























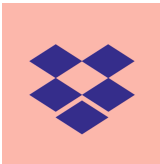









## 2020 WINNING BRANDS - BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

<p><b>Airline</b></p>  <p>Delta</p>	<p><b>Allergy Medications (OTC)</b></p>  <p>Flonase</p>	<p><b>App-based Rideshare</b></p>  <p>Lyft</p>	<p><b>Athletic Footwear</b></p>  <p>Vans</p>	<p><b>Automotive</b></p>  <p>Hyundai</p>	<p><b>Banks</b></p>  <p><b>CHASE</b></p>  <p>Chase / TD Bank</p>
<p><b>Beer (Light)</b></p>  <p>Miller Lite</p>	<p><b>Beer (Regular)</b></p>  <p>Corona Extra</p>	<p><b>Bottled Water</b></p>  <p>Dasani</p>	<p><b>Breakfast Bars</b></p>  <p>Nature Valley</p>	<p><b>Car Rental</b></p>  <p>Avis</p>	<p><b>Casual/Fast Casual Dining</b></p>  <p>Five Guys Burgers &amp; Fries</p>














<p>Coffee (Out-of-Home)</p>  <p>Dunkin'</p>	<p>Coffee (Packaged)</p>  <p>Dunkin'</p>	<p>Cosmetics (Luxury)</p>   <p>Urban Decay / MAC</p>	<p>Cosmetics (Mass)</p>  <p>Maybelline</p>	<p>Credit Cards</p>  <p>Discover</p>	<p>Deodorants</p>  <p>Old Spice</p>
<p>Energy Drinks</p>  <p>5-hour Energy</p>	<p>E-readers</p>  <p>Kindle</p>	<p>Evening News - Network</p>  <p>NBC</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>

<p>Gasoline</p>  <p>Costco / Shell</p>	<p>Headphones</p>  <p>BOSE / Grado</p>	<p>Hotel (Economy)</p>  <p>Wyndham Microtel</p>	<p>Hotel (Midscale)</p>  <p>Drury</p>	<p>Hotel (Upscale)</p>  <p>Marriott</p>	<p>Hotel (Luxury)</p>  <p>Ritz-Carlton</p>
<p>Ice Cream</p>  <p>Ben &amp; Jerry's</p>	<p>Instant Messaging Apps</p>  <p>WhatsApp</p>	<p>Insurance (Car)</p>  <p>Geico / USAA</p>	<p>Insurance (Home)</p>  <p>The Hartford</p>	<p>Insurance (Life)</p>  <p>State Farm</p>	<p>Laptop Computers</p>  <p>Acer</p>

<p><b>Lip Balm</b></p>  <p>Burt's Bees</p>	<p><b>Major League Sports</b></p>  <p>MLB / NFL</p>	<p><b>MFP Office Copier</b></p>  <p>Konica Minolta</p>	<p><b>Morning News - Networks</b></p>  <p>Good Morning America</p>	<p><b>Morning News - Cable</b></p>  <p>Fox &amp; Friends (FOX) / Morning Joe (MSNBC)</p>	<p><b>Multi-player Video Game</b></p>  <p>Red Dead Redemption 2</p>
<p><b>Mutual Funds</b></p>  <p>T. Rowe Price</p>	<p><b>Natural Food Stores</b></p>  <p>Trader Joe's</p>	<p><b>Online Brokerage</b></p>  <p>Fidelity</p>	<p><b>Online Music</b></p>  <p>Spotify / Google Play</p>	<p><b>Online Payment Service</b></p>  <p>PayPal</p>	<p><b>Online Retailer</b></p>  <p>Amazon</p>

<p>Online Travel Site</p> <p><b>Booking.com</b></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>UPS</p>	<p>Pet Food (Cats)</p>  <p>Sheba</p>	<p>Pet Food (Dogs)</p>  <p>IAMS</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><b>ZARA</b></p> <p>Zara</p>

Retail (Dept. Store)	Retail (Discount)	Retail (Home Improvement)	Retail (Sporting Goods)	Search Engine	Smartphone
					
TJ Maxx	Walmart	Home Depot	Dick's Sporting Goods	Google	Apple
Snacks – Cheese Snacks	Snacks - Corn	Snacks - Nuts	Snacks – Potato Chips	Snacks - Pretzels	Snacks – Tortilla Chips
					
Cheetos	Cheetos	Planters	Lays	Rold Gold	Mission

<b>Social Networking Sites</b>    Instagram	<b>Soft Drinks (Diet)</b>    Diet Pepsi	<b>Soft Drinks (Reg.)</b>    Pepsi	<b>Tablets</b>    Apple	<b>Tax Preparation</b>    Turbotax	<b>Tequila</b>    Jose Cervo
<b>Ticketing Services</b>    Ticketmaster	<b>Toothpaste</b>    Colgate	<b>Toys</b>     Lego / Hot Wheels	<b>Vodka</b>    Svedka	<b>Whiskey</b>    Jack Daniel's	<b>Wireless Phone Service</b>    AT&T

**Yogurt**

**CHOBANI™**

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