



**NETBASE™**

## **NetBase Brand Passion Report 2018: Top Loved Netherlands Brands**



**2018  
REPORT**

## Looking for [Brand] Love

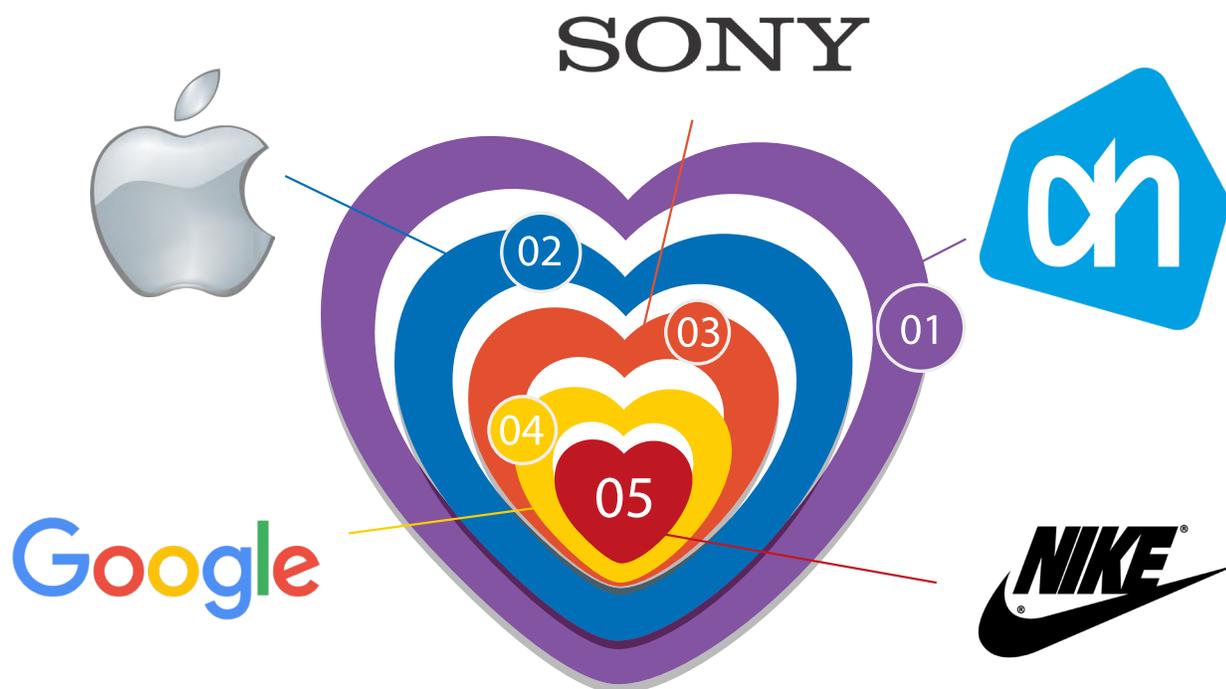
The *NetBase Brand Passion Report: Top Loved Netherlands Brands* is a close look at the brands consumers express the most love for in social media across six top industries. Using patented technology, we surfaced the strongest, most positive consumer emotions towards brands, then identified which of the 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 looked at the overall top loved brands in the six key industries in the Netherlands as discussed on social media channels (Dutch-language posts) from January 2017 through December 2017.

## Netherlands Love List All-Stars



## Top Loved Netherlands Brands

Brand	Rank	Category	Mentions	Posts	Sentiment	Engagements	Impressions
Albert Heijn	1	Grocery	267,150	235,050	78	823,800	673,487,900
Apple	2	Technology	124,176	98,835	60	5,646,695	11,602,418,818
Sony	3	Technology	75,234	35,369	63	1,714,221	1,529,378,103
Google	4	Technology	162,250	135,850	75	350	6,274,129,800
Nike	5	Fashion	31,707	23,507	74	1,948,257	236,168,342
Lidl	6	Grocery	209,200	176,900	70	442,150	133,908,850
Volkswagen	7	Automotive	82,650	77,850	71	406,450	382,956,800
Philips	8	Technology	29,950	21,250	100	40,450	681,909,250
Samsung	9	Technology	106,200	77,750	63	69,200	5,576,040,800
Primark	10	Fashion	32,760	26,402	76	1,198,331	57,357,867
Jumbo	11	Grocery	73,250	58,100	40	174,200	1,265,033,500
Ford	12	Automotive	25,100	20,300	84	87,050	383,965,350
Zara	13	Fashion	17,612	12,083	87	1,151,942	68,753,448
Adidas	14	Fashion	17,717	13,308	81	963,708	94,572,142
Microsoft	15	Technology	38,750	24,400	62	34,050	2,178,858,500
Opel	16	Automotive	38,450	32,550	0	417,100	200,655,983
Essence	17	Beauty	13,629	9,522	88	444,476	77,458,433
Renault	18	Automotive	29,750	27,000	27	107,750	954,118,050
H&M	19	Fashion	17,362	13,053	73	710,808	99,823,687
Peugeot	20	Automotive	20,000	17,400	70	65,000	226,452,600
Kia	21	Automotive	31,900	28,500	-5	29,850	190,764,750
Gucci	22	Luxury	7,626	6,299	74	585,520	48,558,206
Dior	23	Luxury	5,613	4,334	85	600,683	16,601,799
The Body Shop	24	Beauty	14,334	12,235	82	361,046	4,685,201
Spar	25	Grocery	6,650	5,500	100	11,950	91,743,150
Maybelline	26	Beauty	4,942	3,925	87	934,730	5,037,055
Chanel	27	Luxury	9,765	8,079	78	36,402	34,879,934
Louis Vuitton	28	Luxury	4,501	3,993	71	786,062	44,613,178
Carice	29	Beauty	4,984	3,321	85	468,281	940,974
Aldi	30	Grocery	6,450	5,650	73	350	239,932,00
Silgro	31	Grocery	4,350	4,000	83	50	149,097,850
Rituals	32	Beauty	7,041	5,428	69	114,726	24,815,076
G-Star	33	Fashion	2,645	2,048	91	69,655	10,908,501
Yves Rocher	34	Beauty	4,256	2,852	93	14,449	910,922
Prada	35	Luxury	2,566	2,206	64	12,941	23,063,174
Iris van Herpen	36	Luxury	693	638	59	1,983	5,073,403

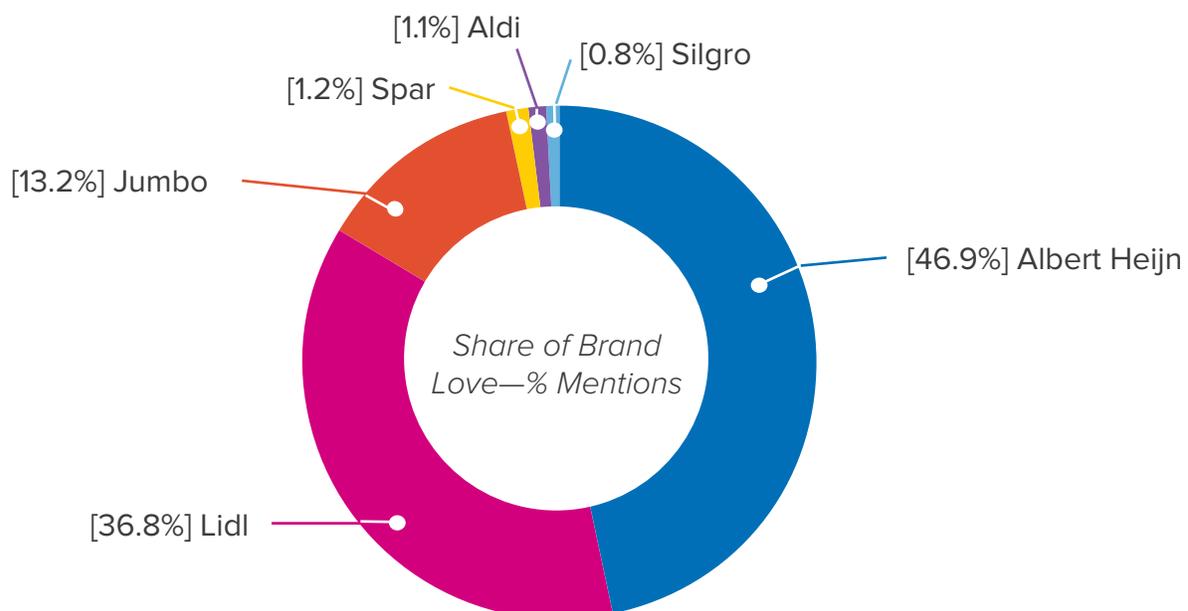
## Top Brands

- Albert Heijn is the top social ranked brand. And within the grocery industry Lidl (6) and Jumbo (11) also performed well
- Five of the top ten brands are in Technology including—Apple (2), Sony (3), Google (4), Philips (8), and Samsung (9)
- Nike and Primark are the top Fashion brands in social rank, but neither was a top brand in this report.
- The top Luxury brands are Gucci and Dior, who both significantly out-performed the other luxury brands.
- Only one automotive brand made the top 15 cut—Ford.
- Essence was top Beauty brand that we analyzed, but overall Beauty brands underperform versus the other industries

## Grocery

Brand	Social Rank	Mentions	Posts	Sentiment	Engagements	Impressions
Albert Heijn	1	267,150	235,050	78	823,800	673,487,900
Lidl	6	209,200	176,900	70	442,150	133,908,850
Jumbo	11	75,250	58,100	40	174,200	1,265,033,500
Spar	25	6,650	5,500	100	11,950	91,743,150
Aldi	30	6,450	5,650	73	350	239,932,000
Silgro	31	4,350	4,000	83	50	149,097,850

Albert Heijn is ranked highest (1) in social rank overall and is the 800-pound-gorilla in the Dutch grocery sector, with 300 more stores than its closest competitor, Lidl (6), and a significantly more brand love.



