

NetBase Brand Passion Report 2016: Top 50 European Brand Love List

NETBASE™
ENTERPRISE SOCIAL ANALYTICS



Looking for [Brand] Love

The NetBase Brand Passion Report: Top 50 European Brand Love List is a close look at the brands consumers express the most love for in social media. Using patented technology, we surfaced the strongest, most positive consumer emotions towards brands, then identified which 50 European brands get the most love.

Understanding consumer preference is one part art, and one part science. It's about more than measuring the volume of social content or sentiment. It's also about the intensity of passion and feeling. And that's information that can drive intelligent brand decision-making.

Now, social passion offers new insights into brand health, allows measurement of campaigns against lasting emotional assets, and informs geographical action—such as where a "love potion" may be in order before getting to business as usual. And return on investments has been tied to return on love.

In this report, we look at the overall top 50 most loved brands in Europe as discussed on social media from April 2015 through March 2016.

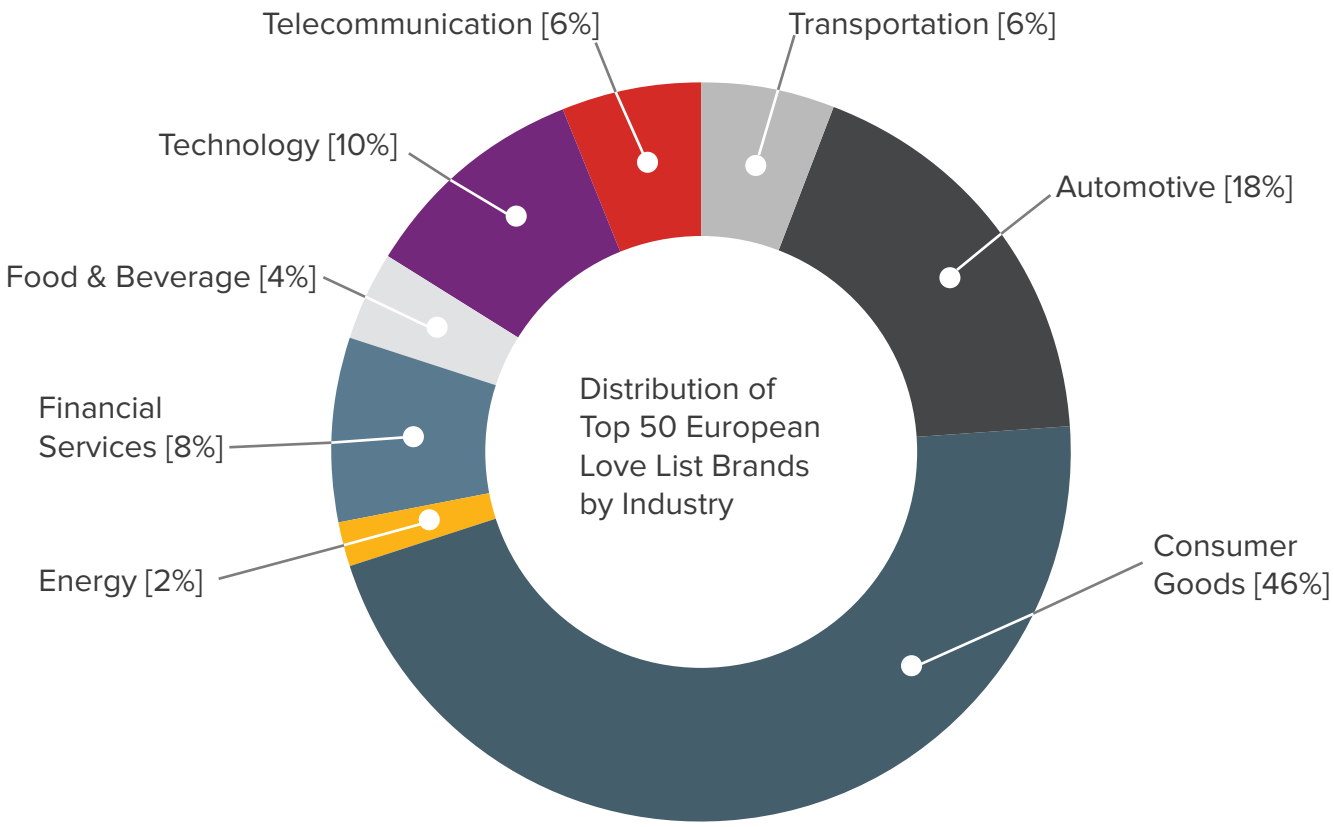


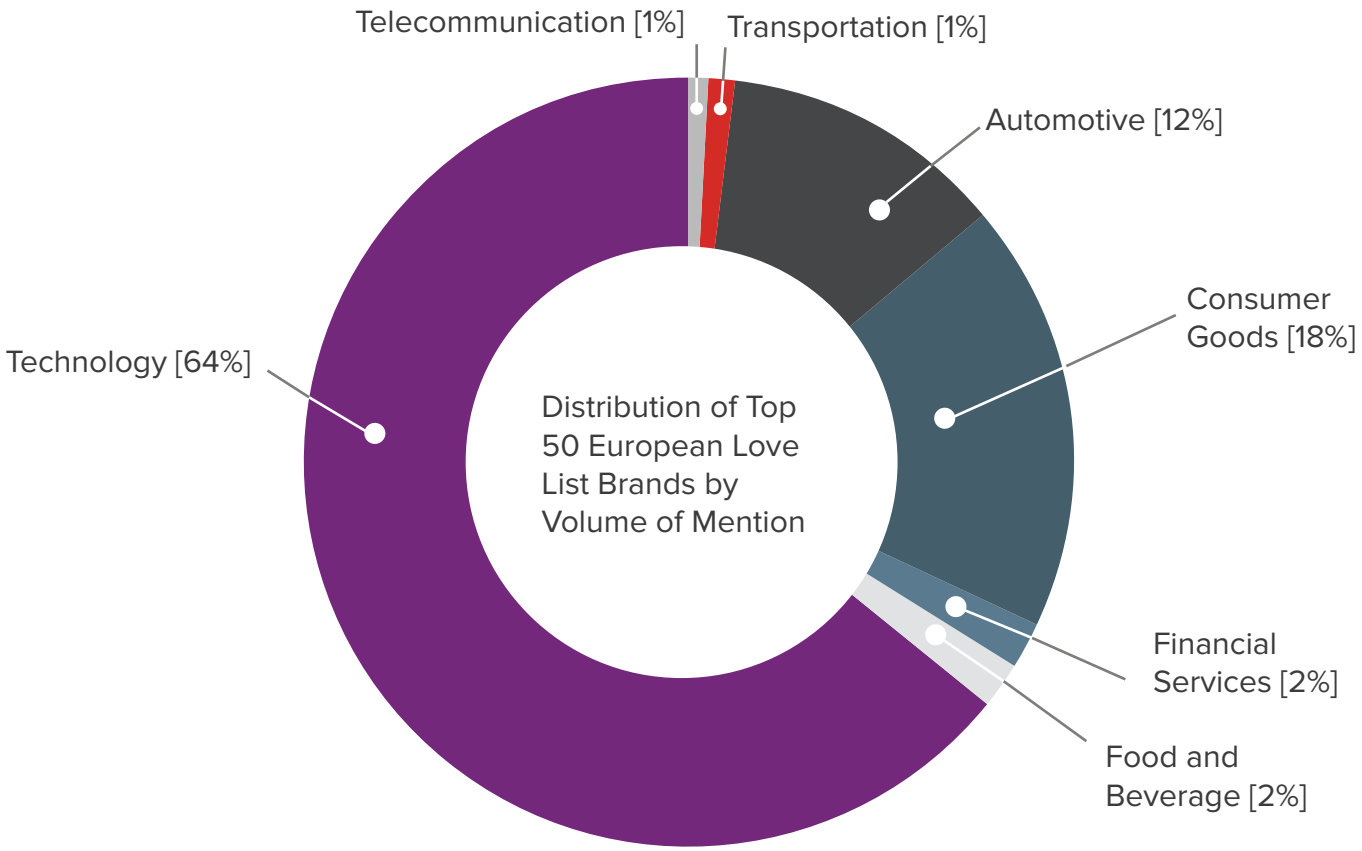
European Love List All-Stars

Top 50 Most Loved European Brands

Brand	Industry	Mentions (Total)	Rank
Apple	Technology	2,269,650	1
Google	Technology	1,257,800	2
Lego	Consumer Goods	280,343	3
BMW	Automotive	157,189	4
Adidas	Consumer Goods	129,241	5
Chanel	Consumer Goods	128,337	6
