Brand Love Story 2020
The world’s most loved brands & how you can be one
Love is all around us

A crisis can bring out the best in people. And in companies too.

We’re currently working through exceptional times. The first few months of 2020 flipped the economic market on its head. Leading to a historic global recession.

It’s going to be tough. But it’s also going to be an opportunity. A chance to rethink your company, and your positioning. To tell a different brand story - a story of love.

Brand love is one of the most powerful marketing strategies you could use, to continue your growth during an economic downturn. Positioning yourself as a product that consumers don’t just want, but one that they emotionally connect with.

In times of boom, brand love is a nice thing to have. It makes your money work harder and encourages consumers to spend more. In a recession, when every dollar counts, it’ll mean the difference between a consumer spending with you, and going elsewhere.

In this report, we look at the world’s most loved brands, as they were before the crisis hit, to see how you can replicate their methods for brand love success, and how that will help your business survive in the coming months and years.

Brand love is the perfect panacea against the pandemic consequences. If you’re uncertain what the future will bring, you’ll love this...
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What makes a loved brand?

What’s love got to do with it?

“People don’t buy for logical reasons. They buy for emotional reasons.”

Zig Ziglar, Author

Why do people buy your products? The usual story we tell is quite logical when it comes to consumer purchases. Identification of needs, analysis of solutions, final purchase decision.

The true story is that emotion plays a much bigger role. According to a study by neuroscientist Antonio Damasio, when you’re faced with making a decision, emotions from previous, related experiences alter how you consider the options available. You set a preference based on emotion, which will influence our decision.

Emotion is essential for influencing purchasing decisions. And we’re seeing more real-world evidence of that. In advertising, the consumer’s emotional response to an ad is 3 times more likely to impact intent to buy, than the ad content alone. Emotion wins, 3 to 1.

Why center on love? Robert Plutchik identified 8 primary emotions. While some negative emotions can be used for marketing purposes (such as the ‘fear of missing out’ used in scarcity marketing), it’s been shown that positive emotions encourage content diffusion, with more reach and engagement.

And love is identified as a combination of joy and trust. A combination of “possession” with “friend.” A loved brand is more than just a brand that people want. But one they are willing to trust as a friend.

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou
The power of love

How does brand love benefit a company? Once built, that psychological connection with your consumers, helps build a consumer/brand relationship and drive sales across the whole business. It often leads to:

- **Price premium** - Because of the relationship between the brand and consumer, people are willing to pay higher prices for the products they love.
- **Brand loyalty** - Consumers are more likely to remain loyal to the brands they’ve built strong emotional connections with. 39.5% of consumers define brand loyalty as having love for a brand.
- **Brand advocacy** - Customers who love your brand are more likely to recommend it to other consumers, helping increase sales. Up to half of all sales are driven by word-of-mouth.

Combined, brand love, could be the most profitable marketing strategy your brand could employ.

What is love?

How do we identify love online? We wanted to determine the brands that people don’t just like buying, but connect with like a friend. By monitoring discussions of over 700 brands across social media, news, blogs, forums and more, we identified the brands that people engaged with, that people criticized less, that people had a joyful connection with, and that people simply said they loved.

What makes this list different is that volume of mentions was never taken into account. A loved brand could be a global conglomerate, or a family-run business; a pharmaceutical giant or local hotel chain.

This report tells these stories, demonstrating how each company is building brand love within their community, and showing you how to write your own brand love story.

“Twitter’s mission is to serve the public conversation. We connect brands with the audiences they care about, giving them a chance to discover, learn from, and engage with their customers where they are. That is how brands build brand love on Twitter.”

*Gregory Maxson, Sr. Manager, Developer & Enterprise Alliance*
The industries

No ordinary love

Because of the nature of the list and the nature of the methodology, we can include a variety of global and local brands, with 15 industries making the final top 50 list.

The value of such a varied list is to help us identify the methods brands use to become loved. For industries that are more emotive, like retail, food, fashion & beauty, it’s easier for brands to build that love relationship. But how do brands in more logical industries, ones that may even be considered as “boring”, gain that emotive response? This list offers us a chance to dig deeper into the techniques brands use, and identify what gives consumers brand love.
Brand love 101

I will do anything for love

How do brands drive brand love? The benefit of brand love, is there is no one way to promote it within your community. Because that’s what it is, your community.

