



BRAND PASSION REPORT: TOP GLOBAL BRANDS



**2020
REPORT**



CONTENTS

LOOKING FOR BRAND LOVE	3
METHODOLOGY	3
MEASURING [BRAND] LOVE: THE ART AND SCIENCE	4
GLOBAL LOVE LIST ALL STARS: TOP 10	5
TOP MOST LOVED GLOBAL BRANDS (RANKED BY MENTIONS)	6
GLOBAL DISTRIBUTION OF TOP BRANDS	8
INDUSTRY DISTRIBUTION OF TOP BRANDS	9
SHARE OF VOICE DISTRIBUTION OF TOP BRANDS	9
TOP 10 GLOBAL LOVE LIST INSIGHTS:	10
CATEGORY INSIGHTS	29
AUTOMOTIVE	29
CONSUMER GOODS	30
E-COMMERCE	31
ENTERTAINMENT	32
PAYMENT SERVICES	33
FOOD & BEVERAGE	33
RETAIL	35
SOCIAL MEDIA	36
TECHNOLOGY	36
TELECOMMUNICATIONS	37
TRANSPORTATION	38
FINANCE	38
CONCLUSION	38

Looking for [Brand] Love

The *NetBase Quid Brand Passion Report: Top Global Brands Report*, a.k.a. “the Love List” is a close look at the brands consumers express the most love for on social media. Using next generation Artificial Intelligence powered technology, we surfaced the strongest, most positive consumer emotions towards brands, then identified which brands get the most love in this report.

Understanding consumer preference is one-part art, and one-part science. It’s about more than measuring the objective volume of social content or sentiment. It’s also about the intensity of passion, feelings and emotions shared in posts across the web. Smart marketers who want to get the most from social pay particular attention to these passions and use them to drive intelligent brand decision-making.

Social passion offers new insights into brand health, enables measurement of campaigns against lasting emotional assets and informs geographical action—such as where an emotionally driven campaign could deliver maximum impact. And return on investment can be tied to return on love.

In this report, we look at the overall top most loved brands globally as discussed on social media channels worldwide.

We also added in insights from our Quid market intelligence product to identify dominant and emerging trends in the news media and see if these trends carry through into the social conversation as seen in the NetBase product to get a holistic understanding of trends affecting Brands in this report.

METHODOLOGY:

In this report, we look at the overall most loved brands globally as discussed on social media channels worldwide (research was conducted on English-language posts) from July 1st, 2019 to July 1st, 2020.

What’s NEW in our 2020 Report!

This year’s Global Love List report includes consumer insights from 200+ countries, including:

- **410M+ million posts of earned mentions**
- **12 months of data from July 1, 2019 to July 1, 2020**
- **Sources include social media, blogs, forums, microblogs, news, review sites and more**

NetBase is excited to highlight our new **Social Mood** analysis in this year’s report. Social Mood’s AI-driven technology delivers insights for up to 16 emotions in your brand conversations.

- **Capturing nuanced emotions within the context of brand conversations**
- **Classifying emotions that do not fit squarely within the definition of positive or negative**
- **Measuring moods emerging from your brand vs. across all social conversations**

We have also added in insights from our Quid market intelligence product to identify dominant and emerging trends in the news media.

- **Unique network visualizations highlight dominant and emerging trends in a brand or market analysis**
- **Semantically grouped clusters show the size and relevance of adjacent themes central to the brand conversation**

Our overall Global Love List ranks the most loved brands in automotive, consumer goods, eCommerce, entertainment, payment services, food & beverage, retail, social media, technology, telecommunications, transportation, finance in over 200 countries. The Social Rank score is a score that takes into account brands receiving the most love mentions, impressions, sentiment, and engagements to calculate an overall social rank. 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:

- 410M million posts of earned mentions
- 12 months of data from July 1, 2019 to July 1, 2020
- English language posts
- Sources include Twitter, Tumblr, blogs, forum, microblogs, news, review sites and many others
- 200 Countries

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 AI powered 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 would envy? Have you cultivated strong customer relationships to set a foundation for future brand growth?

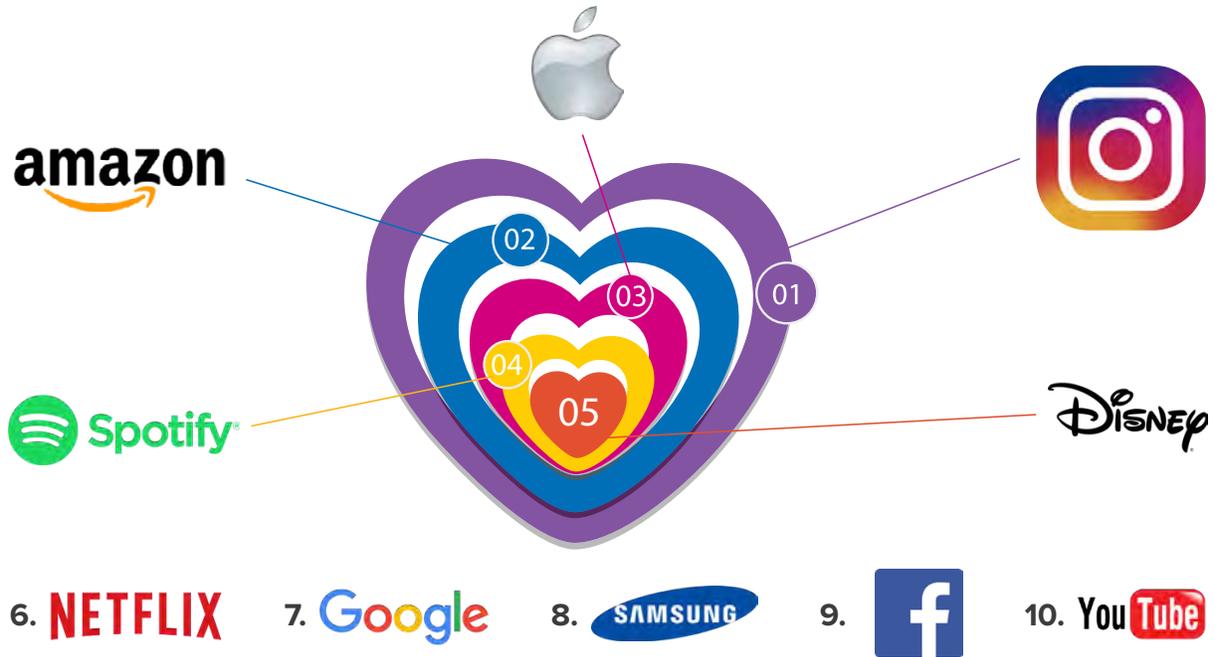
Most consumer purchases are won on emotion. The more passion for the brand, the less the consumer relies on price as the deciding factor.

We wanted consumers to lead us to the brands they love most. The NetBase product 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, luvd, luvd, 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.

