

# **Sustainable Development of Corporate Reputation**

—

## **Reputation analysis of the selected brands owned by the family businesses**

**Authors: František Pollák et al.**

# The Story about the **Holy grail**...

**The Holy Grail is a treasure that serves as an important motif in Arthurian literature. Different traditions describe it as a cup, dish or stone with miraculous powers ...**



**Q: Did you ever try to google your name,  
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# OMG :-)



Chuck Norris



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## Chuck Norris - Wikipedia

Carlos Ray "Chuck" Norris (born March 10, 1940) is an American martial artist, actor, film producer, and screenwriter. After serving in the United States Air Force, Norris won many martial arts championships and later founded his own discipline, Chun Kuk Do.

**Political party:** [Republican](#)

**Occupation:** Actor, martial artist, film produ...

**Years active:** 1968–present

**Children:** 5, including Mike and [Eric Norris](#)

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Who is tougher than Chuck Norris?



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## Chuck Norris – Wikipédia

Carlos Ray "Chuck" Norris (\* 10. marec 1940) je americký akčný herec, majster bojových umení, spisovateľ, športovec, podnikateľ, mediálna osobnosť.

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Chuck Norris vs. Sage Northcutt | ONE@Home Fantasy Fights



## Chuck Norris



American martial artist

Carlos Ray "Chuck" Norris is an American martial artist, actor, film producer, and screenwriter. After serving in the United States Air Force, Norris won many martial arts championships and later founded his own discipline, Chun Kuk Do. Norris is a black belt in Tang Soo Do, Brazilian jiu jitsu and Judo. [Wikipedia](#)

**Born:** March 10, 1940 (age 80 years), [Ryan, Oklahoma, United States](#)

**Spouse:** [Gena O'Kelley](#) (m. 1998), [Dianne Holechek](#) (m. 1958–1988)

**Grandchildren:** [Greta Norris](#), [Camrynn Norris](#), [Chantz Norris](#), [Hannah Norris](#), [Max Norris](#), [Chloe Norris](#)

**Children:** [Mike Norris](#), [Dakota Alan Norris](#), [Danilee Kelly Norris](#), [Dina Norris](#), [Eric Norris](#)

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## Walmart

Retail company



Health ...

[corporate.walmart.com](https://corporate.walmart.com)

Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, headquartered in Bentonville, Arkansas. The company was founded by Sam Walton in 1962 and incorporated on October 31, 1969. [Wikipedia](#)

**Stock price:** WMT (NYSE) \$118.47 +0.07 (+0.06%)

Sep 25, 16:00 EDT - Disclaimer

**Number of employees:** : 2.2 million, Worldwide (2018); 1.5 million, U.S. (2017); 700,000, International;

**Headquarters:** Bentonville, Arkansas, United States

**CEO:** Doug McMillon (Feb 1, 2014–)

**Owner:** Walton family (51%)

**Subsidiaries:** Sam's Club, Flinkart, Walmart Canada. [MORE](#)



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**Walmart Ban Shows Vaping's Fall From Smoking Fix to Health Scare**

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[corporate.walmart.com](https://corporate.walmart.com)

Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, headquartered in Bentonville, Arkansas. The company was founded by Sam Walton in 1962 and incorporated on October 31, 1969. [Wikipedia](#)



