Global Brand Simplicity Index 2013

Demonstrating the impact of simplicity on revenue, loyalty and innovation

siegel + gale

simple is smart

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Industry Symbols

- Appliances
- Automotive
- Banks/Retail
- Electronics
- Fitness
- General insurance
- Health insurance
- Internet/Search
- Internet/Retail
- Media
- Restaurants
- Retail/Fashion
- Retail/General
- Retail/Grocery
- Retail/Health and beauty
- Shipping/Mail
- Social media
- Telecom/Cable
- Telecom/Cell phone
- Travel/Air
- Travel/Booking
- Travel/Car rental
- Travel/Hotels
- Travel/Train
- Utilities

What makes a brand simple?

Remarkably clear and unexpectedly fresh experiences

In a world crowded with complexity, simplicity stands out. It brings clarity instead of confusion, decision instead of doubt. And the rewards are real. Simplicity inspires deeper trust and greater loyalty in customers, and clears the way to innovation for employees. So unlock the power of simplicity. Take it to heart, see the opportunities and realize your organization's true potential.

For more insights on how simplicity drives business results, visit **siegelgale.com/SimplicityPays2013**

Highlights

Simple brands top major market indexes

Investing in a stock portfolio based on simplicity continues to beat the major indexes. A portfolio made from the publicly traded top 10 global simplest brands outperforms the major indexes.

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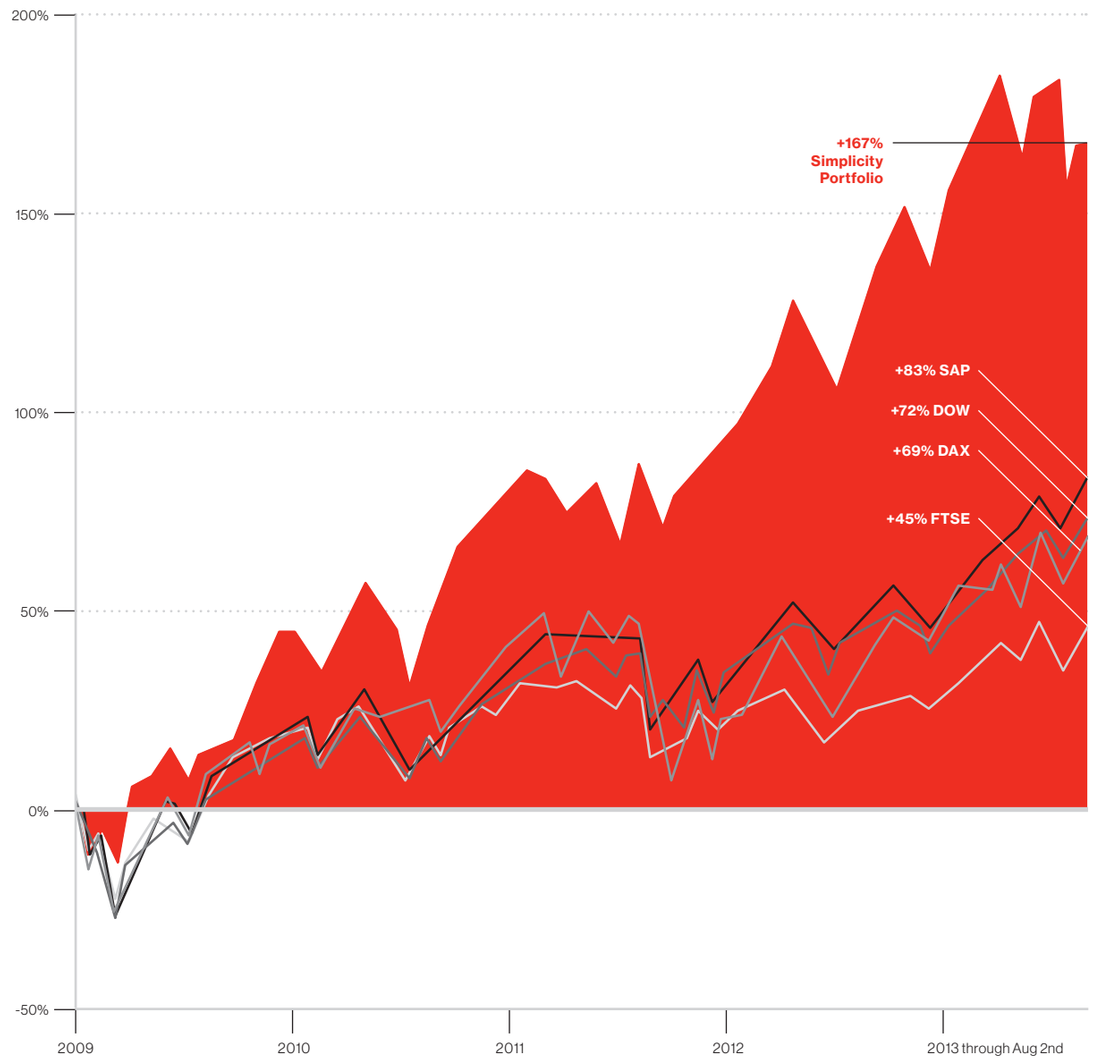
Percentage of growth of index/portfolio since the beginning of 2009



Highlights

Simplicity by the numbers

100%
How much our Simplicity Portfolio has beaten the average global stock index since 2009

75%
Number of consumers more likely to recommend a brand because it provides simpler experiences and communications

For simpler experiences, people are willing to pay:

BlackBerry
18.5%
more

Virgin	NISSAN	TOYOTA	LG
18.1%	17.6%	17.3%	16.8%

Brands stand to gain more revenue through increased simplicity

$50 billion

In the US, UK and Germany alone, brands that offer increased simplicity stand to capture a share of $50 billion

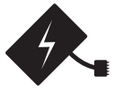
Highlights

Vibrating forks that make you lose weight

Transactions via social media

Google Glass

Innovations that fail the simple test



A credit-card sized portable phone charger

Innovation that contributes most to a simple life

For more insights on how simplicity drives business results, visit siegelgale.com/SimplicityPays2013

Making innovation simpler

In our 2012 study, respondents told us that—with the notable exception of asking for a raise—nothing was more complicated in the workplace than promoting innovation. So this year, we wanted to dig a little deeper and see if we could find ways to facilitate innovation, to make it simpler. But first we needed to answer two questions:

- What's different about workplaces where people find promoting innovation simplest compared to the ones where people find it most complex?
- What kind of innovations do consumers feel make their lives the most simple?

The answer to both questions is surprisingly simple: it all comes down to purpose. Companies with employees who both understand and are committed to their organization's purpose find innovation simple. Innovations with the most obvious utilitarian purpose are the ones consumers say contribute most to making their lives simpler.

Highlights

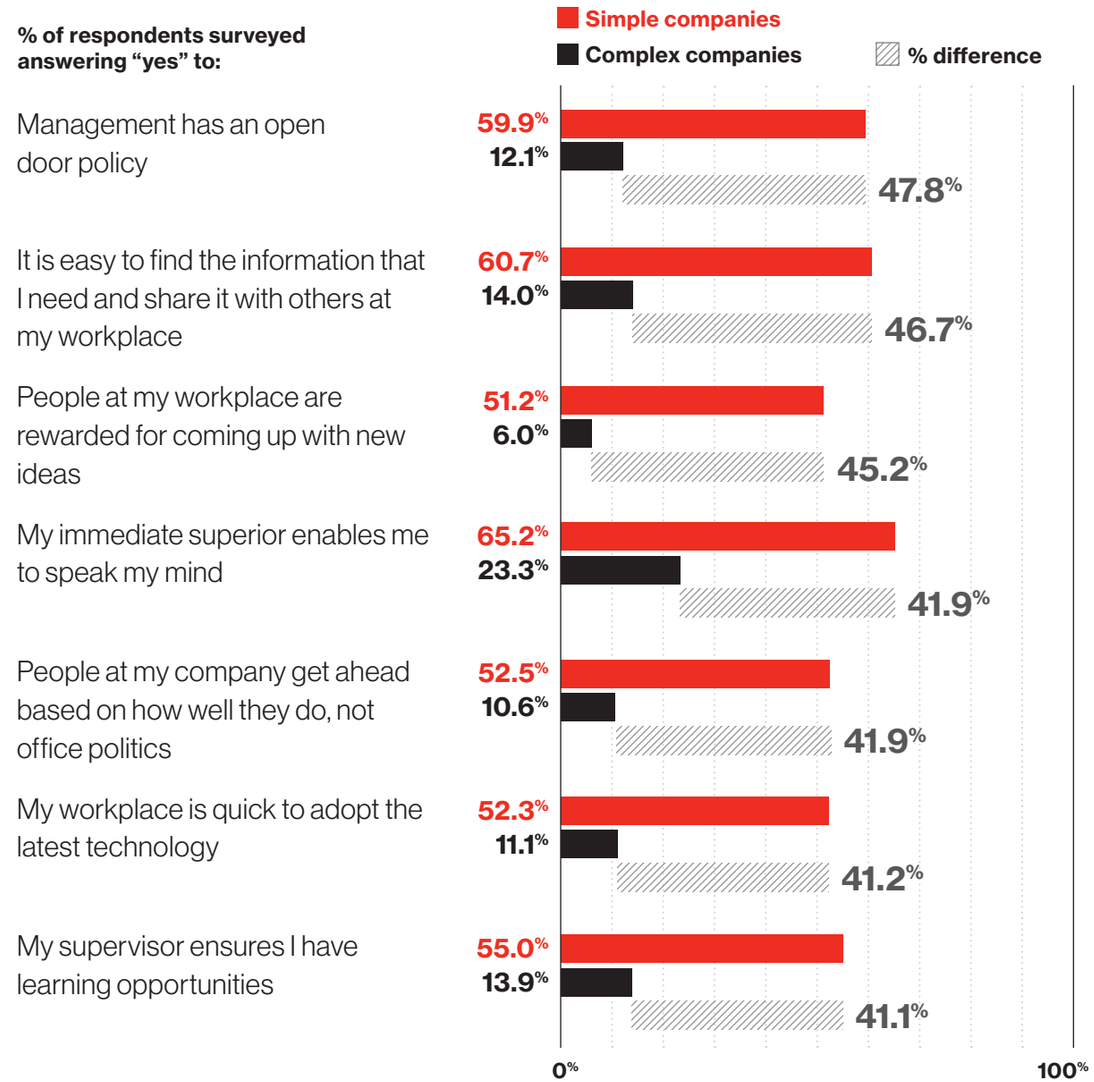
Achieving innovation in the workplace

Top attributes that most consistently describe companies where it's simplest to innovate

- I have a good understanding of my company's purpose
- I'm committed to my company's purpose
- My immediate superior enables me to speak my mind
- My workplace has an open floor plan
- I have a good friend at work
- It is easy to find the information that I need and share it with others at my workplace
- Management has an open door policy

Innovation— the simple difference

Attributes with the biggest gaps between companies where it is simple to innovate and where it is complex



Highlights

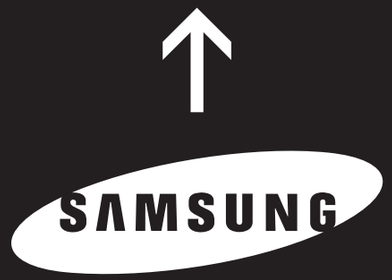
Movers and shakers

The simple and complex sides of low cost

ALDI, 2013's simplest global brand, is no-frills but trusted by consumers to always deliver the best value and the right amount of product choice. Ryanair, 2013's least simple global brand, is no-frills but seen as intentionally deceitful in its promises and pricing.

Apple loses its shine as Samsung claims a simple victory

Samsung overtakes Apple on the Global Simplicity Index as the Galaxy and the iPhone battle for smartphone supremacy.



Bing closes in on simplicity perennial Google

Bing jumps 42 spots to land just shy of this year's top 25 global brands.

