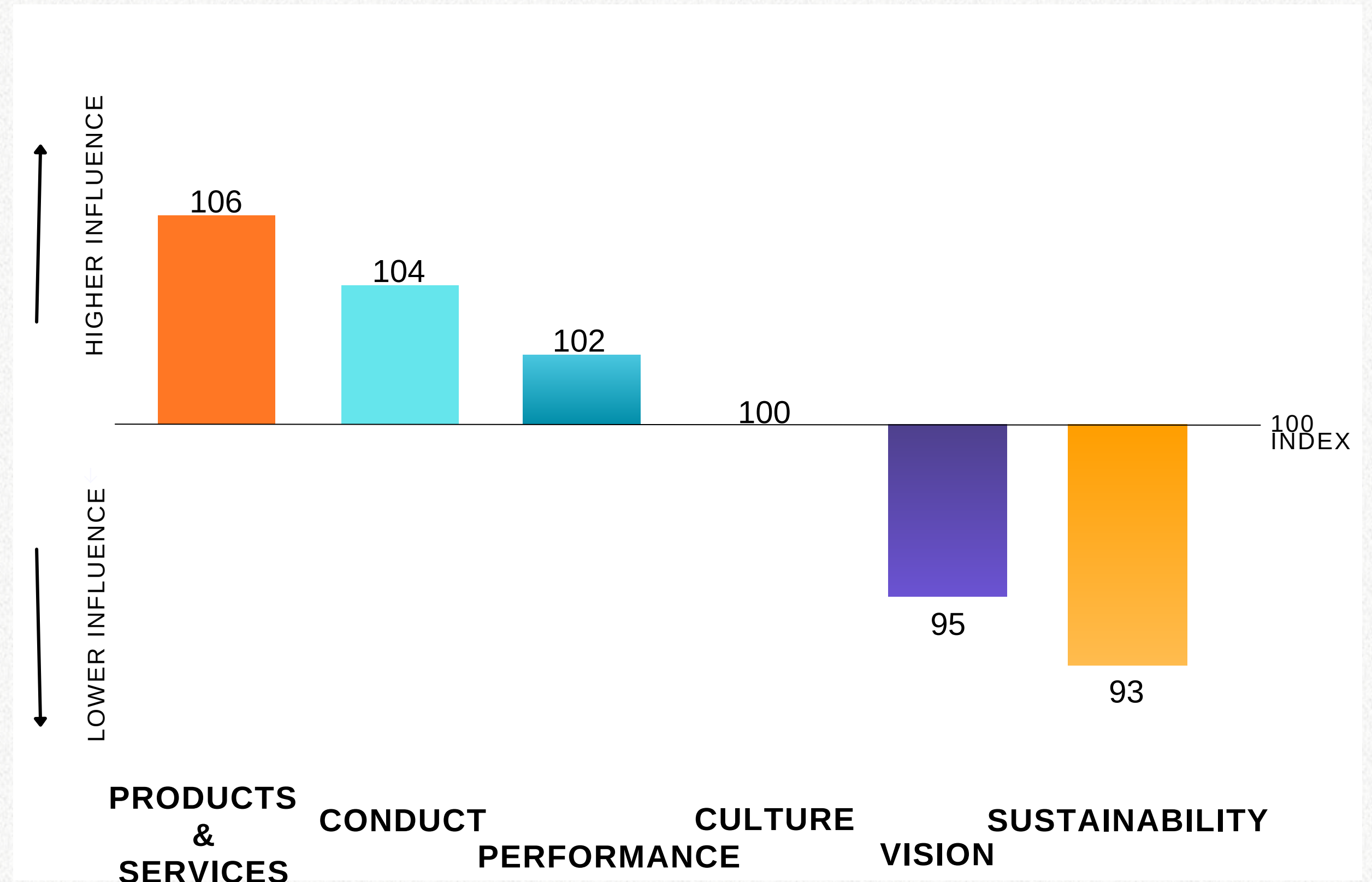


WHAT DID PEOPLE CARE ABOUT?