# **Reputators or Reputation Determinants :**



**and so on and so on...**

**And our TOR :-)**



**Aim: Quantify reputation**

**Object: World's Top 10**

**Family owned businesses**

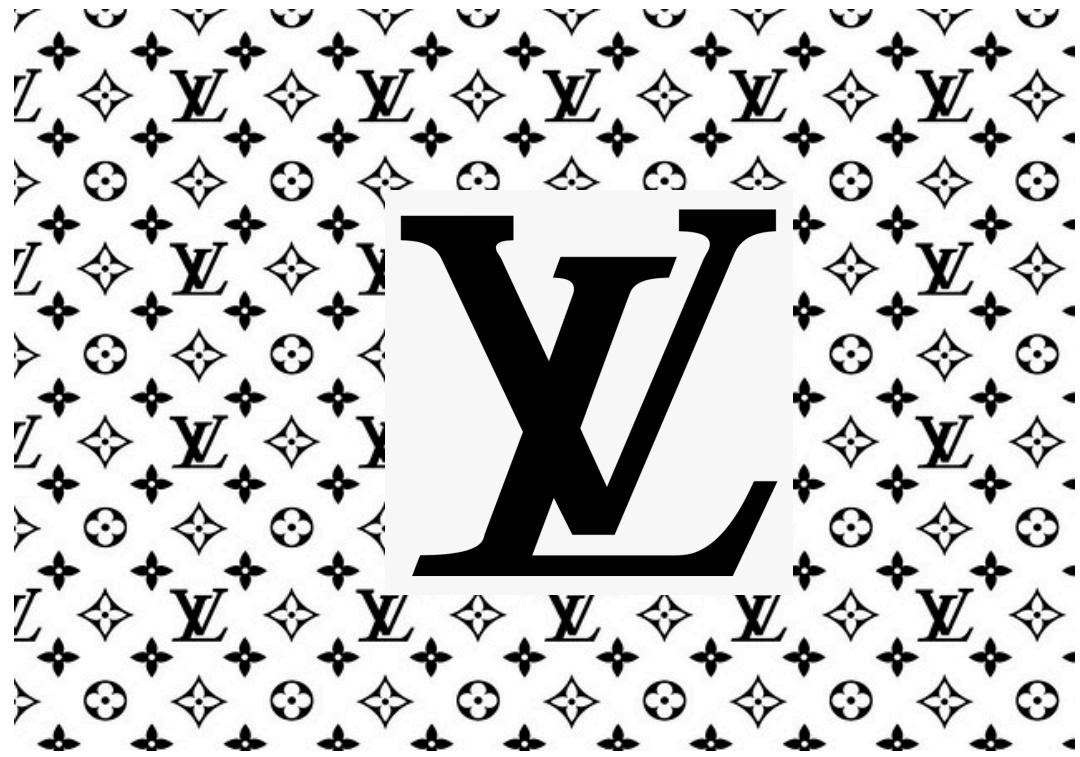
**(Five of each side of the Atlantic)**

*Family  
Capital*





# Team Europe

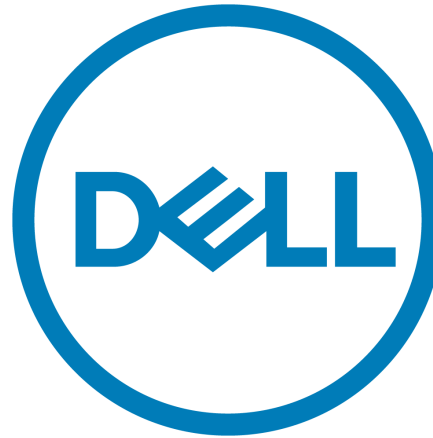


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# Team USA



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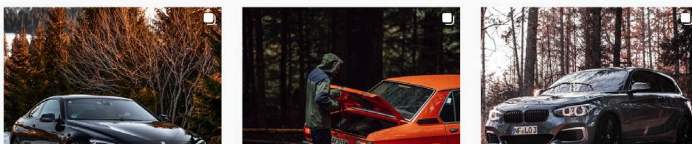
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Followed by jozef.simko and janamarinicova

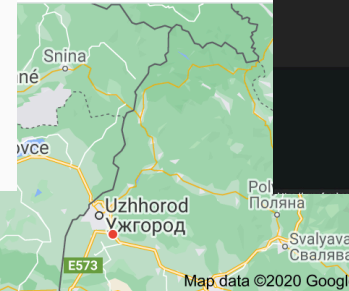
THE M3/T... THE IX3 THE M5 THE X7 HYPNOPO... THE IX3 THE new M3

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# Bayerische Motoren Werke AG



**BMW**  
@BMW - Automobily


Viac informácií

Domov Recenzie Videá Ďalšie

Informácie

Production output: 2,564,025 vehicles (2019)  
Headquarters: Munich, Germany  
Founded: March 7, 1916, Munich, Germany

YouTube



**BMW**  
1,12 mil. odberateľov

ODOBERAŤ

Enjoy every edge. The all-new BMW 4 Series Convertible.

