

## How Emotionally Connected is your brand? Brand Reaction Index™ ALL 100 BRAND SCORES

How do we choose brands? We would all recognise that we don't always make long and considered decisions for every choice we make. Instead, more often than not, we make decisions based on our intuitive system 1 mental connections.

Using facial expressions and the emotions connected to them, in a time based analysis of reaction to brands, provides us with a measure of consumer system 1 connection to a brand. We can show the faces and the emotions connected to them, and then show a random selection of brands one at a time. Each time a brand is shown we ask consumers to choose as quickly as possible the emotion that they feel the instant they see that brand. The point about time limiting this is to get as close as possible to that system 1 brand metric, rather than any more considered response.

From this we can measure a number of important aspects for a brand.

1. Firstly, the level of happiness immediately associated with each brand.
2. Secondly, the net level of positive vs. negative response
3. Thirdly, the total level of emotional response the brand immediately creates.

The overall scores for all brands in our test were as follows.

RANK	BRAND	Happiness Score	NET BRI Index Score	Total Reaction Score
1	Aldi	69%	65%	76%
2	Cadbury Dairy Milk	71%	64%	83%
3	Lidl	71%	63%	82%
4	Netflix	59%	52%	70%
5	Boots	54%	51%	60%
6	Google	56%	43%	71%
7=	Twix	53%	42%	68%
7=	Aer Lingus	52%	42%	66%
7=	Samsung	48%	42%	59%
10=	Dublin Airport	54%	39%	71%
10=	SuperValu	51%	39%	66%
12=	Tesco	49%	37%	63%
12=	M & M's	46%	37%	61%
14	Toyota	41%	35%	50%
15=	7up	46%	34%	62%
15=	Amazon	48%	34%	68%
17=	Dunnes	44%	31%	58%
17=	IRFU (Irish Rugby Football Union)	44%	31%	59%
17=	Marks & Spencer	42%	31%	57%
20	BBC	43%	30%	58%
21	Centra	39%	29%	49%
22=	Volkswagen	42%	28%	60%
22=	Visa	41%	28%	55%
24=	SuperMacs	44%	26%	66%

24=	Club Orange	43%	26%	65%
24=	Mars	40%	26%	59%
27	Ford	31%	23%	45%
28=	BMW	34%	22%	54%
28=	Jameson	39%	22%	58%
28=	Bounty	42%	22%	65%
28=	Guinness	41%	22%	66%
32	Microsoft	35%	21%	50%
33=	Irish Rail	38%	19%	59%
33=	Irish Life	30%	19%	34%
33=	Laya	29%	19%	28%
36=	McDonalds	44%	18%	73%
36=	GAA	39%	18%	64%
36=	Aviva	27%	18%	36%
36=	Cork Airport	25%	18%	37%
36=	Fanta	35%	18%	56%
41=	Dominos	34%	17%	57%
41=	Shannon Airport	26%	17%	39%
41=	Heineken	35%	17%	56%
41=	Lloyds Pharmacy	24%	17%	35%
45	British Airways	24%	16%	36%
46=	Spar	25%	15%	41%
46=	Zurich	24%	15%	24%
46=	McCabes Pharmacy	21%	15%	28%
46=	Burger King	37%	15%	62%
50=	Knock Airport	22%	14%	37%
50=	Sprite	30%	14%	49%
50=	Frank & Honest	24%	14%	41%
53	VHI	30%	12%	41%
54	Norwegian	19%	11%	32%
55=	Lucozade	33%	10%	60%
55=	Electric Ireland	27%	10%	48%
55=	Bord Gais	22%	10%	37%
55=	Coca Cola	37%	10%	66%
59=	Ribena	28%	9%	50%
59=	Schipol Airport	18%	9%	30%
59=	Apple	36%	9%	66%
59=	Bus Eireann	31%	9%	55%
59=	Smirnoff	29%	9%	53%
64=	Pinterest	25%	8%	46%
64=	Bulmers	30%	8%	56%
66	Hennessey	26%	7%	48%
67	Bombay Sapphire	21%	5%	43%
68	Sky	33%	4%	64%
69	Virgin Media	25%	3%	51%
70=	RTE	34%	2%	68%

70=	MasterCard	19%	2%	38%
70=	Rome Fiumicino Airport	11%	2%	26%
70=	Insomnia	26%	2%	52%
74=	Vodafone	29%	1%	59%
74=	Jack Daniels	24%	1%	52%
74=	Bacardi	22%	1%	48%
74=	National Lottery	31%	1%	64%
78=	Manchester Airport	13%	0%	31%
78=	New Ireland	11%	0%	24%
80	Pepsi	28%	-1%	59%
81=	Axa	19%	-2%	42%
81=	Dublin Bus	22%	-2%	48%
83=	Orchard Thieves	20%	-4%	46%
83=	Standard Life	8%	-4%	22%
83=	Allianz	13%	-4%	31%
86=	Instagram	25%	-6%	59%
86=	Permanent TSB	18%	-6%	43%
86=	SSE Airtricity	13%	-6%	34%
86=	Three Mobile	22%	-6%	52%
90	Energia	10%	-7%	27%
91=	Powers	14%	-8%	37%
91=	Facebook	30%	-8%	71%
93=	AIB	24%	-9%	58%
93=	Absolut	16%	-9%	45%
95	Heathrow Airport	14%	-11%	43%
96	Liberty Insurance	8%	-12%	31%
97	Bank of Ireland	18%	-16%	54%
98	Eir	16%	-18%	53%
99	Ryanair	24%	-21%	72%
100	Boyle Sports	7%	-22%	38%
101	Paddy Power	13%	-23%	50%
102	Ulster bank	7%	-27%	42%
103	Red Bull	11%	-45%	70%
104	Irish Water	7%	-53%	71%
105	FAI (Football Association of Ireland)	6%	-58%	70%

The key from any BRI analysis is to understand how the brand performs against all brands, but more importantly in its market. The BRI index has 5-10 brands covered in a range of markets such as telecoms, insurance, utilities, alcohol, gaming, supermarkets, technology, airlines, soft drinks and media.

Driving home positive emotional connections is key to increasing market share, so to understand where a brand sits now, is the start of this process for all brands looking to work in this sphere and improve their instinctive emotional connections. Those brands with low emotional connections, need to work harder to introduce a more long term emotional connection within the communications they produce, in order to drive growth.