

**NEWS RELEASE****FOR IMMEDIATE RELEASE****November 25, 2003**

## **Dentsu Develops Program for the Evaluation and Enhancement of Corporate Reputation**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has completed development of the Dentsu Reputation Program. The new program, which is scheduled to begin operations in early December 2003, not only establishes indices for the evaluation of corporate reputation, but also supports the planning and implementation of strategies to upgrade corporate standing.

The Dentsu Reputation Program consists of two steps, a Reputation Audit™ to evaluate and analyze corporate reputation, followed by Reputation Building™, a program designed to develop and implement communication strategies to maintain and enhance corporate reputation.

The Reputation Audit™ comprises a Reputation Quotient (RQ)<sup>SM</sup> analysis (see Note 1) to establish indices for evaluating corporate reputation, a Coverage Reputation Survey to analyze the current status of corporate reputation in the mass media and an Investment Reputation Survey to ascertain the status of corporate reputation among investors and analysts.

The RQ<sup>SM</sup> and the Coverage Reputation Survey were developed based on the theories of Dr. Charles J. Fombrun (see Note 2), the leading expert in the field of reputation research in the United States. The distinctive feature of this approach is that along with evaluating a corporation in terms of both the reputation of its products and services, it also evaluates five other aspects: the vision and leadership of its management, social responsibility, workplace environment, financial performance, and the emotional appeal of the company in the eyes of its stakeholders to form a multi-faceted perspective.

The Investment Reputation Survey, on the other hand, is a concept that was independently developed by Dentsu. This survey focuses on the capital markets and identifies industry characteristics, managerial ability, management resources and information transparency.

In the second step of the program, Reputation Building™, the problem areas identified in the audit are analyzed in further detail, and the results are used to develop sophisticated communication strategies specifically designed to effectively enhance future corporate reputation.

This new program was developed in response to the emergence of corporate social responsibility (CSR) as a major social issue that has made achieving a commendable reputation among diverse stakeholders an increasingly important management concern for many companies. The use of this program will enable a company to objectively ascertain the current status of its reputation, make it possible to effectively evaluate the results of PR and IR activities, reinforce its ability to carry out management by objectives, and facilitate comparisons with other companies. At the same time, it will help a company improve its standing by promoting the implementation of appropriate PR and IR activities.

With the Dentsu Reputation Program in place, the Company is now able to provide clients not only with solutions to their advertising needs, but also with effective solutions in the fields of PR and IR.

**Note 1: RQ<sup>SM</sup>**

The Harris-Fombrun Reputation Quotient<sup>SM</sup>. This method of analyzing corporate reputation was developed jointly by Professor Charles J. Fombrun and Harris Interactive Inc.

**Note 2: Charles J. Fombrun, Ph.D.**

Professor Charles J. Fombrun is Executive Director of the Reputation Institute and Professor Emeritus of the Stern School of Business, New York University.

**Harris Interactive Inc.**

Harris Interactive Inc. is a research and consulting firm located in the United States. This company developed the RQ<sup>SM</sup> method in cooperation with Professor Charles Fombrun. Harris Interactive Inc. prepares an annual ranking of the reputation of companies in the United States that is published each year in the *Wall Street Journal*. Dentsu has contracted with Harris Interactive Inc. to perform RQ<sup>SM</sup> analyses on its behalf.

**Reputation Institute**

The Reputation Institute (RI) is a private research organization established in 1997 for the purpose of increasing knowledge about and promoting the development of corporate reputation studies. It specializes in research and development regarding evaluation of corporate reputation and reputation management techniques, and promotes educational activities through its publications, participation in forums, and other activities. Dentsu became an agency member of RI in 2003.

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