

news release

Coca-Cola South Africa the Third Most Reputable Company in SA

Coca-Cola South Africa (CCSA) is the country's Third Most Reputable company. This is according to the findings of the 2008 Reputation Institute survey. Vodacom was voted the most reputable company, followed closely by Sasol. The three companies each scored just above 71%, and were separated by small margins of 0,16% and 0,2% respectively.

Vodacom obtained 71,56%, Sasol received 71,38% and CCSA got 71,18%.

The Reputation Institute identified seven key drivers of corporate reputation, with each contributing to the kind of reputation that a company has. These were:

- Corporate Citizenship, Corporate Governance and Workplace, which collectively are known as the Institutional Dimensions;
- Products/Services and Innovation, which together are known as the Technical Dimensions;
- as well as Leadership and Performance, which together constitute the Managerial Dimensions.

According to the Reputation Institute's findings, the three dimensions most valued by consumers in South Africa are Products/Services (16,6%), Citizenship (15,6%) and Governance (14,5%). The other four dimensions also score in the early teens. When combined, these dimensions account for over 43% of a company's reputation. This suggests that consumers and the general public attach great value to the extent to which a company makes a difference to communities, how well it is run and whether it is a good employer.

Therefore, doing well in these institutional dimensions is critical if a company is to build trust, admiration and good feeling among the South African public.

While CCSA consistently remained in the top three in all seven dimensions, it led in the Citizenship, Governance and Leadership dimensions.

The survey showed that people act on their feelings and that they are more likely to buy the products of companies that they trust, to work for the organizations that they respect, and to recommend companies that they like.

Reputation Institute survey findings provide a powerful global benchmark for tracking corporate reputations around the world, as well as measuring the reputation impact of events and initiatives. Ratings are shorthand descriptions of how stakeholders feel about a company, and influence their support for the company's activities.

CCSA gained high levels of support from the South African public. It is clear, therefore, that the company is well regarded and that the public is willing to put its own personal reputation on the line by recommending CCSA to others.

CCSA Public Affairs and Communications Director Kaizer Nyatumba welcomed the findings, and said he was encouraged that the company was perceived favourably by the South African public. The challenge, he said, was now to ensure that CCSA – which was also ranked as the country's Third Most Reputable Company last year – continued to improve considerably in all seven dimensions so that it would eventually win the coveted number one spot.

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