















































2022 WINNING BRANDS - BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

Airline	Allergy Medications (OTC)	App-based Rideshare	Athletic Footwear	Automotive	Banks
	  	  			
Delta	Claritin / Flonase / Sudafed	Lyft / Via / Curb	Jordan	Hyundai	Citibank

<p>Beer (Light)</p>  <p>Miller Lite</p>	<p>Beer (Regular)</p>  <p>Corona Extra / Guinness</p>	<p>Bottled Water</p>  <p>Glacéau Smartwater</p>	<p>Breakfast Bars</p>  <p>Nature Valley</p>	<p>Canned Soup</p>  <p>Campbell's</p>	<p>Car Rental</p>  <p>Avis</p>
<p>Casual/Fast Casual Dining</p>  <p>Chippotle</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>L'Oreal / Maybelline</p>	<p>Credit Cards</p>  <p>Discover</p>














<p>Deodorants</p>  <p>Old Spice</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>	<p>Food Delivery</p>  <p>GrubHub</p>	<p>Gasoline</p>  <p>Exxon Mobil</p>	<p>Grocery Delivery</p>  <p>Instacart</p>	<p>Headphones</p>   <p>Apple / Samsung</p>	<p>Hotel (Economy)</p>  <p>America's Best Value Inn</p>



<p>Hotel (Midscale)</p>  <p>Drury</p>	<p>Hotel (Upscale)</p>  <p>Omni</p>	<p>Hotel (Luxury)</p>  <p>Ritz Carlton</p>	<p>Household Cleaner</p>  <p>Clorox</p>	<p>Ice Cream</p>  <p>Baskin Robbins / Blue Bell</p>	<p>Instant Messaging Apps</p>  <p>Facebook Messenger</p>
<p>Insurance (Car)</p>  <p>State Farm</p>	<p>Insurance (Home)</p>  <p>State Farm</p>	<p>Insurance (Life)</p>  <p>State Farm</p>	<p>Laptop Computers</p>  <p>Lenovo / Apple</p>	<p>Lip Balm</p>  <p>Burt's Bees</p>	<p>Major League Sports</p>  <p>MLB</p>

<p>MFP Office Copier</p>  <p>KONICA MINOLTA</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)</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>Vanguard</p>	<p>Online Music</p>  <p>Spotify</p>	<p>Online Payment Service</p>  <p>PayPal</p>	<p>Online Retailer</p>  <p>Amazon</p>	<p>Online Shoes</p>  <p>Nike</p>	<p>Online Travel Site</p>  <p>Trip Adviser</p>

<p>Online Video Streaming</p>  <p>Disney+ / Netflix</p>	<p>Pain Reliever (OTC)</p>  <p>Tylenol</p>	<p>Parcel Delivery</p>  <p>UPS</p>	<p>Pet Food (Cats)</p>  <p>Sheba / Blue Buffalo</p>	<p>Pet Food (Dogs)</p>  <p>Purina One</p>	<p>Pharmacy</p>  <p>CVS</p>
<p>Pizza</p>  <p>Domino's</p>	<p>Premium Cold Cuts</p>  <p>Boar's Head</p>	<p>Price Club</p>  <p>Sam's Club</p>	<p>Printers</p>  <p>Epson</p>	<p>Quick-Serve Restaurants</p>  <p>McDonald's</p>	<p>Retail (Apparel)</p>  <p>Uniqlo</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>Dick's</p>	<p>Search Engine</p>  <p>Google</p>	<p>Smartphone</p>  <p>Apple</p>
<p>Snacks – Cheese</p>  <p>Cheetos / Utz</p>	<p>Snacks - Corn</p>  <p>Cheetos</p>	<p>Snacks - Nuts</p>  <p>Blue Diamond</p>	<p>Snacks – Potato Chips</p>  <p>Pringles / Utz</p>	<p>Snacks - Pretzels</p>  <p>Snyder's</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</p>	<p>Tax Preparation</p>   <p>H & R Block / Turbotax</p>	<p>Tequila</p>  <p>Jose Cuervo</p>
<p>Ticketing Services</p>  <p>Ticketmaster</p>	<p>Toothpaste</p>  <p>Colgate</p>	<p>Toys</p>  <p>Lego</p>	<p>Video Chat</p>  <p>Facetime</p>	<p>Vodka</p>  <p>Titos</p>	<p>Whiskey</p>  <p>Jack Daniel's</p>

<p>Wireless Phone Service</p>  <p>AT&T Wireless</p>	<p>Yogurt</p>  <p>Yoplait</p>
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