



2016

Brand World Value Index

enso

# Creating World Value\*



At enso, our mission is to create value for brands and people, by uniting them around shared success. We develop strategy, creative, and community activation for brands like Google, Khan Academy, Medium and Omidyar Network. What unites our work is a philosophy on where the world is heading, and what that means for brands.

We've always been interested in helping brands add value to their bottom line and to the world. The research contained in this report seeks to explore a new way to measure brand value — specifically which brands people see as most valuable and are most motivated to support.



Our perspective  
on the world is  
an optimistic one.



We believe that people are now more powerful than ever, because of the tools we all have access to, and a rising sense of purpose in our lives. The combination of clear purpose and the tools to affect the world around us, leads to an unprecedented level of agency in regular people. People power has already been directed towards regime change (e.g. Arab Spring), creating new resources (e.g. Wikipedia, Kickstarter), new brands (e.g. Airbnb, Uber), and transforming older brands (e.g. American Express rallying millions of people around Small Business Saturday).



Creating shareholder  
value & creating  
world value.



Given this new power in everyday people, brands have an opportunity to evolve towards a more expansive sense of value creation — one that adds value to the world. And given new levels of transparency and agency, making the choice to embrace world value is a matter of urgency.



To make this transition a less abstract concept, we decided a new metric was needed to measure the value brands bring to the world. We looked at four dimensions of a brand to make up this new metric:

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1.  
Awareness  
of Purpose

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What does the brand stand for,  
beyond making money?

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2.  
Alignment with  
Purpose

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Is the company's purpose something  
that aligns with  
what people care about?

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3.  
Active  
Support

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Is the company's purpose something  
that people would publicly support?

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4.  
Impact on  
Purchase

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Does the company's purpose  
motivate people to buy  
from the brand?





Purpose-oriented  
brands will have  
greater, more  
enduring success.



This research exists to create a baseline, to help facilitate conversation within brands, and to help guide brands' evolution. You will see that the rankings differ markedly from traditional "brand value" indices, and may be surprising to some. But traditional brand value research is based on financial value, determined by the ability of the brand to drive purchase or command a premium. This lens primarily considers brands' value to shareholders, rather than to the broader world. Our belief is that brands that inspire and align around purpose will have greater, more enduring success than brands oriented only towards profit. When a brand is built upon big, enduring values, it can outlast the shifting sands of culture, and set up peer-to-peer advocacy — working with people power to scale the brand and have an impact on the world.



This is the beginning of our Brand World Value Index. We will be rolling out more in-depth analysis of different demographics, psychographics, geographies and market sectors. If you have observations or ideas, please share them with us: [WorldValue@enso.co](mailto:WorldValue@enso.co)

Thanks for reading.  
enso



# Methodology

Between February 2 and March 18, 2016, Quadrant Strategies fielded three surveys among 1000 people, each of demographically-representative samples of U.S. general population aged 18+. Across the three waves, we tested a total of 149 brands, spanning a mix of industries and company sizes, ranging from start-ups to established companies. The methodology is summarized as follows:

	Number of Brands Tested	Sample Size Per Wave	Overall Margin of Error Per Wave
Wave 1	49	1000	+/- 3.1%
Wave 2	49	1000	+/- 3.1%
Wave 3	51	1000	+/- 3.1%

Please note that the margins of error by wave for each sub-audience and individual brand will be higher than the total audience.

## Quadrant Strategies

Quadrant Strategies ([www.quadrantstrategies.com](http://www.quadrantstrategies.com)) is a research-driven consultancy that works with Fortune 100 companies, political leaders around the world, and major NGOs. Their specialty is helping companies facing significant challenges to their reputation or brand, or even full-blown crises. They help them pivot from defense to offense — to a place where they can move the brand and business forward. They do this using carefully crafted research to create the strategy and tactics for dealing with the short-term challenges and then determining what the company's story should be for the long-term.

Quadrant Strategies was founded on a clear principle: clients need strategic counsel, not just data. Their partners have advised 25 of the Fortune 50, on some of the highest profile corporate and public affairs issues of the last two decades, as well as presidents and prime ministers around the world. For more information please visit [www.quadrantstrategies.com](http://www.quadrantstrategies.com).



# Methodology

## Audience Segmentation

In addition to rating brands, participants were asked a series of profiling questions ranging from demographics to behavioral and attitudinal characteristics, including but not limited to community involvement, outlook on life, dependence on technology, political affiliation, passion for the environment, reliance on others, personal goals, self-confidence, and support for causes. Using these questions, we identified sub-audiences that represent key consumer groups to better understand these consumers' views of the brands tested, assess their affinity for particular brands, and identify any correlation between their concerns or favorite causes and the brand ratings. The audiences we looked at include the following:

Sub-Audience	Defining Characteristics
Millennial / Gen Z	Aged 18-34
Moms	Women with children under 18 living at home
Gen X and Boomers	Aged 35+
Elites	College educated, earn \$100K+ in personal annual income
Social and Purpose Engaged	Those who regularly post on social media and think it is important to live life with a sense of purpose
Tech Positive	Those who strongly agree that technology can help improve the world's current problems
Tech Skeptic	Those who don't agree that technology can help improve the world's current problems
Activists	Actively involved in the community and follow politics
Environmentally Engaged	Work hard to take steps to protect the environment
Optimists	Identify as an optimistic person
Nonprofit Engaged	Actively support nonprofits or causes with money or time
Young & Social	Millennials who regularly post on social media
Democrats	Identify as leaning Democrat or as strongly Democrat
Republicans	Identify as leaning Republican or as strongly Republican
Independents	Identify as an Independent politically



# Methodology

Each brand was ranked by an index score calculated using four key questions that participants answered for each brand:

1.

## Awareness of Purpose

For each of the following, please indicate how aware you are, or not, of its purpose (beyond just making money).

2.

## Alignment with Purpose

For each of the following, please indicate the extent to which its purpose is in line with what you yourself care about.

3.

## Active Support

For each of the following, please indicate how likely you would be to openly support an effort to advance its core purpose.

4.

## Impact on Purchase

For each of the following, please indicate whether its purpose as you understand it makes you more or less likely to buy its products or services if given the opportunity to.

If a participant was not familiar with a brand, his or her response to each of the follow-up questions for that brand on purpose, support and purchase motivation were not included in our calculations.

# Methodology



## Brand World Value Indexing Equation

The index score for each brand was calculated from those metrics as follows:

$$\frac{\text{Awareness of Purpose} + \text{Alignment with Purpose} + \text{Impact on Purchase}}{\dots} \times \frac{\text{Active Support}}{\dots}$$



# Executive Summary

## Brand World Value 2016

When we set out to conduct this research, rather than seeking to understand what brands contribute to shareholder value, we were interested in one thing: how people valued brands.

We didn't know what to expect. And frankly, the results surprised us. A few technology brands that help enable important things for people on the web ranked near the top. Amazon enables shopping online, Google helps people find things online, and PayPal gives people an easy way to send money and pay for things.

Also, near the top were trusted, established brands that have been a part of the cultural fabric for a long time. Brands like Kellogg's, Kraft, Dove, Disney and Johnson & Johnson that are in our lives daily and support our basic needs. But maybe most surprising were the number of nonprofit brands that were among the most valued brands. Goodwill, Girls Scouts of America, YMCA and Save the Children were right alongside corporate brands that have invested millions in communities and marketing in an effort to win the love of people for years.

Throughout the list there are some big surprises. TOMS, for example, a brand built around social impact, is ranked higher by people than Adidas, that has spent billions over decades to build its brand. Apple, which is always in the top five of any list that measures value, drops to #26 in this ranking, below competitors Samsung, Google and Microsoft.

Finally, near the bottom of the list are brands that are perceived as less valuable: banking, financial, alcohol, oil and cigarettes. Also, near the bottom are a few of the high-flying tech unicorns that have recently emerged onto the scene: Snapchat, Uber and Airbnb — which clearly have work to do to convince people of their value over the long-term.

As you read this, it's worth remembering what this index shows: people's perception of a brand's purpose, how closely it aligns with their own values and is motivating them to purchase, and importantly, whether they would be willing to publicly support the brand's purpose. In other words, it can be thought of as a measure of how well a brand resonates

with what people care about. What it is not: a measure of what "good" the brand is actually doing through its supply chain, employee relations, customer benefit, environmental impact, etc.

Some brands have clearly established a strong perception of creating value for people and the world; others have the opportunity to build their business success by clearly articulating their purpose in a way that aligns with people and motivates action. There is a lot of value to be created as the focus of brands shifts from serving just shareholders to serving the broader world.



# 2016 Brand World Value Rankings

# \* 2016 Brand World Value Rankings

Goodwill leads the inaugural Brand World Value Index. The organization has a \$5bn operating budget, which is a fraction of Amazon's \$107bn 2015 revenue. But Goodwill touches millions of people's lives in a way that aligns with their own values, and motivates them to actively support the organization's purpose.

Three technology companies that did not exist 25 years ago are in the top 10, largely due to establishing their purpose and utility in people's lives. In many cases, relatively small, new brands with a strong sense of purpose have ranked higher than giant, established brands.

This ranking reveals how people think of brands as adding value to themselves and the world, and which they will actively support. And in shedding light on that, we hope brands embrace a more complete sense of the value they exist to create.

- 1 Goodwill**
- 2 Amazon**
- 3 Google**
- 4 Kellogg's**
- 5 PayPal**
- 6 Disney**
- 7 Girl Scouts of America**
- 8 Kraft**
- 9 Johnson & Johnson**
- 10 Dove**

- |                        |                       |                      |                      |                    |
|------------------------|-----------------------|----------------------|----------------------|--------------------|
| 11 UPS                 | 41 LEGO               | 71 Adidas            | 101 Medium           | 131 BMW            |
| 12 Home Depot          | 42 Yahoo              | 72 Etsy              | 102 Thomson Reuters  | 132 Ralph Lauren   |
| 13 Coca-Cola           | 43 eBay               | 73 Chobani           | 103 Zappos           | 133 Citi           |
| 14 Microsoft           | 44 Canon              | 74 Toyota            | 104 LinkedIn         | 134 One Campaign   |
| 15 YMCA                | 45 Procter & Gamble   | 75 Honda             | 105 Axe              | 135 Coors          |
| 16 Save The Children   | 46 Nike               | 76 State Farm        | 106 Uniqlo           | 136 Morgan Stanley |
| 17 Colgate             | 47 Petfinder          | 77 Allstate          | 107 Tesla            | 137 Volkswagen     |
| 18 FedEx               | 48 Kroger             | 78 Chase Bank        | 108 Spotify          | 138 VICE           |
| 19 Subway              | 49 Verizon            | 79 Honest Company    | 109 Lyft             | 139 Snapchat       |
| 20 CVS Pharmacy        | 50 TOMS               | 80 American Airlines | 110 Comcast          | 140 Heineken       |
| 21 Lowe's              | 51 Pepsi              | 81 ESPN              | 111 Pfizer           | 141 Audi           |
| 22 World Wildlife Fund | 52 Panera             | 82 Fitbit            | 112 American Express | 142 Airbnb         |
| 23 Samsung             | 53 SunChips           | 83 NPR               | 113 Method           | 143 Salesforce.com |
| 24 Newman's Own        | 54 Ford               | 84 Always            | 114 SolarCity        | 144 Miller Lite    |
| 25 Target              | 55 Hewlett-Packard    | 85 REI               | 115 Venmo            | 145 Lululemon      |
| 26 Apple               | 56 MasterCard         | 86 Clif Bar          | 116 Unilever         | 146 Goldman Sachs  |
| 27 Facebook            | 57 NBC                | 87 Patagonia         | 117 H&M              | 147 Red Bull       |
| 28 Ben & Jerry's       | 58 AT&T               | 88 Pampers           | 118 Lockheed Martin  | 148 Monsanto       |
| 29 Doritos             | 59 Seventh Generation | 89 IBM               | 119 Eileen Fisher    | 149 Marlboro       |
| 30 Nestlé              | 60 Chevrolet          | 90 Chipotle          | 120 ExxonMobil       |                    |
| 31 LAY'S               | 61 Intel              | 91 Barbie            | 121 Boeing           |                    |
| 32 Wikipedia           | 62 Southwest Airlines | 92 T-Mobile          | 122 Virgin           |                    |
| 33 Sony                | 63 KIND               | 93 Twitter           | 123 Budweiser        |                    |
| 34 McDonald's          | 64 Starbucks          | 94 Geico             | 124 Khan Academy     |                    |
| 35 General Electric    | 65 IKEA               | 95 Oracle            | 125 (RED)            |                    |
| 36 Whole Foods         | 66 The North Face     | 96 Caterpillar       | 126 Wells Fargo      |                    |
| 37 Lipton              | 67 L'Oréal            | 97 Time Warner       | 127 Cisco            |                    |
| 38 Yoplait             | 68 Levi Strauss       | 98 United Airlines   | 128 Bank of America  |                    |
| 39 Trader Joe's        | 69 Pandora            | 99 Delta Air Lines   | 129 Chevron          |                    |
| 40 Walmart             | 70 Annie's Homegrown  | 100 Kickstarter      | 130 Uber             |                    |



# Brand Ranking : Awareness of Purpose

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Respondents were asked how aware they are, or not, of each brand's purpose, beyond just making money.



## Brand Ranking: Awareness of Purpose

Awareness of purpose is the first of the four dimensions that comprise the Brand World Value Index. It is worth bearing in mind that people's interpretation of "purpose, beyond just making money" can vary significantly. To some, purpose may mean serving the needy (hence Goodwill scoring so high). To others, providing accessible, low-cost food may qualify (hence McDonald's scoring so high). Other dimensions of Brand World Value are likely to give a better read on how "good" people perceive the brand's purpose to be (Alignment with Purpose, Active Support, Impact on Purchase).

<b>1 Goodwill</b>	31 Nestlé	61 Volkswagen	91 IBM	121 Clif Bar
<b>2 McDonald's</b>	32 Sony	62 Budweiser	92 LinkedIn	122 Lockheed Martin
<b>3 YMCA</b>	33 Yahoo	63 Marlboro	93 Ralph Lauren	123 Oracle
<b>4 Girl Scouts of America</b>	34 Dove	64 Procter & Gamble	94 Audi	124 H&M
<b>5 PayPal</b>	35 Home Depot	65 Wells Fargo	95 Chevron	125 Kickstarter
<b>6 Disney</b>	36 Pampers	66 Adidas	96 Coors	126 Petfinder
<b>7 Google</b>	37 Wikipedia	67 Bank of America	97 Heineken	127 REI
<b>8 Target</b>	38 Ford	68 Comcast	98 Citi	128 Seventh Generation
<b>9 UPS</b>	39 Kraft	69 Doritos	99 Save The Children	129 Monsanto
<b>10 Walmart</b>	40 LAY'S	70 ESPN	100 Uber	130 Unilever
11 Amazon	41 Lipton	71 Honda	101 Pfizer	131 Lyft
12 CVS Pharmacy	42 MasterCard	72 Red Bull	102 World Wildlife Fund	132 Honest Company
13 Facebook	43 T-Mobile	73 Time Warner	103 The North Face	133 KIND
14 FedEx	44 Toyota	74 Trader Joe's	104 Axe	134 Patagonia
15 Johnson & Johnson	45 American Airlines	75 United Airlines	105 Caterpillar	135 Annie's Homegrown
16 Microsoft	46 AT&T	76 American Express	106 Chobani	136 Airbnb
17 Subway	47 eBay	77 Panera	107 TOMS	137 Method
18 Pepsi	48 Geico	78 Chipotle	108 Virgin	138 Thomson Reuters
19 Verizon	49 Barbie	79 Intel	109 Boeing	139 Lululemon
20 Coca-Cola	50 Chase Bank	80 Newman's Own	110 Fitbit	140 (RED)
21 Lowe's	51 Chevrolet	81 SunChips	111 Morgan Stanley	141 Venmo
22 Starbucks	52 Colgate	82 ExxonMobil	112 Zappos	142 Eileen Fisher
23 Apple	53 Southwest Airlines	83 IKEA	113 Snapchat	143 Khan Academy
24 Nike	54 Twitter	84 Kroger	114 Tesla	144 SolarCity
25 State Farm	55 Whole Foods	85 Levi Strauss	115 Cisco	145 Medium
26 Allstate	56 Yoplait	86 Miller Lite	116 Etsy	146 Uniqlo
27 Kellogg's	57 Ben & Jerry's	87 Pandora	117 NPR	147 VICE
28 NBC	58 Canon	88 BMW	118 Spotify	148 One Campaign
29 Samsung	59 General Electric	89 Delta Air Lines	119 Always	149 Salesforce.com
30 LEGO	60 L'Oréal	90 Hewlett-Packard	120 Goldman Sachs	



# Brand Ranking: Alignment with Purpose

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Respondents were asked to what extent a brand's purpose aligned with what they themselves cared about.

## Brand Ranking: Alignment with Purpose

Beyond traditional brand awareness or loyalty metrics, this question is designed to get at the extent to which people see a brand as aligning with who they are as people, as represented by their values. We are interested in this because we believe that alignment with values is a precursor to enduring brand relationships, creating brand resiliency and the opportunity for brands to work alongside people towards shared success. Just as in human relationships, shared values lead to trust and affinity.

This lens results in some significant shifts from the first, awareness-focused question. For example, McDonald's falls from #2 to #23 in this list, and Walmart moves from #10 to #25. Google (#7 to #2), Microsoft (#16 to #3) and Dove (#34 to #8) all move in the other direction.

<b>1 Amazon</b>	31 LAY'S	61 Southwest Airlines	91 ExxonMobil	121 LinkedIn
<b>2 Google</b>	32 Nestlé	62 Starbucks	92 Geico	122 Lyft
<b>3 Microsoft</b>	33 YMCA	63 L'Oréal	93 Time Warner	123 Ralph Lauren
<b>4 Goodwill</b>	34 Doritos	64 LEGO	94 Patagonia	124 (RED)
<b>5 PayPal</b>	35 Newman's Own	65 Toyota	95 REI	125 Eileen Fisher
<b>6 Kellogg's</b>	36 Ben & Jerry's	66 Adidas	96 Twitter	126 Lockheed Martin
<b>7 Johnson &amp; Johnson</b>	37 MasterCard	67 Chase Bank	97 American Express	127 Pampers
<b>8 Dove</b>	38 NBC	68 ESPN	98 Oracle	128 SolarCity
<b>9 Kraft</b>	39 Yoplait	69 IKEA	99 Boeing	129 Venmo
<b>10 UPS</b>	40 Girl Scouts of America	70 KIND	100 Caterpillar	130 Volkswagen
11 Colgate	41 Procter & Gamble	71 Seventh Generation	101 Chevron	131 BMW
12 Disney	42 Whole Foods	72 State Farm	102 Comcast	132 Cisco
13 Coca-Cola	43 World Wildlife Fund	73 The North Face	103 Pfizer	133 Heineken
14 Home Depot	44 eBay	74 TOMS	104 Thomson Reuters	134 Morgan Stanley
15 Lowe's	45 Hewlett-Packard	75 Allstate	105 Unilever	135 Coors
16 Samsung	46 Nike	76 Annie's Homegrown	106 Zappos	136 Uber
17 Subway	47 Verizon	77 Chobani	107 Axe	137 Audi
18 CVS Pharmacy	48 Pepsi	78 Honda	108 Budweiser	138 Khan Academy
19 FedEx	49 Trader Joe's	79 Always	109 Spotify	139 Snapchat
20 Target	50 Canon	80 Etsy	110 Tesla	140 Miller Lite
21 Facebook	51 Chevrolet	81 T-Mobile	111 Bank of America	141 VICE
22 Sony	52 Kroger	82 American Airlines	112 Kickstarter	142 Airbnb
23 McDonald's	53 Panera	83 Chipotle	113 Uniqlo	143 Goldman Sachs
24 Save The Children	54 Intel	84 Fitbit	114 Wells Fargo	144 One Campaign
25 Walmart	55 Pandora	85 Honest Company	115 Citi	145 Lululemon
26 Yahoo	56 AT&T	86 IBM	116 H&M	146 Red Bull
27 Lipton	57 Levi Strauss	87 United Airlines	117 Medium	147 Salesforce.com
28 Wikipedia	58 SunChips	88 Delta Air Lines	118 Method	148 Monsanto
29 Apple	59 Ford	89 NPR	119 Virgin	149 Marlboro
30 General Electric	60 Petfinder	90 Clif Bar	120 Barbie	



## Brand Ranking: Active Support

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Respondents were asked how likely they would be to openly support an effort to advance each brand's core purpose.