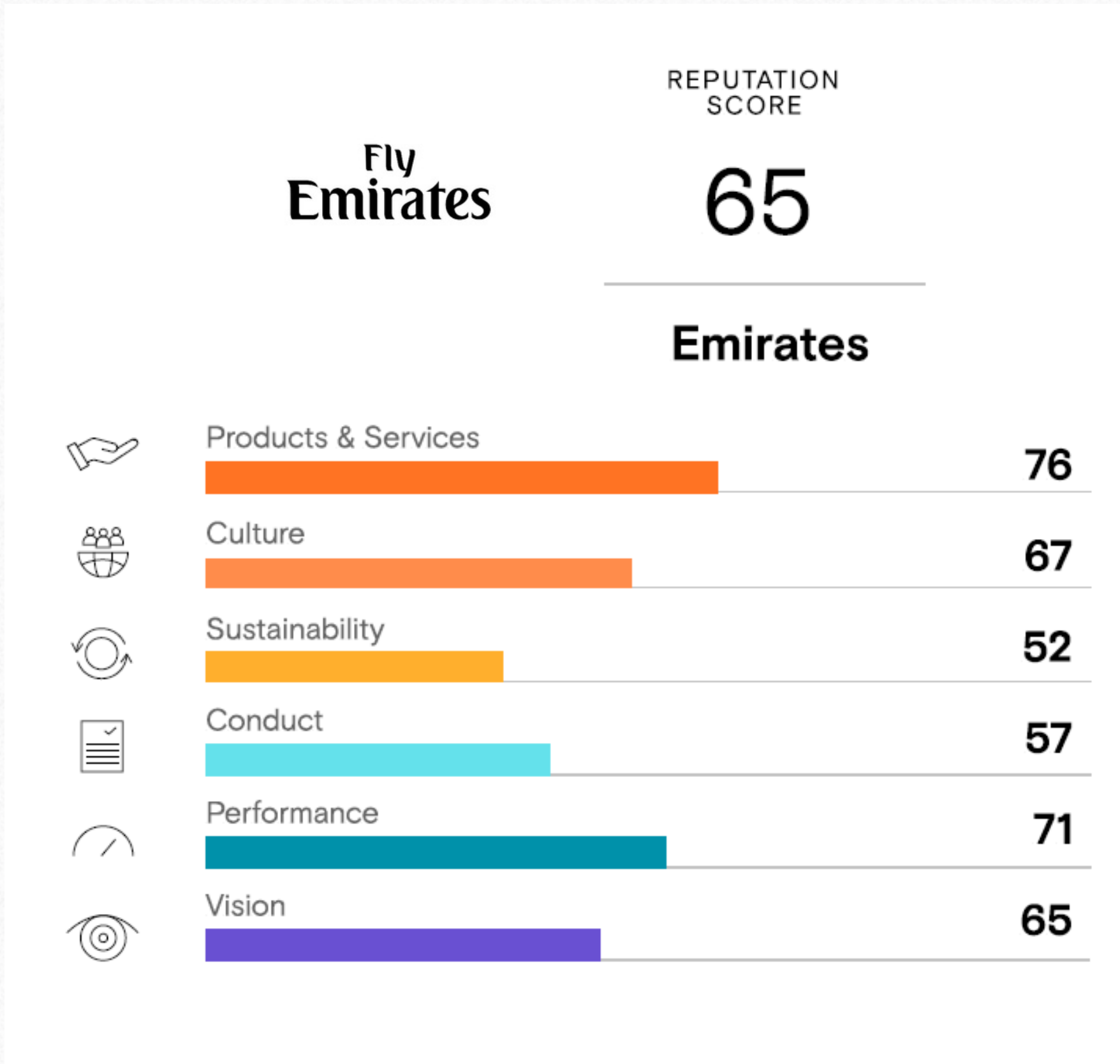
Priorities aligned with media focus

Conduct ranks quite highly

Sustainability – cost of living crisis, or resignation to environmental impacts?



