

Prophet
Brand
Relevance
Index™

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English edition
Deutsche Fassung

The most relevant brands in **GERMANY**

**Brands consumers
can't live without =**

RELEVANCE

At Prophet, we believe that the strongest brands are the ones that are relentlessly relevant & making a difference in consumers' lives.

We surveyed nearly 10.000 customers on 250+ brands across 24 industries to develop the first customer-based brand relevance ranking index.

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The Top 50 Brands

Following are the top 50 most relevant brands ranked by German consumers. The brands were selected for inclusion in the survey based on contribution to German households.

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Top Brands:

We surveyed nearly

10,000

consumers across 250 brands

#1 **AMAZON**

Fundamental to modern life



amazon

The Top 50 Brands

6

Amazon offered German consumers a perfectly simple proposition: countless different products available 24/7, delivered safely and quickly and at a fair price. The consumer was convinced, and the brand is now the most relevant to German life. Adding to the company's joy, the streaming service has quickly become the market leader. Now that customers have complete confidence in Amazon's reliability and value, and the brand has picked up some traction in emotional engagement, the company might choose to work on an overarching mission to really seal the deal.

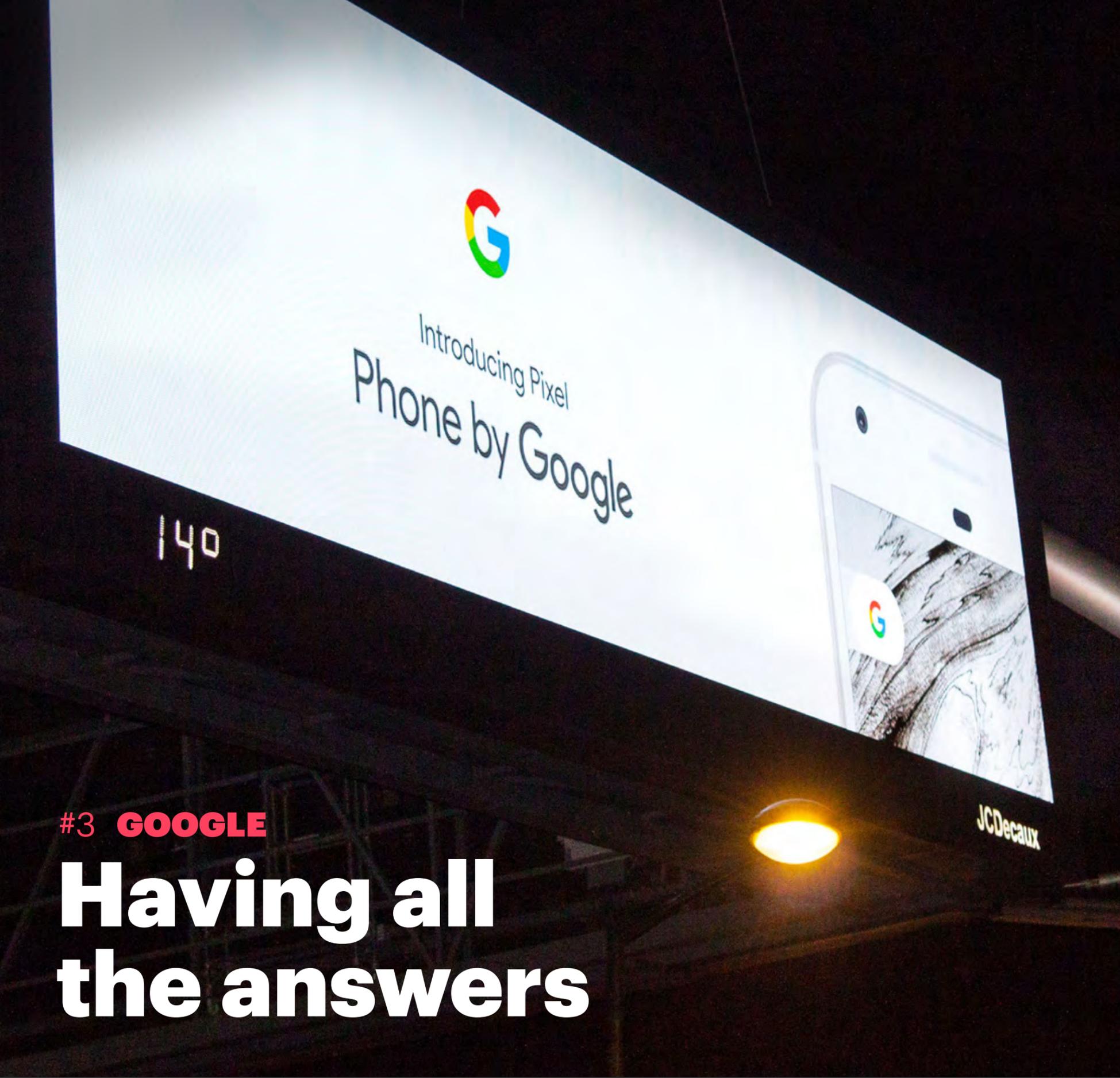


Apple products have more practical and emotional impact than anyone else's, in Germany as across the world. Apple devices look good, feel good and work beautifully. The brand is a benchmark. The company has created its own ecosystem in which we can all find our way intuitively, and was one of the first to identify that work and life have much the same demands on us, and thus need a blended solution. They have delivered excellent technology and huge benefits to the customer. Some techies complain that Apple isn't always the fastest with new technology, but most fans don't care bordering on reverence.

#2 **APPLE**

**Innovation for
you and me**





#3 **GOOGLE**

**Having all
the answers**

The Top 50 Brands

Google is the leading brand on the internet, and no other brand scores so highly on “I cannot imagine life without...” The company races ever onward, aiming to have an app for everything. Google helps us to make practical use of the internet at home and work (Search, Maps, Gmail, Translate, and the office products), creates products that we didn’t think we needed and makes them instantly indispensable. The company is extending its influence into every area of life: transport, business, media and healthcare, and from driverless cars to artificial intelligence it will be shaping the future in profound and pervasive ways.