About the Index

Our fourth year examining the

state of simplicity around the world

To determine the global state of simplicity, we asked

10,000+
consumers

in 7
countries

to evaluate perceived points of simplicity—or complexity—in their interactions with various brands and industries.

Once the results were in, we used the data to generate two scores to measure simplicity.

A Brand Simplicity Score

A score (from roughly 0 to 1,000) that rates each brand on its perceived simplicity

Brands were evaluated based on a question related to the simplicity/complexity of products, services, interactions and communications in relation to industry peers. The score takes into consideration the consistency of responses, the difference between user and non-user perceptions and the Simplicity Score for the brand's industry.

An Industry Simplicity Score

A score (from roughly 0 to 1,000) that rates each industry on its perceived simplicity

Industries were evaluated on their contribution to making life simpler/more complex, the pain of interactions with companies within the industry and how the industry's communications rank in terms of ease of understanding, transparency/honesty, concern for customers, innovation/freshness and usefulness.

Global

Global
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	*950*
2.	Electronics	*736*
3.	Restaurants	*734*
4.	Internet retail	*723*
5.	Appliances	*719*
6.	Retail/Grocery	*711*
7.	Media	*663*
8.	Retail/General	*657*
9.	Travel/Hotels	*625*
10.	Retail/Fashion	*602*
11.	Travel/Booking	*595*
12.	Travel/Air	*574*
13.	Telecomm/Cell phone	*565*
14.	Shipping/Mail	*565*
15.	Retail/Health and beauty	*564*
16.	Social media	*530*
17.	Automotive	*529*
18.	Fitness	*524*
19.	Banks/Retail	*517*
20.	Travel/Train	*501*
21.	Telecom/Cable	*484*
22.	Utilities	*473*
23.	Travel/Car rental	*445*
24.	Health insurance	*329*
25.	General insurance	*258*

For more insights on how simplicity drives business results, visit siegelgale.com/SimplicityPays2013

Global
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	9 ↑	ALDI	*883*
2.	10 ↑	Amazon	*874*
3.	-2 ↓	Google	*868*
4.	-2 ↓	McDonald's	*840*
5.	15 ↑	KFC	*785*
6.	3 ↑	Carrefour	*784*
7.	-3 ↓	C&A	*780*
8.	6 ↑	Samsung	*779*
9.	-6 ↓	IKEA	*777*
10.	-4 ↓	Pizza Hut	*768*
11.	13 ↑	Burger King	*752*
12.	-5 ↓	Nokia	*751*
13.	13 ↑	YouTube	*744*
14.	24 ↑	Walmart	*738*
15.	-4 ↓	SUBWAY	*737*
16.	2 ↑	LG	*725*
17.	0	Starbucks	*723*
18.	-10 ↓	Yahoo!	*719*
19.	-14 ↓	Apple	*716*
20.	22 ↑	Canon	*709*
21.	-5 ↓	Lenovo	*705*
22.	-1 ↓	Sony	*705*
23.	-8 ↓	HTC	*692*
24.	1 ↑	Philips	*690*
25.	2 ↑	H&M	*689*
26.	42 ↑	Bing	*685*
27.	6 ↑	Nike	*685*
28.	21 ↑	Panasonic	*684*
29.	8 ↑	eBay	*680*
30.	-8 ↓	Toyota	*679*
31.	-1 ↓	Skype	*677*
32.	33 ↑	Bosch	*677*
33.	-4 ↓	Adidas	*676*
34.	1 ↑	Hilton	*672*
35.	17 ↑	Marks & Spencer	*672*
36.	-2 ↓	MSN	*671*
37.	32 ↑	Best Western	*668*
38.	-15 ↓	Volkswagen	*666*
39.	2 ↑	Dell	*665*
40.	17 ↑	Nissan	*663*
41.	-9 ↓	HP	*658*
42.	-23 ↓	Sephora	*653*
43.	2 ↑	Reebok	*643*
44.	-31 ↓	Honda	*636*
45.	-9 ↓	Expedia	*636*
46.	-6 ↓	ZARA	*632*
47.	-1 ↓	Holiday Inn	*632*
48.	-17 ↓	BMW	*629*
49.	2 ↑	Mercedes-Benz	*627*
50.	-3 ↓	Gap	*626*
51.	10 ↑	Microsoft	*625*
52.	1 ↑	Marriott	*623*
53.	20 ↑	Lufthansa	*616*
54.	-4 ↓	Debenhams	*615*
55.	0	Topshop	*608*
56.	30 ↑	Groupon	*608*
57.	27 ↑	Ramada	*605*
58.	9 ↑	Vodafone	*594*
59.	13 ↑	Facebook	*591*
60.	4 ↑	iTunes	*590*
61.	-2 ↓	Ford	*588*
62.	-34 ↓	Puma	*587*
63.	-7 ↓	Motorola	*586*
64.	-2 ↓	Haier	*580*
65.	-21 ↓	Siemens	*579*
66.	4 ↑	Twitter	*566*
67.	14 ↑	Enterprise	*566*
68.	20 ↑	Bupa	*565*
69.	-11 ↓	Boots	*561*
70.	20 ↑	Europcar	*559*
71.	9 ↑	ING	*558*
72.	-18 ↓	DHL	*552*
73.	-7 ↓	Virgin Mobile	*548*
74.	0	GE	*543*
75.	0	FedEx	*543*
76.	-16 ↓	UPS	*539*
77.	-34 ↓	BlackBerry	*537*
78.	1 ↑	Sky	*532*
79.	-16 ↓	Audi	*529*
80.	5 ↑	O2	*520*
81.	-10 ↓	Budget	*517*
82.	7 ↑	easyJet	*513*
83.	4 ↑	Google+	*499*
84.	-6 ↓	LinkedIn	*498*
85.	-37 ↓	HSBC	*490*
86.	6 ↑	E.ON	*487*
87.	-10 ↓	Avis	*480*
88.	-49 ↓	Citibank	*456*
89.	-7 ↓	Hertz	*447*
90.	3 ↑	Allianz	*324*
91.	0	AXA	*277*
92.	2 ↑	Ryanair	*265*

*Change from previous year;
N/A: Not applicable

1

As the #1 global brand, European-based discount supermarket retailer ALDI continues to enjoy extraordinary success. With more than 9,000 stores worldwide and a brand that "focuses on the essentials, no matter what city," ALDI has made the most of its good-value-for-the-money reputation with both recession-strapped customers and shoppers just looking to spend less.

For more insights on how simplicity drives business results, visit siegelgale.com/SimplicityPays2013

2

Amazon earns the #2 ranking on the Simplicity Index, thanks in large part to an up-front customer-first commitment—like its easy-to-use, click-through purchase process. And with every part of Amazon driven by data that tracks customer experience successes and failures, it's no surprise the online retail giant keeps landing in the Top 10.

3

Google slips from #1 last year to #3 this year. Despite losing its grip on the top spot, however, Google is still "a synonym for simplicity," with a friendly and intuitive user interface. And Google continues to make mobile life easier with its new app, Google Now, which gives users information that fits their needs—like mobile airline boarding passes.

4

Not surprisingly, the iconic fast-food restaurant gets high marks for speed and convenience. But McDonald's also wins points for its accessible menu, transparent pricing and clear, concise messaging. And as concerns about obesity rise, McDonald's is moving forward with redesigned packaging to include QR codes linked to nutritional information.

5

Despite a minor setback in China following a food safety scare in early 2013, KFC managed to make the Top 10 simplest global brands. Its straightforward lineup of food and pricing, paired with roadside ubiquity and a successful online coupon program, made KFC a favorite for many with an appetite for simplicity.

6

You'll find French retailer, Carrefour, securely in the Top 10 again this year. The hypermarket, say respondents, carries "everything you need under one roof." And under new CEO George Plassat, store managers can now tailor inventory in individual stores to match local tastes. That's been a huge factor for Carrefour and its rise in relevancy to customers.

7

International Dutch fashion retailer C&A slips but remains in the Top 10. With branches in 20 European countries, C&A is busy weaving RFID technology into its shopping experience so customers will always find the products they want on the shelves. Consumers describe C&A as a cost-effective brand you can rely on to make "shopping uncomplicated."

8

Its flagship product, the Android-operated Galaxy, has been stealing iPhone market share with its easy-to-use functionality and elegant design. Some respondents championed Samsung's newfound creativity, while others praised its positioning as a modern, yet accessible technology brand.

9

Offering easy-to-assemble products at low prices and easy-to-navigate stores, the Swedish company continues building a brand that makes home furnishing simple. Now IKEA is partnering with Marriott International, lending its expertise to help create a chain of hip, budget hotels.

10

Pizza Hut, the world's largest pizza franchise, prides itself on accessibility and convenience. And with its memorable ads and made-to-order menus, it easily rises above the competition. Now, the brand's website provides a "completely fresh online experience"—including the ability to place orders through Xbox.

Global
Bottom 10 brands

83
Turns out Google+ is more of a negative than positive—the opposite of the elegant simplicity for which Google is known. Circles and Hangouts have brought clutter and confusion, and failed to lure users away from social network titan Facebook. A lack of customer focus is particularly evident on Google+ brand pages where SEO searches drive favorites rather than relevance.

84
Since its creation in 2003, LinkedIn has become a major player in social media, with 238 million users and rapidly increasing share values. Despite its financial success, LinkedIn continues to fare poorly in simplicity. Respondents cite confusing layouts and tricky privacy settings, with their biggest complaints reserved for excessive "pestering and unwanted emails" from LinkedIn.

85
HSBC has trimmed 38,000 employees and over 50 businesses in an effort to become a "smaller, simpler bank." But there's clearly much to be done. "There's an impression that if you aren't global, you aren't wanted," says one respondent. Consumers cite HSBC's high minimum balance requirements and convoluted processes that delay simple transactions and betray advertised promises.

86
E.ON remains in the Bottom 10 this year, by energy tariffs that are described as confusing, inconsistent and opaque. The utilities company is a perennial simplicity loser because of distrust from consumers over complicated billing and lack of transparency. With respondents saying "utilities are a nightmare" and E.ON is "too pushy and has misleading claims" E.ON's simplicity future is not looking bright.

87
Avis drops into the Bottom 10 this year. The American car rental company, which for 50 years told consumers "We Try Harder," rebranded in 2012, refreshing its logo and changing its slogan to "It's Your Space." It appears, however, that the company will need to try something more, as respondents currently describe Avis as "not memorable" and "outdated."

88
Scandal—from class action lawsuits to lax money laundering controls—has certainly weighed Citibank down. Yet even as the bank restructures, complex contracts plague its retail banking division, and executive bonuses amid broad cutbacks cast doubt on its investment banking division. A scarcity of ATMs and storefronts, along with a puzzling web presence, aren't helping much, either.

89
Hertz can't seem to get out of low gear or the Bottom 10. Despite the creation of a car-sharing program, the American car rental company loses points for "hidden rules" in their contracts. With locations in 145 countries around the world, Hertz still hopes to move forward following its acquisition of the Dollar Thrifty Automotive Group.

90
Once again, Allianz, a financial services and insurance brand, finds itself in the Bottom 10. Survey respondents point to confusing terms and conditions in Allianz contracts and a need for pricing transparency, characterizing the customer experience as complex and stressful—a common complaint throughout the insurance industry.

91
Global insurance group AXA showed no signs of movement from the Bottom 10. Like many of its peers, AXA plans are "not easy to understand with tons of terms and conditions," according to respondents. As a result, AXA's process is seen as convoluted and its customer experience complex.

RYANAIR

92
Irish budget airline Ryanair is notorious for its hidden fees and conditional tariff traps, which mostly explain why it has landed at the very bottom of the Global Brand Simplicity Index yet again. One respondent, referring to the countless add-ons that heavily inflate the advertised base price, described the customer experience as a "minefield."

