

The Brand Keys data paints a detailed picture of the category drivers that engage customers, engender loyalty and drive real profits.

These drivers not only define how the consumer will view the category, compare offerings, and, ultimately, buy, but also identify the expectations the consumer holds for each driver. The brand whose drivers come closest to meeting (or even exceeding) those of the category Ideal is always the one whose customers will demonstrate the highest levels of engagement and loyalty over the next 12 to 18 months.

To learn more about the Brand Keys Customer Loyalty Engagement Index, [click here](#).

For more information about the Brand Keys Customer Loyalty Engagement Index for your brand, contact Leigh Benatar at 212-532-6028, extension 15, or email him at leighb@brandkeys.com.

2011 Brands Listed by Category

(This year's category winners listed in **RED**)

Airline	Allergy Medicine (OTC)	Athletic Footwear
Southwest/Delta (tie)	Claritin	Asics
JetBlue	Zyrtec	New Balance/Skechers (tie)
United	Benadryl	Brooks
Continental	Chlor-Trimeton	Nike
Midwest	Sudafed	Adidas
Northwest	Tylenol	Reebok
American		Fila
US Airways		
Automotive	Bank	Beer (Light)
Hyundai	Wells Fargo	Coors Light
Ford	JPMorgan Chase	Bud Light
Honda/Nissan (tie)	Bank of NY	Miller Lite
Mercedes/BMW (tie)	PNC	Natural Light
Kia/GM (tie)	Bank of America	Michelob Light
Subaru	Citi	Amstel Light
Jeep/Toyota (tie)		
Mazda/Mitsubishi/ Volkswagen (tie)		
Chrysler		
Audi/Chevrolet/Volvo (tie)		
Saab		

Beer (Regular)	Bottled Water	Breakfast Cereal: Adults
Sam Adams/Coors (tie)	Aquafina	Cheerios
Guinness	Fiji	Honey Nut Cheerios
Budweiser/ Corona (tie)	Poland Spring	Special K
Heineken/Michelob (tie)	San Pellegrino/Evian (tie)	Honey Bunches of Oats
Miller	Volvic/Perrier (tie)	Frosted Mini Wheats
	Deer Park	Fiber One/Rice Krispies (tie)
	Dannon	Post Raisin Bran/Corn Flakes/Grape Nuts/ Raisin Bran (tie)
		CheX/Kix (tie)
Breakfast Cereal: Kids	Car Insurance	Car Rental
Frosted Flakes	Progressive	Avis
Lucky Charms	Allstate	Hertz
Cocoa Puffs	GEICO	Enterprise
Trix	State Farm	Budget
Cap'n Crunch/Wheaties (tie)	Nationwide	National
Froot Loops		Dollar
Honey Grahams		Alamo
Casual Dining	Cell Phones	Coffee
Olive Garden	Samsung	Dunkin' Donuts
Ruby Tuesday	LG	Starbucks
Red Lobster	Sony Ericsson	McDonald's
Outback	Nokia	Tim Hortons
TGI Friday's/IHOP (tie)	Motorola	Krispy Kreme
Chili's	Sanyo	
Applebee's/Hooters (tie)	Panasonic	
Arby's		

Computer (Laptop)	Computer (Netbook)	Cosmetics
Apple	Samsung/Acer (tie)	Mary Kay
Samsung/Toshiba (tie)	HP	Maybelline
Dell	Toshiba	CoverGirl
HP	Dell	L'Oréal
Lenovo	Lenovo	Sephora/Max Factor (tie)
Compaq	Gateway	Revlon
Sony VAIO/Fujitsu (tie)		Neutrogena/Avon (tie)
Acer		Almay
Gateway/NEC (tie)		Rimmel
Panasonic		Coty
Cosmetics (Luxury)	Credit Card	Diapers
Lancôme	Discover	Pampers
Estée Lauder	American Express	Huggies
Clinique	Capital One/Visa (tie)	7th Generation
Chanel	MasterCard	Luvs
Shiseido		Playskool
Digital SLR Camera	Digital Point & Shoot Camera	Drug Store
Nikon	Canon	Walgreens
Canon	Kodak	CVS
Panasonic	Panasonic/Sony (tie)	Duane Reade
Sony	Nikon	Rite Aid
Olympus/Pentax (tie)	Pentax	
Fuji	Olympus	
	Fuji/Casio (tie)	
DVD Player	Energy Provider - NY	Energy Provider - LA
Pioneer	PSE&G	Southern California Gas
Samsung	PECO	LA Water & Power
Toshiba	Exelon	Southern California Edison
Sharp	Conectiv	
Phillips	National Grid	
JVC/Sony (tie)	Con Edison	
Panasonic		

Energy Provider - Houston	Energy Provider - Chicago	E-Reader
Horizon Power & Light	Exelon	Kindle
Reliant	Commonwealth Edison	Nook
CenterPoint	Peoples Gas	Sony
Entergy	Nicor	Kobo
		iPad
Evening News Show	Facial Moisturizer	Facial Moisturizer (Luxury)
NBC	Mary Kay	Elizabeth Arden
CNN	L'Oréal	Lancôme
MSNBC/ABC (tie)	Avon	Clarins
CBS	Ponds	Clinique
FOX	Oil of Olay/Nivea (tie)	Estée Lauder
	Neutrogena	Shiseido/Chanel (tie)
Gasoline	Hair Color	Hair Conditioner
Chevron	Claïrol/L'Oréal (tie)	Aveda
Texaco	Garnier	Neutrogena/Pantene (tie)
Sunoco/Mobil (tie)	Revlon	L'Oréal/Herbal Essences (tie)
Exxon/Shell (tie)		Garnier/Suave (tie)
BP		
Hair Shampoo	HDTV (LCD)	HDTV (Plasma)
Suave	Sony	Samsung
Herbal Essences	Samsung	Panasonic
Pantene/Garnier (tie)	Toshiba	LG
Dove	LG	Sony
L'Oréal	Sharp	Pioneer
	JVC	Toshiba
	Panasonic	Hitachi/Philips (tie)
	Hitachi	Insignia