Albert Heijn leads the social conversation, proactively defending its market leadership to preempt competition.



*What a good idea of Albert Heijn, the vegetable gardens are very popular.*



*Albert Heijn salads are so delicious! Love for the mozzarella variety.*

Perhaps the most striking observation is how Lidl (6) and Aldi (30), two leading discounters (both headquartered in Germany), compete for brand love. Although they have a similar footprint in The Netherlands, Aldi, with almost 10% more stores than Lidl, attracts a mere 3% of Lidl’s brand love.

Lidl leverages its social presence well with a social rank (6). As expected, Aldi (30) is the #1 competitor showing up in Lidl’s brand word cloud, followed by Albert Heijn—absent: Jumbo.



Negative comments are relatively ‘benign’.

*Too bad, Lidl, that I cannot buy the Pretzels frozen! Where is the problem?*

Easily offset, though, when you get 4,100 positive comments for sending a 2-year-old in need 10 boxes of diapers and wipes.

Vanochtend om 9 uur kreeg ik een mail van jullie... want jullie wilde graag een cadeautje sturen naar Julian...

En om half 12 stopt hier een koerier met 10 dozen luiers!! 10 pakken doekjes!! En ook nog een cadeau voor de jarige!!

Heel erg bedankt!! Echt geweldig dit! ❤️

At 9 this morning, I got an e-mail from you guys..... because you wanted to send a gift to Julian...

And at 12 a. M!!! A courier stops here with 10 boxes of diapers!! 10 packs of wipes!! and also a gift for the birthday girl!!

Thank you so much!! Really great this! ❤️

Whereas Albert Heijn’s brand word cloud mostly shows Albert Heijn-references, Jumbo’s is dominated by its bigger competitor and Aldi & Lidl also feature prominently. This is more than likely a reflection of Jumbo being in the middle between the market #1 (Albert Heijn) and feeling the pressure of the two discounters.

Notably, Jumbo, with a third of the brand love of second place Lidl, within the grocery industry suffers from the lowest net sentiment in the category, a mere 55% that of Lidl.

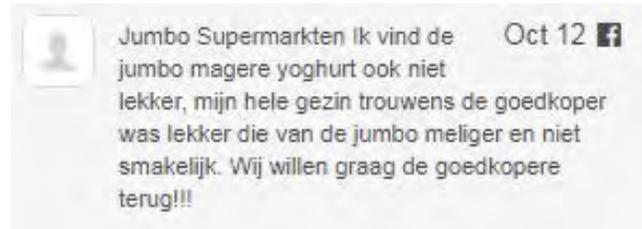


The Consumer Agency researched and concluded (again) that Aldi is the best. Albert Heijn and Jumbo score badly. The association assessed eight types of Dutch shrimp for freshness, hygiene, quantity of preservatives and preservation advice.

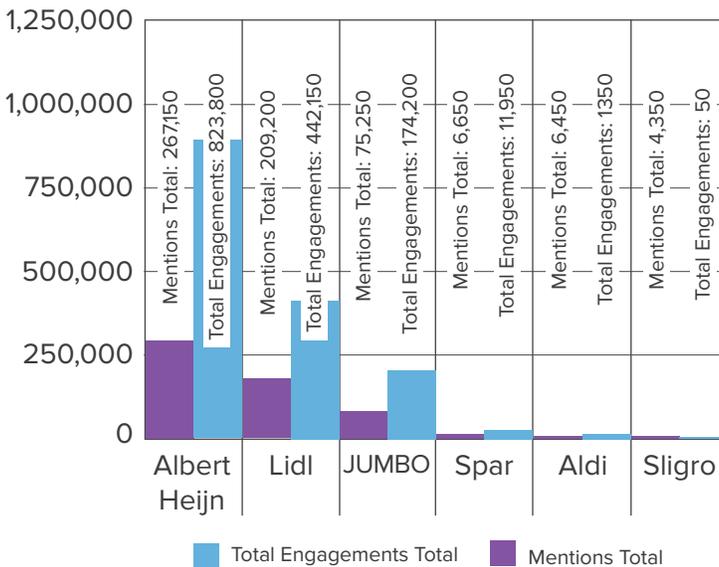
In terms of engagement, Albert Heijn doubles the reach of even its closest competitor, Lidl.

Image posts may or may not contribute to reach and influence.

While the third most loved brand Jumbo shows double the image posts of second ranked Lidl, its engagement level is only 40% that of Lidl. Jumbo also trails in last place net sentiment in the grocery lineup.

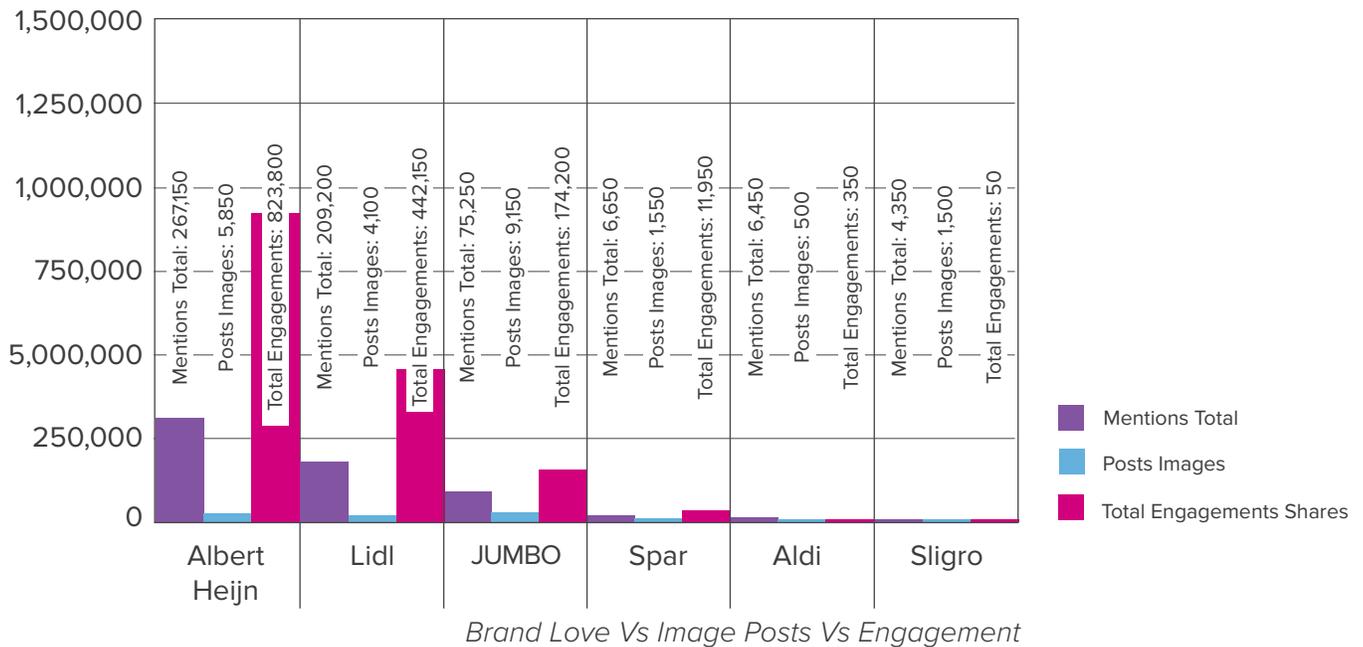


I do not like the jumbo low-fat yogurt, my whole family by the way, [...]. We would like the cheaper one back !!!



Brand Love Vs Engagements

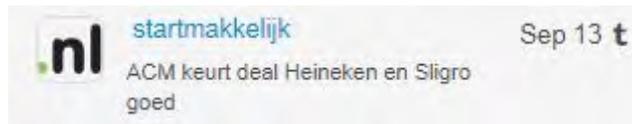




Spar (25) in social rank represents a lot of similar competitors (like Plus or Coop, in terms of size), mid-market yet underrepresented in the social conversation, despite the fact they have 240 stores in the Netherlands. Yet, apparently, their investment in image posts has lifted engagement, unlike Sligro (31), with a similar image posts, but no perceived engagement lift.

Aldi appears to have no palpable social media strategy, relying on the strength of their offerings, without any perceived intent to build brand love much beyond that.

On the low end of the spectrum, in terms of number of stores, Sligro (50 stores) has a disproportionately low share of voice—and even that appears more due to business deals than consumer outreach.



*ACM approves deal between Heinken and Sligro.*

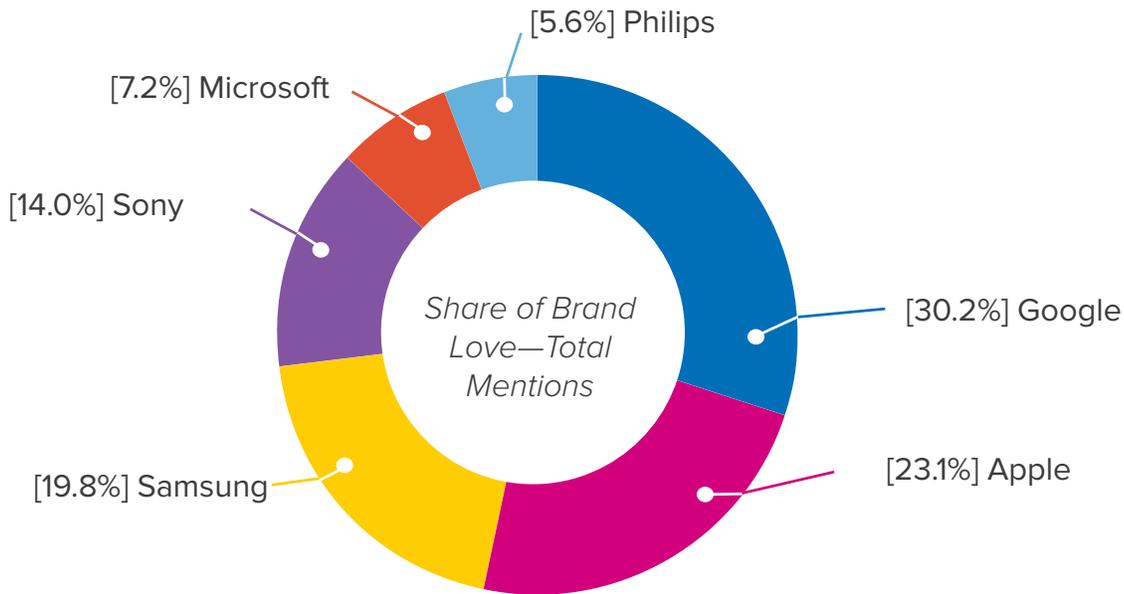
Competitors like Ahold Delhaize do not show up prominently in Sligro’s brand word cloud. Overall, there appears to be a lot of potential for growth in Sligro’s social media outreach.



