

THE 10 MOST REPUTABLE COMPANIES IN CANADA UNVEILED
LEGER AND NATIONAL PUBLIC RELATIONS RELEASE 2016 REPUTATIONAL STUDY

TORONTO, May 10, 2016 – Leger and NATIONAL Public Relations today announce the top 10 most reputable brands in Canada for 2016 according to the 19th edition of the Leger Reputational Study. The findings are comprised of the ranking of 230 companies that have a presence in all regions of Canada.

The **top 10 corporate reputations in Canada** are as follows:

1. Google
2. Heinz
3. Shoppers Drug Mart
4. Canadian Tire
5. Kellogg
6. Dollarama
7. Samsung
8. Kraft
9. Campbell
10. Tim Hortons

Additional highlights from this year's findings include:

- **Volkswagen has the largest decline** in reputation with Canadians with -44 points
- **Facebook has the largest increase** in reputation by +16 points, followed by TransCanada (+9 points), Michaels (+9 points), and Netflix (+8 points)
- **The energy industry has the largest increase** in overall reputation of any sector (+7 points)
- **The automobile industry has the largest decrease** in overall reputation of all sectors (-4 points)

“The results this year show an increase in overall ratings of the top companies but still a certain hesitancy to be completely enamoured,” says Dave Scholz, Managing Partner, Leger. “When companies like Volkswagen breach their stakeholders’ trust, it not only affects our view of them, but of our ability to trust companies overall. Some organizations are making great strides when it comes to increasing their reputation, but others still have a lot of work to do.”

To build a strong reputation, organizations need to focus on embracing transparency in all aspects of communications. “Honest conversations are a key component of building a strong reputation with stakeholders. Transparency - even in the darkest moments - demonstrates that there is a commitment to authenticity at all levels of an organization,” says Kim West, Partner and Chief Client Officer, NATIONAL Public Relations in Toronto. “Serving the truth ‘straight up’ is

not only needed as a way of thinking, but is something that truly needs to become part of a company's DNA."

To receive the complete Reputational Survey findings or to schedule an interview, please contact Anne Stevenson at astevenson@national.ca or 416-848-1445.

About NATIONAL Public Relations

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The NATIONAL network also includes NATIONAL Equicom, the industry's foremost investor relations and financial services communications practice; healthcare specialists AXON Communications, with offices in New York, Toronto, London and Copenhagen; Madano, a strategic communications consultancy based in London; and SHIFT Communications, an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of RES PUBLICA Consulting Group, and is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our website at www.national.ca or you can [follow us on Twitter](#).

About Leger

Leger is the largest Canadian-owned polling, research, and strategic marketing firm with 600 employees in Montreal, Quebec City, Toronto, Edmonton, and Calgary in Canada, and Philadelphia in the United States. Leger is part of the WIN network partners in more than 100 countries, making Leger not only the largest Canadian-owned company in its sector, but also an internationally recognized brand.

Leger provides its clients with unique expertise in market research and information technology, in addition to business consulting and strategies in the fields of customer satisfaction, positioning, brand management, communication efficiency, corporate reputation, social acceptability, crisis management and customer experience. For more information on Leger, please consult its web site, www.leger360.com.