

NetBase Brand Passion Report 2017:

Top 50 European Brand Love List



Looking for (Brand) Love?

Top 5 European Love List All-Stars

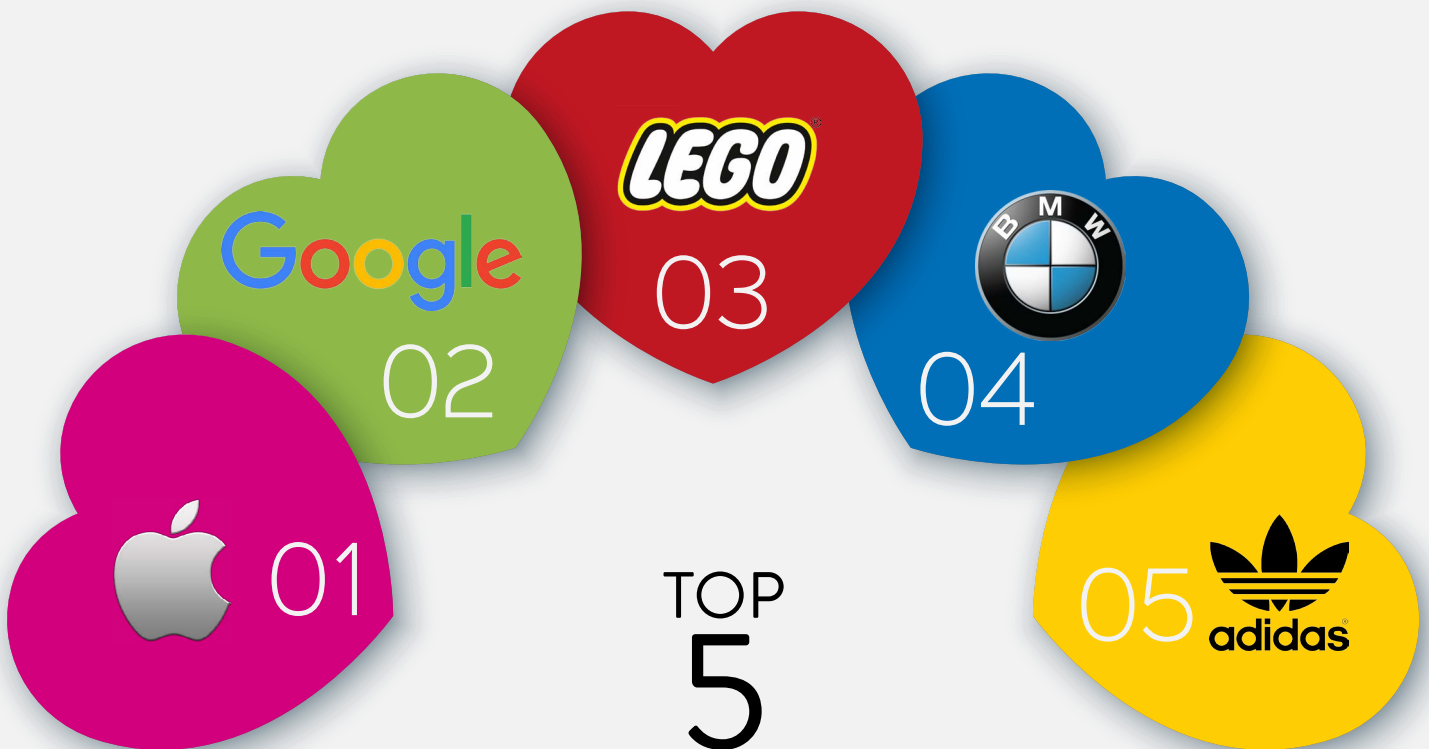
*Apple
Google
Lego
BMW
Adidas*

The NetBase Brand Passion Report: Top 50 European Brand Love List is a close look at the brands consumers express the most love for in social media. Using patented technology, we surfaced the strongest, most positive consumer emotions towards brands, then identified which 50 European brands get the most love.