BRITISH AIRWAYS VS EMIRATES

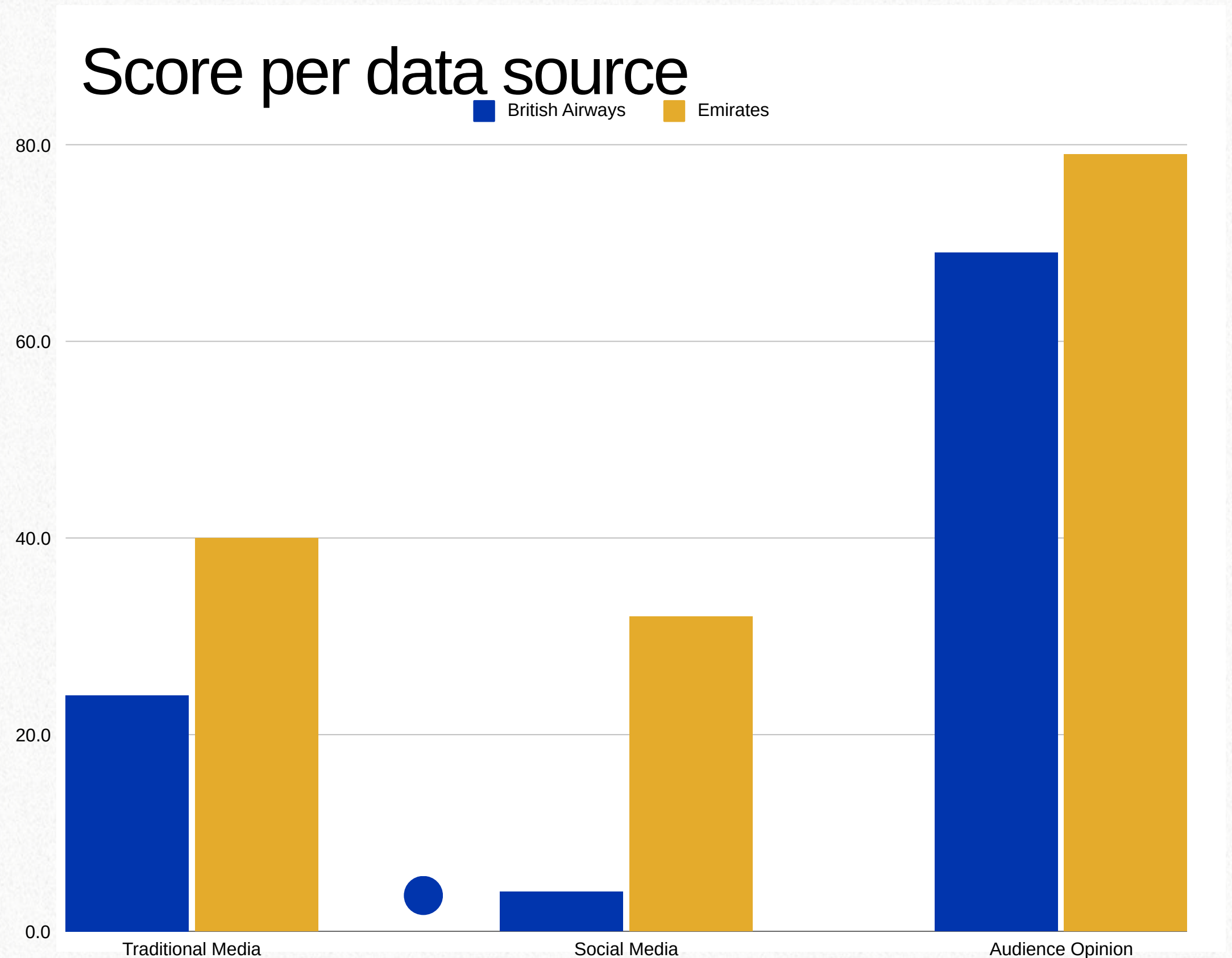


BRITISH AIRWAYS VS EMIRATES

Emirates' positive media coverage & social praise boosted overall score

Criticism from UK press & social media drove down British Airways' scores

Gap between audience scores suggests audience less influenced by negative media than anticipated

