








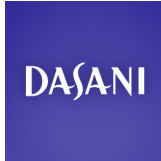














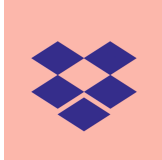


















2020 WINNING BRANDS - BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

<p>Airline</p>  <p>Delta</p>	<p>Allergy Medications (OTC)</p>  <p>Flonase</p>	<p>App-based Rideshare</p>  <p>Lyft</p>	<p>Athletic Footwear</p>  <p>Vans</p>	<p>Automotive</p>  <p>Hyundai</p>	<p>Banks</p>  <p>CHASE</p>  <p>Chase / TD Bank</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>Nature Valley</p>	<p>Car Rental</p>  <p>Avis</p>	<p>Casual/Fast Casual Dining</p>  <p>Five Guys Burgers & Fries</p>







<p>Coffee (Out-of-Home)</p>  <p>Dunkin'</p>	<p>Coffee (Packaged)</p>  <p>Dunkin'</p>	<p>Cosmetics (Luxury)</p>   <p>Urban Decay / MAC</p>	<p>Cosmetics (Mass)</p>  <p>Maybelline</p>	<p>Credit Cards</p>  <p>Discover</p>	<p>Deodorants</p>  <p>Old Spice</p>
<p>Energy Drinks</p>  <p>5-hour Energy</p>	<p>E-readers</p>  <p>Kindle</p>	<p>Evening News - Network</p>  <p>NBC</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 / Shell</p>	<p>Headphones</p>   <p>BOSE / Grado</p>	<p>Hotel (Economy)</p>  <p>Wyndham Microtel</p>	<p>Hotel (Midscale)</p>  <p>Drury</p>	<p>Hotel (Upscale)</p>  <p>Marriott</p>	<p>Hotel (Luxury)</p>  <p>The Ritz-Carlton®</p> <p>Ritz-Carlton</p>
<p>Ice Cream</p>  <p>Ben & Jerry's</p>	<p>Instant Messaging Apps</p>  <p>WhatsApp</p>	<p>Insurance (Car)</p>   <p>Geico / USAA</p>	<p>Insurance (Home)</p>  <p>The Hartford</p>	<p>Insurance (Life)</p>  <p>State Farm</p>	<p>Laptop Computers</p>  <p>Acer</p>

<p>Lip Balm</p>  <p>Burt's Bees</p>	<p>Major League Sports</p>  <p>MLB / NFL</p>	<p>MFP Office Copier</p>  <p>Konica Minolta</p>	<p>Morning News - Networks</p>  <p>Good Morning America</p>	<p>Morning News - Cable</p>  <p>Fox & Friends (FOX) / Morning Joe (MSNBC)</p>	<p>Multi-player Video Game</p>  <p>Red Dead Redemption 2</p>
<p>Mutual Funds</p>  <p>T. Rowe Price</p>	<p>Natural Food Stores</p>  <p>Trader Joe's</p>	<p>Online Brokerage</p>  <p>Fidelity</p>	<p>Online Music</p>  <p>Spotify / Google Play</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>UPS</p>	<p>Pet Food (Cats)</p>  <p>Sheba</p>	<p>Pet Food (Dogs)</p>  <p>IAMS</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>Walmart</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>Apple</p>
<p>Snacks – Cheese Snacks</p>  <p>Cheetos</p>	<p>Snacks - Corn</p>  <p>Cheetos</p>	<p>Snacks - Nuts</p>  <p>Planters</p>	<p>Snacks – Potato Chips</p>  <p>Lays</p>	<p>Snacks - Pretzels</p>  <p>Rold Gold</p>	<p>Snacks – Tortilla Chips</p>  <p>Mission</p>

<p>Social Networking Sites</p>  <p>Instagram</p>	<p>Soft Drinks (Diet)</p>  <p>Diet Pepsi</p>	<p>Soft Drinks (Reg.)</p>  <p>Pepsi</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>Ticketmaster</p>	<p>Toothpaste</p>  <p>Colgate</p>	<p>Toys</p>   <p>Lego / Hot Wheels</p>	<p>Vodka</p>  <p>Svedka</p>	<p>Whiskey</p>  <p>Jack Daniel's</p>	<p>Wireless Phone Service</p>  <p>AT&T</p>

Yogurt

CHOBANI™

Chobani