Like this story?

This could be your company next year



#4 **LEGO**

From bricks to clicks

The whole family loves LEGO. Mums and Dads appreciate its creative, educational qualities and the Danish brand works hard to retain its appeal to toddlers, teens and everyone in between. LEGO was also first in understanding the impact of digital to the world of toys, responding by building products and communities that give LEGO a presence in the analogue as well as digital worlds. It's an all-encompassing brand strategy, making a traditional brand relevant in the lives of us all.

#5 **PAYPAL**

A symbol of trust

In Germany and beyond PayPal is the gold standard for safe, efficient online payment. It is now more relevant and better liked than the banks and other payment methods like Visa or MasterCard. The brand began life in the early 2000's as eBay's own payment system, bringing solidity and trust to consumer-to-consumer transactions. Since then, PayPal has grown its reputation for safety and solidity even beyond that of its parent company. Consistency is the root of PayPal's success, but there have been innovations too. The company is making tentative moves into brick & mortar retail, which will be interesting to watch.

#6 NINTENDO

Ahead of the game

The spirit and practice of innovation keeps Nintendo relevant and the leader in its field. At all costs, the company remains ahead of the consumer and the game developers - providing both communities with environments that constantly surprise and amuse. The financial performance has looked slightly shaky in the face of vigorous competition, but Nintendo can be relied upon to catapult itself forward again – most recently with global hit PokemonGo and the soon to be launched new gaming console ,Switch’ for Millenials . Mario is always in the background, giving the brand the personality, equity and lasting relevance that only a much-loved character can.

PokemonGo, the so far last chapter of the Nintendo success story.



#7 **NIKE**

Running in every lane

Nike has always been good at connecting emotionally with consumers through big advertising campaigns and celebrity endorsement. Moreover, the brand has extended its offer with additional services, that provide tangible value add to consumers. Nike has introduced digital innovations that allow users to track their own athletic performance. The flagship stores are offering expert advice, and act as a hub for communities as well as retail. And as a fashion item, Nike has been focussing on the technology within the footwear. This all ties together the brand's values – achieving one's goals – with providing digital solutions. This is securing loyalty from the consumer, and the company is stealing a march on its competitors.

#8 **SAMSUNG**

The Korean alternative that's pushing hard

As the eternal runner-up to Apple, it has been difficult for Samsung to be taken seriously in the tech-savvy German market. But the brand's honesty, generally excellent product performance, and some clever moves have won fans for the Korean manufacturing giant. Samsung's wide product portfolio didn't always receive plaudits from serious technology people. But the company is now partnered with Google, and its phones run well on Android. This has won it fans among the customers, and some even say that the technology is superior to Apple. The company has also been busy creating a smarter generation of consumer goods. Will the brand's vision of a fully connected home translate from nice idea to consumer hit?



#9 **BOSCH**

Tough at the top

Bosch scores consistently across all metrics, and particularly highly in “innovative” and “inspirational”. But as the highest-ranked German brand in its home market, Bosch is fighting off threats. The brand scores more highly than stablemate Siemens, which is probably due to a greater range of products as Bosch also sells DIY tools. Moreover, the products are more available than those of Miele and deliver a better experience, according to the consumer. Bosch’s involvement in Dieselgate might knock the brand’s reputation for a good corporate culture and sustainable business practices, but the consumer may regard it as a mere blip in an otherwise excellent reputation for quality and value.



#10 WHAPSAPP

21st century communications

WhatsApp is so vital to everyday life that it rivals Google for “must have” status. But having been bought by Facebook, it is now seen as the incumbent. The brand walks this tightrope. Or rather, it runs the tightrope, so quick has been the uptake of this new technology. WhatsApp has transformed how a vast number of us communicate, and holds a near-monopoly in its space. It is cheaper and more useful than sending an SMS message, less formal than an email, and less intrusive than a phone call. This suits friends-and-family communication perfectly. The key to the ongoing success of the brand will be whether it can innovate successfully and in a way that is non-disruptive to the central idea of the service. It must also work on the emotional connection of the brand to its users.



#11 PLAYSTATION

Throne of games

Since its launch in 1994 PlayStation brand has focused on its audience of serious gamers, using the latest technology to give them experiences they love. Even as its rivals have caught up with PlayStation’s console technology, the brand has kept its reputation as a pioneer. Parent company Sony was quick to realise that for serious gamers, connectivity was the future. The PlayStation brand has converted itself into an ecosystem that serves as a platform for multidimensional user interaction and digital media delivery (including music, video and TV). Thanks to its history of technological superiority PlayStation has long been the developer’s favourite and that’s meant cooler titles for serious gamers. The VR system has been described as “the promised land for virtual reality on consoles”.

#12 DM

Doing well by doing good

Under the leadership of its visionary founder, Götz W. Werner, dm operates as a social enterprise with a strong corporate culture and German values at its heart. Respect, transparency, pragmatism, and efficiency give the brand a deep emotional relevance to German consumers. Its 3,000 stores are beacons of trust and dependability. They are happy places to shop because dm is a happy company – it’s ranked as No.1 Retail Employer and third best employer in any sector in a recent Germany’s Best Employers study. Its strong environmental record and reputation for ‘capitalism with a human face’ play well with consumers. The company’s portfolio of big brands and private labels pays close to shifting trends, earning dm a reputation for innovation and customer focus.



#13 **MIELE****Reliable for more than a century**

Miele was founded in 1899 and is still owned and run by members of the founding family. Continuity has been a strength for Miele, enabling them to work with a single mission in mind: to build the best quality, most reliable home appliances. The brand may lag just a little in digital, and the company's dogged belief in quality may have given them a less innovative reputation than other German manufacturers. But it sends a powerful and very popular message to consumers: we're with you for the long run. This long-term dependability is why Miele outperforms Bosch in aspects like 'purpose' and 'trust'.

