

**7TH ANNUAL  
BRAND PASSION REPORT:  
TOP-LOVED  
GLOBAL BRANDS**



**2021 REPORT**



## CONTENTS

LOOKING FOR BRAND LOVE .....	3
TOP MOST LOVED GLOBAL BRANDS .....	4
COUNTRY SHARE OF VOICE.....	7
INDUSTRY SHARE OF LIST .....	8
INDUSTRY SHARE OF VOICE .....	8
TOP 10 GLOBAL LOVE LIST SUMMARY.....	9
CATEGORY INSIGHTS .....	9
AUTOMOTIVE.....	9
CONSUMER GOODS.....	11
ECOMMERCE .....	12
ENTERTAINMENT .....	14
FINANCE .....	15
FOOD & BEVERAGE .....	15
PAYMENT SERVICES.....	16
RETAIL .....	17
SOCIAL MEDIA.....	17
TECHNOLOGY.....	18
TELECOMMUNICATIONS.....	19
TRANSPORTATION .....	19
MEASURING [BRAND] LOVE: THE ART AND SCIENCE .....	20
METHODOLOGY .....	20

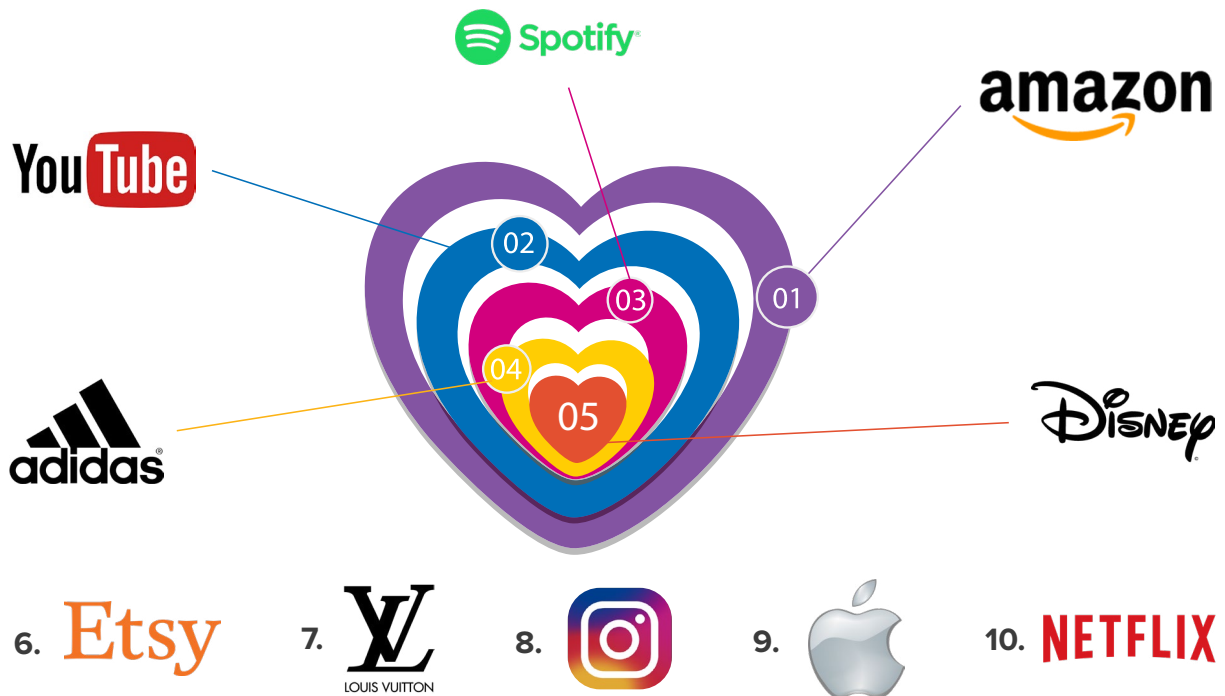
## Looking for [Brand] Love

The *NetBase Quid Brand Passion Report: Top-Ranking Global Brand Love List* is a close look at the brands consumers express the most love for on social media. Over the seven years we've been creating this report, we've witnessed consumer love ebb and flow for various brands over time, with the overall volume of responses either way, and the corresponding passion, exponentially increasing—and 2020 was no different. In fact, due to COVID, the amount of brand data available online experienced a surge—from 410M earned mentions last year, compared to 2.7B this year.

Using next generation artificial intelligence powered technology, we surfaced the strongest, most positive consumer emotions towards brands, then identified which brands get the most love in this report. Understanding consumer preference is one-part art, and one-part science. It's about more than measuring the objective volume of social content or sentiment.

It's also about the intensity of passion, feelings and emotions shared in posts across the web. Smart marketers who want to get the most from social pay particular attention to these passions and use them to drive intelligent brand decision-making. Social passion offers new insights into brand health, allows measurement of campaigns against lasting emotional assets, and informs geographical action—such as where an emotionally driven campaign could deliver maximum impact. And return on investment can be tied to return on love. In this report, we look at the most loved brands globally as discussed on social media channels worldwide (research was conducted on English-language posts) from April, 2020 through April 2021.

