## Brand Keys 2019 Loyalty Leaders

Digital Domination Declines as Consumer Loyalty Shifts

Media GPS℠ Platform Makes Loyalty Evaluations the Most Accurate in the World

NEW YORK, NY, September 9, 2019 – The 23rd annual Brand Keys Loyalty Leaders List has identified the most diverse inventory of top 100 brands as loyalty leaders in over a decade. The annual survey, conducted by Brand Keys (brandkeys.com), the New York-based brand loyalty and customer engagement research consultancy, examined 921 brands in 110 categories, providing a unique set of data, loyalty, emotional engagement and brand communications, proven to be the most accurate, cross-category perspectives of brand loyalty and category dynamics available.

LOYALTY CORRELATES HIGHLY WITH SALES
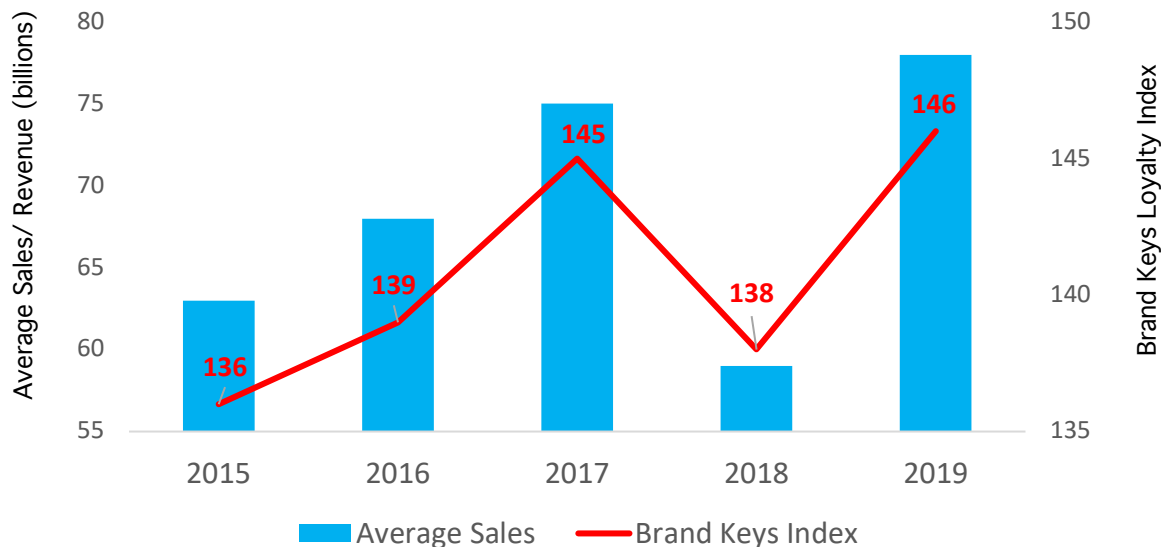
"Because loyalty data predicts business outcomes with exceptionally high correlations to sales, traffic, and KPIs crucial to brands across categories, 0.86 in the 5-year CPG category example above," said Robert Passikoff, Brand Keys founder and president, "After years of near total digital brand domination, Automotive, Restaurant, and Retail sector brands have made loyalty gains and moved up the list. This year they make up half of the 2019 top 20."

In addition to fostering new loyalty levels, brands in those categories have kept customers buying, attracted new consumers, and driven sales to new highs by co-opting techniques that made digital media so powerfully engaging.

2019 Top 20 Brand Keys Loyalty Leaders
(Numbers in parentheses indicate 2018 loyalty ranking.)

1. Amazon: online retail (#1)
2. Google: search engines (#2)
3. Samsung: smartphones (#6)
4. Amazon: tablets (#9)
5. Apple: tablets (#7)
6. Netflix: video streaming (#4)
7. Amazon: video streaming (#5)
8. Apple: smartphones (#3)
9. Trader Joe's: natural food retail (#10)
10. Hyundai: automotive (#14)
11. Twitter: social networking (#23)
12. WhatsApp: instant messaging (#11)
13. Chick-fil-A: casual/fast-casual (#24)
14. Dunkin': out-of-home coffee (#19)
15. Domino's: pizza (#12)
16. Ford: automotive (#15)
17. Nike: athletic footwear (#18)
18. Discover: credit cards (#26)
19. Avis: car rental (#21)
20. Toyota: automotive (#22)

Numerous surveys have proven loyalty is a predictive indicator of brand success, usually 12 to 18 months before showing up in traditional brand tracking or focus groups. "Loyalty is a predictive leading-indicator of future consumer behavior. It's axiomatic, " said Passikoff, "The more loyal and engaged the consumer, the better they behave regarding purchase, repurchase, and brand recommendation. And the better the brand does in the marketplace, and the stronger a brand's bottom line."

