

Prophet  
Brand  
Relevance  
Index™

See other Index **RANKINGS:**

**CN** **DE** **UK** **US**

简体中文

Deutsche

The most

**RELEVANT**

brands in the United States

**Brands consumers  
can't live without =**

**RELEVANCE**

**At Prophet, we believe that the strongest brands are the ones that are relentlessly relevant and are making a difference in consumers' lives.**

**We surveyed nearly 15,000 customers about 300+ brands across 27 industries to develop our consumer-based Brand Relevance Index.**

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# The Top 50 Brands

Following are the top 50 most relevant brands ranked by U.S. consumers. The brands were selected for inclusion in the survey based on contribution to U.S. households.

1 	2 amazon	3 	4 NETFLIX	5 Google	6 SAMSUNG	7 	8 	9 PIXAR	10 SEPHORA
11 pandora®	12  PlayStation	13 Disney	14 SONY	15 KitchenAid®	16  Microsoft	17 	18 	19 Dove	20 You Tube
21 	22 	23 Etsy	24 L'ORÉAL	25 MAC	26 	27 	28 Fisher-Price®	29 	30 COSTCO WHOLESALE
31 HONDA The Power of Dreams	32 BAND-AID®	33 KEURIG®	34  LG Life's Good	35 adidas	36 	37 	38  TOYOTA	39 	40 intuit TurboTax ✓
41 Crest	42 HERSHEY'S	43  VICTORIA'S SECRET	44 n p r	45  Adobe	46 	47 Ziploc	48  XBOX	49 VISA	50 

## The Top 50 Brands

We surveyed nearly

**15,000**

**consumers about 300+ brands**

#1 **APPLE**

# Another year **ON TOP**

It would be easy to yawn and say, “Another ranking with Apple on top? So what?” But what’s astonishing is that Apple comes up No. 1 in three out of four dimensions that drive relevance – even in a down year. It is still the gold standard for practical innovation. Apple continues to seamlessly integrate more and more devices, ensuring that as consumers add to their Apple ecosystem (iPhone, iPad, Apple Watch, etc.) they become increasingly dedicated to the brand’s signature experience.







#2 **AMAZON**

# What can't it do?

A powerhouse of pragmatism, Amazon is No. 1 in every measure of usefulness and dependability:

- "It makes my life easier."
- "It delivers a consistent experience."
- "It's available whenever I need it."

Members not only love the ease of shopping with Prime. But Amazon also charms them with devices (Fire and Kindle), original programming (award-winning *Transparent* and *Mozart in the Jungle*) and help around the house (Thanks, Alexa!).

#3 **ANDROID**

# The green guy strikes back

While Apple is still the darling of the industry, Android's friendly green robot —with some 86.2 percent of the world smartphone market<sup>1</sup> —keeps making new friends. People love Android's ease of use and warm, welcoming advertising. Android is second only to Apple in "Finds new ways to meet my needs." And it *beats* Apple in "Meets an important need in my life."

<sup>1</sup><http://www.gartner.com/newsroom/id/3415117>



#4 **NETFLIX**

**Can't.  
Stop.  
Watching.**

The “Consider yourself hooked” people have made a science of knowing exactly when and why we fully commit to shows, from first kisses to murder and mayhem. Whether *Narcos*, *Chelsea*, or *Stranger Things*, its content appeals to nearly every customer segment. And viewers all agree: Netflix is off the charts in dependability and delivering a consistent brand experience.

#5 **GOOGLE**

**Making  
search  
sweet**

Forget about futuristic experiments like self-driving cars, virtual reality, and even Google Glass. People love Google for its fierce pragmatism. Its tools have become essential to our everyday lives: Chrome, Gmail, Google Maps, Google Docs and, of course, search. It’s no wonder users rate it so high on “Makes my life easier.”





**#6 SAMSUNG**

**The innovation trailblazer**

Thanks to its cutting-edge innovation, Samsung has gained market share in smartphones, and now has almost twice as many customers as Apple<sup>2</sup>. Tech snobs love its superior quality, with better pixel density and camera size. And the masses love the freedom of choice, with 50 phones available at a variety of price points. But recent product problems and massive recalls may slow its growth.

**#7 NIKE**

**Celebrating “Unlimited You”**

This year Nike soared on spectacular stories, including Olympics royalty (Simone Biles and Mo Farah) and basketball legends (LeBron James and Kyrie Irving). But its ongoing mission continues to be about making meaningful connections with everyday athletes, and wowing them with breakthrough apparel like the reinvigorated Nike Air and the innovative Nike+ digital platform. Doubt it? “Unlimited You” ads broke records, earning 480 million online impressions.

**#8 PINTEREST**

**The apex of inspiration**

As the highest ranking social media platform on our list, Pinterest shines as an easy-to-navigate online playground. Not only does it score highest for digital presence, it also ranks No. 1 in “Makes me feel inspired.” New action buttons help it earn the top spot in “Engages with me in new and creative ways.” It’s a favorite place to daydream—70 percent of wedding pinners aren’t even engaged<sup>3</sup> and we wonder how many of those pinned recipes are actually ever made!

**#9 PIXAR**

**Sticking to its story**

In an era of content overload, Pixar doesn’t need gimmicks to keep audiences engaged. It sticks to its strength: Animated films featuring charming characters and entertaining storylines that are beloved by all. While *The Good Dinosaur* was Pixar’s first-ever flop, *Finding Dory* was a quick rebound that enchanted fans with encouraging, inclusive lessons. No wonder Pixar scores highest in “Makes me happy” and “Connects with me emotionally.”

We have the inside scoop on what keeps Nike relevant

**Let’s chat about it.**

<sup>2</sup> <http://www.gartner.com/newsroom/id/3415117>

<sup>3</sup> <http://observer.com/2014/07/70-of-pinterest-users-have-wedding-boards-before-theyre-even-engaged/>



# SEPHORA



## #10 SEPHORA Ever more digital

Sephora has won women over by making beauty shopping an interactive experience, and its outdone itself this year. It introduced Sephora Flash, and tiny stores that bridge physical and digital shopping to deliver best-selling brands. Another hit has been a Tinder-esque “swipe it, shop it” approach on its app. No wonder revenues and market share continue to make double-digit gains.



