Social Brands 100 Report

March 2011

headstream

Contents

Foreword

Can a brand not be social?
If you're on this list, well done. First or hundredth, your efforts have been noticed and we thank you for them.

This is the first Social Brands 100 and we hope the start of many conversations about what makes a brand social.

Our sincere thanks go to those who helped us put together this collection. To those who expressed their passion and beliefs to nominate a brand, for the Panel who took the time to provide expert opinion, and to Brandwatch for adding the insight to support what proved to be commonly shared views*.

A social brand is measured by its ability to engage with a connected people by demonstrating three important social principles, consistently and intrinsically, in all it does.

The first is a willingness to actively listen and respond to what people care about. The second is a demonstration of appropriate social behaviours that are compelling, true, authentic and transparent. Finally, is an ability to create a win-win relationship with individuals, where the reason for doing something is driven by what the community needs, not simply by what the brand wants.

We all know social media has disrupted branding, but it's more than a changed communications environment and some new technology; it's a profound change in collective behaviour.

Let us know what you think. Join the conversation #sb100

Social is a disruption to the fabric of a brand that is ignored at that brand's risk

So, can a brand choose not to be social?
The answer is yes, but we wouldn't recommend it. Ignoring change is rarely a good strategy.

If the web was a disruption that many brands were slow to embrace, social is a disruption to the fabric of a brand that is ignored at that brand's risk. Herein lies the evolved challenge of the brand owner. Not to communicate a better brand, but to be a better brand.

In this regard, this list is the great and the good of those that are reinventing brands, one conversation at a time.

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* Special thanks must go to our committed and courageous social brand researcher, Jen Welch, who recorded and analysed the 30,000 plus tweets, posts, comments, likes and other social interactions that informed this ranking. Frankly, we're surprised Jen is still talking to us.

2 Key insights

Our objective was to create a ranking of 100 different brands based on their social activity. Our methodology meant that any brand could be put forward, with nominations being received through Twitter.

For us, a social brand is measured by its ability to engage with a connected people and our methodology allowed us to effectively compare brands of any type, sector and size. Twenty different sectors are represented in the ranking, ranging from multinationals, to small UK based enterprises.

A social brand is measured by its ability to engage with a connected people

Our approach carefully balanced the fact that **a popular brand is not necessarily a social brand**, and vice versa. Big brands are likely to invest more in social, so we sought a means for accessing a brand's sociability that truly rewarded the best social brand behaviours. More detail on this is available in the Methodology section.

Our findings show that, whilst there is no common route to a brand becoming social, for those in our 100 ranking, there is an apparent understanding of the need to **engage people in a different way**.

The study shows that **being a truly social brand can represent a major challenge**, from how engagement is undertaken within different communities, to the expectation that is formed by people towards that brand.

So what are the three indicators that best capture this effort?

3 Social brand indicators

1. Active Listening

Social brands demonstrate that they care about what people care about. Active listening is the act of searching the social web to listen to what people are saying, with the intention to act on what is uncovered.

This improves a brand's understanding of, and empathy with, individuals, which in turn informs subsequent actions as is evident in the brand's exhibited behaviours. The active element of listening takes brands away from being observers, to more valued contributors within a community.

Brands in our top 20 scored highly in terms of responding to their community, both within their own brand outposts and on topical sites for their brand.

In their brand outposts, the responding score of the top 20 brands was 35% higher than for the rest of the brands in the ranking. On topical sites, the score of the top 20 brands was 29% higher than the rest. This is a notable difference and illustrates a significant move from passive listening, to active participation.

As part of our methodology, brands that acknowledged their nominations were rewarded an additional point. Of the nominated brands 26% publicly said 'thank you' to either @SocialBrands100 or the individuals who nominated them. Seven of the top 20 ranked brands acknowledged their nomination, and 80% of the brands that acknowledged nominations were ranked in the top 50.

The active element of listening takes brands away from being observers, to more valued contributors within a community

Use of social brand outposts

In compiling the ranking, we examined five different types of social media outposts to reflect popular use. We reviewed Facebook, Twitter, YouTube, location-based social networks including Foursquare and Gowalla, and the brand's own community outpost where such an outpost existed.

It is worth noting that with one exception, all brands in the ranking have a Twitter outpost. This illustrates a significant adoption of this platform. In comparison, 94% of brands ranked had a Facebook outpost, and 83% of brands had a YouTube presence.

Only 31% had a brand community, which we defined as a space created by the brand, as opposed to a pre-existing social platform, where the community can converse independently from purchasing products or services.

The use of more innovative outposts that feature geo-location technology appears to remain in its infancy. Just 22% of the brands in the ranking have geo-location outposts, although 45% of these are inactive. Of the brands that actively use a geo-location outpost, only three (27%) are in the top 20. From a qualitative assessment of the data, this could be attributed to relatively small user numbers and a focus by brands on using geo-location platforms as part of a branded social campaign, rather than means of ongoing dialogue.

Percentage brand adoption for each outpost:

99% on Twitter
94% on Facebook
83% on YouTube
31% have a brand community
22% use geo-location outposts

It is important to note that our methodology did not disadvantage a brand that used fewer outposts than another.