Global Love List All-Stars



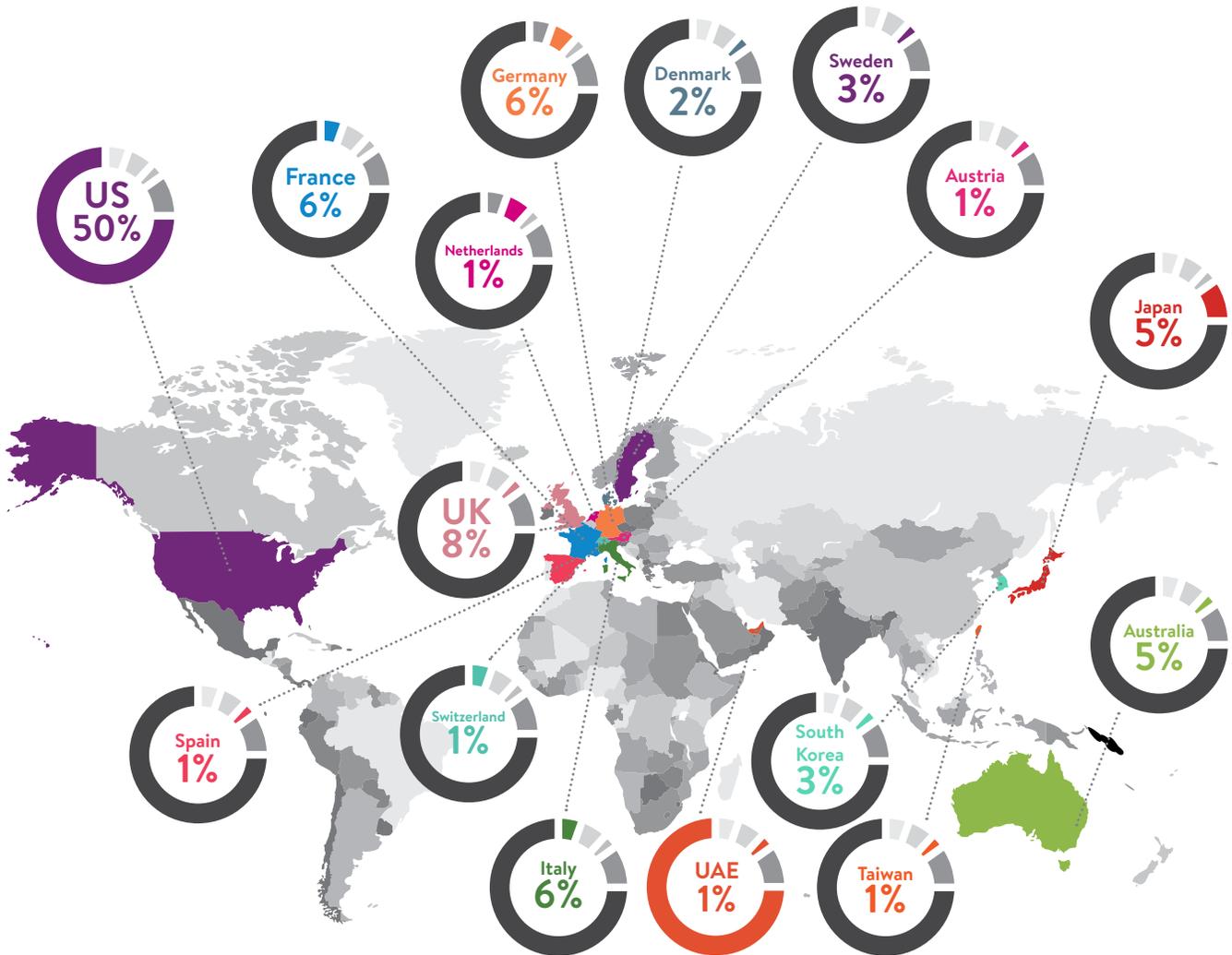
Most Loved Global Brands

Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
Instagram	1	Social Media	USA	108,723,880	104,792,231	722,603,104,128	79%	2,527,936,870
Amazon	2	e-Commerce	USA	27,263,604	23,936,581	538,366,203,956	77%	52,522,671
Apple	3	Technology	USA	19,534,821	17,833,137	261,387,548,844	68%	62,332,610
Spotify	4	Entertainment	Sweden	16,138,720	15,891,596	377,374,439,801	73%	35,092,749
Disney	5	Entertainment	USA	14,335,271	12,612,886	135,857,336,562	63%	151,810,591
Netflix	6	Entertainment	USA	13,164,562	12,085,923	168,872,375,504	68%	120,149,795
Google	7	Technology	USA	22,330,231	19,305,036	215,884,215,343	70%	24,309,724
Samsung	8	Technology	South Korea	4,135,682	3,478,536	269,194,090,230	76%	21,304,991
Facebook	9	Social Media	USA	24,595,700	23,529,450	485,474,084,900	57%	10,476,150
YouTube	10	Social Media	USA	82,715,750	80,080,800	528,012,278,350	78%	2,941,400
H&M	11	Retail	Sweden	3,157,809	3,109,881	33,884,404,381	93%	24,878,918
Etsy	12	e-Commerce	USA	6,142,367	5,896,672	30,927,849,700	98%	12,717,398
Nike	13	Consumer Goods	USA	3,300,408	3,003,295	35,107,964,744	55%	108,794,698
Ford	14	Automotive	USA	2,084,556	1,851,879	47,560,983,951	75%	42,694,413
Starbucks	15	Food & Beverage	USA	2,552,902	2,324,270	107,642,643,494	65%	23,301,947
McDonalds	16	Food & Beverage	USA	2,539,721	2,352,098	277,454,588,529	74%	7,736,533
Sony	17	Entertainment	Japan	3,125,755	2,694,540	39,375,695,330	36%	34,524,732
Lego	18	Consumer Goods	Denmark	2,035,911	1,718,491	30,004,552,337	84%	15,126,912
Nintendo	19	Entertainment	Japan	6,748,062	6,252,405	31,452,866,825	55%	10,416,153
Adidas	20	Consumer Goods	Germany	1,701,300	1,542,298	14,228,567,207	86%	45,897,965
Chanel	21	Consumer Goods	France	1,708,287	1,591,460	13,295,129,341	88%	33,246,538
Gucci	22	Consumer Goods	Italy	1,821,786	1,724,903	14,234,163,536	84%	28,357,325
Dior	23	Consumer Goods	France	1,085,853	1,031,874	21,595,153,024	90%	43,417,565
Hulu	24	Entertainment	USA	1,485,025	1,339,294	67,565,424,460	78%	8,124,471
eBay	25	e-Commerce	USA	3,075,110	2,913,392	28,385,726,796	80%	3,045,864
Microsoft	26	Technology	USA	2,382,643	1,980,955	56,184,986,902	70%	4,011,742
HBO	27	Entertainment	USA	1,666,423	1,534,260	40,920,486,310	71%	8,232,659
Pepsi	28	Food & Beverage	USA	1,178,671	1,087,805	46,771,376,573	85%	7,748,987
Porsche	29	Automotive	Germany	1,143,002	995,312	16,501,878,355	82%	66,611,104
Ferrari	30	Automotive	Italy	1,165,332	1,066,488	24,507,770,363	67%	73,912,091
Nikon	31	Consumer Goods	Japan	1,510,388	1,394,986	8,687,110,342	81%	55,861,103
Uber	32	Transportation	USA	2,273,066	2,121,583	40,674,809,887	56%	4,436,218
Audi	33	Automotive	Germany	1,054,070	911,423	11,561,351,513	83%	71,746,792
Louis Vuitton	34	Consumer Goods	France	1,138,741	1,079,597	16,730,238,583	81%	18,030,568
Coca-Cola	35	Food & Beverage	USA	1,642,778	1,509,323	53,071,641,063	62%	4,586,853
Chevrolet	36	Automotive	USA	807,147	718,003	29,333,530,800	82%	16,583,611
United Airlines	37	Transportation	USA	1,933,410	1,906,311	19,469,771,067	67%	5,970,360
Red Bull	38	Food & Beverage	Austria	552,703	524,400	29,353,160,265	77%	32,926,945
LG	39	Technology	South Korea	1,457,101	1,277,879	27,286,725,788	76%	3,382,576

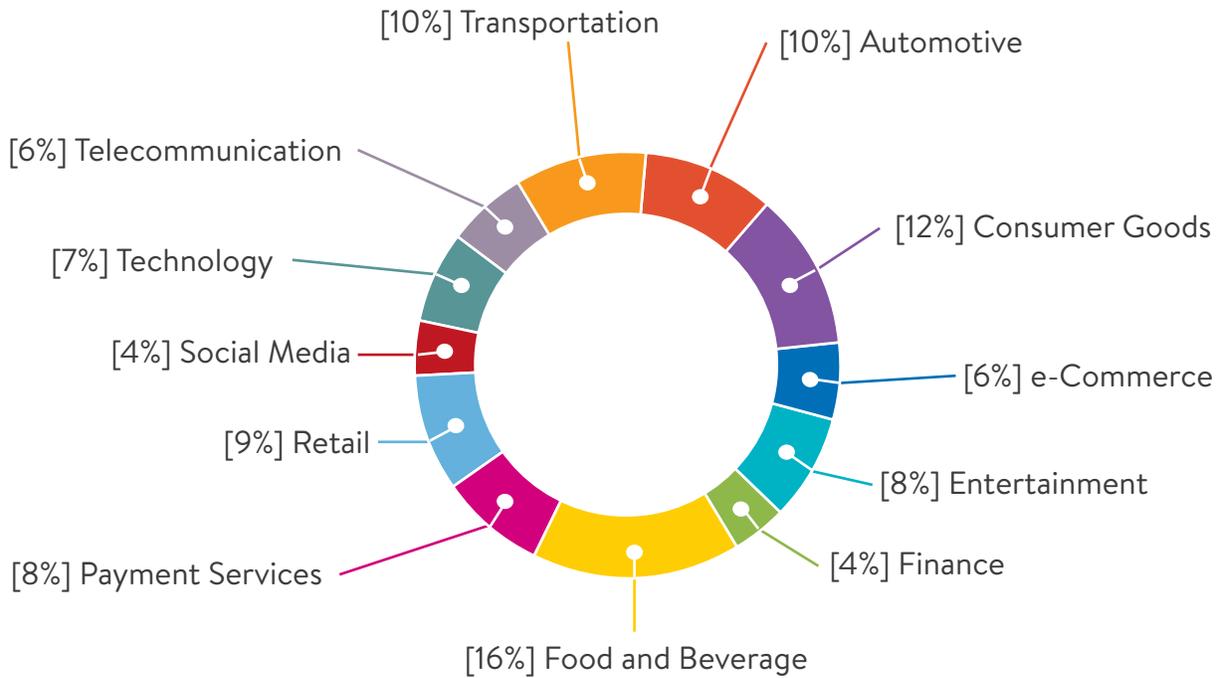
Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
AT&T	40	Telecommunications	USA	921,018	855,435	21,740,981,755	16%	15,819,006
Delta	41	Transportation	USA	913,270	808,336	28,068,911,412	73%	5,373,040
Mercedes	42	Automotive	Germany	25,243	21,844	74,610,544,849	96%	131,564,345
American Airlines	43	Transportation	USA	1,368,892	1,333,934	14,463,857,887	79%	1,608,276
KFC	44	Food & Beverage	USA	633,711	605,905	35,524,230,556	77%	2,665,081
L'Oréal	45	Consumer Goods	France	400,272	368,234	14,236,817,154	89%	13,954,997
T-Mobile	46	Telecommunications	USA	542,146	479,675	111,223,692,047	83%	755,016
Ferrero	47	Food & Beverage	Italy	484,596	431,775	8,745,007,213	90%	8,449,988
IKEA	48	Retail	Sweden	689,377	606,316	11,158,104,658	84%	6,574,636
Chick-fil-A	49	Food & Beverage	USA	918,166	888,576	14,191,632,742	79%	2,445,216
Target	50	Retail	USA	351,607	323,546	88,713,145,592	85%	1,802,143
Verizon	51	Telecommunications	USA	470,130	408,335	89,462,776,651	71%	1,810,595
Prada	52	Consumer Goods	Italy	478,525	450,562	7,439,429,665	91%	6,663,115
American Express	53	Payment Services	USA	729,885	656,242	12,876,047,257	82%	1,679,683
BMW	54	Automotive	Germany	48,174	35,959	25,187,847,969	82%	32,247,598
Lexus	55	Automotive	Japan	353,864	306,878	5,779,188,920	84%	7,258,941
Budweiser	56	Food & Beverage	USA	241,848	229,861	20,951,185,346	74%	1,890,564
Wendy's	57	Food & Beverage	USA	473,850	464,353	11,933,964,432	84%	595,380
Yves Saint Laurent	58	Consumer Goods	France	153,798	148,576	3,861,010,347	91%	8,277,742
Zara	59	Retail	Spain	238,991	224,926	1,712,923,398	86%	11,923,309
Land Rover	60	Automotive	UK	142,704	121,105	7,594,067,404	82%	8,158,736
Taco Bell	61	Food & Beverage	USA	724,513	668,143	4,973,186,444	50%	1,847,699
Home Depot	62	Retail	USA	533,713	494,703	7,221,710,470	68%	1,346,188
Topshop	63	Retail	UK	120,037	103,584	3,988,860,981	85%	5,555,507
Emirates	64	Transportation	UAE	63,923	57,463	8,011,254,768	82%	4,400,597
British Airways	65	Transportation	UK	206,511	194,699	17,035,257,683	54%	656,926
Burger King	66	Food & Beverage	USA	365,927	350,204	3,981,426,071	70%	1,419,309
Net-A-Porter	67	e-Commerce	UK	34,927	28,607	4,692,890,977	96%	4,915,948
Barclays	68	Finance	UK	142,468	132,468	5,106,024,741	83%	870,247
Lyft	69	Transportation	USA	421,283	399,362	4,971,905,942	62%	285,437
Vodafone	70	Telecommunications	UK	160,011	132,497	12,008,456,785	63%	430,588
JetBlue	71	Transportation	USA	100,097	83,427	8,592,145,788	83%	590,560
Heineken	72	Food & Beverage	Netherlands	115,005	105,762	2,384,458,165	85%	1,599,330
Zappos	73	e-Commerce	USA	54,454	43,959	7,661,256,141	91%	288,547
Visa	74	Payment Services	USA	232,804	204,596	4,653,030,097	65%	467,734
Woolworths	75	Retail	Australia	144,025	123,631	4,711,652,442	80%	237,633
HSBC	76	Finance	UK	151,269	142,535	3,113,199,392	65%	1,246,705
Armani	77	Retail	Italy	28,789	25,253	1,896,530,890	91%	2,461,773
Qantas	78	Transportation	Australia	91,557	75,702	4,344,373,975	71%	563,163

Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
HTC	79	Technology	Taiwan	145,125	119,144	1,426,684,565	71%	483,005
Discover	80	Payment Services	USA	17,057	14,950	1,140,575,071	81%	2,867,721
Nestle	81	Food & Beverage	Switzerland	46,062	41,328	3,473,405,205	52%	1,135,984
Apple Pay	82	Payment Services	US	126,059	121,425	1,865,551,487	24%	199,301
Chase	83	Payment Services	USA	38,117	36,099	1,773,892,145	70%	50,520
MasterCard	84	Payment Services	USA	19,320	17,799	2,594,742,275	72%	107,956
Telstra	85	Telecommunications	Australia	46,907	39,422	2,118,489,274	60%	31,047
Samsung Pay	86	Payment Services	South Korea	18,969	16,994	878,015,627	83%	9,361
Commonwealth Bank	87	Finance	Australia	19,155	15,557	1,396,979,954	65%	28,035

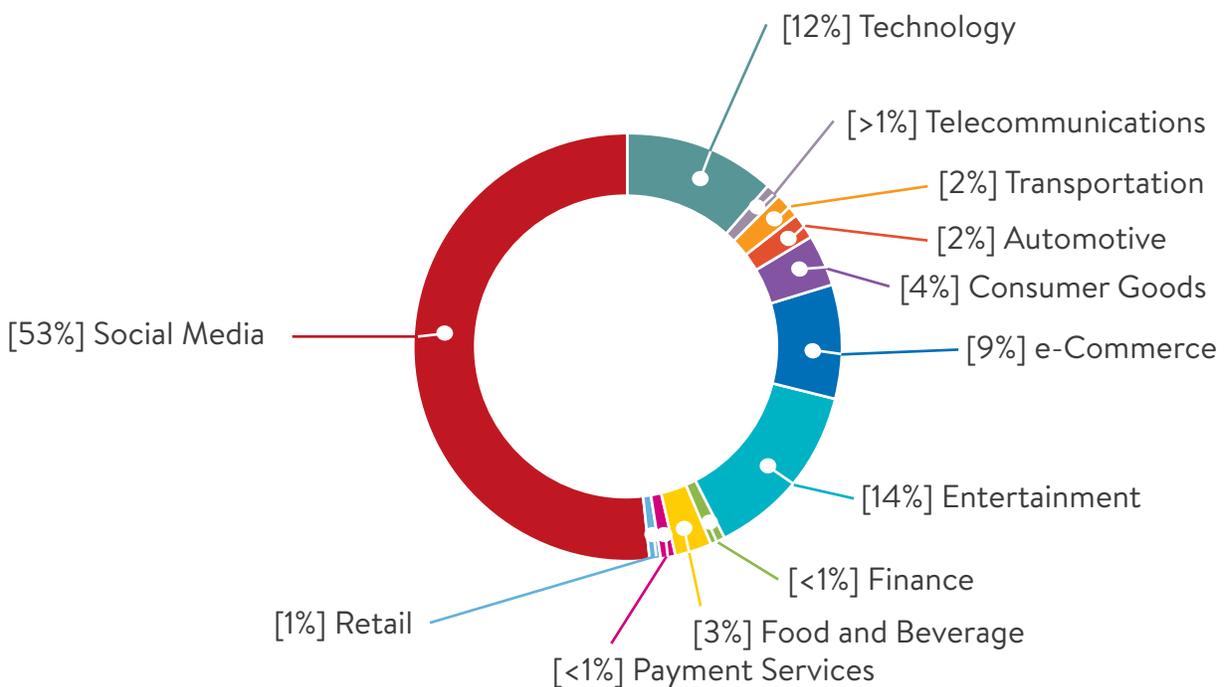
Country Share of Voice



Industry Share of List



Industry Share of Voice



Top 10 Global Love List Insights:

Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
Instagram	1	Social Media	USA	108,723,880	104,792,231	722,603,104,128	79%	2,527,936,870
Amazon	2	e-Commerce	USA	27,263,604	23,936,581	538,366,203,956	77%	52,522,671
Apple	3	Technology	USA	19,534,821	17,833,137	261,387,548,844	68%	62,332,610
Spotify	4	Entertainment	Sweden	16,138,720	15,891,596	377,374,439,801	73%	35,092,749
Disney	5	Entertainment	USA	14,335,271	12,612,886	135,857,336,562	68%	151,810,591
Netflix	6	Entertainment	USA	13,164,562	12,085,923	168,872,375,504	70%	120,149,795
Google	7	Technology	USA	22,330,231	19,305,036	215,884,215,343	76%	24,309,724
Samsung	8	Technology	South Korea	4,135,682	3,478,536	269,194,090,230	57%	21,304,991
Facebook	9	Social Media	USA	24,595,700	23,529,450	485,474,084,900	78%	10,476,150
YouTube	10	Social Media	USA	82,715,750	80,080,800	528,012,278,350	93%	2,941,400

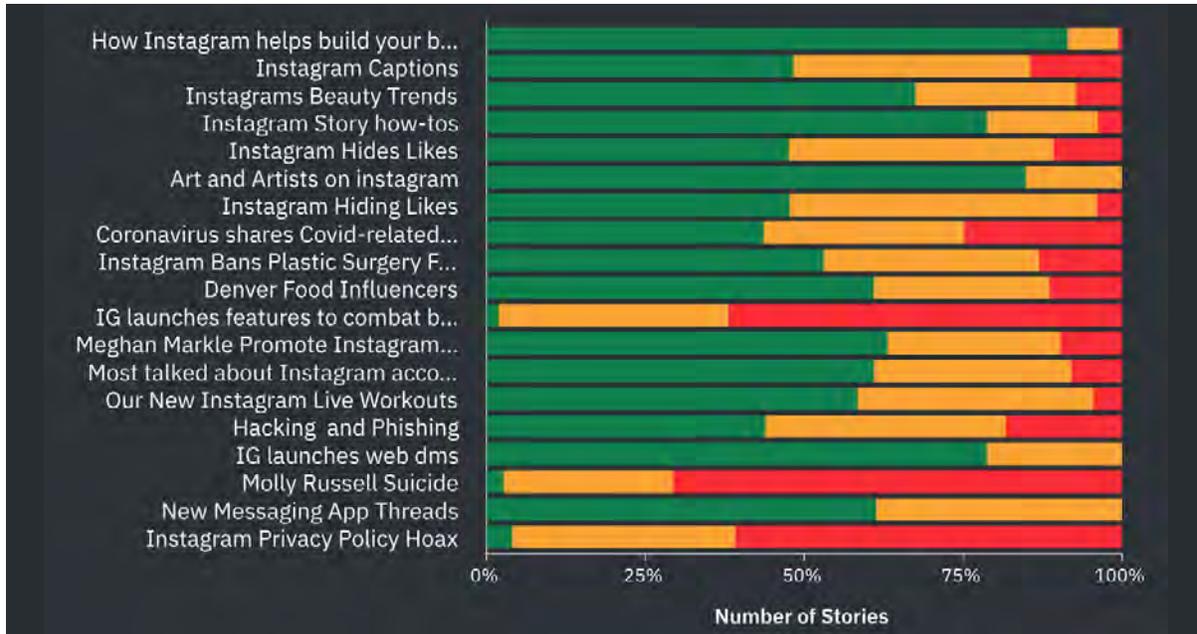
This year's top 10 is equally shared by social media, technology and entertainment companies, with behemoth Amazon being the one and only e-Commerce company in the top 10. New entrants into this year's top 10 include Netflix, Facebook, YouTube and Samsung, while no consumer goods, food or telecom brands made it to the top 10 this year.

Major jumps from last year to this year include Netflix, who was 15 on last year's list, as well as Facebook and YouTube into the top 10 from much further down the list from last year. Samsung sneaks its way into the top 10 this year, jumping from 12 last year to 8 on this year's list.

Let's take a deeper dive into what consumers really love about these brand's and what is driving the "love" conversation about them over the past year:



Fig. 3: Instagram news stories by sentiment.



Looking at the sentiment of different article themes in Quid, we see that the article themes that have the highest sentiment are: how instagram helps you build your brand, art and artists on Instagram, and Instagram’s new feature launch enabling DMs on the desktop site.

2. AMAZON: The e-commerce behemoth moved up from #6 on last year’s list to #2 on this year’s list. Consumers love to “discover” and “find” things on the platform, with these behaviors being mentioned collectively more than 15k times. People discover everything from diaper bags to “shoppable posts” from their favorite influencers Instagram feed. In addition to shopping, people are “watching” streamable content from the platform, with the behavior “watch” being mentioned over 50k times. In this year’s list, as compared to last year’s, we see that Amazon is now morphing from a shopping platform to an entertainment platform, rivaling other entertainment platforms for consumer’s screen time.

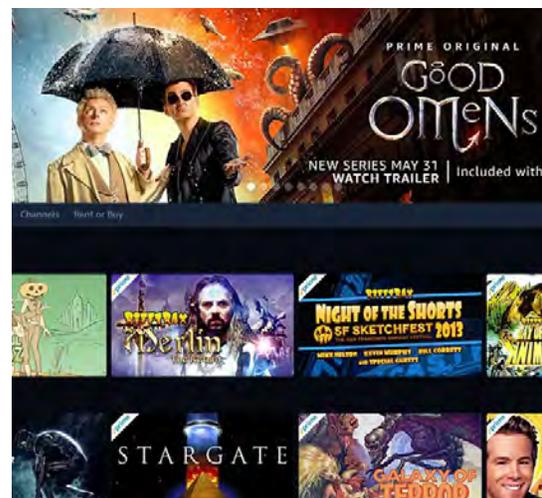
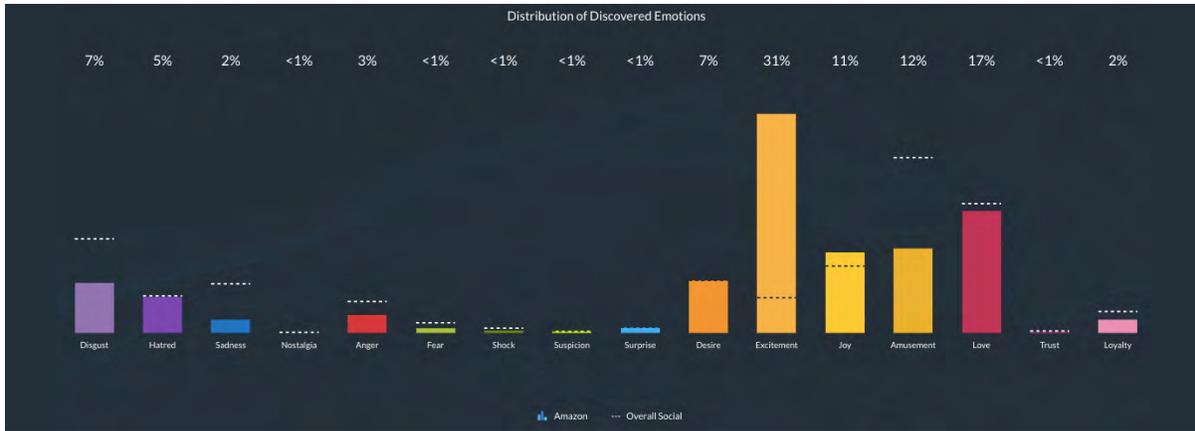


Fig. 5: Social Mood of Amazon.



