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**NetBase Brand Passion Report:
Top 25 Germany Brand Love List**

2019 REPORT

Looking for [Brand] Love

The *NetBase Brand Passion Report: Top 25 Germany Brand Love List* is a close look at the brands consumers express the most love for in social media. Using patented AI technology, we surfaced the strongest, most positive consumer emotions towards brands, then identified which 25 German brands get the most love.

Understanding consumer preference—or brand love—is one part art, and one part science. It's about more than measuring the volume of social content or sentiment. It's also about the intensity of passion and feeling. And that's information that can drive intelligent brand decision-making.

Now, social passion offers new insights into brand health, allows measurement of campaigns against lasting emotional assets, and informs geographical action—such as where an emotionally driven campaign will deliver maximum impact. And return on investments has been tied to return on love.

In this report, we look at the overall top 25 most loved brands in German as discussed on social media from April 1, 2018 through April 1, 2019.
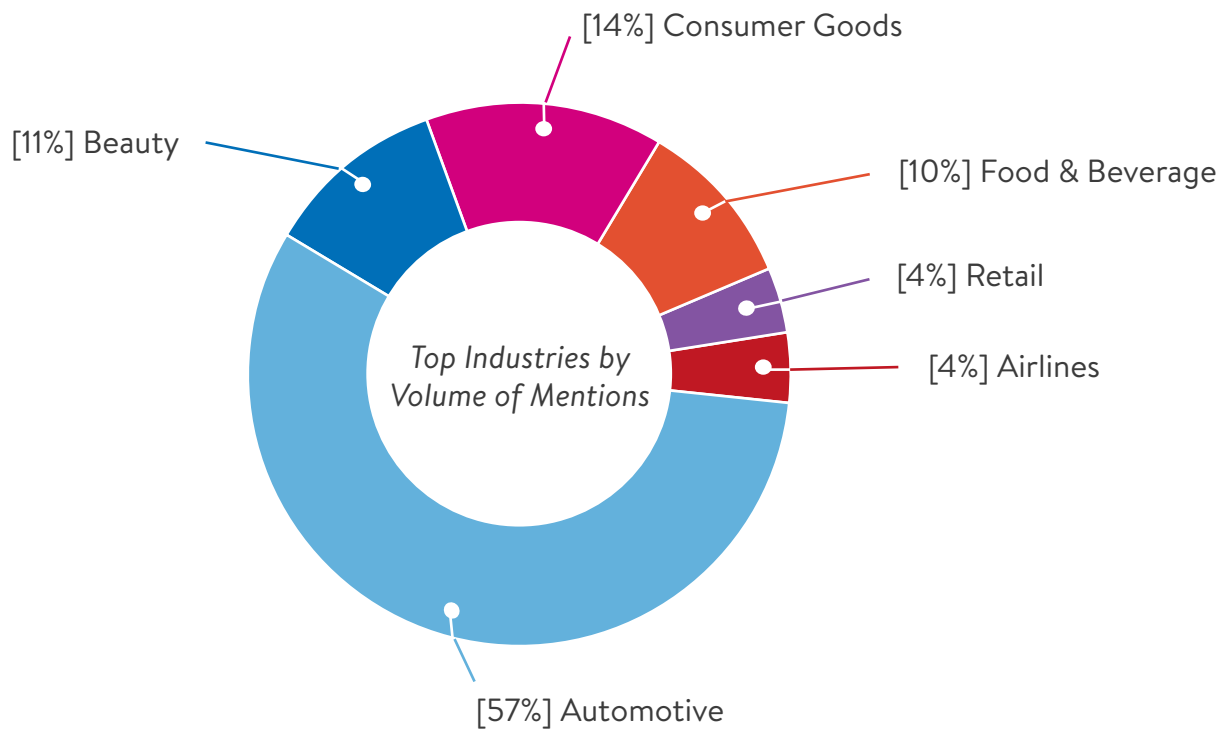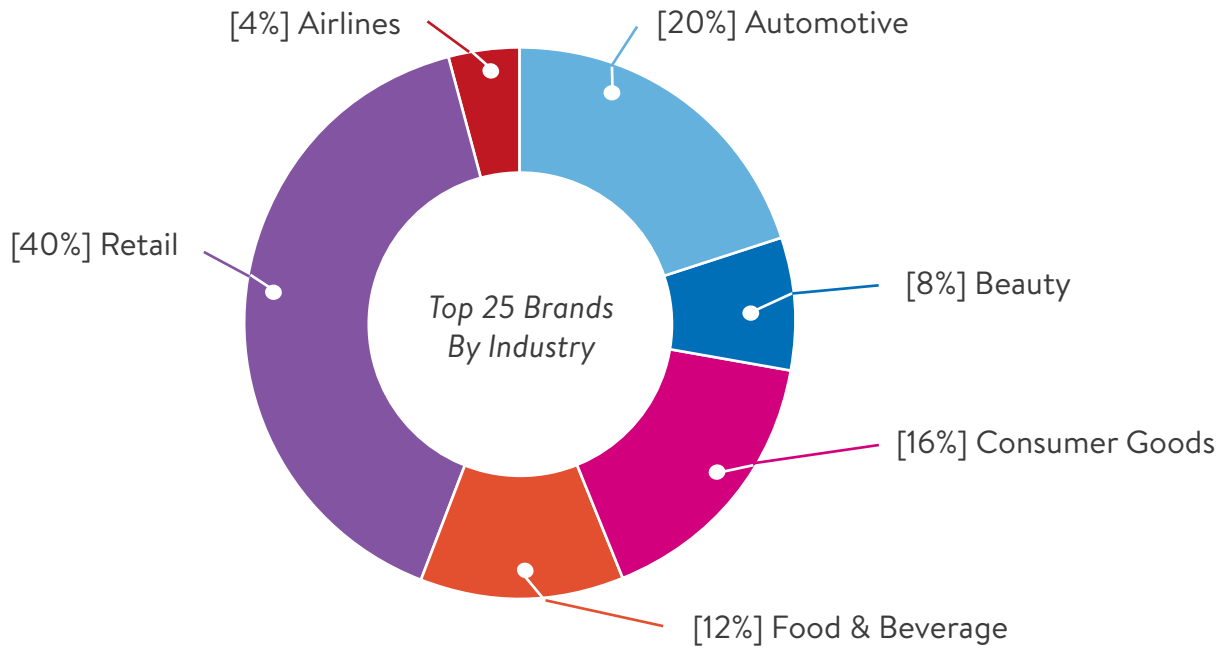
Germany Love List All-Stars

