

From the Mother City to Manchester; Reputation Matters confirms partnership with research & insights specialists **LOOKOUT!**

Immediate release

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South African corporate reputation management solutions company, Reputation Matters is joining forces with **LOOKOUT!**, an independent research and insights organisation based in Manchester, United Kingdom. As of Wednesday, 01 March 2017, Reputation Matters will be able to offer their clients a full research and insights solution, over and above their Repudometer®, Reputation Matters' scientific research tool. In addition, **LOOKOUT!** will add Reputation Matters Repudometer® to its portfolio of services.

Founder and Managing Director of Reputation Matters, Regine le Roux, says, "We are excited to have entered into this partnership with **LOOKOUT!**, our clients will benefit from their extensive research capabilities and team of 30+ researchers, and we are thrilled to be adding value to their portfolio with our acclaimed Repudometer®."

Eugene Tansey, founder of **LOOKOUT!** comments, "We are delighted to be launching a South African operation in partnership with Reputation Matters. We look forward to assisting their clients with their research and insight needs and we are also excited to be adding the Repudometer® to our growing list of services. What makes this model unique is that it provides an actual, statistical percentage of what an organisation's current reputation is and pinpoints the areas that require improvement."

Reputation Matters is an acclaimed agency based in Cape Town and Johannesburg, which has enjoyed significant growth over the years. The Repudometer® is a scientific, unbiased model which is used to quantify an organisation's reputation. Ten different dimensions of an organisation, including elements such as leadership, employee morale, strategic partners, value offering and communication management, to name a few are measured.

LOOKOUT! (formerly AccuSearch) rebranded in 2016. The company, based in Manchester, provides research, insights and creative consultancy on markets, industries, stakeholders, competitors, customers and employees to multinational organisations. The **LOOKOUT!** team of more than 30 researchers, completed projects in America, Asia, Europe and West Africa last year, and is excited to be entering the South African market with Reputation Matters.

For more information on these new services, visit www.reputationmatters.co.za/LOOKOUT or call 011 3173861 (Jhb) or 021 790 0208 (Cpt).

For more information about **LOOKOUT!** and the market research and strategic insights they offer, visit www.wearelookout.com or call +44 (0) 843 886 5884 (Manchester, UK).