#14 **PLAYMOBIL****Small world(s)**

Playmobil has a long and sincere heritage. It has been sparking children's imagination and encouraging creativity for decades. It simply says: here is the world, play with it. Today it offers increasingly sophisticated 'worlds' that children can play with, and is keeping pace with social change. The company might come in lower on the Brand Relevance Index by comparison with competitor LEGO, but only because LEGO also appeals to young adults and adults, and there is little to construct. Playmobil isn't trying to be all things to all people, and stands as a much-loved and much-valued physical beacon in a digital world.

#15 **ADIDAS****Earning their stripes**

Adidas owes its continuing relevance to its strong guiding principle – a determination to equip amateur and professional athletes with the clothes and equipment they need to achieve their 'impossible'. Sticking to this principle keeps adidas relevant to people for whom Nike's more lifestyle orientated positioning holds less appeal. While not as connected to their consumers as Nike, adidas is in tune with the modern consumer's need to look great on and off the sports field. Their two fashion ranges adidas Originals and adidas Style leverage their heritage as a sport and style icon to great effect.



#16 **DISNEY**

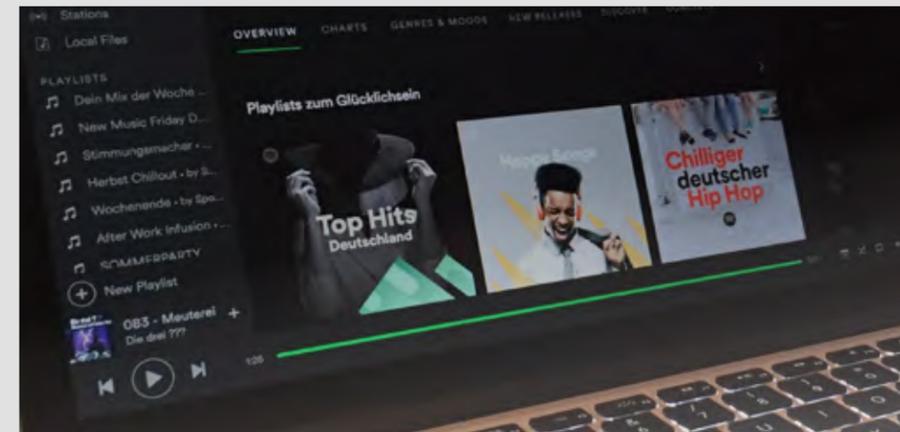
The magic of family values

Disney's stated purpose is "to make people happy". They do so abundantly, and it's no surprise that they score so well for 'connecting with me emotionally'. Disney delivers consistently on cinema screens, in toy stores and via TV Channels. The brand's recent output is impressive in range and quality. In 2015 *Inside Out* and *Star Wars* broke box-office records and garnered critical acclaim. In 2016 *Zootopia*, *Finding Dory*, *The BFG* and *Moana* are equally high achievers. Merchandise is spot on and they have a knack for maintaining the momentum of their big movie hits with related film projects and new lines. Disney commands passion and loyalty by telling the stories that people love, creating truly exceptional experiences and making brand ambassadors of its employees – not only in its theme parks.

#17 **SPOTIFY**

A European musical unicorn

A single, brilliant innovation separated Spotify from its rivals – offering a monthly subscription gave users a sense of infinite possibility. Rivals quickly caught up with Spotify technologically, but Spotify has stayed closer to its consumers. Users can listen to Spotify on almost any device with connectivity, and in 2015 they partnered with PlayStation Music to put their streaming service onto consoles. There have been many other innovations since, such the ability to browse other users collections and the leveraging of user data to make suggestions based on preferences and listening history. While artists have concerns about the rise of Spotify, users love it more than ever.

#18 **BRAUN**

The design icon that inspired Apple

Braun has enjoyed many glory years as the most advanced home appliance brand in Germany. Working with world-class designers like Dieter Rams helped the brand become an icon of modernist design. There are Braun products in New York's Museum of Modern Art, and Apple found inspiration in Braun's designs. But, is the brand resting on its laurels? Older consumers remember Braun's starry status, but for younger generations the brand has become commoditised. To stay relevant Braun now needs to reinvent itself.





#19 **RAVENSBURGER**

Handmade for little hands

Ravensburger uses over a hundred years of expertise to create puzzles and games that help children learn as they play. It remains relevant after so many years because of the company's staunch commitment to "handmade quality" production and a high degree of inspirational creativity. Ravensburger scores less well for innovation, and they've yet to develop a strong digital presence. But a business that believes in "joy, education, and interaction" surely has the capacity to excel in those areas too – if they ever start to believe in it.

The Top 50 Brands

#20 **ORAL-B**
**A shining
example**



Originally founded by a dentist in the US, Oral B is well trusted and highly relevant right around the world. The brand is underpinned by a strong strategic idea, the "dental care journey", and its product strategy looks to guide consumers along it, taking care of their dental problems along the way. Distribution and plain efficacy drive Oral B's relevance too – the brand is everywhere and it works perfectly.

#21 **NIVEA**
**The mother
of all creams**



With its 100-year history, Nivea is a true classic and the mother of all caring skincare brands. A mix of tradition, innovation and experience is keeping this much-loved brand relevant. Despite its traditional "go-to" status, Nivea is perceived as relatively innovative. Nivea's product portfolio reflects a mix of unchanging staples like the classic Nivea creme, innovative new products like the in-shower body lotion and new product lines such as Nivea razors. On top of that, Nivea creates engaging customer experiences in their flagship stores – i.e. the Nivea Spa in Hamburg was a great success.

#22 **INTEL**

What's inside still counts

Very few consumers are able to name any other microchip or microprocessor maker, and no other manufacturer has been as successful as Intel at creating touch points between their brand and the consumer. Intel's catchy jingle and snappy strapline ("Intel Inside") keeps the brand high in our minds, so even if we have no idea how their technology works, we know that it makes our computers work faster and better.