Top 25 Most Loved German Brands

Brand	Rank	Category	Mentions (Total)	Posts (Total)	Potential Impressions	Net Sentiment	Total Engagement
Mercedes	1	Automotive	42,496	40,684	19,409,219,746	93%	105,767,495
DM-Drogerie Markt	2	Retail	37,273	36,066	3,149,853,977	100%	7,115,812
BMW	3	Automotive	75,141	68,794	10,800,212,340	82%	7,749,645
Audi	4	Automotive	53,292	48,470	5,087,242,050	80%	6,360,289
Volkswagon	5	Automotive	34,643	32,650	13,598,750,953	84%	1,535,510
Haribo	6	Food & Beverage	18,637	17,809	4,835,127,282	97%	323,395
Adidas	7	Retail	35,356	32,502	1,931,335,762	83%	5,185,122
Porsche	8	Automotive	12,113	11,962	748,271,593	93%	4,915,427
Rossmann	9	Retail	12,073	11,851	730,483,484	100%	453,134
LIDL	10	Retail	27,176	25,622	2,617,390,744	77%	305,712
Essence Makeup	11	Beauty	4,142	3,918	3,616,369,152	83%	6,913,058
Lufthansa	12	Airlines	17,170	16,332	2,509,703,006	64%	959,550
Zwilling J.A. Henckels	13	Consumer Goods	17,042	16,102	5,193,589,723	51%	240,103
Puma	14	Retail	5,767	5,148	103,817,994	96%	2,678,809
Aldi	15	Retail	17,805	15,551	3,235,878,529	40%	171,769
Leica	16	Consumer Goods	5,069	4,678	166,680,279	94%	427,026
Krombacher	17	Retail	7,735	6,956	186,026,706	91%	128,192
Nivea Europe	18	Beauty	3,090	2,813	286,264,949	84%	180,010
Miele	19	Consumer Goods	2,784	2,427	187,280,551	94%	8,488
Ritter Sport	20	Food & Beverage	2,317	2,253	246,364,450	91%	49,870
Birkenstock	21	Retail	2,227	2,143	71,941,823	92%	318,828
Melitta	22	Consumer Goods	1,961	1,606	120,756,677	96%	48,667
Hugo Boss	23	Retail	2,297	2,268	296,212,512	34%	191,437
Hulsta	24	Retail	208	192	1,399,555	100%	11,233
Gerolsteiner	25	Food & Beverage	455	419	17,554,262	29%	14,745