Tesco	Food and Beverage	127,215	7
Audi	Automotive	126,748	8
Ferrari	Automotive	125,178	9
Porsche	Automotive	106,249	10
Dior	Consumer Goods	60,956	11
Jaguar	Automotive	55,639	12
Barclays	Financial Services	52,618	13
SAP	Technology	49,142	14
Louis Vuitton	Consumer Goods	40,346	15
Hermès	Consumer Goods	40,163	16
Guicci	Consumer Goods	40,143	17
Renault	Automotive	36,212	18
Burberry	Consumer Goods	33,302	19
MasterCard	Financial Services	33,202	20
Aston Martin	Automotive	32,701	21
Prada	Consumer Goods	31,046	22
Yves Saint Laurent	Consumer Goods	30,805	23
Vodafone	Telecommunication	29,885	24
Fiat	Automotive	29,768	25
Rolex	Consumer Goods	27,623	26
L'Oréal	Consumer Goods	26,110	27
Airbus	Transportation	26,012	28
Michelin	Automotive	25,649	29
British Airways	Transportation	25,335	30
HSBC	Financial Services	24,775	31
Versace	Consumer Goods	24,103	32
Cartier	Consumer Goods	21,749	33
Gillette	Consumer Goods	21,681	34
Dyson	Technology	20,646	35
Maybelline	Consumer Goods	20,345	36
John Lewis	Consumer Goods	19,810	37
Marks & Spencer	Consumer Goods	18,422	38
Nivea	Consumer Goods	9,646	39
Siemens	Technology	8,595	40
Garnier	Consumer Goods	8,342	41
Hugo Boss	Consumer Goods	7,259	42
Absolut	Food and Beverage	6,806	43
Air France	Transportation	6,543	44
Total	Energy	6,524	45
Puma	Consumer Goods	5,771	46
Lacoste	Consumer Goods	5,640	47
SFR	Telecommunication	3,952	48
Orange	Telecommunication	3,363	49
BNP Paribas	Financial Services	2,701	50




Telecommunication [6%]
Transportation [6%]
Technology [10%]
Automotive [18%]
