



B *k* R *e* A *y* N *s* D

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Tech Brands are Brand Loyalty Winners in COVID-19 Pandemic

**Technology, Social Networking, Streaming Video and Social Networking
Account for Lion's Share of Brand Loyalty**

NEW YORK, NY, September 21, 2020 – Technology and social networking brands are the loyalty beneficiaries of the coronavirus pandemic, as seventeen percent (17%) of this year's Brand Keys Top 100 Loyalty Leaders were represented in those two sectors.

The findings were a key insight from the annual Loyalty Leaders List survey, conducted by Brand Keys (brandkeys.com), the New York-based brand loyalty and customer engagement research consultancy. The 2020 study examined 1,121 brands in 109 categories.

Tech Is a Requisite

"Sheltering-in and working-from-home has not only increased purchase and usage levels," noted Robert Passikoff, Brand Keys founder and president, "But has solidified loyalty bonds for tech brands."

According to the survey tablet sales are up 20% YOY. Sixty percent (60%) of U.S. households have been using streaming video, and more than a quarter of households (27%) have used video and conferencing platforms. Social networking is up nearly 18% since the pandemic began in March. "All this has not only been accompanied by new tech purchases but has solidified loyalty levels as well," added Passikoff.

Tech and Social Brands Tops In Loyalty

Seventeen tech and social networking brands appeared in this year's Top 100 Loyalty Leaders List. Numbers in parentheses indicate this year's ranking:

Apple smartphones (4)
Google (6)
WhatsApp (9)
Samsung smartphones (10)
Instagram (11)
Amazon tablets (14)
Apple tablets (15)
YouTube (18)

Facebook (31)
Apple computers (34)
Twitter (37)
Microsoft computers (39)
Samsung computers (44)
LG smartphone (47)
Acer tablets (49)
Pinterest (85)
Buzzfeed (87)

Related Loyalty Leaders

Of course, technology and social networking interconnects with other sectors. “If you include associated categories like video streaming, wireless providers, video chat, and instant messaging, those sectors account for nearly a third (28%) of the brands to which consumers have sworn their allegiance.” Netflix, Amazon, and Disney streaming video services all showed up in the top 10 this year.

Loyalty Is Emotional. So Are Consumers

Loyalty is a leading-indicator of profitability. Brands able to maintain that critical connection with consumers, always do better during crises, and always do better than the competition. “The 2020 Loyalty Leaders List *proves* brands can emerge from watershed moments stronger than before,” noted Passikoff.

Methodology

Brand Keys Loyalty Leaders analysis was conducted during August and September 2020 and includes 52,515 assessments. Respondents (M/F, 16 to 65 YOA, recruited from 9 US Census Regions) self-selected categories in which they are consumers and brands for which they are customers.

Brand Keys’ rankings are 100% consumer-driven, measuring the emotional *and* rational aspects of each consumer’s decision process in the moment. “The good news is brand loyalty is easily understood. The better news is it can be quantified, predicted, and integrated into any brand’s research efforts,” said Passikoff. “The best news is that loyalty metrics correlate very highly with customer behavior and sales, as an examination of the tech sector proves.”

For the complete 2020 Top 100 Loyalty Leaders List, click here <https://brandkeys.com/wp-content/uploads/2020/08/2020-Loyalty-Leaders-Top-100-List-sept.pdf>

For more information regarding the Brand Keys 2020 Loyalty Leaders List, your brand’s position on the list, or information about integrating predictive loyalty and emotional engagement metrics into your marketing efforts, please contact: Leigh Benatar at leighb@brandkeys.com.

END