Figure 1. Social Brand Score against number of outposts

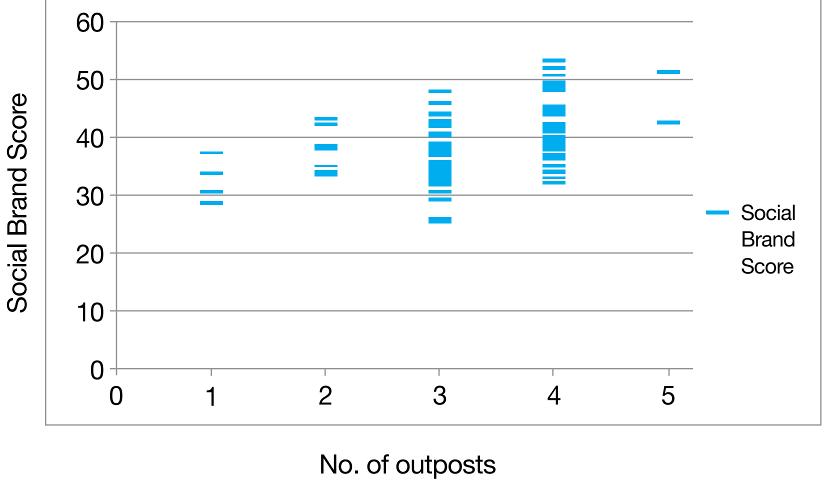


Figure 1 illustrates that whilst there is a general correlation between the Social Brand Score and the brand's position in the ranking, a brand with one outpost could still score almost as high as a brand with five outposts. The highest Social Brand Score of brands with one outpost was 37.15, whilst the lowest Score of brands with five outposts was 42.45; the difference is slight.

The adage that **it is quality, not quantity, that counts** is particularly applicable to social.

Brands can, and do, use different outposts for different reasons. The way brands engage in their outposts by starting conversations, responding and generating content creates, and shares, value. AVG provided a good example when it took the opportunity of our Social Brands 100 nomination campaign on Twitter to drive advocacy using tweets linking to its promotional video on YouTube to encourage nominations:

This generated over 25 Twitter nominations, by far the highest of all our nominees, and shows an ability to quickly respond to opportunities in social media.

2. Appropriate social behaviours

In reviewing behaviour, we measured ‘consistency’ over a three-month period to establish the authenticity of the engagement of each brand within their outposts.

Whilst the top 20 brands achieved scores 29% higher than the other brands in the ranking for ‘starting conversations’ and ‘engaging content’, the most significant differentiator for appropriate social behaviour was in ‘responding’ scores. These scores related to the consistency of how the brand replied to questions, comments and suggestions made by members of a community.

For the top 20 brands, the ‘responding’ score was 35% higher than the rest

While the scores for starting conversations and engaging content are very important, the responding score visibly demonstrates the authentic behaviour of a brand.

It is worth noting that claims made by brands that lack authenticity, or are not acted-on or followed through in practice, can undermine relationships. Most notably within this research, British Gas received very critical comments about its ‘we care’ claim by community members who felt their service didn’t meet the brand’s stated intent.

Claims made by brands that lack authenticity, or are not acted-on or followed through in practice, can undermine relationships

For social brands, **achieving consistency and authenticity appears to go beyond a short-term activity**, and has become a fundamental behaviour that represents a permanent change for the brand.

It also means **acknowledging failure in the same way as success is celebrated**. For example Domino's encourage people to post pictures of their Domino's experiences, good and bad, apologising for the bad:

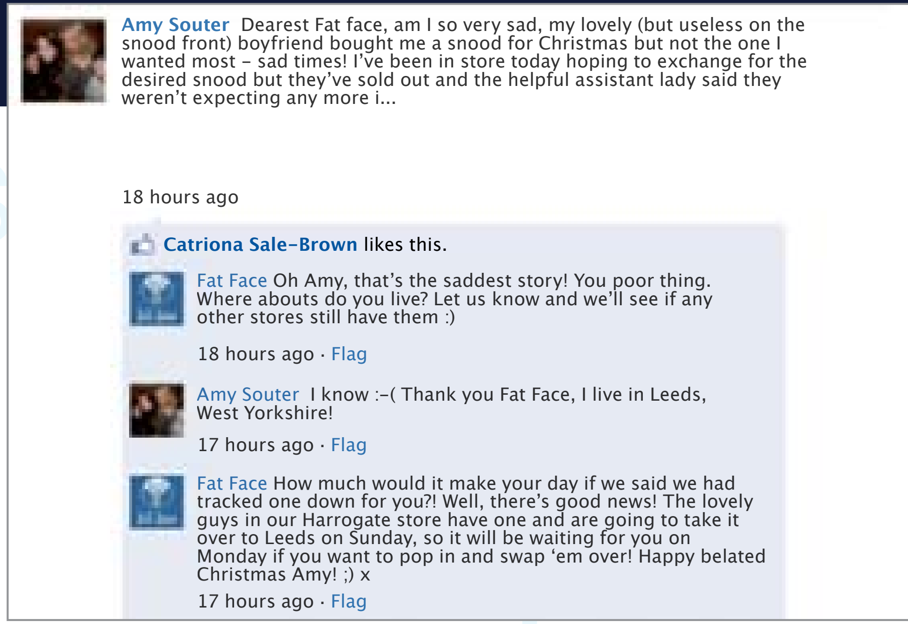
Social is not a campaign, but a commitment

3. Win-win relationships

Social brands understand that being social is not a campaign, but a commitment. These brands embrace the needs of people and community and make it central to what they do, on many occasions putting the community's immediate interests ahead of its own.

This frequently requires effort from the brand that goes beyond the norm, although the advocacy achieved in doing so is also more significant. In social, **the opportunity to surpass expectation can be found in each social interaction**.

