

REPUTATION BY CARMA: UK TECH

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CARMA

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“The reputation environment for the UK’s top tech brands continues to evolve rapidly. Innovation, AI discourse and political oversight all shape how these companies are perceived. This report reveals where media attention mirrors consumer priorities and where it diverges, highlighting the moments that strengthen or weaken brand reputation in an increasingly scrutinised sector.”

Reputation by CARMA: Brand Benchmarks – Tech

Welcome to the second edition of Brand Benchmarks, CARMA’s monthly reporting series tracking the evolving reputations of leading companies across four sectors: Finance, FMCG, Retail, and Tech.

Each report analyses the same set of companies using CARMA’s robust methodology to give each a Reputation Score – a clear, single metric showing how the public views a company.

Companies are scored against six core Reputational Pillars – Products and Services, Performance, Conduct, Culture, Vision, and Sustainability – to reveal what truly shapes brand perception. Over time, CARMA’s Brand Benchmarks will show how brands’ reputations evolve, which narratives drive change, and how brands can proactively manage their public image.

For more on our methodology, see the appendix at the end of the report.

The following brands have been included:



SONY



Our Pillars



Products & Services

Anything related to their customer offering, such as quality, reliability and customer service.



Culture

Anything related to their organisational culture, such as employee treatment, health & safety, diversity & inclusion.



Sustainability

Anything related to their sustainability actions, such as community engagement, environmental impact, and charitable endeavours.



Conduct

Anything related to their behavior and conduct, such as authenticity, transparency, compliance and ethical behaviour.



Performance

Anything related to their business performance, such as consistency, investment potential and financial results

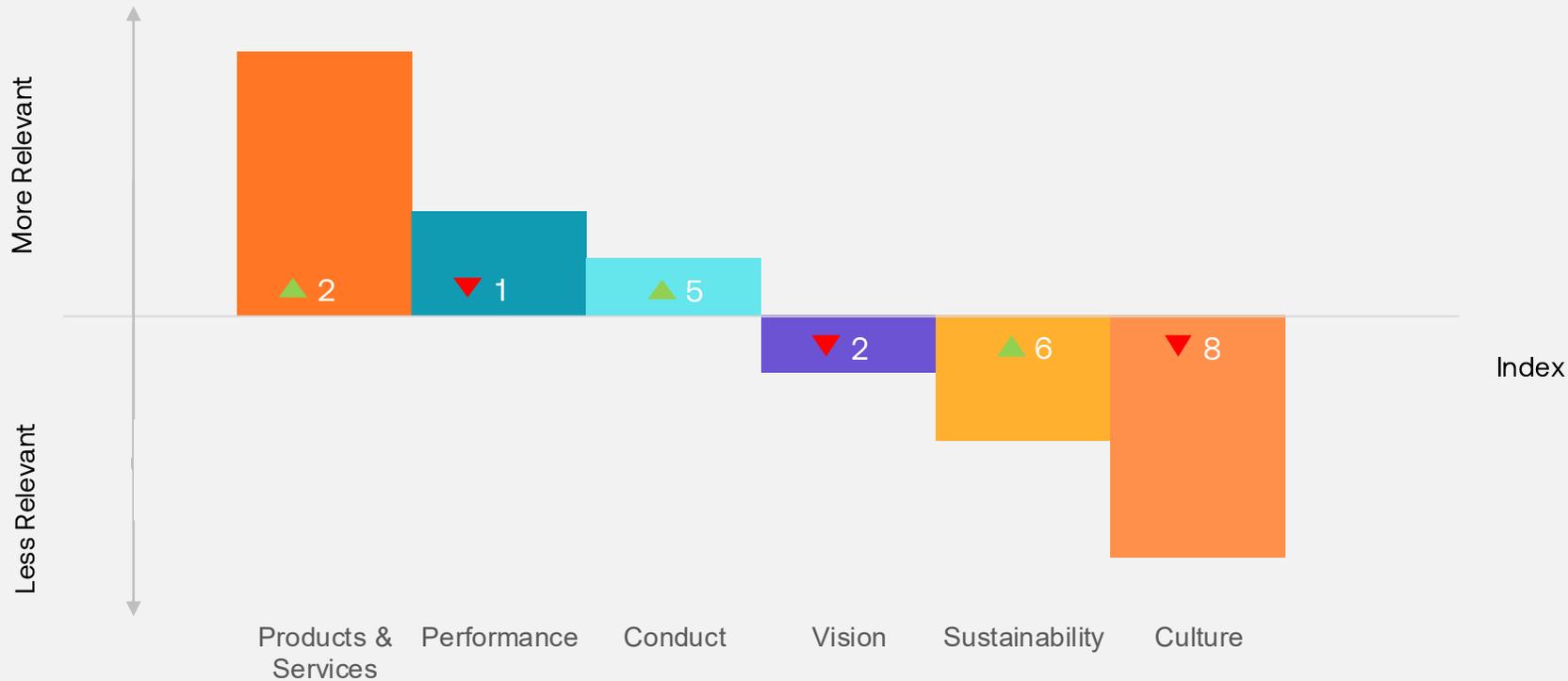


Vision

Anything related to their direction and vision of the future, such as innovation, value proposition and expertise

What matters more to UK audiences?

Products lead perception but Conduct gains relevance as Vision and Culture lag.



Audience preferences this period reinforced the strong primacy of Products & Services, which remained by far the most influential pillar for UK consumers. Conduct rose in importance, driven by heightened public scrutiny of data use, AI ethics and geopolitical entanglements, issues that particularly shaped the narratives around Microsoft and Samsung this period.

Conversely, Vision and Culture ranked lower in relevance, despite Vision being a strong driver of positive media coverage for brands like Apple.

Influence of Reputational Pillars by Age



Similar to the previous reporting period, younger audiences (18–34) continue to show the strongest engagement with Conduct, Performance and Vision, indicating that younger consumers place greater weight on how brands behave and innovate.

By contrast, older groups (55+) show the highest influence from Products & Services, indicating their purchasing decisions are driven more by functionality and reliability than brand purpose.

Culture and Sustainability drop most sharply with age, with both pillars resonating significantly less among consumers aged 35–54 and 55+, highlighting that these narratives remain most relevant to younger audiences.

The charts show how different age groups vary in the percentage of people who are significantly influenced by each pillar.

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