

REPUTATION BY CARMA: UK TECH

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“The UK’s leading tech brands face a complex reputation landscape. It is shaped by product innovation as well as AI debates and political scrutiny. This report shows how coverage across platforms aligns – or doesn’t – with what consumers value most. In a sector where attention is constant, understanding where reputation is built or lost has never been more important.”

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

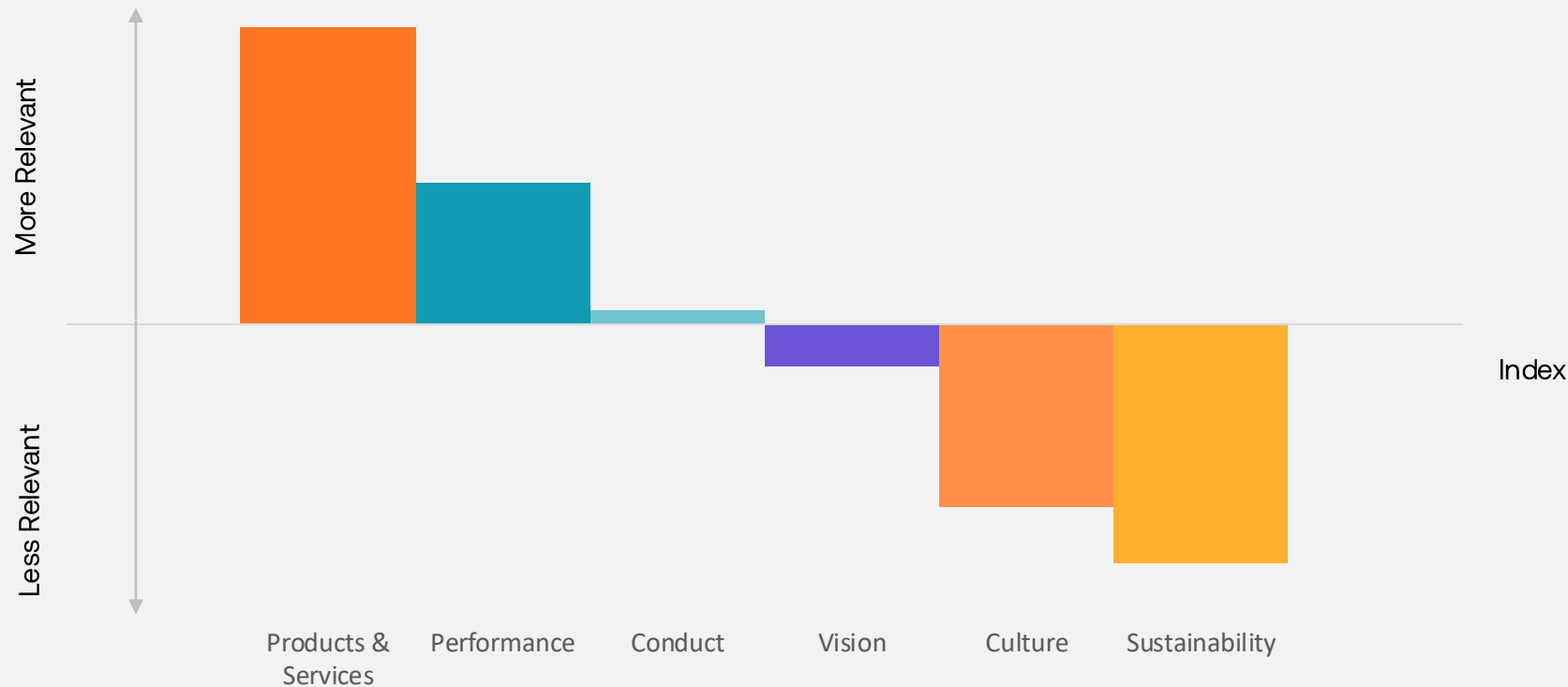


Vision

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

What matters more to UK audiences?

Products and Services was by far the most relevant pillar for UK consumers. UK consumers were least engaged with Tech brands' Sustainability, while Performance was the second most relevant pillar to them.