The social conversation around Amazon is extremely positive with consumers expressing strong emotions of love, amusement, joy, anticipation, and excitement. When analyzing our social mood chart above, its easy to see that the mega brand’s consumers expressed extremely high levels of “Excitement” with 31% of all emotions discovered in the brand’s conversation on social media.

3. APPLE: According to our data, Apple is where people go to listen to their favorite podcast, with “podcasts” trending in the attribute cloud, being mentioned over 7k times, followed by mentions of Spotify trending at 3k positive attribute mentions.



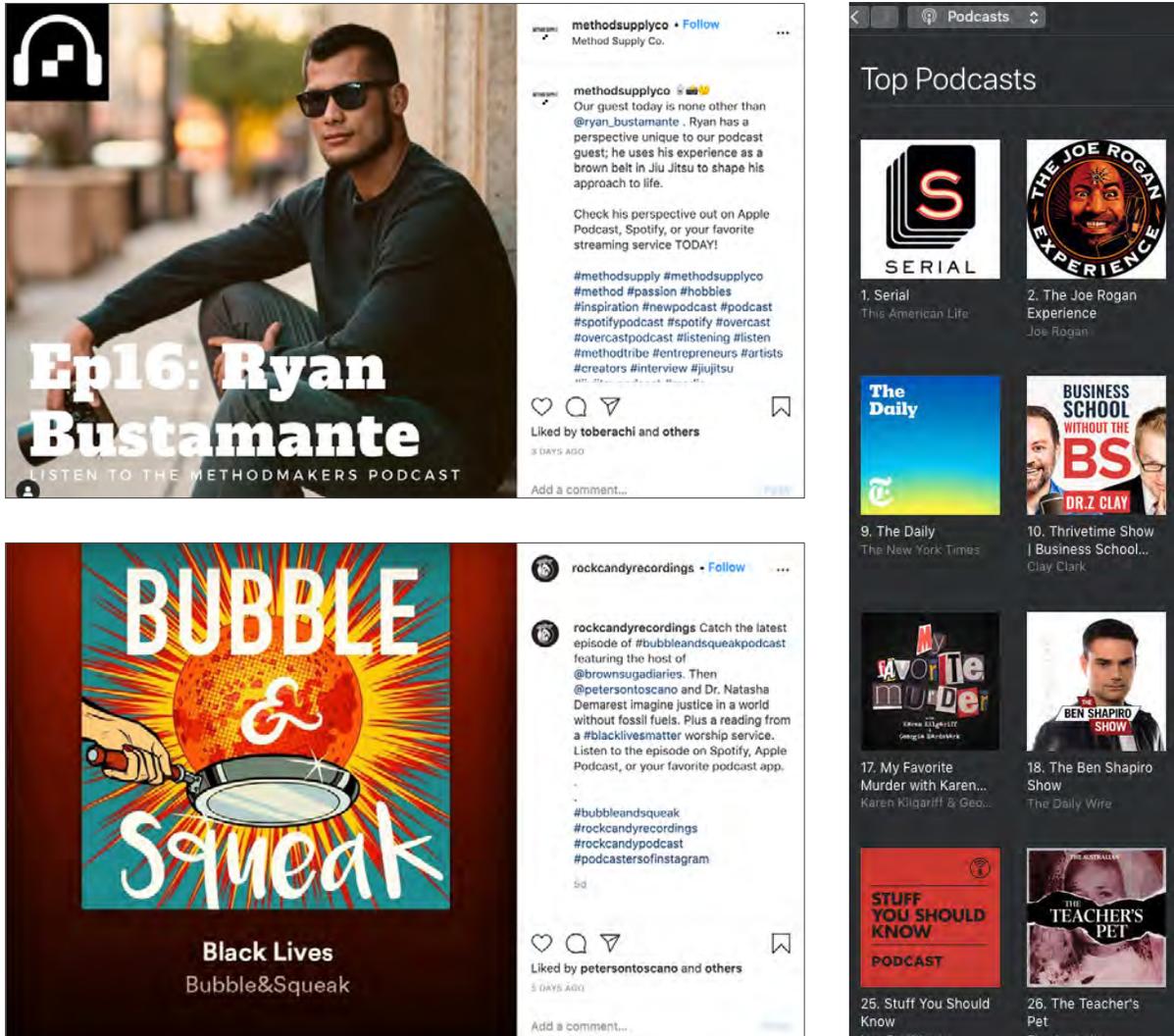
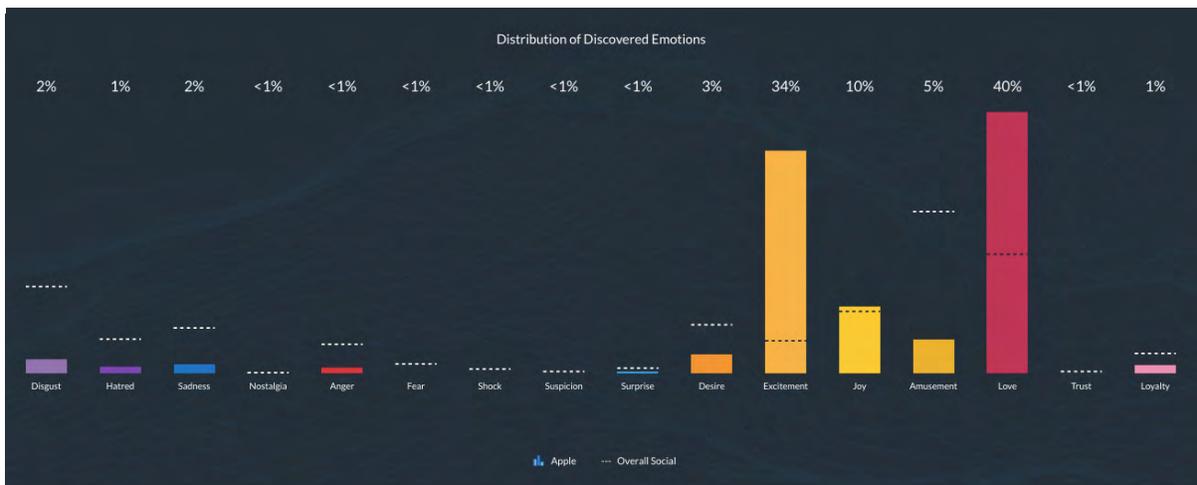
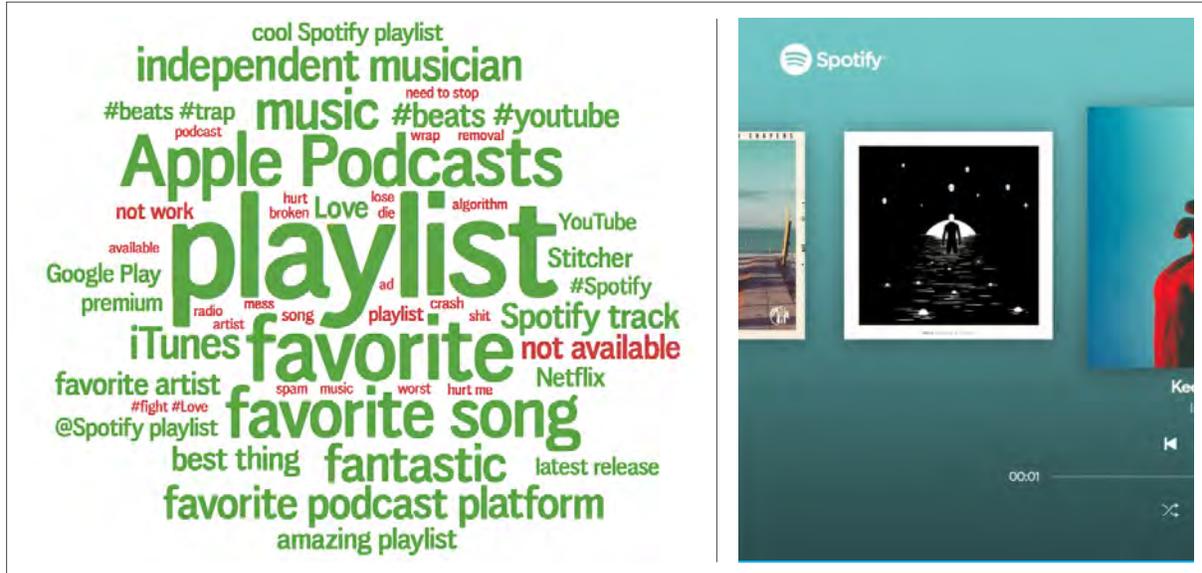


Fig 6: Social Mood of Apple.



Apple continues to remain a consumer favorite. Our social mood analysis below shows an exceedingly high percentage of conversations expressing “Love” (40%) and “Excitement” (34%). These strong emotions are the underlying drivers of high sentiment and brand passion for the brand.

4. SPOTIFY: It seems that Spotify and Apple Music and Apple podcasts are close rivals in the podcasting arena, with “favorite podcasting platform” being mentioned over 2k times in the attribute cloud, and playlist being mentioned over 20k times. Independent musician trends positively with over 1k mentions, giving new artists an opportunity to expose themselves to the masses via the streaming platform.



“Switch” trends as a positive behavior, with people saying they switched from Apple Music to Spotify. Digging into top people mentioned, we see Taylor Swift with 37k mentions, Jesus with 3k mentions, as consumers are streaming their favorite Christian music and podcasts, and Lady Gaga at 3k, who dropped an album earlier this year.