The Top 50 Brands

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#23 **MAYBELLINE**

Drugstore glamour



Maybelline has been around for decades and is still loved by consumers today. The brand has grown massively over the years and can now be found in every drugstore. Maybelline is engaging, innovative and daring – but also accessible, effortless and affordable. This winning mix of benefits keeps Maybelline relevant, especially amongst its target audience of younger women.

#24 **WIKIPEDIA**

Encyclopedia digitalica



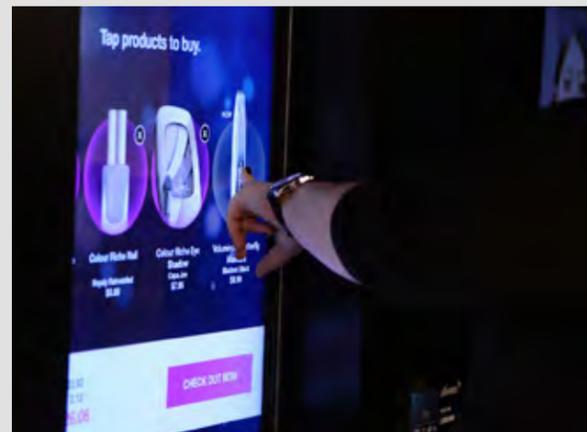
Not long ago we frowned on Wikipedia, writing the online encyclopedia off as amateurish, occasionally biased and often inaccurate. And yet today, the brand is well-established as the go-to source for a seemingly infinite range of information. Users appreciate the easy access to loads of original content, and the no-frills but intuitive user experience and inclusiveness that the site offers. Spin-offs such as WikiTravel have made the site increasingly popular and opened the door for more brand extensions.

#25 **WELEDA****Natural beauty**

In Germany Weleda is six times smaller than L'Oréal, and yet is seen as more relevant. The brand owes its reputation and relevance to clear ownership of the 'green' space, and its deep roots in German consciousness. Weleda was founded in Stuttgart in 1921 to produce and distribute natural cosmetics and naturopathic remedies. Today they only use organic ingredients and the brand essence is based on anthroposophy, a popular early 20th century German philosophical movement.

#26 **L'ORÉAL****Women's needs worth a pretty penny**

L'Oréal is the largest cosmetics company in the world, and the foremost women's brand in Germany. The company understands the needs and expectations of women completely, and is an opinion leader in the industry. The French company sells about 50 products every second, and develops innovative products, bringing high-end fashion and cosmetics science to the masses.

#27 **GILLETTE****A bright future for the flashing blade**

Gillette's status as the leading shaving brand in Germany is a result of creating ever newer products to enhance the pleasure of the morning shave. The genius of Gillette was to realise that the initial purchase of the razor wasn't where the profit was. It was in the replacement blades. And by always advertising new kinds and combinations of blades it gained its reputation as a constant innovator. The company has innovation at its very heart, and the natural thing to do was to extend into male skincare and female shaving. Will it flex its muscles as successfully in those markets?



#28 **MILKA****Purple for the people**

When Germans think chocolate, most think Milka. The purple packaging and cow grazing in Alpine scenery is something every German has burned on their retinas, and most can sing the Milka theme tune. Unless the country suddenly loses its taste for chocolate, this is surely one of the most secure brands on our list. Perhaps it only appears as low as 28th because the online engagement metric is weighted as heavily as others – and few people really feel the need to engage publicly about a private pleasure.

#29 **SIEMENS****The business end of the gadget**

Siemens has a more than solid reputation. Germans consider the Munich-based manufacturer to be trustworthy and modern, and the brand scores well across the board. It is only by comparison to Miele and Bosch that the perception of their consumer relevance suffers. The range of products in home appliances is almost similar to its stablemate Bosch, but it is considered to be more of a business-to-business brand, and perhaps the powers that be are doing little to discourage that view.

#30 **O.B.****When dependability truly matters**

German women trust female hygiene brand o.b. completely, and the brand scored best of any for “can’t live without...”. This trust stems not just from the nature of the product, but from the fact that the products are of highest quality. Women know, o.b. will never let them down. Consumers have a strong and loyal relationship with the o.b. brand for life, and it’s a relationship that starts before you even need the product – because it comes so highly recommended to young women by their mums.



#31 **VISA**

Effortlessly effective payments

The credit card payment category is seen as functional and pragmatic, and Visa is no exception. It is recognised as more relevant than MasterCard thanks to the perception that it is more modern, innovative and inspiring than its key competitor. Visa does a good job of communicating its innovations and benefits (Visa Contactless is a good example), whereas MasterCard focuses on big emotional brand communications. Visa has a less playful, human feel to it, but scores well for reliability and trustworthiness. In fact, Visa scores highest in its category on trust, followed by PayPal and MasterCard.



#32 **CANON**

Making professionals of amateurs

Canon brought professional photography to everyday life. Its printers and cameras allow the most ordinary photographer to take and print perfect pictures without having serious technical know-how. But equally, its equipment is complex and professional, there are countless settings and functions for the more serious photographer to explore. The brand is seen as inspiring, innovative and trustworthy. Millennials feel that it makes them happy and meets an important need in their lives.



#33 **YOUTUBE**

Like TV, but just better

Getting rid of the 10-minute content limit was a breakthrough moment for YouTube. Now almost every TV show is ever made is up on YouTube. Want to watch an old episode of 'Derrick'? No problem. The real engine of YouTube's relevance, especially among younger people, is its non-professional content: film reviews, video-game walkthroughs, make-up or coding classes – it's all there, and it all serves to make YouTube indispensable – especially to the young



Audi is the highest ranking automobile manufacturer in the index, and (together with BMW at #49) one of only two car manufacturers in the Top 50. Consumers value Audi's focus on technological innovation, as well as the way the brand connects with them emotionally. The perception of Audi as a very functional brand with a 'babbitt' vibe to it is fading away. It's being replaced by a sense of Audi being design-focused, and emotionally engaging. This approach has helped the car maker to surpass BMW and Mercedes-Benz, the once predominant German car brands.