Understanding consumer preference 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 a “love potion” may be in order before getting to business as usual. And return on investments has been tied to return on love.

In this report, we look at the overall top 50 most loved brands in Europe as discussed on social media from April, 2016 through April, 2017.



| BRAND | INDUSTRY | MENTIONS | RANK |
|---------------------|----------------|----------|------|
| Apple | Technology | 1529800 | 1 |
| Google | Technology | 1037550 | 2 |
| Lego | Consumer Goods | 199146 | 3 |
| BMW | Automotive | 185727 | 4 |
| Adidas | Consumer Goods | 184544 | 5 |
| Porsche | Automotive | 148361 | 6 |
| Audi | Automotive | 147852 | 7 |
| Tesco | Retail | 122826 | 8 |
| Gucci | Consumer Goods | 102042 | 9 |
| Christian Dior S.A. | Consumer Goods | 74536 | 10 |
| BP | Energy | 67472 | 11 |
| Chanel | Consumer Goods | 66600 | 12 |
| Jaguar | Automotive | 52418 | 13 |
| Airbus | Transportation | 46653 | 14 |
| Rolex | Consumer Goods | 46430 | 15 |
| Louis Vuitton | Consumer Goods | 43183 | 16 |
| Aston Martin | Automotive | 41913 | 17 |
| L'Oréal | Consumer Goods | 41732 | 18 |
| SAP | Technology | 37722 | 19 |
| British Airways | Transportation | 37513 | 20 |
| Burberry | Consumer Goods | 37450 | 21 |
| Versace | Consumer Goods | 34184 | 22 |
| Marks & Spencer | Retail | 30922 | 23 |
| Renault | Automotive | 30335 | 24 |
| Hermès | Consumer Goods | 30332 | 25 |