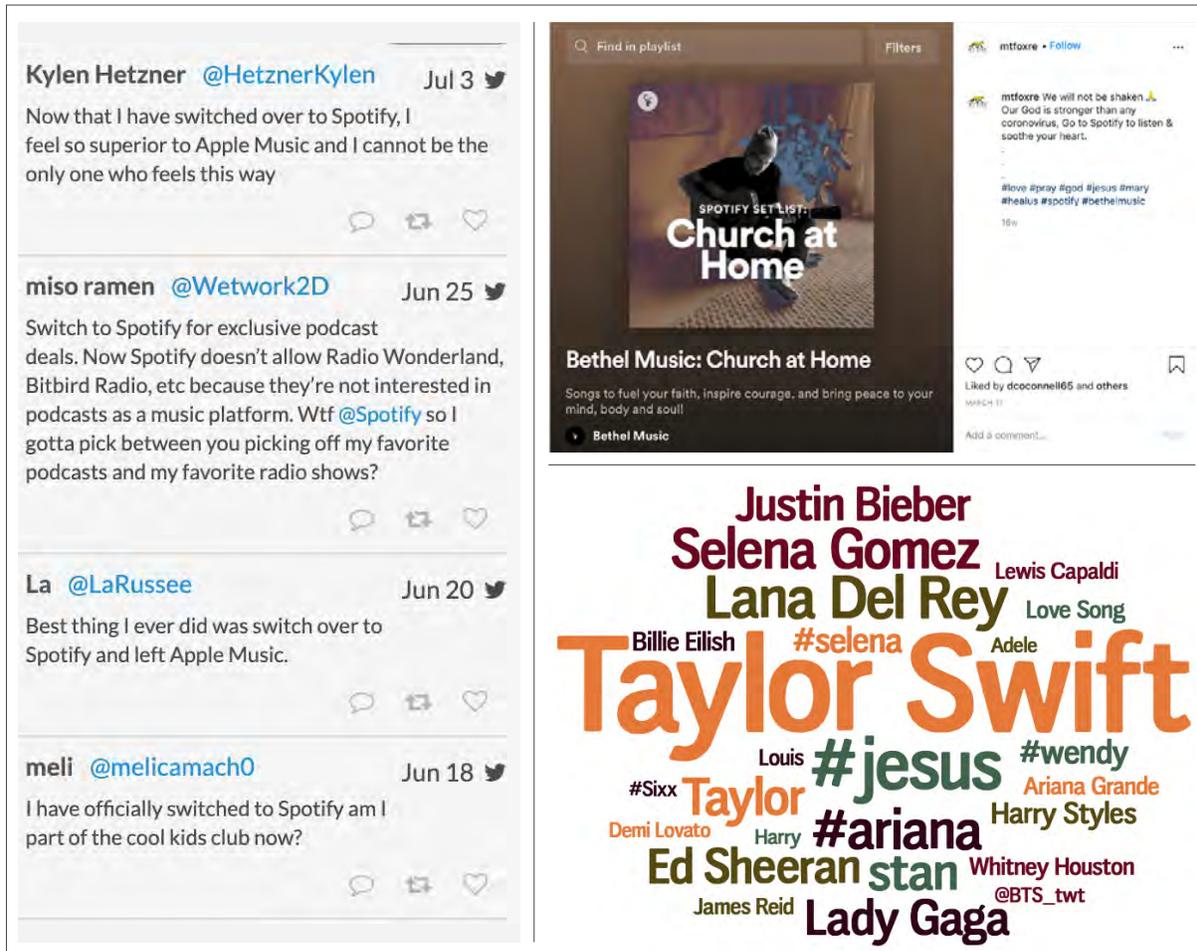
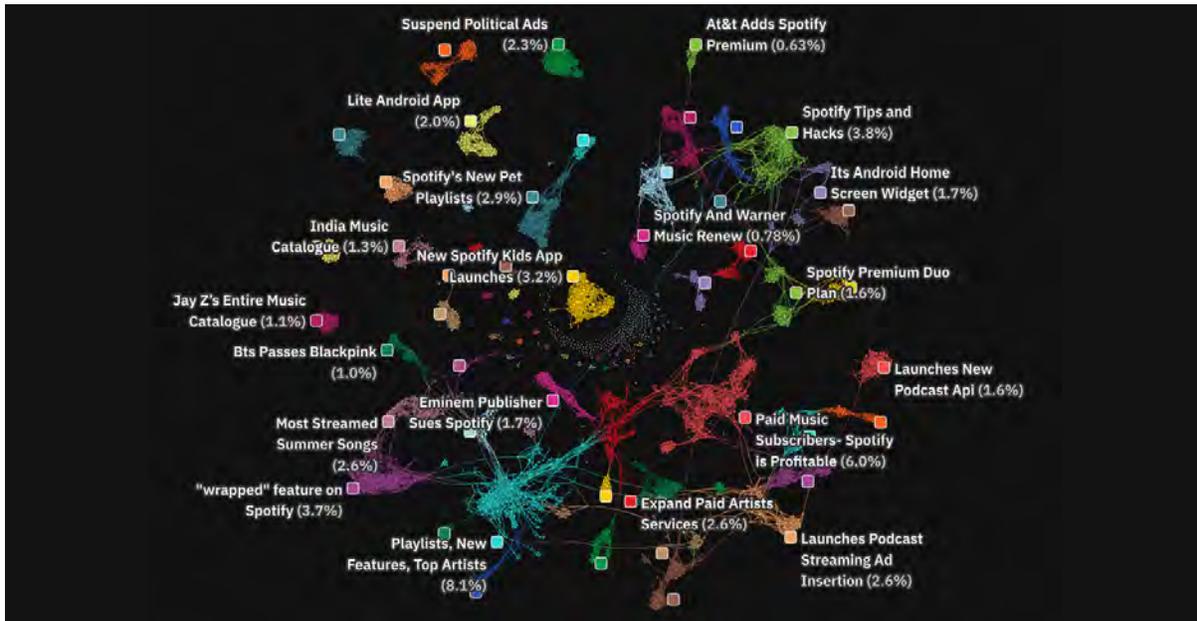


Fig 8: News Network analysis of Spotify.



Dominant news themes for Spotify were around new features, how Spotify is profitable, and the launch of the new kids app.

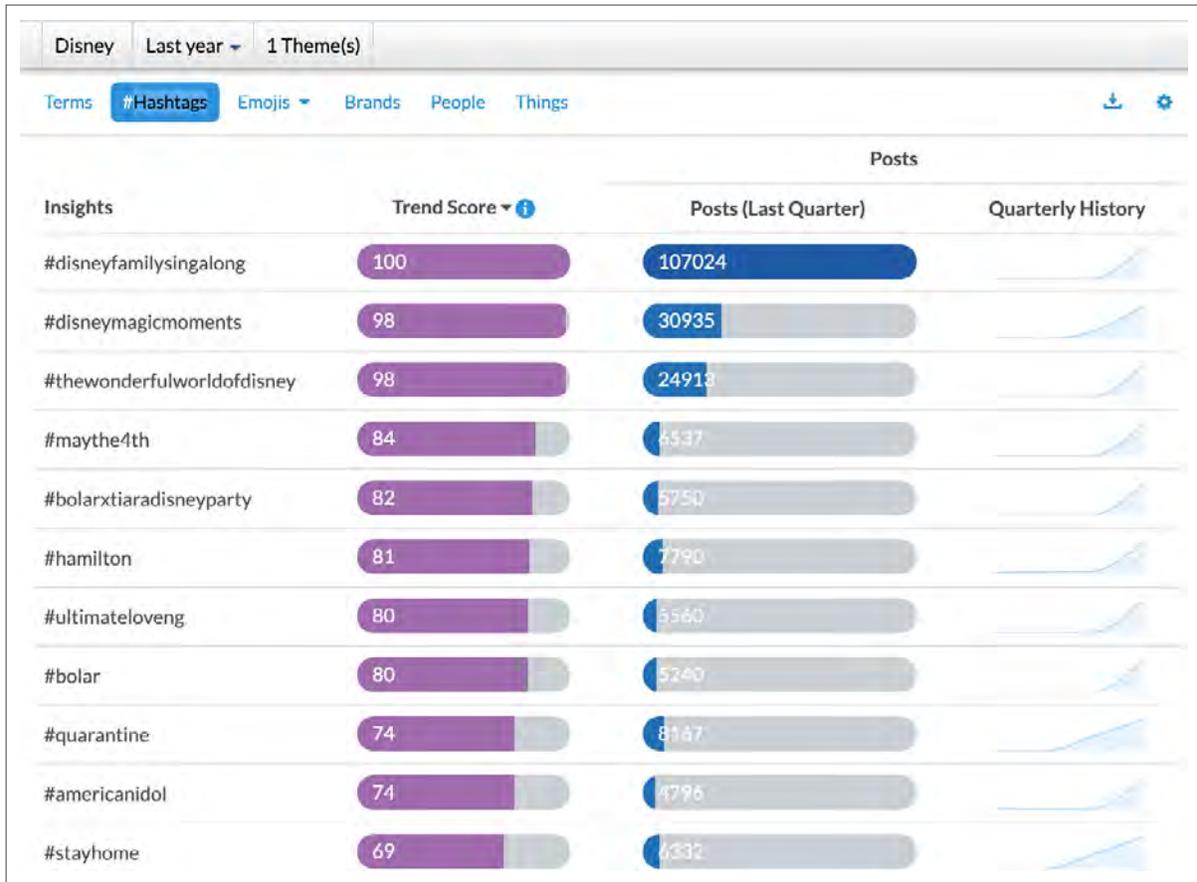
5. DISNEY: Disney continues to move its way up the top 10, moving from #7 in last year’s report to #5 in this year’s report. Katie Perry’s Instagram post where she is dressed up as Dumbo the Elephant promoting #disneysingalong night of American Idol, was the most popular post of the year with over 1.9M engagements, and #disneysingalong being mentioned over 108k times.



When it comes to Disney, people love their favorite Disney movies, with “best Disney Movie” trending in the “things” word cloud, being mentioned over 307k times, along with “Disney+”, which was launched in November 2019, being mentioned over 238k times.

Disney, an entertainment behemoth in its own right, dominates entertainment experiences from every touchpoint, with #disneyworld and #waltdisneyworld collectively gaining 650k hashtag mentions, and trending hashtags showing just how far their global entertainment enterprise reaches, with programming on ABC, Disney+ and even global programming in Nigeria as reality dating show “Ultimate Love NG” is a breakout trending hashtag.





In the Quid market intelligence product, our AI technology groups semantically similar text to give an understanding of content themes around any given topic. In this analysis, we get an idea of headlines dominating the news narrative around Disney, and see that what is popular on social is also popular in the news media as well, with the Disney+ launch dominating news headlines, followed by the Disney Holiday collection launch.



Fig 9: News network analysis of Disney.