## Technology

Brand	Social Rank	Mentions	Posts	Sentiment	Engagements	Impressions
Apple	2	124,176	98,835	60	5,646,695	11,602,418,818
Sony	3	75,234	35,369	63	1,714,221	1,529,378,103
Google	4	162,250	135,850	75	350	6,247,129,800
Philips	8	29,950	21,250	100	40,450	681,909,250
Samsung	9	106,200	77,750	63	69,200	5,576,040,800
Microsoft	15	38,750	24,400	62	34,050	2,178,858,500

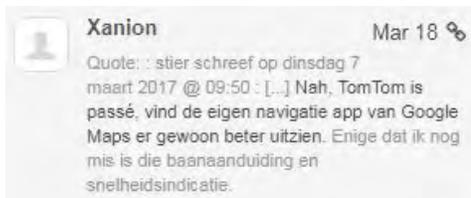
Together, Apple, Sony, and Google account for 2nd, 3rd, and 4th in social rank enabling the Technology industry to all together dominate the social rank with 3 out of the top 5 brands.



Google, Apple and Samsung combined represent 73% of technology brand love.

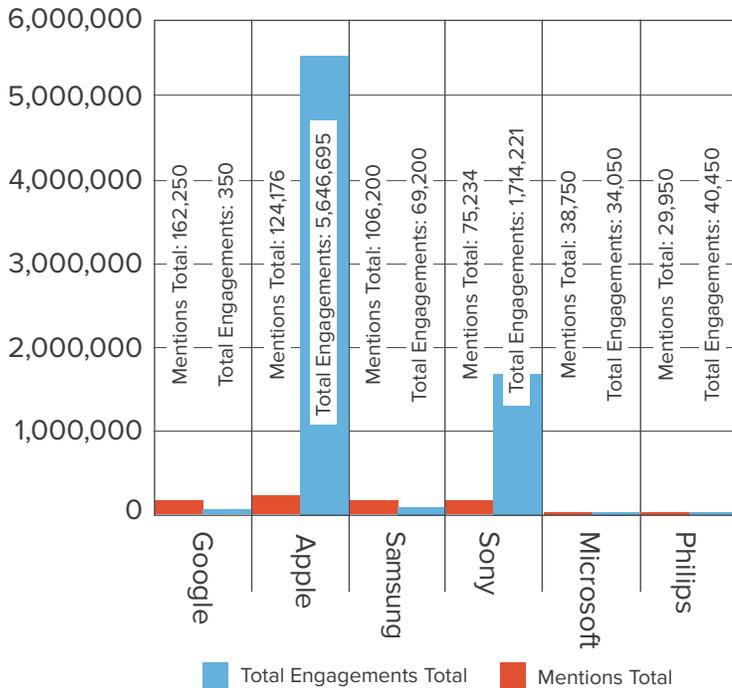
Heavy usage apps like Google Maps, Google Translate, or Google Analytics, as well as hardware offerings (Google Pixel, Google Home), dominate the conversation.

Positive sentiment often mentions 'Google Maps'.



*Nah, TomTom is passé, I find Google Maps' proprietary navigation just looks better." Example Business: "Certainly restaurants and hotels benefit from a good Google Maps listing."*





Brand Love Vs Engagements

Apple is by far the most engaged brand. In the technology brand lineup, only Sony reveals as dynamic a reach. With less than half of Apple’s brand love, Sony achieves 70% of Apple’s influence.

Samsung, on the other hand, with high third-place brand love within the technology industry and approximating Apple’s, shows a disappointing engagement level—less than 20% that of Apple.

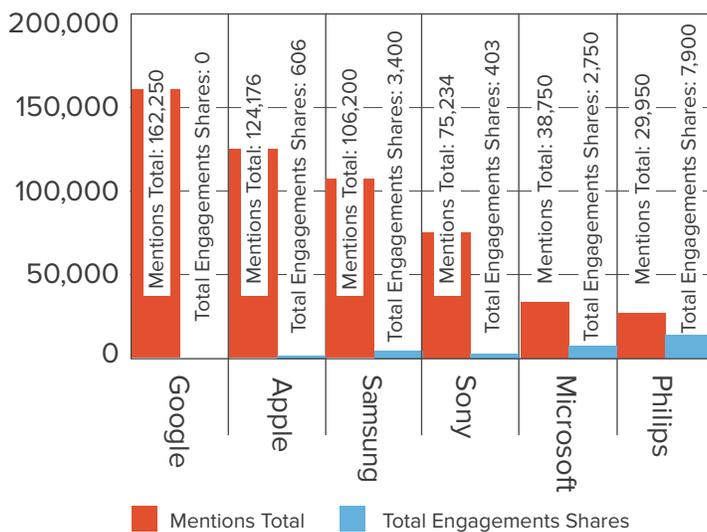
While Google figures prominently in Apple’s Brand Cloud, the reverse is not true. Rather, secondary discussion is focused on Facebook.

And although Google’s Android plays a prominent role in Apple’s brand word cloud, the same is not true for Google, an indication that Apple buyers are ‘apple-centric’ and

loyal, and mobile competition may be their biggest risk factor.

Samsung with a social rank of (9) is the fifth most loved technology brand—behind Apple, Google, Sony, and Phillips. And Samsung’s poor engagement rate doesn’t meet expectations when compared to Phillips—with 35% of Samsung’s brand love, Phillips achieves 70% of Samsung’s engagement level.

Phillips with (8) social rank does well in terms of engagement shares, surpassing all other brands, despite its brand love standing. The next closest engagement shares are Samsung’s, with half Phillips level, despite its 70% greater brand love.



Brand Love Vs Engagement Shares

Samsung draws most of its brand love from its smartphone range—the camera Samsung NX1 being the sole exception. Surprising, given Samsung’s market leadership home entertainment, hard drives and batteries as well.



Brand love for Sony focuses on their Xperia smartphone range, as well as Playstation and camera models (Cybershot, A9).



Of all brands in the Technology sector, sixth place Microsoft shows the most ‘diverse’ brand love.

Microsoft hardware (Surface RT and Xbox) and software (Windows / Office), revealing its many competitors. In its favor, Microsoft’s failed phones venture hasn’t left a major dent, as it continues to expand into hardware (Surface RT!).

Philips (8) social rank legacy is rooted in the lamps category, and after more than 100 years in business and diversification into many electronics categories, ‘Philips Lighting’ is still the #1 Mention.

On the one hand it shows that Philips has been able to innovate around its core business—on the other hand, Philips is recognized for expanding into adjacent or different/diverse categories.



Viva Plus Airfryer HD9230 / 20: The best fryer for you is a model with which you can fry with hot air, with a baking capacity of 800 grams. We recommend the Philips Viva Plus Airfryer HD9230 / 20.



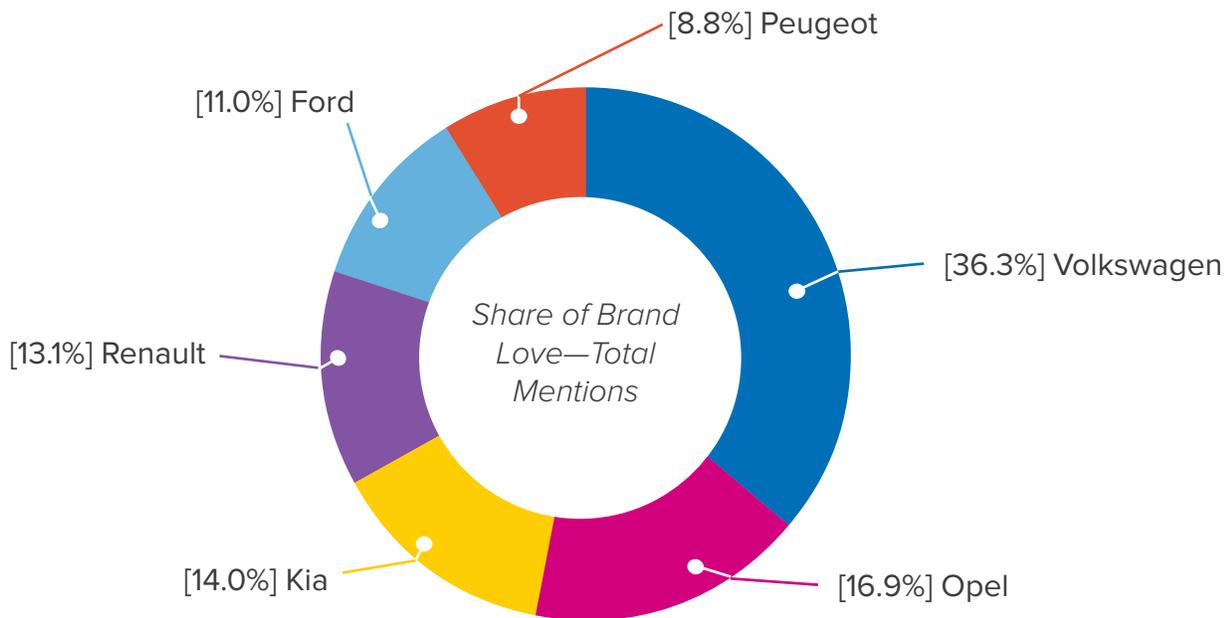
This Philips TV with Android is a joy to watch and has a user-friendly interface.