## Brand Ranking: Active Support

The rise of social media has turned regular citizens into powerful, effective media channels today. This power makes the importance of regular citizens' support of brands critical: people have exponentially more power to advocate for, or against, a brand than in days gone by, when brands thought about people simply as "consumers".

This metric is designed to test the depth of people's alignment with a brand (public support of a brand being a greater hurdle than private support), and to understand brands' ability to mobilize people to work alongside them — to use the power of their personal media channels for the benefit of a brand. Given the multiplying power this support can bring, we use this metric as a multiplying force in calculating the Brand World Value Index.

This lens results in some significant shifts from the first (awareness-focused) and second (values alignment-focused) question. For example, Save The Children leaps from #99 in the first list to #6 in this list, and World Wildlife Fund jumps from #101 to #8, indicating people are motivated to publicly work towards child and planetary welfare. But so too do some traditional product brands leap: Kraft from #39 to #10 and Newman's Own from #80 to #19. Moving significantly in the other direction, McDonald's and Pepsi both drop 45 places, Walmart drops 41 places and Verizon drops 39 places — suggesting people are not motivated to publicly work towards those brands' success.

The biggest drops? Volkswagen (77 places) and Marlboro (85 places).

<b>1 Goodwill</b>	31 KIND	61 Etsy	91 Uniqlo	121 Comcast
<b>2 Amazon</b>	32 Nestlé	62 Honest Company	92 Kickstarter	122 Boeing
<b>3 Google</b>	33 Trader Joe's	63 Pepsi	93 Pampers	123 Cisco
<b>4 Kellogg's</b>	34 Wikipedia	64 Southwest Airlines	94 SolarCity	124 Virgin
<b>5 Girl Scouts of America</b>	35 General Electric	65 The North Face	95 Barbie	125 Budweiser
<b>6 Save The Children</b>	36 LAY'S	66 Chobani	96 Caterpillar	126 ExxonMobil
<b>7 PayPal</b>	37 LEGO	67 IKEA	97 Chipotle	127 Bank of America
<b>8 World Wildlife Fund</b>	38 Seventh Generation	68 MasterCard	98 IBM	128 One Campaign
<b>9 Disney</b>	39 TOMS	69 NBC	99 Twitter	129 Uber
<b>10 Kraft</b>	40 Whole Foods	70 Starbucks	100 Venmo	130 Wells Fargo
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18 FedEx	48 Kroger	78 Medium	108 Time Warner	138 Volkswagen
19 Newman's Own	49 Nike	79 NPR	109 (RED)	139 Heineken
20 CVS Pharmacy	50 Procter & Gamble	80 Always	110 Axe	140 Snapchat
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27 Facebook	57 Intel	87 American Airlines	117 Lockheed Martin	147 Red Bull
28 Petfinder	58 Verizon	88 Chase Bank	118 Pfizer	148 Marlboro
29 Doritos	59 AT&T	89 ESPN	119 Unilever	149 Monsanto
30 Target	60 Chevrolet	90 Oracle	120 American Express	





# Brand Ranking: Impact on Purchase

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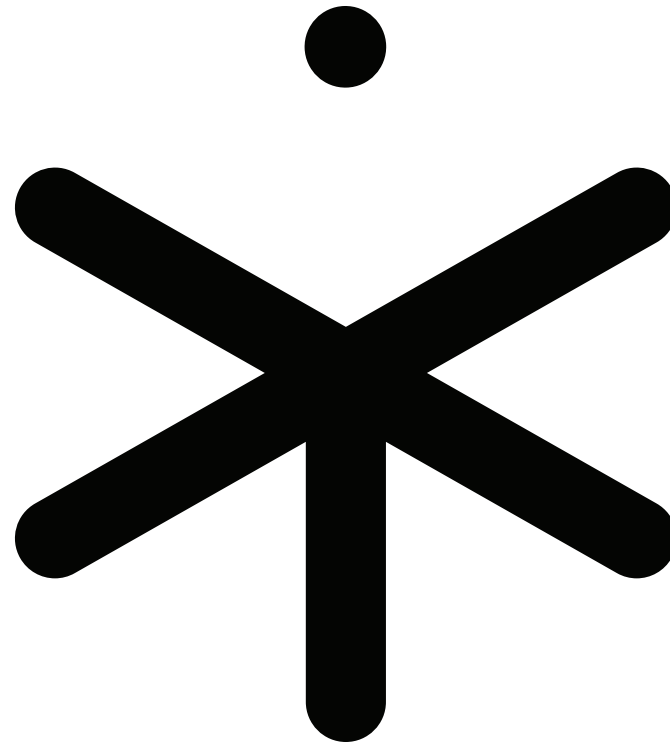
Respondents were asked to indicate whether its purpose as you understand it makes you more or less likely to buy its products or services if given the opportunity to.

## Brand Ranking: Impact on Purchase

Purpose may feel good and add brand luster, but can it increase revenue? This metric is an indicator of that. While there is always a gap between intention and action, we are interested in purpose-inspired purchase motivation between brands. Considering “would I commit my own money to this purpose?”, puts a different lens on things.

Here too, some surprises. Traditional consumer packaged goods brands score well relative to the first, purpose-awareness list: Kellogg’s, Dove, Kraft and Colgate all jump 20+ places to reach the top 10. The biggest leap of all is Seventh Generation (up 88 places) and the biggest drop is Marlboro (down 86 places). Many purpose-oriented brands do very well: KIND (up 76 places), Annie’s Homegrown (up 75 places), Newman’s Own (up 65 places), TOMS (up 60 places), Honest Company (up 58 places), REI (up 52 places), and Ben & Jerry’s (up 40 places).

<b>1 Amazon</b>	31 YMCA	61 AT&T	91 Barbie	121 Venmo
<b>2 Google</b>	32 Apple	62 Etsy	92 Chipotle	122 (RED)
<b>3 Goodwill</b>	33 Kroger	63 IKEA	93 ESPN	123 LinkedIn
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29 Sony	59 Verizon	89 NPR	119 Lockheed Martin	149 Marlboro
30 Lipton	60 Annie’s Homegrown	90 T-Mobile	120 SolarCity	



Brand World Value  
By Population Segment

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## Brand World Value Rankings for Millennials / Generation Z

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With buying power in the billions in the largest global demographic, it's no surprise that brands and marketers are going to great lengths to target Millennials. The brands that perform well in the rankings are the ones that have aligned themselves with known Millennial values of connectedness and social purpose.

### Tech Brands

Millennials have grown up with the internet and have a strong desire to be connected and share their experiences with their peers. Social media sites like Facebook (+17), Twitter (+58), and Snapchat (+59) all moved up in the rankings, along with music streaming sites Spotify (+43) and Pandora (+37). Wikipedia (+15) and Etsy (+32) both land in the top 50.

### Shared Economy

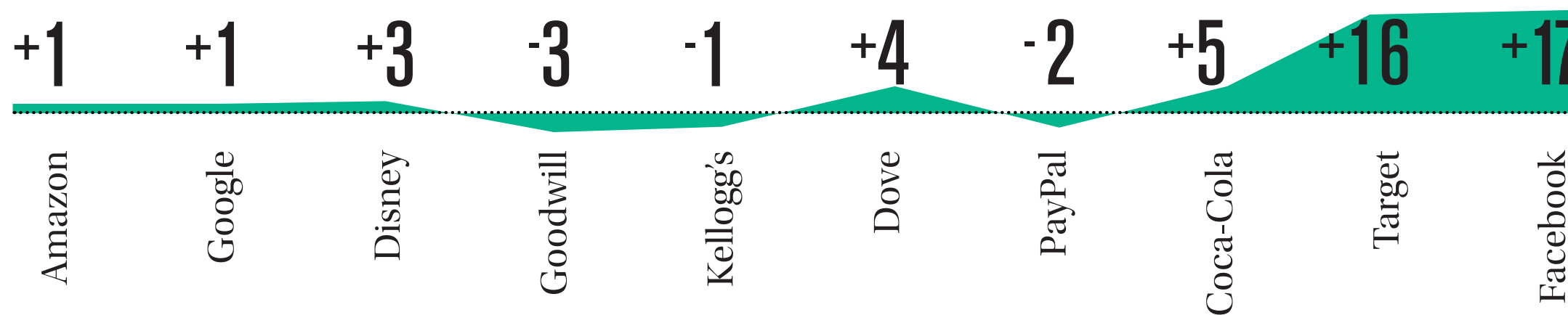
This demographic has shown an increasing reluctance to buy things like cars, houses and other goods which is reflected in Uber (+42) and Lyft (+1) increasing in the rankings. Interestingly, despite a big marketing push, Airbnb (-3) doesn't get the bump from Millennials that is expected.

### Social Impact

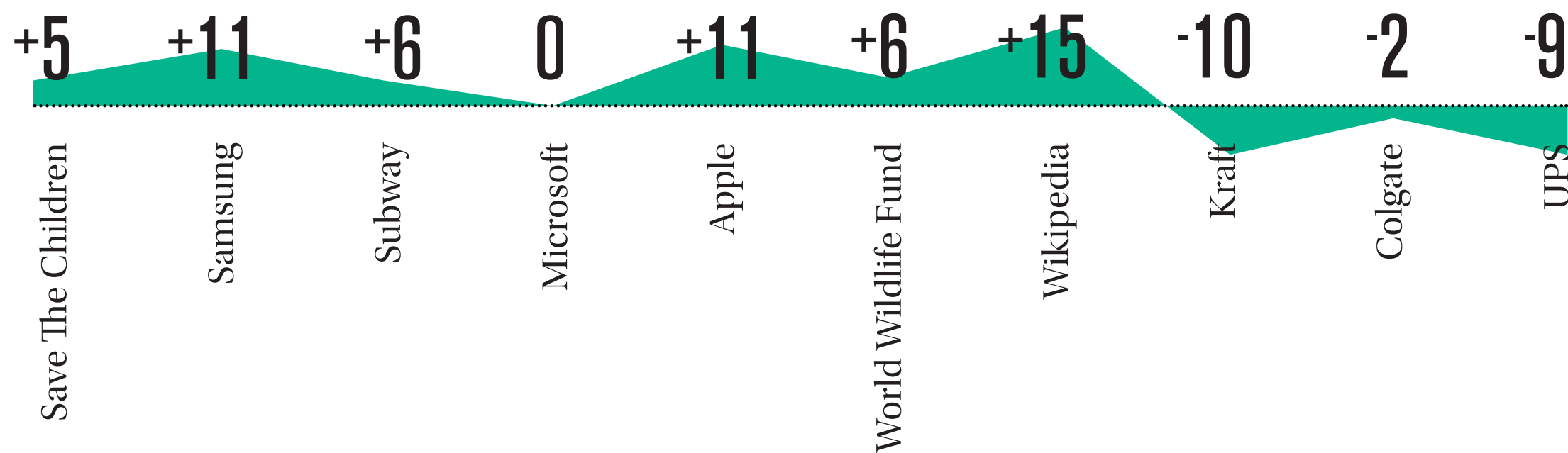
Brands that are built around a social goal, such as TOMS (+28), perform well with Millennials, as do brands that have a strong link to social good such as Starbucks (+31), Chipotle (+37), KIND (+21) and Target (+16).

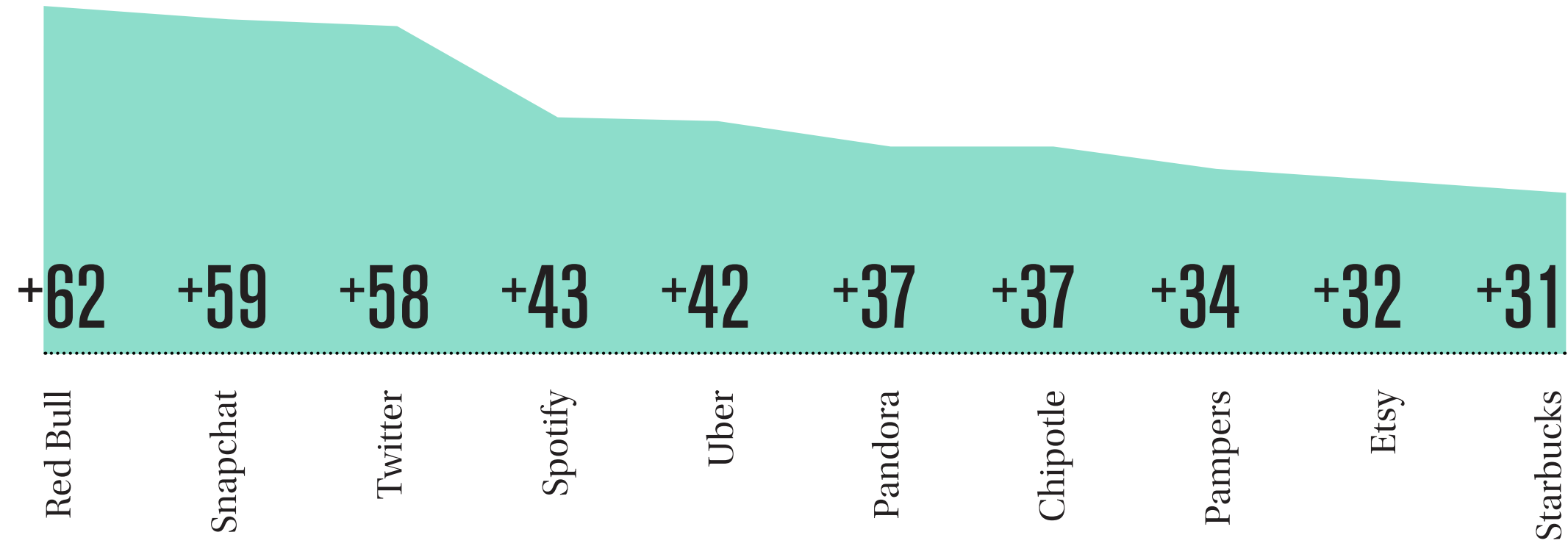
Brand Ranking: Millennials / Gen Z

<b>1 Amazon</b>	31 Sony	61 Lipton	91 American Airlines	121 Virgin
<b>2 Google</b>	32 Pandora	62 Pepsi	92 Comcast	122 Hewlett-Packard
<b>3 Disney</b>	33 Starbucks	63 AT&T	93 NPR	123 Unilever
<b>4 Goodwill</b>	34 Trader Joe's	64 MasterCard	94 State Farm	124 American Express
<b>5 Kellogg's</b>	35 Twitter	65 Spotify	95 Geico	125 BMW
<b>6 Dove</b>	36 YMCA	66 Toyota	96 Thomson Reuters	126 Khan Academy
<b>7 PayPal</b>	37 Whole Foods	67 Always	97 Zappos	127 Miller Lite
<b>8 Coca-Cola</b>	38 Walmart	68 Annie's Homegrown	98 Caterpillar	128 One Campaign
<b>9 Target</b>	39 Yoplait	69 Southwest Airlines	99 LinkedIn	129 Ralph Lauren
<b>10 Facebook</b>	40 Etsy	70 Adidas	100 Intel	130 Delta Air Lines
11 Save The Children	41 Petfinder	71 General Electric	101 Axe	131 Goldman Sachs
12 Samsung	42 KIND	72 Honest Company	102 Venmo	132 Audi
13 Subway	43 eBay	73 Chase Bank	103 United Airlines	133 Pfizer
14 Microsoft	44 Lowe's	74 T-Mobile	104 SolarCity	134 (RED)
15 Apple	45 LAY'S	75 NBC	105 Kickstarter	135 VICE
16 World Wildlife Fund	46 Nestlé	76 Chevrolet	106 Time Warner	136 ExxonMobil
17 Wikipedia	47 Newman's Own	77 Fitbit	107 Oracle	137 Volkswagen
18 Kraft	48 L'Oréal	78 Barbie	108 Lyft	138 IBM
19 Colgate	49 Panera	79 Chobani	109 Wells Fargo	139 Citi
20 UPS	50 McDonald's	80 Snapchat	110 Lockheed Martin	140 Lululemon
21 CVS Pharmacy	51 SunChips	81 Patagonia	111 Method	141 Salesforce.com
22 TOMS	52 IKEA	82 Ford	112 H&M	142 Budweiser
23 Johnson & Johnson	53 Chipotle	83 REI	113 Uniqlo	143 Coors
24 FedEx	54 Pampers	84 Medium	114 Bank of America	144 Boeing
25 LEGO	55 The North Face	85 Red Bull	115 ESPN	145 Airbnb
26 Nike	56 Yahoo	86 Honda	116 Morgan Stanley	146 Marlboro
27 Home Depot	57 Kroger	87 Procter & Gamble	117 Clif Bar	147 Heineken
28 Doritos	58 Seventh Generation	88 Uber	118 Levi Strauss	148 Cisco
29 Ben & Jerry's	59 Verizon	89 Allstate	119 Eileen Fisher	149 Monsanto
30 Girl Scouts of America	60 Canon	90 Tesla	120 Chevron	

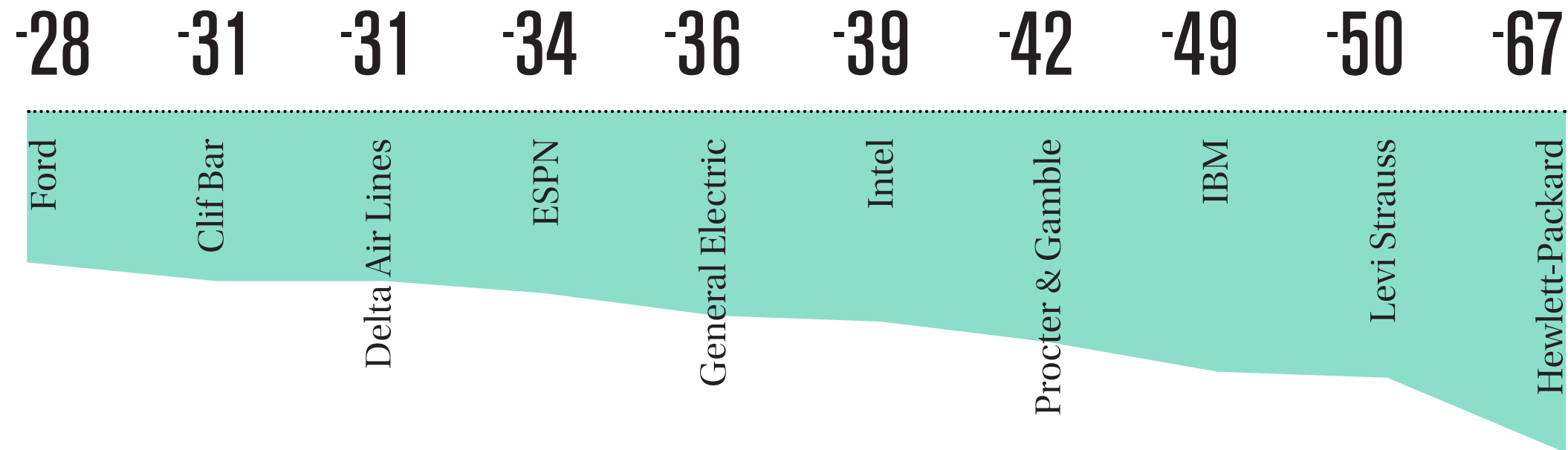


Difference from Overall Brand World Value Ranking: Millennials / Gen Z





Biggest Movers:  
Millennials / Gen Z



## Brand World Value Rankings for Moms

The Mom rankings reflect the complex role she often plays in her home as chief nurturer, power buyer, communicator, changemaker and magic-maker. Moms in America across our sample more highly rated brands that support her in fueling the life of the family, brands that support her as a woman, as well as brands that support her values in making a better world.

### Benefiting children

Not surprisingly, Moms connect to brands that provide a direct impact to children such as non-profit organizations Save the Children (+11), and YMCA (+9), as well as powerhouse consumer brands Pampers (+76) and LEGO (+21).

### Power buying

Moms highly rated brands that serve as the tools of the infrastructure of their lives as the power buyers the family. Amazon (#1), Target (+17) and Walmart (+22).

### Life infrastructure

Moms highly rated brands that serve as the tools of the infrastructure of their lives as Chief Procurement Officer and Chief Communication Officer of the family. Amazon (#1), Target (+17), Walmart (+22) and Facebook (+16).