## #11 PANDORA Music just for me

Many digital services use customer data to make personalized recommendations, but Pandora rises to No. 1 in music apps with a triangulation of relevance: It’s easy to access, in touch with customers, and makes people happy. Its musicologists scientifically sift, sort and tag billions of hours of music, creating an effortless flow of discovery. Now, music can magically suit our mood.



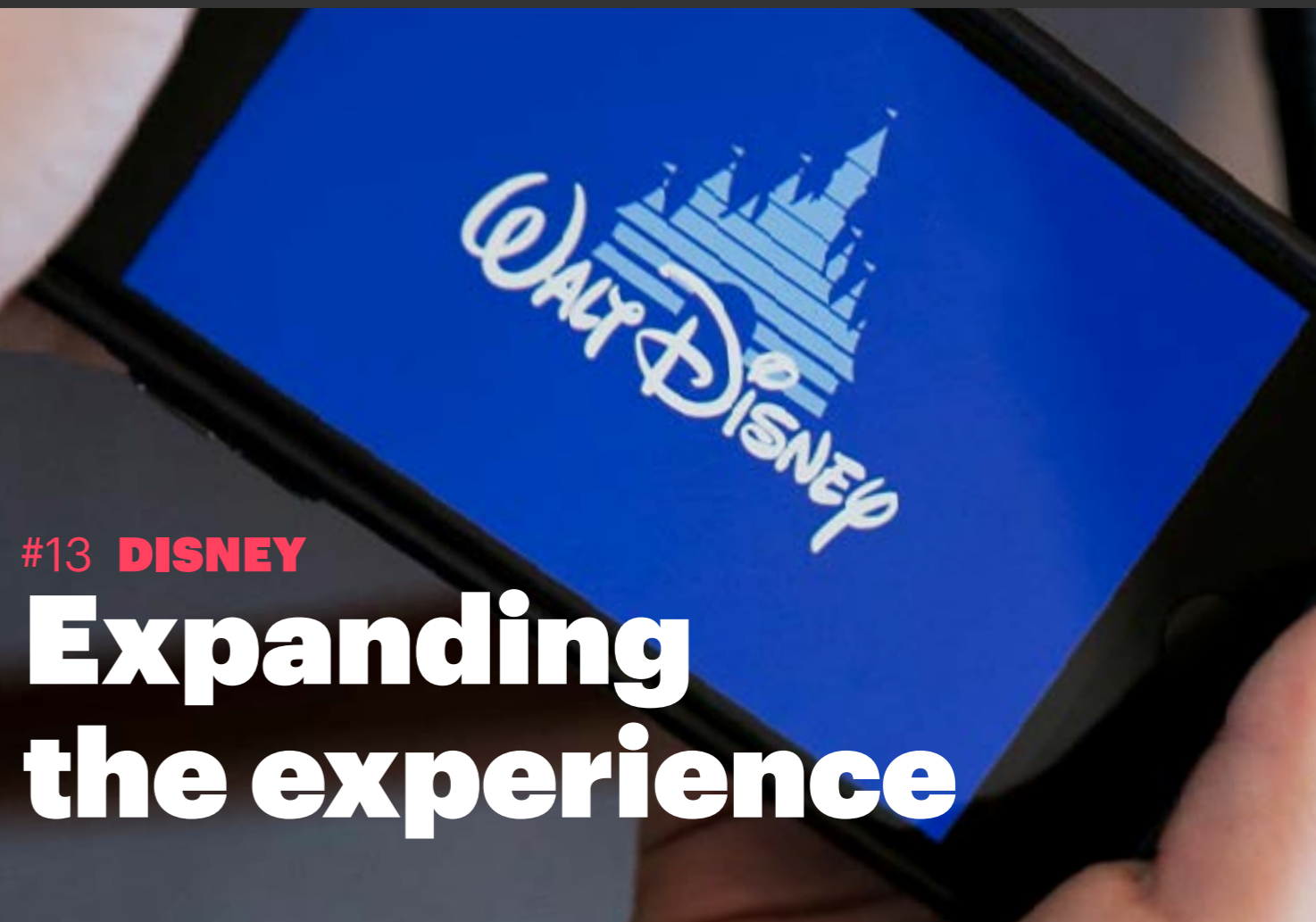
## #12 PLAYSTATION Gamers’ go-to console

Videogamers get more demanding all the time. But Sony’s PlayStation 4 isn’t the fastest-selling console for nothing<sup>4</sup>. It offers plenty of exclusives and indie games. But its real power is under the hood, with more graphically and technically complex games than the competition. It’s no wonder that PlayStation ranked as the most relevant brand among men on our survey.

<sup>4</sup> <http://www.prnewswire.com/news-releases/playstation4-sales-surpass-40-million-units-worldwide-300275350.html>

<sup>5</sup> <https://hbr.org/2016/06/how-disney-found-its-way-back-to-creative-success>

People expect magic from Disney and it delivers. Besides its theme parks, fans are crazy for its Marvel offerings. Consumers rank the brand second in both “Makes me happy” and “Connects with me emotionally.” And with hits like *Star Wars: The Force Awakens*, *The Jungle Book* and *Captain America: Civil War*, Disney claimed a 25 percent share of the box office<sup>5</sup>.



## #13 DISNEY Expanding the experience

Consumers love that Sony is built on powerful experiences, whether through PlayStation, cameras or TVs. So it's no surprise that this is the brand they want to follow into virtual reality, and Sony is happily leading the way with demos and dedicated showcases, including the launch of Sony Square, a cutting-edge concept store in New York.