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Global
Industry comparison

Perceptions often differ by region. Below is a country-by-country industry comparison against the global industry ranking.

a score of 701 or more | 700–601 | 600–501 | 500–401 | 400 & less

	SCORE	GLOBAL RANK	US	UK	GERMANY	MIDDLE EAST	INDIA	CHINA
Internet search (most simple global industry)	*950*	1	1	1	1	1	1	1
Electronics	*736*	2	5	10	6	2	2	3
Restaurants	*734*	3	2	3	7	4	11	10
Internet retail	*723*	4	3	2	3	18	7	2
Appliances	*719*	5	6	8	2	3	5	4
Retail/Grocery	*711*	6	4	4	4	6	8	5
Media (newspapers, TV, online, mobile)	*663*	7	11	12	5	5	3	9
Retail/General (mega/department store)	*657*	8	7	7	8	8	6	6
Travel/Hotels	*625*	9	8	5	10	9	20	11
Retail/Fashion; clothes	*602*	10	13	13	11	13	12	7
Travel/Booking	*595*	11	14	6	14	12	16	12
Travel/Air	*574*	12	20	9	13	10	17	15
Telecommunications/Cell phone service providers	*565*	13	18	18	15	7	4	13
Shipping/Mail	*565*	14	9	15	12	21	21	8
Retail/Health and beauty; drugstore	*564*	15	10	11	9	17	22	21
Social media	*530*	16	19	19	20	11	13	14
Automotive	*529*	17	17	16	16	16	19	17
Fitness	*524*	18	16	17	22	14	18	18
Banks/Retail	*517*	19	12	21	24	22	9	16
Travel/Train	*501*	20	21	14	21	20	15	20
Telecommunications/Cable providers	*484*	21	23	22	17	19	10	19
Utilities	*473*	22	15	23	19	15	14	23
Travel/Car rental	*445*	23	22	20	18	24	23	22
Health insurance	*329*	24	25	24	23	23	25	24
General insurance (most complex global industry)	*258*	25	24	25	25	25	24	25

Global
Simplicity premium

Depending on the industry, up to 41% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:

up to 4.4% more

Banks/Retail
Shipping/Mail
General insurance
Utilities
Media
Telecom/Cable

4.5–4.7% more

Social media
Travel/Hotels
Telecom/Cell phone
Internet retail
Travel/Booking
Travel/Air
Travel/Train
Travel/Car rental

4.8–5.3% more

Appliances
Automotive
Retail/Health and beauty
Internet search
Health insurance
Retail/General
Restaurants

5.4% and more

Retail/Grocery
Electronics
Retail/Fashion
Fitness

United States

United States
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	950
2.	Restaurants	844
3.	Internet retail	804
4.	Retail/Grocery	784
5.	Electronics	711
6.	Appliances	704
7.	Retail/General	630
8.	Travel/Hotels	621
9.	Shipping/Mail	615
10.	Retail/Health and beauty	585
11.	Media	580
12.	Banks/Retail	579
13.	Retail/Fashion	570
14.	Travel/Booking	565
15.	Utilities	555
16.	Fitness	541
17.	Automotive	522
18.	Telecom/Cell phone	471
19.	Social media	457
20.	Travel/Air	433
21.	Travel/Train	432
22.	Travel/Car rental	415
23.	Telecom/Cable	341
24.	General insurance	301
25.	Health insurance	240

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United States
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	3 ↑	Amazon	916
2.	3 ↑	NetFlix	912
3.	5 ↑	McDonald's	897
4.	-3 ↓	SUBWAY	884
5.	5 ↑	Zappos.com	879
6.	-4 ↓	Dunkin' Donuts	842
7.	-1 ↓	Publix	841
8.	-5 ↓	Google	835
9.	6 ↑	Southwest Airlines	828
10.	-1 ↓	Starbucks	822
11.	1 ↑	Pizza Hut	821
12.	8 ↑	Trader Joe's	795
13.	14 ↑	Burger King	783
14.	11 ↑	KFC	776
15.	-1 ↓	Target	775
16.	3 ↑	IKEA	764
17.	12 ↑	Bing	760
18.	0	Kroger	759
19.	31 ↑	Groupon	756
20.	6 ↑	Yahoo!	752
21.	-14 ↓	Apple	746
22.	8 ↑	Old Navy	741
23.	8 ↑	Walmart	719
24.	17 ↑	Whole Foods Market	719
25.	38 ↑	eBay	710
26.	21 ↑	FedEx	707
27.	-5 ↓	Toyota	703
28.	24 ↑	Marriott	701
29.	31 ↑	Canon	698
30.	13 ↑	Albertsons	696
31.	5 ↑	Walgreens	693
32.	5 ↑	Maytag	692
33.	5 ↑	Holiday Inn	692
34.	8 ↑	Macy's	691
35.	-19 ↓	USA Today	689
36.	3 ↑	YouTube	689
37.	-26 ↓	H&M	689
38.	27 ↑	Whirlpool	688
39.	-6 ↓	UPS	687
40.	11 ↑	iTunes	687
41.	18 ↑	Samsung	683
42.	28 ↑	Kmart	681
43.	-20 ↓	Victoria's Secret	681
44.	24 ↑	JetBlue Airways	681
45.	-11 ↓	Safeway	681
46.	28 ↑	Sony	679
47.	-15 ↓	Honda	678
48.	-8 ↓	Ford	677
49.	17 ↑	MSN	675
50.	14 ↑	Comfort Inn	671
51.	4 ↑	CVS/pharmacy	670
52.	44 ↑	USPS	667
53.	14 ↑	Hilton	663
54.	-37 ↓	Volkswagen	663
55.	-31 ↓	KAYAK	662
56.	0	Sears	662
57.	38 ↑	Enterprise	657
58.	11 ↑	Pinterest	656
59.	-15 ↓	Nike	655
60.	31 ↑	Orbitz	650
61.	28 ↑	Priceline.com	642
62.	-1 ↓	Adidas	642
63.	-18 ↓	Best Western	638
64.	13 ↑	Dell	636
65.	-12 ↓	Expedia	634
66.	-18 ↓	Reebok	634
67.	9 ↑	U.S. Bank	629
68.	-6 ↓	Yelp	629
69.	17 ↑	Days Inn	627
70.	13 ↑	Instagram	627
71.	7 ↑	Ramada	623
72.	-51 ↓	GEICO	619
73.	-45 ↓	Gap	619
74.	7 ↑	Panasonic	617
75.	-4 ↓	GE	610
76.	21 ↑	Progressive	608
77.	-42 ↓	Sephora	606
78.	-21 ↓	Chevrolet	604
79.	3 ↑	Motorola	597
80.	-7 ↓	Twitter	585
81.	-6 ↓	HP	578
82.	-24 ↓	Rite Aid Pharmacy	573
83.	-11 ↓	Skype	573
84.	-4 ↓	Alamo	573
85.	2 ↑	T-Mobile	571
86.	-32 ↓	CNN	565
87.	3 ↑	Microsoft	562
88.	-9 ↓	MSNBC	557
89.	12 ↑	Chase	552
90.	-77 ↓	The Wall Street Journal	537
91.	24 ↑	Amtrak	536
92.	16 ↑	Wells Fargo	532
93.	-5 ↓	DHL	532
94.	-9 ↓	Fox News	531
95.	8 ↑	Google+	529
96.	-2 ↓	Dodge	526
97.	9 ↑	Hertz	526
98.	-49 ↓	Budget	521
99.	-7 ↓	State Farm	515
100.	-16 ↓	Allstate	506
101.	-55 ↓	The New York Times	501
102.	2 ↑	Verizon	492
103.	14 ↑	US Airways	487
104.	-6 ↓	Avis	476
105.	-3 ↓	American Airlines	474
106.	12 ↑	Facebook	474
107.	7 ↑	Sprint	473
108.	-8 ↓	DISH Network	459
109.	-4 ↓	LinkedIn	458
110.	-3 ↓	Citibank	457
111.	-18 ↓	Nationwide	453
112.	1 ↑	DIRECTV	452
113.	-3 ↓	Farmers	448
114.	7 ↑	AT&T	444
115.	-3 ↓	United/Continental	440
116.	-17 ↓	Delta Air Lines	429
117.	-6 ↓	Haier	411
118.	-9 ↓	Bank of America	394
119.	-3 ↓	BlackBerry	386
120.	0	Aetna	309
121.	2 ↑	UnitedHealth Group	291
122.	3 ↑	HUMANA	279
123.	1 ↑	Comcast	263
124.	-2 ↓	CIGNA	245
125.	-6 ↓	Time Warner Cable	211

*Change from previous year;
N/A: Not applicable

United States
Simplicity premium

Depending on the industry, up to 29% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:

up to 3% more

General Insurance
Banks/Retail
Social Media
Retail/Health and beauty

3–3.5% more

Travel/Hotels
Travel/Train
Telecom/Cell phone
Travel/Car rental
Internet search
Utilities
Shipping/Mail
Media
Telecom/Cable

3.6–4% more

Automotive
Travel/Air
Health insurance
Travel/Booking
Retail/Grocery
Internet retail
Retail/General

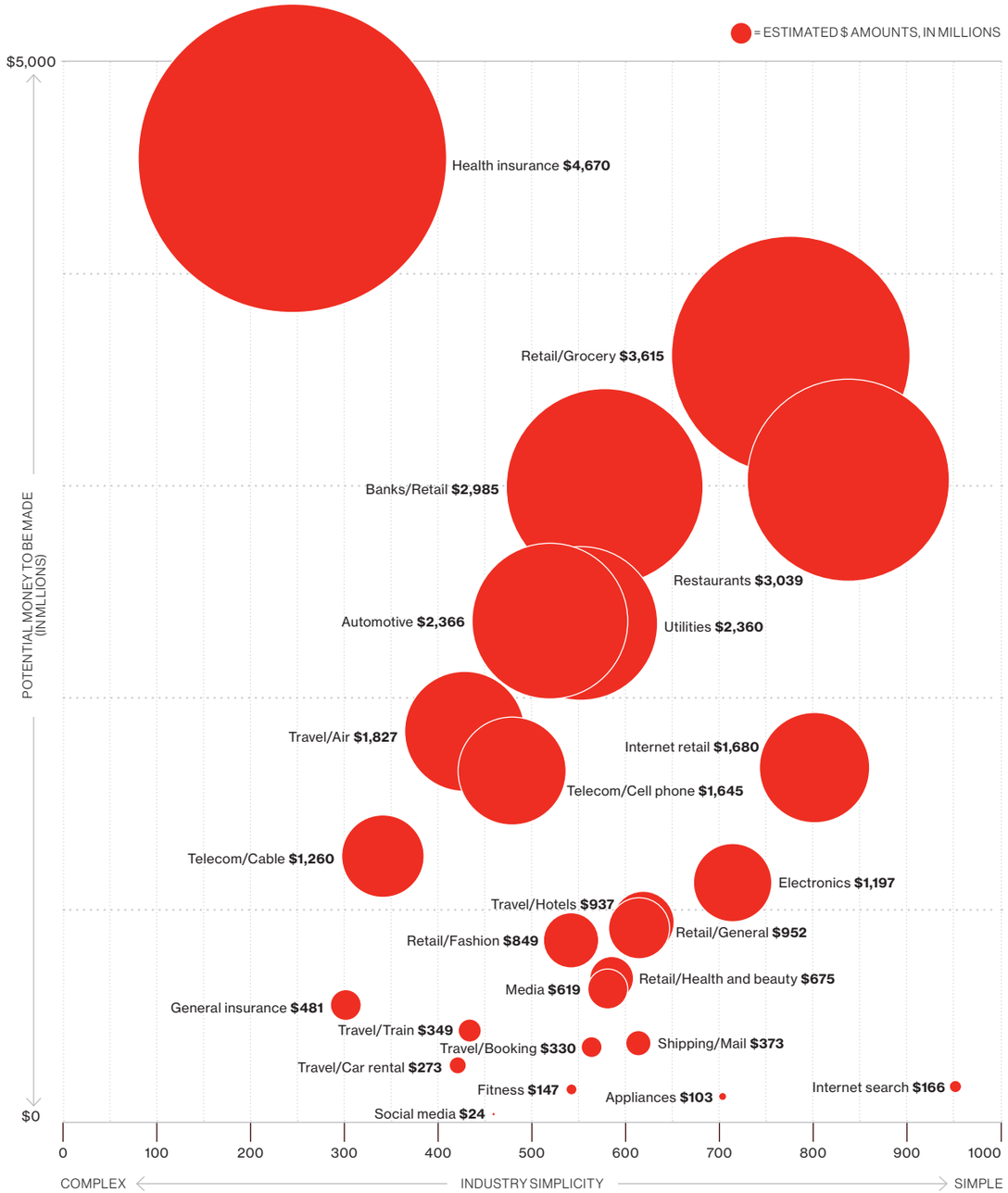
4.1% and more

Retail/Fashion
Electronics
Appliances
Restaurants
Fitness

United States
Value of simplicity

Industries that are perceived as simple still have money to gain by further simplifying their customer experience.