### Leading with purpose

Moms ranked brands that are iconic examples of purpose more highly than the general sample, reinforcing the relevance of positive social impact efforts to Moms, including Dove (+8) and its Real Beauty campaign, Yoplait (+23) and its support for breast cancer research, and TOMS (+25) with its one-for-one philanthropic model.

### Women's self-care

Moms highly rated women's self-care brands who have put purpose forward in communications in the past year, seeming to notice the Always (+44) "Like A Girl" campaign and L'Oréal (+30) "Women of Worth" initiative.

### Family favorites

Moms were also more likely to connect with all-American family favorites like LAY'S (+14), McDonald's (+11) and Pepsi (+21).

### Declining brands

Girl Scouts (-24), UPS (-21), Coca Cola (-22), CVS (-22) FedEx (-26), Lowe's (-24), Home Depot (-35)

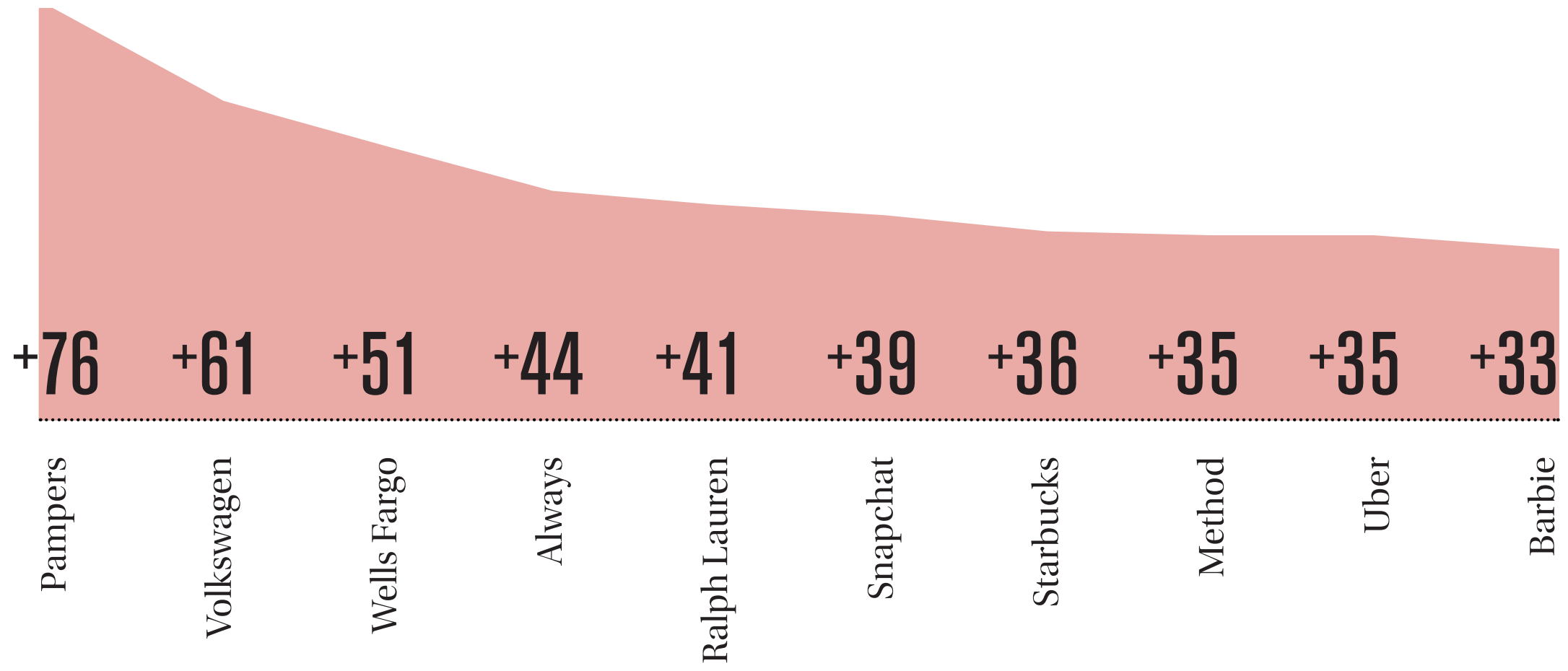


Brand Ranking: Moms

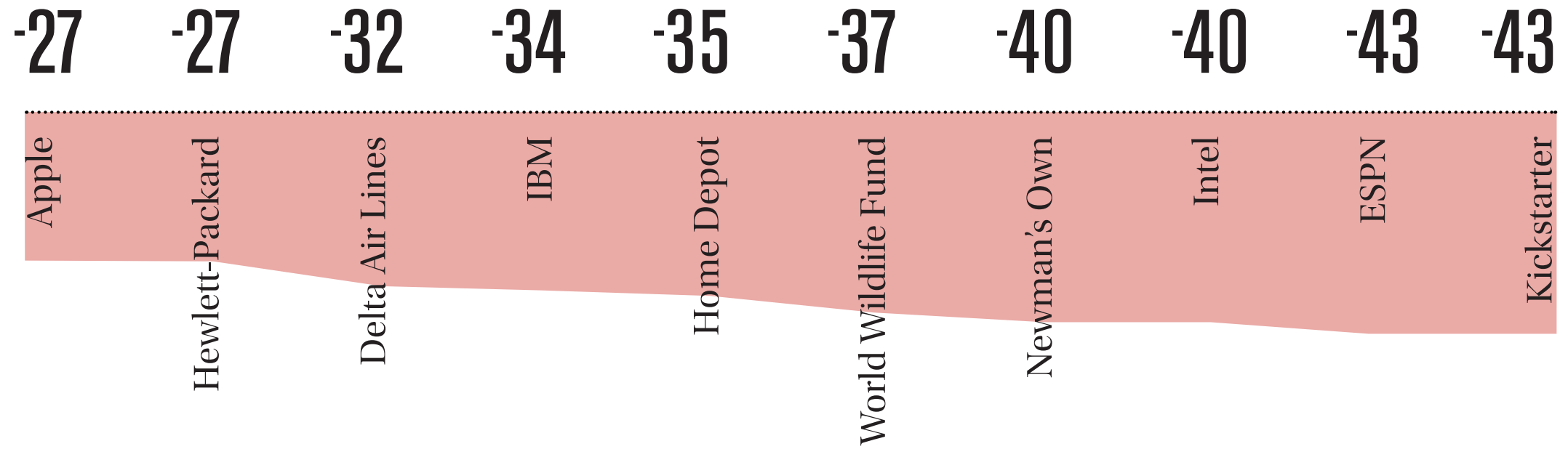
<b>1 Amazon</b>	31 Girl Scouts of America	61 Levi Strauss	91 Ralph Lauren	121 Eileen Fisher
<b>2 Dove</b>	32 UPS	62 Chobani	92 Comcast	122 One Campaign
<b>3 Disney</b>	33 Whole Foods	63 Verizon	93 Honda	123 IBM
<b>4 Goodwill</b>	34 Yahoo	64 Newman's Own	94 REI	124 ESPN
<b>5 Save The Children</b>	35 Coca-Cola	65 IKEA	95 Uber	125 Morgan Stanley
<b>6 YMCA</b>	36 Procter & Gamble	66 Canon	96 Chase Bank	126 ExxonMobil
<b>7 Kellogg's</b>	37 L'Oréal	67 eBay	97 Zappos	127 Bank of America
<b>8 Target</b>	38 Doritos	68 Honest Company	98 Geico	128 American Express
<b>9 Google</b>	39 Lipton	69 Chevrolet	99 American Airlines	129 Lululemon
<b>10 Kraft</b>	40 Always	70 Seventh Generation	100 Snapchat	130 Chevron
11 Facebook	41 Pandora	71 The North Face	101 Intel	131 Delta Air Lines
12 Pampers	42 CVS Pharmacy	72 Ford	102 Medium	132 Miller Lite
13 PayPal	43 Wikipedia	73 United Airlines	103 LinkedIn	133 Budweiser
14 Subway	44 FedEx	74 Annie's Homegrown	104 Time Warner	134 Goldman Sachs
15 Yoplait	45 Lowe's	75 Wells Fargo	105 H&M	135 Salesforce.com
16 Microsoft	46 MasterCard	76 Volkswagen	106 Caterpillar	136 (RED)
17 LAY'S	47 Home Depot	77 Spotify	107 Oracle	137 Citi
18 Walmart	48 Toyota	78 Method	108 NPR	138 BMW
19 Johnson & Johnson	49 Petfinder	79 Allstate	109 Unilever	139 Marlboro
20 LEGO	50 Panera	80 T-Mobile	110 Clif Bar	140 VICE
21 Samsung	51 Etsy	81 Twitter	111 Tesla	141 Khan Academy
22 Sony	52 Kroger	82 Hewlett-Packard	112 Lyft	142 Cisco
23 McDonald's	53 Apple	83 AT&T	113 SolarCity	143 Kickstarter
24 Nestlé	54 Trader Joe's	84 Chipotle	114 Virgin	144 Monsanto
25 TOMS	55 SunChips	85 Fitbit	115 Lockheed Martin	145 Boeing
26 Nike	56 NBC	86 Southwest Airlines	116 Thomson Reuters	146 Coors
27 Colgate	57 KIND	87 State Farm	117 Red Bull	147 Heineken
28 Starbucks	58 Barbie	88 Patagonia	118 Venmo	148 Airbnb
29 Ben & Jerry's	59 World Wildlife Fund	89 Adidas	119 Uniqlo	149 Audi
30 Pepsi	60 General Electric	90 Pfizer	120 Axe	



Difference from Overall Brand World Value Ranking: Moms



Biggest Movers:  
Moms



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## Brand World Value Rankings for Generation X / Boomers

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This segment is defined as age 35+.

Perhaps the most striking trend in the data for those over 35 years of age is how little the rankings differ from the general population. They might be considered “the establishment,” generally reflecting the strength of big brands that have connected with them on values over the years.

### All-American Brands

The older generations demonstrated a stronger connection to All-American traditional brands Procter & Gamble (+15) and Levi Strauss (+19), yet were less rewarding to traditional family brands Coca-Cola (-6), Disney (-15) and Target (-6).

### Old Tech

Gen X and Boomers were more likely to rate traditional tech brands Hewlett-Packard (+19), Intel (+16) and General Electric (+8) positively, perhaps reflecting their longstanding exposure to, and relationship with, those brands.

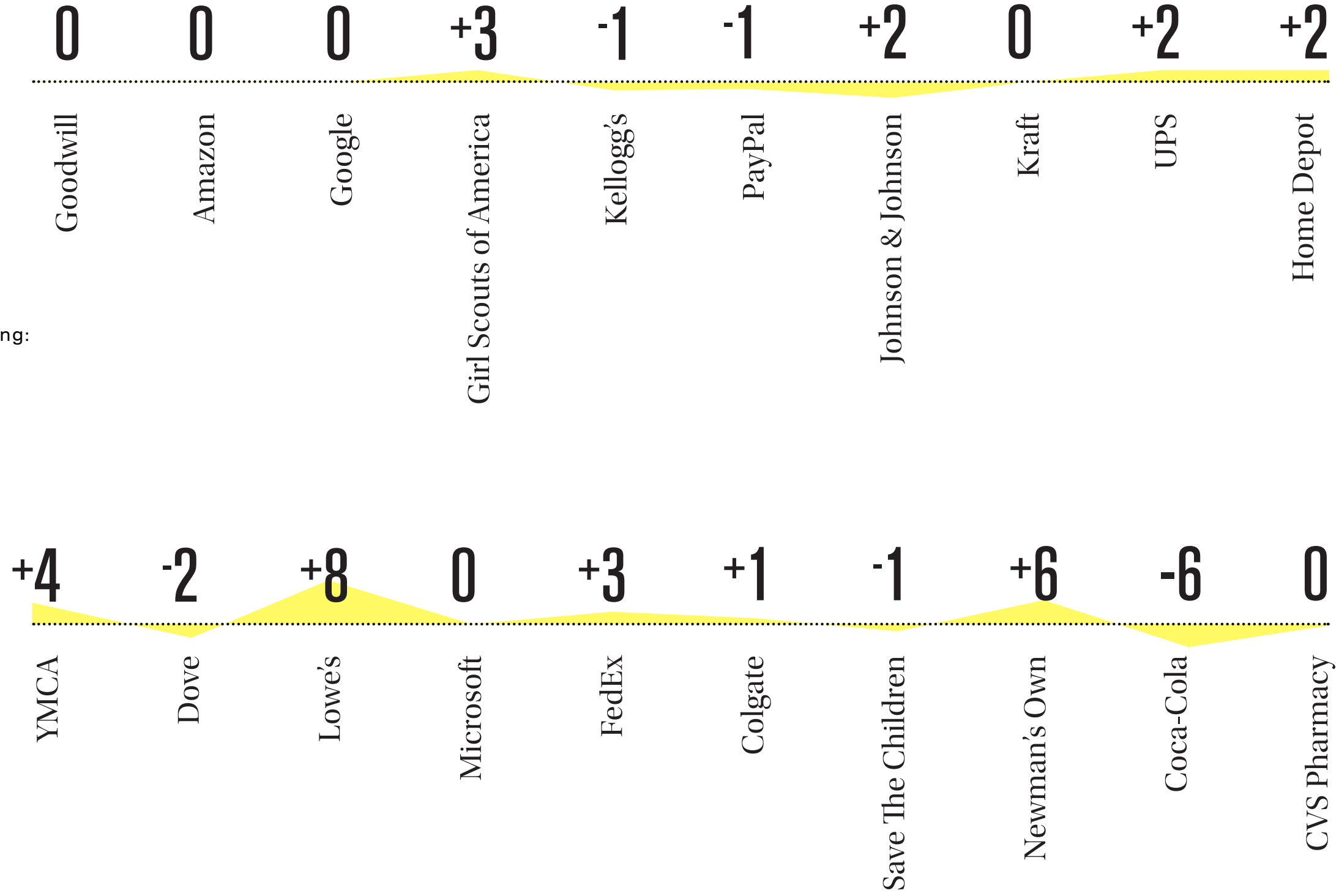
### New tech

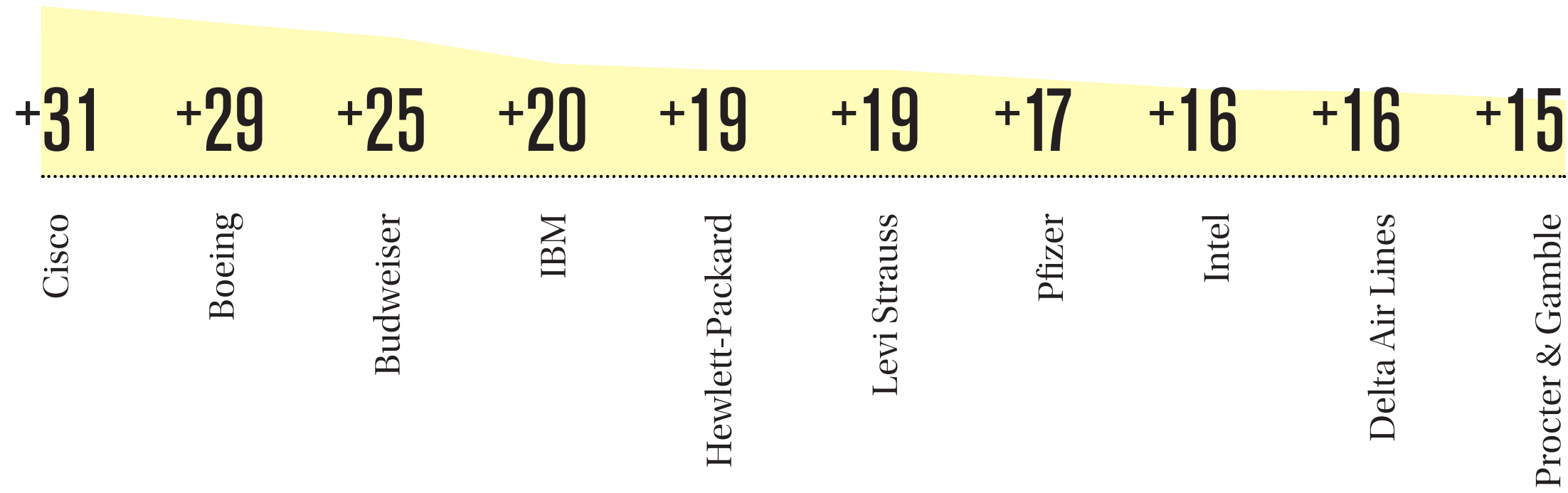
While still rating new tech brands Amazon (#2), Google (#3) and PayPal (#6) at the top of the list, they rated Wikipedia (-10) and Facebook (-7) lower than other groups.

Brand Ranking: Gen X / Boomers

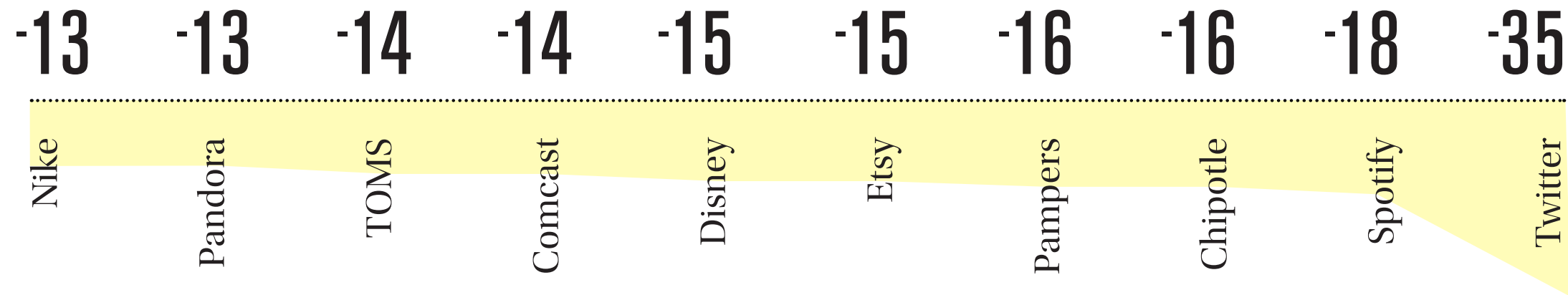
<b>1 Goodwill</b>	31 Target	61 SunChips	91 Patagonia	121 H&M
<b>2 Amazon</b>	32 McDonald's	62 Seventh Generation	92 Boeing	122 Virgin
<b>3 Google</b>	33 Doritos	63 State Farm	93 Geico	123 Venmo
<b>4 Girl Scouts of America</b>	34 Facebook	64 TOMS	94 Pfizer	124 Comcast
<b>5 Kellogg's</b>	35 Lipton	65 Honda	95 Time Warner	125 Coors
<b>6 PayPal</b>	36 Hewlett-Packard	66 IKEA	96 Cisco	126 Spotify
<b>7 Johnson &amp; Johnson</b>	37 Canon	67 Allstate	97 United Airlines	127 Citi
<b>8 Kraft</b>	38 Yahoo	68 Adidas	98 Budweiser	128 Twitter
<b>9 UPS</b>	39 Sony	69 IBM	99 Barbie	129 Heineken
<b>10 Home Depot</b>	40 Whole Foods	70 The North Face	100 Kickstarter	130 Chevron
11 YMCA	41 Yoplait	71 Chobani	101 Thomson Reuters	131 Wells Fargo
12 Dove	42 Wikipedia	72 KIND	102 T-Mobile	132 One Campaign
13 Lowe's	43 eBay	73 ESPN	103 Zappos	133 Salesforce.com
14 Microsoft	44 Walmart	74 Annie's Homegrown	104 Pampers	134 BMW
15 FedEx	45 Intel	75 Starbucks	105 American Express	135 Bank of America
16 Colgate	46 Ford	76 L'Oréal	106 Chipotle	136 VICE
17 Save The Children	47 Trader Joe's	77 American Airlines	107 ExxonMobil	137 Airbnb
18 Newman's Own	48 Kroger	78 Toyota	108 Axe	138 Volkswagen
19 Coca-Cola	49 Levi Strauss	79 Clif Bar	109 Unilever	139 Ralph Lauren
20 CVS Pharmacy	50 Verizon	80 NPR	110 Uniqlo	140 Lululemon
21 Disney	51 LEGO	81 Chase Bank	111 Medium	141 Snapchat
22 Subway	52 Pepsi	82 Pandora	112 LinkedIn	142 Uber
23 World Wildlife Fund	53 NBC	83 Delta Air Lines	113 (RED)	143 Morgan Stanley
24 Samsung	54 Chevrolet	84 Honest Company	114 Lyft	144 Audi
25 Apple	55 Petfinder	85 Fitbit	115 Method	145 Goldman Sachs
26 Ben & Jerry's	56 MasterCard	86 REI	116 Tesla	146 Miller Lite
27 General Electric	57 Panera	87 Etsy	117 SolarCity	147 Monsanto
28 Nestlé	58 Southwest Airlines	88 Oracle	118 Eileen Fisher	148 Red Bull
29 LAY'S	59 Nike	89 Caterpillar	119 Khan Academy	149 Marlboro
30 Procter & Gamble	60 AT&T	90 Always	120 Lockheed Martin	

Difference from Overall  
Brand World Value Ranking:  
Gen X / Boomers





Biggest Movers:  
Gen X / Boomers



## Brand World Value Rankings for Elites

Elites are defined as people who are college educated and earn \$100K+ in personal annual income.

