

NetBase Brand Passion Report 2017: Top 100 Global Brand Love List

NETBASE"



Looking for [Brand] Love

The NetBase Brand Passion Report: Top 100 Global 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 100 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 100 most loved brands globally as discussed on social media channels (English-language posts) from May, 2016 through July, 2017.





Top 100 Most Loved Global Brands

Brand	Rank	Industry	Mentions (Total)	Country
Facebook	1	Social Media	63,118,150	USA
Amazon	2	eCommerce	26,141,147	USA
eBay	3	eCommerce	24,407,563	USA
Apple	4	Technology	23,907,188	USA
Snap	5	Social Media	15,786,459	USA
Disney	6	Entertainment	14,783,447	USA
Pokemon (Go)	7	Entertainment	13,355,997	Japan
Etsy	8	eCommerce	8,563,861	USA
Netflix	9	Entertainment	6,710,911	USA
Sony ¹	10	Entertainment	5,953,981	Japan
Uber	11	Transportation	5,513,747	USA
Nintendo	12	Entertainment	4,187,472	Japan
Zara	13	Consumer Goods	3,463,603	Spain
McDonald's	14	Food & Beverage	3,049,155	USA
Nike	15	Consumer Goods	2,899,495	USA
Best Buy	16	Retail	2,890,180	USA
Gucci	17	Consumer Goods	2,675,116	Italy
Target	18	Retail	2,660,752	USA
Ford ²	19	Automotive	1,781,391	USA
Lego	20	Consumer Goods	2,434,673	Denmark
Adidas	21	Consumer Goods	2,777,149	Germany
HP	22	Technology	2,139,121	USA
Starbucks	23	Food & Beverage	1,976,684	USA
Samsung	24	Technology	1,928,416	South Korea
Microsoft	25	Technology	1,915,124	USA
Coca-Cola ³	26	Food & Beverage	1,705,180	USA
Lyft	27	Transportation	1,539,172	USA
Tesla	28	Automotive	1,536,672	USA
Google	29	Technology	1,476,957	USA
LG	30	Technology	1,422,619	South Korea
BMW	31	Automotive	1,386,483	Germany
Toyota	32	Automotive	1,371,206	Japan
Honda	33	Automotive	1,316,413	
				Japan
Taco Bell	34	Food & Beverage	1,283,624	USA
Mercedes	35	Automotive	1,275,495	Germany
Louis Vuitton	36	Consumer Goods	1,230,796	France
Pepsi	37	Food and Beverage	1,211,675	USA
Chanel	38	Consumer Goods	1,128,315	France
Walmart	39	Retail	1,099,880	USA
American Express	40	Financial Services	1,098,033	USA
Puma	41	Consumer Goods	1,093,852	Germany
Intel	42	Technology	1,084,680	USA
Canon	43	Technology	1,055,116	Japan
HTC	44	Technology	1,053,586	Taiwan
Victoria's Secret	45	Retail	1,020,953	USA
НВО	46	Entertainment	1,019,913	USA
Ferrero SpA⁴	47	Food & Beverage	1,008,730	Italy
Sephora	48	Retail	958,082	France
Nissan	49	Automotive	946,270	Japan
Audi	50	Automotive	920,184	Germany





Top 100 Most Loved Global Brands, Cont'd

Industry

Mentions (Total)