Like this
story?

This could be your
company next year

#34 **AUDI**

Vorsprung durch ...emotions

#35 **DR. OETKER****A helpful family member for generations**

Baking powder, cake and dessert mixes, yogurts, chilled desserts, frozen pizza, pudding mixes, cake decoration, muesli and more – Dr Oetker has been a feature of German family life since 1891. Convenience is at the heart of the brand, you can find Dr. Oetker in every supermarket and in countless convenience stores too. Every one of their products is quick and easy to prepare and they appeal to children and adults equally. All this is reflected in strong scores for reliability, trustworthiness and availability.

#36 **HARIBO****Our nation's happy brand**

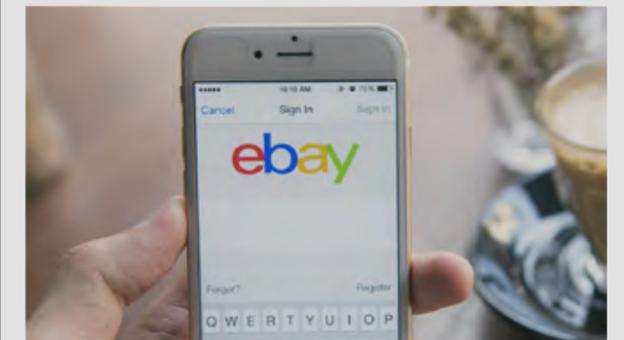
In the confectionary sector only Milka beats Haribo for relevance. The brand slogan, "Haribo macht Kinder froh, und Erwachsene ebenso", is one of the most popular in Germany and has been for decades. Innovation has always mattered to Haribo: the Gummy Bear was invented by Hans Riegel in 1922, and now there's a huge range of Haribo sweets for consumers to choose from. This combination of the old and new leads to consumers' high level of trust in Haribo, and to their good score for "pushing the status quo."

#37 **REXONA****Category leader, no sweat.**

Rexona's goal is to encourage women and men to stay active and positive. Sweat should never get in the way. The core brand promise is reliability – "Rexona. It will not let you down". The aim is to build confidence and allow consumers to focus on life's joys and real challenges. Rexona's communications are working as their product does: our results show that the brand inspires people and makes them happier than any other in the category.

#38 **EBAY****A strong start, but where to now?**

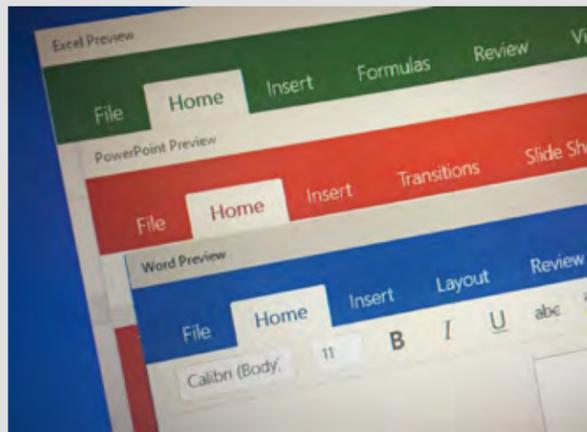
Ebay earned its brand equity as a pioneer in online auctions. This was a fresh, cool idea at the time and things really took off for Ebay with the advent of PayPal – a trusted payment system that took down a big barrier for using Ebay. Today, consumers are still impressed by the user experience and content that is offered. But, as Ebay's business focus has now shifted towards the marketplace model, it seems to be struggling to differentiate itself from the competition and stay relevant. Amazon is stealing away merchants from Ebay, offering bigger sales volumes and full-service logistics.



#39 MICROSOFT

Everywhere but in our hearts

Microsoft is a true global giant and the world relies on its software to function. But despite so many of us coming into contact with the brand on a daily basis it holds little meaning for us. However, consumers do appreciate the brand's utilitarian value, rating it high on pragmatic 'makes my life easier' and innovative 'pushes the status quo'. However, Microsoft scores quite low on 'connects with me emotionally' and 'makes me feel inspired' in its category – and manifestly lower than Apple, its arch-rival.



#40 PHILIPS

Innovation for all

As both a technology-driven and a consumer-focused brand, Philips has made it a goal to provide customers with innovative solutions that make their lives a little bit better. The brand is supporting innovative ideas through projects like the Philips Open Innovation Challenge. Their efforts are paying off: in their category, Philips scores above average in 'is always finding new ways to meet my needs' and 'makes me feel inspired'.



#41 SWIFFER

The king of tidiness and pragmatism

Swiffer, a P&G cleaning tools brand, meets the needs of the house-proud Germans: the products are dependable as they deliver what they promise and make their lives easier. Consumers are happy to pay the premium the brand charges for Swiffer's top performance and innovative products. In today's fast paced world, consumers want to spend as little time as possible on chores like cleaning and give themselves time for more important things. Swiffer products credibly address this need, with the "Swiffer effect".



#42 JACK WOLFSKIN

Wolf comes in from the cold

Jack Wolfskin, the high-tech clothing and footwear brand, has tapped into a strong underlying aspiration in the modern German soul: to get back to nature. The consumer perceives the brand as reliable and producing quality items, but it also speaks to a deep-seated value. The target audience for the company is not extreme hikers and mountaineers – it's the fashionable city-dwellers who want to show that they are not pampered urbanites, and in fact perfectly comfortable in harsh conditions. It's an inspired idea, and an inspirational brand.



#43 KINDER

Healthy indulgence and temptation?