The brands that made huge jumps with these influential consumers were perhaps speaking to lifestyle and interests. Also, brands that are focused on social impact or improving health gained ground with this group, perhaps speaking to their understanding of the challenges we collectively face. Interestingly, these consumers also demonstrated their discerning view of brands, giving two airlines big boosts while two airlines lost ground when compared to the general public. Some brands are ranked much lower than by the general population; this includes some food brands that are perceived as being less healthy as well as a few other ubiquitous brands in culture.

### Banks

Maybe not surprisingly, they valued financial services brands like Morgan Stanley (+69), Goldman Sachs (+60), Chase Bank (+51), American Express (+23) and Citi (+22) more than other consumers who rate banks significantly lower.

### Outdoor Adventure

Also, enjoying massive jump among these consumers are outdoor brands like Patagonia (+74), REI (+61) and The North Face (+46).

### News Sources

Select online and offline news sources were viewed as more valuable by these consumers. Traditional sources like Thomson Reuters (+73) and NPR (+51) as well as emerging online news sources such as LinkedIn (+63), Medium (+38) and Twitter (+23) all gained ground with this group.

### Social Impact

Patagonia (+74), Seventh Generation (+38), Annie's Homegrown (+48), Khan Academy (+39)

### Airlines

Interestingly, these consumers generously reward two airline brands, Southwest Airlines (+55) and American Airlines (+64), but rated Delta Airlines (-6) and United Airlines (-11) lower than other consumers.

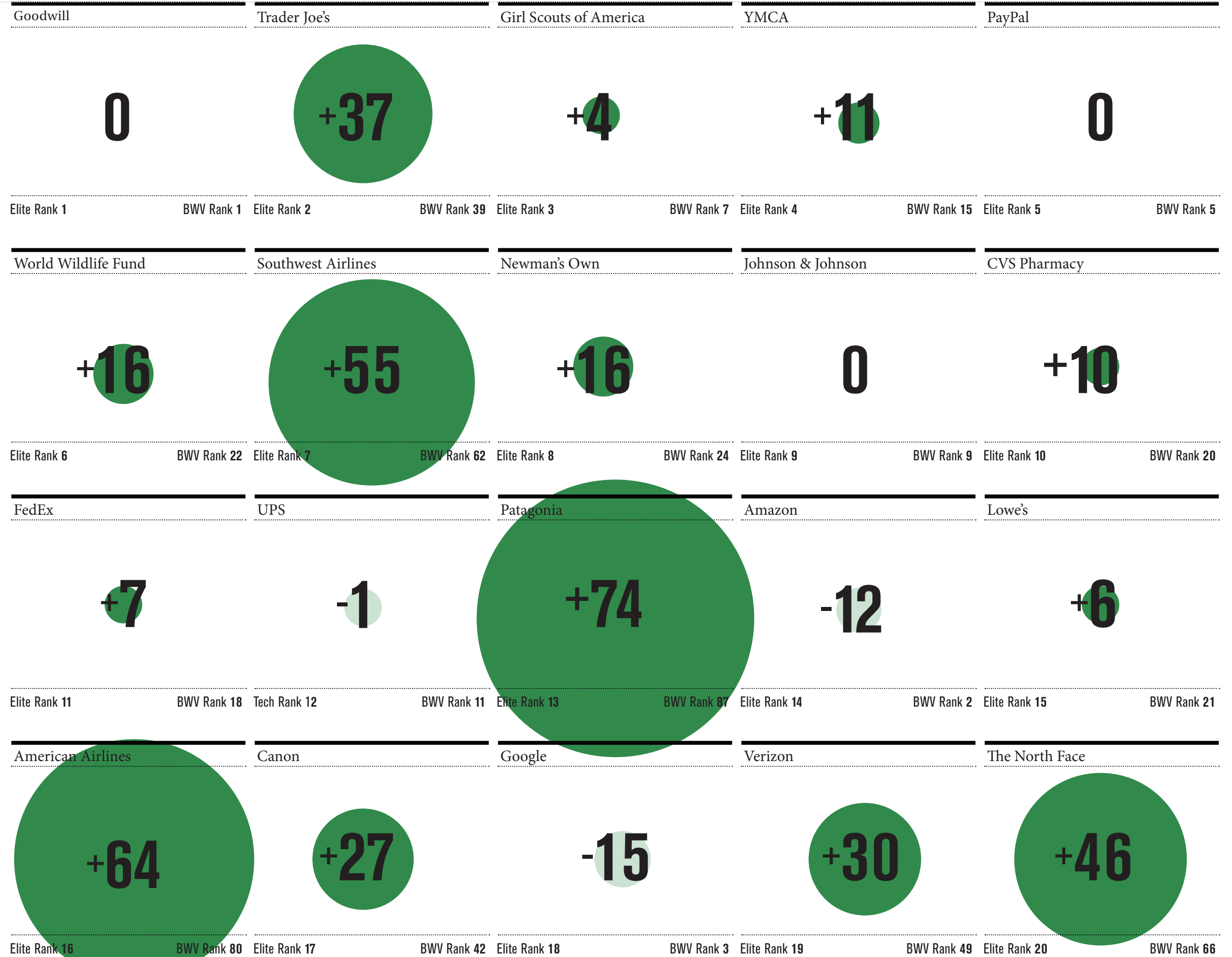
### Declining brands

Lays (-101), McDonalds (-79), Pepsi (-71), Lipton (-70), Doritos (-72), Subway (-71) Facebook (-70), NBC (-79), Walmart (-102), Sony (-66)



Brand Ranking: Elites

<b>1 Goodwill</b>	31 KIND	61 Coca-Cola	91 AT&T	121 Chevrolet
<b>2 Trader Joe's</b>	32 NPR	62 Nike	92 IBM	122 Pepsi
<b>3 Girl Scouts of America</b>	33 Geico	63 Medium	93 Toyota	123 Cisco
<b>4 YMCA</b>	34 Kroger	64 Time Warner	94 MasterCard	124 One Campaign
<b>5 PayPal</b>	35 Barbie	65 Panera	95 Honda	125 Chipotle
<b>6 World Wildlife Fund</b>	36 Ben & Jerry's	66 Uniqlo	96 Yoplait	126 Unilever
<b>7 Southwest Airlines</b>	37 SunChips	67 Morgan Stanley	97 Facebook	127 Uber
<b>8 Newman's Own</b>	38 Chobani	68 Ford	98 Hewlett-Packard	128 Pfizer
<b>9 Johnson &amp; Johnson</b>	39 Home Depot	69 Clif Bar	99 Sony	129 Audi
<b>10 CVS Pharmacy</b>	40 Kraft	70 Twitter	100 Honest Company	130 Always
11 FedEx	41 LinkedIn	71 Adidas	101 Doritos	131 Airbnb
12 UPS	42 Wikipedia	72 ESPN	102 eBay	132 LAY'S
13 Patagonia	43 Petfinder	73 LEGO	103 (RED)	133 Wells Fargo
14 Amazon	44 Kellogg's	74 TOMS	104 Levi Strauss	134 Spotify
15 Lowe's	45 Oracle	75 General Electric	105 Delta Air Lines	135 VICE
16 American Airlines	46 Allstate	76 Procter & Gamble	106 ExxonMobil	136 NBC
17 Canon	47 Zappos	77 Nestlé	107 Lipton	137 Coors
18 Google	48 Disney	78 Samsung	108 Virgin	138 Bank of America
19 Verizon	49 Etsy	79 Starbucks	109 United Airlines	139 Salesforce.com
20 The North Face	50 Target	80 Venmo	110 BMW	140 Marlboro
21 Seventh Generation	51 Fitbit	81 IKEA	111 Citi	141 Axe
22 Annie's Homegrown	52 Intel	82 Tesla	112 Pandora	142 Walmart
23 Apple	53 Lyft	83 Kickstarter	113 McDonald's	143 Ralph Lauren
24 REI	54 Comcast	84 Boeing	114 Heineken	144 Lululemon
25 L'Oréal	55 State Farm	85 Khan Academy	115 Method	145 Monsanto
26 Save The Children	56 Lockheed Martin	86 Goldman Sachs	116 Pampers	146 Snapchat
27 Chase Bank	57 Colgate	87 Yahoo	117 Budweiser	147 Miller Lite
28 Whole Foods	58 Microsoft	88 Eileen Fisher	118 H&M	148 Volkswagen
29 Thomson Reuters	59 Caterpillar	89 American Express	119 Chevron	149 Red Bull
30 T-Mobile	60 Dove	90 Subway	120 SolarCity	



Brand World Value Ranking:  
Elites



Biggest Movers:  
Elites

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## Brand World Value Rankings for Social & Purpose Engaged

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Social and purpose engaged are defined as people who are active in social media (vs. passive “observers”) and seeking a purpose-oriented life.

This segment regularly shares their thoughts and opinions on social media and expresses that living a life of purpose is important to them. While their socially active behavior was reflected in higher ratings for social media brands, they actually rated purpose-oriented Girl Scouts of America and Dove much lower than the general population. And they more highly rated lifestyle solution brands like Target, FedEx, Southwest and Starbucks.

### Social networking brands

True to their active lives on social media, this segment was more likely to highly rate social juggernauts Facebook (+18), Wikipedia (+11) and Twitter (+61).

### Lifestyle Brands

This segment more highly rated favorites LEGO (+23), Target (+17), and FedEx (+14). While lower on the list, this group also saw big jumps for SunChips (+24), L'Oréal (+36), Southwest (+26) and Starbucks (+22).

### Declining brands

Surprisingly, this segment rated purpose marketing provocateur Dove lower than the general population (-10), as well as the Girls Scouts of America (-12). Other prominent declining brands for this segment include Kellogg's (-13), Disney (-16), Kraft (-16) and Coca-Cola (-13).

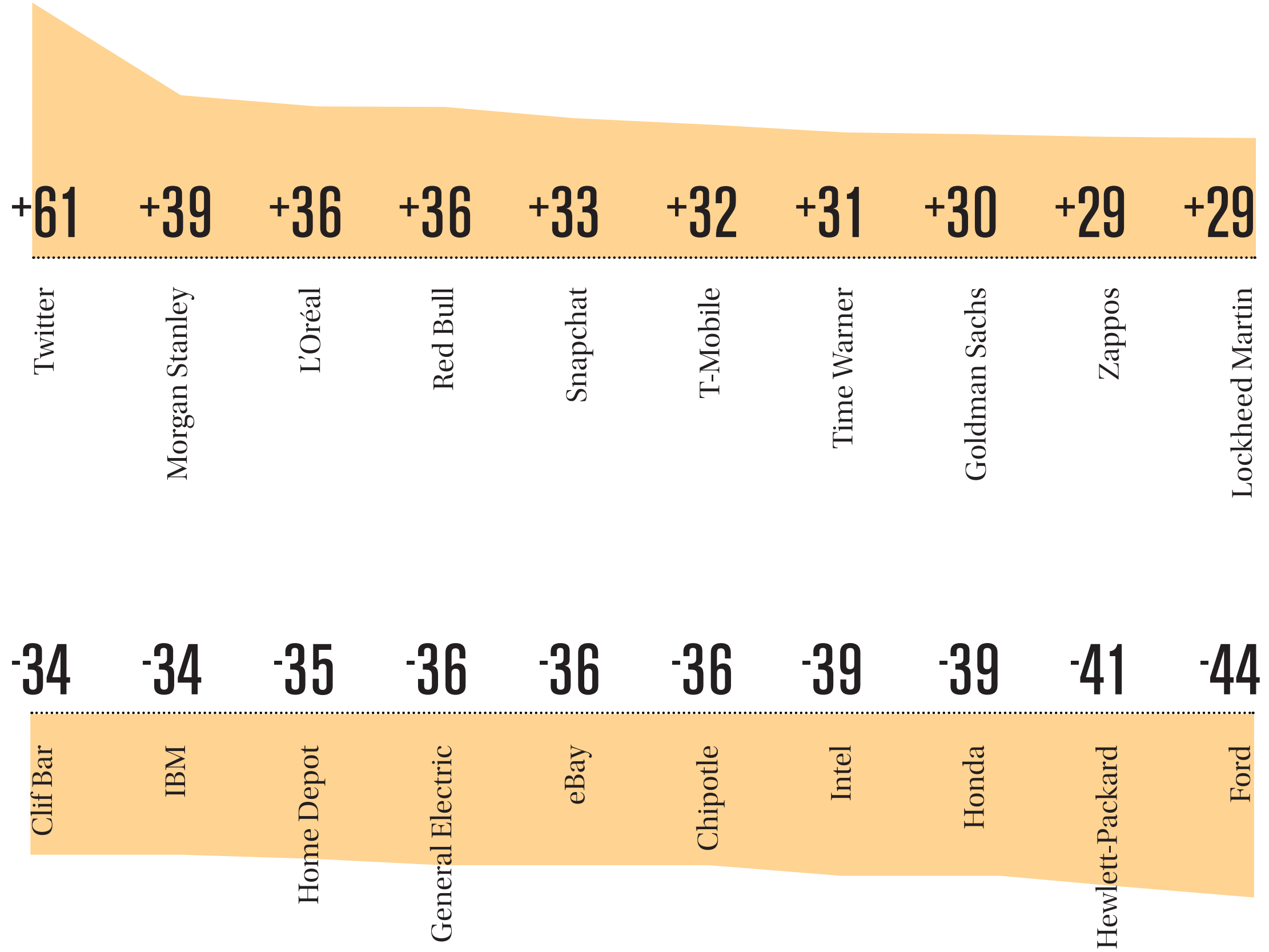
Brand Ranking: Social & Purpose Engaged

<b>1 Goodwill</b>	31 L'Oréal	61 Petfinder	91 AT&T	121 Kickstarter
<b>2 Amazon</b>	32 Twitter	62 NBC	92 United Airlines	122 Miller Lite
<b>3 Google</b>	33 Lipton	63 Seventh Generation	93 Patagonia	123 IBM
<b>4 FedEx</b>	34 Nestlé	64 Annie's Homegrown	94 IKEA	124 Volkswagen
<b>5 Microsoft</b>	35 Newman's Own	65 Toyota	95 Always	125 Delta Air Lines
<b>6 YMCA</b>	36 Southwest Airlines	66 Time Warner	96 Hewlett-Packard	126 Chipotle
<b>7 Johnson &amp; Johnson</b>	37 LAY'S	67 State Farm	97 Morgan Stanley	127 SolarCity
<b>8 Target</b>	38 Yahoo	68 Barbie	98 Ford	128 Marlboro
<b>9 Facebook</b>	39 Verizon	69 Pandora	99 Tesla	129 Unilever
<b>10 PayPal</b>	40 Whole Foods	70 The North Face	100 Intel	130 ExxonMobil
11 Save The Children	41 Kroger	71 General Electric	101 Adidas	131 One Campaign
12 Subway	42 Starbucks	72 Etsy	102 Uniqlo	132 Budweiser
13 CVS Pharmacy	43 World Wildlife Fund	73 Geico	103 Virgin	133 Bank of America
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25 Ben & Jerry's	55 Walmart	85 Comcast	115 H&M	145 Coors
26 Coca-Cola	56 KIND	86 Chevrolet	116 Goldman Sachs	146 BMW
27 McDonald's	57 MasterCard	87 Lyft	117 Eileen Fisher	147 Audi
28 Trader Joe's	58 Allstate	88 Honest Company	118 Uber	148 Airbnb
29 SunChips	59 Apple	89 Lockheed Martin	119 Axe	149 Monsanto
30 Canon	60 T-Mobile	90 NPR	120 Clif Bar	



Difference from Overall  
Brand World Value Ranking:  
Social & Purpose Engaged

Biggest Movers:  
Social & Purpose Engaged



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### Brand World Value Rankings for Tech Positive vs. Tech Skeptic

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These segments are defined by those who are excited about what technology is doing for people and the world (strongly agreeing with the statement “Technology can help improve the world’s current problems”), vs. people concerned about technology’s impact (who strongly disagreed with the statement).

Attitudes towards the technology’s ability to help or harm the world did not affect rankings for Brand World Value tech brand winners Amazon and Google.

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### Brand World Value Rankings for Tech Positive

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#### Social media brands

Tech positives were much more likely to highly rate social media brands that empower people to connect and express themselves, be it to improve the world or their own lives, such as Facebook (+16), Twitter (+64) and LinkedIn (+54).

#### Sharing economy

This segment elevated ride-sharing brands: Lyft at #87 (+22) and Uber at #104 (+26), although they remain near the bottom of the list.

#### Ascending brands

This segment also more strongly connected with CVS Pharmacy (+14), perhaps in recognition of their decision to stop selling cigarettes and purpose marketer Ben and Jerry’s (+16). Though further down the list, this group also saw large jumps in ratings for Southwest (+34), Allstate (+44) and T-Mobile (+49).

#### Top declining

This group was less connected to top Brand World Value performers Dove (-14), Disney (-10) and Kellogg’s (-13).

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### Brand World Value Rankings for Tech Skeptic

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#### Internet brands

Tech skeptics were in fact less connected to Wikipedia (-18), but more connected to Yahoo (+11).

#### Rising brands

Interestingly, tech skeptics rated a number of food brands more highly than the general public, such as Subway (+13), Nestlé (+22), McDonald’s (+21), LAY’S (+15), Pepsi (+25) and the middle American favorite Walmart (+25).