Loyalty Winners
Brands that exhibited the largest loyalty leaps this year included Old Navy (+23), Sam's Club (+16), Spotify (+15), Twitter (+12), Chick-fil-A (+11), MSNBC (+11), FOX (+10), Kia (+10), Discover (+8), and Samsung (+8).

Loyalty Losers
The brands with the greatest loyalty erosion, affecting their ranks in the Top 100, included iTunes (-27), Uber (-26), YouTube (-22), Under Armour (-21), Facebook (-16), Ketel One (-16), Tito's (-16), Line (-11), Panera (-11), and Nissan (9).

Engagement + New Media GPS Platform = Most Accurate Loyalty Metrics Available
 "This year we've merged our independently validated emotional engagement metrics with a new platform – Media GPS analytics, which combines *brand communication consumption* and engagement to help brands optimize loyalty and media choice," said Passikoff. "The combination makes this year's loyalty assessments the most accurate in marketing."

In the same way that traditional GPS enables accurate determination of geographical locations, Media GPS, developed by Brand Keys and employed in *The Advertising Research Foundation's* seminal "How Advertising Works Today" initiative, pinpoints the strategic intersection of brand engagement and media consumption. Adding Media GPS allows brands to identify precisely *where*

and *how* they should amplify engagement to build loyalty along the path-to-purchase via communication efforts.

How Consumers Use Media Platforms Shapes Loyalty
Media GPS analysis identifies *which* loyalty drivers – sets of category specific drivers for every category that define how consumers *view* a category, *compare* brands in a category, and ultimately *buy* in a category – will be best influenced by one medium versus another. Additionally, the metrics provide the percentage contribution that *each* medium makes to attention, message awareness, recall, brand engagement and, ultimately, sales.

"These insights supercharge the already high-correlation-to-sales loyalty metrics (0.80+) *and* provide more robust media-to-loyalty insights. Combining emotional engagement with media-consumption is now part of our measurements and reporting format," said Passikoff. The addition of brand messaging consumption enables brands to develop activation strategies that correlate with sales, better deploy resources, optimize outreach, and grow their business.

The survey examines 26 media platforms for *strategic allocation* of marketing resources and can accommodate drill-down into any number of specific venues. Media platforms include TV, newspapers, B2B publications, OTT, radio, out-of-home, and digital, including mobile, social, apps, and search identifying where *and* to what extent one media platform will be more efficient than others in creating loyalty, based on consumers' actual exposure to brand advertising and marketing.

Loyalty's Bottom Line
"When it comes to loyalty, no matter the category or audience, brands that understand emotional connections serve as surrogates for added-value and *always* do better than the competition," noted Passikoff. "Brands that make loyalty and emotional engagement a strategic priority always appear high on the Loyalty Leaders List, and more importantly, they always appear at the top of consumers' shopping lists."

Methodology
Unlike economic use models, which rely on historical data and profitability conjecture, the Brand Keys' rankings are 100% consumer-driven, measuring real-time emotional *and* rational aspects of the consumer's decision process. The addition of the Media GPS analysis adds media consumption and influence to the final calculations. Both sets of analytics have been independently validated as predictive, leading indicators of brand and corporate profitability.

Brand Keys' Loyalty Leaders analysis was conducted August 2019 and included 55,115 assessments (M/F, 16 to 65 YOA, recruited from the nine US Census Regions). Respondents self-selected categories in which they are consumers and assessed the brands for which they are customers. The 2019 Loyalty Leader survey assessed 110 categories and 921 brands.

"The good news is that brand loyalty is logical and easily understood. The better news is loyalty and engagement can be quantified, predicted, and integrated into a brand's research efforts," said Passikoff. "The best news is real loyalty metrics correlate highly with customer activity in the marketplace, sales, and profitability."

For the complete 2019 Top 100 Loyalty Leaders List, click here: https://brandkeys.com/wp-content/uploads/2019/08/2019-Loyalty-Leaders-Top-100-Listv2.pdf

For more information regarding the Brand Keys 2019 Loyalty Leaders List, your brand's position on the list, or information about integrating predictive loyalty, emotional engagement, and Media GPS into your marketing, media, and research efforts, contact: Leigh Benatar at 212-532-6028 or leighb@brandkeys.com.