OF NOTE: The absence of any major competitive brands—the presence of Shell or Unilever is probably due to a ‘Most Valuable Dutch Brands 2017 Survey’ where Philips was ranked highly as well and that got quite a bit of press.)

## Automotive

Brand	Social Rank	Mentions	Posts	Sentiment	Engagements	Impressions
Volkswagen	7	82,650	77,850	71	406,450	382,956,800
Ford	12	25,100	20,300	84	87,050	383,965,350
Opel	16	38,450	32,550	0	417,100	200,655,983
Renault	18	29,750	27,000	27	107,750	954,118,050
Peugeot	20	20,000	17,400	70	65,000	226,452,600
Kia	21	31,900	28,500	-5	29,850	190,764,750

The most loved Automotive brand is Volkswagen (7) social rank.



Volkswagen (7) has as much brand love mentions as Opel (16), Renault (18), and Kia (21) combined. While these Opel, Renault, and Kia are neck-and-neck in market share, Opel has twice as much brand love as Peugeot, with Renault splitting the difference.

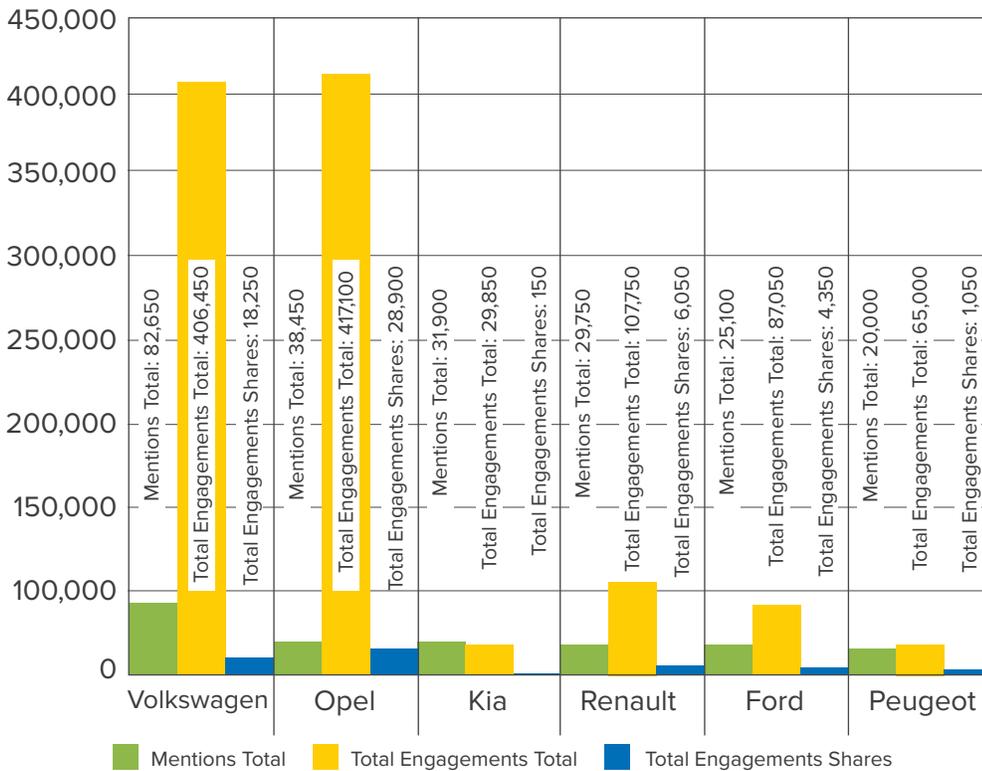
With BMW, Audi & Tesla part of their brand word cloud Volkswagen, owners appear to be ‘upwardly mobile,’ or at least aspire to higher-priced cars.



Despite Volkswagen’s 2015 emissions scandal, its status in The Netherlands has been maintained. Yet, car buyers haven’t forgotten.



*The all-electric VW Bus can also be seen as atonement for the Diesel scandal, says VW representative Herbert Diess.*

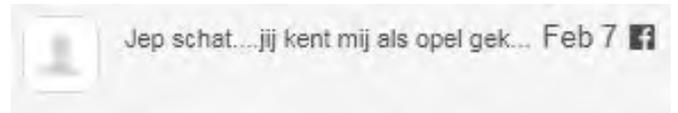


Brand Love Vs Engagements Vs Engagement Shares



With only half Volkswagen brand love, Opel surpasses Volkswagen in engagements, as well as engagement shares, followed by Renault, Ford, Peugeot and Kia.

Opel’s disproportionately high share-of-voice reveals virtually no competitors in its brand word cloud—its own models dominate the conversation—an indicator of brand enthusiasm and loyalty.



Yup, darling .... you know me as opel crazy ...

Opel’s superior reach and influence can also be detected in its level of shared posts, almost 50% higher than Volkswagen, despite Volkswagen’s 50% higher brand love mentions.

Kia is sixth in market share overall, and sixth place in brand love within the Automotive industry. It has distinguished itself somewhat with its design ad sportiness. From a brand competition POV, Kia I mainly up against other Asian and one European brand, i.e., Peugeot.



Now finally in possession of our beautiful Kia Rio—only a tough pair of sunglasses is missing

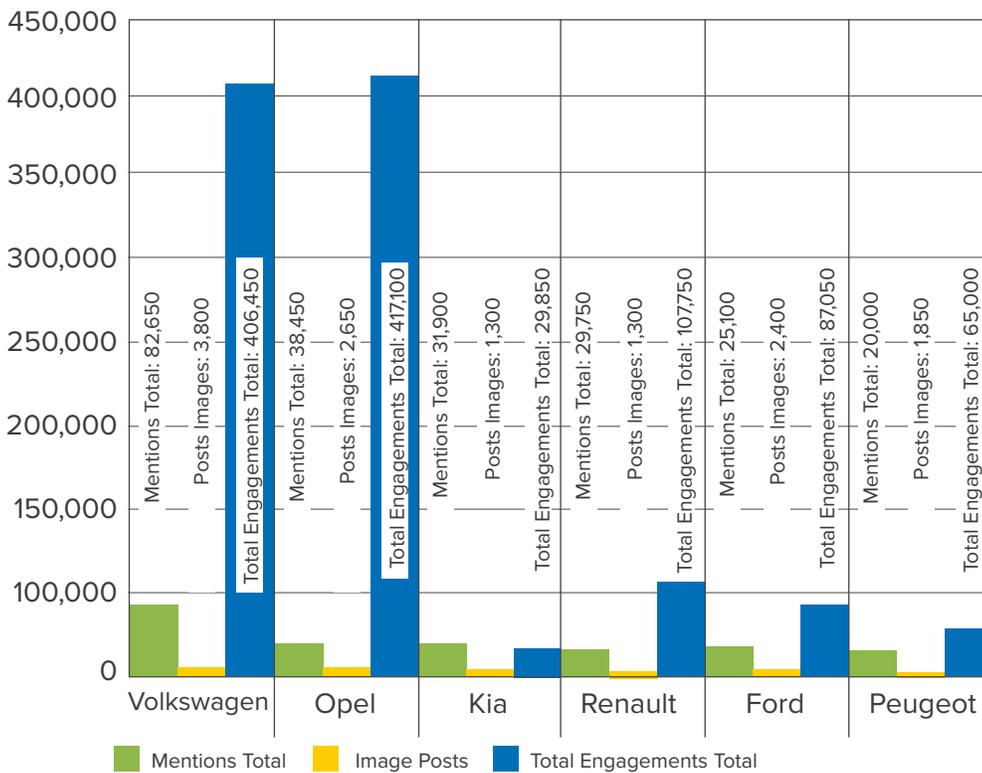
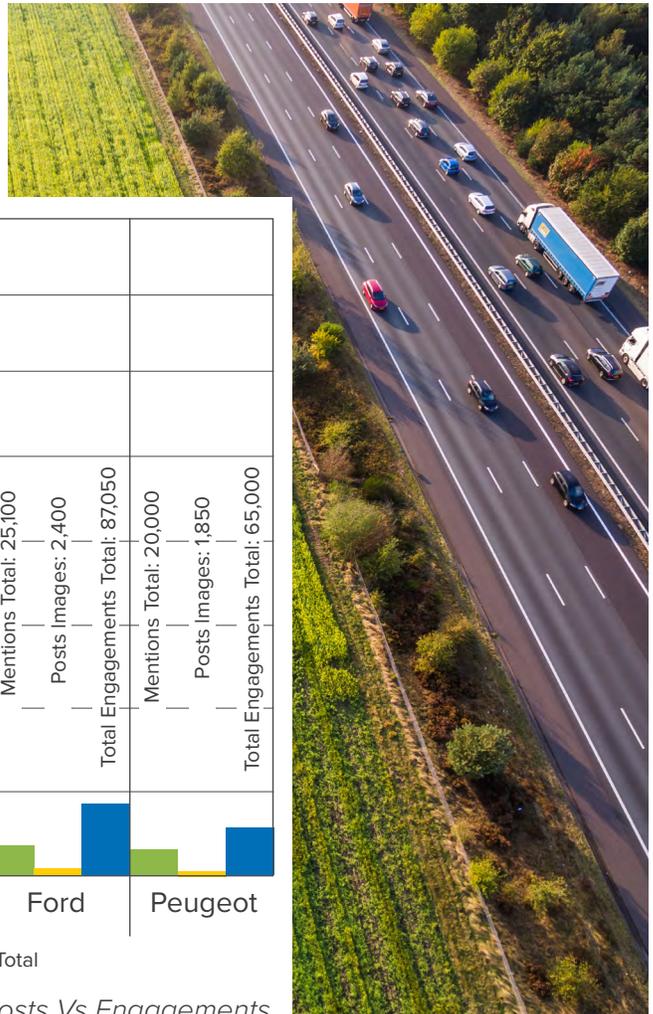


McLaren has had it with Honda, Red Bull has enough of Renault.” & “McLaren has high expectations for the new season, because it no longer drives Honda’s fragile engines, but will race with Renault’s engine.