By example, Fat Face's response to this customer's request for help not only represents proactive service, but a personal interest in the outcome.



To achieve win-win, some brands clearly invest in the infrastructure to enable and sustain this commitment. First Direct's 'Little Black Book' brand community helps create value by bringing together people based on shared interest and experiences. This is less about banking and more about living.

4 Learnings

Many insights can be drawn from this research. For us, the most significant are listed below:

1. Social brands don't just send messages, they create value for people and communities.

2. Social brands are happy to exchange rigid control of their brand for greater involvement with people.

3. Social brands manage their brands in a more human context. It is less about the word of the brand guidelines and more about the spirit of the brand, often replacing formality around tone of voice in favour of expressing brand character, values, purpose and cause.

4. The types of content that social brands create can be categorised as providing information, utility, entertainment, reward, incentive or something that reflects a person's character and what they value. Brands are still totems to what we believe, reflecting our personality.

5. Timeliness of response is a critical indicator of social enablement. Social brands are agile and responsive to the needs of people, relishing opportunities as they arise.

6. Being appropriate in social doesn't mean using a lot of brand outposts. The use of brand outposts is driven by what is most relevant for the community.

7. Negative and positive sentiment is acknowledged and accepted by social brands.

8. Social brands create, develop and encourage behaviours that mirror community or individual behaviours. They meet and exceed expectations, often delighting people in doing so.

9. Social brands are true, compelling, authentic and transparent.

10. Social brands simplify their intent and continually act against it. They have established what they want to achieve and ensure everything builds towards this commitment. To be a social brand, you have to be a good brand, a good employer, make good products, provide good customer service and have a moral centre to your purpose shared by those that represent you.

To be a social brand you need to have a moral centre to your purpose shared by those that represent you

Media Relationships Spaces Principles Conversations Trends

5

The ranking

So here it is, our ranking of 100 social brands

Rank	Brand name	Industry	Social Brand Score	Social Engagement Score	Panel Score
1	Dell	Technology	**53.10**	14.60	38.50
2	Nike Plus	Consumer product - electronics	**51.90**	15.40	36.50
3	Starbucks	Leisure	**51.10**	12.60	38.50
4	giffgaff	Telecom	**50.60**	15.60	35.00
5	Best Buy UK	Retail	**49.40**	14.40	35.00
6	Zappos	Retail	**48.70**	10.20	38.50
7	Innocent	FMCG	**48.00**	15.00	33.00
8	Groupon UK	Services	**47.90**	13.40	34.50
9	Blendtec	Consumer product - electronics	**45.70**	11.20	34.50
10	Converse	Consumer product - fashion	**45.30**	11.80	33.50
11	Pampers	FMCG	**45.30**	14.80	30.50
12	BBC Radio 1	Media & Entertainment	**45.00**	10.00	35.00
13	BBC	Media & Entertainment	**44.40**	10.40	34.00
14	ASOS	Retail - fashion	**44.10**	11.60	32.50
15	AVG	Technology	**44.10**	12.60	31.50
16	Child's i Foundation	Charity	**43.80**	17.80	26.00
17	Nokia	Consumer product - electronics	**43.80**	11.80	32.00
18	Moo	Services	**43.00**	9.00	34.00
19	Old Spice	Consumer product - beauty	**42.70**	8.20	34.50
20	Sony Playstation	Consumer product - electronics	**42.45**	13.20	29.25
21	Amazon	Retail	**42.20**	8.20	34.00

Rank	Brand name	Industry	Social Brand Score	Social Engagement Score	Panel Score
22	KLM	Travel	**42.15**	12.40	29.75
23	H&M	Retail - fashion	**42.10**	11.60	30.50
24	Twitter	Social Network	**41.90**	7.40	34.50
25	The Huffington Post	Media & Entertainment	**41.85**	8.60	33.25
26	Domino's Pizza	Leisure	**41.80**	9.80	32.00
27	First Direct	Financial services	**41.75**	11.00	30.75
28	The X Factor	Media & Entertainment	**41.75**	10.00	31.75
29	Tate	Leisure	**41.65**	9.40	32.25
30	Smirnoff	FMCG	**41.60**	14.60	27.00
31	Coca-Cola	FMCG	**41.40**	8.40	33.00
32	Virtuous Bread	Social Network	**41.40**	14.40	27.00
33	e.l.f. Cosmetics UK	Retail - beauty	**41.30**	11.80	29.50
34	Avon	Consumer product - beauty	**41.20**	13.20	28.00
35	O2	Telecom	**40.85**	11.60	29.25
36	Eurostar	Travel	**40.70**	10.20	30.50
37	Virgin Atlantic	Travel	**40.65**	9.40	31.25
38	Ford	Automotive	**40.40**	10.40	30.00
39	Vodafone	Telecom	**40.00**	11.00	29.00
40	Panasonic	Consumer product - electronics	**39.55**	13.80	25.75
41	Microsoft Advertising	Services	**39.20**	10.20	29.00
42	T-Mobile	Telecom	**39.05**	10.80	28.25
43	Channel 4	Media & Entertainment	**38.90**	9.40	29.50
44	IBM	Technology	**38.80**	11.80	27.00
45	Adidas	Consumer product - fashion	**38.70**	11.20	27.50
46	Colour DNA	Social Network	**38.60**	9.60	29.00
47	Fat Face	Retail - fashion	**38.60**	11.60	27.00
48	Muddy Boots Foods	FMCG	**38.35**	10.60	27.75
49	The Gap	Retail - fashion	**38.00**	10.00	28.00