Food & Beverage [4%]
Financial Services [8%]
Distribution of Top 50 European Love List Brands by Industry
Energy [2%]
Consumer Goods [46%]


Telecommunication [1%]
Transportation [1%]
Automotive [12%]
Consumer Goods [18%]
Technology [64%]
Distribution of Top 50 European Love List Brands by Volume of Mention
Financial Services [2%]
Food and Beverage [2%]

Brand Love Insights: Europe

Technology sector dominates the conversation, but thanks to just two brands: Technology represented 10% of the top 50 most loved European brands with brands including Google, Apple, SAP, and Siemens. These brands, however, represented over 64% of European brand mentions overall! This was primarily driven by Google and Apple "brand love" conversation.



Positive sentiment drivers towards Apple demonstrate consumer affection for their #1 brand.



Emotions towards Adidas are abundantly positive, with consumers sharing their love the "amazing" brand.

Consumer brands dominate the love list but not in "earned" conversation. Consumer goods companies, including fashion, toys, and apparel brands, were nearly half of all top loved European brands. Of the 23 consumer good companies, Adidas and Chanel were ranked in our top ten. Still, consumer goods companies only managed to garner 18% of total mentions. This suggests that while consumer good companies are loved, they are infrequently discussed. There remains considerable opportunity to bolster brand awareness amongst consumers, including promotional campaigns to stimulate more conversation.