Renault (18) in the social rank is being the #2 selling brand in the Dutch market—with the best-selling individual model (Renault CLIO /11,780 units over VW Golf’s 11,146 in 2017).

Not surprisingly, the Clio dominates Renault’s brand word cloud (where the Volkswagen Golf does not even show up—contrary to what one would expect a they are direct competitors).

Motorsports, specifically Renault providing the McLaren F1 teams with engines for the upcoming 2018 season, also created some buzz in late Q4 / early Q4 of 2017.



Brand Love Vs Image Posts Vs Engagements

The correlation between brand love, image posts and engagements speaks to the quality and social relevancy of image posts.



Also, ergonomically, Ford has taken a step forward and simplified the operation of the extensive SYNC 3 infotainment system.

Not to be underestimated, Peugeot’s modest brand love still lands it fourth most engaged brand, and this with a conservative number of image posts compared to the other brands.

In the Automotive analysis, Renault’s modest image post investment stands out, landing it third most engaged brand, despite its fourth place brand love status. Conversely, third most loved brand Kia is the least engaged brand, with the same level of image posts as Renault.

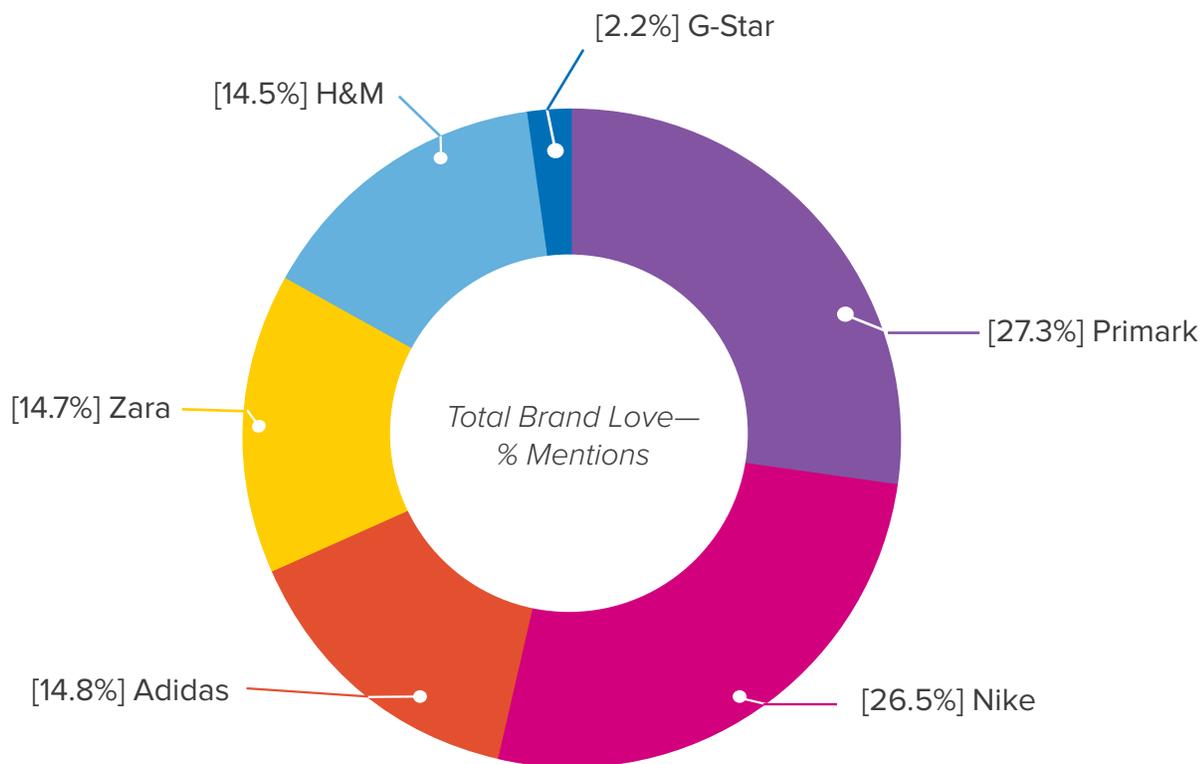
Similar to Opel, Ford has few competitive brands or models in its brand word cloud—but Mentions of ‘mooie For Focus’ (‘beautiful Ford Focus’) and strong showing of iconic ‘halo models’ like the Special Edition Ford Mustang Bullitt.



## Fashion

Brand	Social Rank	Mentions	Posts	Sentiment	Engagements	Impressions
Nike	5	31,707	23,507	74	1,948,257	236,168,342
Primark	10	32,760	26,402	76	1,198,331	57,357,867
Zara	13	17,612	12,083	87	1,151,942	68,753,448
Adidas	14	17,717	13,308	81	963,708	94,572,142
H&M	19	17,362	13,053	73	710,808	99,823,687
G-Star	33	2,645	2,048	91	69,655	10,908,501

Nike is (5) in social rank and neck and neck with Primark with the most brand love mentions.



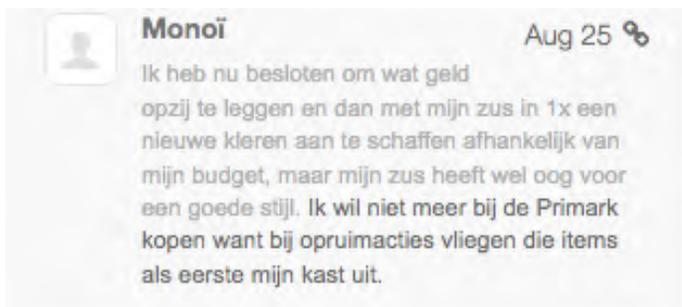
Primark (10) in social rank, has 27.3% of the brand love mentions in the fashion industry, is just ahead of Nike with 26.5%. Primark, an Irish value retailer, is fairly new to Europe and the first Primark flagship store opened in the Netherlands in 2014. Primark stores are popular as a destination where you can buy a complete new outfit, including shoes and necklace, for under 50 euros.

Fulfilling their 'look good, pay less' motto has helped set them apart from other fast-fashion retailers like Zara (13) and H&M (19) and attract the attention of consumers throughout Europe.

Primark is often criticized for the poor quality of their clothing and the use of child labor in places like Bangladesh.



Haha, certainly nice, but Primark is guilty of child labor.

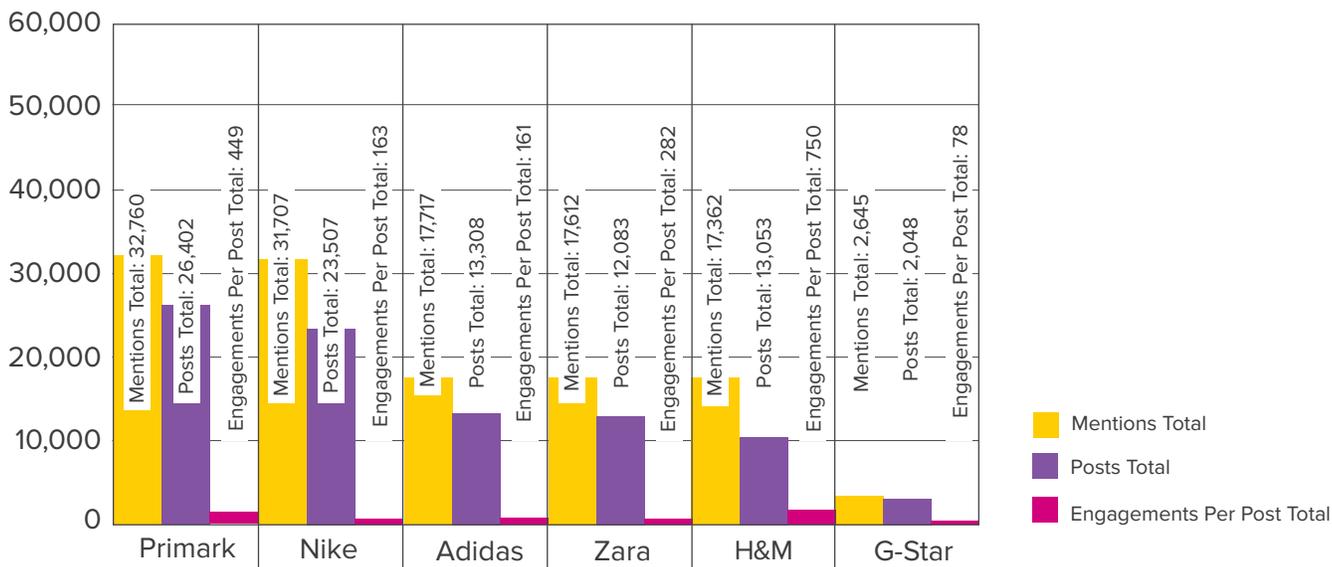


I don't want to buy at the Primark anymore, because when cleaning out my closet, these items are the first to fly out of my closet.