#14 **SONY**

# Virtual reality TRAILBLAZER



#15 **KITCHENAID**  
**No cookie cutters here**

For ambitious home chefs, KitchenAid is the cornerstone of the modern kitchen. It ranked highest of all appliances on our survey thanks to its genius two-part approach. First, customization options - from spaghetti makers to ice cream churners - KitchenAid lets home chefs explore and play to their strengths. Second is style. KitchenAid offers its products in colors ranging from rustic copper to chic retro hues to complement any home.



#16 **MICROSOFT**  
**Modern workhorse**

Almost everyone uses something made by Microsoft every single day, if not in every computing experience. The brand's ruthless pragmatism showed through with the big-time success of Windows 10, which it says is the fastest-growing system in its history, already running on some 350 million devices<sup>6</sup>. And while its phones fizzled, it continues to have resounding success with Surface tablets.



#17 **LEGO**  
**Bricks of brilliance**

LEGO's biggest problem this year? It can't make those brightly-colored bricks fast enough<sup>7</sup>. That's because kids (and their parents) know that whether it's a medieval castle or a galaxy far, far away, LEGO builds our fantasies. New collections keep the brand fresh. But what doesn't change is that it's one of the most trustworthy names in our survey.

<sup>6</sup> <http://money.usnews.com/investing/articles/2016-07-19/microsoft-crushes-earnings-msft-stock-pops>

<sup>7</sup> <http://fortune.com/2016/09/06/lego-demand-north-america/>



Sales of PCs may be withering, but that hasn't made a dent in consumers' reverence for the "Intel Inside" promise. Intel now pledges to help consumers "Experience Amazing," and delivers by powering offerings as diverse as voice-activated sunglasses, virtual reality on fashion runways and expanded security offerings. For consumers, Intel continues to stand for pragmatism, dependability and trustworthy tech.

#18 **INTEL**

**Experience  
AMAZING**



#19 **DOVE**

## Standing up to beauty bullies

While many of its customers can't remember a time when Dove didn't stand for "Real Beauty," the brand keeps winning by acting as women's staunchest ally in a sometimes cruel, superficial world. This year—tied to the Summer Olympics—ads called out those who focus on athletes' looks, not talents. And #MyBeautyMySay continues to encourage women to own beauty their way.

<sup>8</sup> <https://www.youtube.com/yt/press/statistics.html>



#20 **YOUTUBE**

## Our mobile getaway

With a billion people watching hundreds of millions of hours of videos daily, YouTube stays relevant with effortless, on-the-go LOL entertainment. On mobile alone, YouTube reaches more viewers ages 18 to 49 than any cable network<sup>8</sup>. It builds communities among its stars and vloggers, and generates user-friendly subscription products like YouTube Kids and YouTube Red.



#21 **CLOROX**

## Clean we can count on

In sheer pragmatism, Clorox ranks No. 3—just after Amazon and Google, and even higher than Apple. Besides scoring high in "I know I can depend on," consumers love that it's readily available. Plus, it's bolstered by recent additions like the MyStain app, Bleach Packs and Scrub Singles.



Through its tendency to disrupt every category it enters, including women’s apparel, digital fitness and basketball, Under Armour earned a seat at the table with other athletic powerhouse brands like Nike and adidas. Its Stephen Curry partnership is worth some \$14 billion<sup>9</sup>. And consumers have responded to golfer Jordan Spieth, Patriot’s QB Tom Brady and dancer Misty Copeland celebrating the gritty challenger in us all through its “Hard work pays off” message.

Like this story?

This could be your company next year

<sup>9</sup><http://www.cbssports.com/nba/news/stephen-curry-may-be-worth-141-billion-to-under-armours-value/>

#22 **UNDER ARMOUR**

**Underdog turned  
POWERHOUSE**







**#23 ETSY**  
**Homemade meets high-tech**

For the millions who value unique, handmade products over mass production, Etsy is flea-market Valhalla, where e-commerce meets micro-scale craftsmanship. Its “Pattern” tool integrates sellers’ websites, seamlessly importing content and inventory. With high scores for inspiration, Etsy is a brand with a purpose that resonates deeply with consumers, whether they’re merchants selling fishhook earrings or shoppers buying oak-barrel chandeliers.



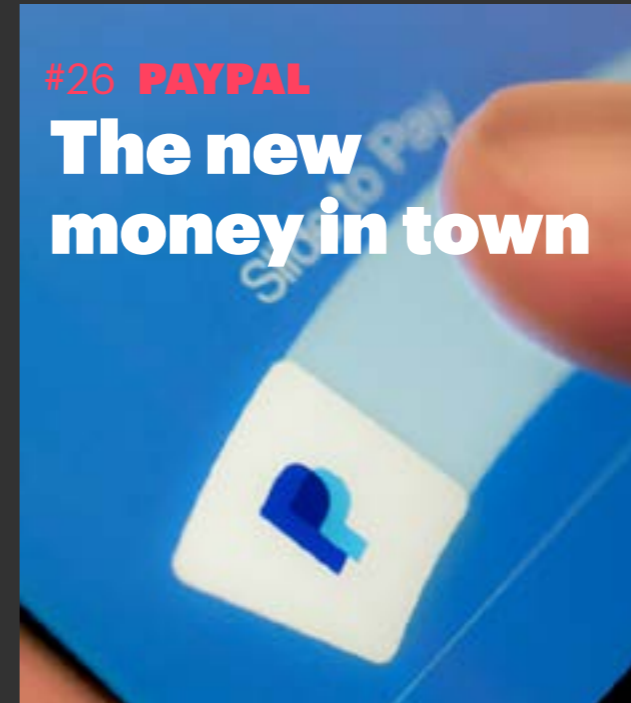
**#24 L'ORÉAL PARIS**  
**You're still worth it**

While L'Oréal owns plenty of other brands, including Lancôme and Urban Decay, it's the flagship L'Oréal Paris line that resonates most with modern women. Its “Because you're worth it” positioning stays current with outspoken celebrities, from Jane Fonda to Beyoncé Knowles, and powers sales of everything from lipstick to hair color. And its digital dexterity has boosted e-commerce to 6% of its total sales.