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Brand Love Insights: Germany

Top 25 Brands By Industry

[4%] Airlines
[20%] Automotive
[40%] Retail
[8%] Beauty
[16%] Consumer Goods
[12%] Food & Beverage

Top Industries by Volume of Mentions

[14%] Consumer Goods
[11%] Beauty
[10%] Food & Beverage
[4%] Retail
[4%] Airlines
[57%] Automotive

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#1 Auto conversations dominate mentions for this list, occupying over 57% of the mentions for the top 25 brands in our report. And though BMW is mentioned most of all the auto brands, Mercedes is the winner in social rank due to their high engagement rate and impressions. As a heritage brand with a history of luxury, consumers love sharing their love for the brand online with the words "love" and "fahren"(to drive), "freuen" (looking forward to) as well as "überzeugen" (convinced) as trending emotions around the brand. While consumers love their cars, the Mercedes-Benz museum is one of the top mentioned "things" in association to the brand, with many people discussing the brand's history, the architecture of the museum and their summer concert series featuring popular bands.

brianlionteh • Follow
Mercedes-Benz Museum

brianlionteh From a horse to luxury collection
From zero to miracle.
Beautiful Mercedes Benz museum. .
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.
.
.
#mercedes #benz #mercedesbenz #mercedesbenzmuseum #car #luxurycars #stuttgart #stuttgartgermany #travel #trip #holidays #in_germany

23w

49 likes
NOVEMBER 15, 2018

Add a comment...   Post

*Strong positive emotions are shared for Mercedes.*

#2 DM-Drogerie Markt is the clear leader in retail, ranking #2 in social rank and capturing 25% of the retail brand conversation included in this report, slightly more than retail powerhouse Adidas. DM-Drogerie Markt scores accolades for winning the 2018 European Retail Technology award for best in-store solution. The Award recognized DM's successful streamlining of in-store pickup of online orders by customers, as well as merchandise management by store employees, using smartphones that run Scandit mobile data capture software. DM-Drogerie Markt is Germany's largest retailer, with over 4,000 stores across Europe.

#3 This love list would be remiss without including Haribo, makers of everyone's favorite "Gummibärchen", or Gummy Bear. Haribo is number 6 on this list, dominating the food and beverage category with over 87% category mentions, and leading in sentiment with a score of 97%. Many of the discussions around Haribo are around their commercials, which have a polarizing effect with some people loving them or hating them. People also love to share their favorite flavors online, actively engaging on discussions of their favorite colors and flavors.
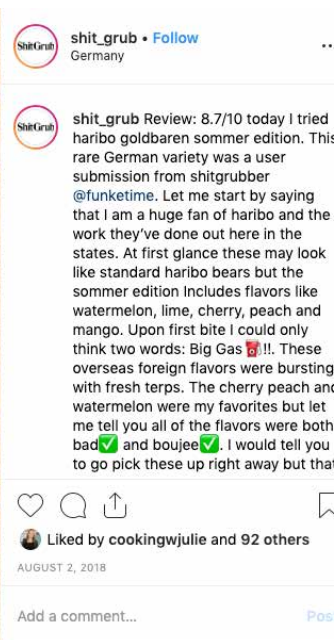
The Haribo commercial is one of the most talked about "things" related to Haribo.

The bear emoji is one of the top emojis used for Haribo.

