

2018

United States
United Kingdom
Germany
China

PROPHET

Brand Relevance Index®



INCLUSIVE

INDISPENSABLE

INNOVATIVE

AGILE

REVITALIZED

GROUNDLED

TARGETED

SIMPLE

PERSONALIZED



PUSH THE STATUS QUO

2018

United States
United Kingdom
Germany
China

prophet.com/relevantbrands-2018

RELEVANT BRANDS

INSPIRE PEOPLE

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Introduction

2018

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 12,694 customers on 299 brands across 37 industries to develop our customer-driven brand relevance ranking.

Defining Relevance

What makes a brand relentlessly relevant?

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 the world. The companies that have built relentlessly relevant brands generally have four common principles.

FOUR COMMON PRINCIPLES

A person is shown from the chest up, performing on a stage. Their right arm is raised high with fingers spread, and their left hand holds a microphone. The background is a vibrant, colorful light display with red and blue hues and bokeh light effects.

Four Principles of Brand Relevance

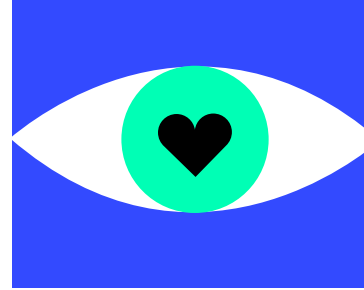
- 1 Customer Obsessed
- 2 Ruthlessly Pragmatic
- 3 Distinctively Inspired
- 4 Pervasively Innovative

1

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.



Four Principles of Brand Relevance

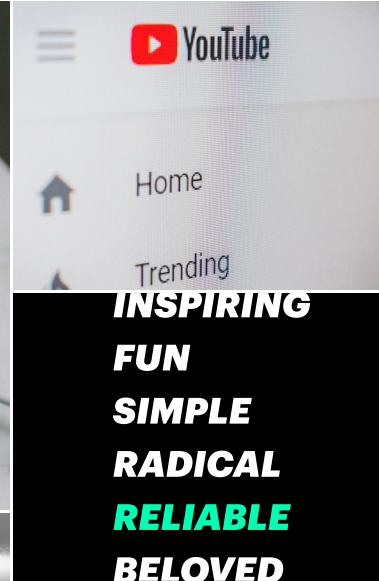
- 1 Customer Obsessed
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- 4 Pervasively Innovative

2

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.



Four Principles of Brand Relevance

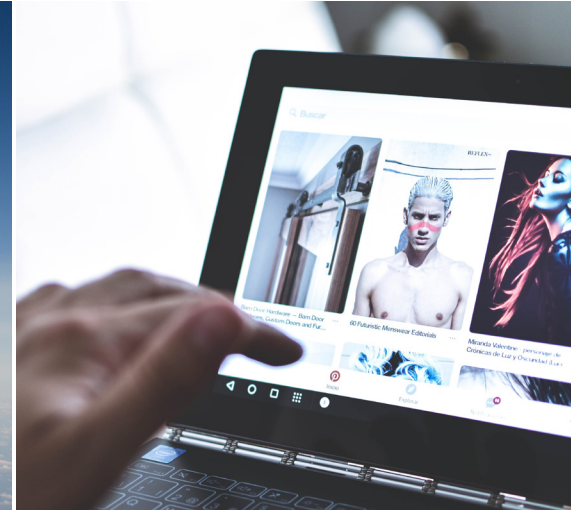
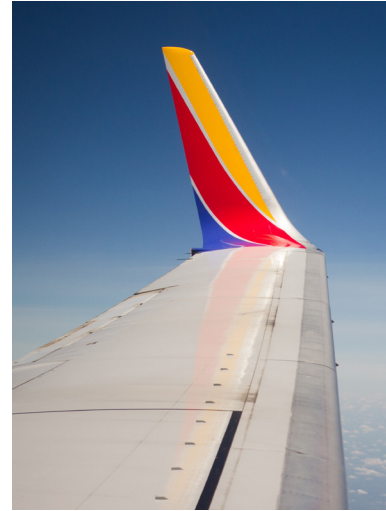
- 1 Customer Obsessed
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3

Distinctively Inspired

Brands that inspire us

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



"We are shifting from a PC-centric to a data-centric business. When our business evolves, our brand must also change accordingly. We changed our tagline two years ago from "Intel Inside" to "Amazing Experiences Outside." Intel is a leading technology company, and innovation is in our DNA. We want to continuously innovate, by leveraging our technology to provide amazing experiences which also improve our everyday life."

PAUL LU
CHINA'S DIRECTOR OF BRAND, CREATIVE, EVENTS
AND OLYMPICS MARKETING AT INTEL

Four Principles of Brand Relevance

- 1 Customer Obsessed
- 2 Ruthlessly Pragmatic
- 3 Distinctively Inspired
- 4 Pervasively Innovative


4

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.



A stylized illustration of a person's head profile in shades of brown and tan, facing right. The head is partially obscured by several blue circles of varying sizes, representing thought bubbles. A blue heart is positioned above the head. The background is a solid teal color.

“It’s clear that to be successful, brands need more than size and ubiquity. They must create a product that people love enough to integrate into their everyday lives. The brands that inspire this level of loyalty will ultimately grow the fastest because they are relevant in the moments that matter most to consumers.”