Country

Rank

Brand



Pandora (Radio)	51	Entertainment	902,020	USA
General Electric	52	Technology	892,011	USA
Ferrari	53	Automotive	875,782	Italy
Delta	54	Transportation	813,557	USA
Marriott	55	Hospitality	796,678	USA
T-Mobile	56	Telecommunication	796,491	USA
Porsche	57	Automotive	791,965	Germany
Frito-Lay⁵	58	Food & Beverage	406,334	USA
Dove	59	Consumer Goods	714,092	USA
Dior	60	Consumer Goods	686,813	France
Chick-fil-A	61	Food & Beverage	672,843	USA
Nikon	62	Consumer Goods	665,086	Japan
Hulu	63	Entertainment	651,545	USA
Converse	64	Consumer Goods	624,925	USA
Subway	65	Food & Beverage	617,583	USA
KFC	66	Food & Beverage	609,358	USA
Electronic Arts ⁶	67	Entertainment	608,767	USA
Kraft ⁷	68	Food & Beverage	581,685	USA
AT&T	69	Telecommunication	520,433	USA
IKEA	70	Retail	505,944	Sweden
Chevrolet	71	Automotive	504,231	USA
IBM	72	Technology	486,759	USA
Nestle	73	Food & Beverage	431,188	USA
Chipotle	74	Food & Beverage	429,650	USA
Sprite	75	Food & Beverage	428,354	USA
Lenovo	76	Technology	422,797	China
Budweiser	77	Food & Beverage	410,497	USA
Subaru	78	Automotive	401,334	Japan
Wendy's	79	Food & Beverage	385,396	USA
Nokia	80	Technology	383,364	Finland
Volkswagon	81	Automotive	360,877	Germany
Verizon	82	Telecommunication	348,338	USA
Boeing	83	Transportation	344,960	USA
Red Bull	84	Food & Beverage	310,791	USA
Costco	85	Retail	302,095	USA
Nordstrom	86	Retail	286,667	USA
Burger King	87	Food & Beverage	280,279	USA
Topshop	88	Retail	255,309	UK
Visa	89	Financial Services	248,198	USA
Tesco	90	Retail	245,169	UK
Levi's	91	Consumer Goods	238,603	USA
Panasonic	92	Technology	231,593	Japan
Whataburger	93	Food & Beverage	227,767	USA
Sanrio ⁸	94	Consumer Goods	223,808	Japan
Lexus	95	Automotive	223,408	Japan
Pizza Hut	96	Food & Beverage	223,209	USA
Aldi	97	Retail	220,998	Germany
In n' Out	98	Food & Beverage	218,324	USA
Xfinity Home	99	Entertainment	215,408	USA
Walgreens	100	Retail	211,582	USA

