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**PRESS RELEASE  
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## **America's Most Patriotic Brands Revealed As Nation Approaches 250th Birthday**

### **Survey Uncovers 9 Consumer Patriotism Segments Shaping Brand Loyalty**

#### **Leading Brands Prove Branding Beats Marketing**

**NEW YORK, NY June 8, 2026** – As the nation nears its 250<sup>th</sup> birthday, patriotism continues to shape brand loyalty. Findings from the 25<sup>th</sup> annual *Most Patriotic Brands* survey by Brand Keys ([www.brandkeys.com](http://www.brandkeys.com)) reveal consumers reward brands that reflect their values and sense of national identity.

Expanded this year to include the top 100 brands, the survey evaluated 1,200 brands across 120 categories, with Jeep, Disney, McDonald's, Hershey's and Netflix among those earning recognition.

#### **Patriotism: Brand Value or Marketing Tactic?**

While many brands embrace patriotic themes, flags, fireworks, parades, and promotions alone rarely create authentic perceptions of patriotism. “Too often, patriotism is treated as a marketing tactic rather than a brand value,” said Brand Keys founder Robert Passikoff.

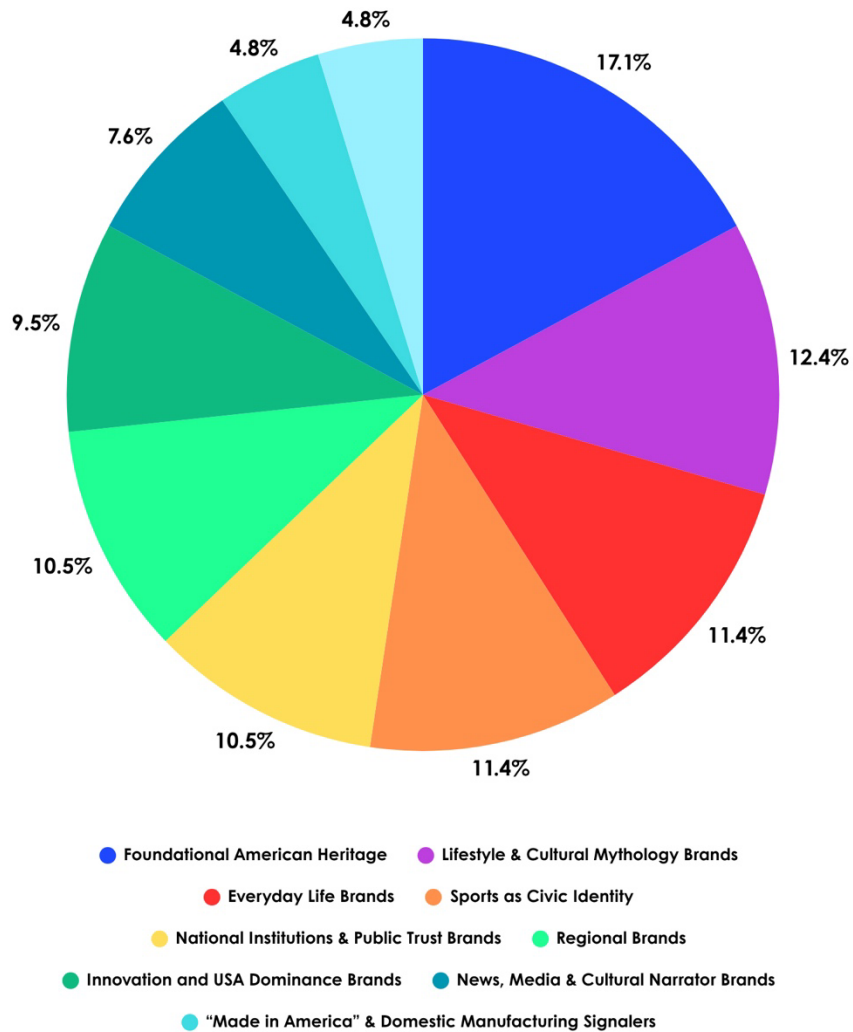
To identify what truly drives patriotic perceptions, this year Brand Keys conducted a new consumer segmentation analysis that show consumers no longer define patriotism solely by a “Made in America” label. Instead, perceptions are shaped by culture, heritage, nostalgia, military affinity, media influence, everyday relevance – even sports identity.