Ironically, the highest engagements per post ratio is attained by the brand with a relatively tame passion index and the next to the lowest total posts—H&M—revealing a vested customer community with potential to grow brand love.

Notably, Primark doesn't have the highest engagements per post. That distinction goes to the next to last loved brand H&M within the fashion industry, which, with half of Primark's total posts, attracted almost double the number of engagements per post.

The most loved brand Nike has the dubious distinction of earning only the fourth highest engagements per post, equal to Adidas. However, Adidas (14) in social rank shows only 44% of Nike's total posts.



Brand Love Vs Posts Vs Engagements Per Post



For shoes Adidas is better, Nike shoes will wear out within 2 months.



Those Nikes that I had ordered last (black-gray with gold) are really not that beautiful in real life!

It's also interesting to note is that there was no mention of the recent Nike ad (first sports hijab for female Muslim athletes) that stirred so much controversy in Britain.

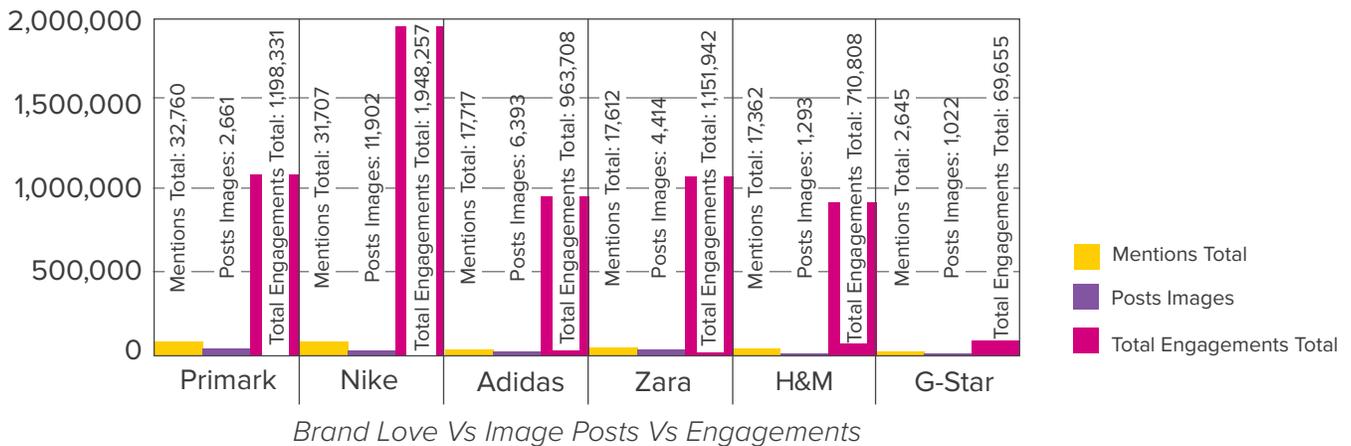
The factors affecting the impact of image posts on engagement and reach vary widely, and while there may be no single correlation, tracking the impact of image posts—and their investment—can be vital to media planning.

In this analysis, it's noteworthy that Nike, with the highest number of image posts—almost 12K—also ranks first in terms of engagements.

However, Primark—with only 23% Nike's number of image posts—ranked second in total engagements, just behind Zara who registered 39% more image posts than Primark. Notably, H&M showed 75% less image posts than Zara, yet it still attracted more than half Zara's engagement level.

Adidas, H&M and Zara are all more or less equal in brand love, landing third, fourth and fifth place. Yet, in comparison, H&M distinguishes in total engagements per post, outflanking Zara and Adidas three- and four-fold, respectively.

A growing global sustainable denim fashion brand, G-Star is the relative newcomer, with room to grow its brand love and influence in the emerging sustainable fashion space.



**Dhr. Floris Broekmeulen** Nov 21

Een onderwerp waar verschillende managementlagen zich over moeten buigen, om dit vervolgens te integreren in de algehele bedrijfsstrategie. In de media worden regelmatig fantastische project op het gebied van MVO uitgelicht, neem bijvoorbeeld het fantastische project van G-STAR RAW om kleding te produceren met plastic uit de oceaan. Acties:

**Walt** Aug 1

Prachtige kwaliteit van G-star en een prima service van Vimodos. De combi okergele jeans met blauwe jeansblouse is erg goed!

*Beautiful quality of G-star and great service from Vimodos. The combination of ocher yellow jeans with the blue jeans blouse is very good!*

**nicky** Aug 1

mooie uitgebreide collectie van g-star ben een liefhebber van g-star kleren en een mooi uitgebreid assortiment

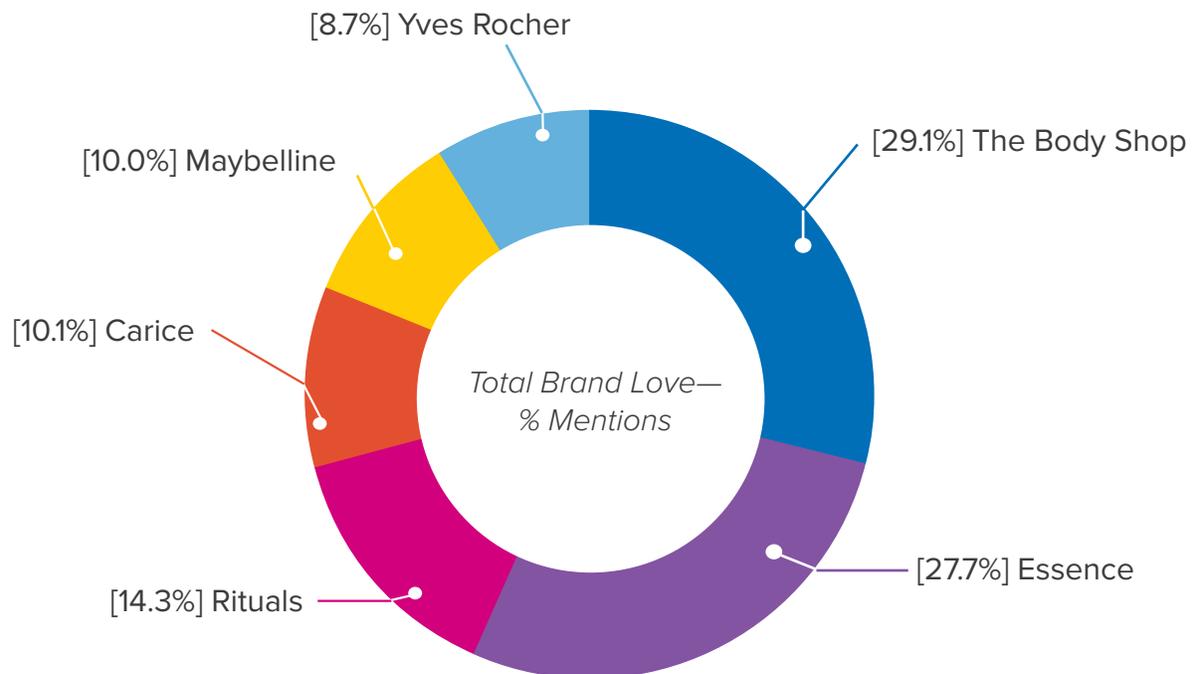
*Beautiful large collection of g-star. I love g-star clothes and their nice extensive assortment.*

...In the media, great projects in the field of MVO are regularly highlighted, for example take the fantastic project of G-STAR RAW to produce clothing with plastic from the ocean.

## Beauty

Brand	Social Rank	Mentions	Posts	Sentiment	Engagements	Impressions
Essence	17	13,629	9,522	88	444,476	77,458,433
The Body Shop	24	14,334	12,235	82	361,046	4,685,201
Maybelline	26	4,942	3,925	87	934,730	5,037,055
Carice	29	4,984	3,321	85	468,281	940,974
Rituals	32	7,041	5,428	69	114,726	24,815,076
Yves Rocher	34	4,256	2,852	93	14,449	910,922

Essence (17) in social rank is the most loved brand in the Beauty industry.



The Body Shop (24) in social rank has the most brand love mentions at 29.1% but it isn't the most engaged brand, an important criteria in the visually inspired and YouTube obsessed world of beauty.

The distinction of most engaged brand goes to third most loved brand Maybelline (26) in social rank, which also reaps the highest ratio of engagements per post—with only a third of Body Shop's total posts and brand love.

**Oh Fashion** Nov 2 📍

Dra-ma. Gelukkig komt The Body Shop met een boel leuke cadeaus op de proppen. Cadeaupapier?