By understanding what makes consumers tick, you engage them on their level. And strengthen that relationship from like to love. Platforms like Twitter, build these communities, breaking the barriers that once divided customers and brands, building human connections and enabling real one-to-one connections.

These are some of the methods brands use to gain love from their audience. But remember, it isn’t one of these methods that drives love, but a combination aligned with the company brand purpose.

- **CSR** -
  Corporate social responsibility (CSR) is a way for brands to reconnect with their communities. By being a purpose-led company, supporting the same issues that matter to your consumers, builds a connection outside of the consumer/company relationship.

- **Sponsorship** -
  Consumers build strong emotional bonds with their favorite sport teams, bands, events. By sponsoring those events, brands can appropriate these positive emotions for themselves.

- **Nostalgia** -
  Nostalgia marketing uses consumers’ historic emotional connections, to build a new relationship with a brand. By connecting with a person’s past love, you rekindle that love for your brand.

- **Employee advocacy** -
  Love radiates from the inside out. By creating a brand that employees love to work for, they will actively promote your company, while naturally boosting your customer experience.
- **Customer experience** - Amazing customer service is critical for ensuring customers love your brand, and continue to trust it. 96% of customers say customer service is important in their choice of loyalty to a brand.

- **Influencer marketing** - Influencers are vital as they build strong community relationships, often around a shared passion. By engaging these influencers, brands can also benefit from this connection, helping to increase loyalty.

- **Trend engagement** - Being relevant is essential for consumer engagement. By engaging with trends, such as topical programs or events, you connect with the emotional engagement while building relevance with your consumers.

- **Engaging social media strategy** - To build the brand friendship, leading brands develop their social media to help build a community. So that it feels less like you’re engaging with a company, and more like you’re engaging with a friend.

- **Positive PR** - Not all news is good news, but when done well, positive PR improves consumer awareness and engagement, and can be quickly spread across your community (remember, positive stories diffuse better).

- **Engaging fandoms** - Fandoms are essential in some industries, like entertainment and gaming. Tapping into these fandoms, provides you with a loyal following of content aggregators and advocates, helping spread more positive engagement for your brand.

- **Aspirational** - Sometimes it’s not just the brand that people love. But the lifestyle that comes with it. By nurturing an aspirational feeling towards your brand, people will love just to be part of the customer experience.
Lego is a Danish brand known for their construction toys, but has now diversified into movies, video games, theme parks, and even business consultancy. The diversity of products, their ability to create relatable products for all markets, and pure nostalgia factor the brand generates, has led them to be the world’s most loved brand.

When you look at the figures, it’s easy to see why. The brand has strong sentiment and engagement across the board. But most telling is that 67.7% of brand mentions included one of our defined “love related keywords.” The brand uses nearly all “brand love” methods to build a completely engaged, relevant community. Creating new products to target a broad range of consumers (aged 4 to 99), with new onbrand-themed sets produced regularly, and even encouraging consumers to create their own sets through their Lego Ideas site. Fuelled by nostalgia and more, Lego writes the brand love instructions.

#RebuildTheWorld (Lego’s latest campaign) was mentioned 26,100 times since launch. In almost entirely positive terms.
The world’s most loved brands

2. Four Seasons Hotels

Four Seasons is a global chain of hotels and resorts, that plays on the aspirational side of tourism. This is shown across all their marketing efforts, from their near-poetic social media messaging (with just as appealing imagery), to their savvy PR use.

But most significantly, Four Seasons is one of FORTUNE 100 Best Companies to Work For. And have been for the last 22 years. This nurturing environment for staff means it creates a more welcoming situation for clients, improving customer experience, while encouraging brand advocacy from employees. This is backed by a CSR program that is cemented into the brand’s history.

Four Seasons craft their social media to highlight the experience on offer. No wonder that is a keyword related to the brand.
Singapore Airlines prides itself on being the most awarded airline in the world. This is down to their focus on a quality customer experience, providing a level of service that pays off. It’s easy to see how this filters into other aspects of their marketing - the customers actively share their experience, while the awards lead to positive news stories, which again leads to more coverage and engagement.

Combine this with environmentally aware CSR, a great working environment, and aspirational influencer content under #SquadSQ, and it’s easy to see why this is our most loved airline.