**#25 M·A·C**  
**The wild bunch**

With 20,000 make-up professionals around the world as evangelists, it comes as no surprise that M·A·C lands in our top 25. Consumers are inspired by its message of inclusivity: “All ages, all races, all sexes.” And they stay engaged through its pioneering social media activity, whether its launching new colors via Snapchat, talking transgender on Twitter, or offering smokey eye tutorials on Instagram.



**#26 PAYPAL**  
**The new money in town**

In a world of data breaches and flabby security, people love PayPal for its rock-solid performance. As e-commerce takes over brick-and-mortar shopping, PayPal's nearly universal acceptance and industry-leading security measures endear it to shoppers with every transaction. As its high-profile ads remind people, “Old money is stuck in the past. New money gets better every day.”



**#27 TIDE**  
**Laundry's micro-moment**

Tide has conquered dirty clothes for decades, but the brand continues to build relevance by moving beyond the laundry room. When we spill coffee on a shirt before a big meeting, Tide is there. And like all P&G products, it strengthened its heart-to-heart connection with this year's Olympic advertising, and the strongest “Thank you, Mom” campaign yet.



With its classic Corn Popper, Rock-a-Stack® and xylophone toys, Fisher-Price has been helping infants and toddlers play better since the 1930s. The more parents learn about child development, the more they love these fun, safe and healthy toys. Simple and durable, it's a brand built to last forever. No wonder it ranks second in "Has a purpose I believe in."

#28 **FISHER-PRICE**

# Building better BABIES



#29 **FITBIT**

## More sleek, less geek

Consumers are buying 100 million wearables this year, and Fitbit is No. 1 on their wish list. It tracks workouts, monitors heart rate, reminds us to stretch and even guides breathing sessions. It made the biggest improvement of any brand on the Index, moving up 230 spots, which indicates the high-profile attacks on accuracy did not diminish consumers' enthusiasm much. Plus, it's cracked the style code and left the dorkiness behind.



#30 **COSTCO**

## Mmmm... those meatballs

Endless food samples are just one reason 81.3 million people buy memberships at Costco. The cavernous clubs make shopping a treasure hunt for everything from salmon and pizza rolls to engagement rings and caskets. With helpful employees, ever-changing inventory and unbeatable value, this is shopping on steroids.



### #31 HONDA

## Stepping up at entry level

Honda is the most beloved auto brand in our survey, revving its relevance with quality engineering, fuel economy and a range of rides. With sales of the Civic, CR-V and trucks setting records<sup>10</sup>, the company remains committed to efficiency. None of its 2016 models scored lower than 20 MPG, and that is meaningful to young drivers.



### #32 BAND-AID

## Healing a new generation

When it comes to patching up the scraped knees and cut fingers of their kids, it turns out millennial parents believe those moments are special. Band-Aid helps them make that emotional connection. The leader in the category, Band-Aid has stayed modern by introducing more character bandages, which now account for 30 percent of sales<sup>11</sup>. And by understanding that today's parents want to be the "chief care officers" for their kids.



### #33 KEURIG

## Drinks we love. But faster

Time is precious, and consumers appreciate Keurig for developing a line of products that offer consistent, fast delivery of quality beverages. The bond is so strong that people can forgive failures (sorry, Keurig Kold) as long as they can count on the basics: A hot beverage that's convenient and easy, just the way they like it.



### #34 LG

## Exquisite electronics

With its reputation for well-designed products that effortlessly integrate smart technology into people's daily lives, LG strives to give customers an ideal mix of beauty, refinement and ease of use. Its popular smartphones, ground-breaking TVs, and cutting edge refrigerators strive to be natural, empathetic and easy on the eyes. Yep, life's good.



### #35 ADIDAS

## Creative kicks

Spurning the "hard work and dedication" brand messages of its competitors, adidas injects style, fashion and even pop culture into high-performance shoes and apparel. Its ads underscore the belief that sports need creators. And the company keeps consumers engaged through innovations such as the "Speed Factory," an automated facility staffed by robots, and the x Parley trainers, which are shoes made from ocean waste.

<sup>10</sup> <http://www.prnewswire.com/news-releases/honda-sets-new-car-and-truck-sales-records-as-american-honda-reports-july-sales-300307710.html>

<sup>11</sup> <http://www.usatoday.com/story/money/2015/11/28/band-aid-johnson-johnson-frozen-star-wars/76362746/>





**#36 FOOD NETWORK**  
**Trainwrecks and triumphs**

Whether we're watching America's worst bakers or the antics of a culinary genius, the Food Network stays relevant because it's people's "best friend in food." Besides favorite shows and a richer-than-cheesecake website, it connects with consumers through its clever brand voice. It recently announced, for example, that it'd launched skills on Amazon's Alexa. "Hey Alexa, get me that pasta recipe from yesterday's *The Pioneer Woman*."



**#37 HP**  
**Making desktops cool**

More than just making the computers and printers that power the way we work and live, HP is scrupulously reinventing them in ways younger shoppers can't resist. It's all about innovation, including the cute Sprocket pocket printer, which prints photos from phones, and the flexible and artfully designed Spectre laptop. Meanwhile, the Pavilion Wave and Elite Slice desktops are already wowing some critics.