SCOTT DAVIS
CHIEF GROWTH OFFICER
Prophet

WE SURVEYED

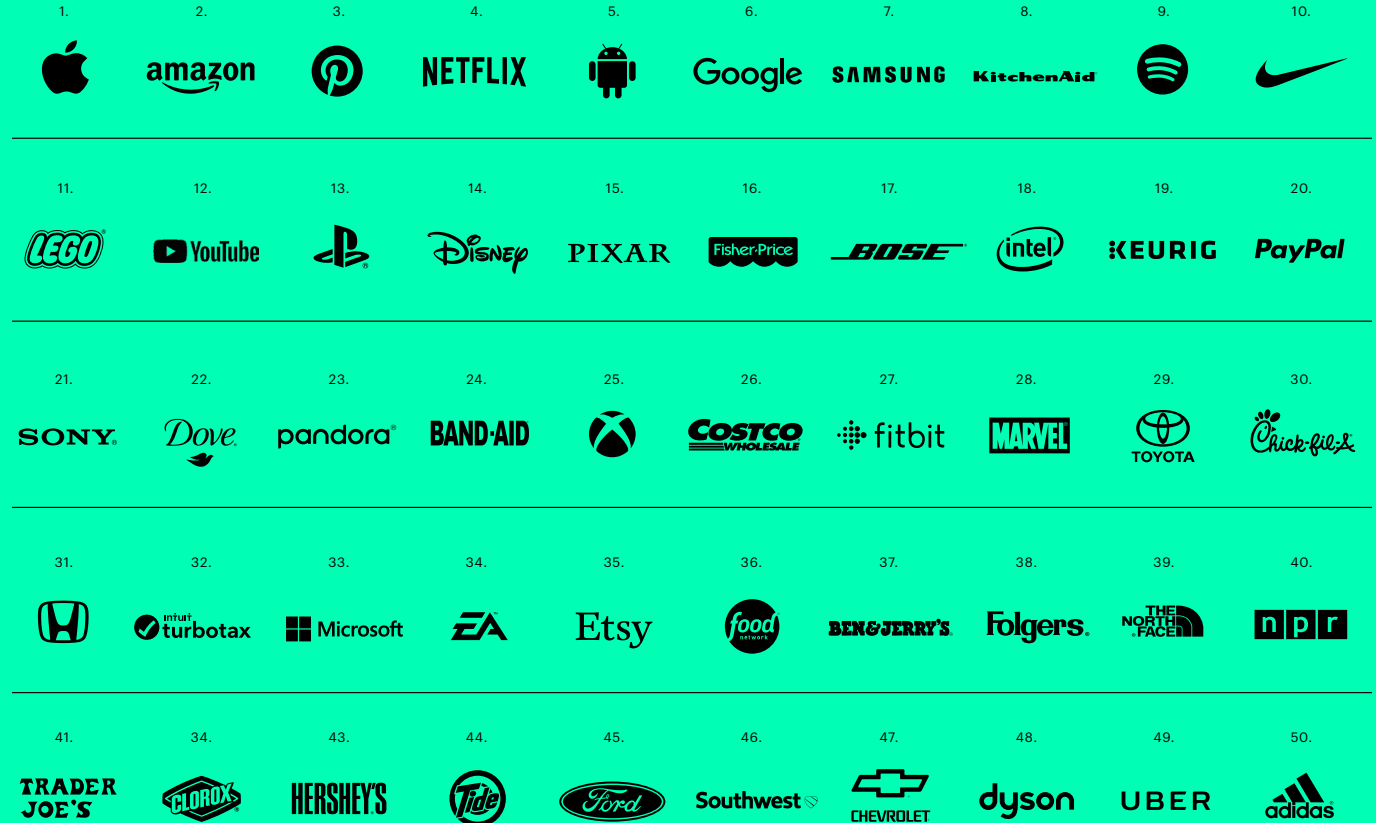
12,694

CONSUMERS ACROSS **299**
BRANDS IN **37** CATEGORIES
AND THE RESULTS ARE IN



How it Adds Up

The top 50 brands in the United States



The Results are in...

Who is winning
across The Four Principles
of brand relevance

Customer Obsessed

Brands we
can't imagine
living without

NETFLIX

PIXAR

KitchenAid

TRADER JOE'S

Ruthlessly Pragmatic

Brands we
depend on

KEURIG

**intuit
turbotax**

Chick-fil-A

Seenix

Distinctively Inspired

Brands that
inspire us



LEGO



Pervasively Innovative

Brands that
consistently
innovate



dyson








MARVEL

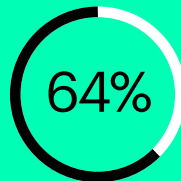
Google

Category Leaders

Airlines	Apparel	Automotive	Beverages	Computing & Software	Durable Goods	Electronics & Gaming	Financial Data Services
							

Food Consumer Products	Freight	Grocery & Drug Stores	Hospitality	Household & Personal Goods	Insurance: Life & Health	Insurance: P&C	Media
							

Restaurants	Retail Banking & Investment	Retailers	Ride Sharing	Social Media & Internet Services	Telecommunications	Toys & Sporting Goods
						

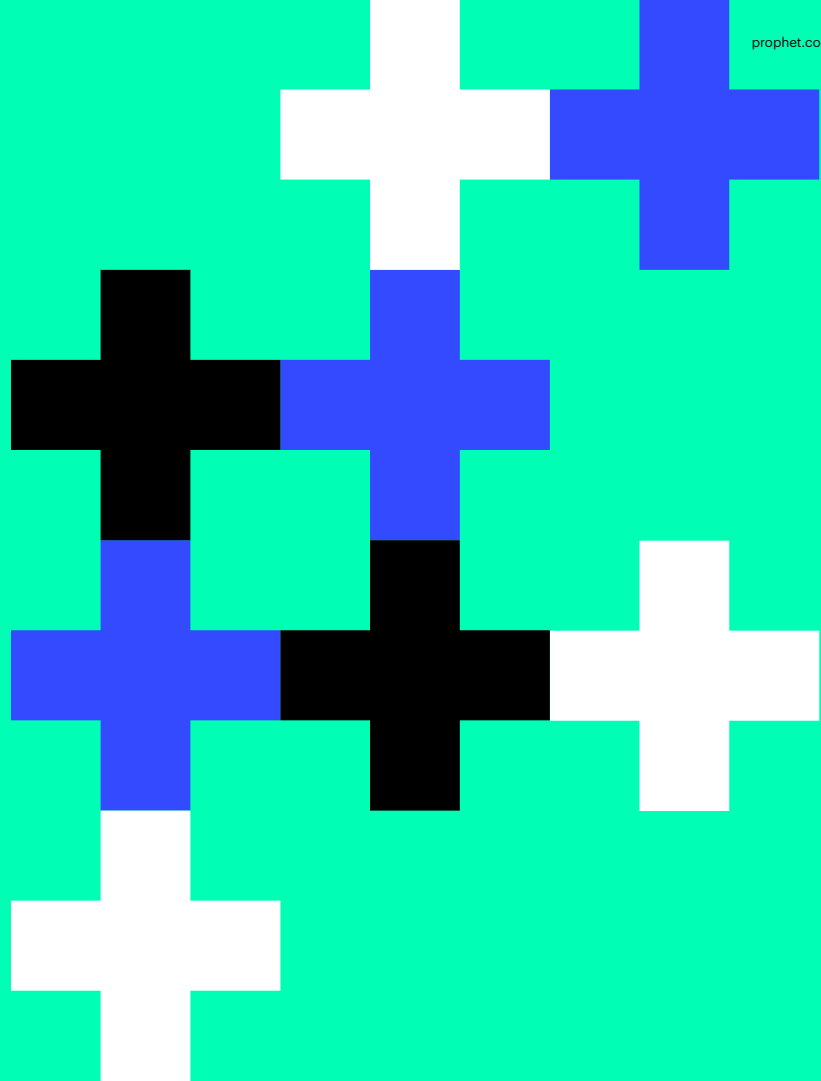


Over half of the top 50 brands fall into media, technology, electronics and gaming or social media and internet services categories

Key Findings →

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

The top brands have a commitment to staying ahead of customer needs and market trends—and they have the discipline to execute on the insights they uncover. These insights form the foundation for the ideas that become game-changing customer experiences and innovations.



Key Findings

1

Inspired Innovation

2

Data and Dependability

3

CX Is (Still) King

4

Targeted Yet Inclusive

Inspired Innovation

Innovation that inspires creativity and imagination

In a market that is constantly evolving, some brands' road to relevance comes through inspiring consumers' creativity and imagination.