Only 7.3% of the brand mentions originate from Singapore. The rest come from across the world, demonstrating that Singapore Airlines is a globally loved brand.
Giant Hypermarket is a Malaysian retail chain, with branches across the APAC region. Its success lies with a hyperlocal strategy. Community is at the heart of Giant’s brand. Their CSR focuses on promoting local charities, engaging an inclusive workforce, and supporting local suppliers. While their marketing efforts supplement this, focusing on community-led promotions and campaigns. Nostalgia is also key, as a historic brand, they rely heavily on the historic relationships they’ve built with consumers and their families over generations.

Giant’s social media strategy relies on hyper-focused promotions, such as special offers and store opening events. By understanding their customer needs, they create content people love, ensuring high engagement, and positive sentiment levels.
The world’s most loved brands

5. Vertex Pharmaceuticals

Normally, we wouldn’t expect a biopharmaceutical company to hit the top ten. But this US example shows that one major product breakthrough or news story, can impact your global brand love practically overnight.

In October, 2 news stories broke for the company. The FDA approved Trikafta for use in the US, while NHS England approved 3 drugs in the UK. All of these help Cystic Fibrosis sufferers, and were seen as a breakthrough for people with the condition. For this brand, they’re loved for literally changing lives.

However, this story was not a one off. The company engages with their target group, helping them improve their lives in numerous ways - supporting charities, sponsoring Team Impact, even producing a podcast series on meal-planning. Vertex understands the needs of this group, and does everything possible to help.

When the 2 stories mentioned above broke, engagement around Vertex peaked massively.

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6. Bimbo

Bimbo is a multinational Mexican bakery, operating in the US, Latin America and Spain. For marketing, the company relies heavily on their CSR, using positive PR and social media to increase awareness of the positive stories generated by the brand.

The variety of issues they tackle, helps them encompass all the issues that are relatable to their consumers. From waste recycling, to equal working rights in their plants, to supporting food banks.

Overall, they engage with “actions that feed the world” and those actions drive the love for their brand.

Bimbo was able to respond to the rise in mentions of ‘Bancos de Alimentos’ (Food Banks) and were able to help their community in a way that mattered.
Celebrity Cruises is another brand that relies on aspiration as part of their strategy. Similar to Four Seasons, the customer experience is essential, and that is actively promoted through positive PR and social media.

CSR is also a key strategy, with a focus on “leaving the world a better place.” This means engaging in sustainability projects, supporting gender equality and the LGBTQ+ community, and helping in local projects that could have been impacted by tourism.

Combine that with sponsorship of audience-relevant events, and they built a luxurious brand that people love.

By engaging with the issues that matter to their consumers, Celebrity Cruises drives brand conversations, leading to engagement and love.
The world’s most loved brands

8. Tiger Beer

Tiger Beer is a globally recognized beer originating from Singapore, who are driving brand love by putting their cause at the heart of their marketing. Their aim is to save wild tigers, and make consumers aware of the risk to their survival. This cause is emotionally driven, engaging with consumers, and tackling a cause that people can connect with. They tackle the cause through all their marketing, including action driven social media, ultimately connecting Tiger Beer and tiger preservation together in consumer minds.

This cause helps Tiger Beer tackle a global crisis, and engage with relevant conversations, that ultimately boosts engagement.
The world’s most loved brands

9. The Container Store

The Container Store is a US retailer, where everyone associated with it can thrive together. This means a keen focus on CSR, employee development, and a creative content strategy that focuses on consumer improvements.

They are another FORTUNE 100 Best Companies to Work For, which helps improve staff morale - and therefore customer experience. With an entire site dedicated to their efforts improving their communities, employees and consumer lives.

Content wise, they work hard to connect their products to consumer lives. Demonstrating them as solutions to problems, even working with influencers to create engaging, meaningful content. This has helped them enter the fandom community, supplying storage for sneaker collectors.

For a brand that only sells storage, there’s numerous emotionally positive keywords around the brand.
The world’s most loved brands

10. Voot

Voot is an Indian subscription video on demand service that is all about entertainment. Much like global competitor Netflix, they’re able to create brand love by offering something for everyone - playing on the ability to tap into popular program and movie fanbases.

With a particular focus on localized content, to help relevance, and a creative marketing strategy that helps engage users with social media and influencers, they drive high engagement and sentiment rates. No wonder Voot has already hit 100 million monthly active users.