Money to be made



United Kingdom

United Kingdom
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	950
2.	Internet retail	869
3.	Restaurants	855
4.	Retail/Grocery	776
5.	Travel/Hotels	747
6.	Travel/Booking	720
7.	Retail/General	691
8.	Appliances	688
9.	Travel/Air	674
10.	Electronics	663
11.	Retail/Health and beauty	602
12.	Media	602
13.	Retail/Fashion	593
14.	Travel/Train	523
15.	Shipping/Mail	516
16.	Automotive	514
17.	Fitness	480
18.	Telecom/Cell phone	462
19.	Social media	458
20.	Travel/Car rental	456
21.	Banks/Retail	447
22.	Telecom/Cable	407
23.	Utilities	311
24.	Health insurance	277
25.	General insurance	240

For more insights on how simplicity drives business results, visit siegelgale.com/SimplicityPays2013

United Kingdom
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	9 ↑	Amazon	848
2.	1 ↑	McDonald's	848
3.	9 ↑	First Direct	820
4.	3 ↑	Premier Inn	807
5.	0	ASDA	803
6.	14 ↑	ALDI	799
7.	-6 ↓	Google	799
8.	11 ↑	KFC	772
9.	-7 ↓	Virgin Atlantic	768
10.	18 ↑	Lastminute.com	764
11.	2 ↑	Waitrose	762
12.	5 ↑	IKEA	761
13.	-7 ↓	Sainsbury's	758
14.	-3 ↓	Travelodge	755
15.	-6 ↓	John Lewis	754
16.	33 ↑	Boots	749
17.	-13 ↓	LOVEFiLM	746
18.	23 ↑	Tesco	730
19.	-4 ↓	Burger King	730
20.	-6 ↓	Starbucks	728
21.	-5 ↓	Marks & Spencer	712
22.	17 ↑	H&M	707
23.	30 ↑	Channel 4	707
24.	22 ↑	Superdrug	700
25.	-17 ↓	Holiday Inn	696
26.	-8 ↓	Hilton	694
27.	20 ↑	Debenhams	694
28.	-7 ↓	Apple	694
29.	-2 ↓	Primark	694
30.	6 ↑	New Look	691
31.	23 ↑	YouTube	690
32.	-2 ↓	The Sun	688
33.	-4 ↓	British Airways	686
34.	33 ↑	Radisson Edwardian	679
35.	-10 ↓	BBC	679
36.	15 ↑	Topshop	678
37.	-2 ↓	Toyota	676
38.	-16 ↓	The Cooperative Bank	675
39.	13 ↑	ZARA	672
40.	-16 ↓	Volkswagen	671
41.	22 ↑	Sony	669
42.	-19 ↓	Expedia	668
43.	-6 ↓	Samsung	668
44.	-2 ↓	BHS	662
45.	12 ↑	Panasonic	660
46.	-13 ↓	Nokia	658
47.	1 ↑	iTunes	656
48.	-10 ↓	eBay	654
49.	16 ↑	Canon	650
50.	6 ↑	Selfridges	649
51.	-6 ↓	The Co-operative Food	648
52.	-20 ↓	Mercedes-Benz	648
53.	-9 ↓	Nissan	646
54.	15 ↑	The Times	645
55.	4 ↑	Adidas	642
56.	16 ↑	Bosch	642
57.	24 ↑	Groupon	639
58.	4 ↑	Philips	635
59.	-19 ↓	BMW	634
60.	-34 ↓	Gap	633
61.	26 ↑	HSBC	629
62.	-7 ↓	MSN	629
63.	-32 ↓	Yahoo!	628
64.	25 ↑	Dell	624
65.	3 ↑	Nike	618
66.	-5 ↓	Bing	608
67.	19 ↑	Lufthansa	607
68.	-34 ↓	Ford	607
69.	-9 ↓	Virgin Money	605
70.	-12 ↓	Vauxhall	605
71.	-7 ↓	The Guardian	605
72.	50 ↑	EDF Energy	604
73.	-23 ↓	Skype	604
74.	33 ↑	Europcar	602
75.	-2 ↓	Renault	600
76.	14 ↑	Budget	597
77.	21 ↑	Avis	591
78.	-7 ↓	Virgin Mobile	591
79.	21 ↑	Three	589
80.	-1 ↓	UPS	583
81.	-38 ↓	Peugeot	580
82.	17 ↑	Parcelforce Worldwide	578
83.	1 ↑	Audi	576
84.	-9 ↓	O2	574
85.	35 ↑	Barclays	571
86.	29 ↑	E.ON	567
87.	10 ↑	Virgin Media	567
88.	-11 ↓	Reebok	566
89.	-11 ↓	DHL	562
90.	5 ↑	NatWest	561
91.	-15 ↓	HP	561
92.	22 ↑	The Financial Times	559
93.	8 ↑	Facebook	558
94.	-14 ↓	easyJet	556
95.	11 ↑	Royal Mail	553
96.	-2 ↓	Lloyds TSB	551
97.	-27 ↓	Sky	548
98.	-6 ↓	Hertz	541
99.	-6 ↓	Twitter	541
100.	-4 ↓	Churchill	538
101.	-16 ↓	Microsoft	537
102.	-19 ↓	Vodafone	525
103.	15 ↑	FedEx	524
104.	0	Google+	518
105.	8 ↑	Aviva	514
106.	17 ↑	TalkTalk	502
107.	-4 ↓	ING	500
108.	4 ↑	Bupa	500
109.	-4 ↓	BlackBerry	485
110.	N/A	EE (Everything Everywhere)	484
111.	-29 ↓	GE	476
112.	-38 ↓	Enterprise	474
113.	-2 ↓	The Royal Bank of Scotland	468
114.	-12 ↓	BT	468
115.	2 ↑	LinkedIn	464
116.	-6 ↓	ScottishPower	462
117.	7 ↑	AXA PPP Healthcare	461
118.	N/A	Prudential	456
119.	-3 ↓	Santander	448
120.	-11 ↓	SSE (Scottish and Southern Energy)	438
121.	-13 ↓	British Gas	431
122.	-3 ↓	Allianz	429
123.	-2 ↓	NPower	422
124.	1 ↑	Ryanair	254

*Change from previous year;
N/A: Not applicable

United Kingdom
Simplicity premium

Depending on the industry, up to 32% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:

up to 3.5% more

Banks/Retail
Utilities
General insurance
Social media
Media
Telecom/Cell phone
Telecom/Cable

3.5–4% more

Travel/Train
Health insurance
Travel/Hotels
Appliances
Travel/Air
Travel/Booking
Internet retail

4.1–5% more

Shipping/Mail
Automotive
Retail/General
Travel/Car rental
Retail/Grocery
Restaurants
Electronics
Retail/Health and beauty

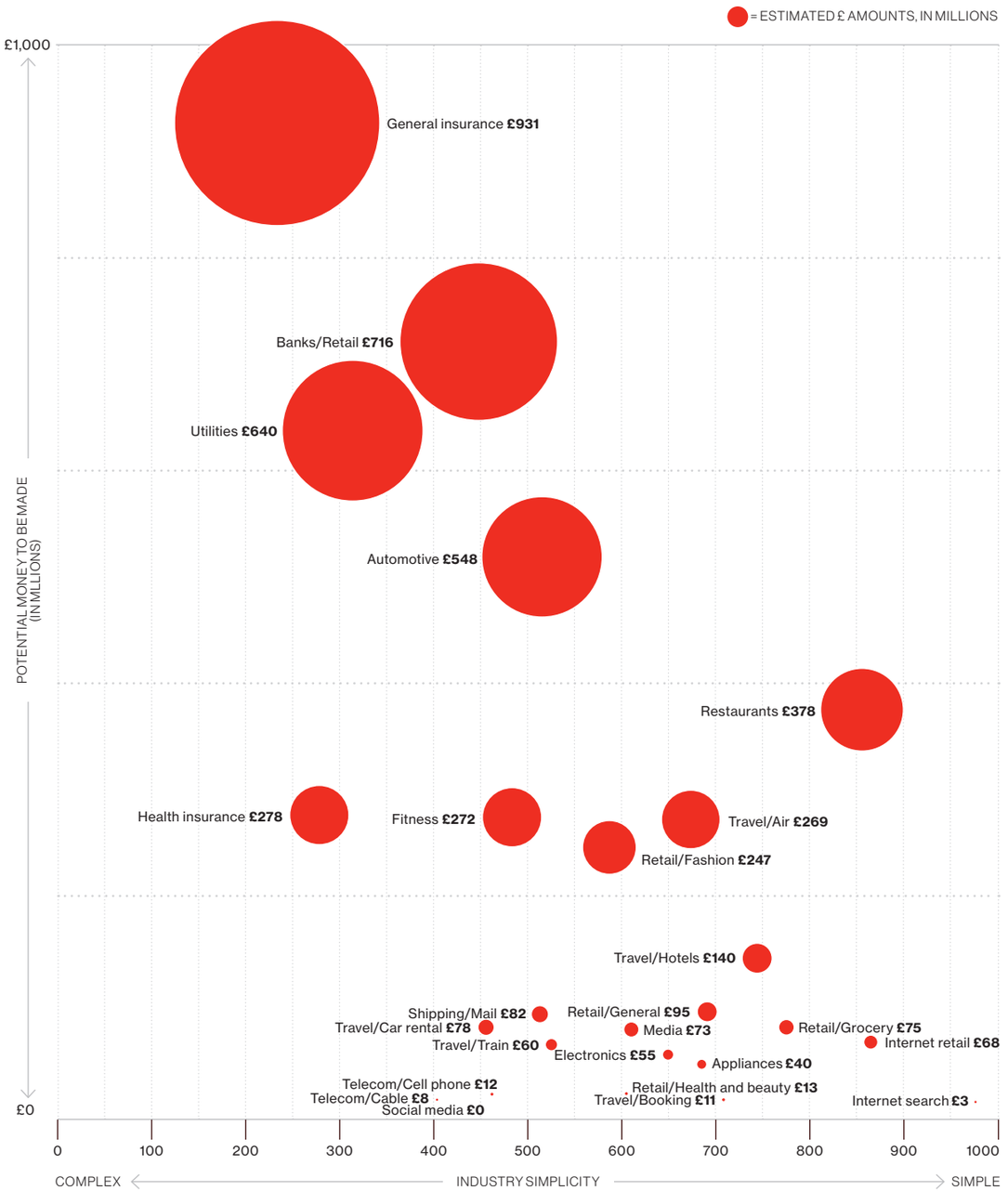
5.1% and more

Internet search
Fitness
Retail/Fashion

United Kingdom
Value of simplicity

Industries that are perceived as simple still have money to gain by further simplifying their customer experience.