Pinterest, a platform once dismissed as only being for niche activities such as weddings and decor, now ranks among the top brands overall across gender, income levels and age brackets. It consistently features cutting-edge innovations such as its dynamic, AI-driven feed and Pinterest Lens, which allows users to seek inspiration from objects in their surroundings using smartphone cameras for visual search.



LEGO, a mission-driven company, plays a huge role in the development of children through education, collaboration and problem-solving. The company has consistently innovated in technology and robotics, with new products like LEGO Boost, allowing children as young as 7 to learn to code, and the LEGO Life social network to share creations among peers. Remarkably, the brand's relevance extends far beyond kids, with top rankings among all age groups.

"Life gets a little bit better when people can make more out of their moments—whether it's cooking a new recipe, trying a different hairstyle or redecorating their home. In these moments, people tell us they feel a spark of creativity and more confident. And they like that they can be themselves. **We're humbled that so many people have made Pinterest a part of their lives and made our brand relevant.** We remain committed to helping them discover what they love and do those things in their real life."

BARRY SCHNITT
SENIOR VICE PRESIDENT,
MARKETING & COMMUNICATIONS
PINTEREST

Key Findings

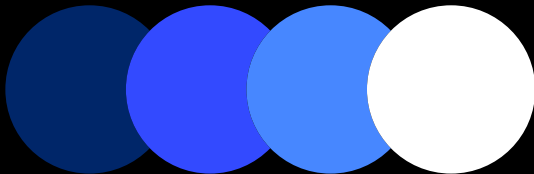
1
Inspired Innovation

2
Data and Dependability

3
CX Is (Still) King

4
Targeted Yet Inclusive

Data and Dependability



Earning trust by exchanging consumer data for dependable experiences

Data security is top of mind for today’s consumers, who ask, “Where is my data going? What is it being used for? How secure is it? Can I trust this brand with my information?” Within our smart and connected landscape, two domains stand out as sacred – the home and the wallet. Despite the additional hurdles in today’s market, brands such as Samsung and PayPal are earning trust by demonstrating to consumers how data sharing drives excellent, dependable experiences.

Samsung continues to push into the aspirational home sphere, weaving more intelligence and technology into their appliances to bring meaningful and unique experiences to all households. A refrigerator that serves as the family hub, a washing machine that flexes to the family schedule and smart vacuums are just a few ways this brand is owning the smart home

SAMSUNG *PayPal*

experience. Samsung leads the computing and software category in fostering a sense of trust among consumers who see the brand as not only pragmatic, but inspirational as well.

When it comes to the wallet, PayPal continues to outperform traditional payment brands like Visa, American Express and MasterCard, by ranking high in our Index for dependability and trustworthiness. Through strategic acquisitions and investments, PayPal is enhancing its breadth of services for consumers, merchants and online marketplaces, showing the brand’s commitment to be a comprehensive digital payment platform. The pragmatic focus to be available when and where consumers need them has driven consumers to turn to PayPal for transactions small and large—driving growth in revenue, engagement payment volume and new users.

Key Findings

1
Inspired Innovation

2
Data and Dependability

3
CX Is (Still) King

4
Targeted Yet Inclusive

CX Is (Still) King

Unleashing the powerful combination of brand and experience to manage the ups and downs

Consumer expectations of brands continues to evolve. In order for brands to be important in consumers' lives, they must be contextually relevant, personalized, adapt to their circumstances and be available when and where they want them. The brands that do this well are customer-obsessed, focus on 'surprising and delighting' and do it in a different way than they would have 10 or 20 years ago. They've found a way to break through in an always-on brand environment where living brand experiences are becoming the expectation. The ability to deliver on this in both good and bad times powers the brands that perform well in our 2018 Index. Companies that recognize the

powerful combination of brand and CX are able to rise above challenges when necessary.

As a category, ridesharing saw significant improvement from 2017 rankings, despite negative media attention and operational challenges in major cities. In the minds of consumers, both Uber and Lyft are associated with pragmatism, making their lives easier and being available when and where it's needed. The point of differentiation, however, is the additional association with meeting an important need in their lives, offering services and creating experiences that have become essential.

Conversely, Chipotle has fallen from #181 in 2016 to #214 in 2018 due to an inability to recover from the food safety challenges and negative media that have continued to plague the brand. Instead of taking a customer-first approach to regain relevance, Chipotle seemed to act in conflict with everything they knew about their customer base: the brand moved away from sustainable sourcing practices (contradicting the brand's differentiated identity), new products did not satisfy customer cravings and failed to turn sales around and giveaways have struggled to build substantial or lasting brand loyalty. It seems the tide will only turn when Chipotle is able to re-ground itself in the customer experience and meet their needs.

UBER



Key Findings

1

Inspired Innovation

2

Data and Dependability

3

CX Is (Still) King

4

Targeted Yet Inclusive

Targeted Yet Inclusive

Drawing on rich communities of individuals to drive platform equity

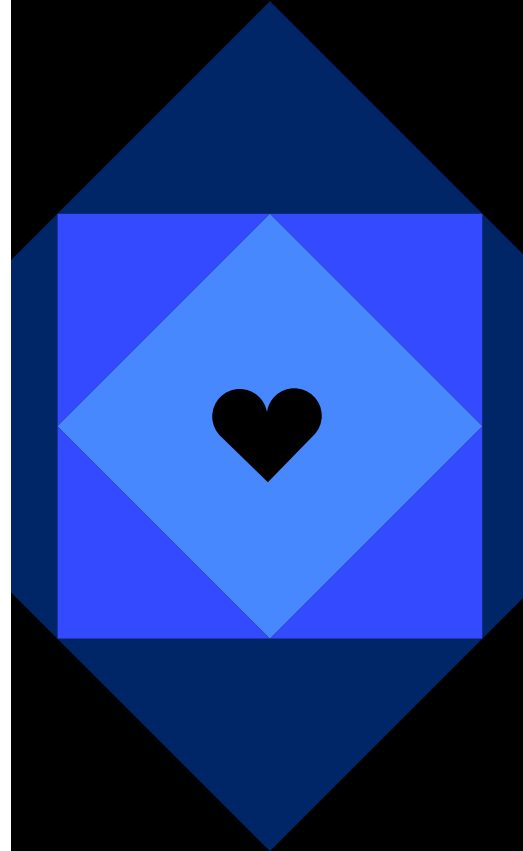
Consumers love to engage with products and experiences that feel built especially for them, customized and personalized to support their individuality. And thanks to technology, we can have personalized experiences, yet still be connected to others. Many brands that we consider to be the most relevant today are walking the fine line between creating products and experiences that are custom and targeted, yet inclusive and connective.