Customer service is also key. When building such a large, connected community, tackling issues quickly is essential for building brand love.
The world’s most loved brands

11. Benefit Cosmetics

Benefit Cosmetics is a global makeup brand, and had one of the highest net sentiment scores overall. This is driven by the love of the products across social media, with influencers & consumers sharing inspirational makeup tips, tricks, and walkthroughs. Backed by a CSR that ‘empowers women and girls’, this positivity echoes throughout the brand.

12. Hilton Hotels & Resorts

Hilton is a global hospitality company that follows marketing methods similar to Four Seasons. Aspirational, if not slightly more obtainable, with a focus on customer service and employee satisfaction. Their CSR strategy focuses on sustainability, with committed ‘travel with purpose’ goals set for 2030. No wonder they’re the global industry leader on the Dow Jones Sustainability Indices.

13. Whole Foods Market

Whole Foods Market is a multinational supermarket chain, defining themselves as a purpose-driven company. They define the customer as the most important stakeholder which leads to consumer-first marketing. That’s combined with a commitment to team member happiness, and an engaging social media strategy that is as much about education as promotion.

14. Ping An

Ping An is our highest ranking financial brand. But when your brand literally translates to “safe and well” are we surprised? Though from a lesser loved industry, the brand works hard to find consumer touchpoints, including the sponsorship of the Chinese Super League. This record-breaking sponsorship, worth 1 billion yuan, linked to other community focused CSR efforts, builds love within their market sector.

15. Cognizant Technology Solutions

Cognizant, a US based IT services provider, focuses their love efforts within their community. Supporting relevant causes through CSR and sponsorships, such as their partnership with Makers@ to nurture love within the IT community. They understand what matters to their audience, and engage in those issues.

16. Walkers (Lays)

Although Lays didn’t make the list, Walkers (the UK brand for the chips - known as crisps) has the strong, local following to do so. Having a dominant share of their market place helps (56% of the British crisps market), but also has an engaging content strategy. Their regular ‘do us a flavour’ campaign drives user generated content, and helps identify flavor trends that could entice future consumers. Alongside key market sponsorships, and campaigns towards recycling and healthier eating, the brand has found a place in UK consumers’ hearts.
The world’s most loved brands


The CoStar Group, a world leader in commercial real estate analytics, is from another non-traditionally loved industry. But at the center of the business, is supporting communities. From the malls and shopping centers the brand provides data for, which drives consumer engagement, to the community projects they sponsor under their CSR strategy, community is key.

18. Changi Airport

Changi Airport in Singapore has been rated the world’s best airport for 8 consecutive years. Less a travel hub, and more a destination experience, it’s an aspirational brand with true focus on customer service. With community focused CSR and rated the best employee in Singapore, it’s a destination everyone who travels through loves.

19. Hyatt Hotels

Another global hospitality chain (travel is our biggest love driver), Hyatt has a similar combination of CSR, employee engagement and aspirational marketing to entice consumers. While creative use of micro-influencers helps build their community love across a relevant audience.
20. Coles

Coles, an Australian supermarket chain, has built a loved community through a variety of sponsorships. From the Australian Football League, to popular TV shows like MasterChef, these sponsorships help associate the brand with the things that matter most to the consumers. All backed up by community CSR efforts and creative influencer marketing.

21. Copart

Copart is a global car auctioning site, with a particular focus on selling salvaged cars. Their love comes from targeting a niche audience - car enthusiasts. By targeting their products to people who refurbish cars, through social media and influencers, they're connecting with a relevant fandom. This drives huge engagement rates, and builds the brand love they want.

22. Take-Two Interactive Software

Take-Two is a games studio based in New York. Much like Copart, they succeed by engaging with an engaged, established audience - gamers. With several historic games titles, they can still make use of nostalgia, and adapt their social media comms to meet the expectations of their various fanbases.
The world’s most loved brands

23. Dove (chocolate)

Dove is a chocolate brand from Mars. As a loved snack, we would expect chocolate to be high on the list (3 chocolate brands did make it), but Dove goes further. Their CSR is critical to their brand, empowering women and working with the Rainforest Alliance. This filters into their social media, which is wrapped with positive messages for joyful engagement.

24. M.A.C.

M.A.C. Cosmetics is another makeup brand that works similarly to Benefit. Creating or supporting engaging content, supported by CSR. Their M.A.C. Pro membership program helps create a further sense of exclusivity, while encouraging professionals to use (and therefore promote) their products.