Money to be made



Germany

Germany
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	950
2.	Appliances	803
3.	Internet retail	799
4.	Retail/Grocery	778
5.	Media	766
6.	Electronics	751
7.	Restaurants	744
8.	Retail/General	718
9.	Retail/Health and beauty	695
10.	Travel/Hotels	671
11.	Retail/Fashion	659
12.	Shipping/Mail	659
13.	Travel/Air	631
14.	Travel/Booking	587
15.	Telecom/Cell phone	560
16.	Automotive	558
17.	Telecom/Cable	550
18.	Travel/Car rental	536
19.	Utilities	520
20.	Social media	515
21.	Travel/Train	515
22.	Fitness	505
23.	Health insurance	487
24.	Banks/Retail	469
25.	General insurance	240

For more insights on how simplicity drives business results, visit siegelgale.com/SimplicityPays2013

Germany
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	5↑	ALDI	968
2.	2↑	McDonald's	875
3.	-2↓	Amazon	857
4.	-2↓	Google	840
5.	-2↓	BILD	836
6.	1↑	Lidl	824
7.	6↑	IKEA	820
8.	7↑	Penny Markt	816
9.	10↑	Miele	798
10.	2↑	Zalando	793
11.	5↑	Tchibo	787
12.	-4↓	DM	778
13.	10↑	Edeka	773
14.	3↑	C&A	763
15.	33↑	Samsung	759
16.	-11↓	Rossmann	754
17.	8↑	Nordsee	753
18.	-4↓	Burger King	744
19.	-9↓	Real	744
20.	2↑	H&M	731
21.	41↑	BMW	729
22.	6↑	KFC	725
23.	-5↓	REWE	718
24.	5↑	Canon	715
25.	16↑	Bosch	713
26.	37↑	Volkswagen	707
27.	43↑	Best Western	697
28.	4↑	Yahoo!	692
29.	-9↓	Müller	689
30.	50↑	Bing	688
31.	-7↓	Kaufhof	684
32.	46↑	Holiday Inn	683
33.	-24↓	KIK	681
34.	11↑	RTL	679
35.	1↑	eBay	677
36.	-15↓	Spiegel	676
37.	-11↓	Adidas	673
38.	13↑	Budnikowski	670
39.	15↑	Prosieben	665
40.	41↑	Marriott	660
41.	-6↓	Toyota	660
42	-8↓	Media Markt	660

	RANK CHG.*	BRAND	SCORE
43.	13↑	Skype	660
44.	-17↓	OTTO	660
45.	-12↓	SUBWAY	656
46.	-8↓	Panasonic	654
47.	0	Saturn	651
48.	9↑	Nike	650
49.	9↑	LG	649
50.	-7↓	Audi	647
51.	-1↓	YouTube	646
52.	-13↓	Philips	637
53.	-11↓	Hilton	635
54.	25↑	ITS Travel	634
55.	-9↓	Peek & Cloppenburg	632
56.	-12↓	Sony	631
57.	14↑	Lufthansa	624
58.	17↑	Techniker Krankenkasse	624
59.	-10↓	AEG	622
60.	1↑	Nokia	621
61.	30↑	Alltours	620
62.	-51↓	Apple	618
63.	13↑	ING-DiBa	617
64.	-12↓	Reebok	617
65.	-34↓	EP/Elektronik Partner	616
66.	-26↓	Puma	607
67.	-7↓	Siemens	604
68.	-4↓	HP	602
69.	-39↓	Karstadt	600
70.	16↑	Deutsche Post/DHL	592
71.	30↑	Ramada	587
72.	20↑	DER	584
73.	-7↓	TUI	581
74.	-2↓	Hermes	579
75.	-20↓	Thomas Cook	578
76.	7↑	Mercedes-Benz	576
77.	8↑	airberlin	573
78.	-9↓	ZARA	569
79.	-26↓	Opel	565
80.	-43↓	MEDIMAX	559
81.	-7↓	Dell	556
82.	-23↓	Sixt	549
83.	-1↓	Microsoft	547
84.	-16↓	Avis	519

	RANK CHG.*	BRAND	SCORE
85.	4↑	Hertz	517
86.	7↑	Sky	517
87.	7↑	Europcar	516
88.	-1↓	Ford	513
89.	1↑	Volksbanken Raiffeisenbanken	511
90.	-25↓	Motorola	499
91.	-14↓	Twitter	495
92.	-19↓	iTunes	495
93.	-9↓	Sparkasse	488
94.	10↑	E-Plus	481
95.	3↑	Deutsche Postbank	473
96.	9↑	easyJet	471
97.	-1↓	UPS	468
98.	1↑	O2	467
99.	-32↓	BARMER GEK	458
100.	-12↓	Google+	451
101.	1↑	Vodafone	449
102.	5↑	RWE	433
103.	15↑	TARGOBANK	413
104.	-1↓	Xing	409
105.	4↑	E.ON	408
106.	2↑	Deutsche Bank	393
107.	-7↓	AOK	383
108.	8↑	Vattenfall	377
109.	-3↓	Facebook	367
110.	13↑	Deutsche Bahn	346
111.	-14↓	Commerzbank	338
112.	5↑	HypoVereinsbank	328
113.	7↑	FedEx	328
114.	-3↓	ERGO	318
115.	9↑	R+V Versicherung	314
116.	-2↓	AXA	288
117.	-22↓	Wüstenrot	278
118.	-3↓	Ryanair	276
119.	0	Deutsche Telekom	269
120.	5↑	Generali	254
121.	-11↓	HDI	249
122.	0	Allianz	220

*Change from previous year;
N/A: Not applicable

Germany
Simplicity premium

Depending on the industry, up to 24% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:

up to 3% more

Banks/Retail
Internet search
Internet retail
Utilities
General insurance

3.1–3.7% more

Media
Retail/Health and beauty
Shipping/Mail
Retail/General
Telecom/Cable
Health insurance
Social media
Telecom/Cell phone

3.8–4.3% more

Retail/Grocery
Travel/Air
Automotive
Travel/Train
Travel/Hotels
Electronics
Appliances

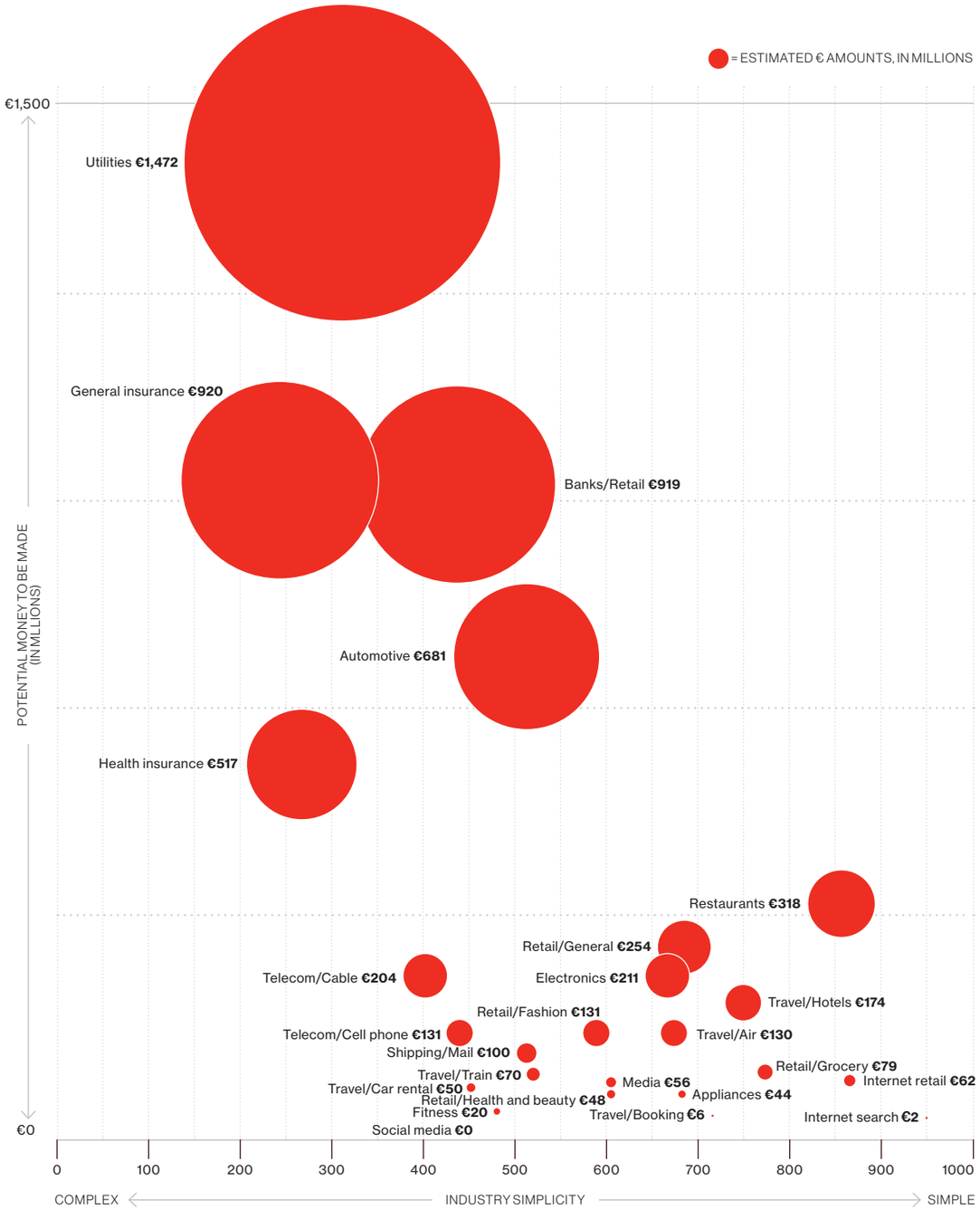
4.4% and more

Travel/Car rental
Retail/Fashion
Travel/Booking
Restaurants
Fitness

Germany
Value of simplicity

Industries that are perceived as simple still have money to gain by further simplifying their customer experience.

Money to be made



Middle East

Middle East
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	950
2.	Electronics	800
3.	Appliances	750
4.	Restaurants	687
5.	Media	655
6.	Retail/Grocery	603
7.	Telecom/Cell phone	584
8.	Retail/General	561
9.	Travel/Hotels	555
10.	Travel/Air	551
11.	Social media	548
12.	Travel/Booking	515
13.	Retail/Fashion	507
14.	Fitness	500
15.	Utilities	461
16.	Automotive	453
17.	Retail/Health and beauty	451
18.	Internet retail	429
19.	Telecom/Cable	416
20.	Travel/Train	405
21.	Shipping/Mail	403
22.	Banks/Retail	395
23.	Health insurance	384
24.	Travel/Car rental	340
25.	General insurance	240

