



THE 100 Most Loved COMPANIES












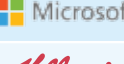
Emotional Linking










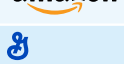


Neuroscientists have proven that all decisions are based largely on emotional factors. Until now, there has been no way to measure the brand relationship: what consumers feel for brands or which emotions truly influence choice and behavior.

After more than 10 years of research, APCO Insight identified the emotions that are fundamental to effective brand communication. Our research shows that emotional attachment, not cognitive differentiation of rational attributes, is the most reliable predictor of brand choice and behavior. APCO's Emotional Linking model helps companies evaluate and improve the content of all of their communication to influence positive behavioral outcomes.






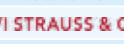

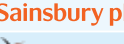




























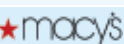

APCO conducted a study among more than 70,000 consumers in 15 countries where we applied the Emotional Linking model to measure the emotional attachment people have toward nearly 600 of the world's largest corporate brands. Below are the 100 Most Loved Companies in the world based on the Emotional Linking Index comprised of consumer ratings on eight emotional dimensions.


The 100 Most Loved Companies: 1 to 25

Rank	Company	Emotional Linking Index (0-100)
1		74.7
2		74.3
3		74.2
4		74.1
5		73.3
6		72.9
7		72.8
8		72.7
9		72.7
10		72.5
11		72.1
12		72.1

Rank	Company	Emotional Linking Index (0-100)
13		72.0
14		71.6
15		71.0
16		70.8
17		70.6
18		70.6
19		70.5
20		70.5
21		70.4
22		70.4
23		70.3
24		70.3
25		70.1

The 100 Most Loved Companies: 26 to 100

Rank	Company	Emotional Linking Index (0-100)
26		70.0
27		69.9
28		69.8
29		69.7
30		69.7
31		69.4
32		69.2
33		69.2
34		69.1
35		69.1
36		69.0
37		68.9
38		68.8
39		68.5
40		68.5
41		68.4
42		68.4
43		68.3
44		68.3
45		68.3
46		68.2
47		68.2
48		68.2
49		68.1
50		68.1
51		68.1
52		68.0
53		68.0
54		68.0
55		67.9
56		67.8
57		67.8
58		67.8
59		67.7
60		67.6
61		67.6
62		67.5
63		67.4

Rank	Company	Emotional Linking Index (0-100)
64		67.3
65		67.3
66		67.3
67		67.2
68		67.2
69		67.1
70		67.0
71		67.0
72		66.9
73		66.9
74		66.9
75		66.8
76		66.8
77		66.8
78		66.8
79		66.8
80		66.7
81		66.7
82		66.6
83		66.6
84		66.6
85		66.5
86		66.5
87		66.5
88		66.4
89		66.4
90		66.4
91		66.4
92		66.4
93		66.3
94		66.3
95		66.3
96		66.3
97		66.3
98		66.3
99		66.3
100		66.2

About APCO Worldwide

Founded in 1984, APCO Worldwide is an award-winning, independent global communication, stakeholder engagement and business strategy firm with offices in more than 30 major cities throughout the world. We challenge conventional thinking and inspire movements to help our clients succeed in an ever-changing world. Stakeholders are at the core of all we do. We turn the insights that come from our deep stakeholder relationships into forward-looking, creative solutions that always push the boundaries. APCO's clients include large multinational companies, trade associations, governments, NGOs and educational institutions. The firm is a majority women-owned business.

For more information please visit www.apcoworldwide.com

About APCO Insight

Drawing on experience in more than 60 countries on six continents, APCO Insight works with many of the world's leading companies, associations, nonprofits and public-sector organizations on a diverse range of communication, reputation and issues management challenges. Our proprietary models, including Return on Reputation (ROR) IndicatorSM and Emotional Linking, provide unique strategic insights to corporate reputation and brand communicators.

For more details on the Emotional Linking model and the corporate brand survey methodology, please visit www.apcoinsight.com/emotionallinking.

If you would like to see more about the emotional links your corporate brand has with people around the world, please contact Bryan Dumont at +1.202.778.1486 or bdumont@apcoworldwide.com or Mischa Dunton at +1.415.500.3310 or mdunton@apcoworldwide.com.

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