## Global Love List All-Stars



## Most Loved Global Brands

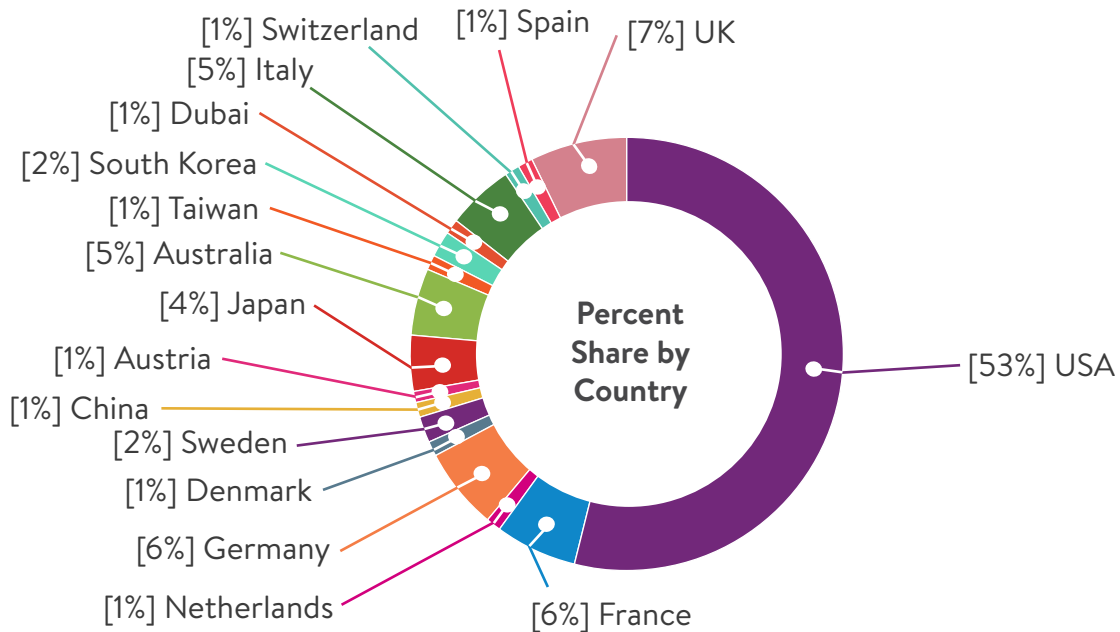
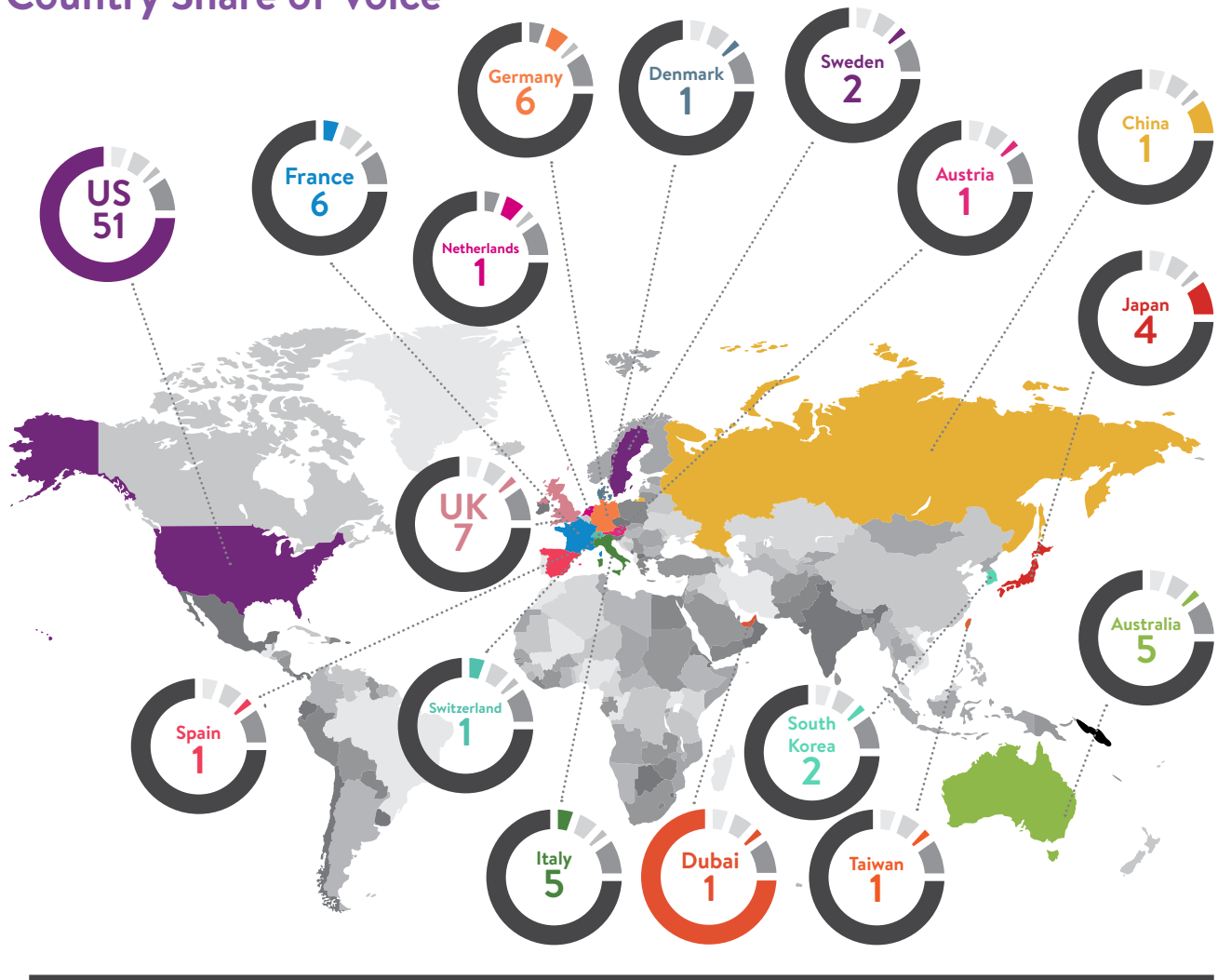
Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
Amazon	1	eCommerce	USA	38,932,355	26,357,605	1,721,469,642,654	77%	52,945,298
YouTube	2	Social Media	USA	94,642,950	92,330,650	793,704,703,150	80%	27,193,450
Spotify	3	Entertainment	USA	22,020,385	21,104,876	149,806,789,173	81%	68,645,453
Adidas	4	Consumer Goods	Germany	9,886,620	7,856,579	103,295,552,005	85%	151,687,294
Disney	5	Entertainment	USA	17,008,100	15,607,458	636,514,304,176	71%	567,183,147
Etsy	6	eCommerce	USA	8,517,447	7,956,240	96,103,068,318	97%	33,218,357
Louis Vuitton	7	Consumer Goods	France	2,810,320	2,500,358	156,458,189,546	91%	132,522,702
Instagram	8	Social Media	USA	73,602,256	69,627,906	63,059,082,146	77%	1,662,400,000
Apple	9	Technology	USA	22,161,346	19,521,215	564,569,926,323	68%	49,410,278
Netflix	10	Entertainment	USA	12,075,235	9,989,375	453,485,151,218	63%	294,344,156
H&M	11	Retail	Sweden	3,702,462	3,651,856	97,901,581,957	92%	48,695,473
Google	12	Technology	USA	27,945,402	24,488,185	434,863,249,974	70%	33,385,425
Samsung	13	Technology	Korea	7,305,085	4,935,454	914,784,529,419	76%	25,536,498
TikTok	14	Social Media	China	12,023,500	11,390,050	268,622,509,600	83%	3,676,750
PayPal	15	Payment Services	USA	4,458,650	4,146,684	115,645,846,900	92%	9,186,646
Twitter	16	Social Media	USA	2,202,982,350	2,200,235,500	15,398,386,957,500	65%	7,728,600
Target	17	Retail	USA	11,634,207	10,068,569	467,001,901,426	68%	38,831,596
Microsoft	18	Technology	USA	12,493,111	4,365,211	1,683,110,865,831	74%	9,565,209
BMW	19	Automotive	Germany	1,724,922	1,308,559	173,090,365,624	82%	260,465,020
Mercedes	20	Automotive	Germany	1,874,469	1,542,591	450,094,169,526	77%	429,152,922
McDonalds	21	Food & Beverage	USA	4,584,116	4,305,527	1,319,201,240,478	74%	19,976,200
Gucci	22	Consumer Goods	Italy	2,017,118	1,709,629	135,167,899,290	81%	116,403,887
Chanel	23	Consumer Goods	France	1,453,746	1,308,999	124,162,612,902	84%	101,874,955
Porsche	24	Automotive	Germany	1,503,972	1,206,942	91,727,593,779	85%	165,465,118
Facebook	25	Social Media	USA	22,146,950	20,107,800	755,077,103,700	56%	8,322,600
Starbucks	26	Food & Beverage	USA	3,737,723	3,155,868	467,874,560,408	62%	50,986,949
Nike	27	Consumer Goods	USA	6,799,448	5,741,810	75,379,913,039	67%	156,978,400
Lego	28	Consumer Goods	Denmark	2,419,998	1,873,570	109,147,441,267	79%	43,533,902
LG	29	Technology	Korea	2,077,825	1,780,610	207,174,564,671	87%	3,221,464
Dior	30	Consumer Goods	France	1,383,146	1,322,550	38,831,798,057	88%	52,742,704
Nintendo	31	Entertainment	Japan	8,411,820	7,455,257	103,305,846,756	58%	21,580,856
Sony	32	Entertainment	Japan	3,636,056	2,876,214	165,473,503,914	60%	27,638,858
HBO Max	33	Entertainment	USA	1,929,704	1,674,158	88,452,545,894	81%	23,791,330
American Airlines	34	Transportation	USA	5,469,444	5,345,389	72,647,143,446	70%	43,951,011
Coca-Cola	35	Food & Beverage	USA	2,965,925	2,787,914	195,795,421,690	76%	4,068,279
Tesla Motors	36	Automotive	USA	3,668,835	2,640,736	194,945,161,667	68%	15,941,061
Uber	37	Transportation	USA	1,931,635	1,755,396	146,443,303,761	75%	9,062,796
Ferrari	38	Automotive	Italy	1,579,591	1,327,898	99,880,235,643	65%	205,485,452

Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
Hulu	39	Entertainment	USA	1,794,201	1,571,198	101,614,535,889	76%	19,990,683
ZARA	40	Retail	Spain	918,332	835,494	46,641,443,799	82%	57,692,465
Ikea	41	Retail	Sweden	933,138	662,121	283,776,838,393	82%	8,691,897
Audi	42	Automotive	Germany	949,056	797,393	41,398,305,937	82%	54,017,073
eBay	43	eCommerce	USA	6,761,506	4,180,787	71,053,040,771	71%	4,119,197
Prada	44	Consumer Goods	Italy	561,125	521,285	67,041,201,892	88%	37,323,018
United	45	Transportation	USA	3,784,411	3,572,862	61,468,002,607	58%	7,223,532
Red Bull	46	Food & Beverage	Austria	815,585	739,029	117,220,906,255	70%	81,409,741
Chevy	47	Automotive	USA	855,334	669,727	64,630,688,742	82%	20,569,633
Home Depot	48	Retail	USA	7,792,468	2,834,753	32,907,415,754	74%	2,234,188
KFC	49	Food & Beverage	USA	1,118,774	1,055,965	94,818,225,187	81%	3,962,571
Emirates	50	Transportation	Dubai	217,110	184,695	106,720,834,917	89%	20,738,690
Pepsi	51	Food & Beverage	USA	1,240,362	1,123,395	43,213,610,438	81%	7,048,421
AT&T	52	Telecommunications	USA	3,192,488	1,495,134	88,400,654,308	37%	19,256,212
Yves Saint Laurent	53	Consumer Goods	France	525,179	514,338	10,989,503,740	97%	17,739,934
Ferrero	54	Food & Beverage	Italy	590,810	508,973	15,058,500,825	89%	10,892,598
Shopify	55	eCommerce	USA	2,639,383	1,110,800	13,909,018,567	85%	680,100
T-Mobile	56	Telecommunications	USA	980,612	854,913	81,771,975,295	77%	1,513,989
Nikon	57	Consumer Goods	Japan	756,615	633,571	15,480,829,662	78%	25,968,208
Land Rover	58	Automotive	UK	170,955	138,113	37,877,827,201	85%	26,711,347
Aldi	59	Retail	Germany	678,364	539,788	80,152,006,312	78%	3,153,837
Lexus	60	Automotive	Japan	422,981	344,383	21,362,785,192	83%	14,009,596
Discover	61	Payment Services	USA	222,549	203,664	13,771,384,356	92%	16,072,816
L'Oréal	62	Consumer Goods	France	436,982	383,654	17,629,291,817	83%	9,096,706
Burger King	63	Food & Beverage	USA	891,823	825,836	27,462,270,329	72%	4,467,274
Venmo	64	Payment Services	USA	1,214,416	1,188,556	5,843,969,941	82%	1,552,169
Taco Bell	65	Food & Beverage	USA	840,291	764,650	20,423,135,932	74%	5,366,223
Armani	66	Retail	Italy	37,267	28,962	19,408,439,661	96%	17,683,833
Orange Europe	67	Telecommunications	France	3,232,120	3,215,319	32,908,254,936	42%	75,483
Verizon	68	Telecommunications	USA	1,483,698	577,603	124,334,726,303	43%	757,973
American Express	69	Payment Services	USA	418,776	237,530	32,288,129,567	85%	638,878
Chick-fil-A	70	Food & Beverage	USA	477,868	441,994	21,768,512,427	76%	4,168,464
Samsung Pay	71	Payment Services	USA	1,624,776	512,175	6,385,827,934	78%	1,160,293
Heineken	72	Food & Beverage	Netherlands	249,317	231,130	8,609,421,658	86%	2,301,936
Tesco Global	73	Retail	UK	937,649	626,703	24,702,420,980	70%	1,333,058
Net-A-Porter	74	eCommerce	UK	35,176	27,757	15,682,343,996	90%	5,819,667
Southwest	75	Transportation	USA	416,364	275,385	146,146,243,948	59%	1,620,294

