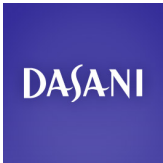
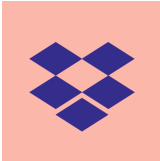
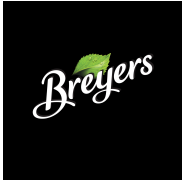


2018 BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

Airline  Delta	Allergy Medications (OTC)  Allegra	App-based Rideshare  Lyft	Athletic Footwear  Reebok	Automotive  Hyundai	Banks  Chase
Beer (Light)  Miller Lite	Beer (Regular)  Coors	Bottled Water   Aquafina / Dasani	Breakfast Bars  Nature Valley	Car Rental  Avis	Casual/Fast Casual Dining  5 Guys Burger & Fries

Coffee (Out-of-Home)   Dunkin' / Starbucks	Coffee (Packaged)   Dunkin' / Green Mountain	Cosmetics (Luxury) Dior Dior	Cosmetics (Mass) L'ORÉAL L'Oreal	Credit Cards  Discover	Deodorants  Degree
Energy Drinks  Red Bull	E-readers  Kindle	Evening News - Network  ABC	Evening News - Cable  FOX	File Hosting Service  Dropbox	Flat-Screen TV  Samsung

Gasoline  ExxonMobil	Headphones  Beats by Dr. Dre	Hotel (Economy)  Wyndham Microtel	Hotel (Midscale)  Wingate	Hotel (Upscale)  Hyatt	Hotel (Luxury)  JW Marriott
Ice Cream  Breyers	Instant Messaging Apps  WhatsApp	Insurance (Car)  Geico / USAA	Insurance (Home)  Allstate	Insurance (Life)  NY Life	Laptop Computers  Asus

Lip Balm  Chapstick	Major League Sports  MLB	Major League Video Game  Minecraft	MFP Office Copier  Konica Minolta	Morning News - Networks  Good Morning America (ABC)	Morning News - Cable  Fox & Friends (FOX)
Mutual Funds  Vanguard	Natural Food Stores  The Fresh Market	Online Brokerage  Vanguard / TD Ameritrade	Online Music  Spotify	Online Payment Service  PayPal	Online Retailer  Amazon

Online Travel Site  Yahoo.com	Online Video Streaming  Netflix	Pain Reliever (OTC)  Advil	Parcel Delivery  UPS	Pet Food (Cats)  Purina / Blue Buffalo	Pet Food (Dogs)  Iams
Pizza  Domino's	Price Club  Costco	Printers  Epson	Quick-Serve Restaurants  Chick-fil-A	Retail (Apparel)  Zara	Retail (Dept. Store)  TJ Maxx

Retail (Discount)  Dollar General	Retail (Home Improvement)  Home Depot	Retail (Sporting Goods)  Big 5 Sporting Goods	Search Engine  Google	Smartphone  Samsung	Snacks – Cheese Snacks  Cheetos
Snacks - Corn  Bugles	Snacks - Nuts  Wonderful	Snacks – Potato Chips  Lays	Snacks - Pretzels  Rold Gold	Snacks - Tortillas  Doritos	Social Networking Sites  Facebook / Instagram

Soft Drinks (Diet)  Diet Pepsi	Soft Drinks (Reg.)  Pepsi	Tablets  Apple	Tax Preparation  Turbotax	Tequila  Casa Noble	Ticketing Services  Ticketmaster
Toothpaste  Colgate	Toys  Lego	Vodka  Skyy	Whiskey  Johnnie Walker / Jack Daniel's	Wireless Phone Service  AT&T	Yogurt  Chobani