Brand Ranking: Tech Positive

<b>1 Goodwill</b>	31 Kraft	61 L'Oréal	91 REI	121 Snapchat
<b>2 Amazon</b>	32 LEGO	62 Annie's Homegrown	92 Honest Company	122 H&M
<b>3 Google</b>	33 Allstate	63 Chipotle	93 Patagonia	123 SolarCity
<b>4 PayPal</b>	34 SunChips	64 Procter & Gamble	94 MasterCard	124 Wells Fargo
<b>5 Johnson &amp; Johnson</b>	35 Verizon	65 Pandora	95 Honda	125 Volkswagen
<b>6 CVS Pharmacy</b>	36 Sony	66 Comcast	96 IKEA	126 Boeing
<b>7 FedEx</b>	37 American Airlines	67 Lipton	97 Clif Bar	127 ExxonMobil
<b>8 Girl Scouts of America</b>	38 Whole Foods	68 Time Warner	98 Pampers	128 Budweiser
<b>9 UPS</b>	39 State Farm	69 Fitbit	99 Tesla	129 Cisco
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26 Trader Joe's	56 Etsy	86 Adidas	116 Virgin	146 Coors
27 Save The Children	57 Intel	87 Lyft	117 Eileen Fisher	147 Lululemon
28 Southwest Airlines	58 eBay	88 Hewlett-Packard	118 Pfizer	148 Salesforce.com
29 Twitter	59 Nestlé	89 Chevrolet	119 Axe	149 Monsanto
30 Samsung	60 General Electric	90 Thomson Reuters	120 Red Bull	

Brand Ranking: Tech Skeptic

<b>1 Goodwill</b>	31 Yahoo	61 AT&T	91 Oracle	121 Snapchat
<b>2 Amazon</b>	32 CVS Pharmacy	62 Panera	92 Lockheed Martin	122 Honda
<b>3 Google</b>	33 Apple	63 Pfizer	93 Kickstarter	123 Time Warner
<b>4 Kellogg's</b>	34 NBC	64 Intel	94 Starbucks	124 IBM
<b>5 Disney</b>	35 World Wildlife Fund	65 Lululemon	95 Morgan Stanley	125 LinkedIn
<b>6 Subway</b>	36 Ford	66 Pandora	96 REI	126 Boeing
<b>7 Kraft</b>	37 Target	67 Verizon	97 Seventh Generation	127 Marlboro
<b>8 Nestlé</b>	38 Doritos	68 Canon	98 Wells Fargo	128 Ralph Lauren
<b>9 Save The Children</b>	39 Sony	69 Always	99 H&M	129 Red Bull
<b>10 Home Depot</b>	40 Newman's Own	70 Venmo	100 NPR	130 Allstate
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27 Facebook	57 VICE	87 Monsanto	117 Virgin	147 Heineken
28 FedEx	58 Airbnb	88 (RED)	118 Chase Bank	148 Chevron
29 Yoplait	59 MasterCard	89 Annie's Homegrown	119 Fitbit	149 American Express
30 Procter & Gamble	60 IKEA	90 Eileen Fisher	120 Spotify	

Difference from Overall  
Brand World Value Ranking:  
Tech Positive vs. Tech Skeptic

Goodwill		Amazon		Google		Kellogg's		PayPal	
Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic
-	-	-	-	-	-	-13	-	+1	-6
01	Tech Rank	01	Tech Rank	02	Tech Rank	03	Tech Rank	04	Tech Rank
	BWV Rank	01	BWV Rank	02	BWV Rank	03	BWV Rank	04	BWV Rank
Disney		Girl Scouts of America		Kraft		Johnson & Johnson		Dove	
Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic
-10	+1	-1	-16	-23	+1	+4	-10	-14	-8
16	Tech Rank	05	Tech Rank	23	Tech Rank	07	Tech Rank	19	Tech Rank
	BWV Rank	06	BWV Rank	07	BWV Rank	08	BWV Rank	09	BWV Rank
UPS		Home Depot		Coca-Cola		Microsoft		YMCA	
Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic
+2	-6	-10	+2	-6	+1	+4	-	-	-5
09	Tech Rank	17	Tech Rank	10	Tech Rank	12	Tech Rank	14	Tech Rank
	BWV Rank	11	BWV Rank	12	BWV Rank	13	BWV Rank	14	BWV Rank
Save The Children		Colgate		FedEx		Subway		CVS Pharmacy	
Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Positive	Tech Skeptic	Tech Skeptic	Tech Skeptic
-11	+7	-32	-4	+11	-10	-29	+13	+14	-12
27	Tech Rank	09	Tech Rank	21	Tech Rank	28	Tech Rank	06	Tech Rank
	BWV Rank	16	BWV Rank	17	BWV Rank	18	BWV Rank	19	BWV Rank

Biggest Movers:  
Tech Positive



## Brand World Value Rankings for Activists

Activists are defined as people involved politically and in their community, strongly agreeing with the statements: “I am actively involved in my community, in things like volunteer work, board service, etc.” and “I follow politics closely”.

### Not as sold on the world value of big tech

Perhaps the most interesting pattern in the activist data are lower rankings for big tech, Amazon (-9), Google (-13) and Facebook (-8). This does not mean that they are anti-tech, but is suggestive of a more challenging attitude toward the tech juggernauts.

### Top of list jumpers

This community-minded segment connected more strongly with one of the strongest community brands, YMCA (+13). They also more highly rated CVS Pharmacy (+15), perhaps driven by their decision in the past year to discontinue selling cigarettes.

### Sources of political dialogue

This group follows politics closely and was reflected in higher connections with high-minded NPR (+55) and Twitter (+54), a medium of political buzz and social activism.

### Stocking the cupboard

This segment showed a strong pattern of connection to the values of a handful of grocery brands, from retailers, to food brands to packaged goods such as Trader Joe’s (+29), SunChips (+36), Seventh Generation (+39), Kroger (+23) and Chobani (+26).

### Airline brands

This segment must like to travel because they gave big bumps to Southwest Airlines (+47) and American Airlines (+36).

### Insurance brands

Activists rated insurance brands State Farm (+34) and Allstate (+34).

### Other rising brands

Petfinder (+21), L’Oréal (+37), Time Warner (+61)

### Declining brands

Kraft (-26), Home Depot (-26)

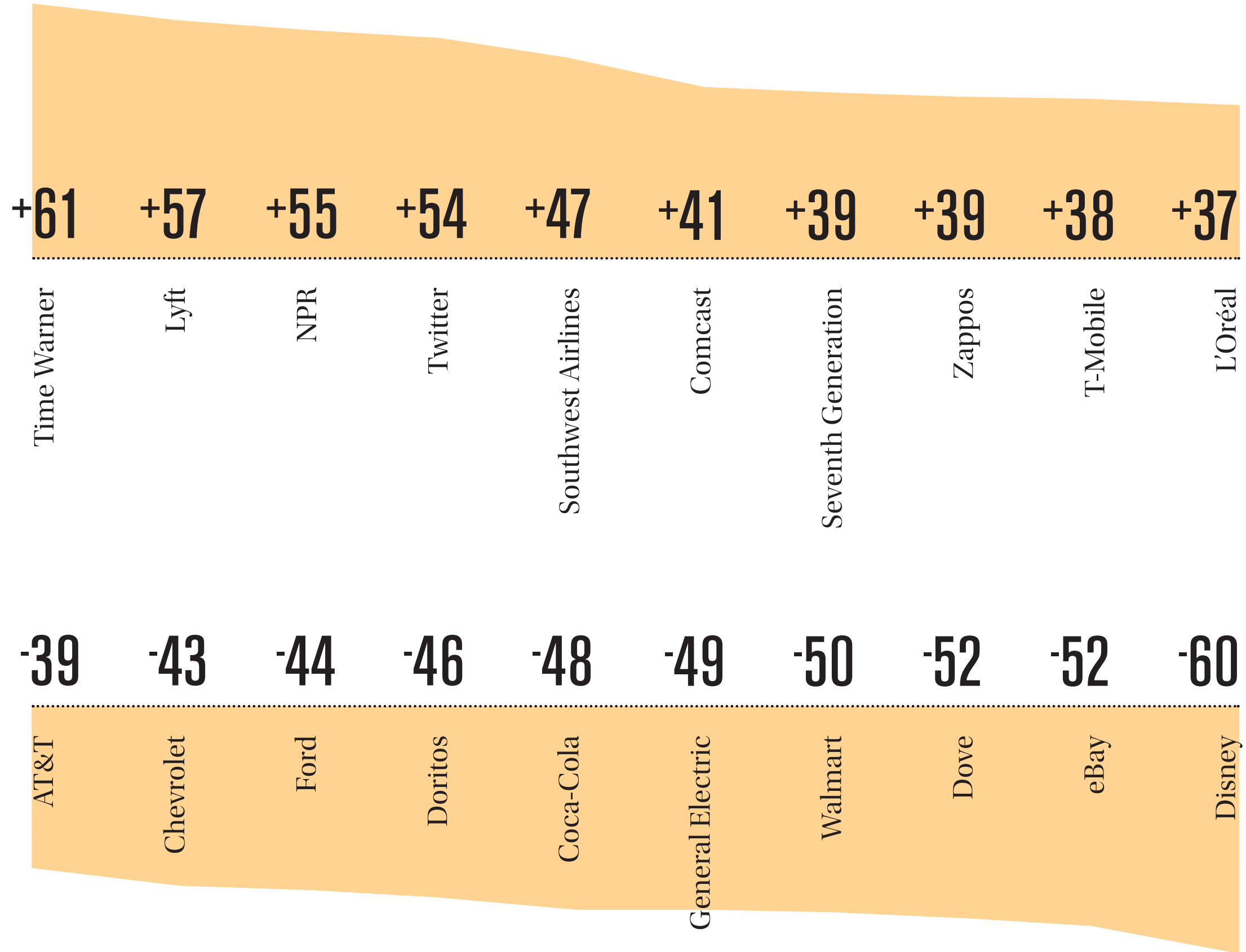
Brand Ranking: Activists

<b>1 Goodwill</b>	31 Verizon	61 Coca-Cola	91 Levi Strauss	121 Chevron
<b>2 YMCA</b>	32 Whole Foods	62 Dove	92 Chipotle	122 Always
<b>3 Johnson &amp; Johnson</b>	33 Canon	63 MasterCard	93 Hewlett-Packard	123 Ralph Lauren
<b>4 Girl Scouts of America</b>	34 Kraft	64 Zappos	94 Honda	124 Pfizer
<b>5 CVS Pharmacy</b>	35 Facebook	65 LAY'S	95 eBay	125 Spotify
<b>6 PayPal</b>	36 Time Warner	66 Disney	96 Venmo	126 Goldman Sachs
<b>7 FedEx</b>	37 LEGO	67 Nike	97 AT&T	127 BMW
<b>8 UPS</b>	38 Home Depot	68 Chase Bank	98 Ford	128 (RED)
<b>9 Lowe's</b>	39 Twitter	69 Comcast	99 Uniqlo	129 Miller Lite
<b>10 Trader Joe's</b>	40 Sony	70 McDonald's	100 Eileen Fisher	130 Marlboro
11 Amazon	41 Panera	71 Starbucks	101 ESPN	131 Budweiser
12 World Wildlife Fund	42 State Farm	72 LinkedIn	102 Oracle	132 Cisco
13 Save The Children	43 Allstate	73 Barbie	103 Chevrolet	133 Red Bull
14 Newman's Own	44 American Airlines	74 Adidas	104 Clif Bar	134 VICE
15 Southwest Airlines	45 Yahoo	75 Doritos	105 Kickstarter	135 Axe
16 Google	46 TOMS	76 Honest Company	106 Virgin	136 H&M
17 SunChips	47 Chobani	77 Fitbit	107 Uber	137 American Express
18 Microsoft	48 Yoplait	78 Procter & Gamble	108 Lockheed Martin	138 Volkswagen
19 Samsung	49 Lipton	79 Pepsi	109 Pampers	139 Snapchat
20 Seventh Generation	50 IKEA	80 KIND	110 Tesla	140 Airbnb
21 Apple	51 Colgate	81 Caterpillar	111 Khan Academy	141 One Campaign
22 Kellogg's	52 Lyft	82 United Airlines	112 Delta Air Lines	142 Salesforce.com
23 Wikipedia	53 The North Face	83 Intel	113 Method	143 Bank of America
24 Target	54 T-Mobile	84 General Electric	114 Morgan Stanley	144 Coors
25 Kroger	55 NBC	85 Thomson Reuters	115 Medium	145 Heineken
26 Petfinder	56 Toyota	86 REI	116 ExxonMobil	146 Audi
27 Subway	57 Etsy	87 Pandora	117 SolarCity	147 Citi
28 NPR	58 Annie's Homegrown	88 IBM	118 Unilever	148 Lululemon
29 Ben & Jerry's	59 Nestlé	89 Patagonia	119 Boeing	149 Monsanto
30 L'Oréal	60 Geico	90 Walmart	120 Wells Fargo	

Goodwill	YMCA	Johnson & Johnson	Girl Scouts of America	CVS Pharmacy					
0	+13	+6	+3	+15					
Activists Rank 1	BWV Rank 1	Activists Rank 2	BWV Rank 15	Activists Rank 3	BWV Rank 9	Activists Rank 4	BWV Rank 7	Activists Rank 5	BWV Rank 20
PayPal	FedEx	UPS	Lowe's	Trader Joe's					
-1	+11	+3	+12	+29					
Activists Rank 6	BWV Rank 5	Activists Rank 7	BWV Rank 18	Activists Rank 8	BWV Rank 11	Activists Rank 9	BWV Rank 21	Activists Rank 10	BWV Rank 39
Amazon	World Wildlife Fund	Save The Children	Newman's Own	Southwest Airlines					
-9	+10	+3	+10	+47					
Activists Rank 11	BWV Rank 2	Activists Rank 12	BWV Rank 22	Activists Rank 13	BWV Rank 16	Activists Rank 14	BWV Rank 24	Activists Rank 15	BWV Rank 62
Google	SunChips	Microsoft	Samsung	Seventh Generation					
-13	+36	-4	+4	+39					
Activists Rank 16	BWV Rank 29	Activists Rank 17	BWV Rank 53	Activists Rank 18	BWV Rank 14	Activists Rank 19	BWV Rank 23	Activists Rank 20	BWV Rank 59

Difference from Overall  
Brand World Value Ranking:  
Activists

Biggest Movers:  
Activists





## Brand World Value Rankings for Environmentally Engaged

Defined as people who strongly agree with the statement “I work hard in my own life to take steps to protect the environment”. People who care about the environment tend to rate information and conscious product brands higher and iconic corporate brands much lower.

### Wholesome products

Organic-focused grocers Trader Joe’s (+32) and Whole Foods (+17) rank much higher than amongst the general population, as well as certain product brands: Seventh Generation (+23), Method (+25), TOMS (+22). L’Oréal (+37) is perhaps a more surprising brand that did well with this segment.

### Information and connection

The Environmentally Engaged value Twitter (+49) and LinkedIn (+56) much more strongly than the general population, although Facebook (-12) does not have the same resonance.

### American icons

A number of blue chip American icons decline with this segment, including Coca-Cola (-28), Disney (-21), Kellogg’s (-16) and LAY’S (-25).

### Top rising brands

LinkedIn (+56), Twitter (+49), L’Oréal (+37), Trader Joe’s (+32), Zappos (+29), Method (+25), Seventh Generation (+23), TOMS (+22), Virgin (+21), Whole Foods (+17), Wikipedia (+16), Lyft (+16)

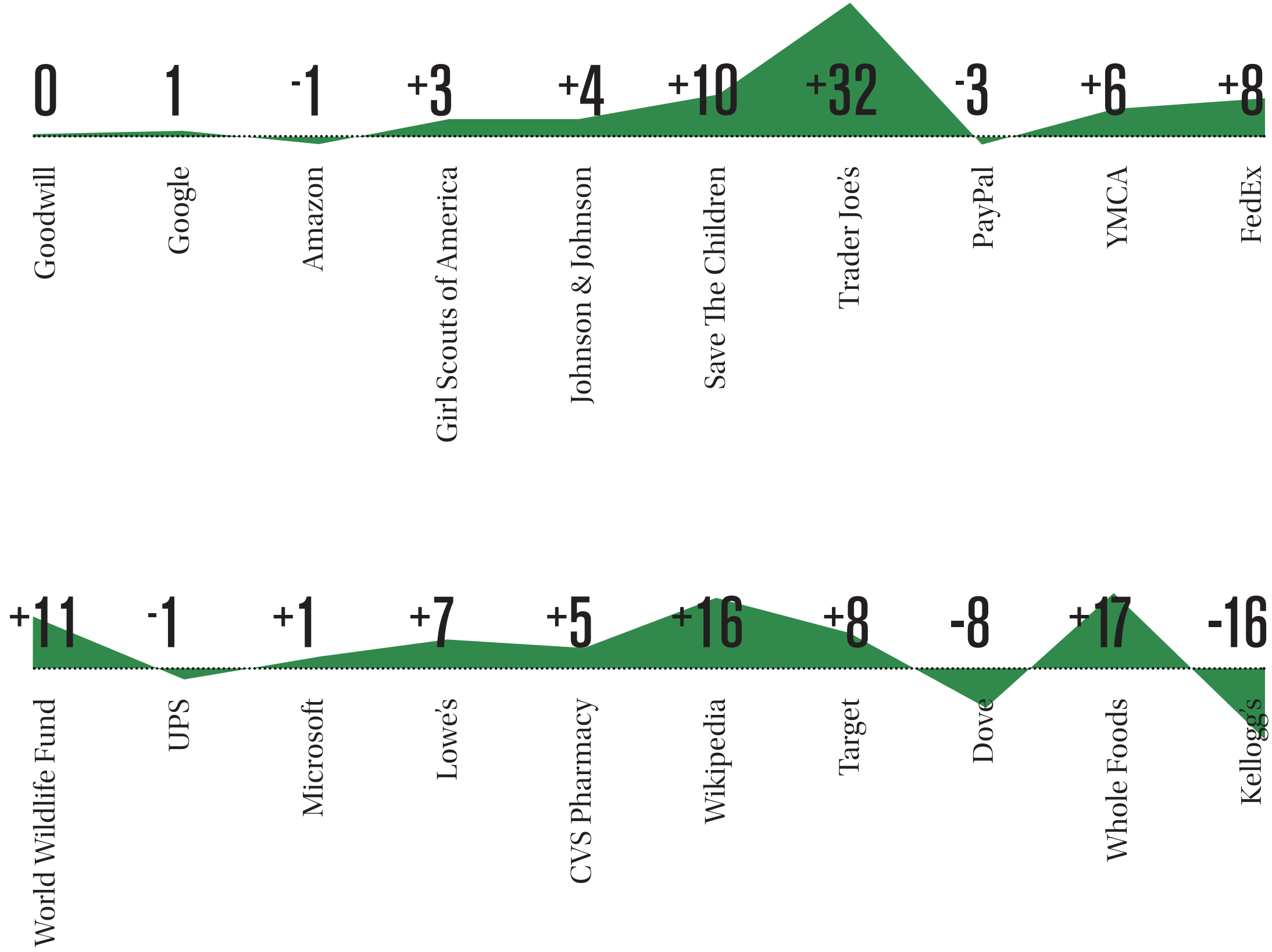
### Top declining brands

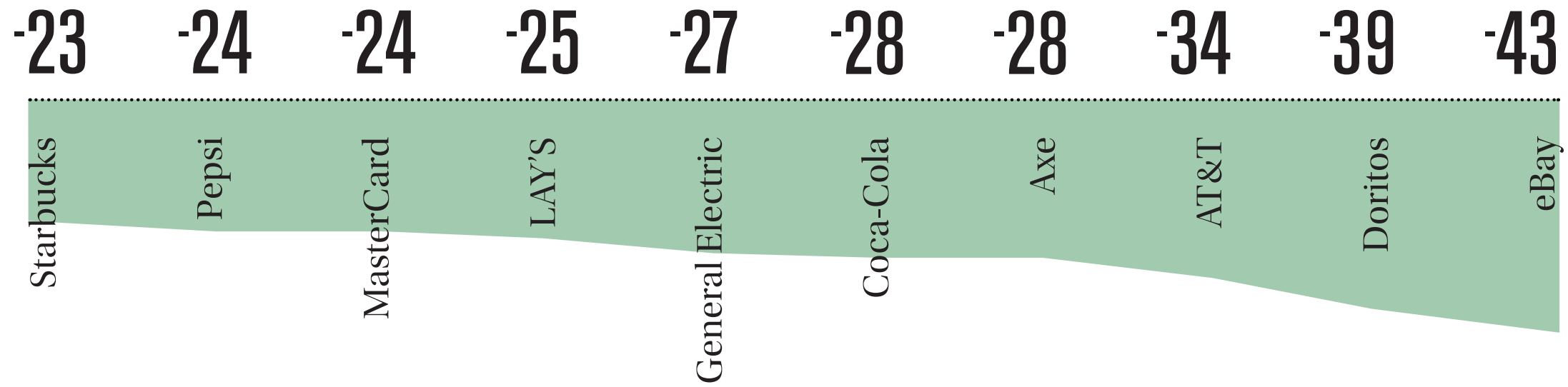
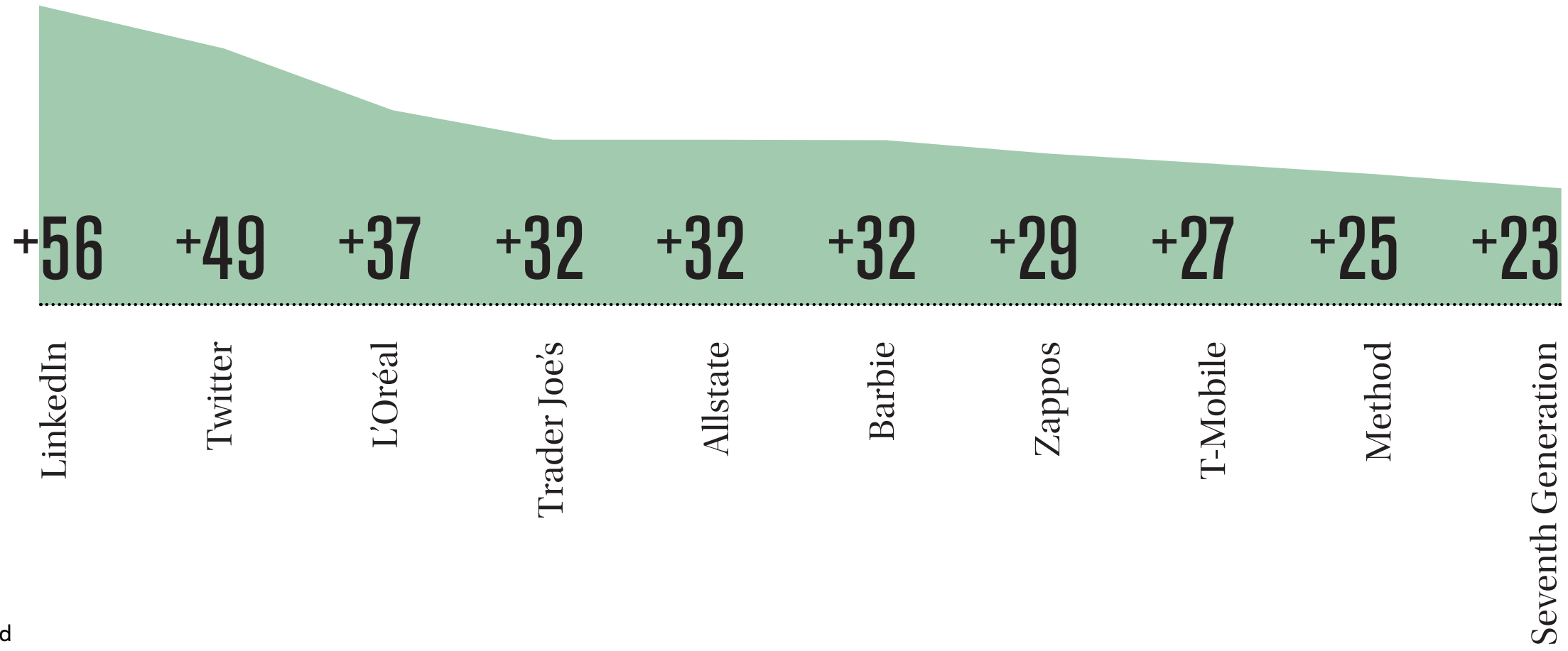
eBay (-43), AT&T (-34), Coca-Cola (-28), General Electric (-27), LAY’S (-25), Disney (-21), Nestlé (-17), Kellogg’s (-16), Facebook (-12)