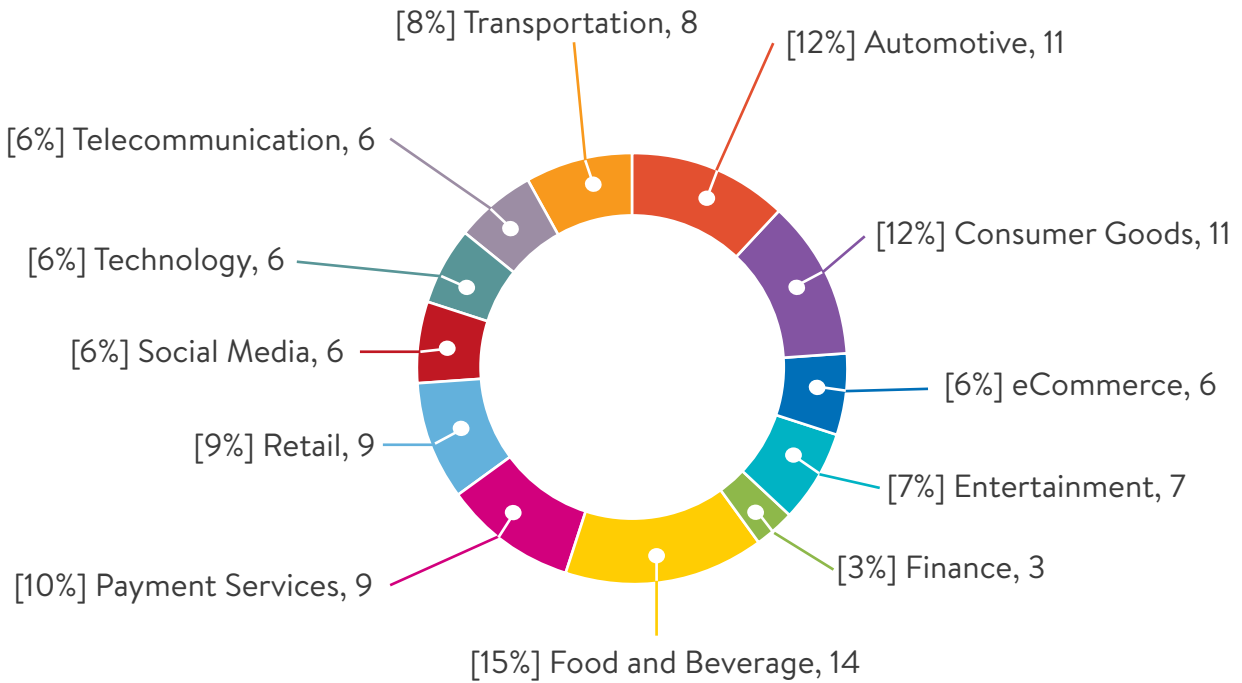
Brand	Social Rank	Industry	Country	Mentions Total	Posts Total	Potential Impressions	Net Sentiment	Total Engagements
Wendy's	76	Food & Beverage	USA	709,406	688,250	26,910,520,618	60%	2,196,210
Nestle	77	Food & Beverage	Switzerland	583,944	504,463	61,434,572,733	55%	3,235,657
Ford	78	Automotive	USA	125,005	124,945	1,250,465,066	95%	3,913,946
Visa	79	Payment Services	USA	527,121	473,261	12,564,477,430	75%	1,150,584
Barclays	80	Finance	UK	230,857	201,500	16,341,600,697	76%	1,814,412
Discord	81	Social Media	USA	367,824	367,656	981,197,507	84%	280,625
Zappos	82	eCommerce	USA	64,719	50,643	11,329,496,770	86%	520,822
Holden	83	Automotive	Australia	4,456	3,473	134,460,980	100%	86,325
British Airways	84	Transportation	UK	208,135	187,102	33,491,395,204	45%	1,242,358
MasterCard	85	Payment Services	USA	82,981	60,897	7,645,119,782	80%	247,938
Woolworths	86	Retail	Australia	181,822	133,513	13,073,561,736	70%	484,760
Lyft	87	Transportation	USA	250,365	212,101	11,928,532,833	45%	541,110
Budweiser	88	Food & Beverage	USA	173,851	156,900	8,968,779,602	49%	1,690,027
HSBC	89	Finance	UK	128,811	106,787	10,766,486,948	63%	1,242,482
HTC	90	Technology	Taiwan	173,128	137,230	4,123,876,240	73%	80,650
Telstra	91	Telecommunications	Australia	221,672	119,840	16,508,721,649	14%	275,009
Qantas	92	Transportation	Australia	127,297	96,321	15,317,350,148	29%	1,051,673
Chase	93	Payment Services	USA	30,391	25,938	3,764,208,987	69%	149,351
Apple Pay	94	Payment Services	USA	142,710	132,052	4,992,728,288	6%	164,301
Commonwealth Bank	95	Finance	Australia	41,422	27,872	6,633,707,005	46%	68,026
Vodafone	96	Telecommunications	UK	29,012	19,397	1,294,778,703	30%	35,321



