

Prophet

BRAND

RELEVANCE

INDEXTM

The most relevant brands
in the United States

2017

#ProphetBRI

CN

DE

UK

US

At Prophet, we believe that the strongest brands are the ones that are relentlessly relevant and are making a difference in consumers' lives. We surveyed nearly 13,500 customers on 275 brands across 27 industries to develop our customer-based brand relevance ranking.

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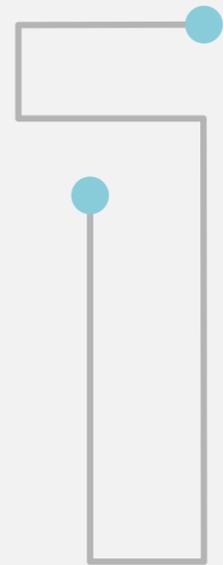
WHAT IS BRAND RELEVANCE?



DEFINING RELEVANCE

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 principles...

4 PRINCIPLES OF BRAND RELEVANCE



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 people's 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 fulfill a larger purpose.



PERVASIVELY INNOVATIVE

Brands that consistently innovate

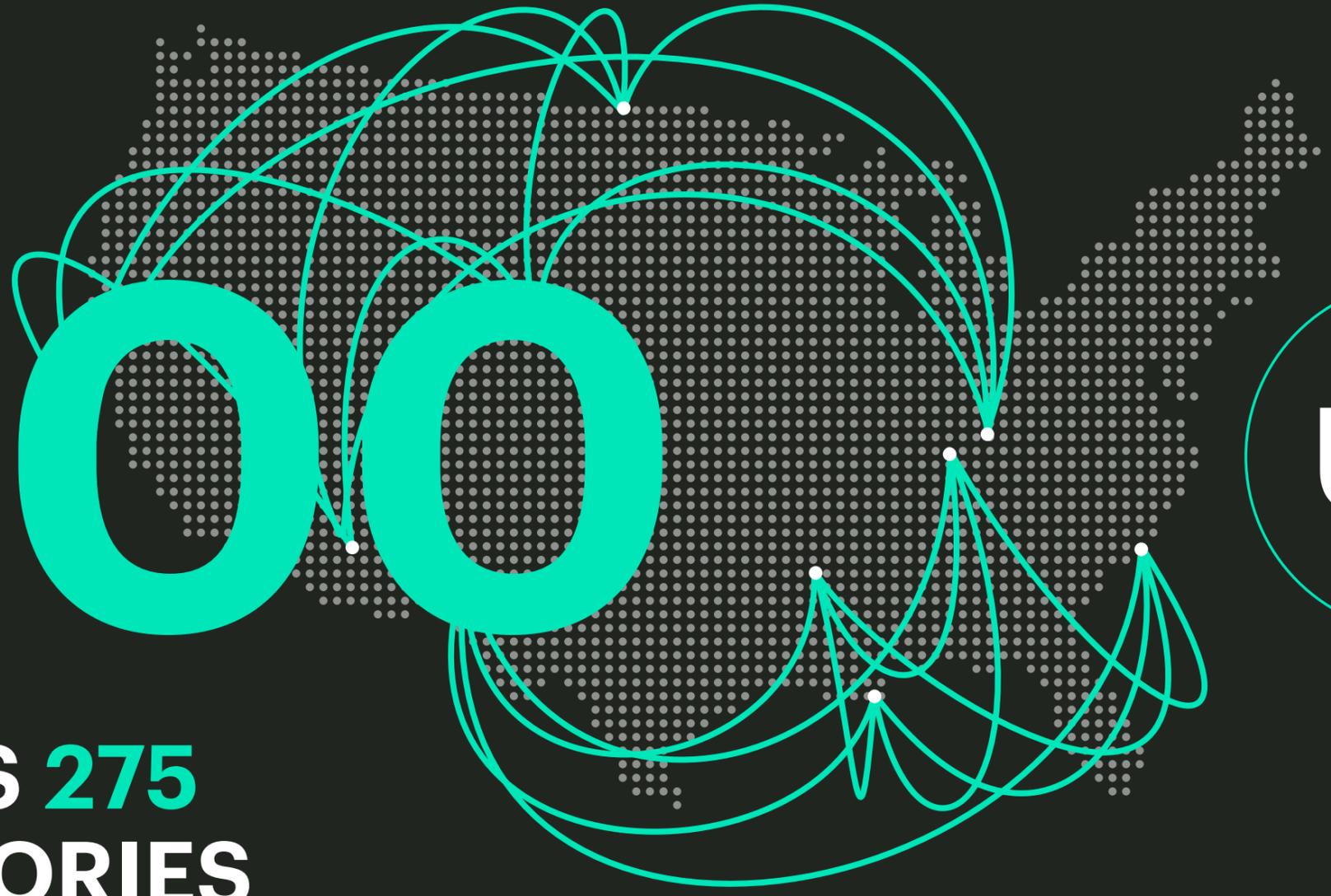
These brands don't rest on their laurels. Even as industry leaders they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs.

WE SURVEYED

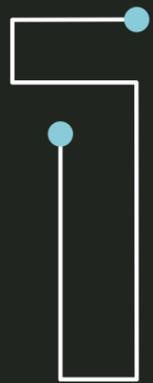
13,500

CONSUMERS ACROSS 275
BRANDS IN 27 CATEGORIES

US



WINNING ACROSS THE 4 PRINCIPLES OF BRAND RELEVANCE



CUSTOMER OBSESSED



RUTHLESSLY PRAGMATIC

Google



DISTINCTIVELY INSPIRED

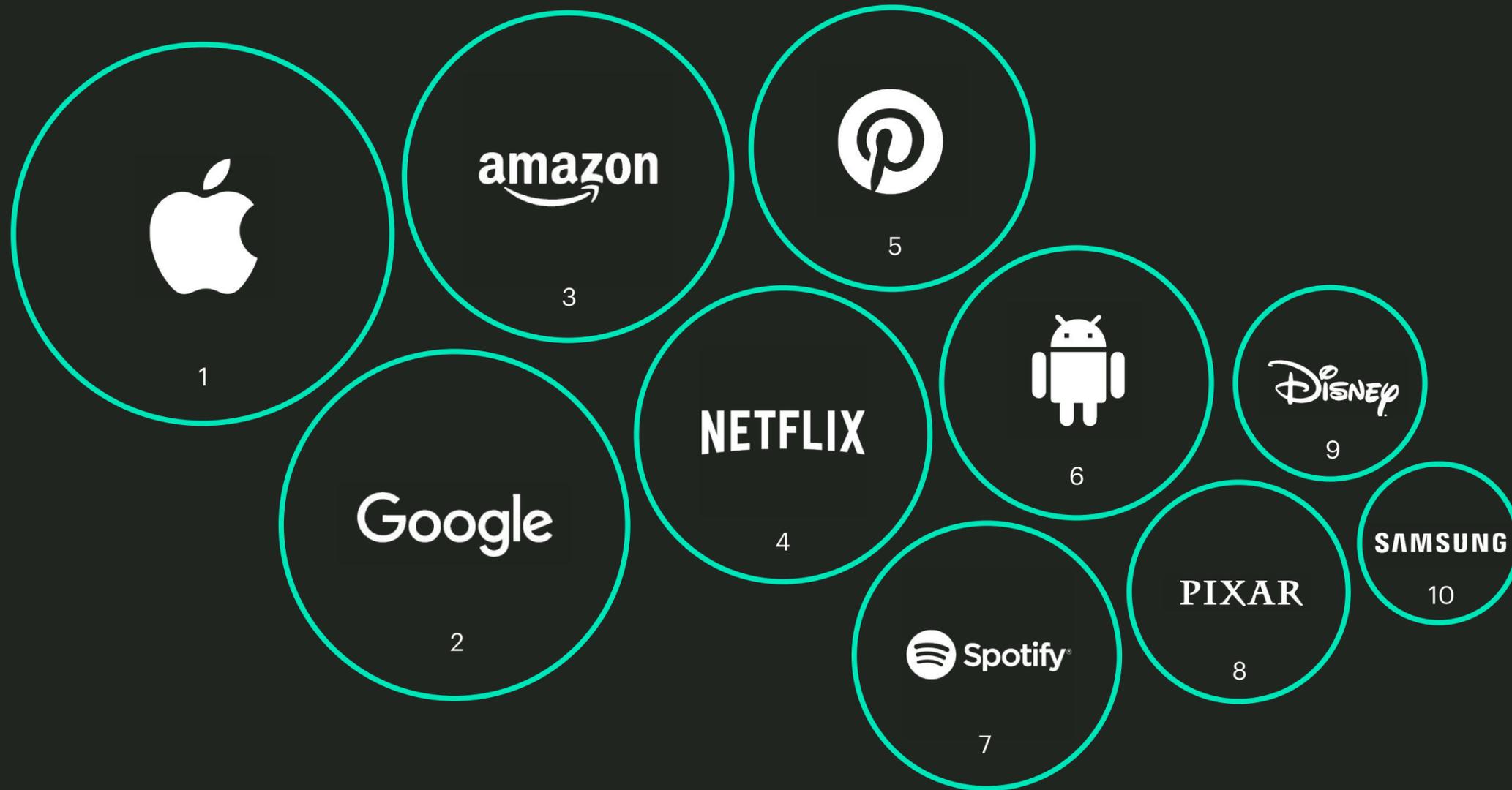


PERVASIVELY INNOVATIVE



Top brands

HOW IT ADDS UP



11 	12 pandora®	13 
14 	15 KEURIG	16 KitchenAid
17 	18 PayPal	19 
20 SONY	21 BOSE	22  Microsoft
23 	24 Fisher-Price	25  TOYOTA

