



The Brand Keys data paints a detailed picture of the category drivers that engage customers, engender loyalty and drive real profits. These drivers not only define how the consumer will view the category, compare offerings, and, ultimately, buy, but also identify the expectations the consumer holds for each driver. The brand whose drivers come closest to meeting (or even exceeding) those of the category Ideal is always the one whose customers will demonstrate the highest levels of engagement and loyalty over the next 12 to 18 months.

To learn more about the Brand Keys Customer Loyalty Engagement Index, [click here](#).

For more information about the Brand Keys Customer Loyalty Engagement Index for your brand, contact Leigh Benatar at 212-532-6028, extension 15, or email him at [leighb@brandkeys.com](mailto:leighb@brandkeys.com).

### 2014 Brands Listed by Category

(This year's category winners listed in **RED**)

| Airline        | Allergy Medication (OTC) | Athletic Footwear      |
|----------------|--------------------------|------------------------|
| <b>JetBlue</b> | <b>Claritin</b>          | <b>Nike</b>            |
| Southwest      | Zyrtec                   | New Balance            |
| Delta          | Benadryl/ Allegra (tie)  | Mizuno                 |
| US Airways     | Chlor-Trimeton           | Fila                   |
| American       | Sudafed                  | Asics                  |
| United         | Tylenol                  | Skechers/ Adidas (tie) |
|                |                          | Reebok                 |
|                |                          | Brooks                 |



| Automobile                        | Bank                                          | Beer (Light)                              |
|-----------------------------------|-----------------------------------------------|-------------------------------------------|
| <b>Ford/ Hyundai (tie)</b>        | <b>JP Morgan Chase</b>                        | <b>Coors Light/ Sam Adams Light (tie)</b> |
| Jeep/ Mercedes/ Lexus (tie)       | Citi                                          | Bud Light                                 |
| Subaru/ BMW (tie)                 | US Bancorp                                    | Amstel Light                              |
| Toyota                            | PNC                                           | Miller Lite                               |
| GM                                | Wells Fargo                                   | Michelob Light                            |
| Volvo                             | Bank of America                               | Natural Light                             |
| Dodge                             |                                               | Busch Light                               |
| Honda/ Mitsubishi/ Chrysler (tie) |                                               |                                           |
| Audi/ Chevrolet (tie)             |                                               |                                           |
| Mini/ Mazda (tie)                 |                                               |                                           |
| Kia/ Nissan/ Saab (tie)           |                                               |                                           |
| Volkswagen                        |                                               |                                           |
| Beer (Regular)                    | Breakfast Cereal                              | Car Insurance                             |
| <b>Coors/ Sam Adams (tie)</b>     | <b>Cheerios</b>                               | <b>USAA</b>                               |
| Michelob                          | Special K                                     | Allstate/ Progressive (tie)               |
| Busch                             | Honey Bunches of Oats                         | Geico                                     |
| Corona                            | Honey Nut Cheerios                            | Nationwide/State Farm (tie)               |
| Guinness/ Heineken (tie)          | Raisin Bran/ Frosted Flakes (tie)             | Esurance                                  |
| Budweiser                         | Froot Loops/ Wheaties (tie)                   | Liberty Mutual                            |
| Miller                            | Lucky Charms                                  |                                           |
|                                   | Trix/ Cap'n Crunch/ Frosted Mini Wheats (tie) |                                           |
|                                   | Cocoa Puffs/ Rice Krispies/ Corn Flakes (tie) |                                           |