NETBASE ENTERPRISE SOCIAL ANALYTICS

¹ PlayStation ² Mustang

³ Coke, Sprite

⁴ Nutella

⁵ Doritos, Cheetos

⁶ Dragon Age

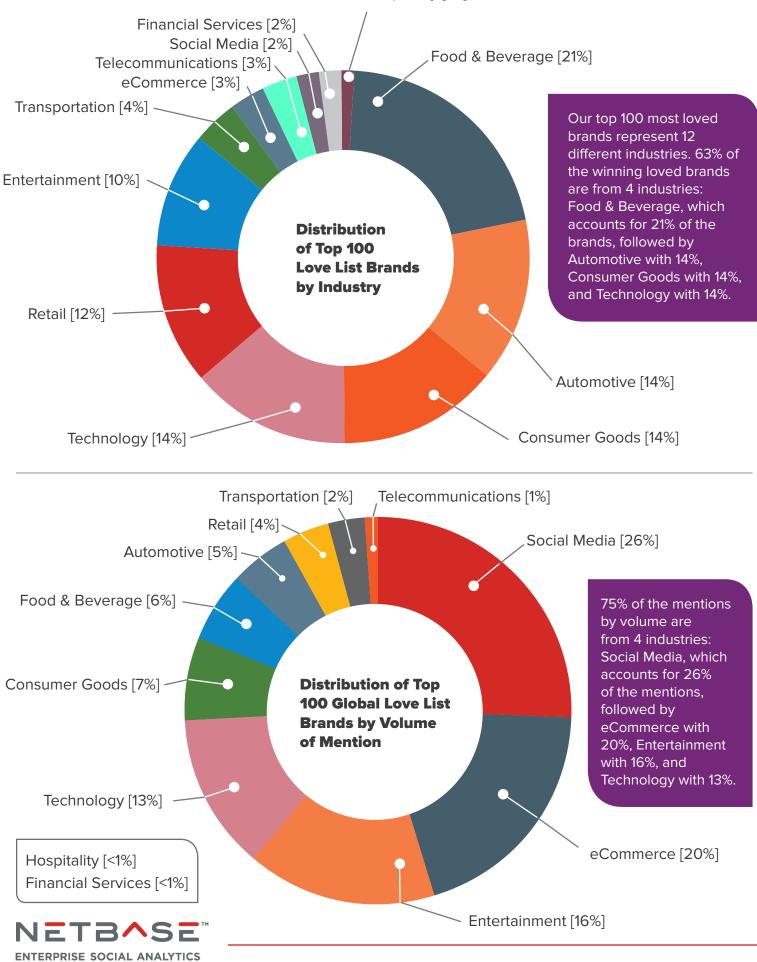
⁸ Hello Kitty

⁷ Oreos





Hospitality [1%]



Global Brand Love Insights



Facebook, the website with over 2 billion users and that consumes a ton of our time is #1! Facebook is the big winner, bringing in 21% of all mentions. Facebook takes the number one spot as the most loved global brand in The NetBase Brand Passion Report. The social an amazing 2.0 billion active users

network reached an amazing 2.0 billion active users milestone in June, 2017. Facebook continues to provide an amazing platform to connects its users with their communities and information that is important to them.

Each day on Facebook, more than 175 million people share a "love" reaction, and on average, over 800 million people like something on Facebook. More than 1 billion people use Facebook Groups every month.

To stay on top of the game, Facebook innovates relentlessly in finding new ways for its users to connect and share experiences, whether through live video, messenger discover and video, and any number of other smaller enhancements. Facebook is not always the first to launch new features, but when they do they result in amazing love from their users.



Top Facebook emotions word cloud



Top SnapChat emotions word cloud

Also in the social media realm, SnapChat is a new entry into the Love List, debuting at #5. Representing over 14.7 million mentions of love. SnapChat has done very well at connecting with its overall younger audience in particularly with filters and lenses. And creating a fun and engaging experience that leads to its user base to continually to increase their engaged minutes, daily logins and daily session times. The Net Sentiment for their earned channels for both mentions and posts hovers at an amazingly high 100%!





McDonald's rebounds and responds to its audience by overhauling its menu and catering to healthy tastes, as the market gets ever more competitive. McDonald's was ranked 14th

overall and took the mantel with the highest ranked brand in the Food & Beverage category. McDonald's industry is undergoing

a monumental shift as consumers are seeking healthier options seen by competitors like Five Guys, Shake Shack and Chipotle. But, over the last year McDonald's has been able to really connect with their audience through the combination of cheaper drinks, an introduction of up-market sandwiches, and overhaul of its menu that caters to healthier tastes. As a result, McDonald's has seen its strategy pay off: the brand has seen its best results in five years, with sales rising 6.6% to \$6.05 billion in revenue in the most recent quarter.

But, there is furious competition from the likes of Chick-fil-A (#61) which has a fast-growing list of fans that "crave" their chicken nuggets. And how their chicken nuggets look healthier and taste better than McDonald's. If you didn't know this already, love is a complicated thing!



Top McDonald's emotions word cloud.



Top Chick-fil-A emotions word cloud





4:00 PM - 15 Jul 2017 38,080 Retweets 19,722 Likes ● ③ ④ ④ ③ ● ④ ④ ●

Reflecting the comparison between Chick-fil-A nuggets and McDonald's nuggets



The addictive website that is Amazon reigns supreme in eCommerce. And eCommerce takes 3 of the top 10 slots in the Love List. Amazon came in #2 overall, closely followed by eBay #3, and Etsy #8. eCommerce represented 20% of the overall "love" mentions. Love is not that complicated when it comes to shopping.

Amazon has about 34% of the U.S. online sales and is expected to see their market share grow to about 50% by 2021, driven by the popularity of its Prime membership program, its marketplaces, and its growing mobile application adoption. Amazon appears to be the unstoppable force that we as consumers just love. Amazon has over 65 million Prime Members, and on average, they spend amazingly \$1,500 a year on the site. They love the two-day shipping, level of service and of course, all the stuff they can buy!