THE TOP 50 BRANDS

01 	02 Google	03 amazon	04 NETFLIX	05 	06  ANDROID	07  Spotify	08 PIXAR	09 Disney	10 SAMSUNG
11 	12 pandora®	13 YouTube	14 	15 KEURIG	16 KitchenAid	17 	18 PayPal	19  fitbit.	20 SONY.
21 	22  Microsoft	23 	24 Fisher-Price	25  TOYOTA	26 	27 Crest.	28 Dove 	29 Tide	30 npr®
31 	32 	33  HONDA	34 	35  waze	36 BAND-AID®	37 	38 Southwest	39 HERSHEY'S	40  XBOX
41 Johnson & Johnson	42 MARVEL	43 	44 BILZARD ENTERTAINMENT	45 Etsy	46 adidas	47  UNDER ARMOUR	48 HBO® HOME BOX OFFICE®	49 Nintendo	50 

KEY FINDINGS

Social media brands continue to struggle:

Pinterest is in the **top 10**

Other brands like Facebook and Instagram **aren't in the top 50**

Sharing economy brands continue to grow:

Uber **jumped 118 spots**

Airbnb **jumped 113**

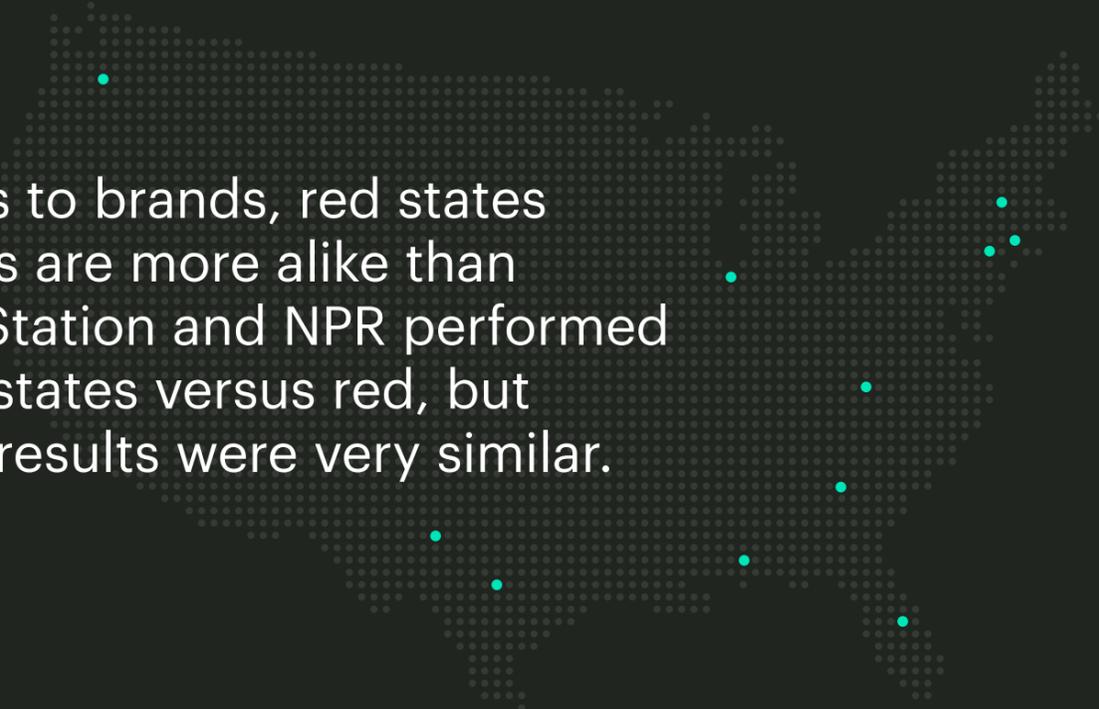
Beauty brands are losing relevance:

L'Oréal **dropped 72 spots**

Sephora **dropped 61 spots**

Digital gaming is on the rise:

More gaming brands in the top 50 than financial services, airlines, restaurants and auto brands combined.

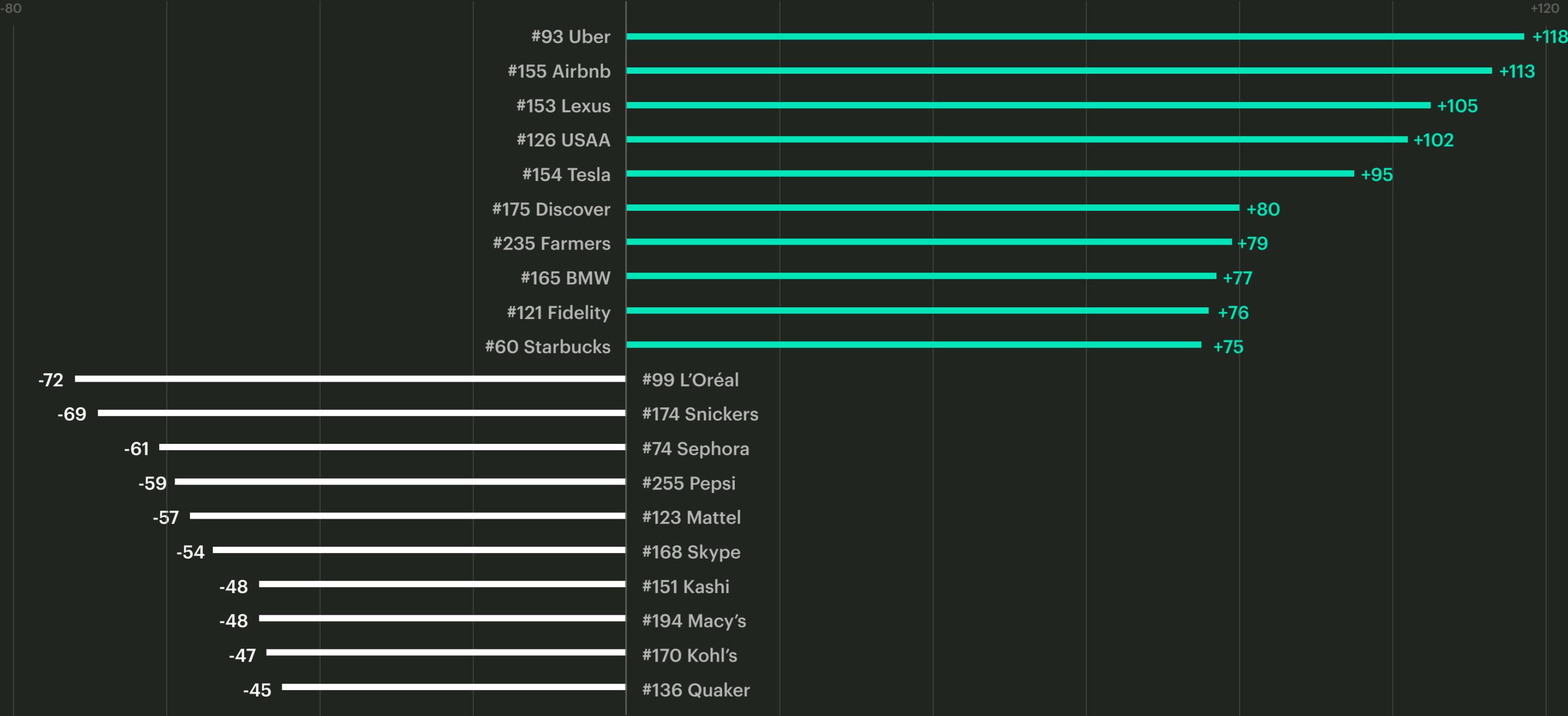


When it comes to brands, red states and blue states are more alike than different. PlayStation and NPR performed better in blue states versus red, but otherwise the results were very similar.