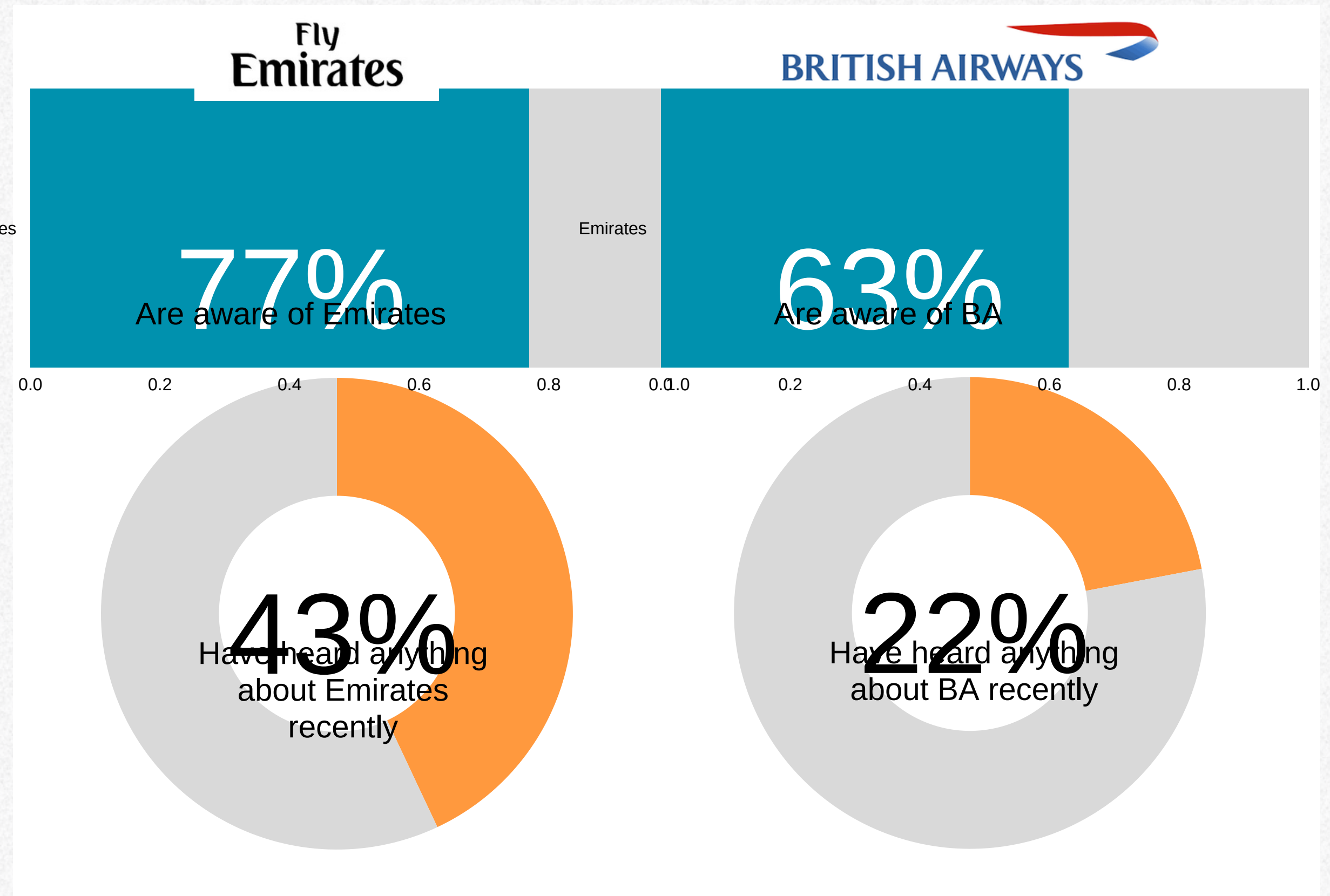


BRITISH AIRWAYS VS EMIRATES

Emirates saw higher awareness & exposure with similar media volumes to BA

Similar trends in channels recalled for both airlines

Emirates reaching wider global audience?