#### **The 9 Dimensions of American Identity**

Brand Keys identified nine segments of American identity shaping consumer perceptions of patriotism, which explain why brands earned recognition on this year's *Most Patriotic Brands* list.

“While many brands connect across multiple dimensions, this framework identifies the primary source of their patriotic appeal,” said Passikoff. “If consumers need a detailed explanation for why a brand is felt to be patriotic, it’s probably not.”

## SEGMENTING THE SOURCE OF **PATRIOTISM**



Descriptions of each segment and representative brands appear below.

**Foundational American Heritage Brands (18%)** are viewed as patriotic because they were built during pivotal periods of American growth and are woven into the nation's story: Jeep, Ford, Levi Strauss, Harley-Davidson

**Lifestyle & Cultural Mythology Brands (13%)** embody idealized American lifestyles, traditions, values, and aspirations: Coca-Cola, Disney, Ralph Lauren, Nike

**Everyday Life Brands (12%)** earn patriotic status through their deep integration into daily American life: Walmart, Amazon, McDonald's, Campbell's

**Sports as Civic Identity Brands (12%)** serve as symbols of community, regional pride, family tradition, and national unity: Dallas Cowboys, New York Yankees, Wilson Sporting Goods, Gatorade

**National Institutions & Public Trust Brands (11%)** are perceived less as brands than as trusted institutions whose patriotism derives from their ubiquity, reliability, and public service role: United States Postal Service, American Express, Discover Financial, USAA

**Regional Identity Brands (11%)** evoke places, traditions, and cultures that consumers strongly associate with the American experience: Dunkin', Jack Daniel's, KFC, L.L. Bean

**Innovation & American Leadership Brands (10%)** symbolize U.S. leadership in technology, entertainment, scale, and global influence: Apple, Microsoft, ChatGPT, Netflix

**News, Media & Cultural Narrator Brands (8%)** help shape national conversations and collective identity. Consumers may disagree with them while still viewing them as distinctly American: FOX News, The New York Times, The New York Post, MS NOW

**Made in America & Manufacturing Brands (5%)** benefit from perceptions of domestic production, American labor, and manufacturing heritage: WeatherTech, New Balance, Gibson, Chevrolet

Although the annual survey focuses on for-profit brands, the *U.S. Armed Services* are always included and again ranked among America's strongest symbols of patriotism. "They remain among the nation's most trusted institutions," said Passikoff. "And we thank them for their service."

A complete list of the top 100 *Most Patriotic Brands* can be accessed here: <https://brandkeys.com/>

### **Red, White & Brand Loyalty**

"Patriotism isn't just a cultural value, it's a business driver," said Passikoff. "It's one of the clearest examples of branding outperforming marketing."

Brands perceived as genuinely patriotic benefit from:

- Stronger emotional connections
- Greater consumer trust
- Higher levels of loyalty
- Sustainable competitive advantage
- Increased sales and long-term profitability

"Our rankings don't suggest that other brands lack good intentions," Passikoff added. "But great brands are never built on good intentions. It's the consumers who ultimately decide which brands genuinely reflect their beliefs."

"And when consumers believe a brand authentically reflects their values – especially patriotism – they don't just notice. They buy, stay loyal, and advocate. And it turns out, the brands consumers view as most patriotic didn't earn that status through holiday promotions. They earned it through decades of consistently representing something larger than the products they sell."

## **Methodology**

Using Brand Keys' market-validated engagement methodology, a nationally representative sample of 9,720 consumers (balanced for age, gender, region, and political affiliation) assessed 1,200 brands in 120 categories. The statistical analyses isolated the single value of "patriotism" for each brand and calculated its specific contribution to customer loyalty and brand engagement, which were used to analyze these segments.

*To learn more about values that can drive your brand's engagement, loyalty, sales, and profits or to activate your brand's recognition, contact Leigh Benatar at [leighb@brandkeys.com](mailto:leighb@brandkeys.com).*

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