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**PRESS RELEASE
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The Greenest Brands In America

**Amazon, Chick-fil-A, Dunkin', Hyundai, and Nike
Environmental Winners
Best Buy, Coke, Microsoft and Xerox New to 2017 List**

Politicization of the Environment Has Significant Brand Effects

NEW YORK, NY April 19, 2017 – This coming Saturday, April 22nd, is the 47th anniversary of Earth Day and, “the appropriate time to release Brand Keys list of the top-25 greenest brands in America,” said Robert Passikoff, founder and president of the New York-based brand loyalty and emotional engagement research consultancy (www.brandkeys.com) that conducts the annual survey.

“Of the 740 brands included in this year’s 22nd annual Customer Loyalty Engagement Index, 49,168 customers deemed these brands as authentically, resolutely, and significantly ‘green,’” noted Passikoff. “When it comes to this particular value, high engagement is an indicator of positive consumer behavior in the marketplace. And the political arena, too.”

The top-25 brands are presented alphabetically since consumer environmental expectations are category-specific and vary sector to sector:

1. Amazon.com
2. Apple
3. AT&T
4. Avis
5. Ben & Jerry’s
6. Best Buy
7. Chick-fil-A
8. Coke
9. Discover Card
10. Dunkin’
11. Ford
12. Fuji

13. Home Depot
14. Hyundai
15. Jack Daniels
16. Kiehl's
17. Konica-Minolta
18. Microsoft
19. New Balance
20. Nike
21. Pepsi
22. Tom's of Maine
23. Toyota
24. Wyndham Hotels
25. Xerox

This year the EarthDay.org campaign is, 'Environmental & Climate Literacy.' "Given the recent politicization of climate change, the campaign is designed to help make people more fluent in the concepts of climate change. A more climate-literate citizenry will end up being the engine that fuels green voters and laws and policies that advance environmental protection," noted Passikoff.

"In the current marketplace, brands can't simply play the environmental awareness card as part of a CSR or PR campaign anymore. In just the same way politicians are going to be held to the fire according to voter standards, so too are brands. Brands will have to do it in ways that meaningfully support a sustainable future that's both palpable and believable to the consumer," said Passikoff.

As the number of companies trying to co-opt environmental issues for their brands has grown, so too have the number of skeptical consumers. "When it comes to brands, consumers will end up 'voting' with their wallets. And while it is the hope of many that corporations are looking to find ways to do business more sustainably, it's worthy of note that brands are getting better at being 'green,'" said Passikoff.

It's been independently validated is that brands best able to meet expectations, particularly those that are more emotionally-based –saving the planet yields good emotions – ultimately do better than those brands that don't or can't meet those expectations. And when it comes to the bottom bottom-line, unlike many things in consumers' lives, it's precisely like Albert Einstein observed, "Look deep into nature, and you will understand everything better."

Including brands.