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**PRESS RELEASE
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Brand Keys Loyalty Leaders 2023

***Largest Number of New Brands Ever Enter Top-100 Including:
ChatGPT, Delta, Modelo Especial, Kia, and Hogwarts Legacy***

Amazon, Apple, Domino's, TikTok, WhatsApp, and Nike Take Top Spots

Mattel Gets "Barbie" Bounce, X (Twitter) Gets Loyalty Wings Clipped

NEW YORK, NY, September 12, 2023 – The 2023 *Loyalty Leaders* identifies a new brand ranking that reflects the changing face of customer loyalty and expectations. The 15th annual survey of consumers, conducted by Brand Keys (brandkeys.com) the New York-based loyalty and engagement research firm, assessed 1,650 brands in 145 categories to identify new pathways for creating and nurturing brand loyalty, according to Robert Passikoff, Brand Keys founder and president.

2023 Loyalty Leaders Top-15

The brands consumers rated in their top-15 in the 2023 *Loyalty Leaders List* are (#s in parentheses indicate rankings YOY):

1. Apple (Smartphones, #1)
2. Amazon (Online Retail, #2)
3. Domino's (Pizza, #3)
4. Netflix (Video Streaming, #8)
5. TikTok (Social Networking, #5)
6. Nike (Athletic Footwear, #11)
7. WhatsApp (Instant Messaging, #7)
8. Samsung (Smartphones, #17)
9. Amazon (Video Streaming, #10)
10. Apple TV (Streaming Video, #14)
11. YouTube (Social Networking, #21)
12. Discover (Credit Cards, #13)
13. Disney+ (Streaming Video, #4)
14. Dunkin' (Coffee, #18)
15. Hyundai (Automotive, #19)

12 New Brands Make 2023 Loyalty Leaders List

Consumer loyalty assessments, a leading-indicator of positive consumer brand behavior, welcomed 12 new brands to this year's Top 100. "That's the largest number of new brands to appear in the survey's 15-year history," noted Passikoff. "These assessments identify consumers' real desires and how they see brands meeting, or failing to meet, their expectations. Essentially, why they're loyal."

New top-100 brands include:

- ChatGPT (AI, #49)
- Delta (Airlines, #60)
- Colgate (Toothpaste, #64)
- Modelo Especial (Beer, #71)
- Kia (Automotive, #76)
- Chevrolet (Automotive, #88)
- Hogwarts Legacy (Video Games, #91)
- NFL (Major League Sports, #94)
- Macy's (Department Stores, #95)
- Chick-fil-A (Fast Casual Food, #96)
- Estée Lauder (Luxury Cosmetics, #97)
- Patagonia (Apparel Retailers, #100)

The “Barbie Bounce” and the Twitter Tragedy

“Loyalty is a critical KPI, but it requires more than asking about the likelihood to recommend a brand. Monitoring movement up and down the *Loyalty Leaders List* is an important first step,” noted Passikoff, “As a change in loyalty-rank *always* predicts future consumer behavior *and* brands’ bottom lines.” This year’s results reflect how brand marketing and management positively – or negatively – effects loyalty.”

“The success of the *Barbie* movie and its emotive influence on consumer-engagement and loyalty was readily apparent at the box office and for the brand,” noted Passikoff. “Mattel got a loyalty ‘bounce’ of 46 spots, moving from #88 last year to #42 this year.

On the other hand, some marketing moves don’t work as well. The brand formerly known as “Twitter” was #47 last year but lost loyalty with its “X” name-change, among other branding blunders. “Consumers clipped X’s loyalty wings, dropping it 45 spots to #92 this year,” said Passikoff.

The brands with *largest* loyalty-list gains this year include:

- Tito’s (+53)
- Mattel (+46)
- T.J. Maxx (+32)
- L’Oreal (+27)
- American Express and Ford (+19 each)

Brands with greatest *losses* in customer loyalty-rank include:

- X (-45)
- Spotify (-21)
- Old Navy (-16)
- Paramount+ (-15)
- Whole Foods (-13)

Why Consumers Are Loyal

The 2023 *Loyalty Leaders List* demonstrates brands that make loyalty, engagement, and expectations top priorities not only place high on the list, but more importantly, rank high on consumers’ shopping lists. “Brand loyalty is all about the emotional connection a brand can create with consumers *and* how well a brand is felt to meet consumers’ mostly-emotional expectations. Do that and your brand will *always* perform better in the marketplace.” noted Passikoff.

Methodology

Brand Keys Loyalty Leaders analysis was conducted during August 2023. It includes 74,121 assessments (M/F, 16 to 65 YOA). U.S. respondents self-select categories in which they are consumers and assessed 1,650 brands in 145 categories for which they're customers.

Unlike economic-use models, archival data, and profitability guesswork, Brand Keys' rankings are 100% consumer-driven, predictively measuring emotional *and* rational aspects of each consumer's decision-process, which is why loyalty correlates so very highly (0.80+) with customer behavior, sales, and profitability.

For the complete 2023 Top 100 *Loyalty Leaders List*, click here: <https://brandkeys.com/wp-content/uploads/2020/11/2023-Loyalty-Leaders-Top-100-List.pdf>

Insights About Your Brand

For more information regarding the Brand Keys 2023 *Loyalty Leaders List*, your brand's ranking, or information about integrating predictive loyalty and emotional engagement metrics into your marketing and branding efforts, contact Leigh Benatar at leighb@brandkeys.com.

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