

# Building and Maintaining Brand and Corporate Positioning in Asia

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# What is the brand impact to Toyota?

## Is Toyota's Reputation Finished?

Toyota's image as the highest-quality automaker may have been permanently tarnished after recall and sales stoppage



# ... and poor corporate reputations live on

With SEC charges, Goldman Sachs's reputation is tarnished



Goldman  
Sachs

At the end of April, when the Justice Department announced it was opening a criminal investigation, Goldman Sachs shares suffered a one day loss of a further 9%, collapsing the market value of the company by 21%, or \$20 billion, in just two weeks

# Managing a global brand in local market

- Sanlu was a big brand, reputable trademark in China

Fonterra reputation is questioned after the scandal



**a public recall was only initiated six weeks later, on 10 Sept. Sanlu has since been ordered to halt all production. More than 500 infants who had been fed formula from the company have developed kidney stones and two reportedly died**

# Reputation Stewardship – the critical role of internal stakeholders

Carrier's reputation has fallen far from its one-time boast: 'World's Favorite Airline'

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British Airway's bitter battle with the nation's largest union is bruising its balance sheet