Despite business challenges, Fitbit and Etsy achieve brand relevance by drawing on communities of individuals to drive equity back to the platforms. They both outperform other applications/platforms (Facebook, Instagram, and Twitter), due to their



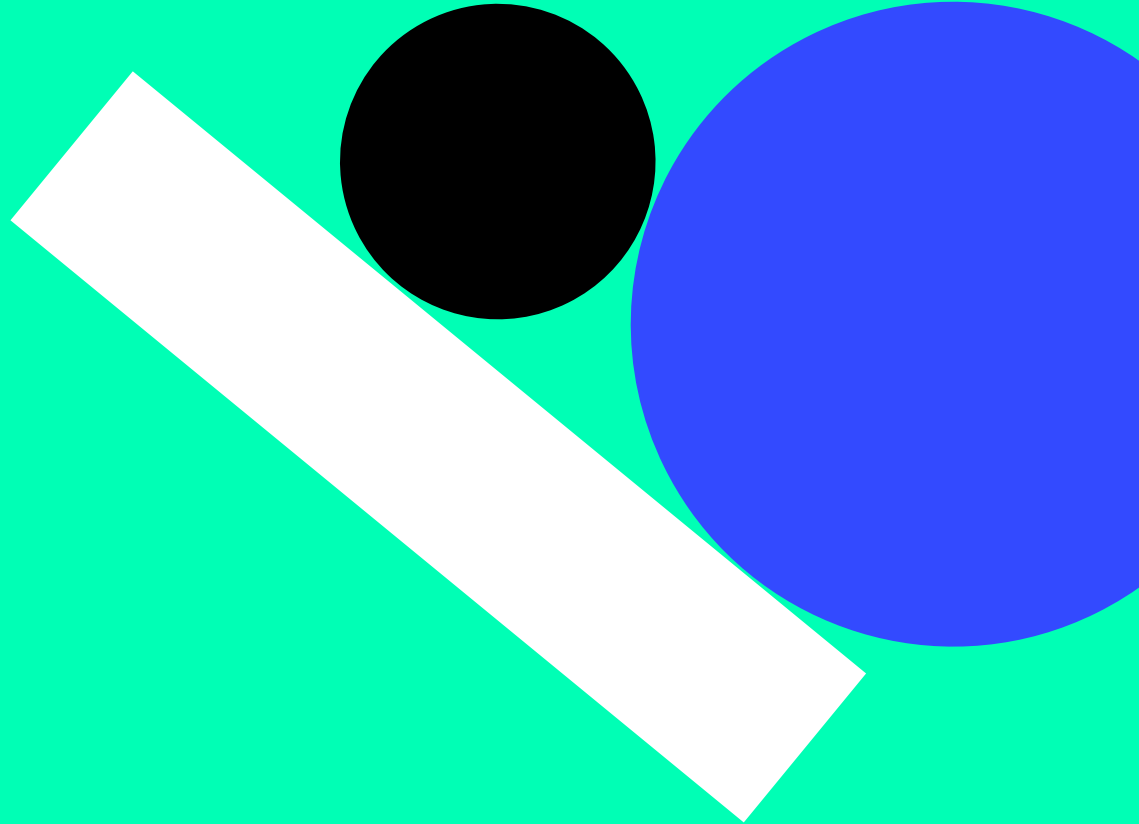
inclusive natures by striking an important balance between being “just for me” and connecting users to a community of like-minded individuals.

Fitbit taps into the fact that a strong support network is a proven motivator, with data showing users with friends on the platform take, on average, 700 more steps than users without friends. Fitbit continues to innovate and invest in app capabilities such as ‘Community,’ which makes it easier to engage with friends and meet new, like-minded people through topic-specific groups, all to increase support, motivation and accountability. Etsy succeeds by making members feel inspired and having a purpose that resonates with users, highlighting the brand’s ability to unite individuals.

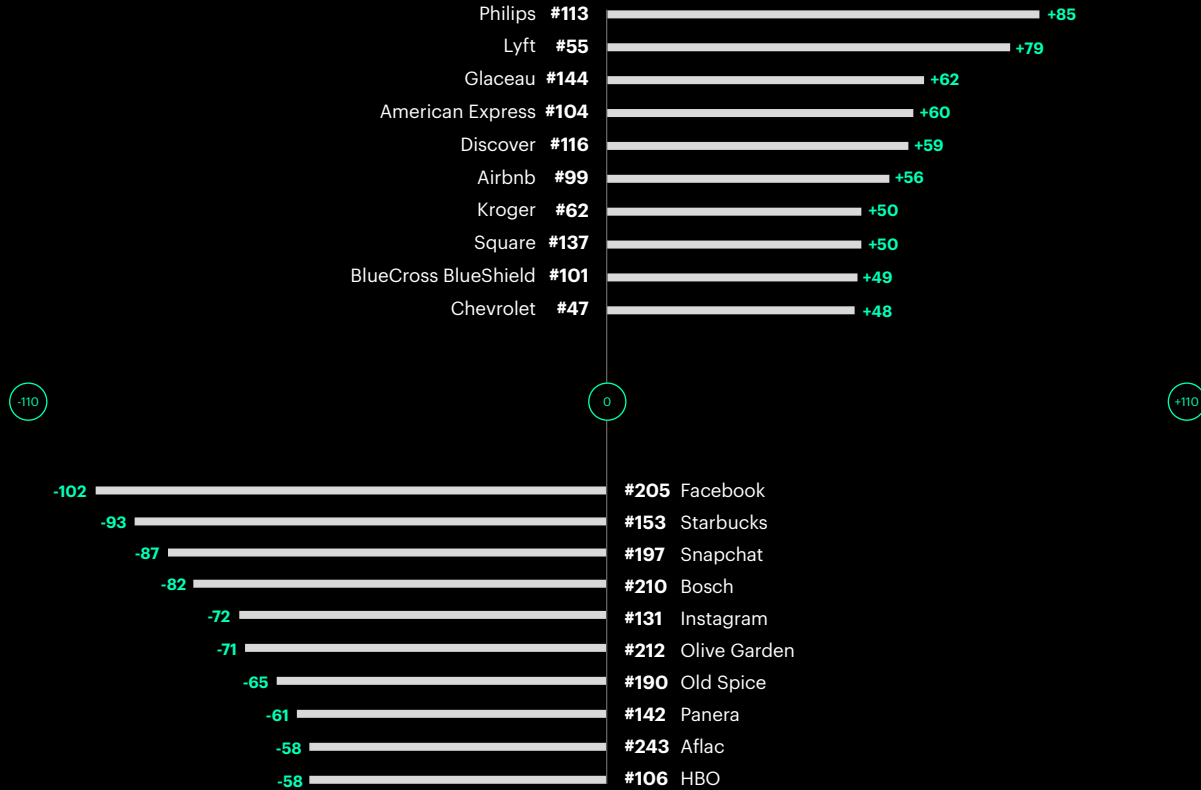


Diving In →

While our data team would like us to display each and every one of the many cuts of data we pull from the Index each year, we've spared you. The following pages showcase some of the more interesting details from this year's Index. Enjoy!