Rank	Brand name	Industry	Social Brand Score	Social Engagement Score	Panel Score
50	Liz Earle	Retail - beauty	**37.85**	11.60	26.25
51	Marmite	FMCG	**37.85**	8.60	29.25
52	Pepsi	FMCG	**37.80**	9.80	28.00
53	All Saints	Retail - fashion	**37.60**	9.60	28.00
54	Uniqlo UK	Retail - fashion	**37.40**	12.40	25.00
55	Ikea	Retail	**37.15**	10.40	26.75
56	P&G	FMCG	**37.15**	6.40	30.75
57	Walkers Crisps	FMCG	**37.05**	9.80	27.25
58	Motorola	Consumer product - electronics	**36.85**	11.60	25.25
59	Ushahidi	Social Network	**36.80**	9.80	27.00
60	New Look	Retail - fashion	**36.75**	12.00	24.75
61	Manchester City FC	Leisure	**36.70**	8.20	28.50
62	Disney	Media & Entertainment	**36.65**	8.40	28.25
63	Sweaty Betty UK	Retail - fashion	**36.35**	9.60	26.75
64	Red Bull	FMCG	**36.20**	10.20	26.00
65	Samsung	Consumer product - electronics	**35.60**	10.60	25.00
66	Sesame Street	Media & Entertainment	**35.40**	8.40	27.00
67	Burger King	Leisure	**35.30**	8.20	27.10
68	ITV2	Media & Entertainment	**35.05**	7.80	27.25
69	Burberry	Luxury goods	**35.00**	8.00	27.00
70	Chiltern Railway	Travel	**34.90**	8.40	26.50
71	Sky	Media & Entertainment	**34.90**	10.40	24.50
72	McDonald's	Leisure	**34.75**	9.00	25.75
73	Next	Retail - fashion	**34.55**	9.80	24.75
74	Topshop	Retail - fashion	**34.00**	7.00	27.00
75	Chambers and Beau	Retail	**33.90**	7.80	26.10
76	B&Q	Retail	**33.90**	12.40	21.50

Rank	Brand name	Industry	Social Brand Score	Social Engagement Score	Panel Score
77	WKD	FMCG	**33.60**	10.60	23.00
78	Joe Brown's	Retail - fashion	**33.55**	8.80	24.75
79	Toyota	Automotive	**33.55**	9.80	23.75
80	London Midland	Travel	**33.40**	8.40	25.00
81	Nissan	Automotive	**33.35**	10.60	22.75
82	Qantas	Travel	**33.20**	10.20	23.00
83	Sky Sports	Media & Entertainment	**33.00**	9.00	24.00
84	Yoox	Retail - fashion	**32.95**	8.20	24.75
85	Heineken	FMCG	**32.90**	7.40	25.50
86	John Lewis	Retail	**32.75**	11.00	21.75
87	Victoria's Secret	Consumer product - fashion	**32.60**	7.60	25.00
88	Jimmy Choo	Luxury goods	**32.20**	10.20	22.00
89	Thames Water	Utilities	**32.20**	10.20	22.00
90	Carlsberg	FMCG	**32.10**	8.60	23.50
91	BT Care	Telecom	**31.90**	8.40	23.50
92	Vauxhall (Customer Service)	Automotive	**31.75**	11.00	20.75
93	British Gas	Utilities	**30.65**	11.40	19.25
94	Paddy Power	Retail	**30.60**	9.60	21.00
95	Brays Cottage Pork Pies	FMCG	**30.50**	8.00	22.50
96	Charmin	FMCG	**29.30**	9.80	19.50
97	Gucci	Luxury goods	**29.00**	8.00	21.00
98	Gower Cottage Brownies	Retail - food	**28.50**	8.00	20.50
99	Southampton FC	Leisure	**25.80**	6.80	19.00
100	Twisted Twee	Retail - fashion	**25.40**	7.40	18.00

6

Best practice

Highest Social Brand Score

Dell adapting to the importance of active listening

Perhaps more than any other brand, Dell has felt the power of the new landscape of social media and the need to adapt to it.

We all remember the 'Dell Hell' of 2005, where journalist and blogger Jeff Jarvis vented about his frustrating dealings with Dell on his blog. This sparked a 'blog storm' as Dell consumers with similar frustrations linked to Jarvis' blog, which eventually received widespread press coverage. The exacerbating factor in Jarvis' plight was that Dell was not listening – to him, or to the gathering blog storm.

In a 2007 BusinessWeek article 'Dell learns to listen' Jarvis visits Dell and spends time with CEO Michael Dell to take stock of the company's efforts in engaging with its consumers and the wider community. He opens the article with the statement that '[i]n the age of customers empowered by blogs and social media, Dell has leapt from worst to first'.

Dell tops our Social Brand 100 ranking with the highest overall Social Brand Score, the highest Panel Score and the 7th Social Engagement Score. These scores highlight two important points.

Firstly, the behaviour exhibited by Dell's representatives in their outposts, brand community and on topical sites is highly 'social'. Secondly, the case of Dell is well publicised within the industry and on a wider level because of the scale of the reputational crises it suffered in 2005 and 2006 (flaming laptops). Its efforts have therefore been well documented and commented on, and are reiterated here as Dell comes first yet again.