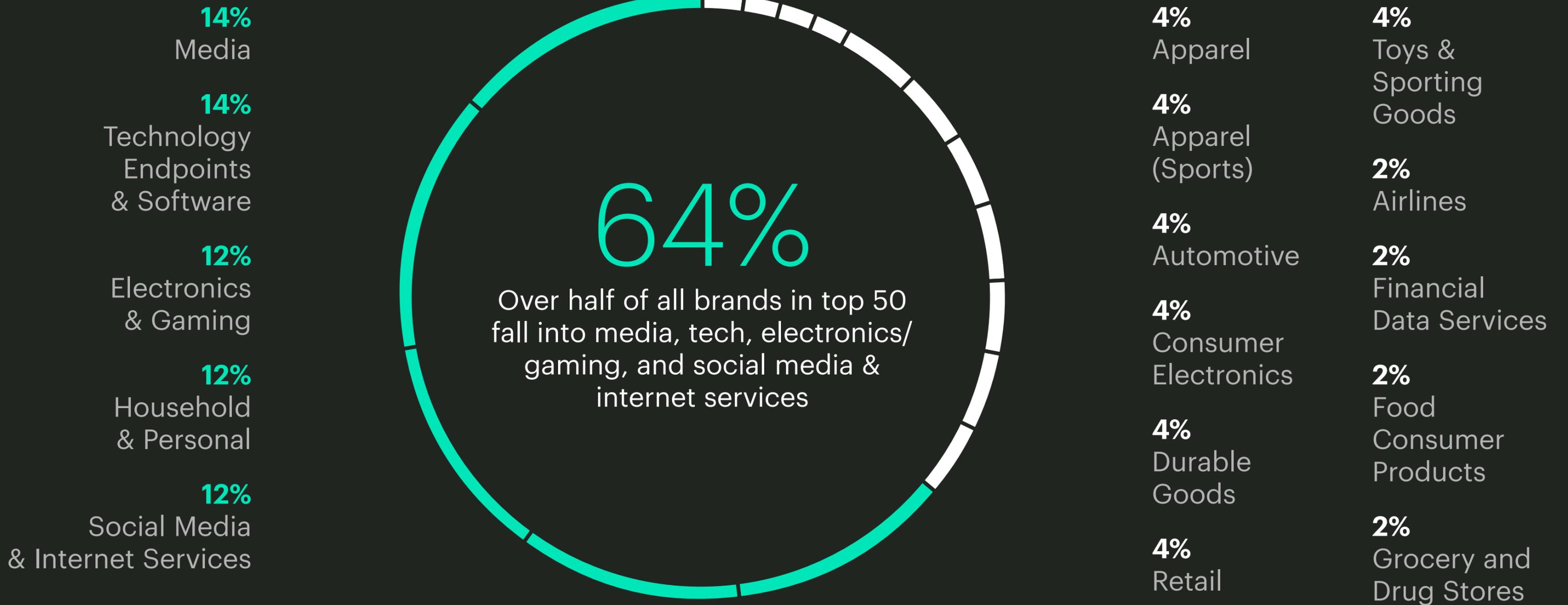
“It’s clear to be successful, brands need more than size and ubiquity. They must create a product that people love enough to integrate into their everyday lives. The brands that inspire this level of loyalty will ultimately grow the fastest because they are relevant in the moments that matter most to consumers.”

SCOTT DAVIS, CHIEF GROWTH OFFICER

BIGGEST MOVERS 2016 TO 2017



CATEGORIES IN TOP 50



MALE

FEMALE

APPLE



GOOGLE

AMAZON



APPLE

PLAYSTATION



AMAZON

NETFLIX

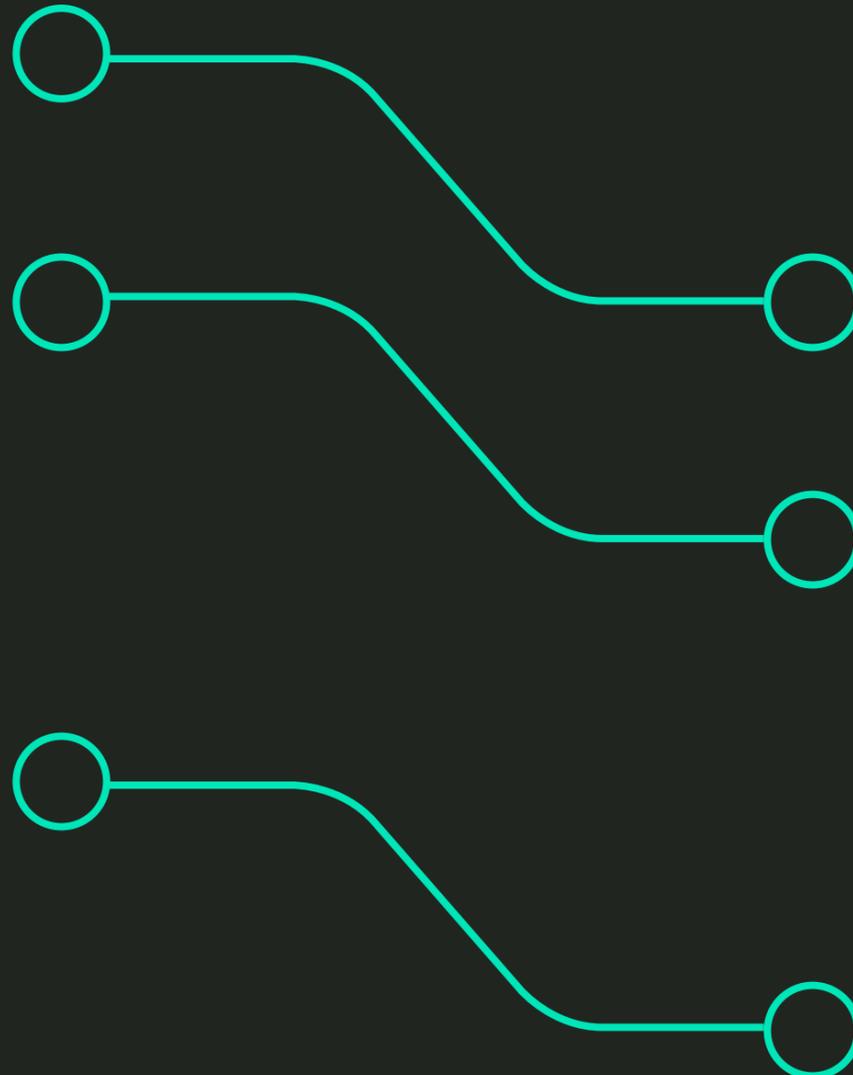


SPOTIFY

YOUTUBE

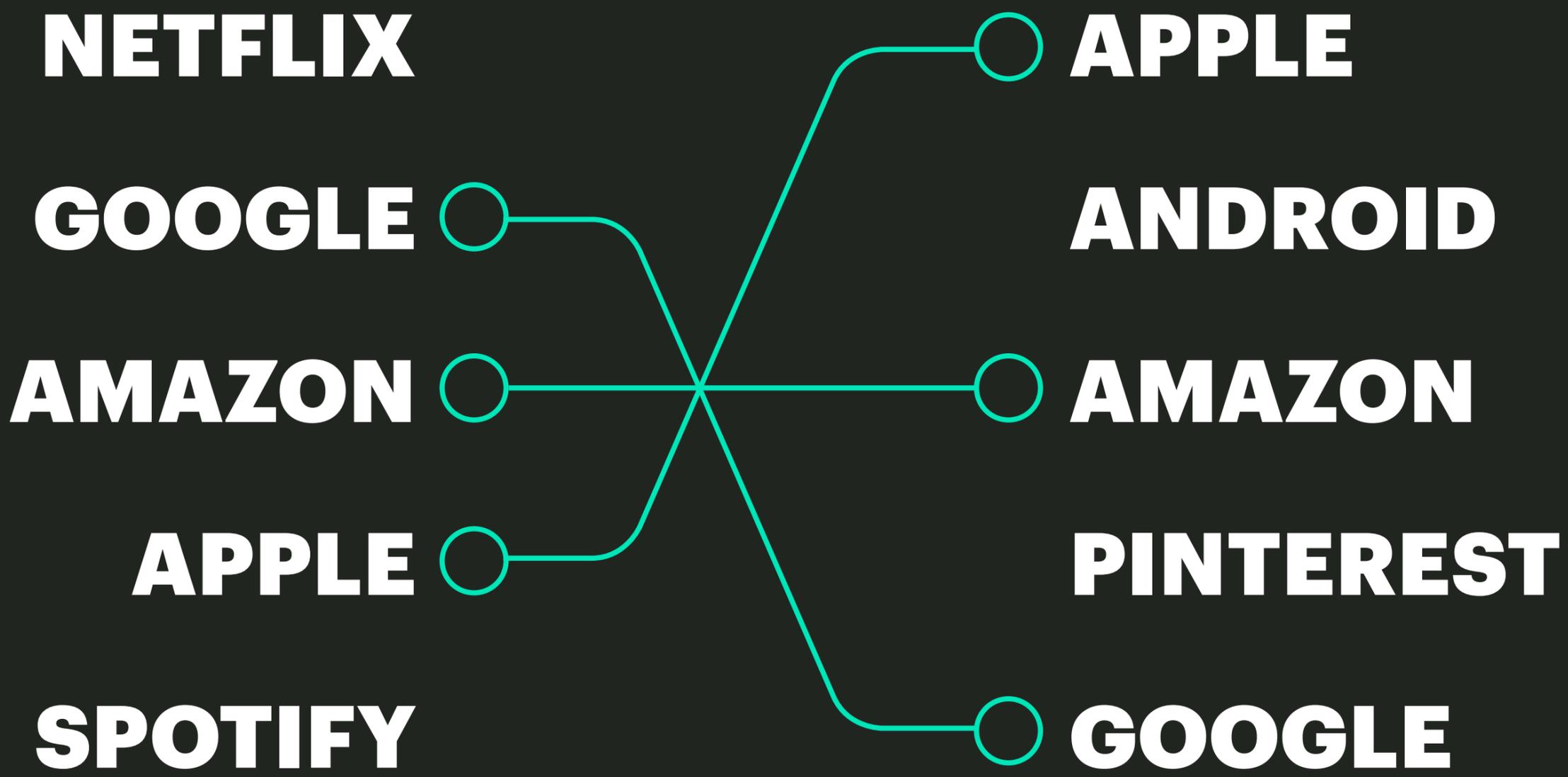


NETFLIX



MILLENNIAL

NON-MILLENNIAL





THE TOP 50
RELEVANT
BRANDS
IN CONSUMERS' LIVES

01 APPLE

Shinier than ever

You might think, a decade after the iPhone, that people would get bored. Yet Apple's relevance scores rose this year.

