














2019 WINNING BRANDS - BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

<p>Airline</p>  <p>JetBlue</p>	<p>Allergy Medications (OTC)</p>  <p>Allegra</p>	<p>App-based Rideshare</p>  <p>Lyft</p>	<p>Athletic Footwear</p>  <p>Nike</p>	<p>Automotive</p>  <p>Hyundai</p>	<p>Banks</p>  <p>Chase</p>
<p>Beer (Light)</p>  <p>Miller Lite</p>	<p>Beer (Regular)</p>  <p>Corona Extra</p>	<p>Bottled Water</p>  <p>Dasani</p>	<p>Breakfast Bars</p>  <p>Kashi</p>	<p>Car Rental</p>  <p>Avis</p>	<p>Casual/Fast Casual Dining</p>  <p>Panera</p>

<p>Coffee (Out-of-Home)</p>  <p>Dunkin'</p>	<p>Coffee (Packaged)</p>  <p>Dunkin'</p>	<p>Cosmetics (Luxury)</p> <p>ESTÉE LAUDER</p> <p>Estée Lauder</p>	<p>Cosmetics (Mass)</p> <p>L'ORÉAL</p> <p>L'Oréal</p>	<p>Credit Cards</p>  <p>Discover</p>	<p>Deodorants</p>  <p>Degree</p>
<p>Energy Drinks</p>  <p>Red Bull</p>	<p>E-readers</p>  <p>Kindle</p>	<p>Evening News - Network</p>  <p>ABC</p>	<p>Evening News - Cable</p>  <p>FOX</p>	<p>File Hosting Service</p>  <p>Dropbox</p>	<p>Flat-Screen TV</p>  <p>Samsung</p>

<p>Gasoline</p>  <p>Costco</p>	<p>Headphones</p>  <p>BOSE</p>	<p>Hotel (Economy)</p>  <p>Wyndham Microtel</p>	<p>Hotel (Midscale)</p>  <p>Wingate</p>	<p>Hotel (Upscale)</p>  <p>Kimpton</p>	<p>Hotel (Luxury)</p>  <p>Ritz-Carlton</p>
<p>Ice Cream</p>  <p>Ben & Jerry's</p>	<p>Instant Messaging Apps</p>  <p>Telegram</p>	<p>Insurance (Car)</p>  <p>Geico / USAA</p>	<p>Insurance (Home)</p>  <p>The Hartford</p>	<p>Insurance (Life)</p>  <p>Nationwide</p>	<p>Laptop Computers</p>  <p>Microsoft Surface</p>

<p>Lip Balm</p>  <p>Chapstick</p>	<p>Major League Sports</p>  <p>MLB</p>	<p>Major League Video Game</p>  <p>Super Smash Bros</p>	<p>MFP Office Copier</p>  <p>Konica Minolta</p>	<p>Morning News - Networks</p>  <p>The Today Show</p>	<p>Morning News - Cable</p>   <p>Fox & Friends (FOX) / Morning Joe (MSNBC)</p>
<p>Mutual Funds</p>  <p>Fidelity</p>	<p>Natural Food Stores</p>  <p>Whole Foods</p>	<p>Online Brokerage</p>  <p>Charles Schwab</p>	<p>Online Music</p>  <p>Slacker</p>	<p>Online Payment Service</p>  <p>PayPal</p>	<p>Online Retailer</p>  <p>Amazon</p>

<p>Online Travel Site</p> <p>Booking.com</p> <p>Booking.com</p>	<p>Online Video Streaming</p>  <p>Netflix</p>	<p>Pain Reliever (OTC)</p>  <p>Advil</p>	<p>Parcel Delivery</p> <p>FedEx</p> <p>FedEx</p>	<p>Pet Food (Cats)</p>  <p>Purina</p>	<p>Pet Food (Dogs)</p>  <p>Pedigree</p>
<p>Pizza</p>  <p>Domino's</p>	<p>Premium Cold Cuts</p>  <p>Boar's Head</p>	<p>Price Club</p>  <p>Costco</p>	<p>Printers</p>  <p>HP</p>	<p>Quick-Serve Restaurants</p>  <p>Chick-fil-A</p>	<p>Retail (Apparel)</p> <p>ZARA</p> <p>Zara</p>

<p>Retail (Dept. Store)</p>  <p>TJ Maxx</p>	<p>Retail (Discount)</p>  <p>Target</p>	<p>Retail (Home Improvement)</p>  <p>Home Depot</p>	<p>Retail (Sporting Goods)</p>  <p>Dick's Sporting Goods</p>	<p>Search Engine</p>  <p>Google</p>	<p>Smartphone</p>  <p>Samsung</p>
<p>Snacks – Cheese Snacks</p>  <p>Cheetos</p>	<p>Snacks - Corn</p>  <p>Fritos</p>	<p>Snacks - Nuts</p>  <p>Planters</p>	<p>Snacks – Potato Chips</p>  <p>Lays</p>	<p>Snacks - Pretzels</p>  <p>Snyder's</p>	<p>Snacks – Tortilla Chips</p>  <p>Doritos</p>

<p>Social Networking Sites</p>  <p>Instagram</p>	<p>Soft Drinks (Diet)</p>  <p>Diet Coke</p>	<p>Soft Drinks (Reg.)</p>  <p>Coca-Cola</p>	<p>Tablets</p>  <p>Apple</p>	<p>Tax Preparation</p>  <p>Turbotax</p>	<p>Tequila</p>  <p>Jose Cervo</p>
<p>Ticketing Services</p>  <p>StubHub</p>	<p>Toothpaste</p>  <p>Crest</p>	<p>Toys</p>  <p>Lego</p>	<p>Vodka</p>  <p>Zubrowka</p>	<p>Whiskey</p>  <p>Macallan / Jack Daniel's</p>	<p>Wireless Phone Service</p>  <p>AT&T</p>

Yogurt

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