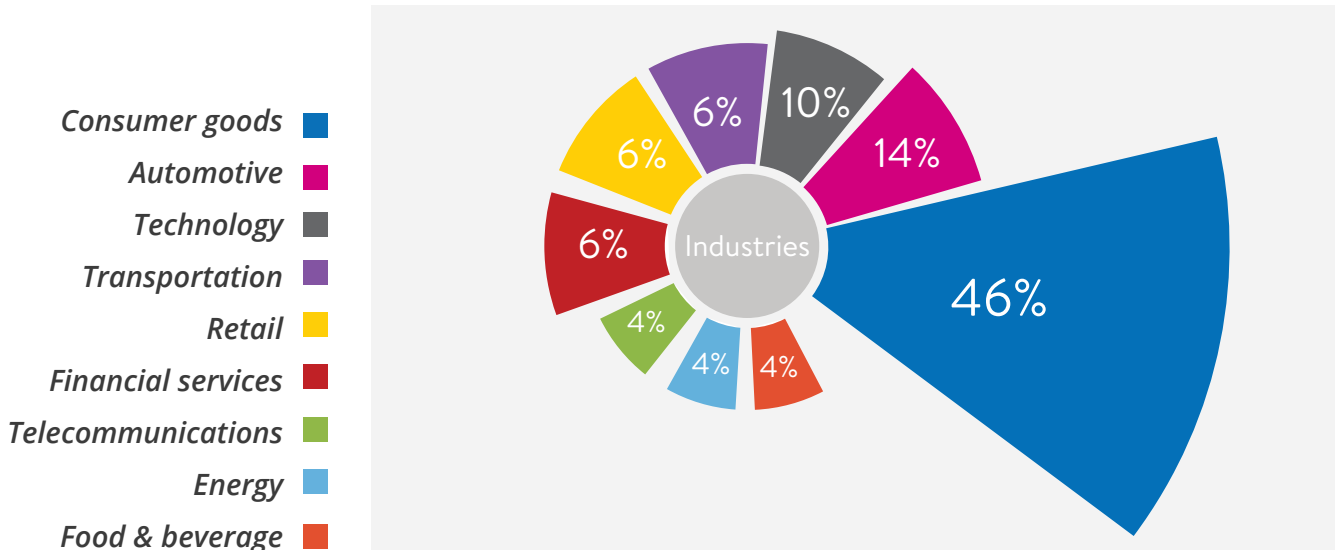


| BRAND | INDUSTRY | MENTIONS | RANK |
|--------------------|--------------------|----------|------|
| Michelin | Transportation | 30231 | 26 |
| Prada | Consumer Goods | 29847 | 27 |
| John Lewis | Retail | 29344 | 28 |
| Vodafone | Telecommunications | 28367 | 29 |
| Fiat | Automotive | 27033 | 30 |
| Barclays | Financial Services | 26104 | 31 |
| Cartier | Consumer Goods | 25998 | 32 |
| Dyson | Technology | 24929 | 33 |
| Maybelline | Consumer Goods | 20505 | 34 |
| Mastercard | Financial Services | 20284 | 35 |
| Puma | Consumer Goods | 18487 | 36 |
| HSBC | Financial Services | 18475 | 37 |
| Nivea | Consumer Goods | 14436 | 38 |
| Yves Saint Laurent | Consumer Goods | 13260 | 39 |
| Garnier | Consumer Goods | 11828 | 40 |
| Hugo Boss | Consumer Goods | 11643 | 41 |
| Siemens | Technology | 10075 | 42 |
| Total | Energy | 9054 | 43 |
| Air France | Transportation | 8549 | 44 |
| Bulgari | Consumer Goods | 8109 | 45 |
| Absolut | Food & Beverage | 7896 | 46 |
| Lacoste | Consumer Goods | 6931 | 47 |
| Orange | Telecommunications | 6294 | 48 |
| Gillette | Consumer Goods | 6061 | 49 |
| Kellogg's | Food & Beverage | 3634 | 50 |