It grabbed the #1 spot on our U.S. list for the third consecutive year, and it came in first in both customer obsession and pervasive innovation. While we've long loved its devices, it's also bringing brand personality to things we can't touch, like Apple Pay and streaming services. Its connected ecosystem of hardware and software is undeniable and continues to spark loyalty and drive repeat purchases.

4 Brand Principles:

CUSTOMER OBSESSED



RUTHLESSLY PRAGMATIC



DISTINCTIVELY INSPIRED



PERVASIVELY INNOVATIVE



We have the inside scoop on what keeps Apple relevant

Let's chat about it

02 GOOGLE

The magic of machine learning

Like the artificial intelligence that informs its algorithms, Google is always learning, especially about staying relevant. It rises to No. 2 this year, and has nearly doubled its relevance score since our first ranking.

What's changed is its total dominance in pragmatism, ranking first in "available when and where I need it," "makes my life easier" and "delivers a consistent experience." Consumers rely on its ever-expanding offers, many of which are powered by machine learning, like its new Neural Machine Translation, which has catapulted Google Translate into more than 100 languages.

4 Brand Principles:

- CUSTOMER OBSESSED
- RUTHLESSLY PRAGMATIC
- DISTINCTIVELY INSPIRED
- PERVASIVELY INNOVATIVE



03 AMAZON

Primed for power

Amazon has found ways to extend into what may feel like every aspect of our lives, from delivering entertainment like *The Big Sick* to helping us manage household chores with Alexa. But what fuels Amazon’s relevance is its drive to make life easier.

It’s taking Prime membership, reportedly at 65 million¹, into rival Walmart’s territory, wooing new segments with cheaper options. And the biggest news, of course, is buying Whole Foods Market, shouting to the world how serious it is about reshaping America’s grocery shopping habits.

4 Brand Principles:



04 NETFLIX

Crown-ing content

While Netflix found its way into America’s living rooms as a renegade, it’s now an old friend and in 75 percent of homes that use streaming services².

Coming in as the fourth most relevant brand for the third time in a row, it’s clear its compelling—okay, addictive—programming is winning over both viewers and critics. (See its 91 Emmy nominations this year, more than any other network.) With *The Crown*, *Stranger Things* and *Master of None*, it is sparking a creative renaissance that just keeps getting stronger.

4 Brand Principles:



05 PINTEREST

Brave new world

Notice the popularity of quinoa bowls, reclaimed wood countertops or Icelandic vacations lately?

Thank Pinterest, whose inspirational powers push it up three spots in this year's ranking. The highest-rated social media platform on the list, it beats other brands by being both inspirational and pragmatic. Pinterest asks its audience (which is 71 percent women) "What if?" and then helps them discover new recipes, décor ideas, party decorations and more.

4 Brand Principles:



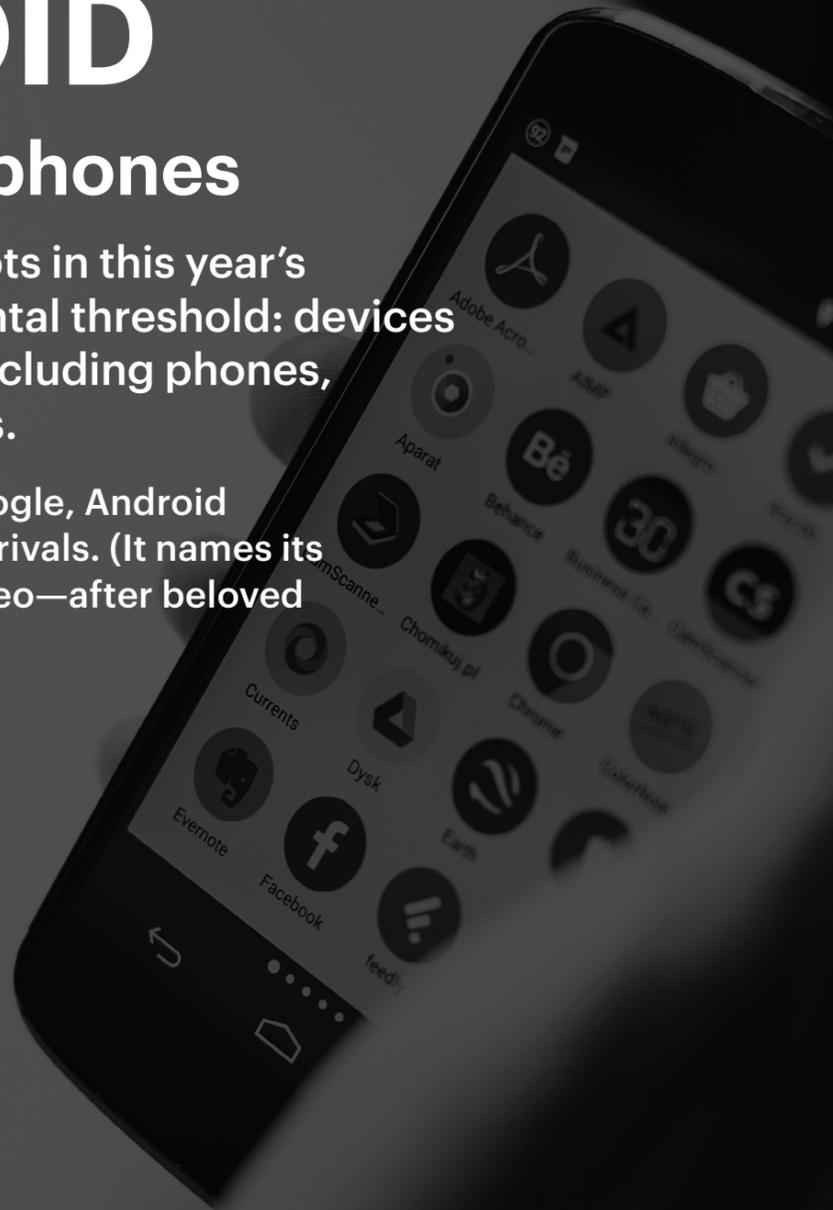
06 ANDROID

Sweetening smartphones

While Android slipped a few spots in this year's ranking, it soared to a monumental threshold: devices in-market surpassed 2 billion, including phones, watches, TVs and Chromebooks.

Built on the intelligence of parent Google, Android fosters a more playful approach than rivals. (It names its operating versions—like the latest Oreo—after beloved sweets, for example.)

4 Brand Principles:



Work with Prophet on strategies to make your brand more relevant Help me get ranked



“Life gets a little bit better when people can make more out of their moments—whether it’s cooking a new recipe, trying a different hairstyle, or redecorating their home. In these moments, people tell us they feel a spark of creativity and more confident. And they like that they can be themselves. We’re humbled that so many people have made Pinterest a part of their lives and made our brand relevant. We remain committed to **helping them discover what they love** and do those things in their real life.”

BARRY SCHNITT

SENIOR VICE PRESIDENT, MARKETING AND COMMUNICATIONS
PINTEREST

07 SPOTIFY

Finding the music you love

Spotify is back in the top 10 this year. With 60 million subscribers—twice as many as Apple Music—it puts more tunes into people’s ears.

Features like Discover Weekly and Release Radar link listeners to the very latest music, and it managed to recruit hold-out artists like Taylor Swift. As a premier sponsor of Google Home, it’s also making voice-controlled music a part of America’s daily life.

4 Brand Principles:



08 PIXAR

Joy and popcorn

More people say Pixar “makes me happy” and “connects with me emotionally” than any other brand we measure.

It ranks in the top three for inspiration too. As Pixar gears up for its next big releases—*The Incredibles 2* and *Toy Story 4*—it’s proving that viewers never stop loving old friends. Its intensely rewarding storylines translate to movie nirvana for all ages.

4 Brand Principles:



09 DISNEY

Tale as old as time

Like its Pixar division, Disney outperforms in customer obsession, ranking No. 2 for “makes me happy.”