IdeaStorm
Where Your Ideas Reign

The Dell Community has:

- Contributed 15,248 ideas
- Promoted 738,322 times
- Posted 91,163 comments

Dell has:

- Implemented 431 ideas

Follow us on Twitter

- New ideas @IdeaStorm
- Ideas in Action @IdeaStormAction

6

Rank: 1

SBS: 53.10

SES: 14.60

Industry: Technology

> **'Listen to your customers – they have the power to improve your business. What we learn from our customers helps us be a better company'** Dell

From a deeper analysis of the brand we have highlighted that 'active listening' is the principle at the core of Dell's social brand effort. Its importance is encapsulated in the 'social media' section of their website stating: 'listen to your customers – they have the power to improve your business. What we learn from our customers helps us be a better company'.

This illustrates the organisational commitment behind the creation of Dell's IdeaStorm (www.ideastorm.com), a forum where community members can put forward their ideas on topics ranging from products, to Dell's marketing and sales strategies, and even a broader set of issues from education to gaming and women's interest. A counter provides stats on ideas put forward, liked, and implemented by Dell to show that something is actually being done with all these ideas. The fundamental nature of active listening for Dell was recently highlighted by the launch of their Social Media Listening Command Centre in December 2010. According to Brian Solis this marks the point where 'customers officially become part of Dell's value proposition'.

6

giffgaff turning your business model into a win-win relationship

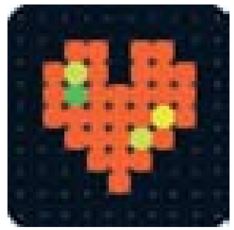
giffgaff™

Part of the O2 Telefonica family, giffgaff is a fully independent mobile network run by its community.

It went live in November 2009 and was met with some scepticism across both specialist and mainstream press. A review from CNET UK referred to them as ‘O2’s bonkers-barmy crowdsourced phone network’. Another tech site writes ‘Giffgaff, O2’s venture into democratic MVNOs, has launched, and its forums are already groaning with customers asking inane questions that other customers struggle to answer’.

The idea behind giffgaff is that members get rewarded for running parts of the business themselves: answering questions, getting new members, spreading the word about giffgaff and even developing new products. In turn the company’s costs are kept low and they pass these savings on directly to their customers. In July 2010, the Guardian reported giffgaff making its first customer payouts, stating that more than 40% of customers were rewarded the previous month. By then the general attitude towards giffgaff and its innovative business model seemed to have changed.

This illustrates that what we refer to as the creation of ‘win-win relationships’ and is captured in the following statement on giffgaff’s website: ‘We believe in the power of the community. When the community succeeds we succeed – and vice versa’. If this wasn’t evidence enough, the word ‘giffgaff’ is ancient Scottish for ‘mutual giving’.



6

Rank: 4

SBS: 50.60

SES: 15.60

Industry: Telecom

And according to the giffgaff manifesto, this sums up what they are about, aiming to reach, together with their community, the land of ‘Cheapersimplerfairercommunicating’.

Giffgaff ranked 4th in our Social Brands 100 with the second highest Social Engagement Score. In a way this is no surprise. Giffgaff is organised to interact with its community, having crowdsourced some of the traditional business functions, and meaningfully engaging with it is therefore part of its DNA. But giffgaff’s rank in our research demonstrates two important points. Firstly, community engagement can happen consistently and sustainably, adding value both to the brand and the community. Secondly, this works best when the whole business is geared towards not just accepting but embracing the value and power of its community.

‘We believe in the power of the community. When the community succeeds we succeed – and vice versa’ giffgaff

6 Child's i Foundation social media for social good

While researching brands for this project, we found the Child's i Foundation particularly inspiring.

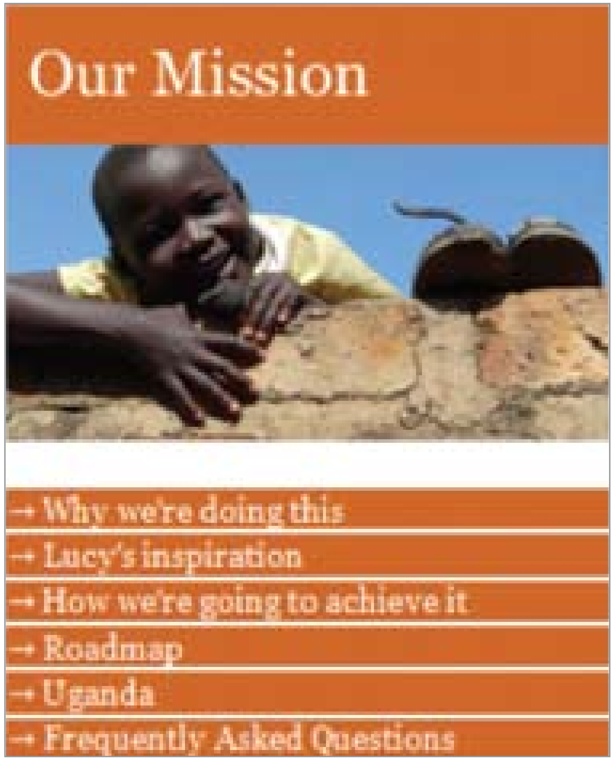
Of course the fact that it is a charity has in itself an inspirational quality, but we got a real feeling that there was something different about this one. Delving a bit deeper, we understood why.

Child's i Foundation's goal is to help solve the endemic problem of babies being abandoned in Uganda. To achieve this, the Foundation built itself around social brand principles, to develop and engage with a community of people through social media. The 'i' in Child's i Foundation stands for 'interaction' and the charity's business model is best explained, according to its founders, with the concept of 'netroots', defined as '[a] grassroots movement that uses the Internet to communicate, organise, and raise money' (by www.wordspy.com).