Kinder is owned by Ferrero of Italy. But it was launched and continues to be developed in Germany, and is regarded by German consumers as one of their own. Kinder has successfully appealed to health conscious German parents despite concerns about sugar in the modern diet. Now, 40 years later, Kinder keeps expanding its range of tasty products, and promotes the quality of its ingredients. The consumer agrees that this – and the fact that the snacks remain kiddy-sized – keeps the "healthy" promise. People are also responding well to the new products.



#44 **DOVE****More than skin deep**

Dove has one of the most distinctive brand voices in the world, to which German women have responded as well as any. The company's "Campaign for Real Beauty", and its use of unphotoshopped women of all shapes in its advertising, means the brand stands for much more than just skincare. While the brand might mean little without a reliably high-quality product, Dove scores particularly highly in trust and dependability because of its inspirational message. It's a product to believe in, which makes it a purchase to be proud of.

#45 **ZALANDO****Cry of happiness**

Zalando – the European online fashion marketplace – has conducted a brilliant brand awareness campaign, and its website is a triumph of intuitive usability. The company also has an excellent reputation for its logistics, and a consumer-friendly returns policy. The style-conscious consumer needed a rich choice of modern design and apparel, delivered in a way that is convenient for modern life. Job done. But will any of these elements of the brand suffer as the company cuts costs and partners up in an attempt to become profitable?

#46 **LINDT****Perfect double act nets a win**

Tradition and innovation seem to be the perfect combination in Lindt, the chocolate maker. Stressing the nineteenth century Swiss origins, the brand is regarded as premium quality whatever your budget, and relentless producer of new ways to enjoy chocolate. Lindt signed tennis champion Roger Federer as the brand ambassador in 2009, and the TV campaigns portray the creation of their chocolates as art – and the company's methods as a closely-guarded secret. The German public regards the brand as superior and trustworthy.



BE AN INSPIRATION
#SHAREYOURSTYLE



#47 **XBOX****A games war on many fronts**

In the battle for gamers, the Microsoft-owned Xbox faced PlayStation and might have suffered defeat had it not realised that offering more than just games was vital to its future. Xbox is now a digital media platform and continues to compete head-on with its rival. Moreover, it is now integrated with other Microsoft software, and offers more entertainment through streaming services. The consumer seems pleased with the extra functions, and the brand scores well across the board, particularly in “pushing the status quo”.

#48 **THALIA****Food for thought**

The leading book retailer in Germany took a bet on delivering books in as many ways as the customer demanded. The gamble has paid off, as the brand serves German speakers online, in-store and with its own e-reader “Tolino”. This made it N° 1 in the General Merchandise category. The company is repaid for its diligence with loyalty and a burgeoning social media presence – and with a brand so strong it can diversify into the travel business, which research told them was allied closely in consumers’ minds with reading.

#49 **BMW****A moving story**

The car marque has a reputation for engineering excellence, which over the years has translated into a byword for driving pleasure and being the ultimate driving machine. With environmental awareness and a less hedonistic zeitgeist, a change of emphasis in the brand had to happen but be subtle enough to not alienate existing fans. It’s worked with BMW establishing ‘EfficientDynamics’ and introducing new mobility concepts like ‘DriveNow’. BMW is now about the concept of mobility in the widest sense, and the company is making great strides in electric and hybrid vehicles. The brand scores highly in trust, and it is now trusted to change with the times.

#50 **SONY****Great legacy gives a leg up**

Sony has such a strong history of world-changing consumer electronics, from Walkman to floppy disc to PlayStation, that it is still an innovator brand in the mind of many consumers. Although some of the star power of the past has clearly waned, this could be because much of the company’s energy goes into PlayStation – and it is still known as the Sony PlayStation. The company itself is a multi-media empire, and perhaps there is another breakthrough piece of technology coming round the corner to prove the consumer right.



What is Brand Relevance?

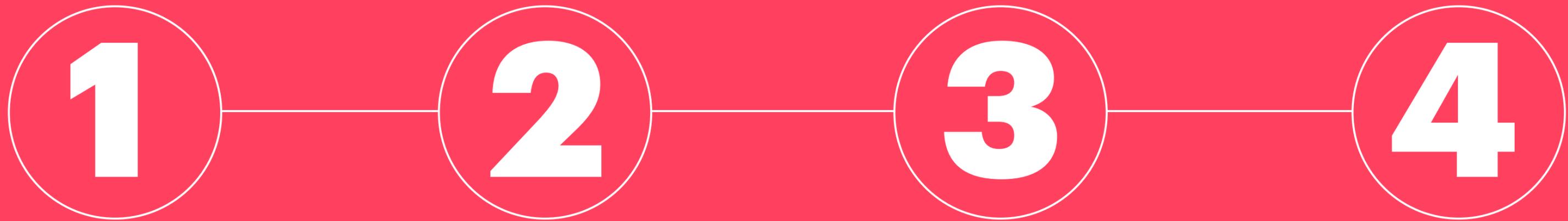
RELEVANCE:
brands we depend on

Defining Relevance:

In an era of expanding customer expectations and constant competitive change, brands must continually find new ways to engage and delight people in order to win. Those that do are what we call relentlessly relevant, always seeking deeper and steadier connections to their customers.

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 our world.

Those companies that have built relentlessly relevant brands generally have four common characteristics...



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 peoples' lives.

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.

Distinctively Inspired

Brands that inspire us.

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

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.

Themes:

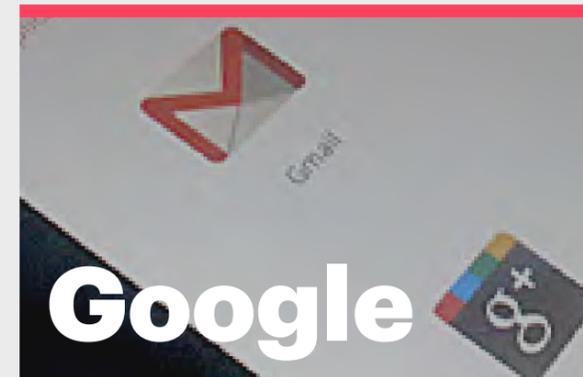
RELEVANCE

= Growth

Digital

‘Everyday Digital’ service brands are clearly winning the brand relevance game.

