

For Immediate Release

U.S. Men & Women Agree Southwest Airlines, Google and Dove are Most Desired Brands in 2012

Second Annual Most Desired Brands list quantitatively measures the leading category brands men and women (who seldom agree) find most desirable

February 17, 2012 (New York, NY) – As in life, men and women disagreed more than they agreed as to which brands have earned their most affection. Both men and women rated Southwest Airlines, Google and Dove among their top ten brands. Beyond these, though, women have real heart for Hallmark, Kohl's, Lexus, Target, Neutrogena and Crest. Men, on the other hand, were most taken with Cadillac, BMW, Apple, Sharp, and GE.

The Second Annual "Most Desired Brands in the U.S." just released by leading global strategic neuro-insight firm Buyology Inc and uSamp, a leader in providing targeted audiences and SaaS technologies for business intelligence. This list is the only report to quantitatively type and measure consumer relationships with brands using rigorous quantitative tools that measure people's deepest, non-conscious connections to brands. The full report can be found at www.buyologyinc.com.

The Most Desired Brands in the U.S. Report used Buyology's proprietary technology to test more than 220 brands across ten diverse industries, among a sample of 4,000 people representative of the US population. The test was conducted immediately following the Super Bowl on February 6-10, 2012.

"This year's brand ranking demonstrates that it's essential for companies to invest in creating deeper differentiated relationships with their consumers. These relationships provide the context that either amplifies or diminishes everything the brand does to connect with its customers," said Gary Singer, Founding Partner and CEO, Buyology Inc. "Buyology's neuro-insight tools provide rigorous analytic measurement of these deeper, previously unmeasured, connections to provide unique insight to brands and a roadmap for how to strengthen their relationships."

Added Matt Dusig, Co-Founder & CEO, uSamp, "uSamp is thrilled to power Buyology's 2012 report on The Most Desired Brands in America. As two of Forbes' Most Promising Companies in 2011, uSamp and Buyology both thrive on disruptive innovation and believe in the power of consumer insights. This synergy, along with our ability to target an audience of over 6.5 million, will prove valuable to Fortune 500 brands across the nation."

BUYOLOGY INC/uSAMP 2012 MOST DESIRED BRANDS in the U.S.

MEN		WOMEN
SOUTHWEST AIRLINES	1	SOUTHWEST AIRLINES
CADILLAC	2	GOOGLE
BMW	3	HALLMARK
DOVE	4	DOVE
BED BATH & BEYOND	5	JETBLUE
APPLE	6	KOHL'S
GOOGLE	7	LEXUS
SHARP	8	TARGET
GE	9	NEUTROGENA
MACY'S	10	CREST

ABOUT BUYOLOGY:

Buyology is a leading global neuro-insight firm that rigorously measures the 85% of human decision making that drives customer preference for consumer brands around the world. Utilizing advances in the medical, neurological and social sciences, Buyology has developed statistically validated, large-sample web-based tools to quantitatively measure and immediately leverage a deeper, understanding of customer responses to new products, other innovation, positioning, branding, advertising, digital content, packaging, and experiences. BUYOLOGY, INC. launched in 2009 following the release of Martin Lindstrom's *New York Times* bestseller, "[Buyology: The Truth and Lies About Why We Buy](#)" (Random House). Buyology has served global leaders in consumer products, financial service, media, pharmaceuticals and technology and is internationally recognized as a thought leader in driving marketing insight and effectiveness. Buyology publishes *America's Most Desired Brands* annually and has been cited and covered in *the Wall Street Journal*, *Fast Company*, *The New York Times*, among others. In 2011, Buyology was featured as one of Forbes 100 Most Promising Companies in America. For more information on Buyology, visit www.BuyologyInc.com.

About uSamp

uSamp (uSamp.com), the Answer Network, is a premier provider of technology and survey respondents used to obtain consumer and business insights. uSamp's solutions and SaaS platform transform the way companies gain intelligence to make better, faster decisions about their products and services by tapping into uSamp's 6.5 million global panel of survey respondents. Through uSamp's proprietary technologies for self-serve survey authoring, self-survey sampling, and private-label panel management, companies have on-demand access to millions of profiled survey respondents. uSamp is based in Los Angeles, with five offices throughout the United States, Europe and India. The company has 185 employees worldwide, led by serial entrepreneurs Matt Dusig and Gregg Lavin. uSamp ranked #11 in the 2011 Forbes America's Most Promising Company List, was named one of the fastest growing private companies in Los Angeles by the San Fernando Valley Business Journal and one of the best places to work in Los Angeles by the Los Angeles Business Journal.

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