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**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**The Most Patriotic Brands in America  
Revealed in Brand Keys Survey**

**Presidential Politics Dramatically Reshapes Brand Perceptions of 'Patriotism'**

**Social Networking and Media Brands Join 2017 List:  
Fox News, Instagram, MSNBC, Twitter**

**NEW YORK, NY June 26, 2017** – The 15th annual Brand Keys survey of iconic American brands in over 100 categories reveals a dramatic shift in consumer perceptions of brand 'patriotism.' Jeep, Disney, and Levi Strauss continue to lead an otherwise dramatically re-drawn list of patriotic brands, with brands like Fox News, Tesla, MSNBC, and Twitter joining the 2017 list.

"While our recent Presidential election and its aftermath has raised levels of political debate, raised more contentious issues and divided consumers from their brands," said Robert Passikoff, founder and president of Brand Keys. "Importantly, it has dramatically shifted the four key drivers of the perception of patriotism. For example the driver that was once "Pride" has moved closer to "Self-importance." The "Inclusion" driver has shifted to "Marginalization." "Courage" has morphed into "Convenience," and "Freedom" has actually become the vice of "Extremism."

**Top 50 Most Patriotic Brands**

A national sample of 4,860 consumers, 16 to 65 years of age, balanced for political party affiliation, were asked to evaluate which of 280 brands included in the 2017 survey were most resonant as to 'patriotism.' Consumers identified the following brands as leading the patriotism parade. **Bolded names** indicate the six new brands that marched into this year's top 50.

- 1 Jeep
- 2 Levi Strauss
- 3 Disney
- 4 Coca-Cola
- 5 Ford
- 6 Hershey's / **Twitter**
- 7 Ralph Lauren
- 8 Jack Daniels
- 9 Sam Adams
- 10 **MSNBC**
- 11 Starbucks
- 12 Harley Davidson
- 13 **Airbnb**
- 14 GE

- 15 **Fox News**
- 16 McDonald's
- 17 Colgate / John Deere
- 18 Craftsman Tools
- 19 AT&T / Coach
- 20 Gatorade
- 21 Walmart
- 22 American Express
- 23 **Tesla**
- 24 KFC / Marlboro
- 25 L.L. Bean
- 26 Coors
- 27 Kellogg's
- 28 **Instagram**
- 29 49ers/Converse /Cowboys/Louisville Slugger /NFL/New Balance/Nike/Patriots  
MLB/NY Yankees/Wrangler/Wilson Sporting Goods
- 30 Apple / Amazon/ Facebook / Google

**Re-Written Rules of Branding**

"Holidays like Independence Day give marketers an opportunity to champion emotional values, some political, but until now, mostly category-based. Typically 4th of July brand advertising and social outreach would feature patriotic flag-waving and red-white-and-blue motifs," said Passikoff, "but a good deal of what used to be forthright marketing has become politicized, with some brands wrapping themselves more tightly in the flag."

Anti-Trump groups have urged consumers to boycott companies and brands seen to back the President, while Trump partisans have created their own lists of preferred and objectionable companies, brands, and CEOs. "Whether you're politically left, right, or center," said Passikoff, "what's clear is that these consumer attitudinal shifts come with a set of newly re-written rules of branding, expressed every day via news programs and social networks like the President's favorite, Twitter, and Millennials' Instagram."

**2002 Versus 20017**

"There have been shifts in 60% of the top 10 brands that consumers view as most patriotic since Brand Keys first conducted the study 15 years ago," noted Passikoff. "Many brands have disappeared and new brands have emerged. There have been changes in both the technology and the timbre of the times, but some brands have remained true to what they are and what consumers expect them to be."

2002	2017
1. Jeep	Jeep
2. Hershey's	Levi Strauss
3. Coca-Cola	Disney
4. Kodak	Coca-Cola
5. Levi Strauss	Ford
6. Colgate	Hershey's / Twitter
7. Zippo	Ralph Lauren
8. Marlboro	Jack Daniels
9. Walmart	Sam Adams
10. Gillette	MSNBC

## **Sports & Tech Brands See Greater Patriotic Equilibrium**

“Sports and tech brands were assessed at levels similar to last year but appeared slightly lower on the 2017 list,” noted Passikoff. “That said, what’s absolutely clear is when it comes to patriotically engaging consumers, waving the American flag and having an authentic foundation for being *able* to wave the flag are two entirely different things – and consumers know it.”

### **U.S. Armed Services – Always #1**

While Brand Keys’ annual survey focuses on for-profit brands, assessments for the United States armed services – The Coast Guard, Air Force, Army, Marines, and Navy – are always included. “Not unexpectedly, consumers gave all branches of the armed services a patriotic engagement ranking of #1,” said Passikoff. “We recognize that again this year and thank them for their service.”

### **Leveraging Patriotism Six Times More**

Believability and authenticity are the keys to emotional engagement. The more engaged a consumer is with a particular emotional value and an associated brand, the more likely they’ll trust that emotion and act positively on that belief. Where a brand can establish emotional connections, consumers are six times more likely to believe and behave positively toward the brand.

“It is important to note that these brand rankings *do not* mean that other brands are *not* patriotic, or that they don’t possess patriotic resonance or intention. Rational aspects, like *being* an American company, or ‘Made in the USA,’ or having nationally directed CSR activities and sponsorships, all play a part in the personality of any brand. But if you’re a brand that wants to differentiate and engage via emotional values, if there is believability, good marketing just gets better,” said Passikoff. “In most cases, six times better.”

### **The Politics of Branding Today**

“Politics has made itself more emotionally felt this year than ever, particularly when it comes to how consumers look at brands through a patriotic lens. One thing marketers need to learn about 21st century brands is that the ones that *can* make a meaningful emotional connection with consumers *always* have a strategic advantage over competitors when it comes to the battle for the hearts, minds, and loyalty of consumers.”

“Make that connection and consumers will not only stand up and salute, more importantly they’ll stand up and buy,” observed Passikoff.

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