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Brand Keys identifies 10 least engaging brands for 2014 – BlackBerry, Quiznos and Kmart top list

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Brand Keys has identified the 10 least engaging brands for 2014. From the lowest level of engagement, BlackBerry (52pc), Quiznos (57pc) and Kmart (59pc) topped the list.

They were followed by Sony (e-readers) (60pc), Wow search engine (60pc), Sears (64pc), American Apparel (65pc) Budweiser (regular) (70pc), Coty Cosmetics (71pc) and Volkswagen (79pc).

"A brand can't do well in today's marketplace if it can't engage consumers, no matter how many ads are run, and no matter how much social networking one does," said Robert Passikoff, founder and

president of Brand Keys, a New York-based brand loyalty and emotional engagement research consultancy.

“Brand engagement correlates very highly with positive consumer behaviour, sales and profits. All you have to do is look and see how the brand is doing in the marketplace to confirm customer assessments.”

Brand engagement – defined as the degree to which a brand is seen to meet the expectations consumers hold for the Ideal in the category – is a leading-indicator of positive consumer behavior and brand loyalty.

They are the ultimate measure for the brand, “which should always be the beneficiary of any marketing or advertising effort” noted Passikoff.

“People can be engaged with a show or a social network or an event or an experience, but those are methods of engagement. Brand engagement is the ultimate goal,” he added.

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