#4 Essence Makeup is one of two beauty brands that made the list, the other being Nivea, that inches its way near the top 10 by dominating in number of engagements. People love to talk about Essence makeup, with many saying it's their "absolute favorite", would recommend (überzeugen), and sharing excitement about their products. Some of their most popular products, according to the "things" cloud, include their mascara, eyeshadow palettes, and highlighters.

supertolle Essence eyeshadow Palette
liquid Camouflage Essence Puder Essence Eyeshadow Base Zoeva cool sprectrum
Face Kontour Kit essence Blush
Essence Mascara Produkten
City Sporty Studio Lash Eyeliner Black Trend
deutschland Essence Makeup Dingens
tolles Schatzchen sparkle Douglas s
Golden Glow Bananen Puder Pierre Ricaud Blush Belle Mine
market @essencemakeup emojis Essence makeup
nail polish
lovely Golden Glow Bananen Puder Pierre Ricaud Blush Belle Mine
schwarze Essence Mascara
schöne pinke Farbe
Essence Beauty Spa
Essence Nail Polish Corrector Pen
Camouflage Essence Puder Essence Eyeshadow Base
Downtown Smoky Essence Highlighter Autumn

Essence cosmetics users love this brand, especially their mascara, one of top trending products in the "things" word cloud.

#5 Lufthansa made the top 25 list and is the only major commercial airline in Germany and the largest airline in Europe, with its subsidiaries, in terms of passengers carried. Lufthansa has 4% of all German brand mentions, and performs well for its category coming in 12th overall. Many Germans praise Lufthansa for its many direct flights and wonderful travel experience.

An Instagrammer captures a wave from her Lufthansa pilot.

Measuring [brand] love: The art and science

We can't measure brand love by simply counting mentions or impressions, because as we all know, brands are talked about for a variety of emotional reasons. And not all of them are good.

There is a big difference between 'like' and 'love'—not to mention sarcastic love or hate. And gentle mocking is nowhere near as alarming as contempt.

That's why we put our advanced social technology to the test to measure the strongest emotions shared about brand, Love—and every single version of it.

How strongly do your customers really feel about your brand? Have you managed to create consumer passion or your competitors envy? Have you cultivated strong customer relationships to set a foundation for future brand growth?

Most consumer purchases are won on emotion. The more passion for the brand, the less the consumer relies on price as the deciding factor.

We wanted consumers to lead us to the brands they love most. NetBase analyzed both German and English-language posts across the public social web for this report, looking for brands most often associated with, but not limited to, the following expressions of love:

NetBase analyzed posts across the public social web and measured brand love by filtering into each brand a common set of keywords representative of emotive brand descriptors used in social media to communicate brand passion. The German and English terms filtered are the following:

adorable, adore, adored, adores, adoring, amaze, amazed, amazes, amazing, awesome, beautiful, best, brilliant, cool, crave, craved, craves, craving, delight, excellent, exceptional, excite, excited, excites, exciting, fabulous, fan, fantastic, fave, faves, favorite, favorites, first rate, gorgeous, great, ideal, impress, impressed, impresses, impressing, impressive, incredible, long for, longed for, longs for, longing for, love, loves, loved, loving, luv, luvs, luved, luvd, luving, magnificent, outstanding, perfect, priceless, revolutionary, sexy, stun, super, superb, superior, terrific, thrill, top notch, vital, wonderful, world class

verehrenswert, verehren, verehrt, verehrten, verehrend, erstaunen, erstaunenswert, erstaunt, erstaunt, spitze, herrlich, beste, brillant, cool, ersehnen, heiß ersehnt, ersehnt, Verlangen, begehrend, begeistern, hervorragend, außergewöhnlich, reizen, aufreizen, aufreizend, aufregend, fabelhaft, Fan, fantastisch, Lieblings, favorisieren, Favorit, Favoriten, erste Klasse, hinreißend, toll, ideal, beeindrucken, beeindruckend, beeindruckt, imponieren, unglaublich, verlangen, verlange, sehnen nach, sehne nach, liebe, lieben, liebt, mag, mögen, liebend, geliebt, überwältigend, ausgezeichnet, perfekt, unbezahlbar, unvergleichlich, revolutionär, sexy, umwerfend, super, krass, superb, überlegen, bombig, hinreißend, erste Sahne, prima, unverzichtbar, wunderbar, spitze, Weltklasse

We only included the mentions where love is an insight for the brand, not just a keyword. That means we know that 'Man Toyota TRD trucks are beautiful', shows love for Toyota, but 'a beautiful bird just landed on my Toyota'—does not.