3. Financial firms win love through sponsorships and promotions. Four financial services firms ranked in our top 50: Barclays, MasterCard, HSBC, and PNB Paribas. MasterCard customers expressed their enthusiasm over the Rugby World Cup using the hashtag #RWC2015, as well as shared shopping experiences with MasterCard using #pricelesssurprises.



MasterCard customers shared shopping experiences with the hashtag #PricelessSurprises



4. Barclays shows how to drive conversation through its sports alliances. Barclays was the most popular of the financial service businesses with 41% of mentions linked to the English Premier League. Positive sentiment towards the sports teams helps drive brand awareness, with mentions of "best team" linked to Barclays as well as the Premier League.



Barclays and the Premier League are a popular brand association.





BMW top terms include One Direction's Niall Horan.



The right influencer can catapult love for your brand. Four automotive companies ranked in the top 50: BMW, Audi, Ferrari, and Porsche. The most loved of the four, BMW, ranked as #4. A connection between BMW and One Direction band member Niall Horan tethered the automotive business to teen fans sharing the excitement for their favorite celebrity. The right influencer can convert into a brand advocate on social, which can catapult your brand to the top ten.

Measuring [brand] love: The art and science

We can't measure brand love by simply counting mentions or impressions, because as we all know, brands are talked about for a variety of emotional reasons. And not all of them are good.

There is a big difference between 'like' and 'love'—not to mention sarcastic love or hate. And gentle mocking is nowhere near as alarming as contempt.

That's why we put our advanced social technology to the test to measure the strongest emotions shared about brands. Love—and every single version of it.

How strongly do your customers really feel about your brand? Have you managed to create consumer passion your competitors envy? Have you cultivated strong customer relationships to set a foundation for future brand growth?

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

We wanted consumers to lead us to the brands they love most. NetBase analyzed posts across the public social web, looking for brands most often associated with, but not limited to, the following expressions of love:

adorable, adore, adored, adores, adoring, amaze, amazed, amazes, amazing, awesome, beautiful, best, brilliant, cool, crave, craved, craves, craving, delight, excellent, exceptional, excite, excited, excites, exciting, fabulous, fan, fantastic, fave, faves, favorite, favorites, first rate, gorgeous, great, ideal, impress, impressed, impresses, impressing, impressive, incredible, long for, longed for, longs for, longing for, love, loves, loved, loving, luv, luvs, luved, luvd, luving, magnificent, outstanding, perfect, priceless, revolutionary, sexy, stun, super, superb, superior, terrific, thrill, top notch, vital, wonderful, world class

We only included the mentions where love is an insight for the brand, not just a keyword. That means we know that 'Man toyota trd trucks are beautiful', shows love for Toyota, but 'a beautiful bird just landed on my Toyota'—does not.

Methodology:
Our report looks at the top loved brands as determined by market research over the past year, including Business Review Europe and Fortune. Our overall European Love List looks at English language posts across Europe, ranking the most loved brands in technology, consumer goods, automotive, food and beverage, financial services, and energy companies across over 50 countries.

This report includes:

- 6.5 million posts of earned mentions
- 1 year of data (April 1, 2015 to March 31 2016).
- English language posts
- 50+ European Countries



Trusted by the World's Top Brands

NetBase is the social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR and product innovation.

NetBase is recognized by analysts and customers as the leader in Social Analytics. NetBase was rated a category leader by Forrester in the "Forrester Wave: Enterprise Social Listening Platforms, Q1 2016" report. NetBase was also named a top rated social media management platform by software users on TrustRadius and a market leader by G2 Crowd.

@NetBase

NetBaseInc

NetBase Solution, Inc

NETBASE™
ENTERPRISE SOCIAL ANALYTICS

NETBASE HEADQUARTERS
3960 Freedom Circle, Suite 201
San Jose, CA 95054
P: 855-762-6764
E: info@netbase.com
www.netbase.com

Coca-Cola · Taco Bell · Universal Music Group Nashville · Credit Suisse · VISA · American Airlines · Target