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**PRESS RELEASE
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Consumers' Choice: 2022's Most Innovative Brands

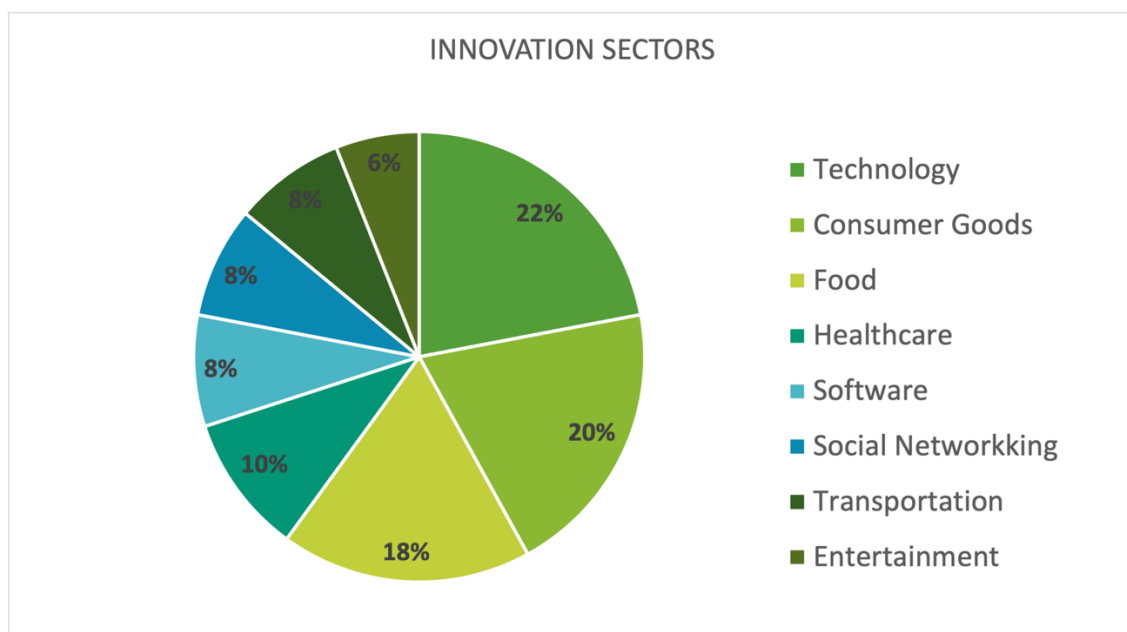
**Consumer Expectations Are Today's Gateway To Innovation
Top 50 Brands In Eight Categories Are Innovation Leaders:
Consumer Goods, Technology, and Food Brands Lead This Year's List**

Apple, Dove, Beyond Meat, Pfizer, Hyundai, TikTok, Hulu On 2022 List

NEW YORK, NY (July 18, 2022) – Consumers identified fifty brands that deserved innovation recognition in the 2022 *Most Innovative Brands* survey, conducted by Brand Keys, Inc. (www.brandkeys.com), the New York-based brand loyalty and engagement consultancy. “The annual survey is the only assessment of brand innovation conducted entirely from a consumer perspective,” said Robert Passikoff, Brand Keys founder and president. “When it comes to innovation, consumers are the ultimate jury. Their expectations are constantly on the rise and true innovation takes place within that framework. Expectation is the gateway to innovation.”

Eight Categories 50 Most Innovative Brands

This year 7,420 consumers (50:50 Male/Female, 16 to 65 years of age) identified companies and brands they saw as the biggest innovators of 2022. The 50 brands fell into eight industry sectors: Consumer Goods, Entertainment, Food, Healthcare, Social Networking, Software, Technology, and Transportation.



Top 50 Most Innovative Brands

“It really doesn’t matter to consumers what promises are made on earnings calls or how many patents a brand holds or the profits they post,” said Passikoff. “Consumers don’t look at innovation that way. And while they can’t always articulate what form they want innovation to take, if a brand accurately measures *how* consumers look at their category and what they really expect, they’ll have a big advantage over the competition.”

Brands within each category are ranked according to how consumers rated their ability to meet their innovation expectations.

Technology

1. Apple
2. Samsung
3. Microsoft
4. Google
5. Dell
6. Zoom
7. Space X
8. IBM
9. Oracle
10. Square
11. GoPro

Consumer Goods

1. Amazon
2. Dove (Unilever)
3. Nike
4. Febreze (P&G)
5. SONY
6. Sephora
7. Lululemon
8. Dyson
9. Walmart
10. Wayfair

Food

1. Beyond Meat
2. Pringles (Kellogg’s)
3. Doritos (Pepsico)
4. Impossible Foods
5. Coca-Cola
6. Starbucks
7. Trader Joe’s
8. Oatly
9. Amy’s Kitchen

Healthcare

1. Pfizer
2. CVS Health
3. Moderna
4. Walgreens
5. Fitbit

Social Networking

1. TikTok
2. Instagram
3. Pinterest
4. YouTube

Software

1. Salesforce
2. Duolingo
3. Intuit
4. Shopify

Transportation

1. Tesla
2. Ford
3. Toyota
4. Hyundai

Entertainment

1. Disney
2. Hulu
3. Netflix

For Consumers There's innovation, And There's *INNOVATION!*

"Lots of brands try to innovate," said Passikoff, "Some – according to consumers – more successfully than others." Other brands consumers thought innovative – with a small "i" – but *not enough* to rank in the top 50, included Meta, Cisco, Chobani, PURIS, Nissan, Volvo, Merck, Teladoc, Patagonia, Peloton, Twitter, WeChat, HBO, and Nintendo.

"Consumers recognize innovation when they see it. More importantly when they feel it, which is what meeting expectations is about," noted Passikoff. "That's why the consumer perspective is so very important. Brands that want their innovation to engage need to be better primed to categorically meet expectations. Because that's what consumers expect!"

END

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