The Biggest Movers from 2017 to 2018



Top Brands
Among Females

Female

1



2

NETFLIX

3

Pinterest

4

amazon

5



Male

Top Brands
Among Males

1

amazon

2



3



4

Spotify

5

SAMSUNG

Top Brands Among
Millennials

Millennial

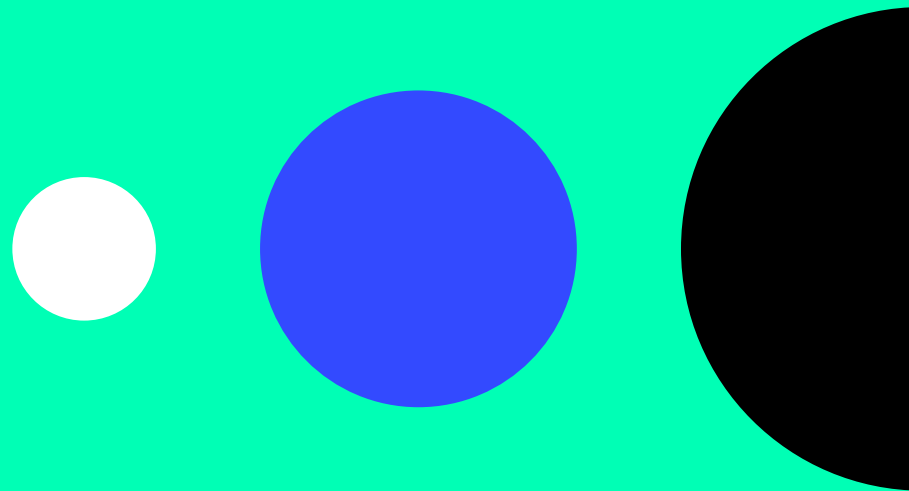
- 1 NETFLIX
- 2 amazon
- 3 KitchenAid
- 4 Apple
- 5 Google

Non-Millennial

Top Brands Among
Non-Millennials

- 1 Apple
- 2 amazon
- 3 Pinterest
- 4 Android
- 5 NETFLIX

Spotlight on the Top 25 Brands Relevant in Consumers' Lives →



PROPHET

Brand
Relevance
Index®

Apple

1



Relentlessly Relevant Again

Apple, our most relevant brand in the U.S. for four years running, continues to be unbeatable in measures of customer obsession and ground-breaking innovation.

This year, it excelled with a hit parade of products that customers (still) can't resist, including the iPhone X, with its innovative Face ID and wireless charging, as well as HomePod, a breakthrough intelligent speaker that combines sophisticated technology with simplicity of use. Oh, and Apple Music? It's so good it recently barreled past Spotify, based on U.S. subscriber numbers.

The Four Brand Principles

Customer Obsessed



Ruthlessly Pragmatic



Distinctively Inspired



Pervasively Innovative



Amazon

2

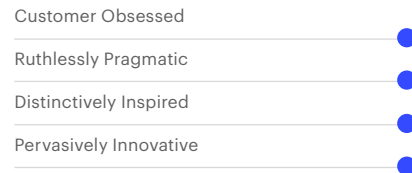
amazon

The Best-Friend Brand

People need stuff. And when it comes to getting it into our hands as fast as possible, Amazon is the standout e-commerce ninja.

More than 100 million Prime members turn to Amazon for two-day shipping and endless videos. But increasingly, we're going beyond the computer and app and asking Alexa (and Whole Foods Markets) to deliver groceries, all within a few hours. When it comes to get-'er-done pragmatism, Amazon is unbeatable, ranking No. 1 by many measures, including "I can't imagine life without it," "Is available when and where I need it" and—perhaps most important of all, "Makes my life easier."

The Four Brand Principles



Pinterest

3

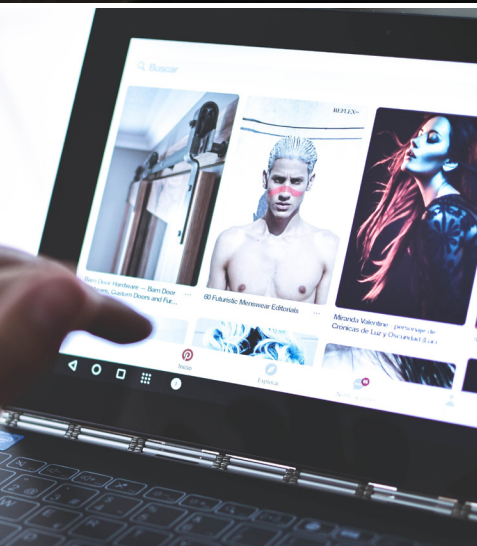
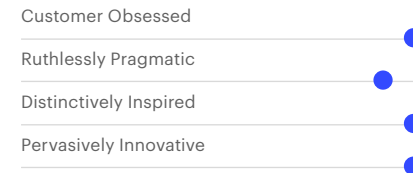
Pinterest

Inspiration Station

In an era of increased lack of trust in social media, Pinterest stands above the pack, ranking first among our "Makes me feel inspired" and "Engages with me in new and creative ways" measures.

It's worth pointing out that Twitter, Facebook and Snap can't even crack the top 100 of our Index. Consumers, of course, love pinning all the trends they find here, from "Mocktail magic" to "Beret all day" to "Perma-forts." But more than that, they love the experience and ever-inventive ways Pinterest entices them down the rabbit holes of their pastimes and passions.

The Four Brand Principles



Netflix

4

NETFLIX

Our Entertainment Everything

It's almost hard to remember when Netflix was a programming upstart. With 130 million subscribers—including the 51 percent of Americans who stream video—it keeps cranking out the hits, giving it a high “It makes me happy” score.

It now has more Emmys than HBO. Its relevance comes from knowing what we want to watch, which means old favorites and \$12 billion worth of exciting new projects, including contracts with executive producer Shonda Rhimes, director Spike Lee and former President and First Lady, Barack and Michelle Obama.

The Four Brand Principles

Customer Obsessed



Ruthlessly Pragmatic



Distinctively Inspired



Pervasively Innovative



Android

5



The People's Platform

To say Android is everywhere is an understatement. Worldwide, it's in 86 percent of all mobile devices, including those made by more than 1,300 brands.

And in the U.S., it commands 60 percent of the market to Apple's 40 percent. Many of those phones are popular because Android has long ruled the lower price points, but its personality isn't about money. With its power-to-the-people branding, Android is perceived as open, accessible and futuristic, giving it a high “I can't imagine my life without it” score.

