2016 BRAND KEYS CUSTOMER LOYALTY ENGAGEMENT INDEX

Airline JetBlue	**Allergy Medications (OTC)** Zyrtec	**App-based Rideshare** Lyft	**Athletic Footwear** New Balance / Nike	**Automotive** Ford / Hyundai	**Banks** Wells Fargo
Beer (Light) Sam Adams Light	**Beer (Regular)** Sam Adams	**Bottled Water** Dasani	**Breakfast Bars** Kellogg's Nutri-Grain / Kind	**Car Rental** Avis	**Casual/Fast Casual Dining** Panera / Shake Shack
Coffee (Out-of-Home) Dunkin' / Starbucks	**Coffee (Packaged)** Dunkin'	**Cosmetics (Luxury)** Chanel	**Cosmetics (Mass)** Neutrogena	**Credit Cards** Discover	**Deodorants** Degree
E-readers Kindle	**Evening News** CBS	**File Hosting** Dropbox	**Flat-Screen TV** Samsung	**Gasoline** Shell	**Headphones** Beats by Dr. Dre
Hotel (Economy) Wyndham Microtel	**Hotel (Midscale)** Hampton Inn	**Hotel (Upscale)** Omni	**Hotel (Luxury)** Ritz Carlton	**Ice Cream** Haagen-Dazs	**Instant Messaging Apps** WhatsApp
Insurance (Car) Geico / Progressive	**Insurance (Home)** Met Life	**Insurance (Life)** NY Life	**Laptop Computers** Apple	**Lip Balm** ChapStick	**Major League Sports** NFL
Major League Video Game Call of Duty	**MFP Office Copier** Konica Minolta	**Morning News** Good Morning America (ABC)	**Mutual Funds** Vanguard	**Natural Food Stores** The Fresh Market	**Online Brokerage** Options House
Online Music Pandora	**Online Payment Services** PayPal	**Online Retailers** Amazon	**Online Travel Site** Travel Advisor	**Online Video Streaming** Netflix	**Pain Relievers (OTC)** Advil
Parcel Delivery UPS	**Pet Food (Cats)** Iams	**Pet Food (Dogs)** Purina One	**Pizza** Domino's	**Price Clubs** Costco	**Printers** HP
Quick-Serve Restaurants Subway	**Retail (Apparel)** Victoria's Secret	**Retail (Dept. Store)** Marshall's	**Retail (Discount)** Target	**Retail (Home Improvement)** Home Depot	**Retail (Sporting Goods)** REI
Search Engine Google	**Smartphone** Apple	**Social Networking Sites** Facebook	**Soft Drinks (Diet)** Diet Coke	**Soft Drinks (Reg.)** Pepsi	**Tablets** Apple
Tequila Jose Cuervo	**Ticketing Sites** Ticketmaster	**Toothpaste** Colgate	**Vodka** Svedka	**Whiskey** Jack Daniels	**Wireless Phone Service** AT&T