This year, hit movies powered its performance, with four films topping \$1 billion, including *Rogue One*, its first stand-alone *Star Wars* film. *Zootopia* won an Oscar for Best Animated Feature, while the live-action *Beauty and the Beast* broke records. Plus, its digitally-connected theme parks and cruise line continue to be vacation destinations for millions of fans big and small.

4 Brand Principles:



10 SAMSUNG

Relevance = resilience

Scoring high for both pragmatism and innovation, Samsung reigns as the favorite of phone geeks.

Sure, the Galaxy Note7 recall was a major fiasco, but brands this relevant bounce back. While 60 percent of Samsung phone owners have a negative perception about the massive recall, 86 percent plan to buy a Samsung phone again³. And its other consumer electronics—tablets, TVs, appliances and smarthome devices—are winning plenty of awards and attention.

4 Brand Principles:



11 PLAYSTATION

Excelling at exclusivity

Fans love this game console’s wildly innovative streak, ranking it No. 2 in “pushes the status quo.” Its popularity was powered by best sellers like *Uncharted 4: A Thief’s End* and *Horizon Zero Dawn*.

But much of its devotion stems from how it takes care of customers. it continually enriches its loyalty program, giving members free games, discounts, cheap movie rentals, and most importantly, access to an enhanced community of gamers.

4 Brand Principles:



12 PANDORA

Music for your heart

This internet radio pioneer knows its listeners so well that it ranks No. 3 in “connects with me emotionally.”

76 million listeners tune in for about 23 hours per month to both find new music and listen to familiar favorites. Its premium version has access to the same 40 million songs its competitors do, but Pandora “knows” your tastes and helpfully steers you away from a karaoke version of “Despacito” and toward the next new Bruno Mars hit.

4 Brand Principles:



13 YOUTUBE

The vastness of video

Everyone knows YouTube is feeding the world’s ever-growing appetite for video.

But most don’t realize how hungry we are: YouTube has 1.5 billion logged-in viewers each month, spending an average of one hour per day. It’s America’s second biggest streaming service, with 53 percent of the market, substantially more than Amazon Prime or Hulu⁴. And the new YouTube TV service gives viewers a convenient, affordable way to say goodbye to cable.

4 Brand Principles:



Work with Prophet on strategies to make your brand more relevant

Help me get ranked

14 NIKE

Still doing it

Athletic brands lost ground this year as Olympic hoopla faded, but Nike still ranks highest in the category.

To be sure, much of its relevance comes from Nike athletes, who inspire consumers to find their inner superheroes. And this year, it took a brave political stand with its equality ads. But Nike also dominates relevance from the pragmatic side: It's seen as a company that makes better products than its competitors.

4 Brand Principles:



15 KEURIG

One cup at a time

Plenty of consumers go crazy for Keurig at home, with its promise of a perfectly brewed beverage every time.

But they also love the way it has expanded its offerings, providing them a more convenient and cheaper way to drink favorite brands like Dunkin' Donuts and Starbucks. And it's giving the eco-conscious who shun it 10 billion reasons to reconsider: Keurig is changing the plastic in its K-cups to make them more recyclable⁵.

4 Brand Principles:



16 KITCHENAID

The chic chef

Not everyone cares what the hot colors are for kitchen décor or how to style a sliced strawberry crepe cake.

But enthusiastic foodies know this is a brand that gets them, helping them flaunt their fiendishly impressive skills. Its appeal to pros gives it credibility, but its accessibility makes it an attractive option for everyone. Really, could we expect anything less from the company that made the first dishwasher?

4 Brand Principles:



17 INTEL

Inner wisdom

Intel may be the best reminder that delighted customers often know more about what they want than all the pundits combined.

Experts continually count Intel out because it was way too late to the mobile party, and may have missed the bus on car electronics. But it's rising in our ranking because it means so much when people shop for computers. With sales of higher-end desktops blazing, Intel is hitting record revenues.

4 Brand Principles:



18 PAYPAL

Who needs cash?

With its mission to democratize money, this brand scores highly for its ruthless pragmatism.

No matter how much dough we have, PayPal is the king of cash handling, making moving money around as effortless as if we were actually rich. And as it sets its sights on America's 70 million "unbanked," we expect even more will agree that PayPal does more to "make my life easier" than almost any other brand.

4 Brand Principles:



19 FITBIT

Tireless workout buddy

With millions trying to live healthier, Fitbit is one of the fastest climbers in our Index, and ranks No. 2 in "has a purpose I believe in."

Its growing level of relevance, even as sales slow, is proof that people love the way Fitbit motivates them through sluggish workdays and weekend downtime. And we're keeping our eyes on the watch—the looming Fitbit smartwatch that many believe will give Apple a run for its money.

4 Brand Principles:



20 SONY

Quality that spans categories

Sony stays relevant by translating its impressive quality standards across a remarkably wide span of products—TVs, cameras, tablets, a home stereo experience and wristwatch.

Its new OLED Bravia TV has critics drooling and has re-sparked its innovation muscle. New items coming soon are paper electronic watches, self-flying drones and Aromatic, a digital scent dispenser. (Inventors say to think of the lipstick-sized device as a "Walkman of fragrances.")

4 Brand Principles:





“Our mission for the past 10 years has been to help people around the world be healthier. We know getting and staying healthy can be hard, so we strive to deliver fun and inspiring experiences that motivate and support people on their health and fitness journey. We have the hearts, minds and data of all the people around the world that make up our community—and we’re with them 24/7. Our **unwavering purpose** and **brand accessibility** have been key to our relevance and success in helping millions of people across the globe get healthier.”

TIM ROSA
CMO
FITBIT

SONY®

“We continuously challenge ourselves to find new and innovative ways to inspire curiosity and surpass our customers’ expectations by creating products, services and experiences that only Sony can offer. From pushing the status quo on gaming and entertainment with PlayStation, igniting creativity through extraordinary experiences at the Sony Square in New York City, to rewarding our most loyal and engaged customers with Sony Rewards, we continuously work to **create a strong emotional connection with our customers**, wherever they might be.”

STEVEN FULD
SVP OF MARKETING
SONY

21 BOSE

The sleekest sound

Bose built its reputation appealing to design aficionados who love its looks as much as its sound.

But what’s propelling Bose’s relevance these days is not just products. It’s making it easier for people to use those products anytime, anywhere—on a camping trip, during a workout or, perhaps most notably, in a car. Bose ranks fourth among all brands in our Index on “has better products, services and experiences than competitors.”

4 Brand Principles:



22 MICROSOFT

An indispensable ally

While Microsoft is one of the few tech brands losing relevance this year, it’s still in the top 10 when measured by “I can’t imagine life without it.”

It’s cultivating a sense of cool with products like the Surface Pro 4 tablet, virtual assistant Cortana and HoloLens mixed-reality headsets. More than 70 million people use Office 365 every month, while Windows 10 powers more than 400 million devices around the world.

4 Brand Principles:





“Microsoft is seeking to fulfill technology’s ultimate promise to help empower everyone to achieve more. We believe an important aspect of creating and maintaining brand relevance lies in **empowering people** and **providing technology that helps transform how they pursue their passions**. There are many people using our technologies to make a difference, achieve their dreams, and we are humbled by the opportunity to participate and tell their stories.”

JEFF HANSEN
GENERAL MANAGER
MICROSOFT BRAND STUDIO

23 THE NORTH FACE

A practical parka

This is the only top 50 apparel brand to gain relevance this year.

And as tempting as it might be to credit that strength to its awe-inspiring marketing imagery or its commitment to protecting America's public land, its real power is simpler—America wants to keep warm and look sharp. People rank it highest for how well it performs, saying it makes products that are better than its competitors.

4 Brand Principles:

CUSTOMER OBSESSED



RUTHLESSLY PRAGMATIC



DISTINCTIVELY INSPIRED



PERVASIVELY INNOVATIVE



Work with Prophet on strategies to make your brand more relevant

Help me get ranked

24 FISHER-PRICE

Toys for happier babies

Parents may love to watch their babies chew on the Little People toys they remember from their own childhoods, but it would be wrong to think Fisher-Price runs on nostalgia.

Babies deserve good toys, and this brand gains relevance from its commitment to making quality products that help kids play, learn and grow, scoring highly on “has a purpose I believe in.”

4 Brand Principles:



25 TOYOTA

The count-on-me car

The highest-ranking auto brand, Toyota continues to satisfy owner demand for reliability, with three of its models—Camry, Corolla and RAV4—among this year’s 10 best-selling vehicles.

Consumers say “I know I can depend on it,” and while sales of the Prius have withered, Toyota still scores well with eco-conscious drivers. It has been named *Fortune’s* most-admired car company three years in a row, and with its increasing commitment to American-based manufacturing, it’s thriving.

4 Brand Principles:





26 LEGO

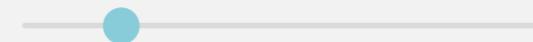
Partners in play

LEGO, an old standby, scores high in both inspiration and innovation measures.