The Four Brand Principles

Customer Obsessed



Ruthlessly Pragmatic

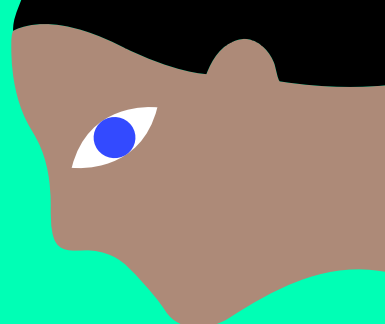


Distinctively Inspired




Pervasively Innovative





“By speaking directly with consumers, we’re able to determine which brands are truly indispensable to people’s lives and how forces like technology are changing consumer behaviors. Business leaders and brand builders can use our Index to identify both areas of strength and ways to improve the relevance of their brands.”



JESSE PUREWAL
ASSOCIATE PARTNER
Prophet

Google



Google

Digital's Alpha and Omega

While Google slid a bit in this year's ranking, it still comes first in "Is available when and where I need it."

And boy, do we need it: People perform 3.5 billion searches on Google each day, giving it an astonishing 90 percent share of the search engine market. Many of us rely on Google Drive for work or Google Maps while in the car. But the big news has been the Google Home speaker. So many people like the "Hey Google" device that it's now commanding 27 percent of the market, quickly gaining on Amazon's Echo.

The Four Brand Principles

Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

Pervasively Innovative



Samsung



SAMSUNG

Bixby, Guardian of the Galaxy

Samsung, already beloved for its innovation, makes the best case yet for the connected home.

The No. 1 appliance brand in the U.S., with 21 percent market share, is known for great refrigerators, cooktops, thermostats and washing machines, as well as its devices like the Galaxy Note 9 tablet and the Galaxy home speaker. Consumers describe it as a modern brand that is always looking for new ways to meet their needs, like integrating its voice-activated assistant into everything. Just ask Bixby, who knows if you're almost out of milk and that you might want to turn up the heat in the family room.

The Four Brand Principles

Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

Pervasively Innovative



KitchenAid



KitchenAid®

Our Stealthy Sous-Chef

KitchenAid is vaulting up our rankings, year-over-year. And not just for reliability.

It comes in No. 1 in "I know I can depend on," and is a staunch culinary ally, with machines that help us master gazpacho and wash away our messiest au gratins. The oldest brand in our top 25 (circa 1919), it's still the most stylish. (Check out the stand mixer in this year's Bird of Paradise color if you have doubts.) It's also a social-media whiz, finding new ways to win with followers, from great recipes to technical pointers.

The Four Brand Principles

Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

Pervasively Innovative



Spotify

9



The Soundtrack of Our Lives

Spotify knows we love our music, and it connects with us on an emotional level. (And it does so by giving users access to more than 35 million songs.)

But as streaming service competition heats up, it wants to follow us everywhere, on every device and at every moment. A new partnership with Samsung automatically connects Spotify to phones, tablets, TVs and yes, your refrigerator, all DJ'd by Bixby. And a new deal with Google Clock lets you wake up to your perfect morning playlist.

The Four Brand Principles

Customer Obsessed



Ruthlessly Pragmatic



Distinctively Inspired



Pervasively Innovative



Nike

10

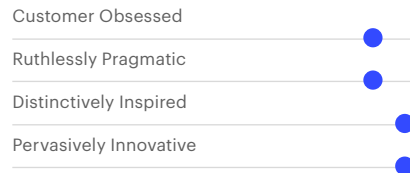


Running the Extra Mile

Consumers say Nike always pushes the status quo, delivering products and experiences beyond expectations. That means digital experiences matter almost as much as shoes, as the company keeps finding new ways to personalize offers.

Through the NikePlus membership, it learns what sports people like, how active they are, and their style. Nike Live, a new data-driven store in L.A., is influenced by zip-code based purchases. And that SNKRS app keeps finding interesting ways to make shopping fun, like dropping new shoes to fans during games and concerts.

The Four Brand Principles



LEGO

11

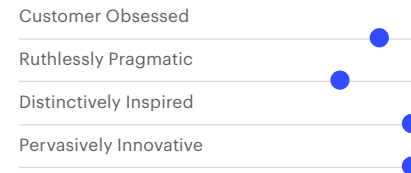


Connecting Kids to Connectivity

Few brands can inspire people the way LEGO can, whether inviting them to make complex projects, like the coveted new Harry Potter sets, or snap together simple towers.

And it shines as it connects the physical world to the digital, with six million kids using LEGO Life, a social-media site that introduces them to kindred spirits to find new ideas and share their own creations. It ranks second-highest for “Connects with me in new and different ways,” only beaten out by Pinterest. But above all, LEGO is revered for its promise to nurture children’s creative spark, keeping kids safe as they play.

The Four Brand Principles



YouTube

12

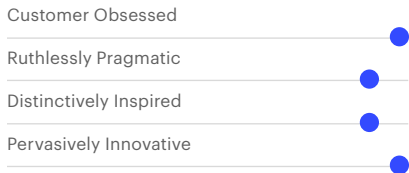


Facing Next-Level Challenges

YouTube is powerful: Pew Research reports that **73 percent of American adults use their phone or computer to watch YouTube, versus 68 percent for Facebook, translating into massive views. (Despacito has been viewed more than 5 billion times.)**

Its customer obsession never quits, generating such high-quality viewing recommendations that people give it high marks for “Connects with me emotionally.” But it’s also under pressure, defending itself as angry advertisers demand it police the racist and cruel content that plagues the platform. YouTube is adding human curators to catch more violations, especially to its YouTube Kids app.

The Four Brand Principles



PlayStation

13

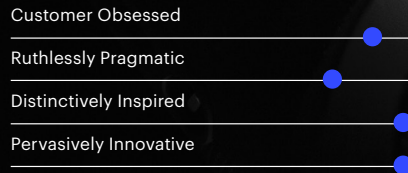


Ever-Expanding Game Experiences

With more than 500 million PlayStation units sold since its 1994 launch, you might expect fans to tire of it, but the reverse is true: PlayStation scores high for “Engages with me in new and different ways” and “Pushes the status quo.”

Games help, especially God of War, which pushed Sony’s profits to record levels, as well as Far Cry 5 and Monster Hunter. And so does anticipation, both for new titles, like Spiderman, and for its next new PS5 console, which likely won’t be available until 2020.

The Four Brand Principles



“Our 'For The Players' customer-centric focus means we continue to develop award winning content such as Spider-Man, Horizon Zero Dawn and God Of War, all of which are only available on PlayStation. Exclusive content is married with investment in innovative new ways to play such as 4K HDR, VR, PlayLink, PS Now — our streaming platform — and our community PS Plus. This enables Players to compete or co-operate with one another and enjoy a unique, instant and immersive experience everyday so PlayStation can remain the best place to play.”

USAMA AL-QASSAB
VICE PRESIDENT MARKETING
PLAYSTATION



Disney

14

Disney

Engineering Magic

Whether you're a nostalgic Millennial, a princess-obsessed preschooler or a doting grandparent, Disney continually builds relevance by finding new ways to deliver extra helpings of enchantment.