**#38 TOYOTA**

# Our reliable RIDE

There's no denying Toyota has been in both a sales and perception slump; it fell to the No. 2 auto spot in our ranking. But the company is still a fan favorite. People say this is a car they can count on, and experts agree. *Consumer Reports* named Camry and Sienna as two of the ten best cars of the year.<sup>1</sup>

<sup>12</sup><http://www.consumerreports.org/cars/best-cars-top-picks-2016>

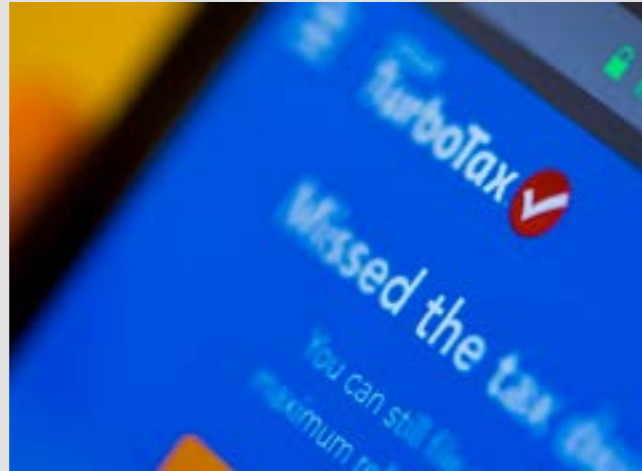




**#39 BETTY CROCKER**

## Recipes for real life

Hard to believe that the 90-year-old Betty Crocker is our No. 1 food brand? Not for its fans. They love the steady stream of new products that fit their flavor demands and nutrition standards, like Fiber One Cheesecake bars. And they rely on its consistently updated website for foolproof recipes and the kind of down-to-earth, practical advice every home cook needs.



**#40 TURBOTAX**

## The genius of simplicity

It may only be used once a year, but more people say TurboTax “Meets an important need in my life” than any other brand. Each year, it makes taxes easier, with an intuitive interface and great mobile performance. Taxes may be inevitable, but befuddlement about them doesn’t have to be. It doesn’t take a genius to do your taxes.

**#41 CREST**

# Miles of SMILES

When it comes to healthier, whiter teeth, Crest has long known that science is its best ally. The brand is devoted to delivering purpose-oriented, dentist-recommended innovations to a grateful audience, eager to try fresh-breath rinses, whitening strips, and enamel-building products. But it never backs off its core promise of health – fewer cavities and happy gums – which has kept it relevant for so many years.







**#42 HERSHEY'S**  
**Everyday  
 sweetness**

Sometimes, Hershey's stresses the simple ingredients in a Kiss—milk from Pennsylvania, and sustainable cocoa from Africa. Sometimes, it focuses on what's new, like Reese's Pieces Peanut Butter Cups or Hershey's Cookie Layer Crunch. (It even let Chance the (W) Rapper reimagine its famous Kit-Kat song.) But it's always looking for a way to slip something sweet into people's daily lives.



**#43 VICTORIA'S SECRET**  
**The science  
 of sexy**

Outsiders might view Victoria's Secret as a wispy collection of snowflake undies and tangerine brassieres, but the company takes its customers and their preferences very seriously. Coming in as the top-rated clothing brand in the Index, it gets high marks from consumers for being "Modern and in-touch." This year, it backed out of swimwear and accessories to better focus on lingerie. And it doubled down on trendy bralettes, which are less expensive, less padded and more comfortable than regular bras.



**#44 NPR**  
**The heart of  
 the story**

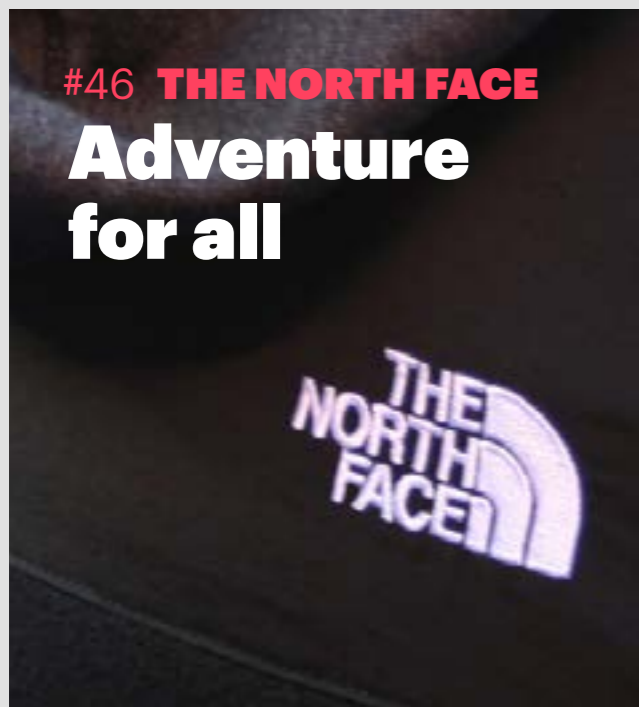
National Public Radio is reinventing the medium, generating such fierce support that it ranks highest of all our brands in "Has a mission I believe in." With its deep-dive journalism, Gen Y-enticing podcasts, popular apps and streaming options, it's a durable and trusted news source. Regular features like *Tiny Desk Concerts*, *Story Corps*, and *This American Life* offer fresh perspectives and have people talking about radio again.

**#45 ADOBE**

# Unleashing CREATIVITY

Adobe has become an integral part of our digital existence, with creative and document solutions that empower everyone. From independent artists to global brands, Adobe uses its award-winning research and hundreds of patents to encourage innovation, with programs like Kickbox. But it's still best known for Acrobat Reader, and helping us all open those PDFs attached to our emails.

## The Top 50 Brands



Once a brand for hardcore explorers, The North Face has solidified its mainstream crossover by making adventure wear available to all. Sure, its testing procedures are still Mt. Everest-worthy. But with virtual reality experiences, local training events and fashion innovations, it's muscling in on the athletic turf of rivals like Nike and Under Armour, and making run-of-the-mill workouts feel like exciting expeditions.



### #48 XBOX Making games fun again

The Xbox 360 console has been making gamers happy for more than a decade. And it keeps building relevance by separating the user experience from the physical console, resulting in a connected online experience that gives gamers what they want. Plus, Microsoft knows how to stoke fan desire, already teasing fans with the next-generation Xbox Scorpio.