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Methodology:

Our report considers top brands as determined by market research over the past year, including Business Review Europe and Fortune. Our overall German Love List looks at German and English language posts collected from Germany, ranking the most loved brands in technology, consumer goods, automotive, food and beverage, financial services, and energy companies.

This report includes:

- 438,269 posts of earned mentions
- 1 year of data (April 1, 2018 to April 1, 2019)
- German and English language posts
- German geography
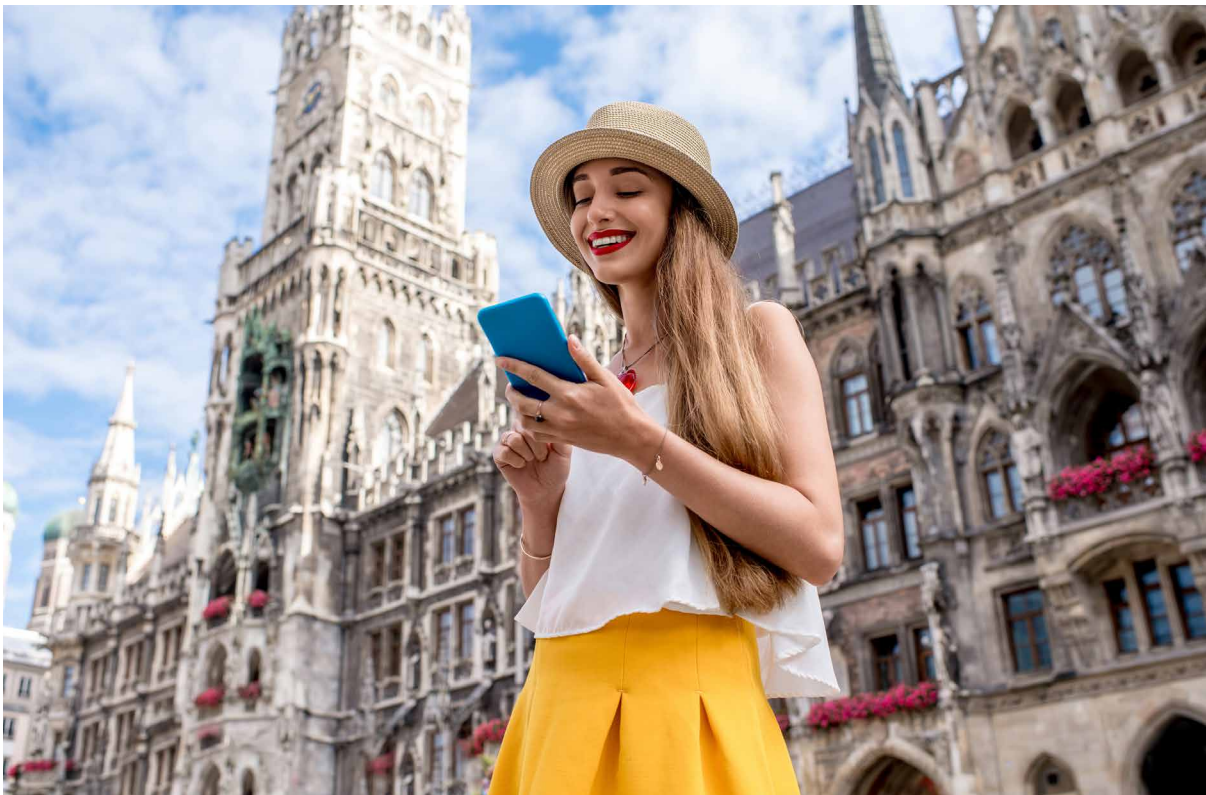
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NetBase is the social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR and product innovation.

NetBase is recognized by analysts and customers as the leader in Social Analytics. NetBase was rated a category leader by Forrester in the "Forrester Wave: Enterprise Social Listening Platforms, Q3 2018" report. NetBase was also named a top rated social media management platform by software users on TrustRadius and a market leader by G2 Crowd.

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