The only brand that scores higher for "Connects with me emotionally" is Pixar, its animation company. From always-improving parks to exciting new films, like *Christopher Robin* and *A Wrinkle in Time*, Disney whisks us away to our happy place.

The Four Brand Principles

Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

Pervasively Innovative





Pixar

15

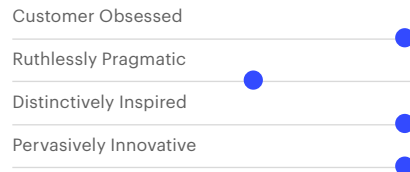
PIXAR

The Happiness Helper

Pixar continues to dominate the emotional drivers of relevance, scoring No. 1 in both “Makes me happy” and “Connects with me emotionally.”

And while it slid slightly in our rankings this year, it’s breaking records commercially: *The Incredibles 2* is the highest-grossing animated film of all time. But it’s got more up its sleeve than sequels and hard-working superheroes. With *Coco*, it took big risks, steering kids safely into the *Land of the Dead*. The result? An uplifting movie that, while death dominated, is still life-affirming.

The Four Brand Principles



Fisher-Price

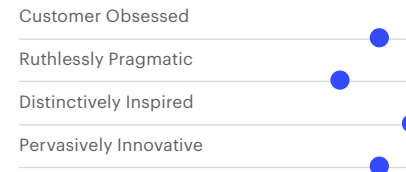
16

Nurturers-In-Chief

Even in a tough year for toys (so long, Toys“R”Us), parents remain committed to Fisher-Price, which rates high in trustworthiness and purpose.

The simple mission—nurturing what is unique in each child’s nature—reaffirms the most challenging part of parenthood. Whether it’s a Little People’s Sir Lance-A-Little, the latest BeatBo or a classic toy xylophone, the joy is the same. Fisher-Price helps us see the world through our child’s eyes.

The Four Brand Principles



Bose

17

BOSE®

Creating a Sound Experience

People applaud Bose for its ability to push the status quo and make products better than its competitors. Always pushing beyond its core range, it continues to surprise us.

This year? New Sleepbuds that block out barking dogs, garbage trucks and yes, even the snorer beside you. New noise-canceling headphones have a dedicated button that triggers the Google Assistant. Coming soon: Augmented-reality glasses designed to enhance sound, called “Glasses to hear.”

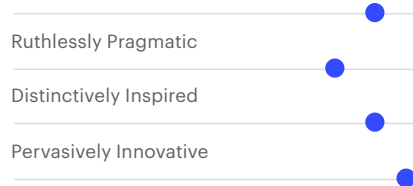
The Four Brand Principles

Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

Pervasively Innovative



Intel

18

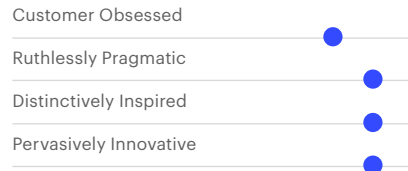


The Data Shark

A world shifting away from personal computers has led many to predict the end for Intel, but instead the 50-year-old computing brand has delivered three record revenue years in a row, powered by data-driven platforms that now account for half its business.

No wonder people are so likely to describe it as “Modern and in touch,” as well as “Meets an important need in my life.” Artificial intelligence (AI) plays a huge role. Huge, like a 75-foot Megalodon? Yep, Intel’s AI helped animators bring Warner Bros.’ *The Meg* to life.

The Four Brand Principles



Keurig

19

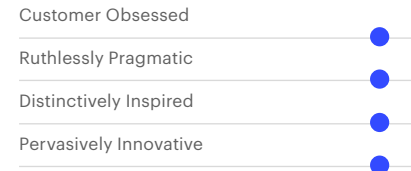
:KEURIG

A Jolt of Personalization

While adoption of pod coffee makers has slowed, Keurig continues to dominate the way Americans want single-serve beverages. What could be more perfect (and pragmatic) than a machine that gives you fresh-brewed coffee, made perfectly for you and only you?

Consumers say it’s a brand that continually makes life easier, with innovations that include the K-Mini (slim little brewers that take up less space), the K-Café (a coffeehouse brewer that lets amateur baristas combine K-cup simplicity with their own milk froth) and the K-Elite (with both a ‘Brew Bold’ and ‘Iced’ option). And then there’s that fun ad campaign with comedian James Corden, reminding people to “Brew The Love.”

The Four Brand Principles



PayPal

20

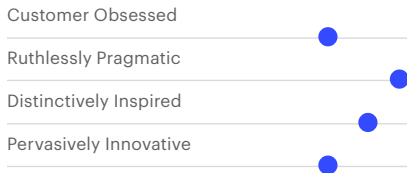
PayPal

The Practical Way to Pay

PayPal continually aces our measures of ruthless pragmatism, with users knowing they can depend on it for safe, reliable payments.

With its ever-evolving ways to pay and get paid, it delivers practical benefits to more than 244 million active accounts. It recently introduced a deeper integration with Google, for instance, so users can transact without ever leaving YouTube, Gmail or the Google Store.

The Four Brand Principles



SONY

21

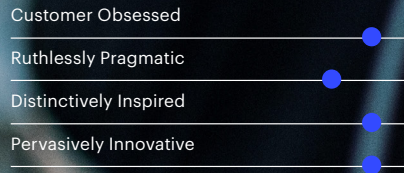
SONY

One-Step-Ahead Electronics

People love SONY for high-quality and reliable products, whether it's a camera or a whole house sound system. But its TVs are increasingly seen as the stepping stones to the future, with people describing it as brand that "Is always finding new ways to meet my needs."

Smart TVs work with Google Home and Alexa and continue to set the bar for color accuracy and sound innovation. Its latest move is teaming up with Netflix to promise to reproduce video exactly as the filmmakers intended, with a line of Bravia Master TV's equipped with a "Netflix Calibrated Mode."

The Four Brand Principles



Dove

22

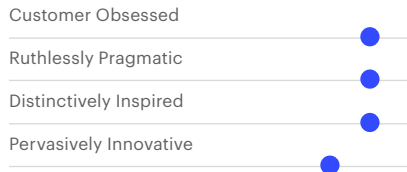


A Kind Friend in a Cruel World

Even amid dozens of brands blaring messages of women's empowerment, Dove stays true to the basic promise it used to pioneer "femvertising" back in 2004: Everybody is beautiful.

Consumers trust that promise, and rate it highly for "Has a purpose I believe in." It steadily reinvents itself to stay relevant, whether through new campaigns, the Self-Esteem Project, or its latest vow: In a world where 77 percent of women believe every image of a woman they see has been photoshopped or retouched, Dove is marking all its imagery with a "no digital distortion" mark.