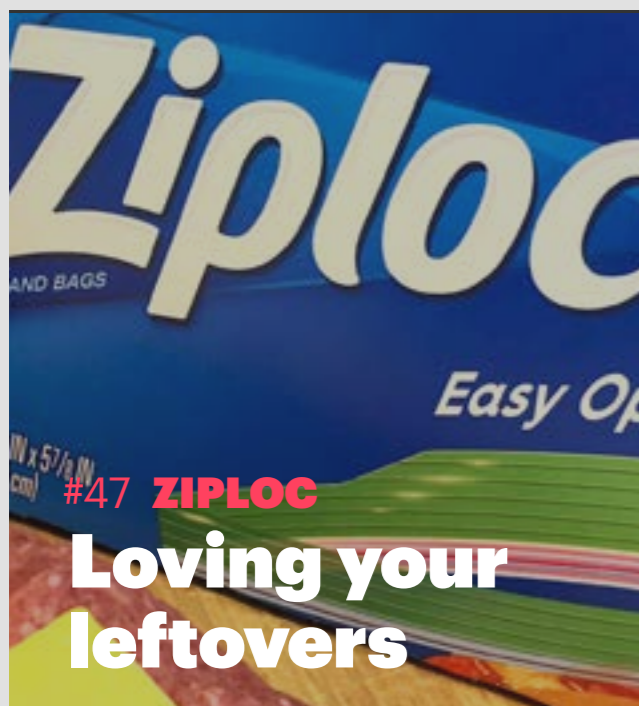
### #49 VISA The digital debit card

Visa continues to be the strongest debit and credit card brand, as it has for seven straight years. It's remained relevant by consistently expanding its services to adapt to a digital world. And it's furthered its category leadership in mobile payments through partnerships with Apple and Samsung's services, which is building equity among younger shoppers who prefer phones to plastic.



### #50 BEN & JERRY'S Double-dip activism

Ben & Jerry's walks the line between ice cream activism and sweet escape. One of its new flavors, Empower Mint, for example, is taglined "Democracy is in your hands," and supports the NAACP and voting rights, especially for people of color. And while it's not above the occasional kooky collaboration (like Chocolate Chip Cookie Dough Ale), it's also winning with sensible expansion into fro-yo and single serving sizes.



Consumers adore the way Ziploc humbly accepts its single mission in life: Keeping food safe and fresh. Thanks to its trusted line of plastic bags, from snack size to several gallons, consumers admire the brand's consistency, dependability and availability. And they are happy to follow Ziploc as it makes the leap into Tupperware-style food containers and larger bins for organizing closets.



**Defining Relevance:**

**RELEVANCE:**  
**brands we depend on**

## What's brand relevance?

In an era of expanding customer expectations and constant competitive change, brands must continually find new ways to engage and delight people in order to win. Those that do are what we call relentlessly relevant, always seeking deeper and steadier connections to their customers.

**Relentlessly relevant brands engage, surprise and connect. They delight, disrupt and deliver. They are restless. They push themselves to earn and re-earn customers' loyalty — and they define and redefine what's possible in their categories and in our world.**

Those companies that have built relentlessly relevant brands generally have four common dimensions...





## **Customer Obsessed**

Brands we can't imagine living without.

Everything these brands invest in, create and bring to market is designed to meet important needs in people's lives.



## **Ruthlessly Pragmatic**

Brands we depend on.

These brands make sure their products are available where and when customers need them, deliver consistent experiences, and simply make life easier for their customers.



## **Distinctively Inspired**

Brands that inspire us.

These brands make emotional connections, earn trust and often exist to fulfill a larger purpose.



## **Pervasively Innovative**

Brands that consistently innovate.

These brands don't rest on their laurels. Even as industry leaders they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs.

## Themes:

When we looked at the highest performers, we observed that they have five ways of continually reinventing themselves.

The top brands have the commitment to stay ahead of customer needs and market trends — and they have the discipline to execute on the insights they develop.

These insights form the foundation of ideas that become game-changing innovations.

# RELEVANCE

# = Growth



# Disrupt

Challenge category norms and find new ways to meet customer needs.



Led by visionary founder and CEO Elon Musk, Tesla has begun to completely redefine decades-old standards of car purchasing and ownership by innovating for environmental impact, delivering cutting-edge design, and creating a driving experience that – like its tech brethren in the Valley – puts software rather than hardware at the center.



Virgin has shaken up the U.S. airline market with force – challenging the standards we’ve come to expect out of U.S. carriers – old planes, cramped seats, and throngs of business travelers. It’s found relevance in this competitive space by bringing energy and optimism into the experience, but also by offering routes and destinations that matter most to its fliers.



FitBit continues to define the standard for the “quantified self” and push the limits of what people expect out of a wearable. Just when people had come to expect steps, calories, and sleep cycles, FitBit has updated their popular ‘Charge’ wristband to include features from heart rate monitors and suggested workouts to guided breathing sessions.

# Empower

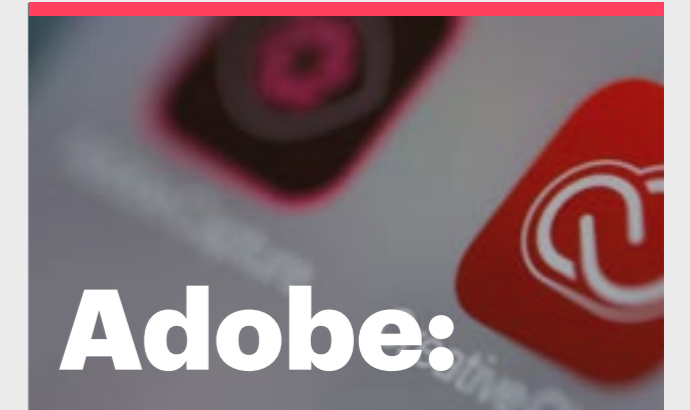
Inspire consumers by providing choice, customization, and the ability to express themselves.