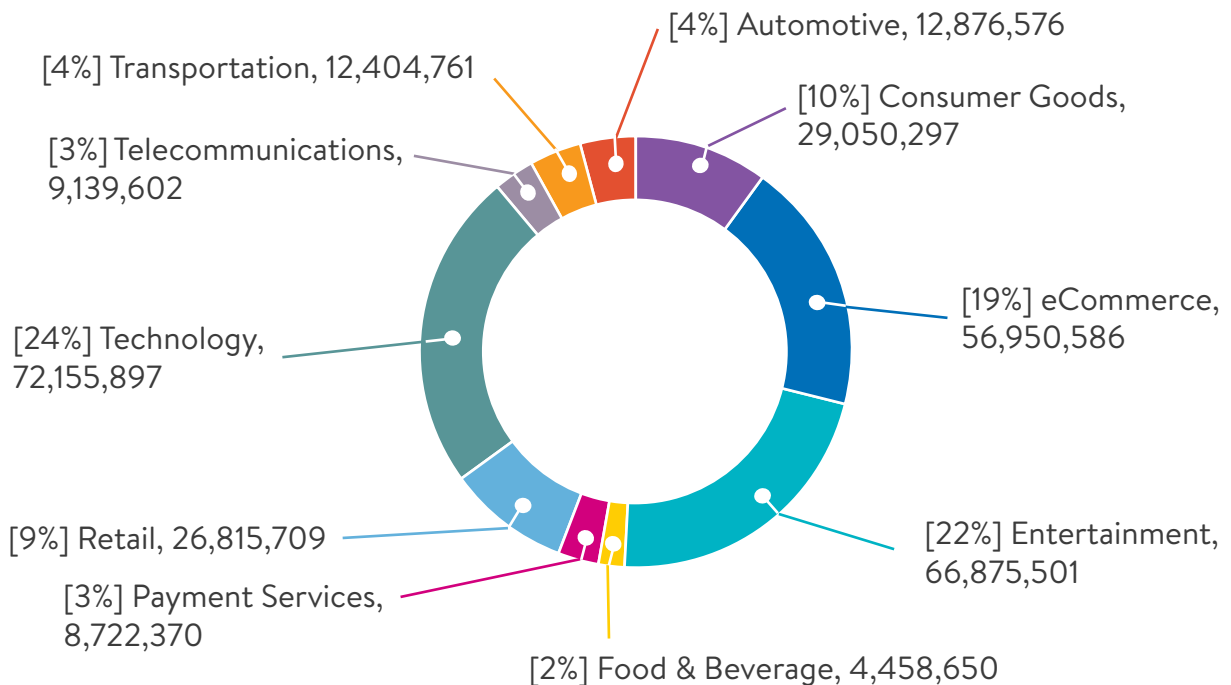
## Country Share of Voice



## Industry Share of List



## Industry Share of Voice



**Total:** 299,862,039 | **Social Media:** 2,405,765,830 | **Total With Social Media:** 2,705,627,869

## Top 10 Global Love List Summary:

While some brands are consistently at the top of the love list, including social networks like YouTube and Instagram, which lands in our top ten for a second year in a row, there are always upsets to marvel over. This year's surprising entrants into the top 10 that are notable include Adidas, Louis Vuitton and Etsy, which makes sense as we know consumers were shopping and DIYing a good bit this year. They weren't driving or traveling even a fraction of what we've seen in previous years, so those habits certainly played a role in the DIY movement.

Entertainment brands dominate our top ten this year, with Disney holding steady in spot #5, Netflix losing a bit of ground and Spotify moving into the top three. The popularity of each speaks to how crucial entertainment was during the pandemic—and how amazingly Disney came through for its viewers, which we'll detail a bit more below. Let's jump in to see what these brands are doing right to increase their love factor.

Brand	Social Rank	Industry	Country
Amazon	1	eCommerce	USA
YouTube	2	Social Media	USA
Spotify	3	Entertainment	USA
Adidas	4	Consumer Goods	Germany
Disney	5	Entertainment	USA
Etsy	6	eCommerce	USA
Louis Vuitton	7	Consumer Goods	France
Instagram	8	Social Media	USA
Apple	9	Technology	USA
Netflix	10	Entertainment	USA

### Automotive

We do not have any automotive companies in our top ten, but BMW is the closest on this year's list—at #19, followed by Mercedes at #20. BMW's popularity this year can be attributed to consumer perception, which is everything.

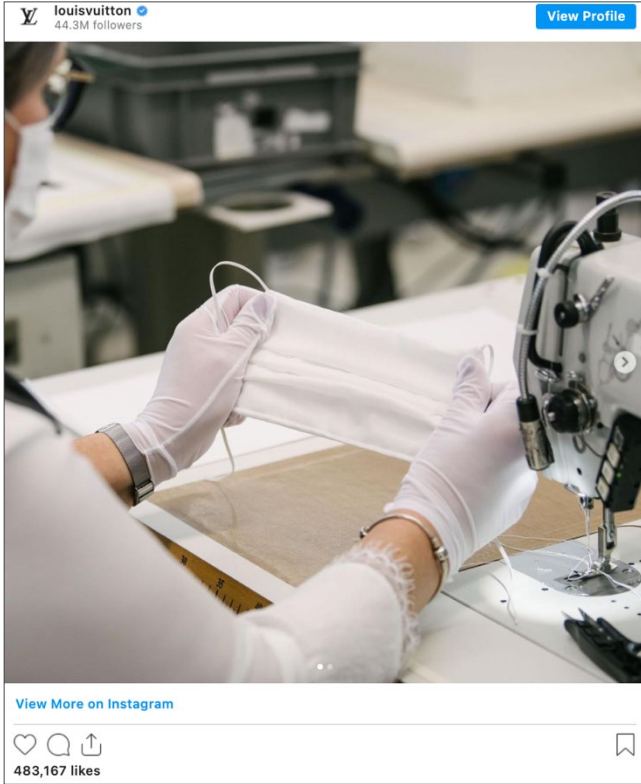
We see enthusiasts impressed by **its exhaust**, various models options and there are ongoing debates around the sharpest car color (it's black, fyi), and overwhelmingly, these drivers are impressed—and vocal about it. And there are 405,440 positive mentions bearing this out.



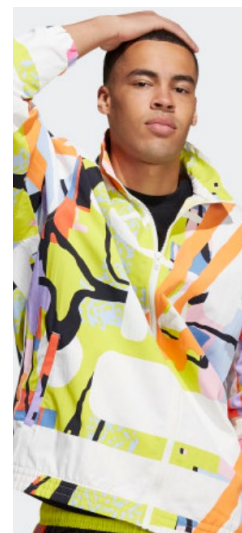
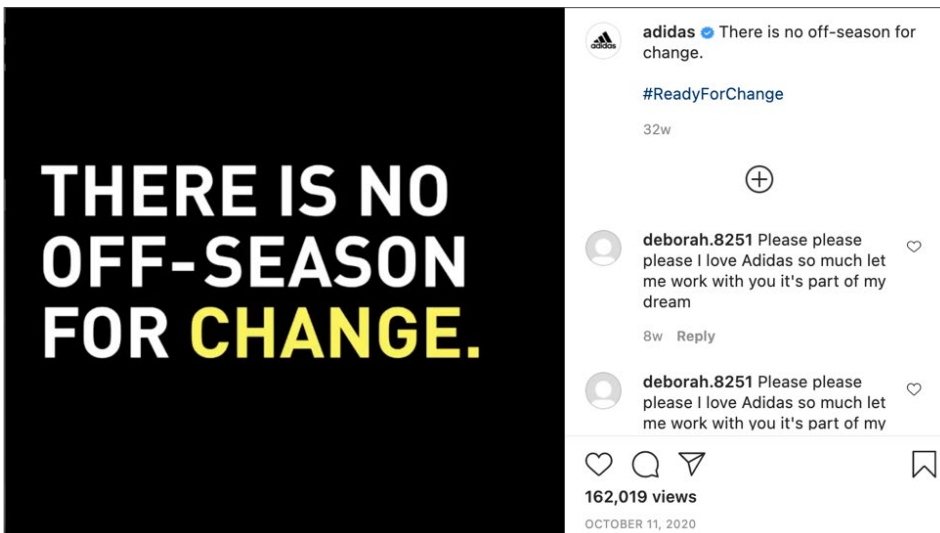