The idea is to ask people to donate time, love or money – or all of the above – and to use video updates to create an online community in which supporters can actually see for themselves the difference they are making. This is reflected in the clear set of values upheld by the Foundation:

1. We are a community
'Everything we do revolves around our community and the connections we make through it, and our ability to generate conversation and connect.'

2. Doing things differently
'We're committed to creatively striving for change in new ways, through both the work we do and the way that we do it.'



6

Rank: 16

SBS: 43.80

SES: 17.80

Industry: Charity

Highest Social Engagement Score

> **'We want our supporters to be part of our journey, to truly experience our successes, as well as our failures. We like to have conversations with our supporters, and create a credible and compelling groundswell of support for our project as we tell our story online'** Child's i Foundation

3. Transparency

'We want our supporters to be part of our journey, to truly experience our successes, as well as our failures. We like to have conversations with our supporters, and create a credible and compelling groundswell of support for our project as we tell our story online.'

4. Contribution

'Individual contribution, giving of credit where credit's due, genuine advocacy – are all at the heart of our passion, and they determine how well we can respond to the needs of those we are seeking to serve.'

This shows that its intent is clear: the objectives will be achieved only through successful engagement with its supporters.

Reaching the highest Social Engagement Score in our ranking shows that the way Child's i Foundation is going about its work is a direct reflection of a strategic commitment revolving around true, authentic, transparent and compelling engagement with the community.

7 Methodology

Whether a brand is social rests on its ability to stay true to a set of social principles.

The first is a willingness to actively listen and respond to what people care about. The second is to demonstrate appropriate social behaviours that remain compelling, true, authentic and transparent. Finally, it is the brand's ability to create and sustain a win-win relationship with others.
This means that there is clearly a large internal element to what makes a brand social, in terms of intention, commitment and how it engages and behaves towards its employees. For this first ranking, we were unable to talk with each brand about these things, so our methodology focused on measuring the visible effects of a brand's social intent.

Here's how we did it.
Firstly, we openly asked people which brands they thought were social, crowd sourcing our Social Brands 100 through a Twitter nomination process running between 8th and 30th November 2010.

Secondly, we undertook desk-based research on all the brands nominated, with around 30,000 tweets, posts, comments, and likes being examined to provide the quantitative basis for the **Social Engagement Score**.

We reviewed five common social brand outposts and examined the brand's behaviour based on the following criteria: their ability to 'start conversations', the 'engaging quality of the content they created and shared' and the brand's 'responsiveness to comments or questions from the community'. These three things provided the basis for analysing the brand's ability to manage, join and start conversations.

Simultaneously, our social media data analytics provider, **Brandwatch**, ran analytics on each brand for a period of three months, and that data completed the measurement used to award the Social Engagement Score to each brand. Brandwatch provided data on the number of 'mentions' of the brand and the most topical sites where the brand was discussed, allowing us to examine the brand's interactions and conversations. All data used in creating the ranking relates to brand activity between September 2010 and January 2011.

The data was normalised so that the impact of a brand's size and popularity on the result was minimised. While size and popularity was factored, the brand's engagement style on its outposts and in topical sites remained the principal focus of the Social Engagement Score.

Finally, our **Expert Panel** provided a score for each brand, reflecting their industry expertise around a brand's social activities. The panel's score was then aggregated.

To achieve a final **Social Brand Score**, we added the Social Engagement Score and the Expert Panel Scores together to create the Social Brands 100 ranking.

8 Acknowledgements

This has been an ambitious and challenging project from the start, and even though we are not by any means pretending to have definitive answers to the many questions raised by our research and subsequent ranking, we are proud of what we have achieved and would like to take the opportunity to thank the many people who have made it a reality.

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Brandwatch
Social Media Monitoring