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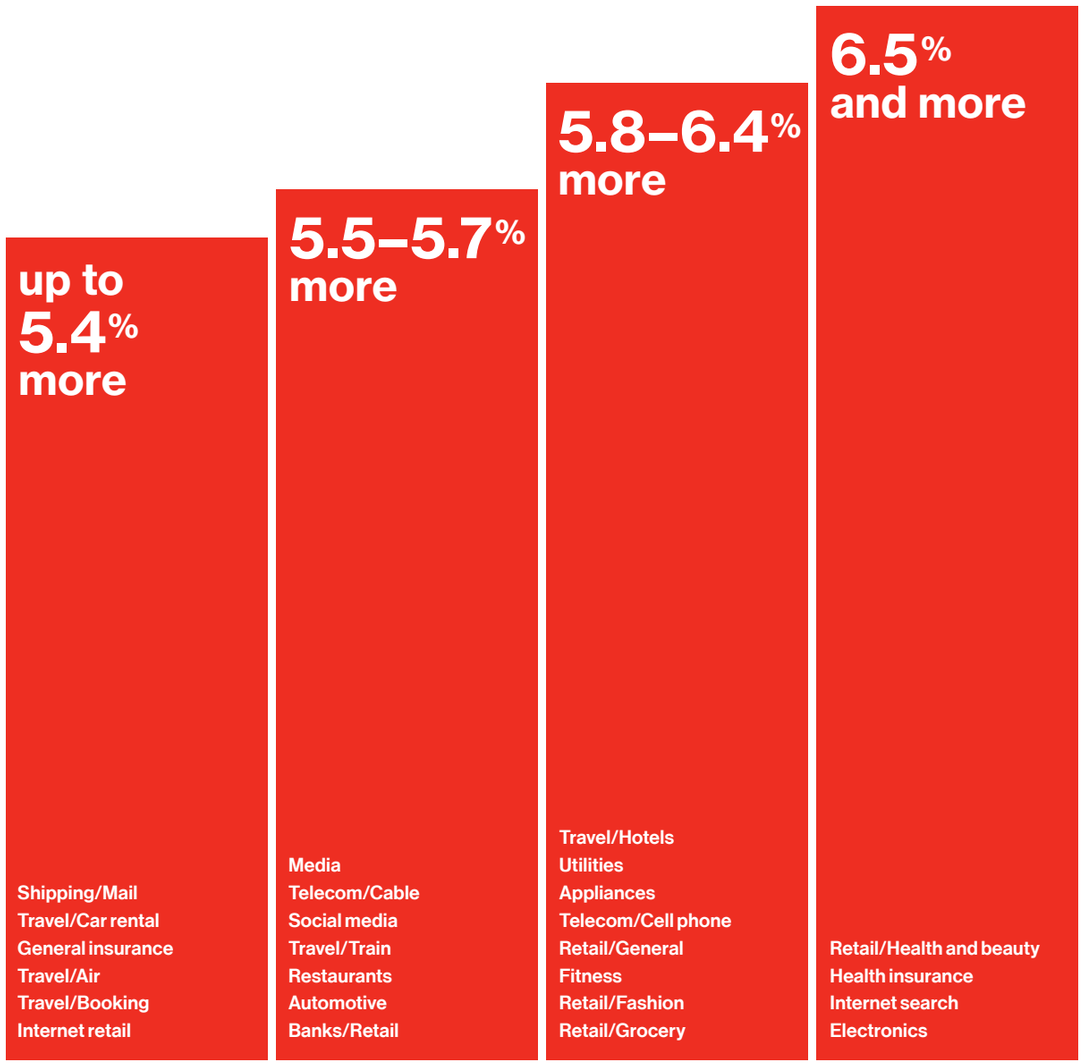
Middle East
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	0	Google	1026
2.	6 ↑	YouTube	914
3.	-1 ↓	Samsung	901
4.	10 ↑	Carrefour	846
5.	12 ↑	Apple	843
6.	17 ↑	Al Baik	834
7.	17 ↑	Emirates	824
8.	3 ↑	Sony	804
9.	1 ↑	Toshiba	789
10.	12 ↑	Pizza Hut	779
11.	-7 ↓	Gulf News	772
12.	17 ↑	HP	770
13.	7 ↑	LG	766
14.	-7 ↓	Dell	762
15.	-12 ↓	McDonald's	761
16.	9 ↑	KFC	758
17.	-11 ↓	Yahoo!	753
18.	-2 ↓	Dubai Metro	752
19.	-1 ↓	Sharaf DG	737
20.	66 ↑	Arab News	735
21.	-6 ↓	IKEA	721
22.	17 ↑	Toyota	720
23.	40 ↑	Zain	718
24.	-12 ↓	Skype	712
25.	-6 ↓	MSN	708
26.	N/A	Kudu	707
27.	65 ↑	Panda	704
28.	57 ↑	Facebook	704
29.	9 ↑	Al Jazeera	702
30.	15 ↑	Microsoft	688
31.	29 ↑	du	684
32.	47 ↑	Nissan	680
33.	-20 ↓	Etisalat	674
34.	13 ↑	Nike	671
35.	-14 ↓	Home Centre	670
36.	28 ↑	HTC	670
37.	71 ↑	Alinma Bank	667
38.	12 ↑	Adidas	661
39.	-13 ↓	Mercedes-Benz	657
40.	42 ↑	dr. CAFÉ	652
41.	2 ↑	Mobily	651
42.	35 ↑	Al Rajhi Bank	649
43.	-3 ↓	Asharq Al-Awsat	645
44.	-8 ↓	Twitter	645
45.	1 ↑	SACO	644
46.	6 ↑	eXtra	640
47.	41 ↑	Lenovo	638
48.	49 ↑	Marks & Spencer	632
49.	32 ↑	Alriyadh	632
50.	64 ↑	Bupa	631
51.	16 ↑	Philips	630
52.	-24 ↓	Etihad Airways	626
53.	18 ↑	Chili's	626
54.	19 ↑	Souq.com	622
55.	-11 ↓	Herfy	621
56.	-24 ↓	Reebok	617
57.	60 ↑	Four Seasons Hotel and Resorts	617
58.	7 ↑	The Body Shop	609
59.	-22 ↓	Starbucks	609
60.	31 ↑	Gazzaz	607
61.	44 ↑	Saudi Post	607
62.	N/A	Bank Al-Bilad	604
63.	-30 ↓	Rotana	602
64.	-13 ↓	Holiday Inn	600
65.	-60 ↓	BlackBerry	594
66.	27 ↑	H&M	591
67.	-10 ↓	Choitram's	586
68.	-19 ↓	BMW	583
69.	14 ↑	Aramex	582
70.	8 ↑	The National	580
71.	-17 ↓	Fly Dubai	579
72.	41 ↑	nasair	579
73.	-64 ↑	Spinney's	576
74.	-2 ↓	ENOC	572
75.	-6 ↓	GMC	571
76.	-1 ↓	MANGO	569
77.	-16 ↓	ADNOC	569
78.	-36 ↓	Puma	568
79.	11 ↑	FedEx	565
80.	-49 ↓	SABB	560
81.	-19 ↓	Siemens	554
82.	N/A	Gulf Air	551
83.	-24 ↓	Al Arabiya	551
84.	26 ↑	NEXT	545
85.	4 ↑	DHL	543
86.	-20 ↓	Topshop	539
87.	-34 ↓	Debenhams	537
88.	N/A	Qatar Airways	530
89.	-15 ↓	ZARA	529
90.	6 ↑	Tawuniya	528
91.	-11 ↓	iTunes	524
92.	-36 ↓	Sheraton	522
93.	-25 ↓	Paris Gallery	520
94.	18 ↑	Saudi Airlines	519
95.	-68 ↓	Dubai TV	512
96.	-61 ↓	Saudi Railways	506
97.	1 ↑	Marriott	496
98.	-28 ↓	Emirates NBD	489
99.	0	Al Tayyar	486
100.	-45 ↓	STC	463
101.	-67 ↓	Diesel	452
102.	5 ↑	Avis	448
103.	18 ↑	Daman	448
104.	5 ↑	Budget	432
105.	13 ↑	Hanco	428
106.	-3 ↓	Abu Dhabi National Insurance Company (ADNIC)	420
107.	-7 ↓	LinkedIn	416
108.	-67 ↓	Citibank	415
109.	-79 ↓	Jumeirah	408
110.	1 ↑	NCB	401
111.	-53 ↓	Saudi TV	392
112.	-25 ↓	Emirates Islamic Bank	379
113.	-37 ↓	Boots	372
114.	N/A	The Saudi Investment Bank	368
115.	-20 ↓	UPS	364
116.	-32 ↓	Audi	363
117.	-23 ↓	Orbit Showtime Network	358
118.	-2 ↓	Hertz	337
119.	1 ↑	Oman Insurance Company	321
120.	-14 ↓	Medgulf	315
121.	-6 ↓	Thrifty	313
122.	-18 ↓	HSBC	277
123.	-4 ↓	AXA	266

*Change from previous year;
N/A: Not applicable

Depending on the industry, up to 54% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:



For the top 10 innovations in other regions, contact us at simplicitypays@siegelgale.com

The top 10 innovations in the Middle East that simplify people's lives:

1. A portable charger for your phone that's the size of a credit card and fits in your wallet
2. A machine that works as both a washer and a dryer
3. A tracker to place in luggage so that if it gets lost in transit you can find it with your smartphone
4. Complimentary usage of tablets (e.g., iPad) in flight or in the terminal
5. Boarding passes on your smartphone
6. Price scanners located throughout the grocery store
7. A smartphone that can survive being dropped in water
8. A checkout system in your shopping cart that lets you scan items as you put them into your cart and check out automatically as you exit the store
9. A smartphone app that allows you to compare prices of items when you scan them at a store
10. Using your smartphone as a remote control

India

India
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	*950*
2.	Electronics	*733*
3.	Media	*682*
4.	Telecom/Cell phone	*669*
5.	Appliances	*642*
6.	Retail/General	*628*
7.	Internet retail	*623*
8.	Retail/Grocery	*599*
9.	Banks/Retail	*594*
10.	Telecom/Cable	*590*
11.	Restaurants	*588*
12.	Retail/Fashion	*578*
13.	Social media	*561*
14.	Utilities	*543*
15.	Travel/Train	*538*
16.	Travel/Booking	*536*
17.	Travel/Air	*529*
18.	Fitness	*513*
19.	Automotive	*510*
20.	Travel/Hotels	*505*
21.	Shipping/Mail	*499*
22.	Retail/Health and beauty	*481*
23.	Travel/Car rental	*398*
24.	General insurance	*285*
25.	Health insurance	*240*