## Consumer Goods

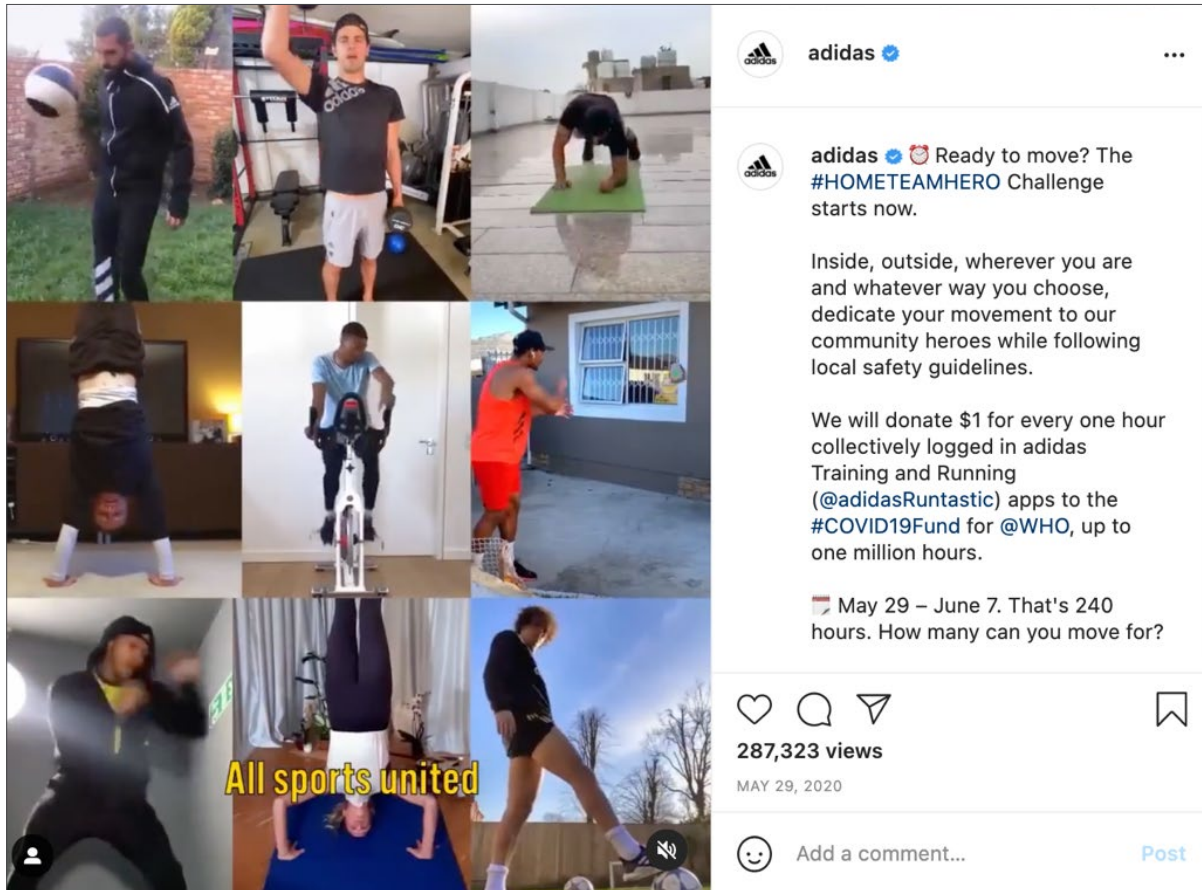
Adidas is number four this year, the top performer for all consumer goods, and one of two consumer goods companies to make it on the top 10 list. Louis Vuitton is #7, earning a notable mention for its pandemic efforts.



Adidas sees most of its engagement on Instagram and has a super involved following there. It's where you see its values and commitment to consumers on full display—and consistently shared with videos and imagery that resonates.



And they encouraged a sense of community during times when many struggled with training and running challenges aimed at raising money for those impacted by COVID-19. They also helped keep consumer spirits up by giving them a way to help during a time when many were feeling powerless. As just one of many promotions, #HomeTeamHero generated nearly 12k posts. That's a lot of people moving who may not have been otherwise!



## eCommerce

Amazon, unsurprisingly, tops our list at #1. It became a lifeline for many during 2020, coming out stronger after battling against pandemic shipping delays (that were out of their control). They're the largest eCommerce site in the world, and consumers certainly love them, with much of the world viewing it as the 'go to' site for every need.

Etsy earns the #6 spot, and this is not surprising either considering the year we've had dealing COVID-19. When budgets tightened and time at home (and bored) increased, many turned to DIY projects. Many began making masks, and a good number of them opened new (or expanded existing)—and lucrative—Etsy shops. This **generated significant income** for early and late adopters alike. And many sellers had their **best years ever** on Etsy.



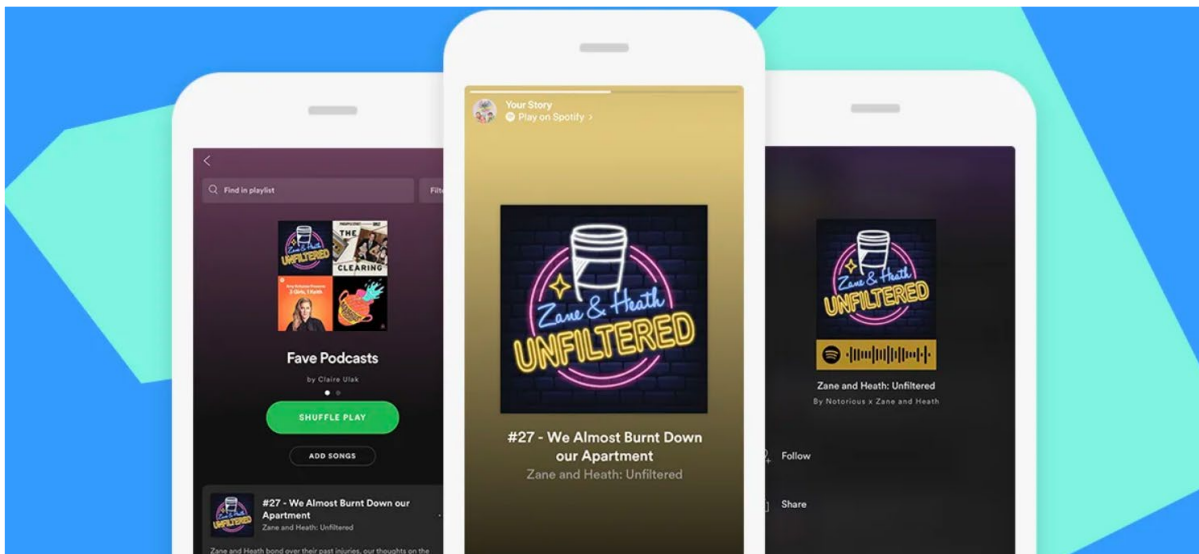
## Entertainment

Three entertainment companies occupy the top 10 list this year, with Disney coming in at number five, Netflix at number ten and Spotify as number three, moving up a few slots from last year. Stuck inside, viewing shows or listening to music and podcasts was the main source of entertainment and these companies came through in a big way.