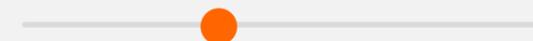
And it's finding new audiences with hits like *The LEGO Batman Movie*. While there have been bumps, including management upheavals, the company is intensifying its role as a champion of children, providing toys for Syrian refugees, deepening its commitment to the environment and stepping up efforts to keep kids safe in the realm of digital play. Parents know LEGO has their back.

4 Brand Principles:

CUSTOMER OBSESSED



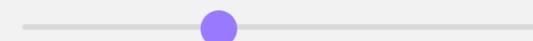
RUTHLESSLY PRAGMATIC



DISTINCTIVELY INSPIRED



PERVASIVELY INNOVATIVE





“By speaking directly with consumers, we’re able to determine which brands are **truly indispensable to people’s lives** and how forces like technology are changing consumer behaviors. Business leaders and brand builders can use our Index to identify both areas of strength and ways to improve the relevance of their brands.”

JESSE PUREWAL
ASSOCIATE PARTNER
PROPHET

27 CREST

Toothpaste we trust

Toothpaste has never been the sexiest category, but of all the brands we track, Crest ranks No. 1 in “meets an important need in my life.”

(It’s also pretty darn high on “I can’t imagine my life without it” and “I trust.”) Crest works hard for that credibility, with popular innovations like Crest 3D Whitening and partnerships like the Crest Scope line.

4 Brand Principles:



28 DOVE

Finding beauty within

Dove has kept women clean for decades, but its connection with them comes from its social media and advertising messages that empower and inspire.

Its #RealBeauty videos, shared millions of times, connect women with their braver selves. Besides extending its beauty message to #RealMoms, #RealDads, and a trans-parent in an ad that shatters stereotypes, it’s ready for primetime, inking a deal with mega-producer Shonda Rhimes, creator of TV hits like *Grey’s Anatomy* and *Scandal*.

4 Brand Principles:



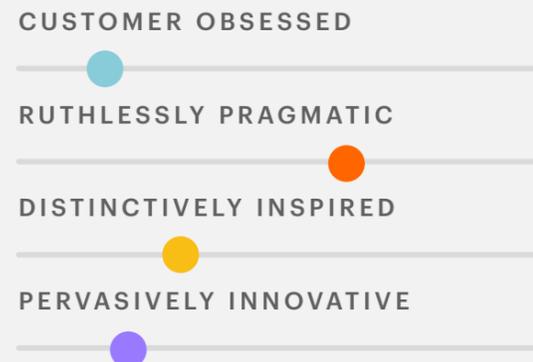
29 TIDE

Livening up the laundry room

With a 40 percent market share⁶, Tide could get away with slacking.

But it understands that while people don't take laundry very seriously, they do some seriously gross things with towels. And it harnesses pop culture in a way few others can. (Who else could cast the NFL's Rob Gronkowski opposite *Arrested Development's* Jeffrey Tambor in a Super Bowl spot for a win?) Most of all, it cleans clothes, ranking in our top three for ruthless pragmatism.

4 Brand Principles:



30 NPR

News that inspires

The only nonprofit to make our top 50, NPR wields astonishing levels of emotional capital, earning high marks for “makes me feel inspired,” “makes me happy,” and is No. 1 for “has a purpose I believe in.”

In a year when “fake news” and media bias was news itself, NPR put joy back in listening. Besides award-winning news, it excels at covering music and the arts, comedy and cooking, as well as dominating the podcast universe.

4 Brand Principles:



31 TRADER JOE'S

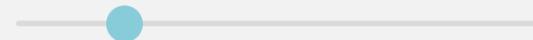
The friendly place for foodies

Trader Joe's, which gallops up 36 notches to break into the top 50 this year, is a marketing enigma. No advertising. No social media. No intention to step into e-commerce.

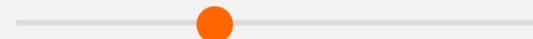
Yet consumers love strolling through its store aisles, soaking in the kitschy tiki vibe and stocking up on delectable private-label offerings, which account for about 80 percent of its sales. They browse its "Fearless Flyers," delight in Two-Buck Chuck and feel rewarded by its value, quality and friendliness.

4 Brand Principles:

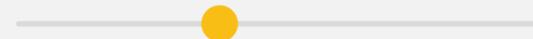
CUSTOMER OBSESSED



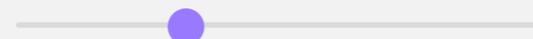
RUTHLESSLY PRAGMATIC



DISTINCTIVELY INSPIRED



PERVASIVELY INNOVATIVE



32 COSTCO

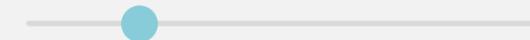
The club with clout

Costco's 88.9 million members say it is trustworthy, consistent and meets important needs in their lives, including tires, treadmills and jumbo boxes of Triscuits.

In exchange for a \$60 membership fee, consumers get access to Costco's never-ending treasure hunt. Especially beloved is its Kirkland Signature line of private-label goods, which includes everything from high-quality organic foods to diapers to surfboards. Executive memberships inspire even more loyalty, with 2 percent cash back.

4 Brand Principles:

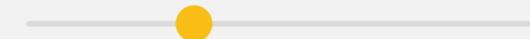
CUSTOMER OBSESSED



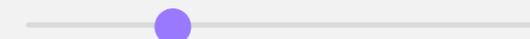
RUTHLESSLY PRAGMATIC



DISTINCTIVELY INSPIRED



PERVASIVELY INNOVATIVE



33 HONDA

The innovative import

Honda leads its competitors by many measures.

It's Kelley Blue Book's most awarded brand this year, for example, and it dominates resale value lists, with its Civic, Accord and super-practical Odyssey Minivan. While it's seen as consistent, dependable and trustworthy, it's also an innovator. Clarity, for example, is the first hydrogen fuel-cell car that *Car and Driver* says "finally doesn't feel like a science experiment."

4 Brand Principles:



34 LG

Masterfully modern

LG earns high marks for being modern and in touch.

Fans adore its sleek new V30 smartphone, and it dominates in appliances, winning more J.D. Power awards for kitchen and laundry machines than any other brand⁷. Products are pretty and⁸ insanely innovative: Knock twice on its InstaView refrigerator and a panel becomes transparent so you can see inside. And the LG TwinWash lets users do two separate loads of laundry *at the same time*.

4 Brand Principles:



Work with Prophet on strategies to make your brand more relevant | Help me get ranked

35 WAZE

For all who wander

The only app to make our top 50, its “How do I get there?” prowess takes navigation to new levels.

Because the traffic information is crowd-sourced and not based on algorithms, it’s more accurate, helping users skirt traffic tie-ups in real time, find parking and text friends their arrival times. Seen as modern, in touch and always available, its whimsy is hard to resist too: Who doesn’t want their route sung by a British boy band?

4 Brand Principles:



36 BAND-AID

Stuck on you

America has been stuck on BAND-AID for some 90 years.

But this brand doesn’t just stay in our medicine cabinets. With warm touches like *Finding Dory* or *Cars 3* bandages, for example, or easy-to-create first-aid kits, BAND-AID ranks No. 1 in “I know I can depend on.” Ads build emotional connections, from inspirational stories to funny finger tutting with P-nut.

4 Brand Principles:



37 HP

The artistry of tech

HP melds practical durability with tech beauty, creating sculpture-like desktops and wrapping laptops in stunning ash silver and copper tones.

By deploying designers to work side-by-side with developers, it discovers innovations that are pretty and practical, including 360-degree hinges that change the way people compute and ever-tinier printers. No wonder it's regained its dominance in the PC world, with 21 percent market share and a growing printing business⁹.

4 Brand Principles:



This could be your company next year [Ask how](#)

38 SOUTHWEST AIRLINES

Kinder, gentler air travel

It's taken three years, but we're delighted that an airline—one of the most loathed categories of brands we measure—has finally clawed its way into the top 50.

And we're not surprised that it's Southwest, which continues to build on its deeply personal approach to taking flight. In a tough year across the board for the industry, Southwest continues to find multiple ways to win hearts and minds. And tout their difference in [funny, yet effective ads](#).

4 Brand Principles:



39 HERSHEY'S

It's good to be bad

While there are swankier sweets out there, Hershey's—always perfectly positioned in the impulse alley of the supermarket—makes snacks that speak to us when we're feeling a little indulgent.

Millennials are especially keen on the brand, and Hershey's keeps them happy with innovative twists on old favorites, such as Reese's Crunchy Cookie Cups and key lime pie-flavored Twizzlers.

4 Brand Principles:



40 XBOX

Courting indie gamers

While PlayStation 4 dominates the console market, those who choose Xbox are from a different mold and want to play in the Microsoft ecosystem.

While some will talk about hardware, specs, graphics or the looming Xbox One X, most just want to play its signature games, whether it's *Halo: The Master Chief Collection* or *Forza Horizon 3*. And it's so serious about cultivating indie games that Microsoft is turning every console into a developer's kit.

