

2017 BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

Airline  JetBlue	Allergy Medications (OTC)  Allegra	App-based Rideshare  Lyft	Athletic Footwear  Nike	Automotive   Hyundai / Ford	Banks  Chase
Beer (Light)  Coors Light	Beer (Regular)  Coors	Bottled Water  Aquafina	Breakfast Bars  Kind	Car Rental  Avis	Casual/Fast Casual Dining   Panera / 5 Guys Burger & Fries

Coffee (Out-of-Home)   Dunkin' / Starbucks	Coffee (Packaged)   Dunkin' / Folgers	Cosmetics (Luxury)  Chanel	Cosmetics (Mass) L'ORÉAL  L'Oreal / Kiehl's	Credit Cards   Discover / American Express	Deodorants  Secret
Energy Drinks  Red Bull	E-readers  Kindle	Evening News - Network  NBC	Evening News - Cable  FOX	File Hosting Service  Sabercat	Flat-Screen TV  LG

Gasoline  ExxonMobil	Headphones   Beats by Dr. Dre / LG	Hotel (Economy)  Days Inn	Hotel (Midscale)   Wingate / Drury	Hotel (Upscale)  Hyatt	Hotel (Luxury)  Ritz Carlton
Ice Cream  Magnum	Instant Messaging Apps  Facebook Messenger	Insurance (Car)  Geico	Insurance (Home)  State Farm	Insurance (Life)  Prudential	Laptop Computers  Apple

Lip Balm  Burt's Bees	Major League Sports  MLB	Major League Video Game BATTLEFIELD  Battlefield 1 / Grand Theft Auto	MFP Office Copier  Konica Minolta	Morning News - Networks  Good Morning America (ABC)	Morning News - Cable  Fox & Friends (FOX)
Mutual Funds  Vanguard	Natural Food Stores  Trader Joe's	Online Brokerage  Fidelity	Online Music  Apple Music	Online Payment Service  PayPal	Online Retailer  Amazon

Online Travel Site Booking.com Booking.com	Online Video Streaming NETFLIX Netflix	Pain Reliever (OTC) ALEVE Aleve	Parcel Delivery FedEx FedEx	Pet Food (Cats) PURINA Purina	Pet Food (Dogs) Pedigree Pedigree
Pizza Domino's Pizza Domino's	Price Club COSTCO WHOLESALE Costco	Printers Canon Canon	Quick-Serve Restaurants Chick-fil-A Chick-fil-A	Retail (Apparel) ZARA Zara	Retail (Dept. Store) NORDSTROM Nordstrom
Retail (Discount) Walmart Walmart	Retail (Home Improvement) THE HOME DEPOT Home Depot	Retail (Sporting Goods) BIG 5 SPORTING GOODS Big 5 Sporting Goods	Search Engine Google Google	Smartphone Apple Apple	Snacks – Cheese Snacks Cheetos Cheetos

Snacks - Corn  Fritos	Snacks - Nuts  Planters	Snacks - Potato  Lays	Snacks - Pretzels  Snyder's	Snacks - Tortillas  Doritos	Social Networking Sites  Facebook
Soft Drinks (Diet)  Diet Coke	Soft Drinks (Reg.)  Coca-Cola	Tablets  Apple	Tequila  Patron	Ticketing Services  Vivid Seats	Toothpaste  Colgate

Toys	Vodka	Whiskey	Wireless Phone Service	Yogurt	
					
Lego	Grey Goose	Johnnie Walker	AT&T	Chobani / Yoplait	