25. Ally Bank

Ally Bank is a US finance brand that does online-only banking. And it’s their understanding of emotion that helps position themselves on this list. Their “CSR strategy is intertwined with what their business is about”, focusing on economic mobility. They, like many in the top 50, aren’t working on brand purpose for good PR, but because that brand purpose is at the core of their business.
26. San Miguel

San Miguel is a Filipino conglomerate, known globally for the beer of the same name. Their social media strategy is packed with positivity, with a hint of aspiration. Rarely selling the beer, but the experience you have whilst enjoying it. Combined with influencer marketing, this helps position themselves as a loved brand.

27. Huda Beauty

Huda Beauty is a fairly recent entry to the cosmetics industry. Launched by influencer Huda Kattan, the brand understands how to build a community and engage their audience. With cross-channel marketing, still faced by Huda, this brand continues to nurture a loyal, loving audience.

28. Etihad Airways

Etihad Airways, originating from Abu Dhabi, understands the power of sponsorship for driving love. Sponsoring some of the biggest soccer teams across the globe, they’re constantly reconnecting with fans, and sharing the passion this audience has for the game. With powerful CSR and clever use of influencers to back this worldwide awareness.
The world’s most loved brands

29. Marriott International

Marriott International is another US hotels and resorts chain (the love of travel is strong). They have a similar strategy to the other hotel brands mentioned so far, but with a concise influencer and content marketing plan. Their focus on creative content over commercial, is building their identity across platforms, and nurturing an engaged audience.

30. Revlon

Revlon is a historic US cosmetic brand that uses similar aspirational techniques as those in the same industry. But due to their history, the brand can build on the nostalgia for their products. Combine that with savvy partnerships and creative social media, and you get a brand that people should continue to love for generations.

31. Regeneron Pharmaceuticals

Regeneron is similar to Vertex, impacting lives of the people they provide medicines for. But Regeneron has a broader audience, covering issues like Ebola and peanut allergies. Their CSR and sponsorship are targeted to the scientific audience, tackling STEM issues and encouraging employee volunteering. Another brand demonstrating a thorough audience connection.

32. Warner Bros

The entertainment industry is one that can rise and wain. Warner Bros, an American company focused on film & television production, publishing, and video games, flourishing at the end of 2019. With the success of their Joker movie, they tapped into a strong fanbase, and through the strength of PR and social media, drove the positive engagement defining them as love. They’ll need to work hard to keep this love though in a fickle industry.

33. Billabong

Billabong is an Australian clothing brand focused on surfing and active sports. They’re connection with the community they serve is the key to their brand love - targeting the issues that matter more to surfers (environment is critical here), while engaging through relevant surfing sponsorships of events and individuals.

34. Ulta Beauty, Inc.

Ulta Beauty is a US cosmetics brand that knows how powerful influencer marketing can be, by tapping into one of the biggest influencers in the world: Kylie Jenner. By tapping into Kylie’s huge fanbase (177M), the brand can nurture some of that positive engagement for themselves, often creating huge queues whenever a new Kylie product launches.
The world’s most loved brands

35. Novo Nordisk

Another pharmaceutical company (from Denmark), and another community the brand is changing lives for. This time people with diabetes. With sponsorships focused on awareness-raising, health-promoting activities, including Team Novo Nordisk - world’s first all diabetes professional cycling team.

36. Pierre Fabre

Pierre Fabre is a French pharmaceutical company, which generates love through their relationship to their home of Castres, and the impact the brand has had on the region. The homeground of Castres Olympique is named after Pierre Fabre (the company owner, not the company), giving the company much of the benefits of a sponsorship, plus a dedicated local passion for the brand.

37. Urban Decay

Urban Decay is a US cosmetics brand that works successfully with influencers. They make it easy for new influencers to engage the brand, with their ambassador program - letting relevant influencers seek them out rather than the other way around. This combined with engaging content and aligned CSR, ranks the brand here.
38. MetLife Inc.

MetLife is a US based insurance and employee benefits company, and one of the oldest on the list. Historically, the brand has also sought ways to connect with consumers through various partnerships. This continues today with stadium sponsorships across the globe, engaging new and old customers alike.

39. Sirius XM

Sirius XM is the leading audio entertainment company in the US. Their clever use of partnerships, with car manufacturers and rental companies, ensures their brand is accessible to a broad audience. Then, they just have to provide engaging content to get maximum love. Of course, as an entertainment company, this comes naturally to the brand.