The Four Brand Principles



Pandora

23

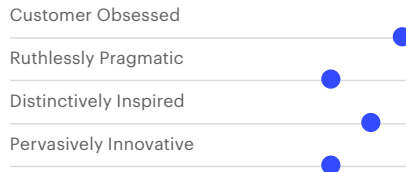
pandora®

Music in a Snap

Settle down Spotify snobs and Apple elitists. Pandora, which launched the category in 1999, is still the biggest streaming service in the U.S. and continues to resonate with listeners in new ways.

Its musicologists connect fans with just the right artist and song, and it's working: it's one of the best performing brands in both "Makes me happy" and "Connects with me emotionally." It also wins with different levels of Premium Access. It turns out that a lot of us are willing to look at an ad or two for enhanced services. Clever partnerships include its new link to Snap, which lets people share music the way they want.

The Four Brand Principles



Band-Aid

24

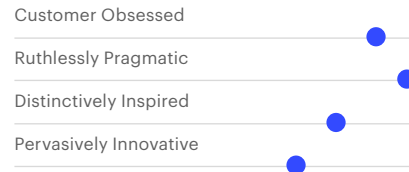
BAND-AID

Trusted with Our Battle Scars

When marketers lament that digital brands have an inherent advantage in the race for relevance, we think of Band-Aid, which is rated by consumers as No. 1 in "I trust."

Of course, they love that it's reliable, consistent and does the job of protecting our scrapes and scratches. We appreciate that it speeds healing and that it never rests, making products that are ever-more waterproof, breathable and ouch-less. But most of all, we love the way it makes kids' bumps and bruises easier to bear, using gentle formulations and their favorite characters.

The Four Brand Principles



Xbox

25



Gaming's Irresistible Underdog

While Xbox slips a little in this year's ranking—and continues to lose market share to the dominant PlayStation—loyalists say it constantly finds new ways to meet their needs.

They say it's more powerful. They like the unique 4K Blu-Ray drive. They think it just looks cooler. And with exclusive games like Halo Infinite, Forza 4 and Crackdown 3 on the horizon, who can look away? Players, always listening for whispers about the next console (reportedly called "Project Scarlett" and available in 2020), expect it to literally change the game: instead of sitting under the TV, it will stream games from the cloud.

The Four Brand Principles

Customer Obsessed

Ruthlessly Pragmatic

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Pervasively Innovative



“Microsoft is seeking to fulfill technology’s ultimate promise to help empower everyone to achieve more. We believe an important aspect of creating and maintaining brand relevance lies in **empowering people and providing technology that helps transform how they pursue their passions.** There are many people using our technologies to make a difference and achieve their dreams, and we are humbled by the opportunity to participate and tell their stories.”

JEFF HANSEN
GENERAL MANAGER
MICROSOFT BRAND STUDIO



Methodology →

Why did we do this?

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.



Questions about the Index?

Methodology

How were the included companies selected?

Companies from all industries that contribute materially to household spend in each respective market were included in the study. This data was sourced from the U.S. Bureau of Labor Statistics' February 2017 Report on Consumer Expenditures. Within each industry, the companies that were included achieved outsized 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. Given the methodology for brand selection, not all brands in every category could be included.

Why did you develop this Index?

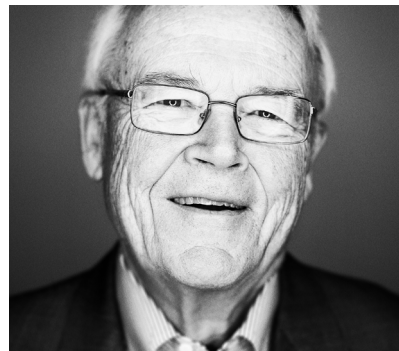
Prophet helps organizations grow better by building brands, transforming business and moving society. Over the last several years, our clients have asked for our perspective on other brand rankings and how they could use them to better their brand. We felt there was a void in the marketplace for a brand ranking that truly reflected the consumer's perspective, so we created the BRI to help business and brand leaders measure how relevant their brands are to consumers and learn ways to improve their standing and drive growth.

How many brands were rated?

803 brands were rated globally (299 in the U.S.) Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

Does the study build upon Dave Aaker's IP and points of view on relevance?

Yes, of all the characteristics of a brand, the one that is most necessary for its success is relevance. Dave Aaker's core point that brands have to create new subcategories and dominate them to the extent that no other alternatives are even considered is central to the idea of relevance. And it's central to our definition of a relevant brand.



What does it mean for a brand to be relevant?

At Prophet, we believe that relentlessly relevant brands 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.

PROPHET

Let's talk.

We'd love to sit down and talk about how you too can build a relentlessly relevant brand.

Please contact us today:

Catherine Strotmeyer

Director of Business Development
Prophet
c_strotmeyer@prophet.com

Amanda Nizzere

Director of Marketing
Prophet
a_nizzere@prophet.com

Research Now SSI is the world's leading global provider of first-party consumer and professional data based on extensive, proprietary market research panels. Around this core asset of opted-in, managed data, the company has built innovative data services and solutions that bring the voice of the individual to the entire marketing spectrum, from research to marketing to advertising. Research Now SSI serves more than 5,800 market research agencies, media and advertising agencies, consulting and investment firms, and healthcare and corporate customers in the Americas, Europe, and Asia-Pacific. For more information about our range of data-driven offerings, go to www.researchnow.com and www.surveysampling.com.

Research Partner:



Want to know more about Prophet or the Prophet Brand Relevance Index®? Please get in touch with us at one of our offices below.

Atlanta – USA

3475 Piedmont Road
Suite 1650
Atlanta, GA 30305
404 812 4130

Berlin – Germany

Oranienburger
Straße 66 10117
Berlin-Mitte,
+49 30 847 107 80

Chicago – USA

564 W Randolph St.
Suite 700
Chicago, IL 60661
312 879 1930

Hong Kong – PR China

13/F One Hysan Avenue
Causeway Bay
Hong Kong
+852 2528 0983

London – United Kingdom

10 Bedford Street
London
WC2E 9HE
+44 207 836 5885

New York – USA

160 Fifth Avenue
Fifth Floor
New York, NY 10010
917 645 0444

Richmond – USA

1801 East Cary Street
Suite 300
Richmond, VA 23223
804 644 2200

San Francisco – USA

One Bush Street
Seventh Floor
San Francisco, CA 94104
415 363 0004

Shanghai – PR China

696 Weihai Road,
Floor 2, Suite 410,
Jing'an District,
Shanghai 200041,
+86 130 458 086 28

Zürich – Switzerland

Talstrasse 83
8001 Zürich,
+41 44 218 7810

PROPHET

Our Core Work

Brand & Experience
Digital Transformation
Growth Acceleration

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.

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

Custom Index and Actionable Work Session

Like what you see in the Prophet Brand Relevance Index? Seeking to apply it to your customer targets to learn how your brand measures up among the audiences you care about most? Join up with us using an agile, analytical, and actionable hackathon-style approach to identify a series of ideas to drive growth for your business. Contact [Jesse Purewal](#) for more details on our custom research and co-creation session.