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22nd Annual Most Patriotic Brands in America Survey

Jeep, Disney, Ford, Coke, and Levi Strauss Take Top Spots

71% Think Patriotism Is ‘Extremely’ or ‘Very’ Important

20% of Top Brands Are New: Smith & Wesson, OpenAI, WeatherTech, Shinola

37-Count Federal Indictment of Donald Trump Collides With This Year’s Survey

NEW YORK, NY June 20, 2023 – Brand Keys 22nd annual *Most Patriotic Brands* survey has identified 2023’s top 50 American brands consumers feel best embody the value of “patriotism.” Jeep ranked #1 for the 22nd year in a row, with Disney, Ford, Coca-Cola, and Levi Strauss leading a patriotism parade shaped by the shifting social and political landscapes, a rollercoaster economy, and the release of a 37-count, first-time federal indictment of a former President.

Hyper-Political Brand Patriotism

This year’s *Most Patriotic Brands* survey was conducted when the Federal indictment of Donald Trump was released. “Regarded as a necessary step for some, and a witch hunt for others,” noted Robert Passikoff, president of Brand Keys, the New York-based brand loyalty and engagement research firm (www.brandkeys.com), “This event has amplified U.S. political partisanship, with the public now viewing everything through hyper-political lenses.”

This public reaction includes brands and what it means to be patriotic and is reflected in this year’s consumer rankings, along with the appearance of some startlingly different brand categories this year.

The 50 Most Patriotic Brands

To determine the 2023 national rankings, a sample of 6,150 consumers, 18 to 65 years of age, balanced for gender and political affiliation, assessed 1,260 brands in 140 B2C, B2B and D2C categories. Using Brand Keys independently-validated emotional engagement measures, evaluations identify how well the brand resonates with consumers for *the single value of “patriotism.”*

The following were identified as the top 50 brands that meet today’s patriotism challenges for consumers. Numbers in parentheses indicate movement in brand rank Y-O-Y.

1. Jeep (–)
2. Disney (–)
3. Ford (+2)
4. Coca-Cola (–)

5. Levi Strauss (+2)
6. Amazon, Coors, Walmart (-1, -, -3)
7. American Express, Hershey's (-2, +1)
8. Apple (-2)
9. Jack Daniels (+4)
10. OpenAI (new)
11. Ralph Lauren (+1), Domino's (-1)
12. Sam Adams (+5)
13. Colgate (+3)
14. Pepsi Cola (-)
15. Harley-Davidson, Dunkin' (+5, -)
16. Wrangler (+1)
17. L.L.Bean (+6)
18. FOX News, MSNBC (+1, +7)
19. Old Navy, USAA (+7, -1)
20. WeatherTech (new)
21. Gatorade, Weber Grills (+2, new)
22. Jim Beam (new)
23. Kellogg's (-1)
24. Nike, Wilson Sporting Goods (-, new)
25. Dollar General, AT&T (+1, -)
26. Smith & Wesson (new)
27. McDonald's (-)
28. NFL (+6)
29. MLB (+3)
30. John Deere, NBA (-1, -)
31. KFC, Goodyear (+3, new)
32. Gillette (+2)
33. Costco, Macy's (-, new)
34. New Balance (+4)
35. Dick's Sporting Goods (-)
36. Craftsman(new)
37. Shinola (new)
38. Starbucks (-)

U.S. Armed Services – Always #1

While the annual Brand Keys survey focuses on for-profit brands, assessments for the Air Force, Army, Coast Guard, Marines, and Navy are always included. "Consumers rated the armed services #1, as they have since the survey was initiated," said Passikoff. "We recognize that and again thank them for their service."

The Politics of Media Brands

"Our sample – balanced for political affiliation – ranked FOX News and MSNBC equally this year (#18) when it came to being patriotic. Assessments like that account for the appearance of twice the number of new brands as last year," observed Passikoff.

Firearms brand, Smith & Wesson, lifestyle brand, Shinola, heartland brand, Weber, and artificial intelligence brand OpenAI all showed up in the top-50 for the first time and represent a spectrum of political and social values. Consumers also added, or returned, Jim Beam, WeatherTech, Wilson Sporting Goods, Goodyear, Macy's, and Craftsman to the top 50.

Brands with the biggest growth in consumer-acknowledged brand patriotism included MSNBC and Old Navy (+7 each), L.L.Bean and the NFL (+6 each), Harley-Davidson, Sam Adams (+5 each), Jack Daniels and New Balance (+4 each).

Nine (9) brands were dropped from last year's top 50 including: Pfizer, Netflix, The New York Times, The Washington Post, CVS, Home Depot, Chick-fil-A, Google, and Clorox.

Consumers Care and Patriotism Pays

When it came to patriotism and brands, 71% of consumers felt it was "extremely" (36%) or "very" (35%) important. Twenty percent (20%) thought it was "somewhat" important. Only 9% said it was "not very" (6%) or "not at all" (3%) important. "As a brand value, 'patriotism' is more far-reaching than any single political outcome or event," observed Passikoff. "Despite increases in political tribalism, patriotism is bigger than any leader, and outlives any leader – as do most great brands."

"But more than that, there are tangible economic advantages to being patriotic," said Passikoff. Brands that engage via emotional values, especially one as strong as "patriotism" *always* see increased consumer engagement, better consumer behavior toward the brand and, ultimately, better profits. In most cases six times better.

"These brand rankings *do not* mean to suggest that other brands are *not* patriotic or don't possess patriotic resonance or intent," noted Passikoff. "But the brandscape is now more challenging and partisan. Viewing brands through the lens of patriotism has gotten more complicated and more exacting. Today it takes a lot more than wrapping yourself in the flag."

"Brands consumers feel are patriotic *always* have a strategic advantage to win consumers' hearts, minds, and loyalty. And when you can do that," observed Passikoff, "Consumers don't just stand up and salute, they stand up and buy!"

For more information regarding where other brands ranked when it comes to "patriotism" – or other important values that can guarantee consumer engagement, loyalty, and increased profitability – contact Leigh Benatar at leighb@brandkeys.com

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Contact: Visibility
Len Stein
lens@visibilitypr.com
914 527.3708