Amazon continues to be the #2 gift card in the market after VISA for the fifth year running. Not only do we love shopping on Amazon but we also like to share that love with family and friends.



Top Amazon emotions word cloud.



Top Amazon attributes word cloud.



Entertainment was a highly loved category, with four brands ranking in the Top Ten of the Global Love List: Disney (#6), Pokémon (#7), Netflix (#9), and Sony (#10). Disney movies were by far the most loved component of the Disney enterprise, representing over 32% of all posts with positive attributes and sentiment. Fans are

passionate over their favorite Disney films, scenes, and characters—and especially anything related to Disney princesses! But there's more to it than just that. Disney is also loved for its memorable music, amazing theme park experiences, and television channel.

The love for Netflix continues to grow by leaps and bounds, with over 6.7M mentions of love for this fast growing streaming media and movie on-demand service. Netflix has also recently received over 90 Emmy mentions for its original content, including for favorites like *House of Cards* and *Orange Is the New Black*, as well as a plethora of new shows and Netflix original films. User growth has expanded to nearly 104 million, enabling the pastime of binge-watching on Netflix.



Tess Thomas dr.tessthomas Apr 17 (2) All caught up. #benedictcumberbatch #nosleep #watchingnetflix #greatmovie



Top Disney emotions word cloud.

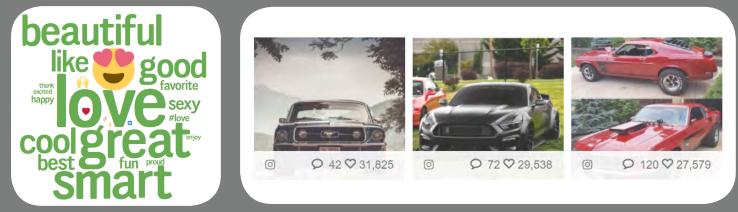


Top Disney attributes word cloud with sentiment drivers.





When it comes to Automotives, Ford (#19), Tesla (#28), and BMW (#31) are the leaders in social love. Fans don't typically share their intent to purchase a particular car, but they are talking about their favorite models. For Ford that translates to the Mustang, which represents over 27% of all mentions related to the manufacturer. Love is terrific but it should not be mistaken for commitment. The automotive industry is a great reminder of the aspirational component to brand love. The below likes and mentions do not necessarily translate into sales.



Top Ford Mustang emotions word cloud

Love for the Ford Mustang

At #28, Tesla makes its debut on the Love List. Tesla has experienced an outpouring of love for its brand and cars, including the highly-anticipated Tesla Model 3 (for which Elon Musk predicts the demand could rapidly reach an annual rate of more than 700,000 units, which would make it one of the top-five selling models in the US). ©TeslaMotors's Summon feature Tesla Autopilot Eion Musk's Tesla Tesla Share driver ©TeslaMotors #ResponsibleEmployer Tesla Model S Software release Tesla Model S Software release Tesla PIOD Tesla PIOD New Tesla Tesla Model X Tesla's stock share Eion Musk Tesla's Model 3 Uber Lyft Tesla Disneyland Hollywood In-N-Out Tesla Supercharger network Tesla Supercharger network

Top Tesla terms word cloud



Happy Birthday THALIA ♥ ♥ ♥ ♥ ♥ XOXOXOXOXO @thalia #tesla #birthday #love #family #fashion #soulmate #bronxtalemusical

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Popular Tesla post showing the love



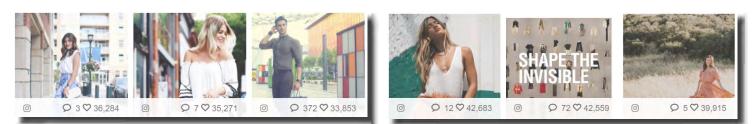
Zara (#13) is the leading consumer goods brand followed by Nike (#15), Gucci (#17), and Lego

(#20). Zara had over 560K more mentions than its closer rival Nike in the consumer goods category. Its rapid growth and popularity among consumers shows no sign of stopping. Zara's fan base is rising as the pioneer in the "fast-

fashion" model quickly responds to catwalk designs, imitates the latest fashion trends and speeds less expensive versions to their stores. Their nimble supply chain also enables them to replicate popular-selling products in new colors and styles



faster than its rivals. This all translates into consumer love, comments, and suggestions, which Zara literally sews into the next line of clothes. Resulting in a continuous connection with their consumers.





