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**PRESS RELEASE  
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## **Newest, Most-Innovative Brands of 2019**

### **Lifestyle Brands Dominate: Sephora, Peloton, Duolingo, Oatly, Shopify and Intuit**

**NEW YORK, NY, August 12, 2019** – A brand’s ability to deliver emotionally inspires consumers and is viewed as the gateway to innovation, according to the seventh annual 2019 *Most Innovative Tech Brands* survey conducted by Brand Keys, Inc. ([www.brandkeys.com](http://www.brandkeys.com)), the New York-based brand loyalty and emotional engagement research consultancy,

“Consumer expectations have normalized regarding innovations. People expect more year-after-year; as the macro innovation playing-field has leveled off, consumers want it all. And they want it now,” said Robert Passikoff, Brand Keys founder and president.

“The consumer view of innovation has transformed over the past five years to reveal a real and perceived half-life. Emotionally and intuitively, consumers’ views of brand innovation have become increasingly personal,” noted Passikoff. “Quite literally, it’s become a ‘What have you done for me lately?’ paradigm.”

#### **Brands That Answer The Question, “What have You Done For Me Lately?”**

This year 5,127 consumers 16 to 65 years of age named companies and brands as technological innovators, assessed them for innovation-synergies, and rated each brand for its ability to deliver on consumers’ innovation expectations.

“Consumers were inspired by new products, new ways to learn, new ways to know the truth, new ways to stay healthy, new ways for brands to customize offerings, and new ways for outreach. All of it very personal,” said Passikoff. New brands appearing on the 2019 list focus primarily on lifestyle and commercial activities.

1. Duolingo
2. Intuit
3. Oatly
4. Patagonia
5. Peloton
6. Salesforce.com
7. Sephora
8. Shopify
9. Square
10. Truepic
11. Unmade

“When you focus on innovations these brands have addressed, it seems self-evident why consumers identified these brands,” noted Passikoff. “Patagonia figured out new ways for consumers to save money *and* save the planet. In a more multi-cultural world Duolingo offers 30 language-learning programs. Oatly turns oats into “milk” and food providing maximum nutrition with minimal environmental impact. Peloton has transformed fitness training, and Truepic has sought to restore trust levels in visual media. When you strip it down to their rational attributes, it comes as no surprise that these brands lead the innovation list,” said Passikoff.

### **Consumers Engage With Brands That Inspire**

The 2019 Innovation Leaders list makes it clear that consumers are looking for innovation that inspires. Brands that can transform their categories and the future of marketing. “Innovation always distinguishes between category leaders and brand followers,” said Passikoff. “Brands that want their innovation to engage consumers will have to be more nimble, inspirational, and emotional.”

“Consumers can’t necessarily articulate about the innovations they want, but they recognize it when they see it. Actually, they feel it. Old problems, new technologies, and new creative strategies lead to category transformations. According to consumers, each new brand on the 2019 Most Innovative Companies list has done just that,” noted Passikoff. “New – and now – is the new inspired.”

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