| Car Rental                        | Casual/Fast Casual Dining                              | Coffee                                         |
|-----------------------------------|--------------------------------------------------------|------------------------------------------------|
| <b>Avis</b>                       | <b>Panera</b>                                          | <b>Dunkin' Donuts</b>                          |
| Enterprise/ Hertz (tie)           | Chipotle                                               | Starbucks                                      |
| Budget                            | Au Bon Pain                                            | Tim Hortons                                    |
| National                          | Olive Garden/ Arby's                                   | McDonald's                                     |
| Alamo/Dollar (tie)                | IHOP                                                   | The Coffee Bean                                |
|                                   | Texas Roadhouse                                        |                                                |
|                                   | Cosi/ TGI Friday's/Applebee's (tie)                    |                                                |
|                                   | Ruby Tuesday/ Chili's/ Red Lobster/ Golden Coral (tie) |                                                |
|                                   | Outback                                                |                                                |
| Computer/Laptop                   | Cosmetics (Luxury)                                     | Cosmetics                                      |
| <b>Apple</b>                      | <b>Lancome</b>                                         | <b>L'Oreal</b>                                 |
| Samsung                           | Estee Lauder                                           | Mary Kay                                       |
| Lenovo                            | Chanel                                                 | Avon/Cover Girl/ Revlon (tie)                  |
| HP                                | Clinique                                               | Neutrogena/ Sephora/ Urban Decay/ Rimmel (tie) |
| Dell                              | Shiseido                                               | Max Factor/ Maybelline (tie)                   |
| Acer/ Asus (tie)                  | MAC                                                    | Almay                                          |
| Alienware                         | Dior                                                   | Coty                                           |
| Sony VAIO                         | Elizabeth Arden                                        |                                                |
| Toshiba                           |                                                        |                                                |
| Panasonic/ Gateway (tie)          |                                                        |                                                |
| Credit Card                       | Diapers                                                | E-Readers                                      |
| <b>Discover/ American Express</b> | <b>Pampers</b>                                         | <b>Kindle</b>                                  |
| Capital One                       | Huggies                                                | iPad                                           |
| Chase                             | 7 <sup>th</sup> Generation                             | Nook                                           |
| Visa                              | Fisher Price                                           | Sony                                           |
| Mastercard                        | Kirkland                                               | Kobo                                           |
| Citibank                          | Luv's                                                  |                                                |
| Wells Fargo                       |                                                        |                                                |
| Bank of America                   |                                                        |                                                |
| Barclaycard                       |                                                        |                                                |



| Evening News Show             | Flat Screen TV                                        | Gasoline             |
|-------------------------------|-------------------------------------------------------|----------------------|
| <b>NBC</b>                    | <b>Samsung</b>                                        | <b>Shell</b>         |
| ABC                           | Panasonic                                             | Chevron              |
| CBS                           | LG/ Sony (tie)                                        | Exxon                |
| FOX                           | Sharp                                                 | Mobil                |
| CNN                           | Toshiba                                               | BP/ Citgo (tie)      |
| MSNBC                         | JVC                                                   | Sunoco/ Texaco (tie) |
| CNBC                          | Philips                                               |                      |
|                               | Vizio/Hitachi (tie)                                   |                      |
| Headphones                    | Hotel (Economy)                                       | Hotel (Midscale)     |
| <b>Beats by Dr. Dre/ Sony</b> | <b>Super 8</b>                                        | <b>Holiday Inn</b>   |
| Bose                          | Days Inn                                              | Best Western         |
| Parrot                        | Econo Lodge                                           | Ramada               |
| Rocketfish                    | Howard Johnson Xpress/ America's Best Value Inn (tie) | Comfort Inn          |
| Apple                         | Motel 6                                               | Hampton Inn          |
| Microsoft                     | Red Roof Inn                                          |                      |
| Maxell/ Monster (tie)         | Travelodge                                            |                      |
| Able Planet                   |                                                       |                      |
| Egghead                       |                                                       |                      |
| Panasonic/JVC (tie)           |                                                       |                      |
| Pioneer                       |                                                       |                      |



| Hotel (Luxury)            | Hotel (Upscale)                 | Instant Messaging Apps                          |
|---------------------------|---------------------------------|-------------------------------------------------|
| <b>Ritz-Carlton</b>       | <b>Hyatt</b>                    | <b>WhatsApp</b>                                 |
| Inter-Continental         | Hilton                          | iMessages                                       |
| Fairmont Hotels           | Marriott/ Embassy Suites (tie)  | Instagram/Facebook Messenger (tie)              |
| W Hotels                  | Radisson/ Sheraton (tie)        | Twitter                                         |
|                           | Westin                          | Skype                                           |
|                           | Wyndham                         | Viber                                           |
|                           | Doubletree                      | Line                                            |
|                           |                                 | ChatON                                          |
|                           |                                 | WeChat                                          |
| Insurance (Home)          | Insurance (Life)                | Major League Video                              |
| <b>USAA</b>               | <b>NY Life</b>                  | <b>Call of Duty: Ghosts</b>                     |
| NY Life/ State Farm (tie) | Allstate                        | Grand Theft Auto V                              |
| Allstate                  | American General                | FIFA                                            |
| Chubb                     | NW Mutual                       | Assassin's Creed IV                             |
| MetLife                   | ING/ MetLife                    | Tomb Raider                                     |
| Farmers                   | Prudential                      | The Last of Us                                  |
| Nationwide                | AXA/ The Hartford               | Batman: Arkham Origins/ Bioshock Infinite (tie) |
| The Hartford              | John Hancock                    | Battlefield 4                                   |
| Travellers                |                                 | NBA 14/ Madden Football (tie)                   |
| Liberty Mutual            |                                 |                                                 |
| Major Sports League       | MFB Office Copier               | Morning News Show                               |
| <b>NFL</b>                | <b>HP/ Konica Minolta (tie)</b> | <b>Good Morning America (ABC)</b>               |
| MLB                       | Canon                           | Today (NBC)                                     |
| NBA                       | Epson                           | Fox & Friends (FOX)                             |
| NHL                       | Xerox                           | This Morning (CBS)                              |
|                           | Samsung                         | Starting Point (CNN)                            |
|                           | Brother                         |                                                 |
|                           | Lexmark/Sharp (tie)             |                                                 |
|                           | Ricoh/Toshiba (tie)             |                                                 |