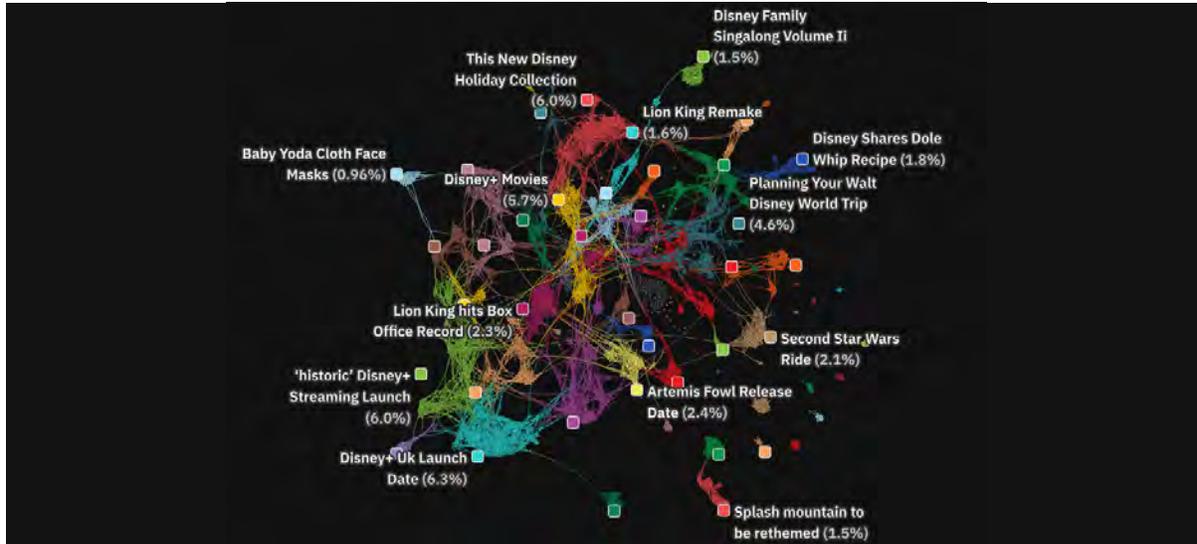
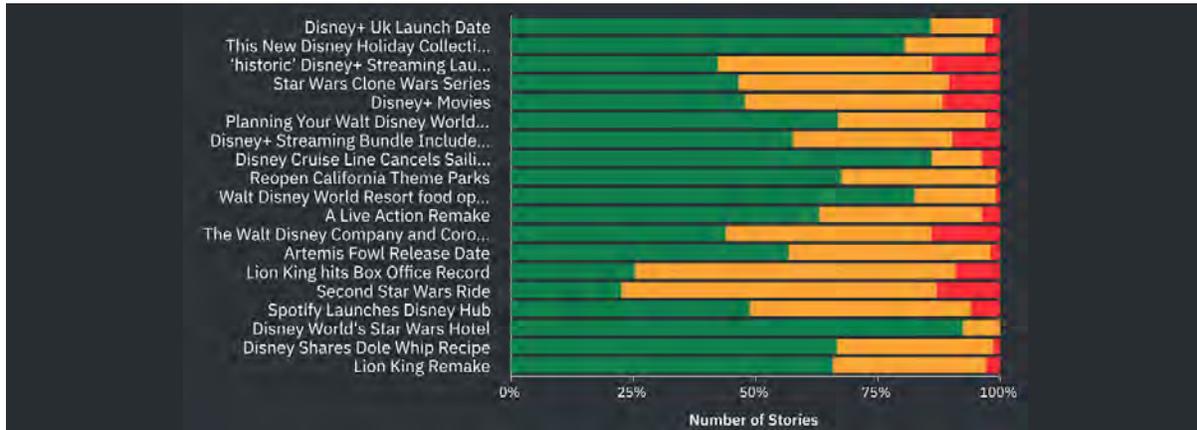


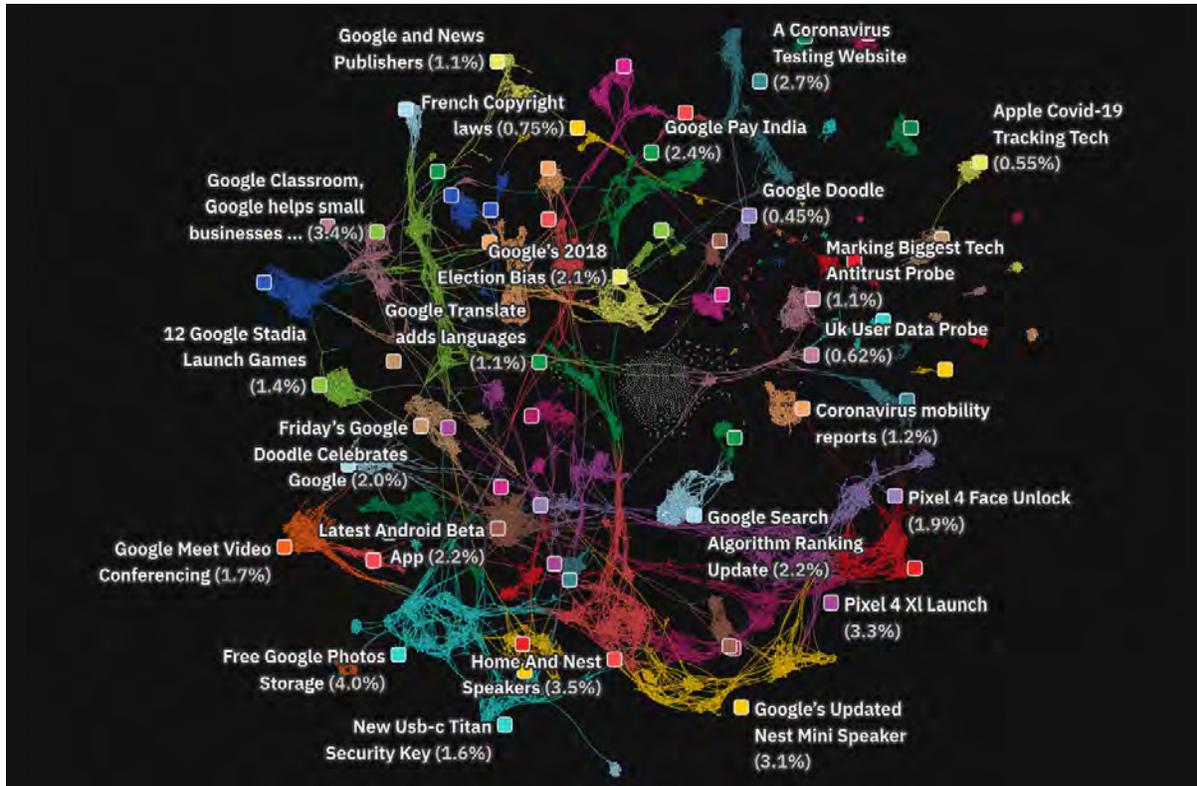
Fig 10: Sentiment of Disney News stories.



Article themes with the highest sentiment are related to the Disney+ UK launch, the Disney Star Wars hotel and Disney World food options.

6. NETFLIX: 2020 has proven to be the year of streaming entertainment, so it is not surprising to see Netflix dominate the “love” conversation, as binge watching a show on Netflix has proven to be a great way to pass the time during COVID-19 quarantine. With so many shows on Netflix, it takes a lot of collective “likes” to dominate the conversation on Netflix, but a few definitely stand out, with “The Great Hack”, the show digging into the Cambridge Analytica scandal getting over 40k mentions. “Best Thing” trends as a positive attribute over 26k times, with people saying certain series are the “best thing” Netflix has produced. We can see what behaviors trend around Netflix with “binge watch” trending as a positive attribute that gets 10k mentions. Looking at top “people” as it relates to Netflix, we see “Millie” trending- the actress Millie Bobby Brown from the cult favorite show “Stranger Things” getting over 20k, more than Tiger King at 13k. The highlight of the Coronavirus quarantine onset was the distraction of Tiger King, with many sharing funny memes and Tiger King inspired photos and costumes.

Fig 11: News network analysis of Google.



The headlines that got the most coverage for Google included: Google photo storage, Google Classroom, the Pixel 4 launch, and the Nest Speaker.

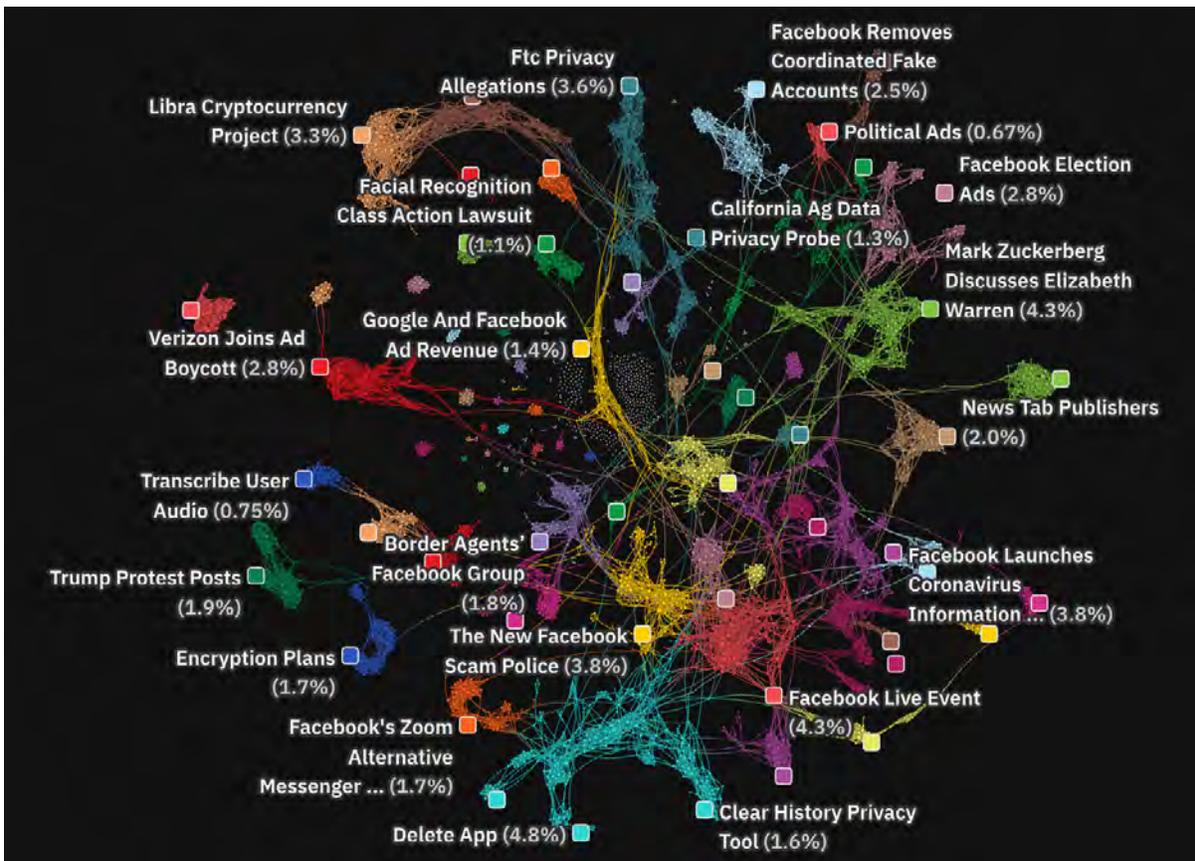
8. SAMSUNG: Samsung moves its way up into the top 10 from its #11 spot last year, with “best phone” trending as a positive attribute being mentioned over 12k times. “Impressive” is another positive attribute that trends at 4k mentions, with the word “switch” being mentioned over 500 times- with many saying they switched from iPhone to the Samsung Galaxy. Looking at top “things” related to Samsung, “Samsung Galaxy” gets 23k posts, Samsung Galaxy 10Plus at 1.5k, and the “screen” getting 4k mentions



9. FACEBOOK: Social network technology giant Facebook makes it into the top 10 this year, with “favorite social networking site” getting 13k mentions, and “Facebook group” getting 35k mentions in the “things” cloud, as groups offer users a place to hang out with others who have the same interests and hobbies. Even with the “love” theme applied to all brands in this report, the sentiment around Facebook is not all positive with the terms “delete”, “not use” and “boycott” starting to trend in the behaviors cloud, with collective mentions at 6k.



Fig. 13: News network analysis of Facebook.



One of the most dominant themes around Facebook is regarding many users saying they’re deleting the app.