Brand Ranking: Environmentally Engaged

<b>1 Goodwill</b>	31 Verizon	61 NPR	91 Honest Company	121 Volkswagen
<b>2 Google</b>	32 Apple	62 General Electric	92 AT&T	122 BMW
<b>3 Amazon</b>	33 Ben & Jerry's	63 Panera	93 Lyft	123 ExxonMobil
<b>4 Girl Scouts of America</b>	34 Sony	64 State Farm	94 Comcast	124 Pfizer
<b>5 Johnson &amp; Johnson</b>	35 SunChips	65 T-Mobile	95 Thomson Reuters	125 Chevron
<b>6 Save The Children</b>	36 Seventh Generation	66 Procter & Gamble	96 Patagonia	126 Boeing
<b>7 Trader Joe's</b>	37 Kroger	67 Etsy	97 Geico	127 Snapchat
<b>8 PayPal</b>	38 LEGO	68 Doritos	98 Pampers	128 Unilever
<b>9 YMCA</b>	39 Facebook	69 Hewlett-Packard	99 ESPN	129 Red Bull
<b>10 FedEx</b>	40 Southwest Airlines	70 Chobani	100 Always	130 One Campaign
11 World Wildlife Fund	41 Coca-Cola	71 Ford	101 Virgin	131 Heineken
12 UPS	42 Petfinder	72 Chase Bank	102 IBM	132 Ralph Lauren
13 Microsoft	43 Yoplait	73 IKEA	103 Tesla	133 Axe
14 Lowe's	44 Twitter	74 Zappos	104 Clif Bar	134 Wells Fargo
15 CVS Pharmacy	45 Allstate	75 Pepsi	105 United Airlines	135 Khan Academy
16 Wikipedia	46 Yahoo	76 Fitbit	106 Uniqlo	136 Airbnb
17 Target	47 Nestlé	77 Annie's Homegrown	107 Spotify	137 Bank of America
18 Dove	48 LinkedIn	78 REI	108 SolarCity	138 Cisco
19 Whole Foods	49 Lipton	79 Chevrolet	109 Chipotle	139 (RED)
20 Kellogg's	50 McDonald's	80 MasterCard	110 Venmo	140 Audi
21 Newman's Own	51 Pandora	81 Time Warner	111 Medium	141 Citi
22 Canon	52 KIND	82 Intel	112 American Express	142 Coors
23 Kraft	53 Toyota	83 Adidas	113 Lockheed Martin	143 Goldman Sachs
24 Samsung	54 NBC	84 Caterpillar	114 Delta Air Lines	144 Marlboro
25 Colgate	55 The North Face	85 Oracle	115 Uber	145 Miller Lite
26 Home Depot	56 LAY'S	86 eBay	116 H&M	146 VICE
27 Disney	57 Walmart	87 Starbucks	117 Budweiser	147 Salesforce.com
28 TOMS	58 Nike	88 Method	118 Kickstarter	148 Lululemon
29 Subway	59 Barbie	89 Honda	119 Eileen Fisher	149 Monsanto
30 L'Oréal	60 American Airlines	90 Levi Strauss	120 Morgan Stanley	

Difference from Overall Brand World Value Ranking: Environmentally Engaged





## Brand World Value Rankings for Optimists

Defined as people who strongly agree with the statement “I am an optimistic person”.

Optimists value transportation, finance companies and some communications brands. A number of brands rise into the top 10 for Optimists: Johnson & Johnson (+7 to #2), FedEx (+13 to #5), UPS (+4 to #7), YMCA (+7 to #8), Lowe’s (+12 to #9) and Microsoft (+4 to #10).

### Transportation

The major package delivery companies, FedEx and UPS, are both in the top 10 for Optimists, and some airlines show big jumps (Southwest Airlines and American Airlines).

### Home Improvement

An interesting occurrence: Optimists like Lowe’s (+12), ranking it in the top 10 brands, but do not value Home Depot (-10) as strongly as the general population.

### Finance

Optimists value finance companies — perhaps indicating a love/hate relationship with your finance provider depends upon your outlook — as they rated Morgan Stanley (+28), Wells Fargo (+16), State Farm (+14), Allstate (+14) and Chase Bank (+11).

### Communication

Another interesting split within an industry: Optimists like Time Warner (+26 at #71) and T-Mobile (+22 at #70) more than the general population, but do not value AT&T as highly as others (-16, at #74).

### Top rising brands

Morgan Stanley (+28), Southwest Airlines (+26), Time Warner (+26), Twitter (+24), American Airlines (+23), T-Mobile (+22), TOMS (+21), Toyota (+20), Canon (+18), Wells Fargo (+16), Verizon (+16), L’Oréal (+16), Chobani (+15), State Farm (+14), Allstate (+14), FedEx (+13), Lowe’s (+12), SunChips (+12), Chase Bank (+11)

### Top declining brands

eBay (-41), Chipotle (-25), Ben & Jerry’s (-22), Petfinder (-21), Doritos (-20), Intel (-18), Chevrolet (-17), AT&T (-16), Disney (-15), Coca-Cola (-12), Facebook (-12)

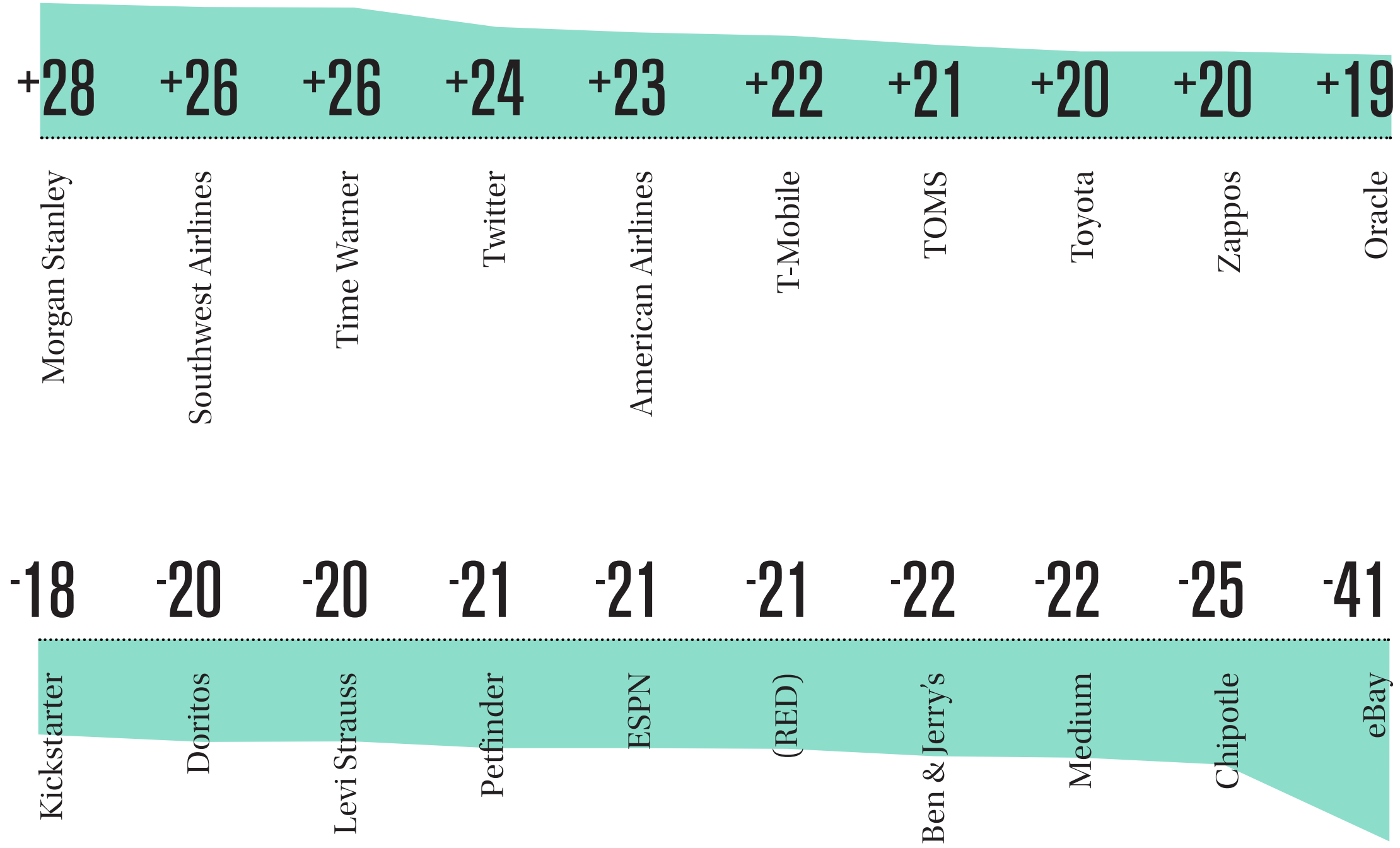
Brand Ranking: Optimists

<b>1 Goodwill</b>	31 World Wildlife Fund	61 Ford	91 Patagonia	121 ExxonMobil
<b>2 Johnson &amp; Johnson</b>	32 Trader Joe's	62 State Farm	92 Comcast	122 Tesla
<b>3 Amazon</b>	33 Verizon	63 Allstate	93 Honda	123 Medium
<b>4 Google</b>	34 LAY'S	64 Hewlett-Packard	94 Caterpillar	124 Cisco
<b>5 FedEx</b>	35 Procter & Gamble	65 Seventh Generation	95 NPR	125 Virgin
<b>6 PayPal</b>	36 Southwest Airlines	66 Pandora	96 Method	126 Snapchat
<b>7 UPS</b>	37 LEGO	67 Chase Bank	97 Clif Bar	127 Eileen Fisher
<b>8 YMCA</b>	38 McDonald's	68 Petfinder	98 United Airlines	128 Budweiser
<b>9 Lowe's</b>	39 Facebook	69 Twitter	99 Always	129 Bank of America
<b>10 Microsoft</b>	40 Yoplait	70 T-Mobile	100 IBM	130 Chevron
11 CVS Pharmacy	41 SunChips	71 Time Warner	101 Lyft	131 Miller Lite
12 Girl Scouts of America	42 Wikipedia	72 Etsy	102 ESPN	132 Uber
13 Kellogg's	43 Lipton	73 IKEA	103 Pfizer	133 One Campaign
14 Save The Children	44 Nike	74 AT&T	104 Thomson Reuters	134 Volkswagen
15 Samsung	45 Yahoo	75 Starbucks	105 Spotify	135 Goldman Sachs
16 Target	46 General Electric	76 Oracle	106 Uniqlo	136 BMW
17 Kraft	47 Whole Foods	77 Chevrolet	107 Delta Air Lines	137 Red Bull
18 Subway	48 Kroger	78 Adidas	108 Morgan Stanley	138 VICE
19 Colgate	49 Doritos	79 Intel	109 Venmo	139 Coors
20 Dove	50 Ben & Jerry's	80 Annie's Homegrown	110 Wells Fargo	140 Khan Academy
21 Disney	51 L'Oréal	81 Honest Company	111 Unilever	141 Citi
22 Home Depot	52 Pepsi	82 Barbie	112 Lockheed Martin	142 Heineken
23 Apple	53 Panera	83 Zappos	113 American Express	143 Audi
24 Nestlé	54 Toyota	84 eBay	114 Boeing	144 Lululemon
25 Coca-Cola	55 KIND	85 Fitbit	115 Chipotle	145 Salesforce.com
26 Canon	56 MasterCard	86 Geico	116 Axe	146 (RED)
27 Newman's Own	57 American Airlines	87 REI	117 Ralph Lauren	147 Marlboro
28 Sony	58 Chobani	88 Levi Strauss	118 Kickstarter	148 Airbnb
29 TOMS	59 NBC	89 Pampers	119 H&M	149 Monsanto
30 Walmart	60 The North Face	90 LinkedIn	120 SolarCity	

Goodwill		Johnson & Johnson		Amazon		Google		FedEx	
0		+7		-1		-1		+13	
Optimists Rank 1	BWV Rank 1	Optimists Rank 2	BWV Rank 9	Optimists Rank 3	BWV Rank 2	Optimists Rank 4	BWV Rank 3	Optimists Rank 5	BWV Rank 18
PayPal		UPS		YMCA		Lowe's		Microsoft	
-1		+4		+7		+12		+4	
Optimists Rank 6	BWV Rank 5	Optimists Rank 7	BWV Rank 11	Optimists Rank 8	BWV Rank 15	Optimists Rank 9	BWV Rank 21	Optimists Rank 10	BWV Rank 14
CVS Pharmacy		Girl Scouts of America		Kellogg's		Save The Children		Samsung	
+9		-5		-9		+2		+8	
Optimists Rank 11	BWV Rank 20	Optimists Rank 12	BWV Rank 7	Optimists Rank 13	BWV Rank 4	Optimists Rank 14	BWV Rank 16	Optimists Rank 15	BWV Rank 22
Target		Kraft		Subway		Colgate		Dove	
+9		-9		+1		-2		-10	
Optimists Rank 16	BWV Rank 25	Optimists Rank 17	BWV Rank 8	Optimists Rank 18	BWV Rank 19	Optimists Rank 19	BWV Rank 17	Optimists Rank 20	BWV Rank 10

Difference from Overall Brand World Value Ranking: Optimists

Biggest Movers:  
Optimists





## Brand World Value Rankings for Nonprofit Engaged

Defined as people who strongly agree with the statement “I actively support (with money or time) nonprofits or causes working on issues I care about”.

As people who are actively engaged with nonprofits (with time or money), it’s perhaps unsurprising that World Wildlife Fund jumps 14 places into the top 10, which includes five nonprofits. This is a striking difference from traditional brand value studies, which do not typically include nonprofits.

Also striking is the extent to which people engaged in nonprofits support purpose-driven brands, with many making big jumps relative to the general population. In contrast, traditional food and product brands fare particularly poorly, with big falls for Procter & Gamble (-29), Pepsi (-27), Doritos (-26), Yoplait (-24), Nestlé (-19), Coca-Cola (-18), Kellogg’s (-14) and Kraft (-11).

### Purpose-driven brands

Making big jumps were NPR (+36), TOMS (+35), Seventh Generation (+32), Etsy (+27), Annie’s Homegrown (+22), KIND (+20) and Wikipedia (+15). Special mention should be made for Newman’s Own (+20), which is the #4 brand for this segment, above corporate behemoths like Google and Apple, and above food competitors like Kellogg’s and Kraft.

### Information providers

People engaged in nonprofits like information, boosting LinkedIn (+38), NPR (+36) and Wikipedia (+15), although Facebook falls for this group (-13).

### Top rising brands

LinkedIn (+38), Uniqlo (+37), NPR (+36), TOMS (+35), Seventh Generation (+32), Petfinder (+31), L’Oréal (+30), The North Face (+27), Etsy (+27), American Airlines (+24), Annie’s Homegrown (+22), Newman’s Own (+20), KIND (+20), World Wildlife Fund (+14), Wikipedia (+15)

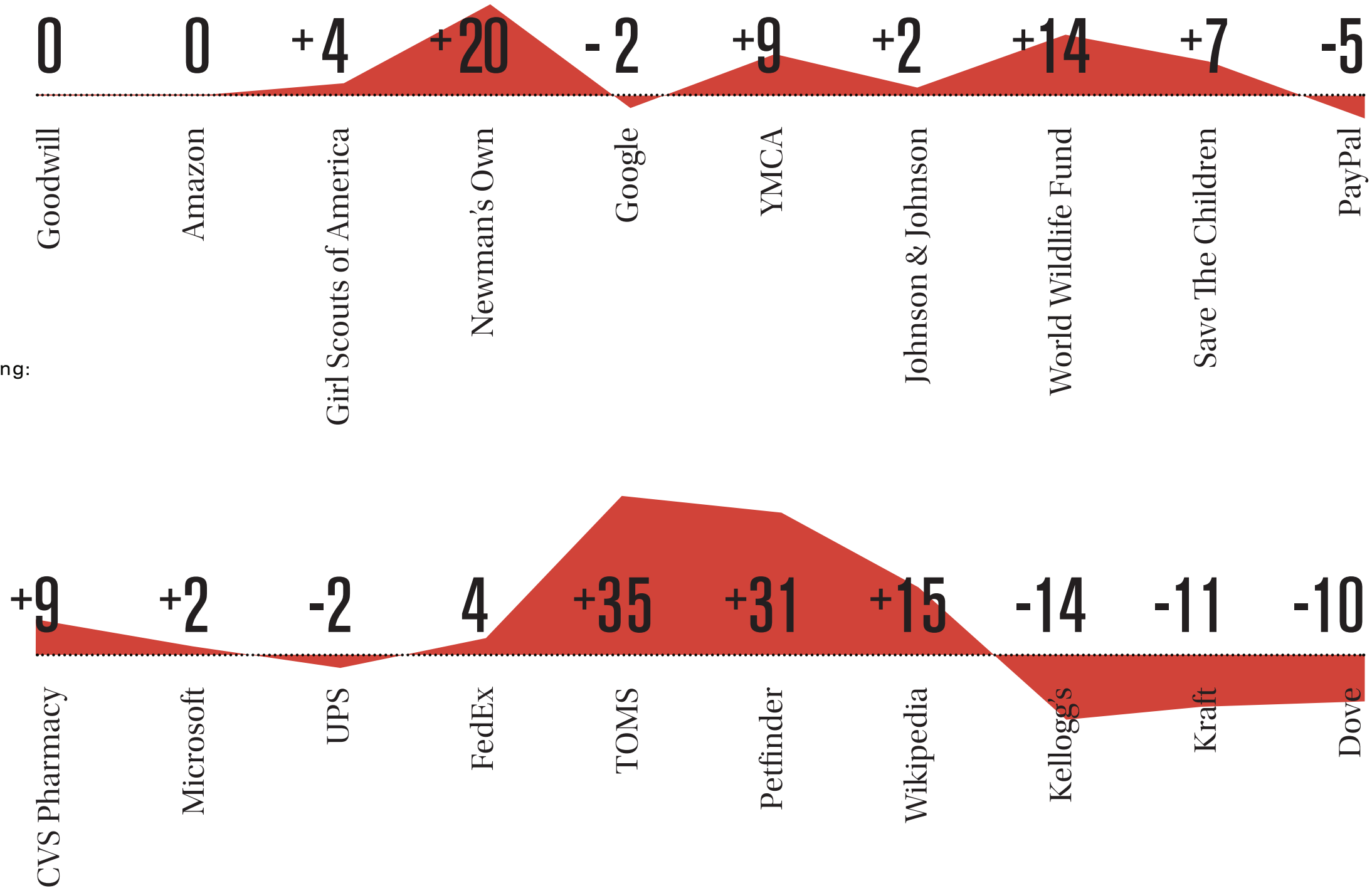
### Top declining brands

Disney (-32), Nike (-31), Procter & Gamble (-29), Pepsi (-27), Doritos (-26), Yoplait (-24), LAY’S (-21), Nestlé (-19), Coca-Cola (-18), Kellogg’s (-14), Kraft (-11), Home Depot (-12), Colgate (-16), Facebook (-13)

