

2019 BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

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|---|--|---|---|---|---|
| <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> |

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|---|--|--|---|---|---|
| <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> |

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|---|--|---|--|--|--|
| <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> |

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|---|---|---|--|--|--|
| <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> |

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| <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> |

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| <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> |

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| <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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