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23rd Annual Survey of the Most Patriotic Brands in America

Jeep, Ford, Levi Strauss, Coca-Cola and Disney Retain Top Spots

80% of Consumers Think Patriotism is Important Despite Partisan Politics, Consumer Protests, and a Presidential Election

20% of Nominated Brands Are New: Mattel, Converse, Oreos, Target, Heinz

NEW YORK, NY June 5, 2024 – Brand Keys 23rd annual *Most Patriotic Brands* survey has identified 2024's top 50 American brands consumers feel best embody the value of "patriotism." Jeep ranked #1, with Ford, Levi Strauss, Coca-Cola, and Disney heading the patriotism parade.

"Consumers now view everything through a political lens, so the value of patriotism is more important than ever," noted Robert Passikoff, president of Brand Keys, the New York-based brand loyalty and engagement research firm (www.brandkeys.com) that conducts the annual survey.

The 50 Most Patriotic Brands of 2024

To determine national brand rankings, a sample of 7,460 consumers, 18 to 65 years of age, balanced for gender and political affiliation, assessed 1,381 brands in 143 B2C, B2B and D2C categories. Evaluations were based on Brand Keys independently validated emotional engagement measures, which identify how well brands resonate *for the value of "patriotism."*

The following brands were identified at best meeting today's patriotism challenge:

1. Jeep
2. Ford
3. Levi Strauss
4. Coca-Cola
5. Disney
6. Walmart
7. Harley Davidson
8. Apple
9. Jack Daniels
10. Amazon
11. Hershey's
12. Ralph Lauren
13. Wrangler
14. Dunkin'
15. American Express
16. Colgate
17. MSNBC
18. Mattel (Barbie) **NEW**
19. Old Navy
20. Domino's
21. Kellogg's
22. Nike
23. FOX News
24. Pepsi-Cola
25. McDonald's
26. WeatherTech
27. New Balance
28. Calvin Klein **NEW**
29. NFL
30. MLB

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| 31. NBA | 41. Macy's |
| 32. Gillette | 42. American Eagle Outfitters NEW |
| 33. L.L. Bean | 43. Costco |
| 34. Target NEW | 44. Hanes NEW |
| 35. Gatorade | 45. Converse NEW |
| 36. Wilson Sporting Goods | 46. USAA |
| 37. AT&T | 47. Oreos (Mondelez) NEW |
| 38. John Deere | 48. Weber Grills |
| 39. KFC | 49. Revlon NEW |
| 40. Heinz NEW | 50. Home Depot NEW |

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 included. “Consumers rated the armed services #1, as they have since the survey was first conducted,” said Passikoff. “We recognize that and, as always, thank them for their service.”

Patriotic Brands Come and Go

“The brandscape is now more challenging, tribal, and political,” observed Passikoff. “Even with balanced consumer samples, partisan antipathy – more powerful than any point since the survey was initiated in 2001 – is manifesting itself in both the political *and* consumer arenas.”

“That said, brands *do* manage to rise to the top. This year consumers added 10 new brands to the top 50 most patriotic,” Passikoff noted. Those include Mattel (Barbie), Calvin Klein, Target, Heinz, American Eagle Outfitters, Hanes, Converse, Oreos (Mondelez), Revlon, and Home Depot.

Despite Ideological Differences Patriotism Matters

Even in today’s environment consumers care about patriotism. Eighty percent (80%, +9 YOY) felt patriotism was “extremely” (41%) or “very” (39%) important. Fifteen percent (15%) thought it “somewhat” important. Only 5% said it was “not very/not at all” important. “As a brand value, ‘patriotism’ provides tangible economic advantages,” said Passikoff. “Brands that engage via ‘patriotism’ *always* see better behavior, better ROMI, and better bottom lines. Usually 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 *how* brands are ultimately seen – on all values, by all consumers – is complicated, more exacting, more political, and more partisan. Marketers need to do value-specific drill downs like this one. And, as it concerns patriotism specifically, it takes more than fireworks, wrapping your brand in the flag, or weekend holiday sales,” observed Passikoff, “But if you can meaningfully connect to the value of patriotism, consumers don’t just stand up and salute, they stand up and buy!”

For more information regarding where other brands ranked when it came to “patriotism” this year – or other important values that guarantee higher levels of consumer engagement, loyalty, and profitability – contact Leigh Benatar at leighb@brandkeys.com

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