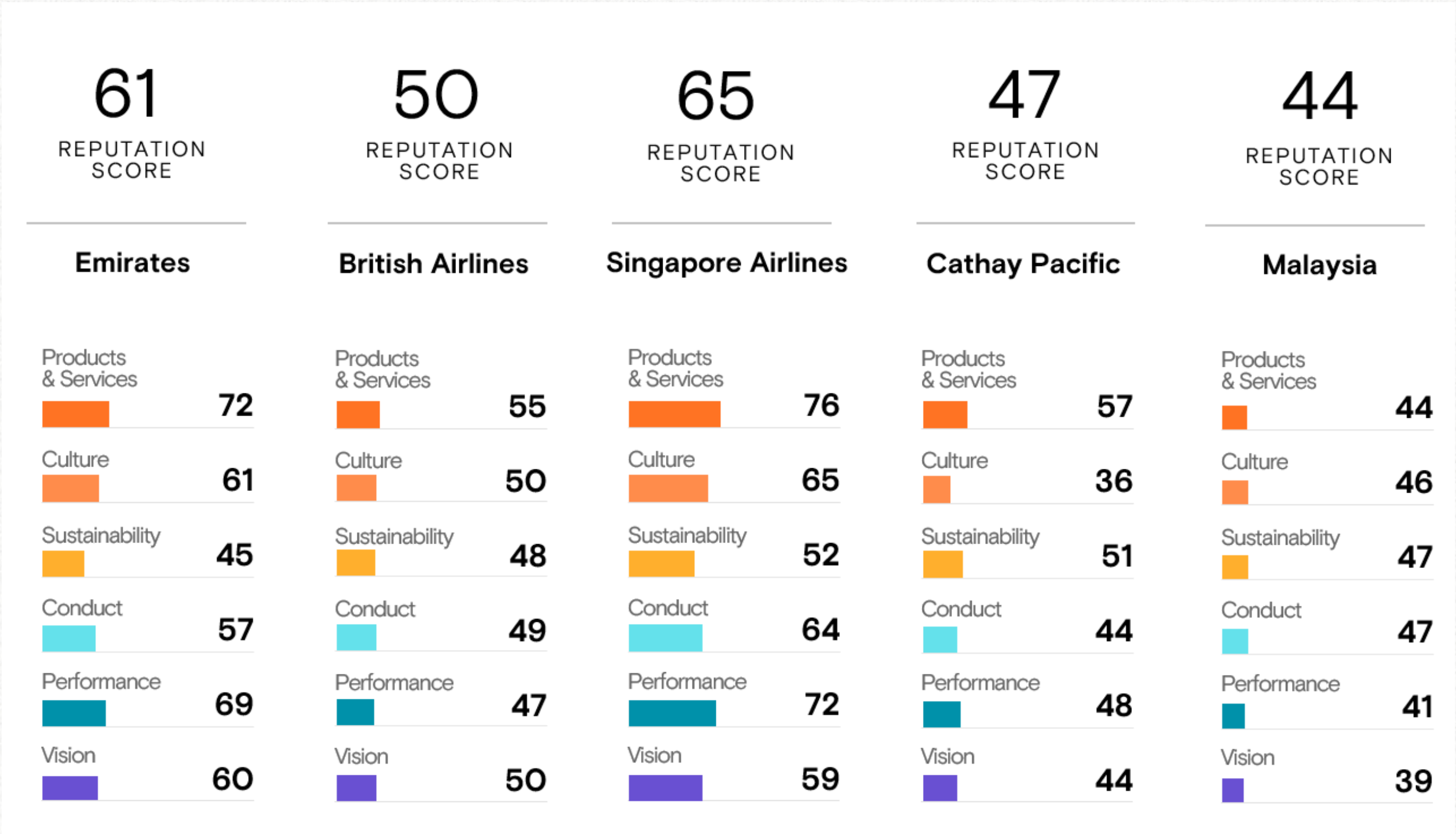


CONSISTENT SUCCESS FOR SINGAPORE AIRLINES

Singapore Airlines successful across all media channels & audience response

