

Social Brands 100

by sector



Industry	Brand name	Rank	Social Brand Score	Social Engagement Score	Panel Score
Automotive	Ford	38	40.40	10.40	30.00
Automotive	Toyota	79	33.55	9.80	23.75
Automotive	Nissan	81	33.35	10.60	22.75
Automotive	Vauxhall (Customer Service)	92	31.75	11.00	20.75
Charity	Child's i Foundation	16	43.80	17.80	26.00
Consumer product - beauty	Old Spice	19	42.70	8.20	34.50
Consumer product - beauty	Avon	34	41.20	13.20	28.00
Consumer product - electronics	Nike Plus	2	51.90	15.40	36.50
Consumer product - electronics	Blendtec	9	45.70	11.20	34.50
Consumer product - electronics	Nokia	17	43.80	11.80	32.00
Consumer product - electronics	Sony Playstation	20	42.45	13.20	29.25
Consumer product - electronics	Panasonic	40	39.55	13.80	25.75
Consumer product - electronics	Motorola	58	36.85	11.60	25.25
Consumer product - electronics	Samsung	65	35.60	10.60	25.00
Consumer product - fashion	Converse	10	45.30	11.80	33.50
Consumer product - fashion	Adidas	45	38.70	11.20	27.50
Consumer product - fashion	Victoria's Secret	87	32.60	7.60	25.00
Financial services	First Direct	27	41.75	11.00	30.75
FMCG	Innocent	7	48.00	15.00	33.00
FMCG	Pampers	11	45.30	14.80	30.50

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FMCG	Smirnoff	30	41.60	14.60	27.00
FMCG	Coca-Cola	31	41.40	8.40	33.00
FMCG	Muddy Boots Foods	48	38.35	10.60	27.75
FMCG	Marmite	51	37.85	8.60	29.25
FMCG	Pepsi	52	37.80	9.80	28.00
FMCG	P&G	56	37.15	6.40	30.75
FMCG	Walkers Crisps	57	37.05	9.80	27.25
FMCG	Red Bull	64	36.20	10.20	26.00
FMCG	WKD	77	33.60	10.60	23.00
FMCG	Heineken	85	32.90	7.40	25.50
FMCG	Carlsberg	90	32.10	8.60	23.50
FMCG	Brays Cottage Pork Pies	95	30.50	8.00	22.50
FMCG	Charmin	96	29.30	9.80	19.50
Leisure	Starbucks	3	51.10	12.60	38.50
Leisure	Domino's Pizza	26	41.80	9.80	32.00
Leisure	Tate	29	41.65	9.40	32.25
Leisure	Manchester City FC	61	36.70	8.20	28.50
Leisure	Burger King	67	35.30	8.20	27.10
Leisure	McDonald's	72	34.75	9.00	25.75
Leisure	Southampton FC	99	25.80	6.80	19.00
Luxury goods	Burberry	69	35.00	8.00	27.00
Luxury goods	Jimmy Choo	88	32.20	10.20	22.00
Luxury goods	Gucci	97	29.00	8.00	21.00
Media & Entertainment	BBC Radio 1	12	45.00	10.00	35.00
Media & Entertainment	BBC	13	44.40	10.40	34.00
Media & Entertainment	The Huffington Post	25	41.85	8.60	33.25

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Media & Entertainment	The X Factor	28	41.75	10.00	31.75
Media & Entertainment	Channel 4	43	38.90	9.40	29.50
Media & Entertainment	Disney	62	36.65	8.40	28.25
Media & Entertainment	Sesame Street	66	35.40	8.40	27.00
Media & Entertainment	ITV2	68	35.05	7.80	27.25
Media & Entertainment	Sky	71	34.90	10.40	24.50
Media & Entertainment	Sky Sports	83	33.00	9.00	24.00
Retail	Best Buy UK	5	49.40	14.40	35.00
Retail	Zappos	6	48.70	10.20	38.50
Retail	Amazon	21	42.20	8.20	34.00
Retail	Ikea	55	37.15	10.40	26.75
Retail	Chambers and Beau	75	33.90	7.80	26.10
Retail	B&Q	76	33.90	12.40	21.50
Retail	John Lewis	86	32.75	11.00	21.75
Retail	Paddy Power	94	30.60	9.60	21.00
Retail - beauty	e.l.f. Cosmetics UK	33	41.30	11.80	29.50
Retail - beauty	Liz Earle	50	37.85	11.60	26.25
Retail - fashion	ASOS	14	44.10	11.60	32.50
Retail - fashion	H&M	23	42.10	11.60	30.50
Retail - fashion	Fat Face	47	38.60	11.60	27.00
Retail - fashion	The Gap	49	38.00	10.00	28.00
Retail - fashion	All Saints	53	37.60	9.60	28.00
Retail - fashion	Uniqlo UK	54	37.40	12.40	25.00
Retail - fashion	New Look	60	36.75	12.00	24.75
Retail - fashion	Sweaty Betty UK	63	36.35	9.60	26.75
Retail - fashion	Next	73	34.55	9.80	24.75
Retail - fashion	Topshop	74	34.00	7.00	27.00

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Retail - fashion	Joe Brown's	78	33.55	8.80	24.75
Retail - fashion	Yoox	84	32.95	8.20	24.75
Retail - fashion	Twisted Twee	100	25.40	7.40	18.00
Retail - food	Gower Cottage Brownies	98	28.50	8.00	20.50
Services	Groupon UK	8	47.90	13.40	34.50
Services	Moo	18	43.00	9.00	34.00
Services	Microsoft Advertising	41	39.20	10.20	29.00
Social Network	Twitter	24	41.90	7.40	34.50
Social Network	Virtuous Bread	32	41.40	14.40	27.00
Social Network	Colour DNA	46	38.60	9.60	29.00
Social Network	Ushahidi	59	36.80	9.80	27.00
Technology	Dell	1	53.10	14.60	38.50
Technology	AVG	15	44.10	12.60	31.50
Technology	IBM	44	38.80	11.80	27.00
Telecom	giffgaff	4	50.60	15.60	35.00
Telecom	O2	35	40.85	11.60	29.25
Telecom	Vodafone	39	40.00	11.00	29.00
Telecom	T-Mobile	42	39.05	10.80	28.25
Telecom	BT Care	91	31.90	8.40	23.50
Travel	KLM	22	42.15	12.40	29.75
Travel	Eurostar	36	40.70	10.20	30.50
Travel	Virgin Atlantic	37	40.65	9.40	31.25
Travel	Chiltern Railway	70	34.90	8.40	26.50
Travel	London Midland	80	33.40	8.40	25.00
Travel	Qantas	82	33.20	10.20	23.00
Utilities	Thames Water	89	32.20	10.20	22.00
Utilities	British Gas	93	30.65	11.40	19.25