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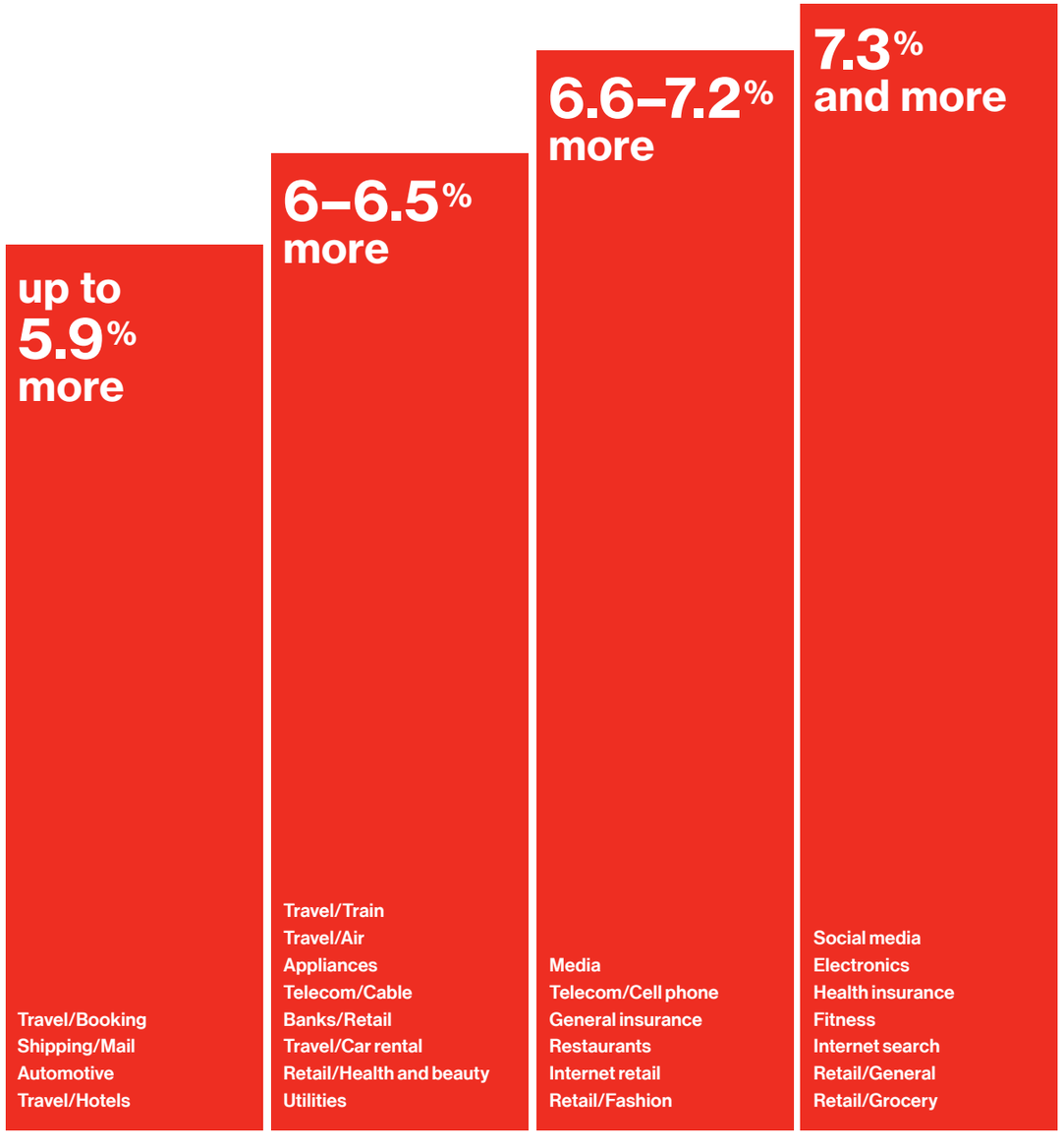
India
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	0	Nokia	*987*
2.	8 ↑	Google	*972*
3.	2 ↑	Samsung	*950*
4.	31 ↑	The Times of India	*876*
5.	18 ↑	Philips	*863*
6.	-2 ↓	Facebook	*852*
7.	8 ↑	McDonald's	*841*
8.	-2 ↓	Sony	*839*
9.	15 ↑	Hero (Honda)	*834*
10.	N/A	Idea	*823*
11.	45 ↑	Apple	*818*
12.	42 ↑	Skype	*816*
13.	3 ↑	Vodafone	*808*
14.	20 ↑	Panasonic	*806*
15.	N/A	Food bazaar	*802*
16.	64 ↑	Domino's	*802*
17.	-14 ↓	Big Bazaar	*791*
18.	10 ↑	Microsoft	*789*
19.	0	YouTube	*783*
20.	26 ↑	Reebok	*781*
21.	-12 ↓	Tata Sky	*778*
22.	-4 ↓	HP	*777*
23.	14 ↑	Canon	*772*
24.	-22 ↓	Yahoo!	*771*
25.	28 ↑	Haldiram	*768*
26.	32 ↑	Reliance Mobile	*766*
27.	N/A	Lenovo	*762*
28.	22 ↑	LG	*761*
29.	-17 ↓	Pizza Hut	*761*
30.	N/A	KFC	*760*
31.	20 ↑	Nike	*759*
32.	-19 ↓	Maruti Suzuki	*757*
33.	-11 ↓	airtel	*756*
34.	-23 ↓	Tata Motors	*754*
35.	-21 ↓	Tata DoCoMo	*746*
36.	-28 ↓	Dell	*744*
37.	6 ↑	Videocon	*744*
38.	35 ↑	The Hindu	*742*
39.	-19 ↓	State Bank of India	*741*
40.	17 ↑	Café Coffee Day	*735*
41.	28 ↑	Toyota	*735*
42	0	Himalaya Healthcare	*729*
43.	-10 ↓	Lakme	*726*
44.	23 ↑	Bata	*725*
45.	N/A	Acer	*719*
46.	-25 ↓	Levi's	*717*
47.	-17 ↓	Godrej	*713*
48.	-41 ↓	MakeMyTrip	*713*
49.	33 ↑	Tata Indicom	*710*
50.	-6 ↓	Adidas	*710*
51.	33 ↑	ICICI Bank	*705*
52.	8 ↑	Pantaloons	*705*
53.	8 ↑	TVS Motors	*701*
54.	1 ↑	Yatra	*700*
55.	-14 ↓	Cleartrip	*696*
56.	-30 ↓	Croma	*695*
57.	N/A	Bank of Baroda	*690*
58.	-13 ↓	Lifestyle	*690*
59.	-30 ↓	eBay	*679*
60.	34 ↑	Bajaj Auto	*678*
61.	-34 ↓	MSN	*673*
62.	3 ↑	HDFC Bank	*672*
63.	N/A	SUBWAY	*671*
64.	-32 ↓	Snapdeal.com	*670*
65.	10 ↑	Bank of India	*666*
66.	-28 ↓	Lee	*666*
67.	N/A	Punjab National Bank	*663*
68.	-6 ↓	Onida	*658*
69.	-22 ↓	Reliance Grocery	*658*
70.	-53 ↓	Shoppers Stop	*656*
71.	16 ↑	LinkedIn	*656*
72.	25 ↑	Travelguru	*652*
73.	25 ↑	Barista	*648*
74.	-22 ↓	Megamart	*645*
75.	-16 ↓	ITC	*641*
76.	-37 ↓	BSNL	*637*
77.	2 ↑	Godrej Nature's Basket	*626*
78.	-47 ↓	Peter England	*621*
79.	-54 ↓	Volkswagen	*610*
80.	-32 ↓	Expedia	*605*
81.	-13 ↓	Westside	*604*
82.	-82 ↓	Mahindra	*596*
83.	-34 ↓	FedEx	*589*
84.	-13 ↓	Taj	*588*
85.	-8 ↓	DNA	*587*
86.	-22 ↓	Jet Airways	*586*
87.	N/A	Futurebazaar.com	*584*
88.	11 ↑	Haier	*581*
89.	-15 ↓	Spencers	*577*
90.	-27 ↓	BlackBerry	*570*
91.	5 ↑	Oberoi	*569*
92.	N/A	Tata Power	*565*
93.	-17 ↓	Orkut	*558*
94.	-22 ↓	Ford	*557*
95.	-5 ↓	Kingfisher	*546*
96.	-1 ↓	Marriott	*543*
97.	-19 ↓	LIC	*542*
98.	3 ↑	Air India	*533*
99.	1 ↑	HSBC	*526*
100.	-30 ↓	Hyatt	*523*
101.	-12 ↓	The Leela	*518*
102.	-17 ↓	Virgin Mobile	*505*
103.	-11 ↓	Travelocity	*493*
104.	-64 ↓	Viveks	*492*
105.	-2 ↓	UPS	*491*
106.	-20 ↓	Holiday Inn	*490*
107.	-5 ↓	Standard Chartered	*484*
108.	-25 ↓	MINT	*484*
109.	-28 ↓	DHL	*483*
110.	-17 ↓	T24 Mobile	*482*
111.	N/A	NTPC	*471*
112.	-6 ↓	ICICI Prudential	*436*
113.	-8 ↓	Bajaj Allianz	*431*
114.	N/A	Groupon	*428*
115.	-7 ↓	Oriental Insurance	*412*
116.	N/A	Avis	*364*
117.	-8 ↓	Tata AIG General Insurance	*345*
118.	-7 ↓	IFFCO Tokio General Insurance	*332*
119.	-12 ↓	Hertz	*314*
120.	-32 ↓	Birla Sun Life	*306*
121.	N/A	Max Bupa	*284*

*Change from previous year;
N/A: Not applicable

Depending on the industry, up to 62% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:



For the top 10 innovations in other regions, contact us at simplicitypays@siegelgale.com

The top 10 innovations in India that simplify people's lives:

1. A portable charger for your phone that's the size of a credit card and fits in your wallet
2. A machine that works as both a washer and a dryer
3. Boarding passes on your smartphone
4. A tracker to place in luggage so that if it gets lost in transit you can find it with your smartphone
5. A checkout system in your shopping cart that lets you scan items as you put them into your cart and check out automatically as you exit the store
6. A smartphone app that allows you to pay at stores
7. An electric car that can drive long distances before needing to recharge
8. A smartphone that can survive being dropped in water
9. A smartphone app that allows people using different banks to exchange money directly from their bank accounts
10. A car that parks itself

China

China
Industry ranking

	INDUSTRY	SCORE
1.	Internet search	*950*
2.	Internet retail	*815*
3.	Electronics	*761*
4.	Appliances	*726*
5.	Retail/Grocery	*723*
6.	Retail/General	*715*
7.	Retail/Fashion	*708*
8.	Shipping/Mail	*696*
9.	Media	*692*
10.	Restaurants	*686*
11.	Travel/Hotels	*650*
12.	Travel/Booking	*645*
13.	Telecom/Cell phone	*643*
14.	Social media	*639*
15.	Travel/Air	*626*
16.	Banks/Retail	*617*
17.	Automotive	*615*
18.	Fitness	*607*
19.	Telecom/Cable	*602*
20.	Travel/Train	*595*
21.	Retail/Health and beauty	*569*
22.	Travel/Car rental	*522*
23.	Utilities	*447*
24.	Health insurance	*345*
25.	General insurance	*240*