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Plug-in vehicles are perfect for commuters. By mid-2021 we will have 4100 charging points at our German locations, so that electric cars have easy access to power. Around half of them will be accessible to the public.

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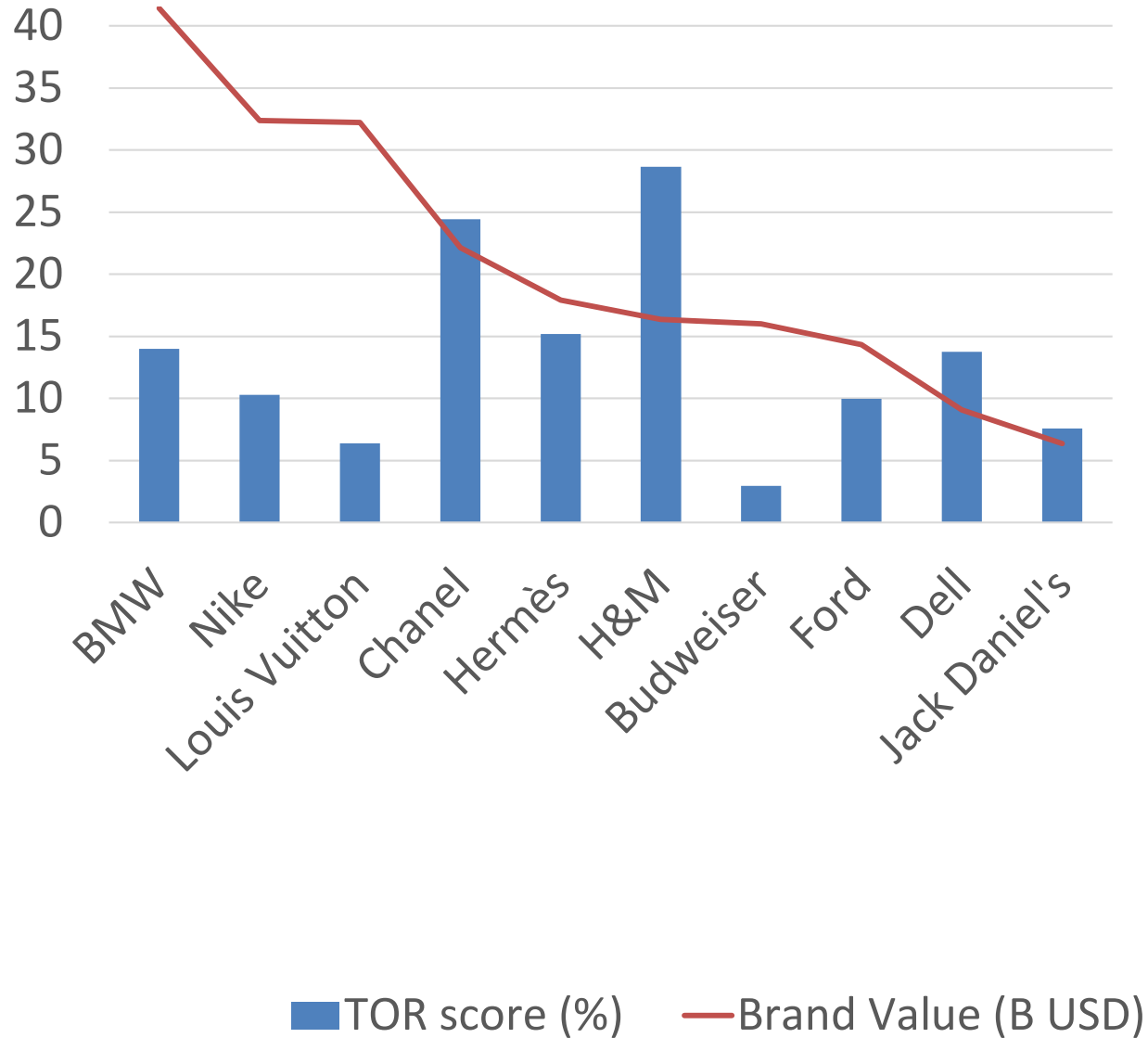
**...in simplicity, a lot of data**