Brand Ranking: Nonprofit Engaged

<b>1 Goodwill</b>	31 Coca-Cola	61 Intel	91 Method	121 ESPN
<b>2 Amazon</b>	32 Canon	62 Yoplait	92 Honda	122 ExxonMobil
<b>3 Girl Scouts of America</b>	33 Colgate	63 Allstate	93 United Airlines	123 Khan Academy
<b>4 Newman's Own</b>	34 Sony	64 State Farm	94 Honest Company	124 American Express
<b>5 Google</b>	35 LEGO	65 eBay	95 Levi Strauss	125 Wells Fargo
<b>6 YMCA</b>	36 Kroger	66 LinkedIn	96 Tesla	126 One Campaign
<b>7 Johnson &amp; Johnson</b>	37 L'Oréal	67 Hewlett-Packard	97 Adidas	127 Morgan Stanley
<b>8 World Wildlife Fund</b>	38 Disney	68 AT&T	98 Chase Bank	128 Goldman Sachs
<b>9 Save The Children</b>	39 The North Face	69 Uniqlo	99 IBM	129 Cisco
<b>10 PayPal</b>	40 Facebook	70 Pandora	100 Time Warner	130 Snapchat
11 CVS Pharmacy	41 Lipton	71 REI	101 Pampers	131 VICE
12 Microsoft	42 Panera	72 MasterCard	102 Medium	132 Bank of America
13 UPS	43 KIND	73 IKEA	103 Comcast	133 Boeing
14 FedEx	44 Verizon	74 Procter & Gamble	104 Clif Bar	134 Budweiser
15 TOMS	45 Etsy	75 Fitbit	105 Spotify	135 Red Bull
16 Petfinder	46 SunChips	76 Patagonia	106 Eileen Fisher	136 (RED)
17 Wikipedia	47 NPR	77 Nike	107 Always	137 BMW
18 Kellogg's	48 Annie's Homegrown	78 Pepsi	108 SolarCity	138 Miller Lite
19 Kraft	49 Nestlé	79 Ford	109 Chevrolet	139 Salesforce.com
20 Dove	50 Southwest Airlines	80 Venmo	110 Delta Air Lines	140 Chevron
21 Lowe's	51 NBC	81 Geico	111 Kickstarter	141 Volkswagen
22 Samsung	52 LAY'S	82 Caterpillar	112 Uber	142 Airbnb
23 Apple	53 Yahoo	83 Twitter	113 Axe	143 Citi
24 Home Depot	54 Chobani	84 Zappos	114 Virgin	144 Audi
25 Target	55 Doritos	85 Lyft	115 Lockheed Martin	145 Lululemon
26 Whole Foods	56 American Airlines	86 Starbucks	116 Pfizer	146 Coors
27 Seventh Generation	57 McDonald's	87 Barbie	117 H&M	147 Marlboro
28 Trader Joe's	58 Toyota	88 Oracle	118 Unilever	148 Heineken
29 Ben & Jerry's	59 General Electric	89 T-Mobile	119 Chipotle	149 Monsanto
30 Subway	60 Walmart	90 Thomson Reuters	120 Ralph Lauren	

Difference from Overall  
Brand World Value Ranking:  
Nonprofit Engaged



Biggest Movers:  
Nonprofit Engaged



## Brand World Value Rankings for Young & Social

Defined as people between 18-34 years old, who strongly or somewhat agree with the statement “I regularly post my thoughts on social media, and not just read what others have written”

This segment is particularly coveted by marketers: with a lifetime of consumption ahead of them, and being not just passive followers on social media, but active sharers, these people are truly individual media channels, capable of influencing the opinion of the networks around them. They naturally support social media and web brands, as well as purpose and youth-oriented brands.

### Social media & online brands

Unsurprisingly, social media brands score much higher for this segment than for the general population: Snapchat (+79), Twitter (+74), Spotify (+37), Uber (+31), Facebook (+22), Medium (+20), Pandora (+26) and Wikipedia (+14). Facebook jumps from #27 for the general population to #5; still below web competitors Amazon (#1) and Google (#2).

### Purpose-oriented brands

Some of the standard-bearers of purpose-oriented brands find a natural home with this younger segment: TOMS (+30), KIND (+22) and Wikipedia (+14).

### Youth-oriented products & services

Brands that have traditionally focused on younger people find natural supporters in this segment, with a particularly large jump for Red Bull (+79), which has built its brand largely through content and sponsorships that travel naturally through social media. Other brands jumping for this segment include: Pampers (+44), TOMS (+30), Barbie (+30), Always (+20), IKEA (+20), Samsung (+11), LEGO (+25) and Pepsi (+15).

### Some retailers

Some retailers are supported far more by this segment than by the general population, including Starbucks (+51), IKEA (+20) and Target

(+17), perhaps indicating that those retailers are positioned well to grow with these customers as they age, and to benefit from this segment's natural social tendencies.

### Declining brands

There are some brands that lose ground relative to their ranking for the general population that are not a big surprise, such as General Electric (-43) and Hewlett-Packard (-64), which are naturally focused on older, enterprise customers. But there are also some surprises: Newman's Own (-43) had a big drop, so too did Clif Bar (-40) and ESPN (-37).

### Top rising brands

Snapchat (+79), Red Bull (+79), Twitter (+74), Starbucks (+51), Pampers (+44), Spotify (+37), Uber (+31), TOMS (+30), Barbie (+30), Chase Bank (+26), Facebook (+22), Always (+20), IKEA (+20), Medium (+20), Target (+17), Samsung (+11), Pandora (+26), LEGO (+25), KIND (+22), Toyota (+17), Pepsi (+15), Wikipedia (+14)

### Top declining brands

Hewlett-Packard (-64), Intel (-54), Newman's Own (-43), General Electric (-43), Clif Bar (-40), ESPN (-37), Procter & Gamble (-27), Lowe's (-26), World Wildlife Fund (-26), Home Depot (-23), Kroger (-21), UPS (-20), Johnson & Johnson (-17), Walmart (-15), Save the Children (-13)

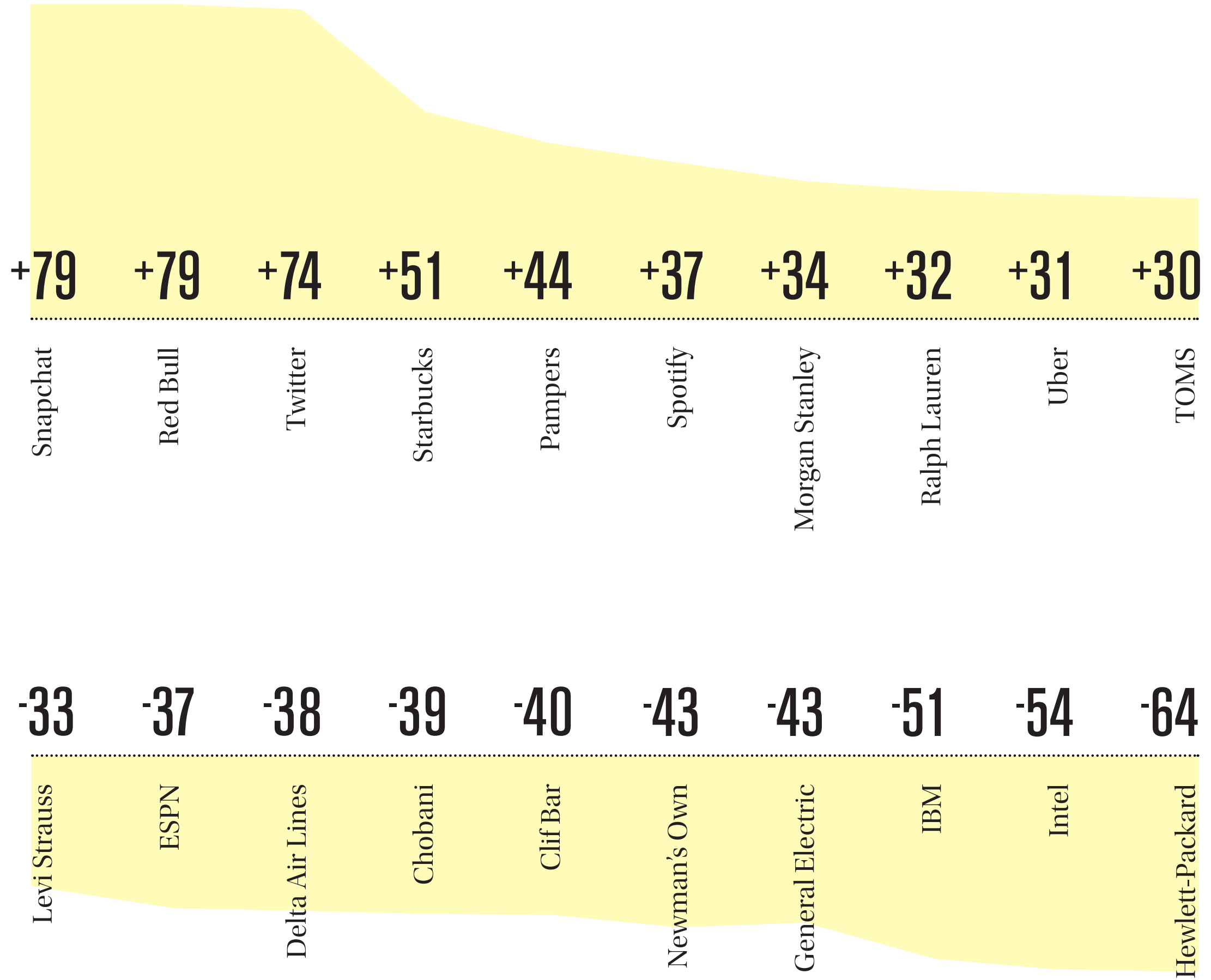
Brand Ranking: Young & Social

<b>1 Amazon</b>	31 UPS	61 Barbie	91 Zappos	121 Unilever
<b>2 Google</b>	32 Whole Foods	62 Etsy	92 Annie's Homegrown	122 Kickstarter
<b>3 Disney</b>	33 Nike	63 Southwest Airlines	93 NPR	123 One Campaign
<b>4 Dove</b>	34 LAY'S	64 Always	94 Thomson Reuters	124 Eileen Fisher
<b>5 Facebook</b>	35 Home Depot	65 Chipotle	95 Honest Company	125 Chevron
<b>6 Kellogg's</b>	36 Pepsi	66 Canon	96 Caterpillar	126 Clif Bar
<b>7 Microsoft</b>	37 Girl Scouts of America	67 Newman's Own	97 Comcast	127 American Express
<b>8 Target</b>	38 Yoplait	68 Red Bull	98 REI	128 Goldman Sachs
<b>9 Coca-Cola</b>	39 Panera	69 Kroger	99 Uber	129 Pfizer
<b>10 Goodwill</b>	40 Colgate	70 Chevrolet	100 Ralph Lauren	130 Budweiser
11 Subway	41 KIND	71 Spotify	101 Levi Strauss	131 Volkswagen
12 Samsung	42 Nestlé	72 Procter & Gamble	102 Morgan Stanley	132 BMW
13 Starbucks	43 Pandora	73 T-Mobile	103 United Airlines	133 Audi
14 PayPal	44 Pampers	74 Honda	104 Method	134 Marlboro
15 Ben & Jerry's	45 IKEA	75 Petfinder	105 Tesla	135 ExxonMobil
16 LEGO	46 Lipton	76 Fitbit	106 Wells Fargo	136 (RED)
17 Kraft	47 Lowe's	77 Ford	107 Virgin	137 Delta Air Lines
18 Wikipedia	48 World Wildlife Fund	78 General Electric	108 Lyft	138 VICE
19 Twitter	49 Trader Joe's	79 American Airlines	109 H&M	139 Salesforce.com
20 TOMS	50 eBay	80 Adidas	110 Lockheed Martin	140 IBM
21 Apple	51 L'Oréal	81 Medium	111 Oracle	141 Lululemon
22 Doritos	52 Chase Bank	82 Seventh Generation	112 Chobani	142 Citi
23 CVS Pharmacy	53 SunChips	83 Geico	113 Venmo	143 Heineken
24 YMCA	54 Verizon	84 Allstate	114 Bank of America	144 Khan Academy
25 McDonald's	55 Walmart	85 Axe	115 Intel	145 Coors
26 Johnson & Johnson	56 MasterCard	86 The North Face	116 Miller Lite	146 Boeing
27 FedEx	57 Toyota	87 LinkedIn	117 Uniqlo	147 Airbnb
28 Sony	58 AT&T	88 Patagonia	118 ESPN	148 Cisco
29 Save The Children	59 NBC	89 State Farm	119 Hewlett-Packard	149 Monsanto
30 Yahoo	60 Snapchat	90 Time Warner	120 SolarCity	

Amazon	Google	Disney	Dove	Facebook
+1	+1	+3	+6	+22
Social Rank 1	BWV Rank 2	Social Rank 2	BWV Rank 3	Social Rank 3
Social Rank 3	BWV Rank 6	Social Rank 4	BWV Rank 10	Social Rank 5
BWV Rank 27				
Kellogg's	Microsoft	Target	Coca-Cola	Goodwill
-2	+7	+17	+4	-9
Social Rank 6	BWV Rank 4	Social Rank 7	BWV Rank 14	Social Rank 8
BWV Rank 25	Social Rank 9	BWV Rank 13	Social Rank 10	BWV Rank 1
Subway	Samsung	Starbucks	PayPal	Ben & Jerry's
+8	+11	+51	-9	+13
Social Rank 11	BWV Rank 19	Social Rank 12	BWV Rank 23	Social Rank 13
BWV Rank 64	Social Rank 14	BWV Rank 5	Social Rank 15	BWV Rank 25
LEGO	Kraft	Wikipedia	Twitter	TOMS
+25	-9	+14	+74	+30
Social Rank 16	BWV Rank 41	Social Rank 17	BWV Rank 08	Social Rank 18
BWV Rank 32	Social Rank 19	BWV Rank 93	Social Rank 20	BWV Rank 50

Difference from Overall Brand World Value Ranking: Young & Social

Biggest Movers:  
Young & Social





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## Brand World Value and Political Affiliation

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We also took a look at the data through the lens of political affiliation. Specifically we were interested to see how people who associated with the two major political parties view these brands and rate their value to the world. Surprisingly, there were a few things they agreed on. We will start with these, since there is plenty that they differ on.

Both Republicans and Democrats agree that Amazon, Google and Goodwill are in the top three. The only difference is that Democrats rank Amazon (1) above Goodwill (2). The only other brand that people of both parties can agree to put in their top 10 is Kellogg's. So that is four out of 10 they agree on. It's a start. For their remaining six, Democrats round out their top 10 with two nonprofit brands — Save the Children, YMCA, and Girl Scouts of America, as well as Dove, Target, and PayPal. Republicans by contrast include the more established corporate

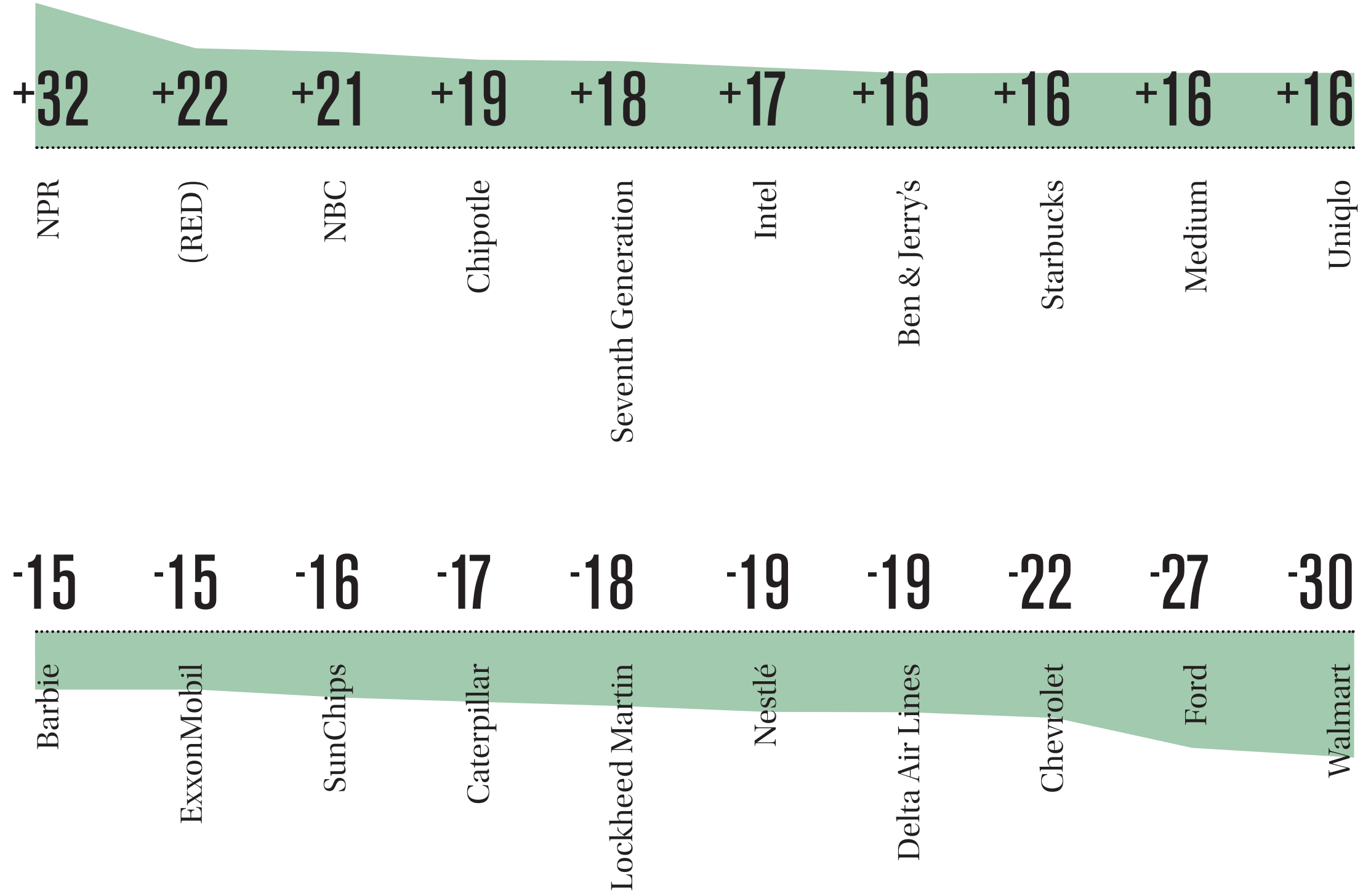
brands of Kraft, Johnson & Johnson, Coca-Cola, Disney, PayPal and Girl Scouts of America. Interestingly, Democrats rate Coca-Cola much lower (-14) than Republicans.

Some of the most striking results were how differently people from both parties ranked other very well-known ubiquitous brands. Republicans put Walmart at 32 and Democrats put it down at 70. Starbucks is also polarizing with Democrats ranking it 24 spots higher than Republicans. Maybe more predictably as a reflection of the issues they care about, Democrats put TOMS, the original one-for-one shoe company, at #39 and Republicans have it 38 slots lower at #77. Democrats also rank Tesla, the electric car maker, 50 spots higher than Republicans.