Cathay Pacific criticised for cancellations

Lack of proactive comms may be damaging Malaysia Airlines

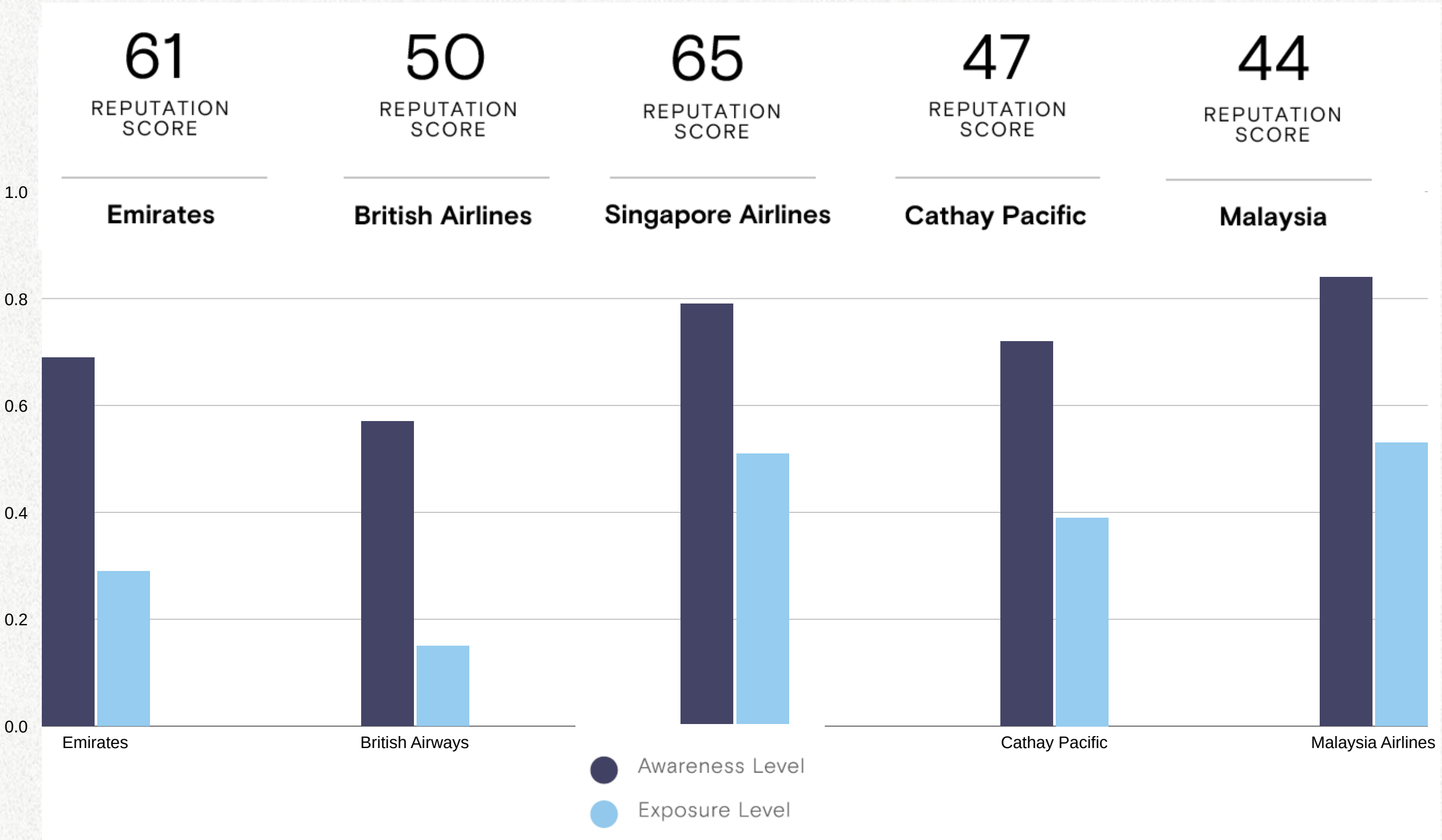




KNOWN FOR THE WRONG THINGS?

