Beat: Technology

Apple Dominates Social Conversation as UK s Most Loved Brand

Report looks at top 50 brands in EUROPE

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USPA NEWS - Apple is the UK and Europe's most loved brand and dominates social conversation according to a Brand Lovelist report launched on May 18, by enterprise social analytics leader NetBase. Love, best, great, perfect and awesome were the top five words consumers used...

Apple is the UK and Europe's most loved brand and dominates social conversation according to a Brand Lovelist report launched on May 18, by enterprise social analytics leader NetBase. Love, best, great, perfect and awesome were the top five words consumers used. when expressing their love (and every single version of it) for Apple which received over 400,000 more mentions than Google in second place and seven times as many total mentions as Lego in third.Tesco in fourth place was the first British and only food and beverage brand to feature and BMW was the first automotive brand to appear at number 5.

The report looks at the top 50 brands in Europe determined by market research over the past year and ranks the best-loved brands in technology, consumer goods, automotive, food and beverage, financial services and energy. Data was gathered using NetBase's social media listening platform, from millions and millions of English and French language posts of earned mentions those posts that were not posted by the brand itself) across Europe during the one-year period April 2015 to March 2016. Brand conversation specific to the UK and France was analysed in English and French respectively to provide two lists of the 25 most loved British and French brands.

- Lego was the UK's most loved consumer goods brand :

Lego came out on top as the most loved consumer goods brand with consumers sharing their excitement towards #Starwars themed lego and underlining the value that partnering plays in leveraging a strong brand presence. Consumer goods companies represented 28% of the most loved brands in the UK and included the likes of Adidas, Chanel and Burberry.

- The UK loves cars! :

Automotive brands rule the love list with a total of nine appearing including BMW, Ferrari and Audi who were the top loved brands. Despite this, they only represented 16% of the overall conversation indicating that consumers have similar levels of love for car brands as they do for other industries.

- Tesco was the only food and beverage brand on the list :

Tesco's presence illustrated the importance of running targeted campaigns. #Triedforless was a campaign that invited customers to share some of their favourite experiences with Tesco products via social media and was the most popular hashtag associated with the brand.

- The UK loves talking about travel destinations :

British Airways was the only airline in the list and conversation was centred on passengers sharing stories about flying to their favourite destinations. Transportation represented just 1% of overall mentions on the list and while consumers often share experiences of their travels airlines could certainly do more to encourage consumer love through promotional campaigns.

- The UK are tech talkers :

Unsurprisingly technology companies dominated the conversation and accounted for 12% of the top 25 most loved UK brands which was mainly down to Apple and Google who alone represented 64% of the overall UK brand mentions. Many global brands and ad agencies including Coca-Cola, T-Mobile, Edelman and McCann are using NetBase technology to gain insight through the eyes of millions of daily social media posts into how consumers feel about their brand as well as using it as a marketing campaign evaluation

tool to determine its success and the need to make changes.

Source : NetBase

Ruby BIRD
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Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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