40. Hallmark

Hallmark is a popular brand in 2 distinct markets - entertainment and greeting cards. As a brand ‘built on helping people form emotional connections,’ it’s not surprising consumers build an emotional connection with the brand. This mission is spread across all aspects of the business, with a well-defined CSR, local sponsorships, and employment culture.
The world’s most loved brands

41. Discovery Communications

Discovery Communications is a US mass media company - running television channels across the globe. Their ‘Discover Your Impact Day’ helps engage employees with the local community, while their variety of content helps them engage various audiences through social media and influencer marketing.

42. Red Bull

Red Bull was originally just an energy drink originating from Austria, but now has invested broadly into sport, and has its own media house. This engagement with sport brings the passion and energy into the brand, which is constantly associating itself with the excitement and thrills of extreme sports. All positively emotionally charged, leading to brand love.

43. Instagram

Instagram is the only social media platform to make it to the list. Why Instagram? The platform is still closely tied with the rise of influencer marketing, with the aspiration that anyone can become a social media star overnight. That, and the passion the platform creates through visual and video content, combines to create social brand love.
44. Mattel

Mattel is a US toy company, most famous for producing Barbie and Hot Wheels. Though their toys create a lot of the positive brand engagement, they are also the 17th most reputable US company. With influencer and social content that engages their younger audience, their brand is constantly creating loved products across the world.

45. Manolo Blahnik

Manolo Blahnik is a Spanish footwear designer. Aspiration is critical for the brand, reportedly creating “the world’s most sought-after shoes.” Worn by celebrity influencers, with a social media strategy as artisanal as the brand itself, people long to wear their shoes. And love the brand for the luxury it promises.

46. Oracle

Oracle is a US computer technology corporation. They’re a top employer, with a CSR that integrates within their community (including Design Tech High School housed at the Oracle headquarters, to nurture the future of technology minds). The community-focused mindset spreads to employees (Changemakers) to engage consumers with the company.
The world’s most loved brands

47. Intuit

Intuit is an American business and financial software company. Like most of our brands, they have an established CSR, focused on people and protecting the planet. With a content-driven social media strategy, they keep customers engaged and informed - helping them create the love they needed to connect with their audience.

48. Allianz

Allianz is an insurance provider originating from Germany, but now with offices across the globe. Their biggest love builder is their sponsorship of numerous sports across the world, including Bayern Munich’s homeground Allianz Arena. This is backed up with effective marketing content and influencer campaigns, with a key CSR strategy.

49. Adidas

Adidas is another German brand, focused on sports and activewear. They engage in all 11 methods, engaging in conversations within their community and beyond. With links to sports stars, they offer a different type of aspiration - not for a lifestyle, but for achievement. This opportunity, open to everyone, helps define them as a loved brand.

50. Cadbury

Cadbury is a historic confectionary company originating from the UK, but now operating worldwide. They have an award winning CSR strategy, engaging the issues that matter most to their audience. Combined with clever marketing, effective use of influencers, and sponsorship of highly relevant events, the brand has nurtured a brand love connection with consumers across the world.
5 Ingredients for building brand love

Can’t buy me love

Although building a brand love connection isn’t something you can do overnight, there are still strategies you can adopt now, to make a start.

Social media buzz
Stop thinking of your social channels as a place to sell to customers. But a place to connect with your audience. With social listening, identify the topics trending in their conversations, and join in. Switch your mindset for your content strategy. Next time you post, put yourself in your consumer shoes and think, “what would I want to see here?”

Engage the ‘good old times’
During a recession, nostalgia booms. People long for the pre-crisis days, thinking of them as reassuring and comforting. Is there a way to tap into that for your audience? Rekindle past branding or much-loved campaigns. Or engage in topics that promote that emotion - classic video gaming and baking both resonate with nostalgic feelings.

Influence the right people
Influencers are still busy within their communities. With content creation across all channels up (there were 118 million videos published in Q1 2020, compared to 99 million in Q4 2019). With hyper-engaged audiences, you can tap into a market ready to engage with your brand. Just don’t choose your influencers based on size of audience, but the quality of audience engagement.

Share the love
Audiences are in desperate need of good news. The need for escapism during the Great Depression led to the Golden Age of cinema. People need distractions to escape the worries in the world, and that will again be critical in the coming months. Positive news stories will feed those needs, helping consumers associate your brand with better times.