Malaysia Airlines very well known, but scores low for reputation

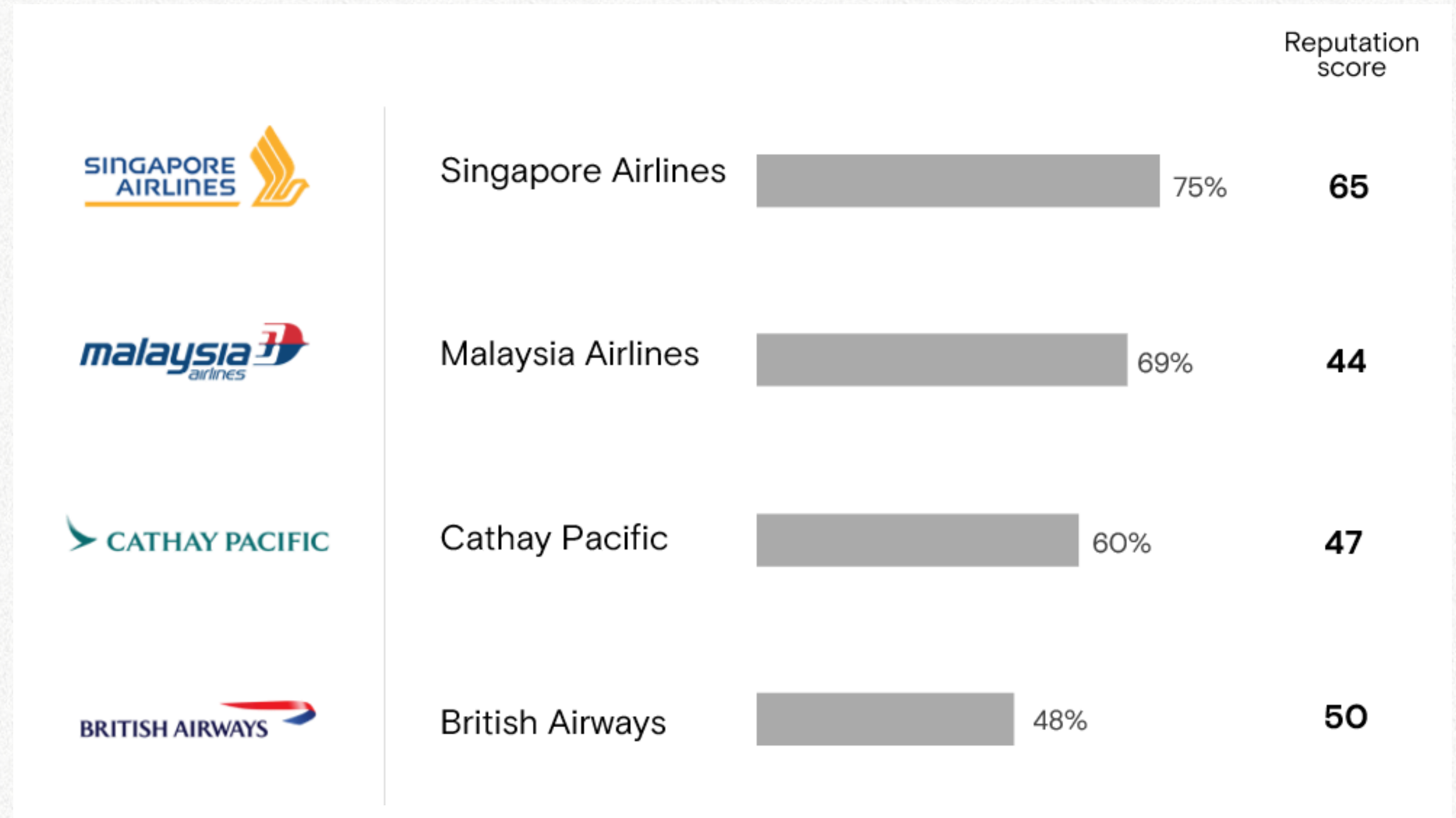
Earned media the most recalled amongst those who had seen Malaysia Airlines content, despite low article volumes



LIKELIHOOD TO USE FOLLOWS REPUTATION?

Despite Malaysia Airlines' low reputation score, it's still likely to be used by the majority of respondents

Reputation is more than willingness to purchase or use your services



KEY TAKEAWAYS

Media & public aligned on what matters

Products & services dominate coverage and conversation, and are deemed the most influential factors on airline reputation

Proactive comms needed in a vacuum

Lack of proactive comms for Malaysia Airlines aligns with negative audience opinion

Not all crises are created equal

Proactively communicating actions and information can mitigate negativity where circumstances are beyond the airlines' control. But failure of accountability is not often forgiven.

Conduct, Culture not to be underestimated

These are more influential than we might have assumed; positive corporate stories around staff bonuses and employee treatment boosted reputational impact



REPUTATION IS THE ROAD TO POWER

JEREMY BENTHAM