In our increasingly online world, Pinterest has been able to cut through the clutter by empowering creative consumers to curate a digital expression of themselves. Pinterest boards aren't just a collection of links, they're a reflection of their creators.



Under Armour has developed a purpose-driven mission around empowering the athlete in all of us. They've brought this idea to life with sport-specific apparel products and sponsorships of relatable, inspiring athletes across a range of sports, from Steph Curry to Jordan Spieth to Misty Copeland.

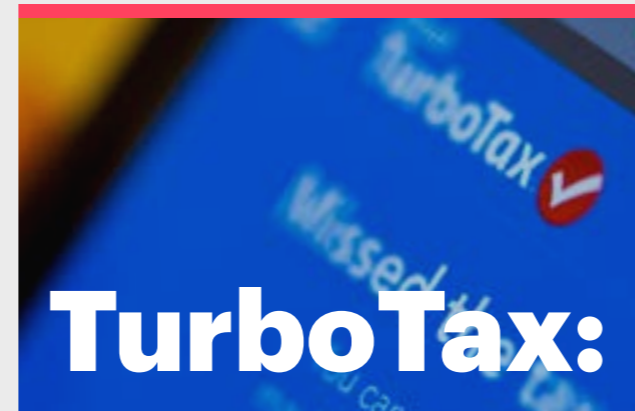


Once a behind-the-scenes software company, Adobe has become the ultimate in software empowerment – now offering their Creative Cloud with a full suite of software options for users to pick and choose the features they want. Adobe empowers designers – from the professionals to the DIY creatives – to express themselves in a digital world.



# Simplify

Improve consumers' days by removing some of the unnecessary complexity from their lives.



## TurboTax:

Taxes aren't getting any less complex, but TurboTax continues to get simpler and simpler – reducing the number of clicks, storing data from previous years, and using increasingly clearer language. Even as traditional software titans struggle to make their products easier to use, Intuit makes people's lives easier more and more each year.



## Amazon:

Amazon has expanded feverishly in its continued push toward being the one-stop shop for everything we need to run our lives. Same-day delivery, incredible prices, endless SKU counts, and websites and apps that just work – Amazon is executing to perfection, and as Jeff Bezos likes to remind us, it's still Day One.

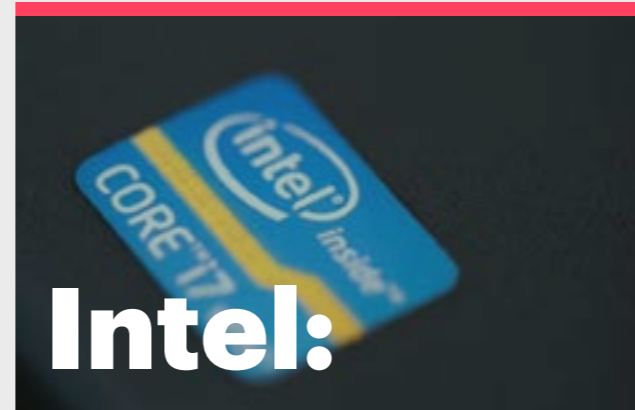


## Netflix:

Netflix is continuing to perfect the ability to use consumer data to identify, source, and even produce hyper-relevant content that specific segments of each of their customers crave; and they put it all in one application that's easily accessed across a variety of devices.

# Reinvent

Continuously find new ways to meet customers needs with product and experience improvements.



Intel has begun to activate against its “Experience Amazing” positioning that has redefined the brand from being inside computers to being an indispensable ingredient of next-generation technologies and experiences, from virtual reality to IoT-enabled devices to wearables.



LEGO has grown its brand through simple, fun, on-trend variations of core products (e.g. LEGO Movie, Star Wars product lines) that maintain customer trust and love for the brand, while relentlessly expanding into new categories and experiences like physical-meets-digital products and lines crafted exclusively for girls.

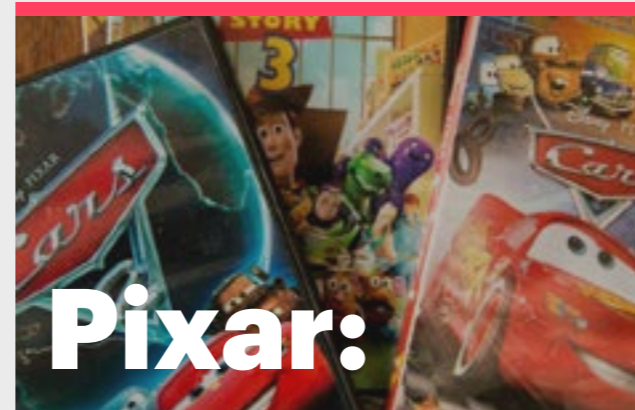


National Public Radio has reinvented radio for listeners at home, on the road, or on-the-go by continuing to stand up for what the organization believes in – top-notch journalism and captivating storylines. By sending reporters on interesting assignments, creating riveting creative content, and delivering balanced reporting, it leaves us all wanting more.



# Stay Authentic

Unabashedly stay true to why consumers love them in the first place.



Pixar is in many ways the original digital business – it redefined animation as we know it with *Toy Story*, and the team continues to create signature fresh, relatable content that pulls on consumers' heart strings and allows us to explore the shared interest we have in the ups and downs of life.



Visa still enables you to be "Everywhere You Want To Be" because it has established category leadership as payments have gone mobile. Its partnerships with Apple and Samsung mobile, continued acceptance worldwide, and emotional ties to consumers make it truly indispensable to people's lives.



Costco has remained a true bulk value brand in the face of competitive shifts to at-home delivery and premium-priced organic food by extending their Kirkland brand to premium categories (e.g., organic fruits and vegetables) while maintaining price competitiveness and other membership rewards.

**Industry Leaders:**

**It means**

**LEADING**

**the industry, and charting new paths for growth**




# Industry Leaders

Companies that rose to the top within each of their industries have a lot to teach us about how to be relentlessly relevant as consumer preferences change and expectations rise.