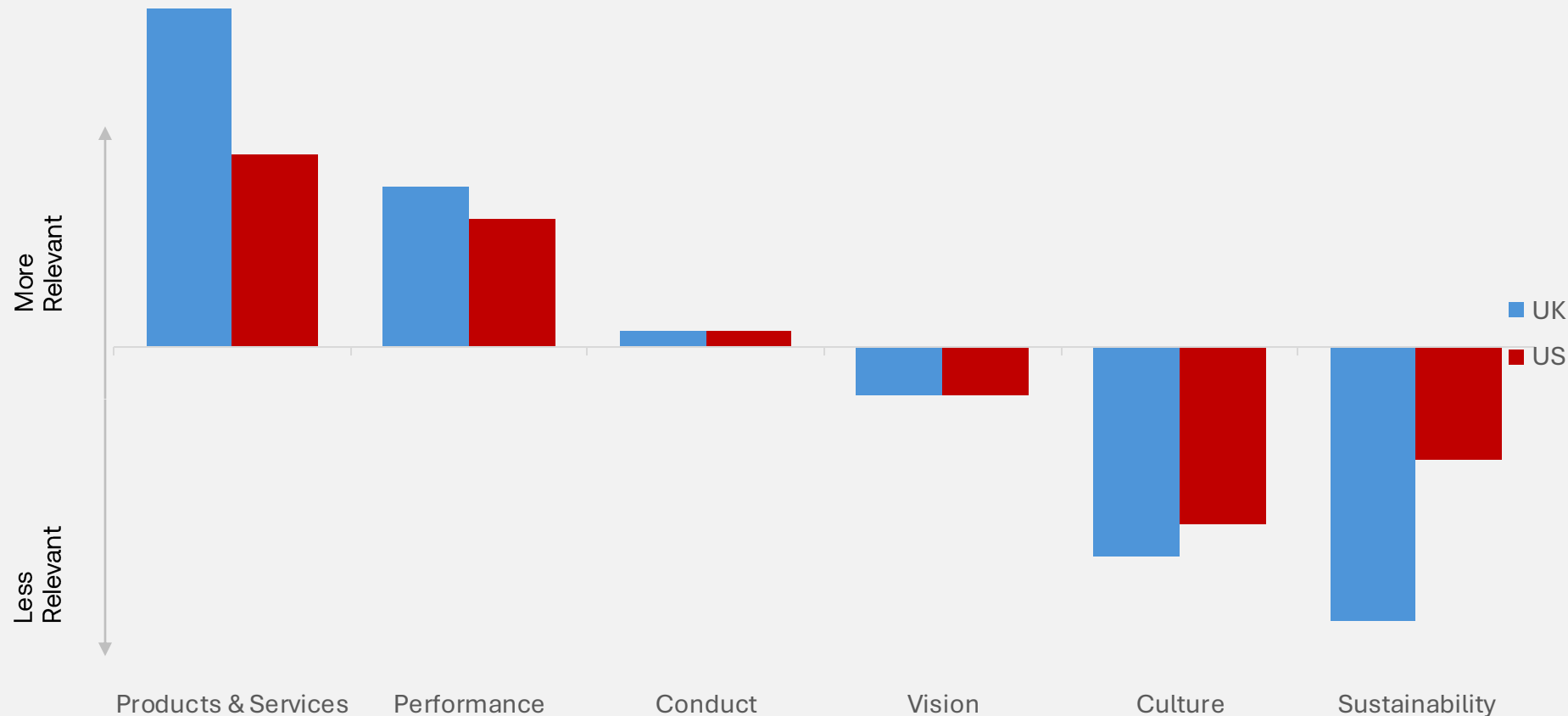


Audience preferences revealed the unique nature of Tech as a sector – with Performance and Vision placed significantly higher than in previous sectors. The latter was particularly driven by younger audiences, with 45% of 18–34-year-olds stating Vision significantly impacted their perception of Tech brands.

Sustainability was rated the lowest out of all sectors in this series, primarily led by respondents aged 55+. 35% of this group said it did not influence their perception at all, compared with just 16% of 18–34-year-olds.

How do UK audiences compare with those from the US?

US and UK markets were largely similar in their preferences – though UK consumers were notably more polarised in which pillars they found more relevant.



US audiences were less extreme in which pillars were most relevant to them.

US audiences rated Culture lowest, while Sustainability was the least relevant pillar for the UK.

Notably, audiences from markets gave Conduct and Vision the same importance. However, older US audiences were more focused on Vision, with 30% of over 55-year-olds saying it impacted their perception, compared to 15% of the same age group who agreed in the UK.

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the full report

An abstract graphic on the right side of the slide, consisting of several overlapping, semi-transparent circles in shades of orange and light blue. The circles are of varying sizes and are positioned in a way that they overlap each other, creating a layered effect. The overall style is modern and minimalist.