Best Buy #16 and Target #18 are neck and neck in Retail brand love on social, with Walmart #39 a distant third. Best Buy has very successfully executed on their approach to expert service and unbeatable price, and their fans have noticed and rewarded them. The top attributes for Best Buy include "best buy", "best savings " and "best price".

Best Buy has also generated love as result of the compassion and acts of human kindness displayed by their employees toward their customers during the holiday season. Kindness is one of the foundational elements of love. This was fully exhibited by a Best Buy employee who noticed that a kid would come in every day to play the Wii I display, so he decided to buy him one as a gift.



Top Best Buy emotions word cloud.



Top Best Buy attributes word cloud.



Best Buy employee handing kid a gift.





Uber #11 and Lyft #27 debut in the Global 100 for the 1st time in the Transportation category. Uber the ride-hailing giant has grown dramatically, doubling their gross bookings in 2016 to over \$20 billion, and celebrating their five billionth ride last week, outshining the competition. Lyft only operates in the United States, and other competitors are only regional.

But, since January, Uber has faced numerous scandals—sexual harassment and gender bias claims from a former engineer Susan Fowler; the "Greyball" reveal and subsequent criminal investigation; CEO Travis Kalanick being forced to step-down as result of investor revolt; and a lawsuit from Google's Waymo over stealing its self-driving car technology.



Uber CEO Travis Kalanick love for it has diminished over the last few months, showing Uber's Net Sentiment score (indicating the ratio of positive to negative consumer emotions) dropping from 44 to 7.



As of July, 2016 Top Uber emotions word cloud.



As of July, 2017 Top Uber emotions word cloud.



The Incredible Impact of Instagram in

As a result, while Uber continues to be loved for its ability to provide good part-time money and

bonuses to its drivers in over 200 countries, the

Promoting Brand Love. Instagram is an amazing channel that enables brands and consumers to connect perfectly about what they love. A number of brands in this year's Global Love List generated a tremendous percentage of their love via this social medium. Social

Brand	Rank	% Instagram
Nike	19	62%
Adidas	23	52%
Tesla	29	59%
BMW	32	54%
Canon	44	69%
Ferrari	54	58%
Dior	60	55%

media users love sharing their experiences with the brand on Instagram. And other brands can take a page from Nike, Adidas, Tesla, BMW, Canon, Ferrari, and Dior on how to optimize their love on Instagram.

Nike stands out as doing a particularly outstanding job on Instagram at showcasing





Canon photograph.

Adidas shoes.



Nike football.



New Tesla.

their brand in the context of everyday people participating and enjoying sports from soccer, to running, to hiking. This approach has really connected Nike with its audience as they can picture themselves in these scenarios.



Measuring [brand] love: The art and science

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

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

That's why we put our advanced social technology to the test to measure the strongest emotions shared about 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. 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, luvs, luved, luvd, luving, 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 Fortune. Our overall Global Love List looks at English language posts across the world, ranking the most loved brands in technology, consumer goods, automotive, food and beverage, financial services, and energy companies across over 200 countries. Due to the sheer volume of different industries and global mentions, the category of Consumer Goods was segmented into Retail and Consumer Goods. This allowed us to uncover and present industry-specific insights with greater granularity.

This report includes:

- 361 million posts of earned mentions
- 14 months of data (May, 2016 to July, 2017)
- English language posts
- Sources include blogs, forums, microblogs, news, review sites, Twitter, Tumblr, and many others
- 200 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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