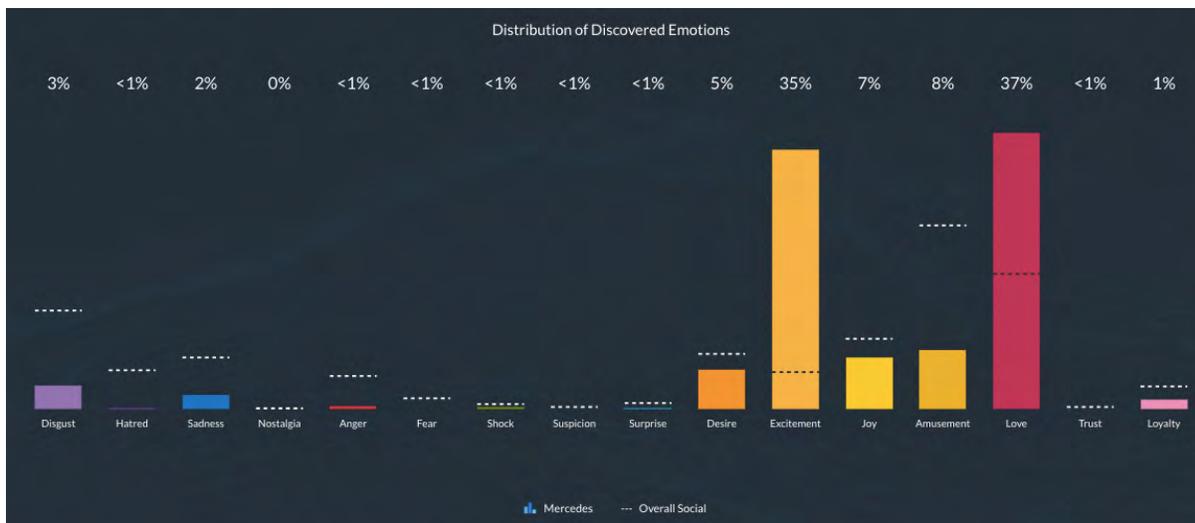
Category Insights:

AUTOMOTIVE

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Ford	2,085,504	31%		48,367,243,173	75%	100
2	 Ferrari	1,185,373	17%		25,419,727,290	67%	100
3	 Porsche	1,146,774	17%		16,680,190,780	82%	100
4	 Audi	1,045,224	15%		11,910,559,332	83%	100
5	 Chevrolet	796,515	12%		28,947,729,337	82%	100
6	 Lexus	358,428	5%		5,705,242,715	84%	100
7	 Land Rover	142,001	2%		7,883,462,352	80%	100
8	 BMW	47,793	<1%		25,332,595,461	82%	95
9	 Mercedes-Benz	24,154	<1%		75,478,110,886	96%	100

Ford gets by far the most mentions of the group at 31% share of mentions, but Mercedes leads the charge in sentiment, with an almost perfect score of 96%.

Fig 14: Social Mood analysis of Mercedes Benz.



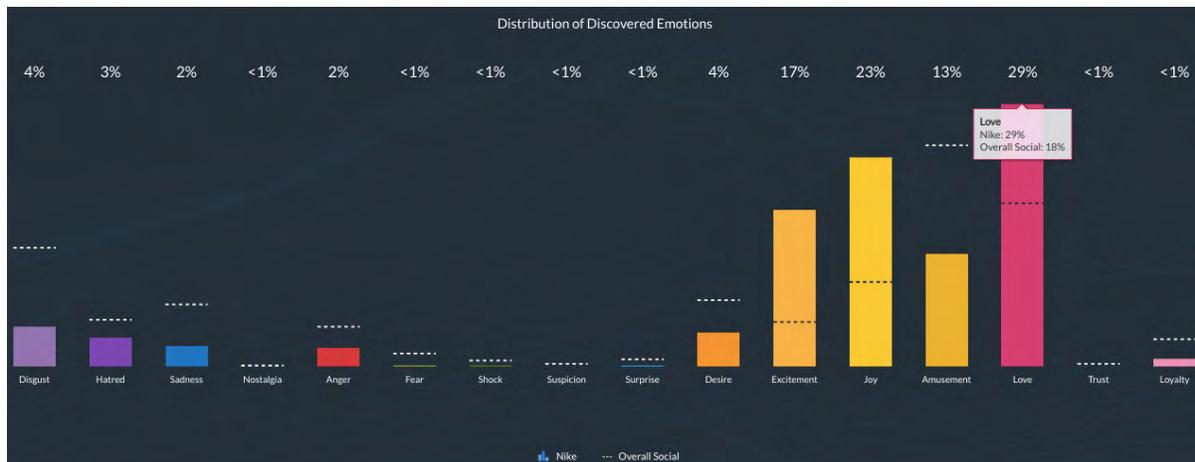
In the social mood analysis below, Mercedes rakes in the “love”. The German luxury brand’s owners shared extremely strong emotions of Love (37%) and Excitement (35%) in their social media posts.

CONSUMER GOODS

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	Nike	3,312,028	22%		35,269,124,861	55%	100
2	Lego	2,046,395	13%		29,446,648,856	84%	100
3	Gucci	1,825,787	12%		14,497,332,050	84%	100
4	Adidas	1,716,226	11%		14,423,946,889	86%	100
5	Chanel	1,715,149	11%		13,825,520,658	88%	100
6	Nikon	1,515,439	10%		8,818,310,300	81%	100
7	Louis Vuitton	1,145,305	7%		16,997,017,215	81%	100
8	Dior	1,015,031	7%		19,691,089,581	89%	100
9	Prada	477,889	3%		7,589,292,491	91%	100
10	L'Oreal	402,346	3%		14,575,601,582	89%	100
11	YSL	154,586	1%		3,924,074,166	91%	100

While Nike gets the most mentions of all consumer goods included in this year’s list, Yves Saint Laurent leads in sentiment of all brands at 91%.

Fig 15: Social Mood of Nike.



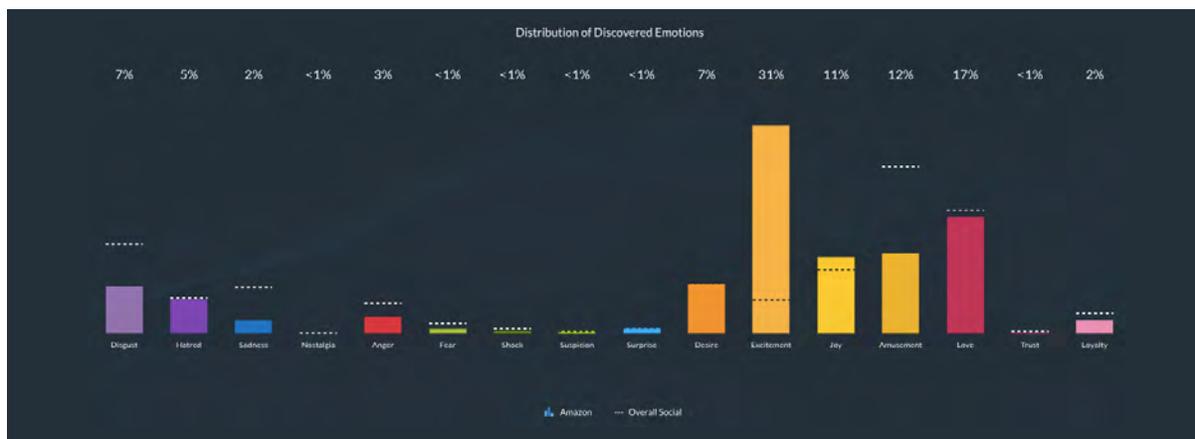
In the apparel category, it’s no surprise consumers love Nike and our social mood analysis shows the underlying emotions driving high brand sentiment. 29% of the emotions discovered in the Nike conversations on social media included emotions “Love” and 23% of Nike conversations included emotions of “Joy”.

E-COMMERCE

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	Amazon	24,253,500	72%		470,919,167,379	77%	100
2	Etsy	6,160,077	18%		31,128,526,679	98%	100
3	eBay	3,093,638	9%		28,648,938,963	80%	100
4	Zappos	56,543	<1%		7,698,639,806	92%	100
5	Net-A-Porter	35,004	<1%		4,761,136,245	96%	100

Amazon, the e-Commerce behemoth, and now streaming platform, dominates category mentions, but Etsy, the online marketplace for local artisans and crafters, leads in sentiment with a sentiment score of 98%.

Fig 16: Social mood of Amazon.



The social conversation around Amazon is extremely positive with consumers expressing strong emotions of love, amusement, joy, anticipation, and excitement. When analyzing our social mood chart above, its easy to see that the mega brand’s consumers expressed extremely high levels of “Excitement” with 31% of all emotions discovered in the brand’s conversation on social media.



ENTERTAINMENT

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	Spotify	16,235,296	29%		378,036,402,073	73%	100
2	Disney	14,376,835	26%		138,585,503,498	63%	100
3	Netflix	13,222,774	24%		171,843,054,065	69%	100
4	Nintendo	5,974,367	11%		27,807,691,778	53%	100
5	Sony	3,138,156	6%		39,267,644,330	36%	100
6	HBO	1,673,228	3%		41,613,693,434	71%	100
7	Hulu	1,492,663	3%		68,152,554,552	78%	100

Spotify gets the most mentions of all entertainment brands in this category at 29%, followed closely by Disney at 26% and Netflix at 24%, but Hulu leads in sentiment at 78%.

Fig 17: Social Mood of Hulu.



In this social mood analysis, Hulu users expressed emotions of Love (22%), Amusement (18%) and Excitement (19%), boosting the on-line streaming service’s net sentiment and passion scores.



PAYMENT SERVICES

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 American Express	731,047	62%		13,236,568,569	82%	100
2	 Visa	235,089	20%		4,710,442,935	65%	100
3	 Apple Pay	26,932	11%		1,877,844,733	23%	100
4	 Chase	38,251	3%		1,795,552,646	69%	100
5	 MasterCard	19,345	2%		2,626,879,775	72%	100
6	 Samsung Pay	19,213	2%		879,016,140	83%	99
7	 Discover	17,104	1%		1,142,278,734	80%	97

American Express (Amex) has 62% share of mentions of all payment brands in this category, but Samsung Pay has the highest sentiment at 83%, followed closely behind by Amex at 82%.