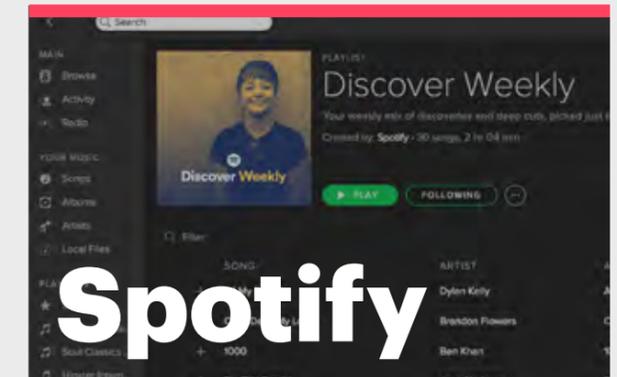
Software-focused companies like Google or WhatsApp take the top spots, while traditional hard- and software brands loose out against this new class of highly seamless 24/7 services. Ubiquity, seamlessness and continuous value added are becoming the crucial levers for success.



Anticipating and capturing customer needs with cutting-edge services and products, the ubiquitous digital champion has become the symbol of our lives' migration into the "cloud".



Leveraging new technology to offering intuitive, comprehensive and affordable service that has become the default way of communication for the millennial generation.



Moving the way people look for, purchase and consume music firmly into the digital space and redefining the industry's business model.

Iconoclastic

Once iconic brands and categories have lost their status and power to the new brand stars.

The big telecoms and media brands like for example Deutsche Telekom or Bild Zeitung have totally lost relevance with consumers. And even more surprisingly, also cars – which in the past have dominated many brand rankings – have lost their iconic status to electronics, with only two automotive brands making it into the Top50.



Pioneering product categories, cutting-edge designs, business models, marketing strategies and much beyond, and becoming one of the most sought-after, inspirational brands of all times.



Redefining its industry, from shifting the way people consume video to on-demand streaming, to changing the relationship between filmmakers and distributors of content.



Speeding ahead of the once-indisputable "German Car Icons" Mercedes-Benz and BMW by connecting with customers on the emotional level through its highly engaging communications.

Fun

Brands that manage to engage and inspire consumers score high in overall relevance.

Especially, entertainment, games and toys brands like LEGO, Disney, Nintendo or Playmobil stand out when it comes to creating those emotional connections based on inspiration and engagement. In this category, even less digital brands score well.



Winning hearts with fun through play, achievement and bonding, and constantly exploring new ways to make consumers even happier, from its immersive “play and shop” experiences to synergetic collaborations with other fun champions like Disney.



Betting on simple, everyday fun to stay relevant, in particular with its recent PokemonGo rollout which connects the brand with customers through funny characters and unexpected “real-life” experiences.



Looking for a deeper meaning even in fun activities, the brand has been focusing on its core mission to blend enjoyment, education and interaction into a range of high-quality products for big and small.

Indispensable

Perceived value beats fear.

The majority of people don't trust digital brands, but Amazon, Apple and Google still make the Top3 overall ranks – despite being perceived as anti-privacy, anti-transparency, anti-workers-councils, etc.



Providing tangible value to consumers through superb customer service, and removing barriers to making online purchases with features like detailed product reviews and easy return processes.



Delivering a consistent and reliable customer experience over decades as one of the Germany's best-known fashion mail-order brands across channels, both as a traditional print-catalogue and online.



Convincing Germans of its relevance with its unmatched network effects, despite skepticism over the company's ever changing privacy policies and little rights over user generated content.

Presence

Everyday use is no guaranty for relevance.

Brands that play a role in people's everyday live have a 'relevance advantage' but most 'every day brands' like consumer goods only make the midst of the ranking, while durable goods brands like Bosch or Miele score much higher, also satisfying important needs in peoples' every day live.



Fulfilling everyday customer needs, while at the same time keeping the excitement high through new and innovative technologies that underpin its household appliances and power tools.



Reassuring customers of its highest in class quality with products that last for decades and are passed on over generations: There is nothing to worry about with a Miele machine.

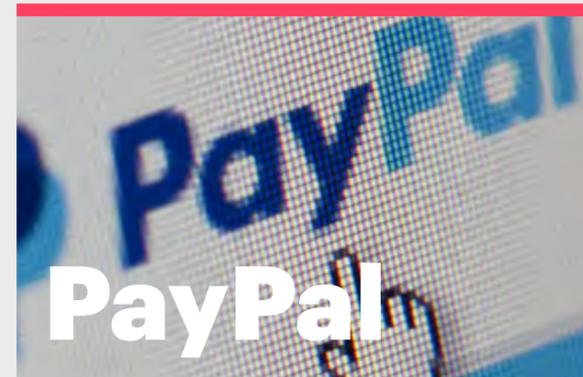


Fighting against imminent commoditization in a category increasingly dominated by private labels with its one-time image of "soap and bleach" innovator.

Convenience

Finding a way to make it easy to use a product or service is key to be relevant.

In many categories brands still frustrate people with legacy offers, that are hard to use and not very convenient. I.e. in financial services, brands like PayPal that make peoples life easier win, while traditional banks and insurance companies sit at the very bottom of the ranking.



Evolving into a de-facto digital bank account for consumers so that they can make online purchases in quick, easy and secure way through a trusted payment service provider.



Offering customers banking services virtually wherever they go through a decentralized network of "saving bank" subsidiaries throughout Germany, which are locally managed and focus on customers in their region.



Struggling to deliver coherent experiences as well as high quality products & services, despite being among the biggest insurance companies globally, with presence in more than 170 countries and approx. 60,000 employees globally.