IN AT #1

Airlines




2 JetBlue Airways	3 Delta Airlines
4 American Airlines	5 Alaska Airlines

Apparel (casual)




2 Hanes	3 Zara
4 Levi's	5 Skechers

Apparel (sports)




2 Under Armour	3 Adidas
4 The North Face	5 Converse

Automotive




2 Toyota	3 Ford
4 Ford	5 Nissan

Beauty




2 L'Oreal	3 M.A.C.
4 Olay	5 Maybelline

Beverage




2 Maxwell House	3 Lipton
4 Gatorade	5 Coca-Cola

Beer




2 Samuel Adams	3 Heineken
4 Corona	5 Blue Moon

Consumer Tech



2 Android	3 Samsung
4 Sony	5 Microsoft


Department Stores



2 Macy's	3 Nordstrom
4 Ross	5 TJ Maxx


# Industry Leaders

**Durables**




2 Keurig	3 Whirlpool
4 General Electric	5 Kenmore

**Entertainment**



2 Pixar	3 Disney
4 Food Network	5 NPR

**Financial Data Services**



2 Visa	3 MasterCard
4 American Express	5 Discover

**Food CPG**




2 Hershey's	3 Ben & Jerry's
4 Cheerios	5 Campbell

**Restaurants**




2 Olive Garden	3 Starbucks
4 Panera Bread	5 Dunkin' Donuts

**Grocery/Drug**




2 Kroger	3 Whole Foods
4 Publix	5 Walgreens

**Freight**



2 UPS
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**General Merchandise**




2 Ikea	3 Target
4 Lowe's	5 Home Depot

**Healthcare Facilities**



2 Johns Hopkins Medicine
3 Kaiser Permanente

**Hospitality**




2 Hilton	3 Holiday Inn
4 Cosmopolitan of Las Vegas	5 Four Seasons

**Household & Personal**



2 Clorox	3 Tide
4 Band-Aid	5 Crest

**Insurance: Healthcare**




2 Anthem	3 Cigna
4 Metlife	5 UnitedHealthcare

**Insurance: P&C**




2 GEICO	3 USAA
4 Progressive	5 Allstate

**Internet Services/Retail**




2 Google	3 Pinterest
4 Pandora	5 YouTube

**Retail Banking**




2 Chase	3 Capital One
4 The Vanguard Group	5 Fidelity

**Telecommunications**



2 AT&T	3 Xfinity
4 T-Mobile	5 DIRECTV

**Toys & Sporting Goods**



2 Lego	3 FitBit
4 Fisher Price	5 Xbox

**Wealth Management**



2 T. Rowe Price	3 Merril Lynch
4 UBS	5 Morgan Stanley



## **Our Methodology:**

**Relevance is the single**

**GREATEST**

**determining factor for a brand's long-term success**

## **The methodology behind the Prophet Brand Relevance Index™ (BRI)**

Prophet is in the business of helping organizations grow better brands and businesses.

**Our clients have often asked for our perspective on the value of brand rankings. And while there are several brand lists and rankings out there today, none speak directly to consumers to find out which brands are the most indispensable to their lives – the ones consumers simply cannot imagine living without.**

We created the BRI to help business and brand leaders measure the relevance of their brands, and provide them ways to improve it.

## How were the included companies selected?

Companies from all industries that contribute materially to U.S. household spend were included in the study. Their contribution to household spend was sourced from the U.S. Bureau of Labor Statistics' February 2015 Report on Consumer Expenditures. Within each industry, the companies that were included achieved outsize business performance (MRY revenues and trailing 3-year revenue growth) within their respective industries. In some instances, smaller companies that have been driving change in these industries were also included given their significant traction with consumers.

## What was the primary research objective?

To understand the principles that great brands execute against — in customers' minds — in order to establish themselves as relentlessly relevant.

## How many brands were rated?

300 brands were rated in total. Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

## What does it mean for a brand to be relevant?

At Prophet, we believe that the strongest brands are relentlessly relevant, and they do four things well. First, they're customer obsessed. Everything they invest in, create, and bring to market is designed to meet important needs in people's lives. Second, they're pervasively innovative. They don't rest on their laurels, even as industry leaders — they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs. Third, they're ruthlessly pragmatic. They make sure their products are available where and when customers need them, deliver consistent experiences, and just make life that much easier for people. And, finally, they're distinctively inspired. They've made emotional connections, earned trust and often exist to fulfill a larger purpose.

## To what extent does this build on David Aaker's IP?

To a significant extent. Of all the characteristics of a brand, the one that is necessary for its success is relevance. Brand "preference" and "differentiation" long ago ceased being central to the calculus of success because of the speed at which markets and customer needs change. Aaker's core point, that brands have to create new subcategories and dominate them so no other alternatives are even considered, is central to the idea of relevance.



## Want to learn how Prophet can help you unlock growth by building a relentlessly relevant brand?

Prophet is a consultancy that helps clients find better ways to grow by focusing on three important areas: creating relevant brand and customer experiences, driving accelerated growth strategies and leveraging digital as a transformative force in their business.

### Custom Index & Actionable Work Session

Like what you see in the Brand Relevance Index? Seeking to apply it to learn how your brand measures up among the audiences you care about most? Join us for an agile, analytical, and actionable hackathon-style session to identify a series of ideas that will drive growth for your business.

Contact [Jesse Purewal](#) for more details on our custom research and co-creation sessions.

Our core work:

**Brand & Experience**

**Digital Transformation**

**Growth Acceleration**

**Let's talk.**

**We'd love to continue the dialogue and talk about how you too can build a relentlessly relevant brand.**

**Contact us today.**

**For media inquiries, please contact Katie Lamkin at Prophet.**

Want to know more about Prophet or the BRI, please get in touch with us at one of our offices below.

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SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research. SSI reaches participants in 90+ sample countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 40 offices and remote staff in 20 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 4,000+ employees serve more than 3,000 clients worldwide.