

































2021 WINNING BRANDS - BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX





Airline	Allergy Medications (OTC)	App-based Rideshare	Athletic Footwear	Automotive	Banks
	  	 	 		 
Delta	Allegra / Flonase / Sudafed	Lyft / Uber	Brooks / Nike	Hyundai	Chase / TD Bank













<p>Beer (Light)</p>  <p>Coors Light</p>	<p>Beer (Regular)</p>  <p>Corona Extra / Guinness</p>	<p>Bottled Water</p>  <p>Poland Spring</p>	<p>Breakfast Bars</p>  <p>Kelloggs Nutra- Grain</p>	<p>Canned Soup</p>  <p>Campbell's</p>	<p>Car Rental</p>  <p>Avis</p>
<p>Casual/Fast Casual Dining</p>  <p>Wingstop</p>	<p>Coffee (Out-of-Home)</p>  <p>Dunkin'</p>	<p>Coffee (Packaged)</p>  <p>Dunkin'</p>	<p>Cosmetics (Luxury)</p>  <p>Chanel</p>	<p>Cosmetics (Mass)</p>  <p>Sephora</p>	<p>Credit Cards</p>  <p>Discover</p>


















<p>Deodorants</p>  <p>Dove</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>4Shared</p>
<p>Flat-Screen TV</p>  <p>LG / Samsung</p>	<p>Gasoline</p>  <p>Shell</p>	<p>Headphones</p>  <p>Monster</p>	<p>Hotel (Economy)</p>   <p>America's Best Value Inn / Extended Stay America</p>	<p>Hotel (Midscale)</p>  <p>Hampton Inn</p>	<p>Hotel (Upscale)</p>  <p>Wyndham</p>

<p>Hotel (Luxury)</p>  <p>JW Marriott</p>	<p>Household Cleaner</p>  <p>Clorox / Lysol</p>	<p>Ice Cream</p>  <p>Ben & Jerry's</p>	<p>Instant Messaging Apps</p>  <p>WhatsApp</p>	<p>Insurance (Car)</p>  <p>State Farm</p>	<p>Insurance (Home)</p>  <p>Farmers / State Farm</p>
<p>Insurance (Life)</p>  <p>Metlife / State Farm</p>	<p>Laptop Computers</p>  <p>HP</p>	<p>Lip Balm</p>  <p>Chapstick</p>	<p>Major League Sports</p>  <p>MLB</p>	<p>MFP Office Copier</p>  <p>Konica Minolta</p>	<p>Morning News - Networks</p>  <p>Good Morning America (ABC)</p>

<p>Morning News - Cable</p>   <p>Fox & Friends (FOX) / Morning Joe (MSNBC)</p>	<p>Multi-player Video Game</p>  <p>Call of Duty</p>	<p>Mutual Funds</p>  <p>Vanguard</p>	<p>Natural Food Stores</p>  <p>Whole Foods</p>	<p>Online Brokerage</p>  <p>TD Ameritrade</p>	<p>Online Music</p>  <p>Spotify</p>
<p>Online Payment Service</p>  <p>PayPal</p>	<p>Online Retailer</p>   <p>Amazon / Walmart</p>	<p>Online Shoes</p>  <p>Zappos</p>	<p>Online Travel Site</p>  <p>Trip Adviser</p>	<p>Online Video Streaming</p>  <p>Amazon / Netflix</p>	<p>Pain Reliever (OTC)</p>  <p>Excedrin</p>

<p>Parcel Delivery</p>  <p>UPS</p>	<p>Pet Food (Cats)</p>  <p>Whiskas</p>	<p>Pet Food (Dogs)</p>  <p>Hills</p>	<p>Pharmacy</p>  <p>Publix</p>	<p>Pizza</p>  <p>Domino's</p>	<p>Premium Cold Cuts</p>  <p>Boar's Head</p>  <p>Boar's Head / Hebrew National</p>
<p>Price Club</p>  <p>Costco</p>	<p>Printers</p>   <p>Canon / Samsung</p>	<p>Quick-Serve Restaurants</p>  <p>Whataburger</p>	<p>Retail (Apparel)</p>   <p>Patagonia / Zara</p>	<p>Retail (Dept. Store)</p>   <p>Marshall's / TJ Maxx</p>	<p>Retail (Discount)</p>  <p>Walmart</p>

<p>Retail (Home Improvement)</p>  <p>Home Depot</p>	<p>Retail (Sporting Goods)</p>  <p>REI</p>	<p>Search Engine</p>  <p>Google</p>	<p>Smartphone</p>  <p>Apple</p>	<p>Snacks – Cheese Snacks</p>  <p>Cheetos / Utz</p>	<p>Snacks - Corn</p>  <p>Bugles / Cheetos</p>
<p>Snacks - Nuts</p>  <p>Blue Diamond / Planters</p>	<p>Snacks – Potato Chips</p>  <p>Lays / Utz</p>	<p>Snacks - Pretzels</p>  <p>Snyders / Utz</p>	<p>Snacks – Tortilla Chips</p>  <p>Doritos</p>	<p>Social Networking Sites</p>  <p>Instagram</p>	<p>Soft Drinks (Diet)</p>  <p>Diet Pepsi</p>

<p>Soft Drinks (Reg.)</p>  <p>Pepsi</p>	<p>Tablets</p>   <p>Apple / Amazon</p>	<p>Tax Preparation</p>   <p>H & R Block / Turbotax</p>	<p>Tequila</p>  <p>Sauza</p>	<p>Ticketing Services</p>  <p>Ticketmaster</p>	<p>Toothpaste</p>  <p>Crest</p>
<p>Toys</p>   <p>Mattel / Nintendo</p>	<p>Video Chat</p>  <p>Zoom</p>	<p>Vodka</p>   <p>Grey Goose / Titos</p>	<p>Whiskey</p>  <p>Jack Daniel's</p>	<p>Wireless Phone Service</p>  <p>AT&T</p>	<p>Yogurt</p>   <p>Chobani / Yoplait</p>