We had the runaway hit, the *Tiger King*, and the free release of *Hamilton* from Disney—both of which dominated online conversation for weeks, if not longer. So, it’s not surprising to see 299,661 mentions of “watch” when exploring behaviors.

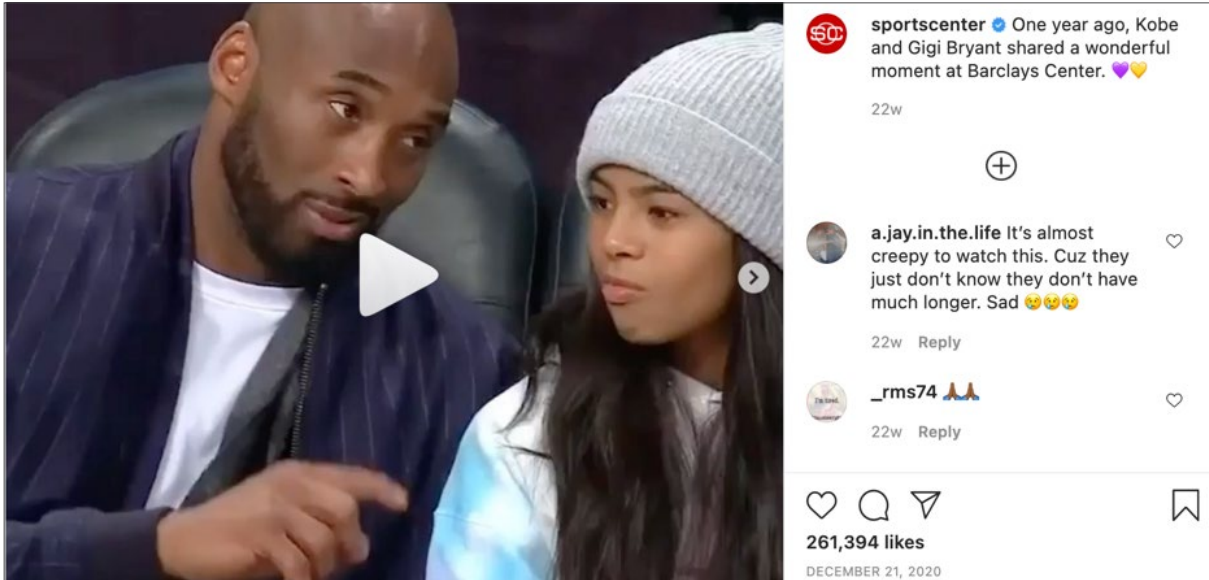


And then Netflix offered series after series in rapid succession and Spotify saw its **podcast consumption double** by the end of July 2020.



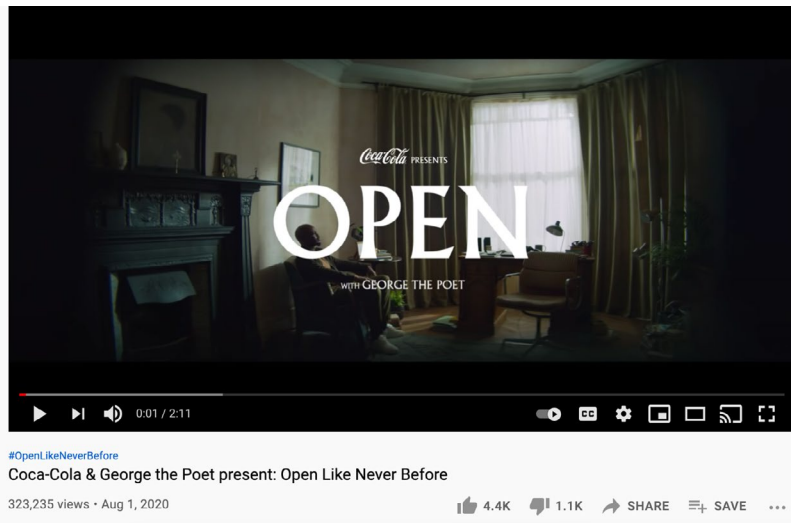
## Finance

Finance companies don't usually win tons of consumer love, so not seeing any near the top ten makes sense. Barclays tops the list of finance companies in this report though, in part for the title name of the Barclay's Arena in Brooklyn, NY with many people sharing pictures of the building and the events hosted there. This past year, one post attracted lots of attention—and in memoriam for Kobe and Gigi Bryant:



## Food & Beverage

It's been a challenging year of pivots for every industry, with the food and beverage industry significantly impacted as consumers made the switch from eating out to cooking at home. Coca-Cola products have always been a part of family gatherings and the company is known for its uncanny ability to stay in lockstep alignment with its ever-shifting audiences. So, it had big shoes to fill during this time period—and succeeded. It streamlined its beverage portfolio to refocus in ways they could make the most impact and connected deeply with consumers by way of online interactions and messaging. Its commercial featuring **George the Poet** offers a powerful case in point.





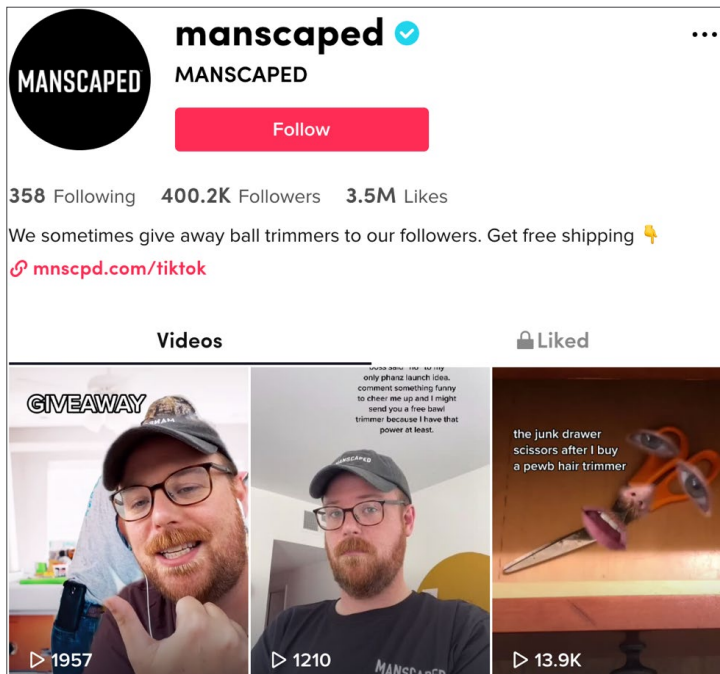
## Retail

We didn't have any retailers (beyond Amazon, which really straddles many worlds) in our top ten, but H&M and Target earned spots #11 and #17 on our list. Both have seamless and efficient online ordering systems—and Target even has grocery pickup options, which was a crucial capability during this time period.