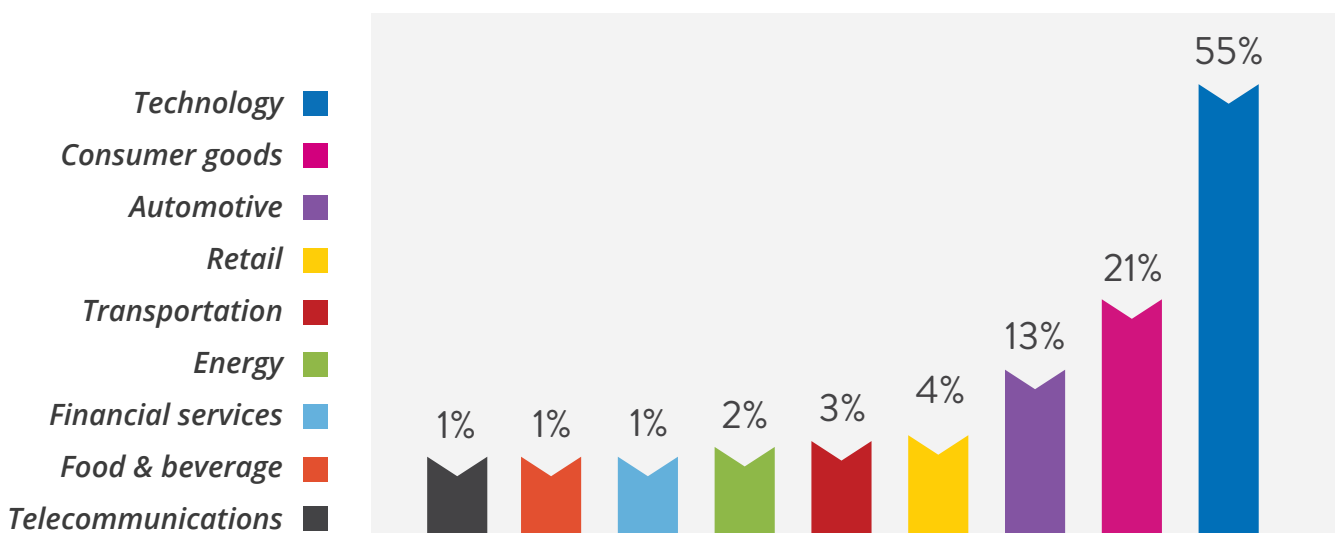


Top 50
European
Love list

Distribution of Top 50 Love List Brands by Industry



Distribution of Top 50 Love List Brands by Volume of Mention



Brand Love Insights

Technology sector dominates conversation year over year, primarily the result of just two brands.

Technology represented 10% of the top 50 most loved European brands with brands Apple, Google, SAP, Siemens and Dyson. These brands represented over 55% of European brand mentions overall! This was primarily driven by Apple and Google “brand love” conversation.

Positive sentiment drivers towards Apple demonstrate consumer affection for their #1 brand.



Consumer goods companies, including accessory, apparel, toy, and shoe brands, were nearly 45% of all top loved European brands.

Of the 22 consumer goods companies, Lego Adidas, Gucci, and Christian Dior S.A. were ranked in our top ten. Consumer goods were only able to manage 21% of the total mentions. This suggests that while consumer good companies are very loved, they are not discussed as much as technology. There is ample opportunity to continue to invest in brand awareness amongst customers that connect with their audience at a more emotional level.

It is interesting that consumer brands dominate the love list but not in “earned” conversation.



The right car can catapult love for your brand

Seven automotive companies ranked in the top 50: BMW, Porsche, Audi, Jaguar, Aston Martin, Renault, and Fiat. The most loved of the seven, BMW, ranked as #4. Porsche came in at #6 to great extent to the success with the #Porsche 911 sports car and the enjoyment that their customers are expressing with, regard to latest new car from Porsche. The right new car can make a huge impact on brand love.

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Retail firms win love through selection and customer service.

Three retail firms ranked in our top 50: Tesco, Marks and Spencers, and John Lewis. Tesco consumers expressed their love for recipes and variety of fresh food and more recently their association with #triedforless. John Lewis customers expressed their enthusiasm over vouchers and how to #win them.

Tesco consumers expressed their appreciation for the promotion #triedforless.



Barclays continues show how to drive conversation through its sports alliances.

Barclays was the most popular of the financial service businesses with tons of mentions linked to the English Premier League, football and soccer. Positive sentiment towards the sports teams helps drive brand awareness, with mentions of “best team” linked to Barclays as well as the Premier League.

Barclays and the Premier League are a popular brand association.



Measuring (brand) love: The art and science

Gentle mocking is nowhere near as alarming as contempt.

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 brands. Love—and every single version of it. How strongly do your customers really feel about your brand? Have you managed to create consumer passion your competitors envy? Have you cultivated strong customer relationships to set a foundation for future brand growth? Most consumer purchases are won on emotion.

We only included the mentions where love is an insight for the brand, not just a keyword.

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 posts across the public social web, looking for brands most often associated with, but not limited to, the following expressions of love:

"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, luvv, luvd, luvvd, loving, magnificent, outstanding, perfect, priceless, revolutionary, sexy, stun, super, superb, superior, terrific, thrill, top notch, vital, wonderful, world class."

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.





Methodology:

Our report looks at the top loved brands as determined by market research over the past year, including Business Review Europe and Fortune. Our overall European Love List looks at English language posts across Europe, ranking the most loved brands in technology, consumer goods, automotive, food and beverage, financial services, and energy companies across over 50 countries.

This report includes:

- 6.5 million posts of earned mentions.
- 1 year of data (April, 2016 to April, 2017)
- English language posts
- 50+ European Countries

Trusted by the World's Top Brands

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, Q1 2016" 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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