*Luckily The Body Shop comes up with a lot of nice gifts.*

**Leonie** Apr 14 📍

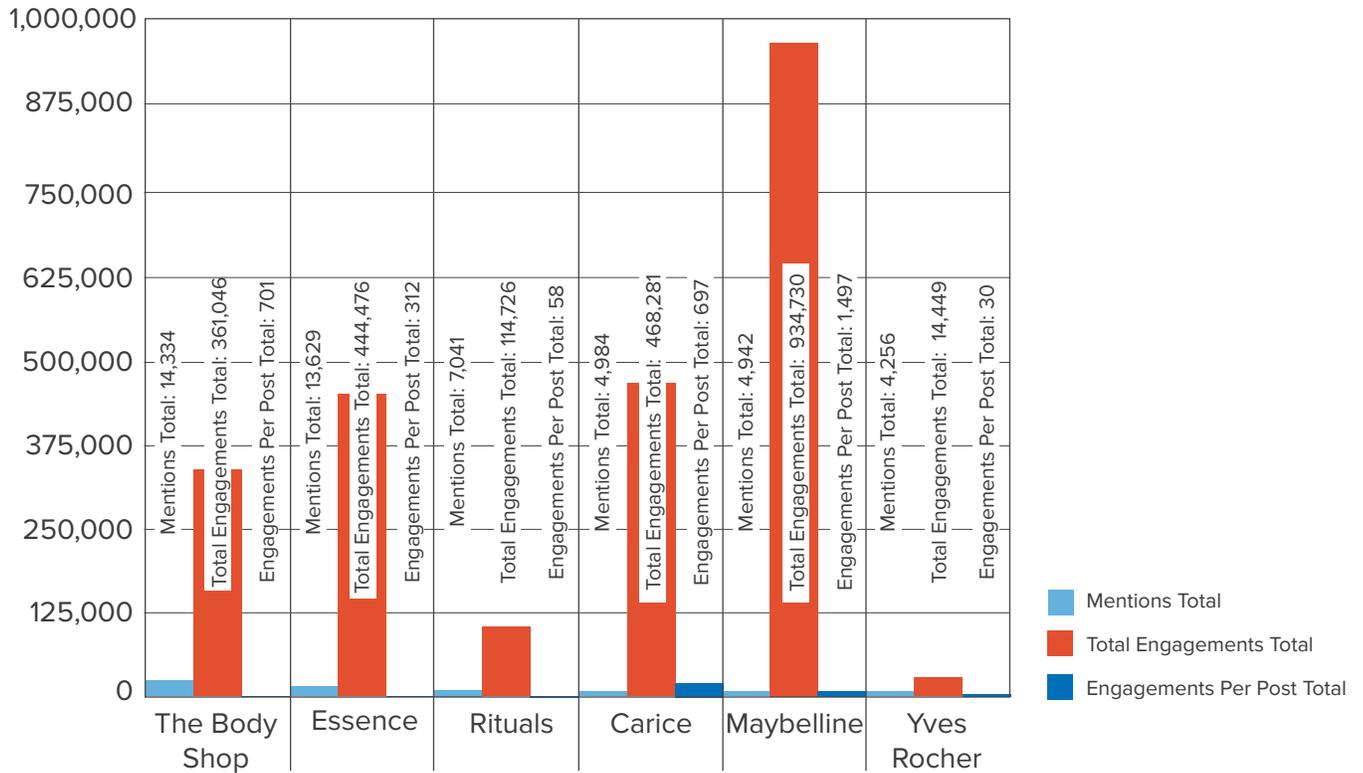
Ook is het product heerlijk om gedurende de dag in te smeren als een handcrème! Wat een fijne lijn van The Body Shop! De lijn bevat natuurlijk nog veel meer producten waar ik ook heel nieuwsgierig naar ben geworden.

*The product is a wonderful hand cream. I use it constantly during the day! What a fine line from The Body Shop! Of course, the line contains many more products that I would like to try out.*

**Anne David** Sep 23 📍

Lotion...smeert beter en trekt toch sneller de huid in.

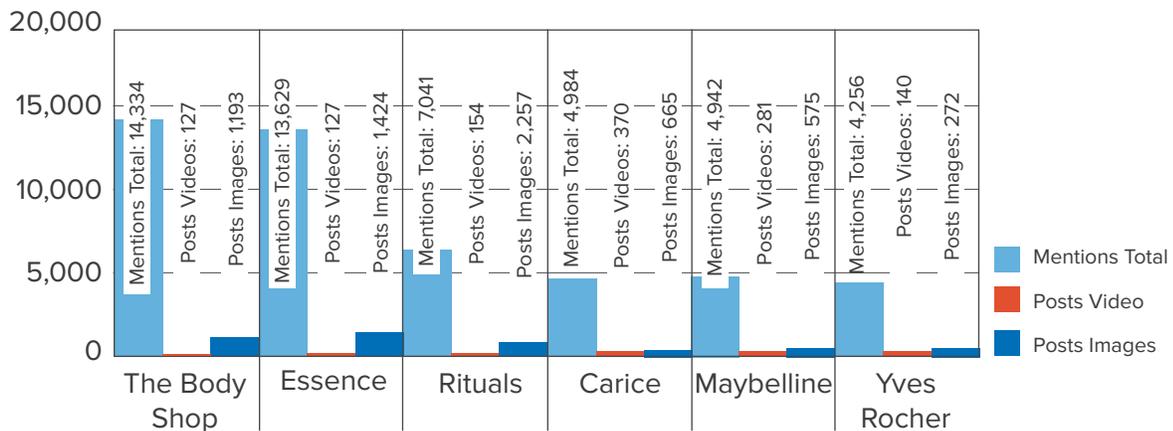
*Lotion ... moisturizes better and yet absorbs into the skin faster.*



Brand Love vs. Engagements vs. Engagements Per Post

As beauty consumers increasingly rely on video tutorials and images to influence their buying decisions, brand love correlation can be reasonably linked to the investment in media posts. Nonetheless, relevancy, quality and distribution of media also impact engagement and reach of beauty brands.

For example, the second most loved brand Essence shows the highest number of video and image posts, but it is still only the third most engaged brand, reaping only the fourth most engagements per brand.



Brand Love vs. Engagements vs. Engagements Per Post



*My favorite Essence product is the Stay All Day Concealer.*

Maybelline, the third most loved within the fashion industry, on the other hand, shows the next to last highest combined video and image posts, wins as the most engaged of the six brands, with a share per engagement rate that is double The Body Shop's.



*Super nice natural color of @maybelline—the number is 725. This taupe color is super nice and fits perfectly with light skin. It gives just that little extra that you want for your make-up look.*

Given the currency of social media beauty tutorials and coaches, it's noteworthy that The Body Shop invests the least in terms of video posts, a vital tool in building loyalty and market share.

Significantly, fourth most loved brand Rituals (32) in social rank posts the highest number of images, yet it falters in terms of engagement and engagements per post, to next to last place.

Carice, fourth most loved brand, surprises—with only a third Body Shop's brand love—to land second in total engagements, and on par with Body Shop's engagement per share in second place.

Yves Rocher, on a par with the brand love of Carice and Maybelline, hasn't yet made a significant engagement impact, leaving room for social media brand building.



*Rituals is really a wonderful brand and I am happy with every gift!*

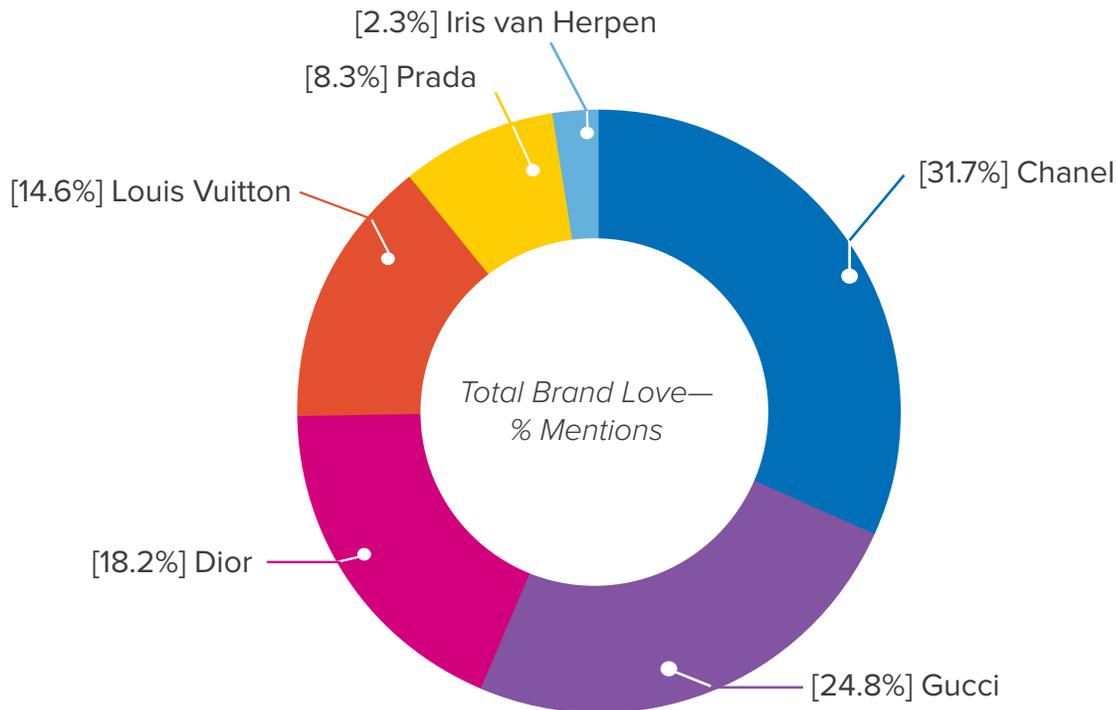


*The new Christmas collection from Yves Rocher is so much fun. I am especially a fan of the white vanilla scent.*

## Luxury

Brand	Social Rank	Mentions	Posts	Sentiment	Engagements	Impressions
Gucci	22	7,626	6,299	74	585,520	48,558,206
Dior	23	5,613	4,334	85	600,683	16,601,799
Chanel	27	9,765	8,079	78	36,402	34,879,934
Louis Vuitton	28	4,501	3,993	72	786,062	44,613,178
Prada	35	2,566	2,206	64	12,941	23,063,174
Iris van Herpen	36	693	638	59	1983	5,073,403

Gucci (22) in social rank is the most loved brand in the Luxury industry.



Dutch luxury comprises 2% of overall categories. The luxury market, analyzed by luxury fashion brands in this report, isn't the exclusive purview of French and Italian couture fashion. The Fashion-forward Dutch have proven their creative prowess to impact global luxury and couture fashion runways, with designers like Iris Van Herpen (36) in social rank and Viktor & Rolf leading the way.