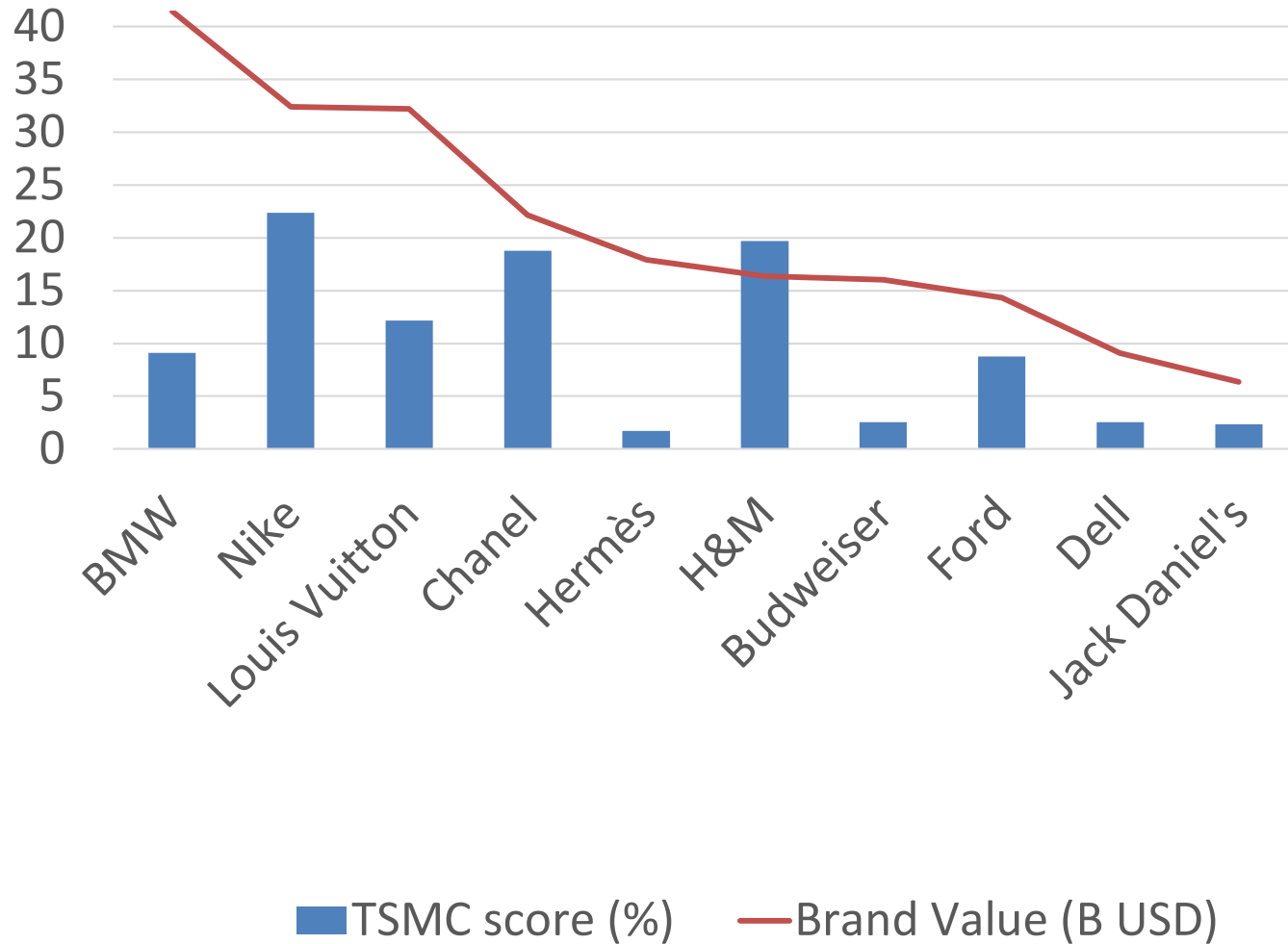
# Results:

No.	Subject	ASA score (%)	FC score (%)	TC score (%)	YC score (%)	IC score (%)	Number of pages indexed by Google (in M)	TOR score (%)	TSMC score (%)	Brand Value (in MM/B USD)
1.	BMW	33.54	10.10	4.95	11.14	10.18	2,320	13.98	9.09	41.44
2.	Nike	- 38.06	16.69	19.32	13.79	39.73	1,780	10.30	22.38	32.38
3.	Louis Vuitton	- 16.77	11.69	17.98	4.30	14.69	323	6.38	12.16	32.22
4.	Chanel	47.09	11.11	31.77	16.76	15.40	766	24.43	18.76	22.13
5.	Hermès	69.02	1.61	0.18	1.17	3.93	478	15,8	1.72	17.92
6.	H&M	64.50	18.69	20.17	26.03	13.85	303	28.65	19.69	16.35
7.	Budweiser	4.52	7.38	0.46	2.19	0.18	27	2.95	2.55	16.02
8.	Ford	14.84	7.86	2.94	22.61	1.55	3,450	9.96	8.74	14.33
9.	Dell	58.70	6.26	1.75	1.78	0.32	2,420	13.76	2.52	9.09
10.	Jack Daniel's	28.38	8.60	0.48	0.23	0.18	26	7.58	2.37	6.35