4 Brand Principles:



41 JOHNSON & JOHNSON

Babying new parents

Almost everyone can envision a bottle of the original golden "No More Tears" baby shampoo.

But Johnson & Johnson keeps its products current and relevant by giving parents more information about how to raise a baby right. From soothing bedtime washes, videos about swaddling and massage, and an app to help get infants to sleep, it's as gentle with new moms and dads as it is with brand-new babies.

4 Brand Principles:



42 MARVEL

Our temperamental heroes

Spider-Man. Iron Man. Guardians of the Galaxy. The Avengers. The Fantastic Four.

These oh-so-very-human superheroes have driven the meteoric rise of Marvel, morphing Stan Lee’s iconic comics into an interconnected network of badassery, with movies, TV, digital, gaming and apps. Many story lines touch and build on one another, creating franchises far more energized than a single movie release could ever be.

4 Brand Principles:



43 ELECTRONIC ARTS

Galaxies of gamers

Electronic Arts, known for franchises like *Battlefield*, *Madden* and *The Sims*, understands that the fun isn’t so much in the game itself as the people we play with.

It excels at fostering expanding communities of players, with live services that are content-rich and event-focused. *Battlefield* has more than 21 million players; *FIFA Mobile* has 95 million¹⁰. Overall, EA has 300 million registered users around the world¹¹.

4 Brand Principles:



44 BLIZZARD ENTERTAINMENT

Glorious geekdom

Before there were conventions and elaborate shooter scenarios, out-there gamers immersed themselves in fantasy and science fiction.

With franchises like *World of Warcraft*, *StarCraft*, *Hearthstone* and *Overwatch*, Blizzard continues to find new ways to make this tribe—now with a record 46 million average monthly users—happy with new launches. More importantly, game experiences are so rewarding that these users are also spending a record amount of time playing.

4 Brand Principles:



45 ETSY

eCommerce that inspires

Everyone can find something on Etsy, especially now that it's begun selling mass-produced goods along with handcrafted wonders.

But fans don't just call it modern and inspiring because it offers vintage jewelry, tomato soap and throw pillows. They also love it because it's a community for characters: Who doesn't admire a club that's home to squirrel skimmers and those who handcraft "Spit happens" baby bibs?

4 Brand Principles:





46

ADIDAS

Fast-gaining footwear

While Nike and Under Armour are having rough years, adidas is setting sales on fire, doubling its U.S. market share.

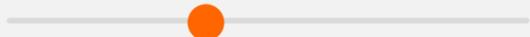
Of the top 10 best-selling shoes, it owns three. Yes, it keeps building buzz with collaborations like the impossible-to-get Yeezy with Kanye West. But it's also winning on performance with its Boost running shoes, and on style with the ultra-cool Originals and Neo fashion lines. It also knows what people love, expanding its Major League Soccer sponsorship by six years.

4 Brand Principles:

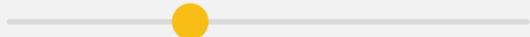
CUSTOMER OBSESSED



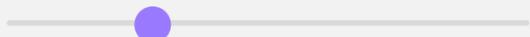
RUTHLESSLY PRAGMATIC



DISTINCTIVELY INSPIRED



PERVASIVELY INNOVATIVE



47 UNDER ARMOUR

Regaining its footing

Under Armour got caught up in some national politics this year, with its chairman managing to get tweet-blasted from both the left and the right.

But all that crossfire, we think, may actually add to its relevance in the long term: With athletes like the NFL's Tom Brady and MLB's Bryce Harper, it intends to be part of any and all conversations. This relevance story is one we'll continue to watch.

4 Brand Principles:



48 HBO

Let there be dragons

HBO is knocking it out of the Seven Kingdoms.

The season seven premier of *Game of Thrones* set viewing records for HBO and all its streaming services, a 50 percent jump from the premier the prior year. And with beloved shows like *Veep*, *Curb Your Enthusiasm*, *Westworld* and *Silicon Valley*, it's showing those up-and-comers like Amazon, Hulu and Netflix that it won't be de-throned anytime soon.

4 Brand Principles:



Work with Prophet on strategies to make your brand more relevant Help me get ranked

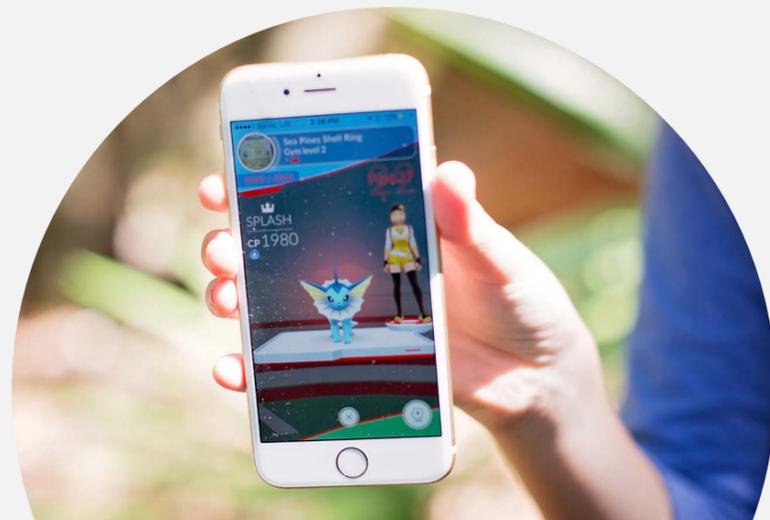
49 NINTENDO

Gotta catch 'em all

Nintendo was ranked highly in “makes me happy,” which should come as no surprise to the millions who fell in love with *Pokémon Go*—its game-changing augmented reality offering.

And fans are snapping up its new Switch console, along with *Zelda: Breath of the Wild*, its most popular game for the device.

4 Brand Principles:



50 FOOD NETWORK

Wooing culinary spectators

In real life, cooking can be exhausting, but Americans don't seem to tire of living the culinary high life via the Food Network.

This closely-followed media brand ranks No. 3 in “makes me feel inspired,” and chefs like Bobby Flay and Guy Fieri feel like part of the family. More importantly, it keeps finding new ways to engage with fans, with hot blogs like “The Smitten Kitchen,” a magazine, helpful videos and a tasty social media menu.

4 Brand Principles:





TOP BRANDS CONTINUUALLY REINVENT

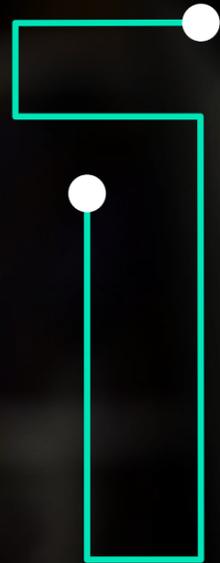


THEMES

When we looked at the highest performers, we observed that they have **five ways** of continually reinventing themselves.

The top brands have the commitment to stay ahead of customer needs and market trends—and they have the discipline to execute on the insights they develop.

These insights form the foundation for ideas that become game-changing innovations.



RESHAPING

Becoming “everyday essentials” by reshaping consumer routines.



amazon

- Invested heavily in re-training consumers in how to stock up on household staples through offerings like Amazon Basics, Prime Pantry and Prime Now
- These innovations have driven ever-greater expectations for price and convenience. With the acquisition of Whole Foods, Amazon is ensuring that these increased expectations in convenience don't force sacrifices in quality
- Ranks as the #2 brand in “makes my life easier” and the #3 brand in “I can't imagine living without”