**What does it mean to
be an Industry Leader?**

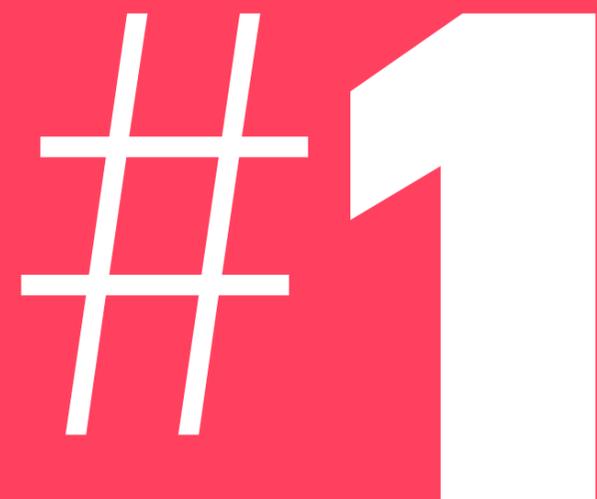
It means

LEADING

the industry, and charting new paths for growth

Industry Leaders

Companies that rose to the top within each of their industries have a lot to teach us about how to be relentlessly relevant as consumer preferences change and expectations rise.



Online Services, Social Networking & Online Retailers



2 Google	3 WhatsApp
4 Spotify	5 YouTube

Mobile Phones, Computer Software & Hardware



2 Samsung	3 Intel
4 Canon	5 Microsoft

Toys



2 Nintendo	3 PlayStation
4 Playmobil	5 Ravensburger

Credit Cards & Online Financial Services



2 Visa	3 MasterCard
4 Sofortueberweisung.de	5 American Express

Athletic Apparel



2 adidas	3 Jack Wolfskin
4 Puma	5 ASICS

Home Appliances



2 Miele	3 Braun
4 Oral-B	5 Siemens

Supermarkets & Drug Stores



2 Aldi	3 Rewe
4 Lidl	5 Edeka

Media & Entertainment



2 Wikipedia	3 Netflix
4 Spiegel	5 Sky

Household & Personal items



2 Gillette	3 O.B.
4 Rexona	5 Swiffer

Industry Leaders

Beauty Products



2 Weleda	3 L'Oreal
4 Garnier	5 Bebe

Groceries & other Packaged Goods



2 Dr.Oetker	3 Haribo
4 Kinder	5 Lindt

Automobiles



2 BMW	3 Mercedes-Benz
4 Volkswagen	5 Opel

General Stores selling all types of merchandise



2 Ikea	3 Fressnapf
4 Bauhaus	5 Douglas

Insurance for Home, Automobile, Property & Life



2 HUK-Coburg	3 Allianz
4 Ergo	5 Axa

Health Insurance



2 Techniker Krankenkasse	3 Barmer GEK
4 DKV	5 DAK Gesundheitskasse

Apparel & Accessories (excluding Athletic Clothing)



2 Tchibo (TCM)	3 Esprit
4 S.Oliver	5 C&A

Aviation



2 Airberlin	3 Singapore Airlines
4 Emirates	5 Deutsche Bahn

Telecommunications



2 1&1	3 Vodafone
4 O2	5 Unitymedia

Retail Banking



2 Sparkassen	3 Volks-und Raiffeisenbanken
4 Postbank	5 Sparda-Banken

Non-alcoholic Beverages



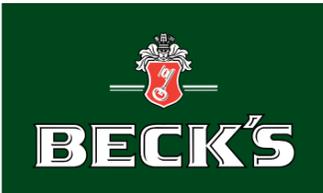
2 Nescafe	3 Coca-Cola
4 Innocent	5 Nespresso

Restaurants



2 Subway	3 Starbucks
4 McDonald's	5 Burger King

Beer



2 Krombacher	3 Veltins
4 Paulaner	5 Schöfferhofer

Department Stores



2 Galeria Kaufhof	3 Breuninger
4 TJ Maxx	5 Karstadt

Post & Parcel Services



2 DHL	3 Hermes
4 UPS	5 DPD

Not ranked? Work with Prophet on strategies to make your brand relentlessly relevant to consumers.

Let's chat about it.

Our Methodology:

Relevance is the single

GREATEST

determining factor for a brand's long-term success

**The methodology
behind the
Prophet
Brand
Relevance
Index™**

Prophet is in the business of helping organizations grow better brands and businesses.

Our clients have often asked for our perspective on the value of the existing brand rankings. And while there are several other 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.

How were the included companies selected?

Companies from those industries that represent 95+ % of German household spend were included in the study. Their contribution to household spend was sourced from the Statistisches Bundesamt DESTATIS 2015 Report. Within each industry, the companies that were included achieved outside 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.

What was the primary research objective?

To understand the principles that great brands execute against — in customers' minds — in order to establish themselves as relentlessly relevant.

How many brands were rated?

800 brands were rated in total across the US, UK, Germany and China – with 250+ in Germany alone. Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

What does it mean for a brand to be relevant?

At Prophet, we believe that the strongest brands are relentlessly relevant, and they 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 peoples' 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.

To what extent does this build on David Aaker's IP?

To validate the importance of brand relevance for sustainable business growth and a company's success. Of all the characteristics of a brand, the one that is necessary for its success is relevance. Brand "preference" and "differentiation" long ago ceased being central to the calculus of success because of the speed at which markets and customer needs change. Aaker's core point, that brands have to create new subcategories and dominate them so no other alternatives are even considered, is central to the idea of relevance.

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

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.

Custom Index & Actionable Work Session

Like what you see in the 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 [Tobias Bärschneider](#) for more details on our custom research and co-creation session.

Our core work:

Brand & Experience

Digital Transformation

Growth Acceleration

Let's talk.

We'd love to continue the dialogue or sit down and talk about how you too can build a relentlessly relevant brand. Contact us today.

For media inquiries, please contact Tobias Bärschneider at Prophet.

Want to know more about Prophet or the BRI, please feel free to get in touch with us at one of our offices below.

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