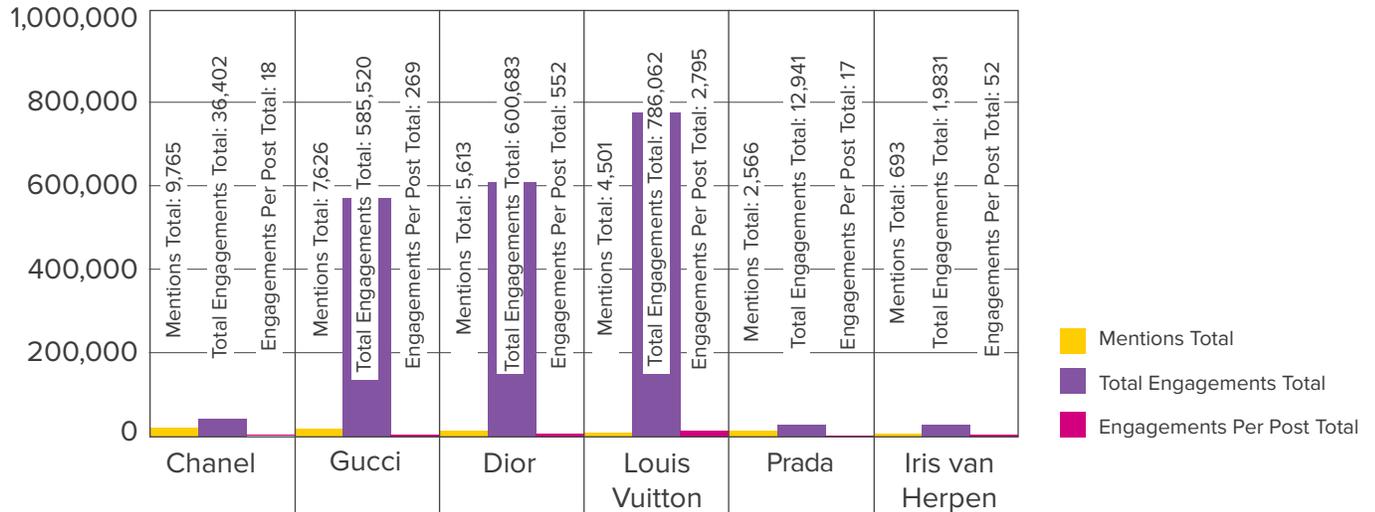
And while Gucci leads overall in the Netherlands, Chanel obtain a greatet % of mentions within the Fashion industry. Chanel dominated in its proliferation of video and image posts—highest among all of the fashion brands—but with the least amount of engagement, alongside the fifth most loved brand Prada.



*In 2017 Gucci was the most popular brand of course! We are all crazy about it and have already a nice Gucci item in our closet.*

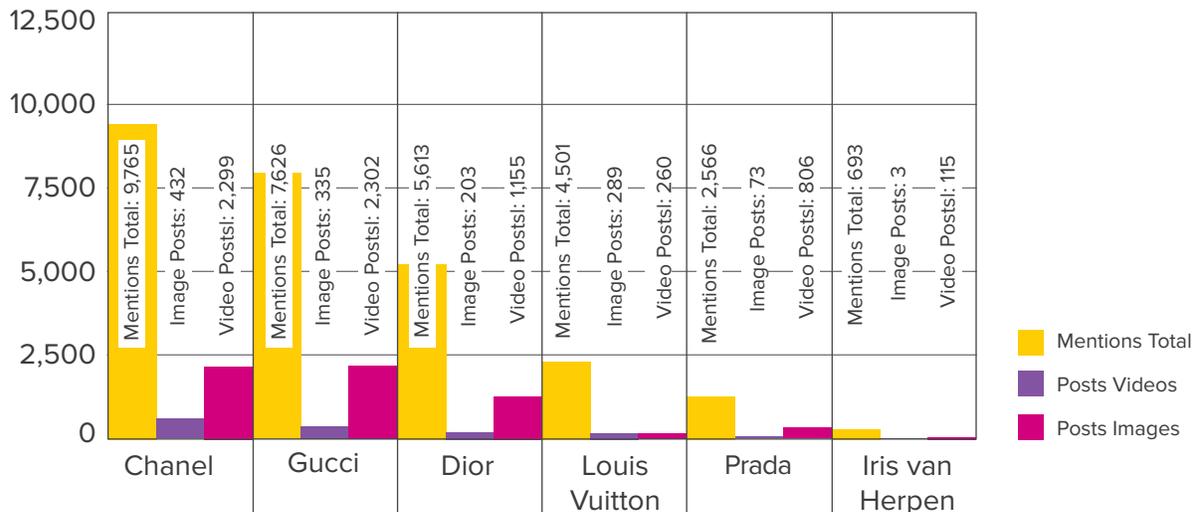
The most engaged brand distinction goes to fourth most loved brand Louis Vuitton (28) social rank.

Remarkably, with only 50% Chanel's brand love, Louis Vuitton reaped 96% more engagements, as well as six-fold more engagements per post.



Brand Love vs. Engagements vs. Engagements Per Post

If brand love can be calibrated to image and video posts, they must resonate with the market and be strategically distributed to achieve greatest reach, as Louis Vuitton revealed with its sprinkling of media posts which made the highest engagement impact.



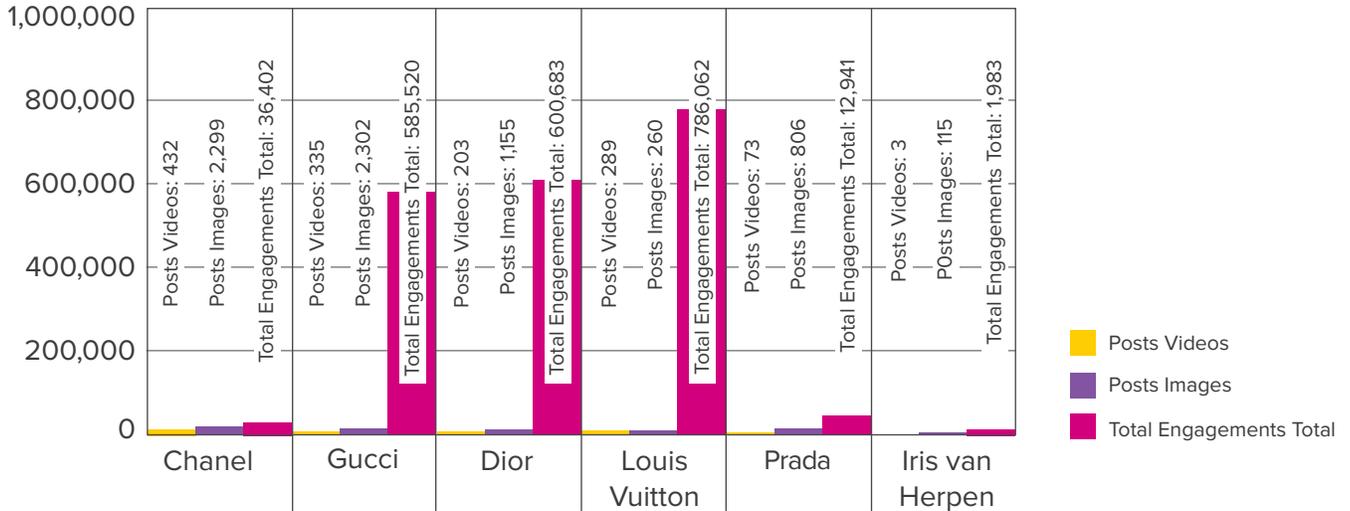
Brand Love vs. Image Posts vs. Video Posts



Louis Vuitton bags are so fun. loveyou



Chanel’s engagement level and reach registered a dismal next to last, despite the highest video and image investment.



Engagements vs. Image Posts vs. Video Posts

Dior, second most loved fashion brand, surprises in ranking second highest in engagements after Louis Vuitton, amazingly achieved with less than a third of Vuitton’s image and video posts.

Prada has nominal brand love, half of Louis Vuitton’s. Still, with more than triple Louis Vuitton’s images, it registers low engagement, indicating the need for a review of digital strategy in the Dutch market.

An analysis of Dutch luxury fashion would be remiss without a Dutch couture designer, Iris Van Herpen, a relative newcomer who is pioneering exotic textile and 3D printing garment construction. Several of her designs have been shown in museums around the world. Despite her significant global impact on the intersection between design, fashion and technology, she maintains a modest social media profile, by choice.



My favorite designer Iris van Herpen is also present with a few beautiful designs and gives an explanation of her working method in a TV interview. Beautiful expo!



## 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 and measured brand love by filtering into each brand a common set of keywords representative of emotive brand descriptors used in social media to communicate brand passion. The Dutch and English terms filtered are the following:

*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, loving, magnificent, outstanding, perfect, priceless, revolutionary, sexy, stun, super, superb, superior, terrific, thrill, top notch, vital, wonderful, world class*

*schattig, leuk, dol, lief, goddelijk, verbazen, verbaasd, verbaasde, verbazend, gaaf, mooi, beste, briljant, cool, behoefte, verlangde, wens, begeerte, genoeg, uitstekend, uitzonderlijk, boeien, opgewonden, boeiend, spannend, geweldig, fan, fantastisch, voorkeur, favoriet, favorieten, allerbeste, schitterend, eindeloos, ideaal, imponeren, geïmponerd, imponeert, indrukwekkend, imposant, ongelooflijk, ongelooflijk, graag willen, wilde graag, wil graag, verlangen, liefde, houden van, hield van, liefdevol, luv, verliefd, gek op, smoor, verzot op, groots, prachtig, perfect, te gek, revolutionair, sexy, verrukkelijk, super, magnifiek, superieur, reusachtig, sensatie, bovenste plank, onmisbaar, heerlijk, eersteklas.*

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:

This study was designed to measure Brand Love for Top Loved Netherlands Brands in six key British industries. The report is country-specific and the analysis was conducted in Dutch language using NetBase. Data timeline is one year, January–December 2017.

### This report includes:

- 1.53 million posts of earned mentions
- 12 months of data (January, 2017 to December, 2017)



## 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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