| Mutual Fund                          | Natural Food Stores         | Online Brokerage                    |
|--------------------------------------|-----------------------------|-------------------------------------|
| <b>T. Rowe Price/ Vanguard (tie)</b> | <b>Whole Foods</b>          | <b>Options Express</b>              |
| Putnam/ John Hancock (tie)           | The Fresh Market            | Tradeking/ Scottrade.com (tie)      |
| Fidelity/Janus (tie)                 | Trader Joe's                | Options House/Fidelity (tie)        |
| TIAA Chef/Dreyfus (tie)              | Sprouts Farmers Market      | Schwab.com/Sharebuilder (tie)       |
| Mass Mutual/ American Funds (tie)    |                             | TD Ameritrade.com/MerrillEdge (tie) |
| Franklin                             |                             |                                     |
| Online Music                         | Online Payment Services     | Online Retailers                    |
| <b>Pandora</b>                       | <b>PayPal</b>               | <b>Amazon.com</b>                   |
| iTunes                               | Google Wallet               | Ebay.com                            |
| Google Play                          | Amazon Payments             | Overstock.com                       |
| Rdio                                 | Dwolla                      | Zappos                              |
| Spotify                              | We Pay                      | Buy.com                             |
| MySpace/iHeartRadio (tie)            | Square                      |                                     |
| Slacker                              | Skrill                      |                                     |
| Yahoo Music/ Last.Fm (tie)           |                             |                                     |
| Napster                              |                             |                                     |
| Grooveshark                          |                             |                                     |
| Rhapsody                             |                             |                                     |
| MOG                                  |                             |                                     |
| Soundcloud                           |                             |                                     |
| Online Travel Site                   | Online Video Streaming      | Packaged Coffee                     |
| <b>Expedia</b>                       | <b>Netflix/Amazon (tie)</b> | <b>Dunkin' Donuts</b>               |
| Orbitz/Trip Advisor (tie)            | iTunes                      | Starbucks                           |
| Travelzoo                            | Google Play                 | Caribou/ Chock Full 'O Nuts (tie)   |
| Kayak/ Priceline (tie)               | Hulu/ YouTube (tie)         | Allegro/ Green Mountain (tie)       |
| Yahoo Travel/ Cheap Tickets (tie)    | Vimeo                       | Eight O' Clock                      |
| Hotwire                              | Veoh/Iwatchonline (tie)     | Folgers                             |
| Travelocity                          | Vudu                        | Lavazza/ Peets (tie)                |
| Hotels.com                           | Cinema Now                  | Maxwell House                       |
| Booking.com                          | Blockbuster                 |                                     |
|                                      | Crackle                     |                                     |



| Pain Reliever (OTC)      | Parcel Delivery | Pet Food – Canned (Cats) |
|--------------------------|-----------------|--------------------------|
| <b>Aleve</b>             | <b>UPS</b>      | <b>Purina</b>            |
| Advil                    | FedEx           | Science Diet             |
| Bayer                    | USPS            | Friskies                 |
| Motrin/ Excedrin (tie)   |                 | Iams                     |
| Tylenol                  |                 | Fancy Feast              |
|                          |                 | Hills                    |
|                          |                 | Meow Mix                 |
|                          |                 | Whiskas                  |
|                          |                 | 9Lives                   |
| Pet Food – Canned (Dogs) | Pizza           | Price Clubs              |
| <b>Science Diet</b>      | <b>Domino's</b> | <b>Sam's</b>             |
| Cesar                    | Papa John's     | Costco                   |
| Purina One               | Pizza Hut       | BJ's                     |
| Iams                     | Little Caesars  |                          |
| Mighty Dog               | Papa Murphy's   |                          |
| Pedigree                 | Sbarro          |                          |
| Alpo                     | Chuck E. Cheese |                          |
| Gravy Train              |                 |                          |
| Hills                    |                 |                          |