Brand Ranking: Democrats

<b>1 Amazon</b>	31 Doritos	<b>61 Levi Strauss</b>	<b>91 Always</b>	<b>121 Unilever</b>
<b>2 Goodwill</b>	32 McDonald's	<b>62 Honda</b>	<b>92 Fitbit</b>	<b>122 Ralph Lauren</b>
<b>3 Google</b>	33 Sony	<b>63 Adidas</b>	<b>93 Tesla</b>	<b>123 Virgin</b>
<b>4 YMCA</b>	34 Petfinder	<b>64 Verizon</b>	<b>94 Pampers</b>	<b>124 Uber</b>
<b>5 Dove</b>	35 Yoplait	<b>65 Pepsi</b>	<b>95 United Airlines</b>	<b>125 BMW</b>
<b>6 Kellogg's</b>	36 NBC	<b>66 The North Face</b>	<b>96 Time Warner</b>	<b>126 Heineken</b>
<b>7 Save The Children</b>	37 Trader Joe's	<b>67 Toyota</b>	<b>97 Zappos</b>	<b>127 Budweiser</b>
<b>8 PayPal</b>	38 Lipton	<b>68 Southwest Airlines</b>	<b>98 Clif Bar</b>	<b>128 Boeing</b>
<b>9 Girl Scouts of America</b>	39 TOMS	<b>69 SunChips</b>	<b>99 Lyft</b>	<b>129 Bank of America</b>
<b>10 Target</b>	40 eBay	<b>70 Walmart</b>	<b>100 T-Mobile</b>	<b>130 Cisco</b>
11 World Wildlife Fund	41 Seventh Generation	<b>71 Chipotle</b>	<b>101 Kickstarter</b>	<b>131 Volkswagen</b>
12 Ben & Jerry's	42 LEGO	<b>72 REI</b>	<b>102 Geico</b>	<b>132 One Campaign</b>
13 Kraft	43 Yahoo	<b>73 Annie's Homegrown</b>	<b>103 (RED)</b>	<b>133 Citi</b>
14 Johnson & Johnson	44 Intel	<b>74 Etsy</b>	<b>104 Axe</b>	<b>134 Coors</b>
15 CVS Pharmacy	45 LAY'S	<b>75 Allstate</b>	<b>105 Oracle</b>	<b>135 ExxonMobil</b>
16 Apple	46 General Electric	<b>76 L'Oréal</b>	<b>106 Barbie</b>	<b>136 Lockheed Martin</b>
17 Disney	47 Procter & Gamble	<b>77 ESPN</b>	<b>107 LinkedIn</b>	<b>137 Chevron</b>
18 Newman's Own	48 Starbucks	<b>78 Honest Company</b>	<b>108 H&amp;M</b>	<b>138 Miller Lite</b>
19 Home Depot	49 Nestlé	<b>79 Twitter</b>	<b>109 Method</b>	<b>139 Audi</b>
20 Microsoft	50 Canon	<b>80 Chobani</b>	<b>110 Venmo</b>	<b>140 Airbnb</b>
21 UPS	51 NPR	<b>81 Ford</b>	<b>111 Eileen Fisher</b>	<b>141 Morgan Stanley</b>
22 Facebook	52 AT&T	<b>82 Chevrolet</b>	<b>112 American Express</b>	<b>142 VICE</b>
23 Samsung	53 IKEA	<b>83 Patagonia</b>	<b>113 Caterpillar</b>	<b>143 Snapchat</b>
24 Coca-Cola	54 Kroger	<b>84 State Farm</b>	<b>114 Khan Academy</b>	<b>144 Salesforce.com</b>
25 FedEx	55 MasterCard	<b>85 Medium</b>	<b>115 Spotify</b>	<b>145 Red Bull</b>
26 Colgate	56 Pandora	<b>86 Chase Bank</b>	<b>116 Comcast</b>	<b>146 Lululemon</b>
27 Subway	57 Panera	<b>87 IBM</b>	<b>117 Pfizer</b>	<b>147 Monsanto</b>
28 Wikipedia	58 Nike	<b>88 Thomson Reuters</b>	<b>118 Delta Air Lines</b>	<b>148 Marlboro</b>
29 Lowe's	59 Hewlett-Packard	<b>89 American Airlines</b>	<b>119 SolarCity</b>	<b>149 Goldman Sachs</b>
30 Whole Foods	60 KIND	<b>90 Uniqlo</b>	<b>120 Wells Fargo</b>	

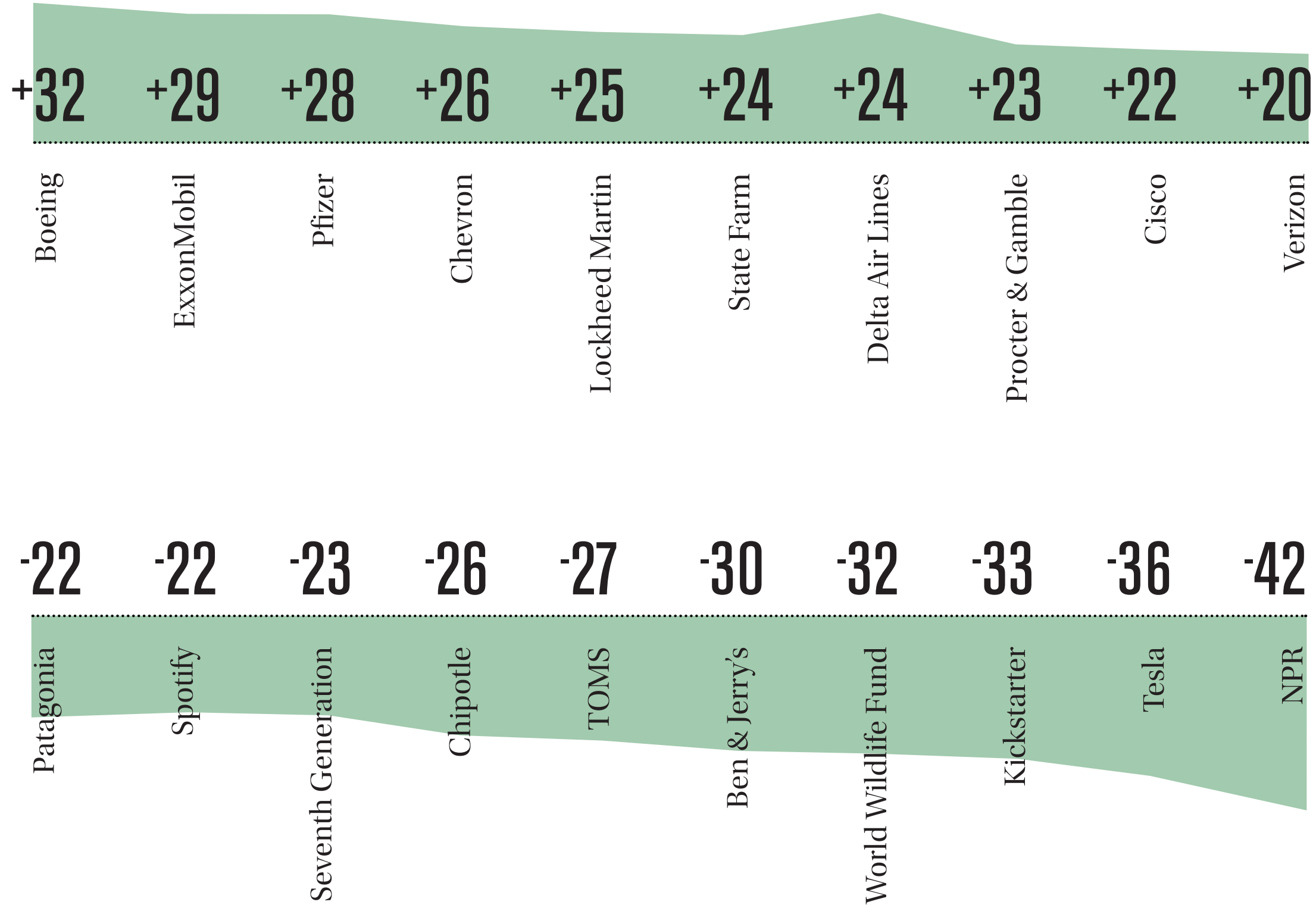
Biggest Movers:  
Democrats



Brand Ranking: Republicans

<b>1 Goodwill</b>	31 Save The Children	61 Petfinder	91 ExxonMobil	121 Wells Fargo
<b>2 Amazon</b>	32 Walmart	62 AT&T	92 Clif Bar	122 SolarCity
<b>3 Google</b>	33 Canon	63 L'Oréal	93 Lockheed Martin	123 (RED)
<b>4 Kellogg's</b>	34 Lipton	64 Annie's Homegrown	94 Always	124 Citi
<b>5 Kraft</b>	35 Panera	65 American Airlines	95 Barbie	125 NPR
<b>6 Johnson &amp; Johnson</b>	36 Yahoo	66 Chase Bank	96 Honest Company	126 Uniqlo
<b>7 PayPal</b>	37 Facebook	67 ESPN	97 Time Warner	127 Uber
<b>8 Girl Scouts of America</b>	38 Target	68 Chobani	98 Pampers	128 Method
<b>9 Disney</b>	39 Pepsi	69 Adidas	99 United Airlines	129 One Campaign
<b>10 Coca-Cola</b>	40 Wikipedia	70 IKEA	100 Comcast	130 Spotify
11 Microsoft	41 Nike	71 Honda	101 Unilever	131 Goldman Sachs
12 Colgate	42 eBay	72 Starbucks	102 Thomson Reuters	132 Audi
13 Home Depot	43 Sony	73 KIND	103 Chevron	133 Kickstarter
14 Lowe's	44 Whole Foods	74 Fitbit	104 Axe	134 Bank of America
15 Dove	45 MasterCard	75 Delta Air Lines	105 Cisco	135 VICE
16 Subway	46 Yoplait	76 Intel	106 Budweiser	136 Coors
17 Nestlé	47 Ford	77 TOMS	107 Twitter	137 Airbnb
18 FedEx	48 SunChips	78 Etsy	108 Eileen Fisher	138 BMW
19 UPS	49 Levi Strauss	79 Toyota	109 Patagonia	139 Virgin
20 CVS Pharmacy	50 Trader Joe's	80 Caterpillar	110 LinkedIn	140 Salesforce.com
21 McDonald's	51 Kroger	81 The North Face	111 Zappos	141 Snapchat
22 Procter & Gamble	52 State Farm	82 Seventh Generation	112 American Express	142 Heineken
23 YMCA	53 Hewlett-Packard	83 Pfizer	113 Khan Academy	143 Tesla
24 Apple	54 World Wildlife Fund	84 Pandora	114 Lyft	144 Volkswagen
25 LAY'S	55 Southwest Airlines	85 Geico	115 Ralph Lauren	145 Miller Lite
26 Samsung	56 LEGO	86 REI	116 Chipotle	146 Lululemon
27 Doritos	57 Chevrolet	87 IBM	117 Morgan Stanley	147 Monsanto
28 Newman's Own	58 Ben & Jerry's	88 T-Mobile	118 Medium	148 Red Bull
29 Verizon	59 Allstate	89 Boeing	119 H&M	149 Marlboro
30 General Electric	60 NBC	90 Oracle	120 Venmo	

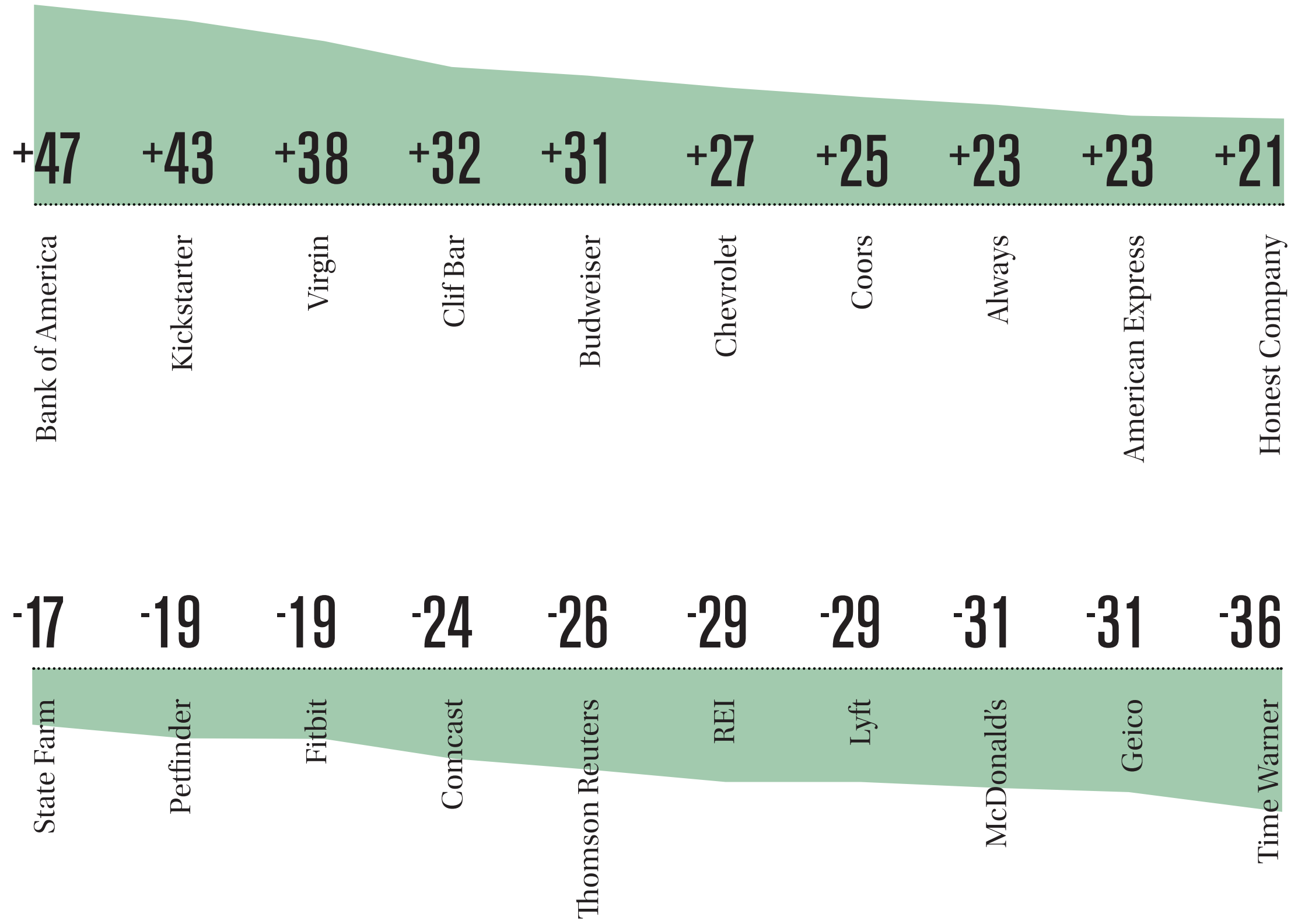
Biggest Movers:  
Republicans



Brand Ranking: Independents

<b>1 Goodwill</b>	31 General Electric	61 Always	91 Spotify	121 Chevron
<b>2 Amazon</b>	32 Doritos	62 SunChips	92 Budweiser	122 VICE
<b>3 Google</b>	33 Chevrolet	63 Southwest Airlines	93 State Farm	123 Pfizer
<b>4 Disney</b>	34 LAY'S	64 Kroger	94 Barbie	124 Uber
<b>5 Kellogg's</b>	35 LEGO	65 McDonald's	95 SolarCity	125 Geico
<b>6 PayPal</b>	36 Ford	66 Petfinder	96 Delta Air Lines	126 Citi
<b>7 Kraft</b>	37 Newman's Own	67 Panera	97 NPR	127 BMW
<b>8 Coca-Cola</b>	38 Nestlé	68 NBC	98 T-Mobile	128 Thomson Reuters
<b>9 Colgate</b>	39 Nike	69 Adidas	99 Tesla	129 (RED)
<b>10 Home Depot</b>	40 eBay	70 Honda	100 Caterpillar	130 Venmo
11 Save The Children	41 Yahoo	71 Levi Strauss	101 Fitbit	131 Eileen Fisher
12 YMCA	42 Whole Foods	72 Toyota	102 Oracle	132 Lululemon
13 Microsoft	43 Intel	73 MasterCard	103 Axe	133 Time Warner
14 Dove	44 AT&T	74 Seventh Generation	104 ExxonMobil	134 Comcast
15 Johnson & Johnson	45 Yoplait	75 L'Oréal	105 Method	135 Snapchat
16 UPS	46 Trader Joe's	76 Chobani	106 United Airlines	136 One Campaign
17 Girl Scouts of America	47 Canon	77 Pandora	107 Twitter	137 Salesforce.com
18 World Wildlife Fund	48 IKEA	78 Annie's Homegrown	108 Medium	138 Lyft
19 Ben & Jerry's	49 Hewlett-Packard	79 ESPN	109 H&M	139 Airbnb
20 Samsung	50 Lipton	80 Chipotle	110 Coors	140 Audi
21 Facebook	51 Pepsi	81 Bank of America	111 Wells Fargo	141 Morgan Stanley
22 FedEx	52 TOMS	82 Etsy	112 Lockheed Martin	142 Goldman Sachs
23 Subway	53 KIND	83 Chase Bank	113 Khan Academy	143 Volkswagen
24 Walmart	54 Clif Bar	84 Virgin	114 REI	144 Ralph Lauren
25 Lowe's	55 The North Face	85 American Airlines	115 Uniqlo	145 Miller Lite
26 CVS Pharmacy	56 Procter & Gamble	86 Allstate	116 Boeing	146 Monsanto
27 Target	57 Kickstarter	87 Patagonia	117 Cisco	147 Red Bull
28 Wikipedia	58 Honest Company	88 IBM	118 Zappos	148 Heineken
29 Sony	59 Starbucks	89 American Express	119 Unilever	149 Marlboro
30 Apple	60 Verizon	90 Pampers	120 LinkedIn	

Biggest Movers:  
Independents



Difference from Overall Brand World Value Ranking: Democrats vs. Independents vs. Republicans

Goodwill			Amazon			Google			Kellogg's			PayPal		
Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans
<b>-1</b>	<b>-</b>	<b>-</b>	<b>+1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-2</b>	<b>-1</b>	<b>-</b>	<b>-3</b>	<b>-1</b>	<b>-2</b>
02	Political Rank 01	01	01	Political Rank 02	02	03	Political Rank 03	03	06	Political Rank 05	04	08	Political Rank 06	07
	BWV Rank 01			BWV Rank 02			BWV Rank 03			BWV Rank 04			BWV Rank 05	
Disney			Girl Scouts of America			Kraft			Johnson & Johnson			Dove		
Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans
<b>-11</b>	<b>+2</b>	<b>-3</b>	<b>-2</b>	<b>-10</b>	<b>-1</b>	<b>-5</b>	<b>+1</b>	<b>+3</b>	<b>-5</b>	<b>-6</b>	<b>+3</b>	<b>+5</b>	<b>-4</b>	<b>-5</b>
17	Political Rank 04	09	09	Political Rank 17	08	13	Political Rank 07	05	14	Political Rank 15	06	05	Political Rank 14	15
	BWV Rank 06			BWV Rank 07			BWV Rank 08			BWV Rank 09			BWV Rank 10	
UPS			Home Depot			Coca-Cola			Microsoft			YMCA		
Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans
<b>-10</b>	<b>-5</b>	<b>-8</b>	<b>-7</b>	<b>+2</b>	<b>-1</b>	<b>-11</b>	<b>+5</b>	<b>+3</b>	<b>-6</b>	<b>+1</b>	<b>+3</b>	<b>+11</b>	<b>+3</b>	<b>-8</b>
21	Political Rank 16	19	19	Political Rank 10	13	24	Political Rank 08	10	20	Political Rank 13	11	04	Political Rank 12	23
	BWV Rank 11			BWV Rank 12			BWV Rank 13			BWV Rank 14			BWV Rank 15	
Save The Children			Colgate			FedEx			Subway			CVS Pharmacy		
Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans	Democrats	Independents	Republicans
<b>+9</b>	<b>+5</b>	<b>-15</b>	<b>-9</b>	<b>+8</b>	<b>+5</b>	<b>-7</b>	<b>-4</b>	<b>-</b>	<b>-8</b>	<b>-4</b>	<b>+3</b>	<b>+5</b>	<b>-6</b>	<b>-</b>
07	Political Rank 11	31	26	Political Rank 09	12	25	Political Rank 22	18	27	Political Rank 23	16	15	Political Rank 26	20
	BWV Rank 16			BWV Rank 17			BWV Rank 18			BWV Rank 19			BWV Rank 20	





Thanks for reading.

If you have observations or ideas, please share them with us: [WorldValue@enso.co](mailto:WorldValue@enso.co), or join the conversation at [#worldvalue](https://twitter.com/worldvalue).

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