# Online vs. Offline worl

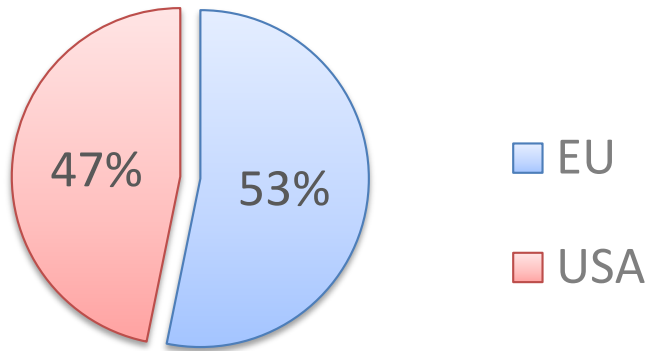


# Online vs. Offline world

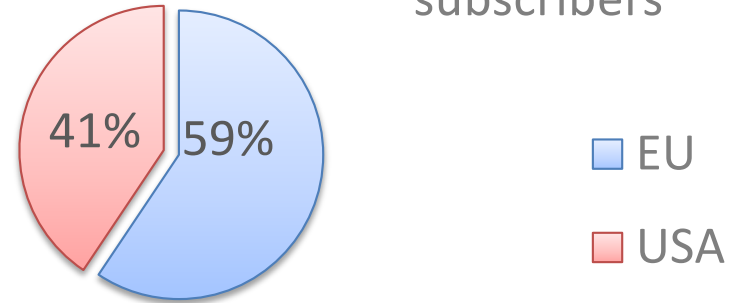


# Europe vs. US

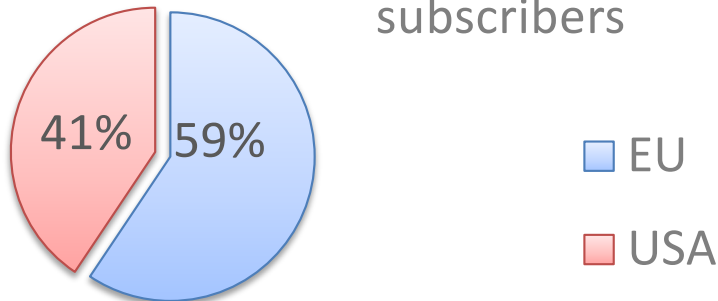
EU vs. US Brands- FB followers



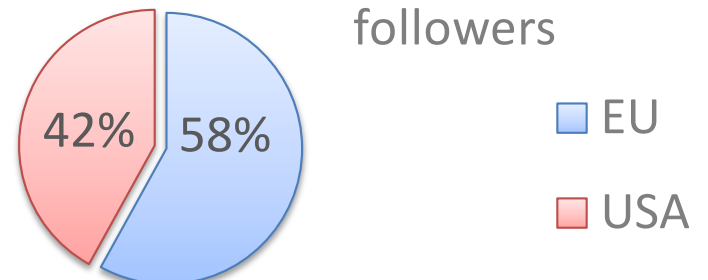
EU vs. US Brands- YouTube subscribers



EU vs. US Brands- YouTube subscribers



EU vs. US Brands- Instagram followers





# Europe vs. US

Brands	Facebook Tribe (n)	Twitter Tribe (n)	YouTube Tribe (n)	Instagram Tribe (n)	No. of pages indexed by Google	Brand Value (MM/B USD)
EU SUM	107,070,672	31,227,427	5,386,000	145,531,320	4,190,000,000	130.060
USA SUM	94,159,396	10,381,233	3,681,300	105,170,002	7,703,000,000	78.150
EU AVG	21,414,134	6,245,485	1,077,200	29,102,664	838,000,000	26.010
USA AVG	18,831,879	2,076,247	736,260	21,034,000	1,541,000,000	7.710

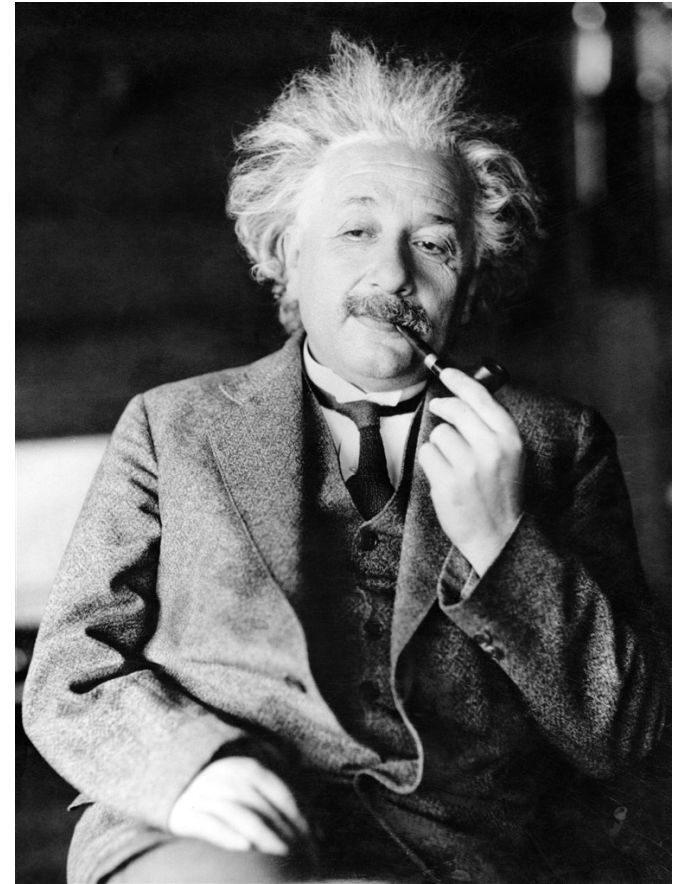
**Let's go back to the **introductory question** of the  
**study****

**How?**

**How to quantify reputation**

**...thought experiments**

**1% TOR could be equal  
to \$ 1 billion in terms of  
brand value**



**Thank you for  
your attention**



**contact: [frank.pollak@acuityeng.com](mailto:frank.pollak@acuityeng.com)**