And as the world shifted to become more inclusive in every way, H&M made sure there was a place at the table for size inclusivity as well. This earned it lots of consumer love. Behaviors show consumers inspired to buy from and wear this brand, with more than 13k behavioral mentions.



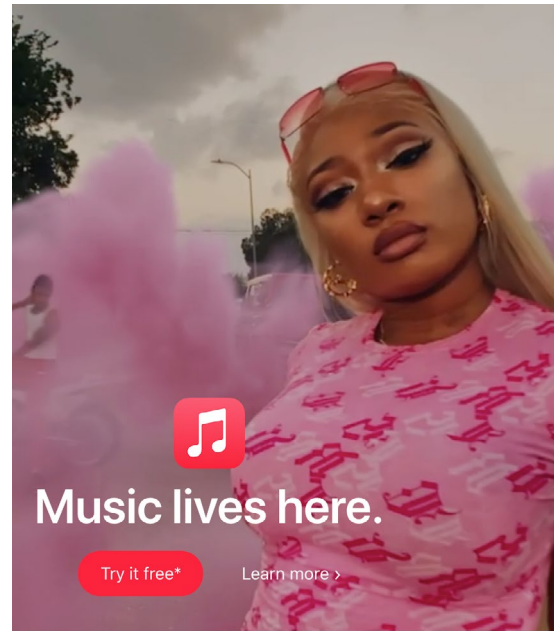
## Social Media



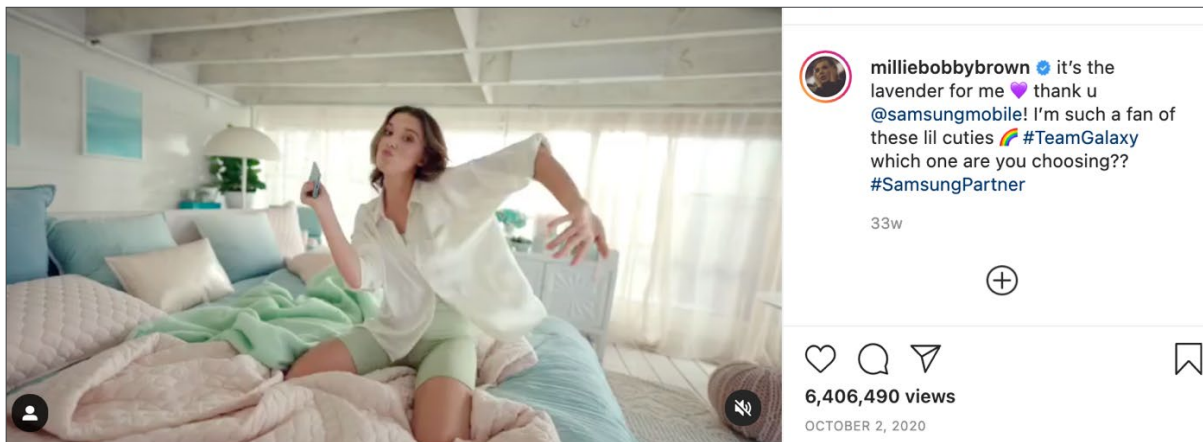
YouTube earns the top spot in our list, as mentioned above. And it makes sense. As the world turned to social media this year, love for video continued to dominate online, though conversation about every social channel was astronomical, which is why we see Instagram there as well, in spot #8. We see most activity around social media, dwarfing the rest of the list, with nearly 2.5 billion mentions in that category alone! And although it's not in our top ten, the rise of TikTok must be mentioned, as users have flocked there and it is quickly becoming a 'must know' place for brands. Just ask Manscaped!

## Technology

Apple earns #9 in our list, with Google and Samsung close behind at #12 and #13, respectively. Apple Music contributed a good bit to the tech giant's success:



And Samsung offers a lesson in picking the right influencers as its partnership with a Stranger Things kid was destined for virality, particularly when you choose Eleven, aka **Millie Bobby Brown**:



It goes to show how important it is to be on top your influencer marketing game, for sure!

## Telecommunications

Telecommunications as a whole is usually an industry that doesn't get much love online, so AT&T coming in at #52 is an admirable showing. And when exploring behavioral mentions, we see a good number of posts from disappointed and angry customers switching from other providers to AT&T. Watching for those bits of intel—or setting alerts—could be key to competitors' customer care efforts. And with everyone else in this category lagging far behind, AT&T is the competitor to watch!

## Transportation

American Airlines leads our transportation crew, ranking as #34 on our list. The skies became a ghost town this year as everyone in the travel industry scrambled to accommodate social distancing and other safety measures to keep consumers safe. Flights still needed to happen of course, so everyone just did their best. American Airlines performed well under pressure, generating primarily positive reviews for its efforts, by repeatedly acknowledging how important its customers are. That's smart marketing.



Uber was our best performing transportation company last year, and Uber Eats surely helped it earn the second highest rank in this category, earning spot #37. It was not a good year from rideshare or timeshares or anything that required comingling of any variety.



## 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 Next Gen Artificial Intelligence powered 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 would 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 Quid 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, luvd, luvd, loving, 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. Our overall Global Love List looks at English language posts across the world, ranking the most loved brands in technology, consumer goods, automotive, food and beverage, financial services, and telecom in over 226 countries. The Social Rank score is a score that takes into account brands receiving the most love mentions, as well as impressions, highest sentiment, and engagements to calculate an overall social rank. Due to the sheer volume of different industries and global mentions, the category of Consumer Goods was segmented into Retail and Consumer Goods. This allowed us to uncover and present industry-specific insights with greater granularity.

### THIS REPORT INCLUDES:

- 2.7 billion posts of earned mentions
- 12 months of data from April 2020 to April, 2021
- English language posts
- Sources include blogs, forums, microblogs, news, review sites, Twitter, Tumblr, and many others
- 226 Countries

# NETBASE QUID™

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market.

The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.

NetBase Quid is a trusted partner of American Airlines, Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times. Learn more at [www.netbasequid.com](http://www.netbasequid.com)

NETBASE QUID HEADQUARTERS  
3945 Freedom Circle, Suite 730  
Santa Clara, CA 95054  
P: 855-762-6764  
E: [info@netbasequid.com](mailto:info@netbasequid.com)  
[www.netbasequid.com](http://www.netbasequid.com)

 NetBase Quid

 @NetBaseQuid

 @NetBaseQuid

 @NetBaseQuid

 NetBase Quid

## Trusted by the World's Top Brands

©2021 NetBase Quid

20210614v3



Lufthansa



## NETBASE QUID IS THE LEADER IN CONSUMER AND MARKET INTELLIGENCE