| Printers                                    | Quick-Serve Restaurant        | Retail Store (Apparel)          |
|---------------------------------------------|-------------------------------|---------------------------------|
| <b>Canon</b>                                | <b>Subway</b>                 | <b>Victoria's Secret</b>        |
| Samsung                                     | Chick-fil-A/ McDonald's (tie) | Gap                             |
| Dell                                        | Burger King                   | Abercrombie & Fitch             |
| HP                                          | Wendy's                       | Banana Republic/ Old Navy (tie) |
| Lexmark                                     | Taco Bell                     | American Eagle Outfitters       |
| Brother                                     | Popeye's/ KFC (tie)           | Aeropostale                     |
| Epson                                       | Hardee's                      | J. Crew/ H&M (tie)              |
|                                             | Quiznos                       | Express                         |
|                                             |                               | L.L. Bean                       |
|                                             |                               | PacSun                          |
|                                             |                               | American Apparel                |
| Retail Store (Department)                   | Retail Store (Discount)       | Retail Store (Home Improvement) |
| <b>Macy's</b>                               | <b>Wal-Mart</b>               | <b>Home Depot</b>               |
| Dillard's                                   | Target/ Kmart (tie)           | Ace                             |
| Kohl's                                      |                               | Lowe's                          |
| Marshalls                                   |                               | True Value                      |
| T.J. Maxx                                   |                               |                                 |
| Sears                                       |                               |                                 |
| JCPenney                                    |                               |                                 |
| Retail Store (Sporting/ Recreational Goods) | Search Engine                 | Smartphones                     |
| <b>Dick's</b>                               | <b>Google</b>                 | <b>Apple</b>                    |
| Cabela's                                    | Bing                          | Samsung                         |
| REI                                         | Yahoo                         | Motorola                        |
| Big 5 Sporting Goods                        | Ask                           | HTC                             |
| Sport's Authority/ Model's (tie)            | AOL                           | LG                              |
|                                             | My Websearch                  | Sony                            |
|                                             | WebCrawler                    | Nokia                           |
|                                             | WOW                           | Blackberry                      |
|                                             | Infospace                     |                                 |



| Social Networking Sites   | Soft Drink (Diet)            | Soft Drink (Regular)             |
|---------------------------|------------------------------|----------------------------------|
| Facebook/Twitter (tie)    | Diet Coke                    | Coca-Cola                        |
| YouTube/LinkedIn (tie)    | Diet Mountain Dew            | Mountain Dew                     |
| Flickr/ Google Plus (tie) | Diet Dr. Pepper              | Sprite                           |
| Tumblr                    | Diet Pepsi                   | Dr. Pepper                       |
| Instagram                 | Diet 7-Up                    | Pepsi                            |
| DeviantArt                |                              | Fanta                            |
| Orkut                     |                              | 7-Up                             |
| Myspace/Pinterest (tie)   |                              |                                  |
| hi5                       |                              |                                  |
| Tagged                    |                              |                                  |
| Yelp                      |                              |                                  |
| Tablets                   | Toothpaste                   | Vodka                            |
| Amazon/ Apple (tie)       | Colgate                      | Grey Goose                       |
| Samsung                   | Crest                        | Ketel One                        |
| Acer/Asus                 | Tom's of Maine               | Smirnoff/Tito's (tie)            |
| Google/ Microsoft (tie)   | Aquafresh                    | Absolut                          |
| Toshiba                   | Arm & Hammer/Listerine (tie) | Chopin                           |
| Sony                      | Sensodyne                    | Skyy/ Stolichnaya                |
| Dell                      | Ultra Brite                  | Svedka                           |
| Barnes & Noble            |                              | 3 Olives                         |
| Kobo/Lenovo (tie)         |                              | Belvedere/Ciroc/ Finlandia (tie) |
| LG                        |                              |                                  |
| Wireless Phone Service    |                              |                                  |
| AT&T Wireless             |                              |                                  |
| Verizon Wireless          |                              |                                  |
| T-Mobile                  |                              |                                  |
| Sprint PCS                |                              |                                  |
| US Cellular               |                              |                                  |
| Metro PCS                 |                              |                                  |