2015 BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX  This year's winning brands for each category examined were:					
Airline	Allergy Medications (OTC)	App -based Rideshare	Athletic Footwear	Automotive	
AIR CANADA 🏶	Claritin	UBER		Ford	НУППОВІ
Air Canada	Claritin	Uber	Nike	Ford	Hyundai
Banks	Beer (Light)	Beer (Regular)	Breakfast Bars	Car Rental	Casual/Fast Casual Dining
CHASE	SAMUEL	SAMUEL ADAMS	Nutri Grain	AVIS <sup>*</sup>	THE POTE THE PROPERTY OF THE P
Chase	Sam Adams Light	Sam Adams	Kellogg's Nutri-Grain	Avis	Chipotle
Coffee (Out -of-Home)		Coffee (Packaged )	Cosmetics (Luxury)	Cosmetics	
DUNKIN' DONUTS	COFFEE	DUNKIN' DONUTS	LANÇÔME	ĽORÉAL	MARY KAY
Dunkin'	Starbucks	Dunkin'	Lancome	L'Oreal	Mary Kay
Credit Cards		E-readers	Evening News	Flat-Screen TV	Gasoline
AMERICAN EXPRESS	DISCOVER' FINANCIAL SERVICES	amazonkindle		SAMSUNG	E <b></b> ≪onMobil
American Express	Discover	Kindle	NBC	Samsung	Exxon Mobile
Headphones	Hotel (Economy)	Hotel (Midscale)	Hotel (Upscale)	Hotel (Luxury)	Instant Messaging Apps
beats. by dr. dre.	MICROTEL*  INN & SUITES  BY WYNDHAM	Best Western	HYAIT®	Fairmont HOTELS & RESORTS	<b>W</b> hatsApp
Beats by Dr. Dre	Wyndham Microtel	Best Western	Hyatt	Fairmont	WhatsApp
Insurance (Car)	Insurance (Home)	Insurance (Life)	Laptop Computers	Major League Sports	Major League Video Game
USAA®	StateFarm		Ć	NFL	CALLDUTY
USAA	State Farm	Allstate	Apple	NFL	Call of Duty
MFP Office Copier	Morning News	Mutual Funds	Natural Food Stores	Online Brokerage	Online Music
NONICA MINOLTA	GOOD MORNING AMERICA	AMERICAN FUNDS® From Capital Group	WHÔLE FOODS MARKET	Scottrade	PANDORA BYHDORY
Konica Minolta	Good Morning America (ABC)	American Funds	Whole Foods	Scottrade.com	Pandora
Online Payment Services	Online Retailers	Online Travel Site	Online Video Streaming	Pain Relievers (OTC)	Parcel Delivery
PayPal <sup>*</sup>	amazon	** travelocity	NETFLIX	ALEVE.	FedEx.
PayPal	Amazon	Travelocity	Netflix	Aleve	FedEx
Pet Food (Cats)	Pet Food (Dogs)	Pizza	Price Clubs	Printers	Quick-Serve Restaurants
<b>₩</b> PURINA	SCIENCE DIET.	Dorilles's	COSTCO. WHOLESALE	Canon	SUBWAT
Purina	Science Diet	Domino's	Costco	Canon	Subway
Retail <b>(Apparel)</b>	Retail (Dept. Store)		Retail (Discount)	Retail (Home Improvement)	Retail (Sporting Goods)
J.CREW	Marshalls.	T-J-MOX	Walmart *	THE WAY	DCKS  SPORTING GOODS.
J. Crew	Marshall's	TJ Maxx	Walmart	Home Depot	Dick's
Search Engine	Smartphone	Social Networking Sites	Soft Drinks (Diet)	Soft Drinks (Reg.)	Tablets
Google	Ć	f	Coke.	Coca Cola	Ć
Google	Apple	Facebook	Diet Coke	Coke	Apple
Toothpaste	Vodka	Wireless Phone Service			
<b>C</b> rest	GREY GCOSE World's Best Tasting Vodka	at&t			

Crest

**Grey Goose** 

AT&T