9 Get in touch

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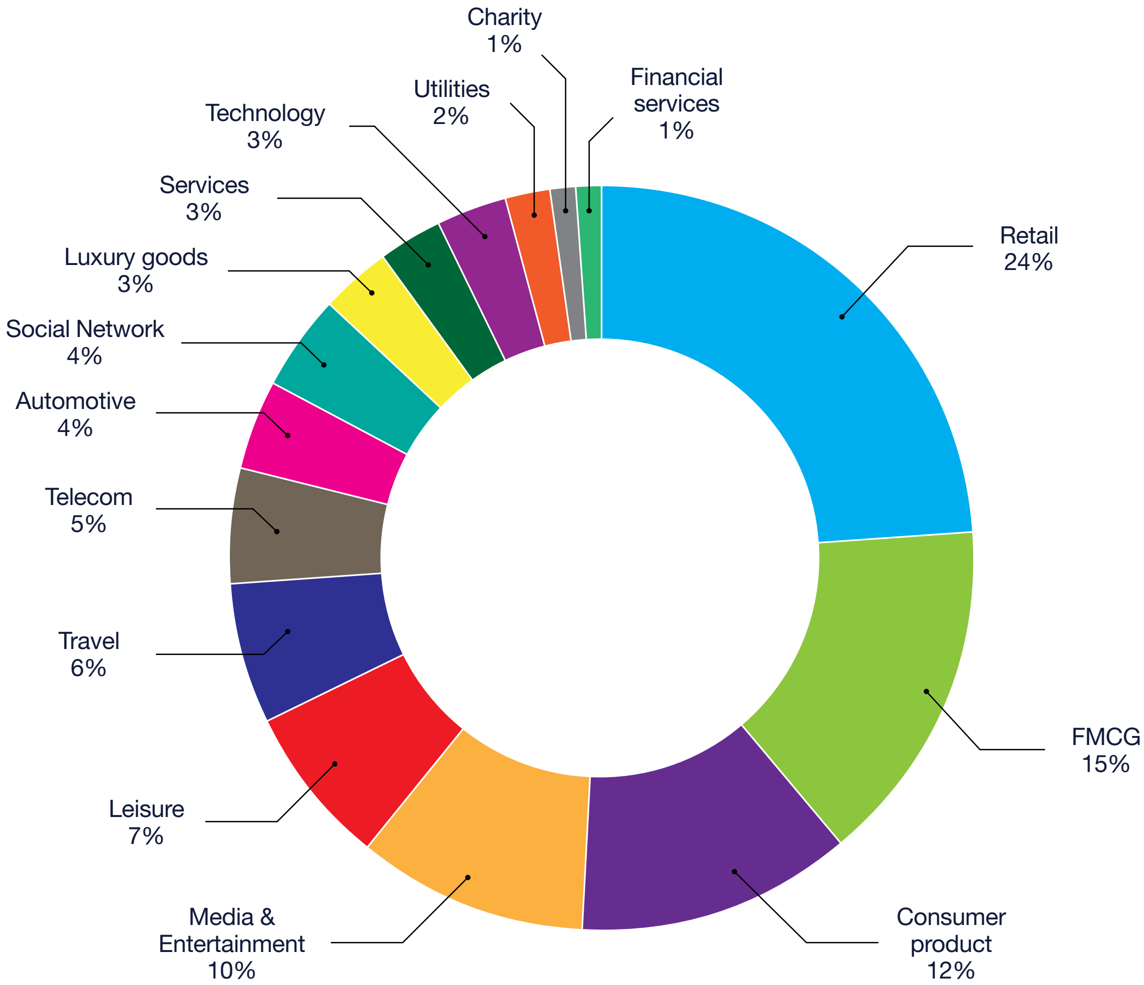
10 Appendix

Here is a breakdown of the sectors represented in the Social Brands 100. This is followed by two modified versions of our ranking, one where the 100 social brands are ranked by sector and another with average sector scores.



Social Brands 100 by sector

Industry	Brand name	Rank	Social Brand Score	Social Engagement Score	Panel Score
Automotive	Ford	38	**40.40**	10.40	30.00
Automotive	Toyota	79	**33.55**	9.80	23.75
Automotive	Nissan	81	**33.35**	10.60	22.75
Automotive	Vauxhall (Customer Service)	92	**31.75**	11.00	20.75
Charity	Child's i Foundation	16	**43.80**	17.80	26.00
Consumer product - beauty	Old Spice	19	**42.70**	8.20	34.50
Consumer product - beauty	Avon	34	**41.20**	13.20	28.00
Consumer product - electronics	Nike Plus	2	**51.90**	15.40	36.50
Consumer product - electronics	Blendtec	9	**45.70**	11.20	34.50
Consumer product - electronics	Nokia	17	**43.80**	11.80	32.00
Consumer product - electronics	Sony Playstation	20	**42.45**	13.20	29.25
Consumer product - electronics	Panasonic	40	**39.55**	13.80	25.75
Consumer product - electronics	Motorola	58	**36.85**	11.60	25.25
Consumer product - electronics	Samsung	65	**35.60**	10.60	25.00
Consumer product - fashion	Converse	10	**45.30**	11.80	33.50
Consumer product - fashion	Adidas	45	**38.70**	11.20	27.50
Consumer product - fashion	Victoria's Secret	87	**32.60**	7.60	25.00
Financial services	First Direct	27	**41.75**	11.00	30.75
FMCG	Innocent	7	**48.00**	15.00	33.00
FMCG	Pampers	11	**45.30**	14.80	30.50

Industry	Brand name	Rank	Social Brand Score	Social Engagement Score	Panel Score
FMCG	Smirnoff	30	**41.60**	14.60	27.00
FMCG	Coca-Cola	31	**41.40**	8.40	33.00
FMCG	Muddy Boots Foods	48	**38.35**	10.60	27.75
FMCG	Marmite	51	**37.85**	8.60	29.25
FMCG	Pepsi	52	**37.80**	9.80	28.00
FMCG	P&G	56	**37.15**	6.40	30.75
FMCG	Walkers Crisps	57	**37.05**	9.80	27.25
FMCG	Red Bull	64	**36.20**	10.20	26.00
FMCG	WKD	77	**33.60**	10.60	23.00
FMCG	Heineken	85	**32.90**	7.40	25.50
FMCG	Carlsberg	90	**32.10**	8.60	23.50
FMCG	Brays Cottage Pork Pies	95	**30.50**	8.00	22.50
FMCG	Charmin	96	**29.30**	9.80	19.50
Leisure	Starbucks	3	**51.10**	12.60	38.50
Leisure	Domino's Pizza	26	**41.80**	9.80	32.00
Leisure	Tate	29	**41.65**	9.40	32.25
Leisure	Manchester City FC	61	**36.70**	8.20	28.50
Leisure	Burger King	67	**35.30**	8.20	27.10
Leisure	McDonald's	72	**34.75**	9.00	25.75
Leisure	Southampton FC	99	**25.80**	6.80	19.00
Luxury goods	Burberry	69	**3500**	8.00	27.00
Luxury goods	Jimmy Choo	88	**32.20**	10.20	22.00
Luxury goods	Gucci	97	**29.00**	8.00	21.00
Media & Entertainment	BBC Radio 1	12	**45.00**	10.00	35.00
Media & Entertainment	BBC	13	**44.40**	10.40	34.00
Media & Entertainment	The Huffington Post	25	**41.85**	8.60	33.25