Get your employees onboard
Brand love is built from the inside out. From the heart. Your workforce will be vital to spread that love further - but they’ll need to feel the love first. Employee rewards and reassurance are both essential during a crisis - to alleviate any job security concerns they may have. And once your employees are happy, they’ll share that love with customers and prospects alike.
## Well-loved brands by region

**What the world needs now...**

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## Well-loved brands by region

What the world needs now...

<table>
<thead>
<tr>
<th>Switzerland</th>
<th>Germany</th>
<th>Middle East &amp; Africa</th>
<th>India</th>
<th>Asia Pacific</th>
<th>Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weleda</td>
<td>Mercedes-Benz</td>
<td>Etihad Airways</td>
<td>Four Seasons</td>
<td>Four Seasons</td>
<td>7eleven</td>
</tr>
<tr>
<td>Mondaine</td>
<td>Nivea</td>
<td>Four Seasons</td>
<td>Ponds</td>
<td>Hyatt Hotels</td>
<td>Honda</td>
</tr>
<tr>
<td>Sugus</td>
<td>Sennheiser</td>
<td>Benefit Cosmetics</td>
<td>Cadbury</td>
<td>Singapore Airlines</td>
<td>NARS</td>
</tr>
<tr>
<td>Rivella</td>
<td>Aldi</td>
<td>Hyatt Hotels</td>
<td>Intercontinental</td>
<td>Changi Airport</td>
<td>Nintendo</td>
</tr>
<tr>
<td>Givaudan</td>
<td>Haribo</td>
<td>TikTok</td>
<td>BCG</td>
<td>Marina Bay Sands</td>
<td>NTT</td>
</tr>
<tr>
<td>Tag Heuer</td>
<td>BMW</td>
<td>Qatar Airways</td>
<td>Cognizant</td>
<td>Billabong</td>
<td>Hitachi</td>
</tr>
<tr>
<td>Kühne + Nagel</td>
<td>Puma</td>
<td>Huda Beauty</td>
<td>Taj hotels</td>
<td>MAC Cosmetics</td>
<td>Toyota</td>
</tr>
<tr>
<td>Swatch</td>
<td>Bosch</td>
<td>InterContinental</td>
<td>Voot</td>
<td>Maxis</td>
<td>Uniqlo</td>
</tr>
<tr>
<td>La Prairie</td>
<td>adidas</td>
<td>Careem</td>
<td>Allianz</td>
<td>Lego</td>
<td>SK-II</td>
</tr>
<tr>
<td>Ricola</td>
<td>SAP</td>
<td>HMD Global</td>
<td>Instagram</td>
<td>Lazada</td>
<td>Shiseido</td>
</tr>
</tbody>
</table>
All you need is love

What can we take from this list?

Brand love starts with a conversation. Not talking to your consumers, but with them. Listening to them, and understanding what they want. Not as customers, but as people. Then, connect.

Understand what makes your consumers tick - whether the social issues that matter to them, the influencers they follow, the emotions that drive them - and be part of that.

But remember. This is not a one-time thing. Our top 50 brands aren’t loved because of marketing tricks. They’re loved because they’ve taken what consumers love, and put it at the heart of their business. Building their brand from the consumer outwards - into CSR, marketing, employee engagement. The whole brand.

Love is the strongest emotion, and can benefit your company greatly. But for it to succeed, you have to put your heart into it.
I want to know what love is...

To measure the concept of love through social listening is near impossible. It’s not a tangible metric. Instead, we can look at the symptoms of brand love - engagement, positive sentiment, love focused emotive words, etc.

From 01/07/19 to 31/12/19, we gathered data for 781 brands from 28 industries, based on several industry listings and regional marketing expertise. Lists include:

- Interbrand
- FTSE-100
- S&P
- NASDAQ
- DOW
- Forbes Most Valuable Brands
- BrandZ (ft)
- Fortune 100 Best Companies

Each brand was ranked based on engagement rate and net sentiment using Quick Search to create a shortlist of 141 brands.

A score was then formulated based on this, plus the following criteria within Talkwalker analytics:

- Consumer engagement rate and sentiment on social media.
- Consumer engagement rate and sentiment in news
- Percentage of mentions that were categorized as related to ‘joy’
- Percentage of mentions that contain love-related keywords
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