Hotel (Luxury)	Hotel (Upscale)	Hotel (Midscale)
Inter-Continental	Marriott	Best Western
W Hotels	Embassy Suites/Hilton (tie)	Ramada
Fairmont	Hyatt	Comfort Inn
Ritz-Carlton	Radisson	Hampton Inn
	Swissotel	Holiday Inn
	Sheraton	
	Wyndham	
	Doubletree	
	Westin	

Hotel (Economy)	Insurance Company	IT Solutions Provider
Days Inn	New York Life	IBM
Travelodge	MetLife	Accenture
Econo Lodge	The Hartford	Cisco
Motel 6	AXA	Dell/Oracle (tie)
	Travelers	HP
	ING	Microsoft
	Prudential	
	Aetna	

Laundry Detergent	Major League Sports	MFP Office Copier
Tide	NFL	Konica Minolta
Era	MLB	Canon/Sharp (tie)
Cheer	NBA	Xerox/HP (tie)
All	NHL	Epson
Wisk		Ricoh
Arm & Hammer/Gain (tie)		Panasonic
Bold		
Purex		

Morning News Show	Movie Rental	Mutual Fund
Today Show (NBC)	Netflix	Janus
Good Morning America (ABC)/ Fox & Friends (FOX) (tie)	Blockbuster	American Funds
American Morning (CNN)	Redbox	Putnam
Early Show (CBS)	DVDXpress	Vanguard/Fidelity (tie)
		T.Rowe Price
Online Brokerage	Online Retailer	Online Travel
Scottrade/Options Xpress (tie)	Amazon.com	Expedia
Fidelity	Ebay.com	Orbitz
E*Trade	Overstock.com/Zappos.com (tie)	Travelocity
Schwab	Buy.com	Kayak
TDAmeritrade		Priceline
MerillLynch		Hotels.com/Hotwire (tie)
		CheapTickets
Pain Reliever (OTC)	Paper Towels	Parcel Delivery
Advil	Brawny	UPS
Bayer	7th Generation	FedEx
Aleve	Viva	USPS
Motrin	Bounty	
Excedrin	Scott	
St. Joseph's	Mardi Gras	
Tylenol		
Pasta Sauce	Pet Food - Canned (Cats)	Pet Food - Canned (Dogs)
Barilla	Purina	Purina One
Classico	Hills	Alpo
Buitoni	Whiskas/Iams (tie)	Pedigree
Progresso/Ragu (tie)	Fancy Feast	Hills
Prego	Friskies/Meow Mix (tie)	Gravy Train/Iams (tie)
Hunt's	9Lives	

Pizza	Printer	Quick-Serve Restaurant
Domino's	HP	McDonald's
Papa John's	Canon	Subway
Pizza Hut	Samsung	Burger King
Little Caesars	Lexmark/Dell (tie)	Quiznos
Round Table	Epson	Wendy's
Godfather's	Brother	KFC
Chuck E. Cheese		Hardee's
		Jack in the Box
		Taco Bell
Retail Store (Apparel)	Retail Store (Department)	Retail Store (Discount)
J. Crew	Dillard's/Kohl's (tie)	Walmart
Abercrombie & Fitch	Macy's	Kmart
Victoria's Secret	JCPenney	Target
H&M	T.J. Maxx	
Aeropostale/PacSun (tie)	Marshalls	
Old Navy/Gap (tie)	Sears	
American Eagle Outfitters		
Retail Store (Home Improvement)	Retail Store (Office Supply)	Retail Store (Price Clubs)
Ace	Staples	Sam's Club
True Value	OfficeMax	Costco
Home Depot	Office Depot	BJ's
Lowe's		
Search Engine	Smartphone	Social Networking Site
Google	Apple	Facebook
Bing	Samsung	MySpace
ASK	Blackberry	LinkedIn
Yahoo	LG	Flickr
AOL	Nokia	Twitter
Altavista	Motorola	
MSN	Palm	

Soft Drink (Diet)	Soft Drink (Regular)	Tequila
Diet Pepsi	Pepsi	Patron
Diet Coke	Coca-Cola	Don Julio
Diet 7-UP	Mountain Dew	Sauza
Diet Dr. Pepper	7-UP	Jose Cuervo/1800 (tie)
	Dr. Pepper	
Toothpaste	Tooth Whitener	Vodka
Tom's of Maine/Crest (tie)	Crest Whitestrips	Ketel One
Colgate	5-Minute Speed Whitening	Grey Goose
Arm & Hammer	Rembrandt Whitening Kit	Chopin
Listerine	Aquafresh White Trays	Stolichnaya/Ciroc (tie)
Aim	Listerine Whitening Strips	Belvedere/3 Olives (tie)
Aquafresh		Smirnoff
		Skyy
		Finlandia
		Absolut
Wireless Phone Service		
AT&T Wireless		
Verizon Wireless		
Sprint PCS		
T-Mobile		