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China
Simplicity Index

	RANK CHG.*	BRAND	SCORE
1.	53 ↑	QQ	*1027*
2.	0	Baidu	*940*
3.	11 ↑	S.F. Express	*922*
4.	53 ↑	KFC	*921*
5.	61 ↑	HI-24	*866*
6.	4 ↑	Taobao	*849*
7.	N/A	WeChat	*847*
8.	67 ↑	Yonghe King	*831*
9.	10 ↑	OPPO	*826*
10.	63 ↑	Meters/bonwe	*826*
11.	-6 ↓	7-Days Inn	*824*
12.	33 ↑	361 Degrees	*822*
13.	-10 ↓	Home Inns	*821*
14.	-13 ↓	IKEA	*820*
15.	49 ↑	McDonald's	*815*
16.	-4 ↓	7-Eleven	*808*
17.	57 ↑	Li-Ning	*799*
18.	47 ↑	ANTA	*798*
19.	62 ↑	C&A	*796*
20.	N/A	t.QQ.com	*793*
21.	21 ↑	Konka	*791*
22.	64 ↑	HaiDiLaoHuoGuo	*787*
23.	89 ↑	Shentong Express	*785*
24.	25 ↑	RT-Mart	*785*
25.	80 ↑	Wumart	*782*
26.	74 ↑	Sina	*781*
27.	-6 ↓	YOUKU	*780*
28.	5 ↑	Vancl	*774*
29.	8 ↑	Zkungfu	*769*
30.	66 ↑	Kaixin001	*767*
31.	N/A	JD.com	*765*
32.	-2 ↓	Qunar	*765*
33.	43 ↑	Tudou	*764*
34.	-9 ↓	Motel 168	*763*
35.	-11 ↓	ZARA	*760*
36.	22 ↑	UNIQLO	*758*
37.	77 ↑	Walmart	*756*
38.	-16 ↓	Nike	*755*
39.	60 ↑	Renren	*754*
40.	39 ↑	Giordano	*752*
41.	15 ↑	Suning	*751*
42.	41 ↑	Shijihualian	*750*
43.	3 ↑	Haier	*748*
44.	69 ↑	HunanTV	*747*
45.	-17 ↑	Nokia	*740*
46.	-40 ↓	Google	*739*
47.	-16 ↓	Ctrip	*736*
48.	-40 ↓	Midea	*735*
49.	58 ↑	BYD	*733*
50.	-21 ↓	Sina Weibo	*732*
51.	16 ↑	Starbucks	*732*
52.	7 ↑	H&M	*729*
53.	-13 ↓	Adidas	*729*
54.	33 ↑	Watson's	*726*
55.	55 ↑	Carrefour	*722*
56.	39 ↑	PHtv	*721*
57.	5 ↑	eLong	*721*
58.	-10 ↓	ChangHong	*719*
59.	23 ↑	Marriott	*717*
60.	-45 ↓	Southern Weekend	*716*
61.	41 ↑	K-Touch	*715*
62.	-27 ↓	Lenovo	*715*
63.	28 ↑	Samsung	*715*
64.	5 ↑	HTC	*714*
65.	-21 ↓	Hexie Hao	*713*
66.	-43 ↓	Mannings	*713*
67.	13 ↑	Douban	*713*
68.	29 ↑	Pizza Hut	*712*
69.	8 ↑	Sohu	*701*
70.	-10 ↓	Skype	*700*
71.	-21 ↓	Sephora	*700*
72.	-25 ↓	Hilton	*698*
73.	19 ↑	GOME	*695*
74.	34 ↑	TCL	*694*
75.	-71 ↓	Xiaomi	*693*
76.	-6 ↓	Hisense	*689*
77.	-34 ↓	GREE	*688*
78.	41 ↑	China Mobile	*688*
79.	-53 ↓	MangoCity	*687*
80.	40 ↑	South Beauty	*687*
81.	-13 ↓	Philips	*684*
82.	-4 ↓	Volkswagen	*680*
83.	-63 ↓	Sasa	*674*
84.	-57 ↓	Geely	*665*
85.	-24 ↓	Baleno	*665*
86.	12 ↑	Motorola	*661*
87.	-69 ↓	HP	*658*
88.	-81 ↓	BlackBerry	*652*
89.	4 ↑	Shanghai Airlines	*649*
90.	-5 ↓	Zuche.com	*643*
91.	-59 ↓	UPS	*643*
92.	9 ↑	ZTE	*641*
93.	-21 ↓	Chery QQ	*641*
94.	-60 ↓	DHL	*640*
95.	N/A	Lefeng	*640*
96.	-55 ↓	China Merchants Bank	*635*
97.	-42 ↓	eHi Car Service	*631*
98.	N/A	Hainan Airlines	*630*
99.	-11 ↓	China Unicom	*627*
100.	11 ↑	Tongrentang	*627*
101.	2 ↑	China Eastern Airlines	*617*
102.	-13 ↓	China International Travel Service (CITS)	*617*
103.	-9 ↓	China Southern Airlines	*613*
104.	13 ↑	CCTV	*611*
105.	-53 ↓	Sony	*607*
106.	-16 ↓	FAW HongQi	*598*
107.	-23 ↓	Air China	*597*
108.	-55 ↓	People's Daily	*595*
109.	-71 ↓	Honda	*594*
110.	-74 ↓	Toyota	*581*
111.	-102 ↓	Apple	*574*
112.	-73 ↓	BMW	*571*
113.	-4 ↓	China Construction Bank	*565*
114.	4 ↑	Industrial and Commercial Bank of China (ICBC)	*553*
115.	-11 ↓	Bank of China	*539*
116.	6 ↑	Agricultural Bank of China	*532*
117.	-100 ↓	HSBC	*529*
118.	-3 ↓	AIA	*509*
119.	-103 ↓	Citibank	*496*
120.	1 ↑	China Pacific Insurance	*397*
121.	3 ↑	Ping An Insurance	*339*
122.	1 ↑	China Life Insurance	*338*
123.	2 ↑	People's Insurance Company of China	*272*

*Change from previous year;
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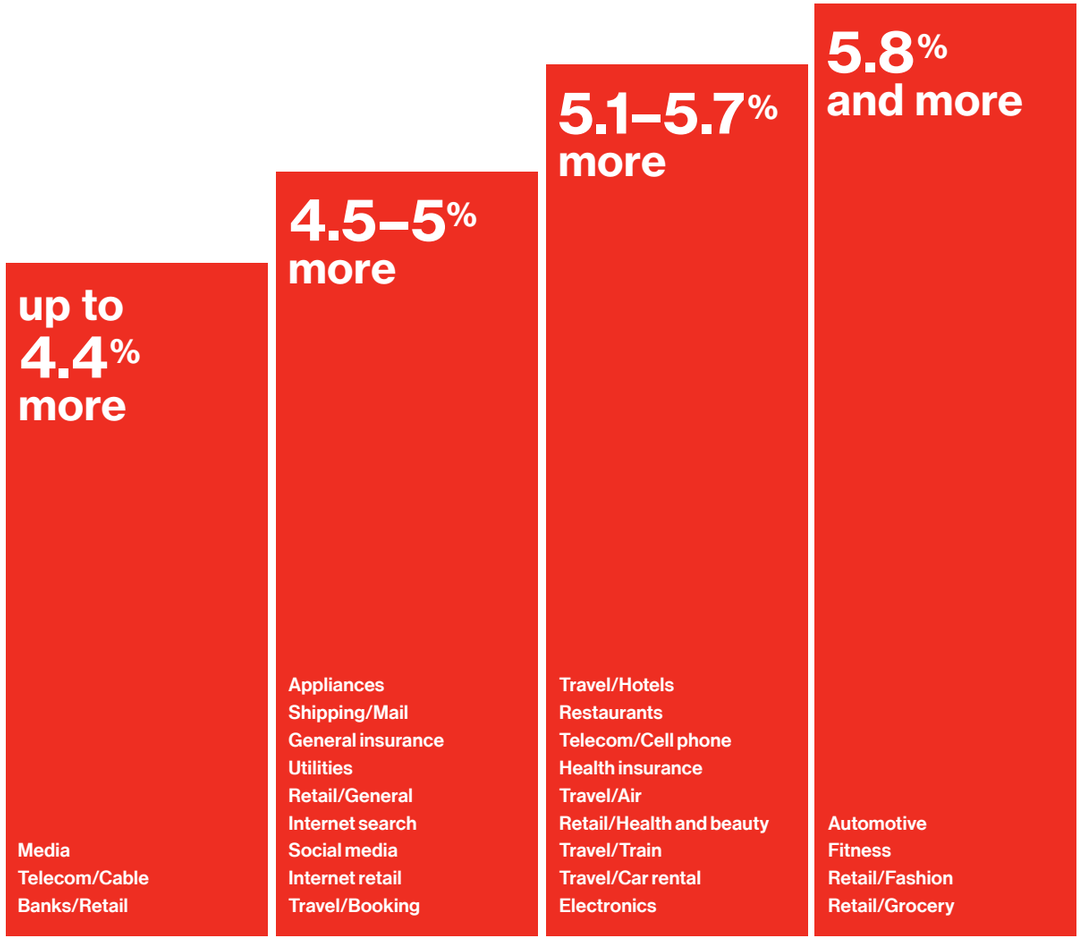
Depending on the industry, up to 55% of people are willing to pay more for simpler experiences and interactions. The amount they are willing to pay varies by industry but is significant.

For simpler experiences, people would pay:



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4. A car that parks itself
5. A machine that works as both a washer and a dryer
6. A portable charger for your phone that's the size of a credit card and fits in your wallet
7. Complimentary usage of tablets in flight or in the terminal
8. A tracker to place in luggage so that if it gets lost in transit you can find it with your smartphone
9. Large touchscreen/hologram tables in stores that give virtual demos of products
10. A self-driving car

Research methodology

To determine the global state of simplicity, Siegel+Gale fielded an online survey with over 10,000 respondents in 7 countries to gather perspectives on simplicity and how industries and brands make people's lives simpler or more complex.

During the study, respondents rated 525 brands. The brands were selected as a representative set that respondents would be most likely to know and/or use in each country.

Sample Set

Between May 3rd and July 2nd, 2013, Siegel+Gale used an online survey to poll:

10,916 consumers in 7 countries:

United States **2,061**
United Kingdom **1,803**
Germany **1,756**
Mainland China **1,782**
India **1,750**
UAE and Saudi Arabia **1,764**

The sample is representative of national demographic distributions in each country.

Survey Topics

This year's respondents answered questions about brand touchpoints within specific industries, the workplace and the relationship between simplicity and innovation, among other topics.

Respondents answered questions around:

- How simple or complex they perceive their life to be
- How familiar they are with certain brands
- If they recently used these brands
- The simplicity/complexity of a brand's communications and interactions in relation to their industry peers

Brand Simplicity Score

Each country rated more than 100 brands. Siegel+Gale researchers used input from in-country offices and existing third-party research to select a representative set of brands that in-country respondents would be most likely to use or experience. We are unable to report on smaller, lesser-known brands for which we could not collect sufficient responses.

The score was calculated with the following inputs:

- How each brand was rated on the simplicity/complexity of its products, services, interactions and communications in relation to its industry peers. User/Non-user ratings were weighted to give more importance to the user experience and remove any possible bias for higher proportions of users for some of the brands
- How consistently the brand experience and communications were rated across respondents (the standard deviation of the ratings)
- How aligned non-user and user perceptions were, privileging aligned perceptions (the difference between user and non-user ratings)
- The Simplicity Score for the brand's industry or category(ies)

Industry Simplicity Score

Each country rated the following industries: Appliances, Automotive, Banks/Retail, Electronics, Fitness, General insurance, Health insurance, Internet/Search, Internet/Retail, Media, Restaurants, Retail/Fashion, Retail/General, Retail/Grocery, Retail/Health and beauty, Shipping/Mail, Social media, Telecom/Cable, Telecom/Cell phone, Travel/Air, Travel/Booking, Travel/Car rental, Travel/Hotels, Travel/Train and Utilities.

The score was calculated with the following inputs:

- The industry's contribution to making life simpler or more complex
- The pain of typical interactions with companies/organizations within the industry
- How the industry's typical communications rank in terms of:
  - Ease of understanding
  - Transparency/Honesty
  - Communicating that customer needs are being cared for/ Making the customer feel valued and appreciated
  - Innovation/Freshness
  - Usefulness

Consumer demand for a simplified brand experience is clear. So are the benefits—increased profits, greater brand loyalty and more innovation.

So how do you know if your brand is simple or not? And how do you begin?

Take a look at the following 10 questions. The more you can check off with a definitive “Yes,” the closer you are to reaping the rewards of simplicity.

- ☐ Is senior leadership committed to providing a simpler customer experience?
- ☐ Do I know what our brand’s purpose is, and is it articulated in a simple, memorable and inspiring way?
- ☐ Do we have the tools in place to get everyone to consistently deliver on our brand’s purpose?
- ☐ Have we made it as simple as possible to innovate at our company?
- ☐ Is our brand focused on what drives preference within the market?
- ☐ Are our marketing messages in sync with the customer experience?
- ☐ Do customers share our view of who we are and what we want to be?
- ☐ Are our products and services clear and easy to navigate?
- ☐ Do we know the brand experiences where simplicity would be most appreciated and inspire greater brand loyalty?
- ☐ Do we have a simple road map for our customer journey?

Still see a lot of complexity at your organization?

We can help.

simplify

Siegel+Gale is the simplicity company.

We seek it, defend it and embrace it in everything we do to help brands reach their true potential. Simplicity is the centerpiece of the strategies we develop that reveal the unique truths of an organization, the engaging stories we create that connect brands with their audiences and the meaningful experiences we deliver that are both unexpectedly fresh and remarkably clear.

Since 1969, global strategic branding firm Siegel+Gale has championed simplicity for leading corporations, nonprofits and government organizations worldwide. We have offices in New York, Los Angeles, San Francisco, London, Hamburg, Riyadh, Dubai, Shanghai and Beijing, but we're willing to fly just about anywhere. We're also not alone. As part of Diversified Agency Services, a division of Omnicom Group Inc., we have strong partners all around the world.

Acknowledgements

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http://visibleearth.nasa.gov

Taj Mahal
Kate Zabinsky

How simple is your brand? Use our Simplicity Meter to find out:
siegelgale.com/SimplicityMeter

Contact us

Margaret Molloy
Global Chief Marketing Officer

Siegel+Gale
625 Avenue of the Americas
New York, NY 10011

Engage with us:

#SimplicityPays

212.453.0400

simplicitypays@siegelgale.com

For more insights on how simplicity drives business results, visit **siegelgale.com/SimplicityPays2013**

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simple is smart

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