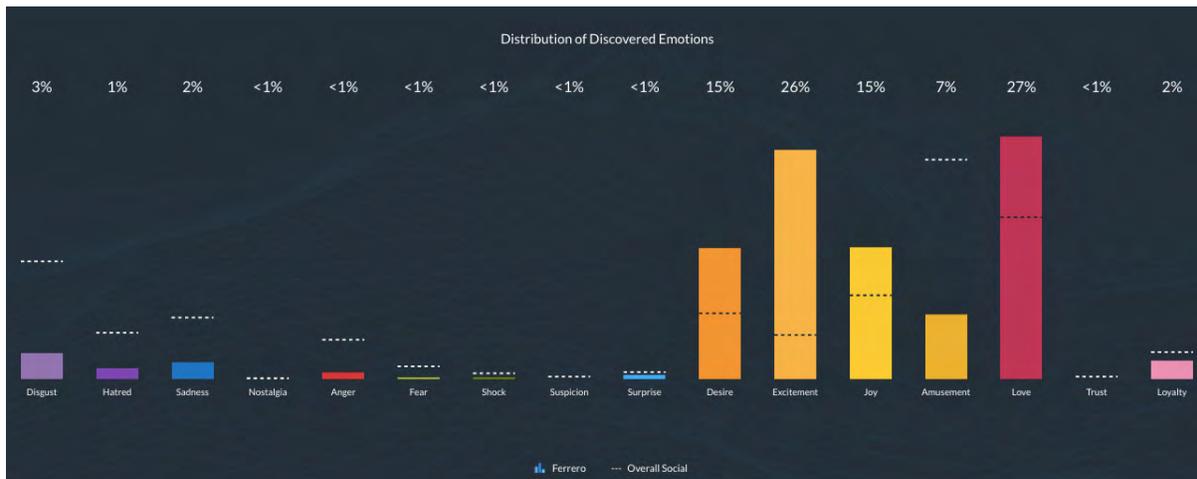
FOOD & BEVERAGE:

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 McDonald's	2,348,397	21%		278,849,114,091	74%	100
2	 Starbucks	2,060,657	17%		170,783,684,304	63%	100
3	 Coca-Cola	1,647,712	14%		54,412,317,822	62%	100
4	 Pepsi	1,177,949	10%		46,845,944,479	85%	100
5	 Chick-fil-A	916,790	8%		14,256,263,946	79%	100
6	 Taco Bell	727,205	6%		5,094,452,997	51%	100
7	 KFC	636,082	5%		37,069,245,767	77%	100
8	 Red Bull	553,465	5%		29,440,969,401	77%	100
9	 Ferrero	488,038	4%		8,802,148,546	90%	100
10	 Wendy's	475,116	4%		12,047,741,220	84%	100
11	 Burger King	366,270	3%		3,991,427,822	70%	100



McDonald’s has the most share of voice at 21% followed by Starbucks at 17% of all restaurant brands in this list, makers of Ferrero Rocher and Nutella, is the brand that people love the most, with a sentiment score of 90%.

Fig 18: Social Mood of Ferrero Chocolate.



When we look at the social mood around Ferrero, it’s easy to see why brand sentiment is so high. Consumers have shared strong feelings of love, excitement, and desire for the brand in their social media posts. In the chart above, 27% of the Ferrero conversations have included “love” and 26% of the conversations have expressed “excitement”.

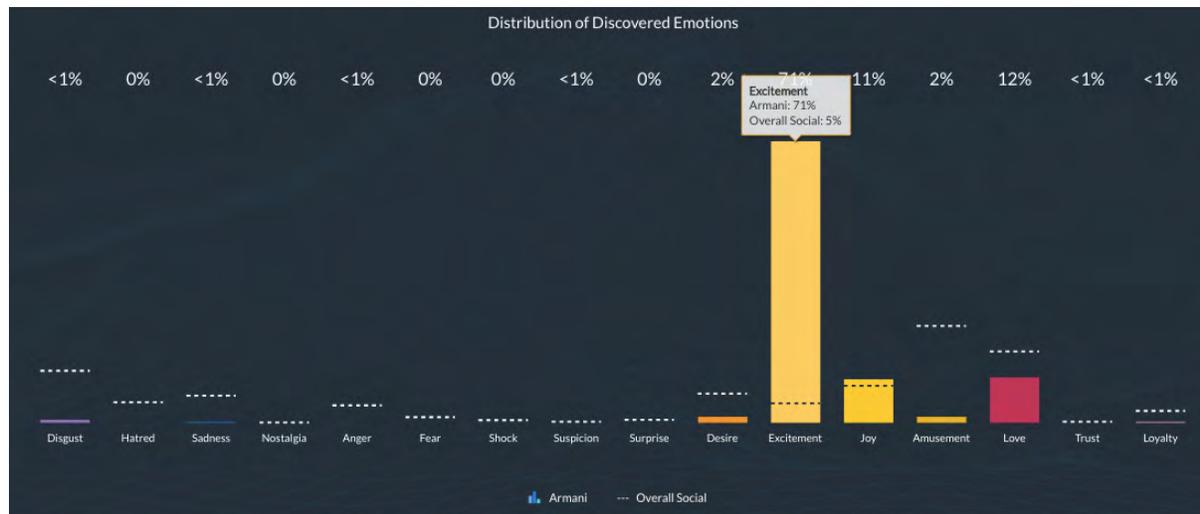


RETAIL

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 H&M Retail	3,179,736	61%		35,361,908,981	93%	100
2	 Ikea	690,485	13%		11,568,269,787	84%	100
3	 Home Depot	550,776	11%		7,298,065,764	70%	100
4	 Target	352,321	7%		89,396,152,038	85%	100
5	 Woolworths	145,360	3%		4,834,716,191	80%	100
6	 Zara 1	132,425	3%		1,072,621,796	86%	100
7	 Topshop	120,230	2%		4,007,741,499	85%	100
8	 Armani	28,916	< 1%		1,915,624,453	91%	100

H&M dominates in love mentions at 61% of the category, with all brands relatively high in sentiment, but Armani leads the group at 91%.

Fig 19: Social mood for Armani.



When it comes to consumer excitement, Armani blows the competition away. In our social mood analysis below, Armani conversations expressed “Excitement” at an amazingly 71%, which is significantly higher than the Overall Social benchmark at 5%. This contributes to the luxury brand’s high net sentiment.

SOCIAL MEDIA

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Instagram	109,132,724	50%		733,810,263,947	79%	100
2	 Youtube	83,029,550	38%		528,796,210,200	78%	100
3	 Facebook	24,694,200	11%		492,226,219,500	58%	100

Of the three social media companies we looked at, Instagram has 50% of the conversation, and the highest sentiment at 79%, followed closely by YouTube at 78%.

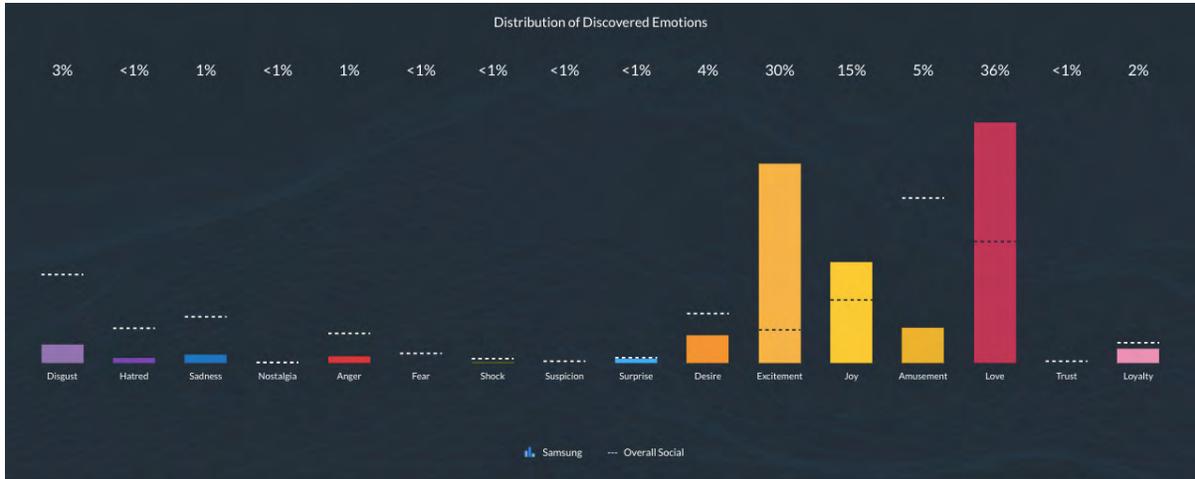


TECHNOLOGY

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Google	22,555,732	46%		219,125,576,151	70%	100
2	 Apple	17,808,481	37%		238,968,417,025	68%	100
3	 Samsung	5,163,420	9%		271,199,777,522	76%	100
4	 Microsoft	2,406,346	5%		64,963,187,153	70%	100
5	 LG	1,463,332	3%		26,763,741,698	76%	100
6	 HTC	146,067	<1%		1,456,123,353	71%	100

Google dominates the conversation at 46%, with Apple a close second in mentions at 37%, but Samsung and LG lead in sentiment with a score of 76%.

Fig 20: Social Mood of Samsung.



As with many high performers in our report, the social mood analysis for Samsung shows consumers are expressing strong emotions of “Love” (36%) and “Excitement” (30%), driving strong positive brand sentiment.

TELECOMMUNICATIONS

Rank	Brand	Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	AT&T	923,206	43%		21,682,185,459	16%	100
2	T-Mobile	544,625	25%		111,855,000,140	83%	100
3	Verizon	472,942	22%		90,356,670,809	70%	100
4	Vodafone	160,887	8%		12,195,443,098	63%	100
5	Telstra	41,820	2%		1,775,439,131	60%	100

AT&T has 43% of the conversation of the Telecom brands in this report, but T-Mobile leads in sentiment with a net sentiment of 83%.

TRANSPORTATION

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Uber	2,279,644	31%		41,150,663,877	56%	90
2	 United Airlines	1,939,369	27%		19,657,516,530	67%	100
3	 American Airlines	1,372,628	19%		14,626,407,467	79%	100
4	 Delta	777,125	11%		23,568,871,569	81%	100
5	 Lyft	420,805	6%		5,066,748,963	62%	100
6	 British Airways	207,869	3%		17,216,580,152	54%	100
7	 JetBlue	100,229	1%		8,742,517,490	83%	100
8	 Qantas	91,863	1%		4,411,421,548	70%	100
9	 Emirates	65,349	<1%		8,360,882,425	82%	100

Uber has 31% of the conversation followed by United Airlines at 27%, but JetBlue leads in sentiment at 83%, followed closely by Emirates at 82% and Delta at 81%.

FINANCE

		Mentions (Total)	Mentions (%Share)	Mentions (Trend)	Potential Impressions	Net Sentiment	Passion Intensity
1	 Barclays	142,694	47%		6,235,489,334	83%	100
2	 HSBC	141,224	47%		3,111,608,321	62%	100
3	 Commonwealth Bank	18,461	6%		1,427,193,956	63%	100

HSBC and Barclays are almost tied for share of mentions of the three global finance companies in this report, but Barclays leads in sentiment with a score of 83%.

Conclusion

Do you know how your brand fares in today's rapidly evolving market? Reach out to schedule a consult with NetBase Quid to see how your business ranks among its peers, and see what the data says to futureproof your brand to adapt and thrive in today's in-flux economy.

NETBASE QUID™

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market.

The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.

NetBase Quid is a trusted partner of American Airlines, Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times. Learn more at www.netbasequid.com

NETBASE QUID HEADQUARTERS
3960 Freedom Circle, Suite 201
Santa Clara, CA 95054
P: 855-762-6764
E: info@netbasequid.com
www.netbasequid.com

 NetBase Quid

 @NetBaseQuid

 @NetBaseQuid

 @NetBaseQuid

 NetBase Quid

Trusted by the World's Top Brands



©2020 NetBase Quid