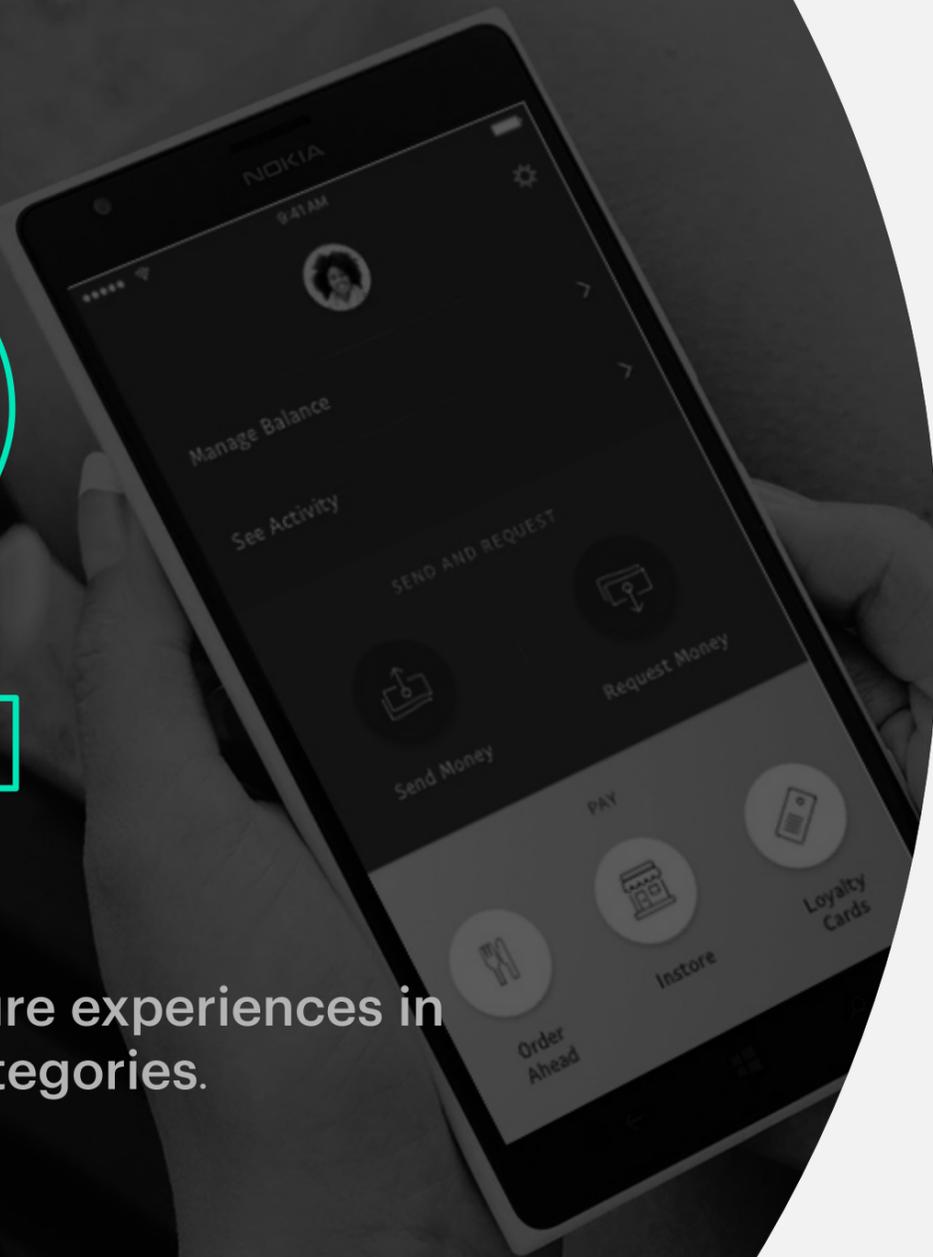
KEURIG®

- While coffee at home once required time and patience, Keurig has taught customers to demand faster, fresher coffee
- In a landscape of faceless coffee machines, Keurig brings consumers a new coffee ecosystem, getting them hooked on the ease of K-Cups
- Ranks as the #8 brand in “makes my life easier” and the #9 brand in “I can't imagine living without”



CREATING

Creating signature experiences in transactional categories.



PayPal

- Has consistently won over customers by simplifying the digital checkout process
- It continues to update its digital tools to make mobile payments easier for both small business owners and consumers
- It's outperforming traditional payment brands like Visa (#63) and MasterCard (#119)
- Customers rank PayPal as #4 in "makes my life easier" and #6 in "is available when and where I need it"

Southwest

- In a year of airlines making headlines for mistreatment of passengers, Southwest's reputation for transparency, flexibility and fairness shines brighter than ever
- Southwest gives the air travel experience a uniquely human touch, highlighting empathy in its policies and using messaging with language like "love" and "heart"
- Southwest is the only airline in the top 50, scoring dramatically higher than the next best airline, Alaska Airlines at #182



INNOVATING

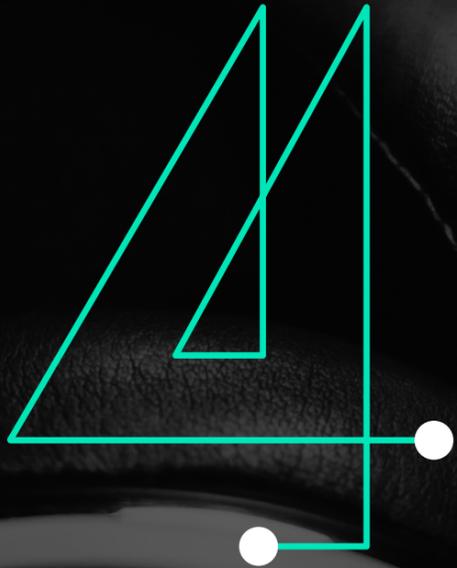
Innovating “classics” while maintaining dependability and quality

Tide

- Tide is a household staple that commands a premium for providing a consistent, dependable clean
- Product innovations stay close to the core, evolving the definition of what “clean” truly means, from eco-friendly to gentle on skin
- Ranks as #2 in “I know I can depend on” and #2 in “I trust”

BAND-AID[®]

- Has a name that defines the bandage category, and remains true to its roots of consistent, reliable quality
- Deepens and enriches customer trust with niche innovations that meet specific customer needs (high heels) or provide benefits (antibacterial)
- Ranks as #1 in “I know I can depend on” and #1 in “I trust”



FACILITATING

Facilitating discovery by delivering the right content in the right context



- Dynamic, AI-driven content feeds create an intuitive environment for consumers to narrow in on exactly what they want to see
- Pinterest was the frontrunner in making images the entry point for all types of content discovery, including recipes, articles, e-commerce, etc.
- Ranks as #1 in “engages me in new and creative ways” and #1 in “makes me feel inspired”



- Excels in highly personalized recommendations based on musical genre, time of day and social/cultural context
- Offerings like “Discover Weekly” or “Your Summer Rewind” give every user an experience that is unique to them
- Their subscriber base is over twice that of Apple Music
- Ranks as #4 in “makes me happy”



OFFERING

Offering tangible consumer benefits in return for personal data



- Gives users a direct payoff for sharing their data, by crowdsourcing real-time traffic information and translating it into clear time-saving feedback
- Data collected through the collaboration of a community of users enables them to stand out from major mapping players like Apple and Google
- Ranks as #5 in “has a purpose I believe in” and #14 in “makes my life easier”



- Provides customers with direct insights about their own bodies that range from personal wellness data to cardio fitness scores to sleep cycle capture. This both fuels people’s aspirations and encourages long-term use by recognizing their achievements.
- Ranks as #2 in “has a purpose I believe in” and #5 in “distinctively inspired”

INDUSTRY LEADERS

<p>Airlines</p> 	<p>Apparel (Casual)</p> 	<p>Apparel (Sports)</p> 	<p>Automotive</p> 	<p>Beverages</p> 	<p>Consumer Electronics</p> 	<p>Durable Goods</p> 	<p>Electronics and Gaming</p> 	<p>Financial Data Services</p> 	<p>Food Consumer Products</p> 
<p>Freight</p> 	<p>Grocery and Drug Stores</p> 	<p>Healthcare Facilities</p> 	<p>Hospitality</p> 	<p>Household & Personal</p> 	<p>Media</p> 	<p>P&C Insurance</p> 	<p>Rental Car</p> 	<p>Restaurants</p> 	<p>Retail</p> 
<p>Retail Banking & Investments</p> 	<p>Ride Sharing</p> 	<p>Social Media & Internet Services</p> 	<p>Technology Endpoints & Software</p> 	<p>Telecommunications</p> 	<p>Toys & Sporting Goods</p> 				

METHODOLOGY

**WHY DID WE
DO THIS?**



Our clients have often asked for our perspective on the value of brand rankings. And while there are several 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 all industries that contribute materially to household spend in each respective market were included in the study. This data was sourced from the U.S. Bureau of Labor Statistics' February 2016 Report on Consumer Expenditures. Within each industry, the companies that were included achieved outsized 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. Given the methodology for brand selection, not all brands in every category could be included.

WHY DID YOU DEVELOP THIS INDEX?

Prophet helps organizations grow better by building brands, transforming business and moving society. Over the last several years, our clients have asked for our perspective on other brand rankings and how they could use them to better their brand. We felt there was a void in the marketplace for a brand ranking that truly reflected the consumer's perspective, so we created the BRI to help business and brand leaders measure how relevant their brands are to consumers and learn ways to improve their standing and drive growth.

HOW MANY BRANDS WERE RATED?

275 brands were rated in total. 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 relentlessly relevant brands 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 people's 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.

DOES THE STUDY BUILD UPON DAVE AAKER'S IP AND POINTS OF VIEW ON RELEVANCE?

Yes, of all the characteristics of a brand, the one that is most necessary for its success is relevance. Dave Aaker's core point that brands have to create new subcategories and dominate them to the extent that no other alternatives are even considered is central to the idea of relevance. And it's central to our definition of a relevant brand.

Let's talk

We'd love to sit down and talk about how you too can build a relentlessly relevant brand.

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Celebrating 40 years in business, SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research. SSI reaches participants in 90+ sample countries via internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 40 offices and remote staff in more than 20 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's employees serve more than 3,500 customers worldwide. Visit SSI at www.surveysampling.com.

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.

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

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 [Jesse Purewal](#) for more details on our custom research and co-creation session.

OUR CORE WORK

BRAND & EXPERIENCE

DIGITAL TRANSFORMATION

GROWTH ACCELERATION

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