Industry	Brand name	Rank	Social Brand Score	Social Engagement Score	Panel Score
Media & Entertainment	The X Factor	28	**41.75**	10.00	31.75
Media & Entertainment	Channel 4	43	**38.90**	9.40	29.50
Media & Entertainment	Disney	62	**36.65**	8.40	28.25
Media & Entertainment	Sesame Street	66	**35.40**	8.40	27.00
Media & Entertainment	ITV2	68	**35.05**	7.80	27.25
Media & Entertainment	Sky	71	**34.90**	10.40	24.50
Media & Entertainment	Sky Sports	83	**33.00**	9.00	24.00
Retail	Best Buy UK	5	**49.40**	14.40	35.00
Retail	Zappos	6	**48.70**	10.20	38.50
Retail	Amazon	21	**42.20**	8.20	34.00
Retail	Ikea	55	**37.15**	10.40	26.75
Retail	Chambers and Beau	75	**33.90**	7.80	26.10
Retail	B&Q	76	**33.90**	12.40	21.50
Retail	John Lewis	86	**32.75**	11.00	21.75
Retail	Paddy Power	94	**30.60**	9.60	21.00
Retail - beauty	e.l.f. Cosmetics UK	33	**41.30**	11.80	29.50
Retail - beauty	Liz Earle	50	**37.85**	11.60	26.25
Retail - fashion	ASOS	14	**44.10**	11.60	32.50
Retail - fashion	H&M	23	**42.10**	11.60	30.50
Retail - fashion	Fat Face	47	**38.60**	11.60	27.00
Retail - fashion	The Gap	49	**38.00**	10.00	28.00
Retail - fashion	All Saints	53	**37.60**	9.60	28.00
Retail - fashion	Uniqlo UK	54	**37.40**	12.40	25.00
Retail - fashion	New Look	60	**36.75**	12.00	24.75
Retail - fashion	Sweaty Betty UK	63	**36.35**	9.60	26.75
Retail - fashion	Next	73	**34.55**	9.80	24.75
Retail - fashion	Topshop	74	**34.00**	7.00	27.00

Industry	Brand name	Rank	Social Brand Score	Social Engagement Score	Panel Score
Retail - fashion	Joe Brown's	78	**33.55**	8.80	24.75
Retail - fashion	Yoox	84	**32.95**	8.20	24.75
Retail - fashion	Twisted Twee	100	**25.40**	7.40	18.00
Retail - food	Gower Cottage Brownies	98	**28.50**	8.00	20.50
Services	Groupon UK	8	**47.90**	13.40	34.50
Services	Moo	18	**43.00**	9.00	34.00
Services	Microsoft Advertising	41	**39.20**	10.20	29.00
Social Network	Twitter	24	**41.90**	7.40	34.50
Social Network	Virtuous Bread	32	**41.40**	14.40	27.00
Social Network	Colour DNA	46	**38.60**	9.60	29.00
Social Network	Ushahidi	59	**36.80**	9.80	27.00
Technology	Dell	1	**53.10**	14.60	38.50
Technology	AVG	15	**44.10**	12.60	31.50
Technology	IBM	44	**38.80**	11.80	27.00
Telecom	giffgaff	4	**50.60**	15.60	35.00
Telecom	O2	35	**40.85**	11.60	29.25
Telecom	Vodafone	39	**40.00**	11.00	29.00
Telecom	T-Mobile	42	**39.05**	10.80	28.25
Telecom	BT Care	91	**31.90**	8.40	23.50
Travel	KLM	22	**42.15**	12.40	29.75
Travel	Eurostar	36	**40.70**	10.20	30.50
Travel	Virgin Atlantic	37	**40.65**	9.40	31.25
Travel	Chiltern Railway	70	**34.90**	8.40	26.50
Travel	London Midland	80	**33.40**	8.40	25.00
Travel	Qantas	82	**33.20**	10.20	23.00
Utilities	Thames Water	89	**32.20**	10.20	22.00
Utilities	British Gas	93	**30.65**	11.40	19.25

Social Brands 100 average sector scores

Industry	Average Social Brand Score	Average Social Engagement Score	Average Panel Score
Technology	45.33	13.00	32.33
Charity	43.80	17.80	26.00
Services	43.37	10.87	32.50
Consumer product - electronics	42.26	12.51	29.75
Consumer product - beauty	41.95	10.70	31.25
Financial services	41.75	11.00	30.75
Telecom	40.48	11.48	29.00
Social Network	39.68	10.30	29.38
Retail - beauty	39.58	11.70	27.88
Consumer product - fashion	38.87	10.20	28.67
Media & Entertainment	38.69	9.24	29.45
Retail	38.58	10.50	28.08
Leisure	38.16	9.14	29.01
Travel	37.50	9.83	27.67
FMCG	37.27	10.17	27.10
Retail - fashion	36.26	9.97	26.29
Automotive	34.76	10.45	24.31
Luxury goods	32.07	8.73	23.33
Utilities	31.43	10.80	20.63
Retail - food	28.50	8.00	20.50