

For Immediate Release

Contact: Steven Clark
(212) 268-6317

CUSTOMER LOYALTY AWARD WON BY BRANDS IN 19 CATEGORIES

-- Pepsi, Canon, Baseball and Wendy's Among America's Most Liked Brands --

NEW YORK, November 10 – To honor those brands that have generated the greatest consumer loyalty – the leading driver of brand sales, profits and growth - the annual CUSTOMER LOYALTY AWARDS were announced today in 19 product and service categories.

First-time winners of the award include New Balance (outracing Nike, Reebok and Adidas in the Athletic Footwear category), Wendy's (besting Burger King and McDonald's in Fast Food), Pepsi (with a higher Customer Loyalty rating than Coca-Cola in Regular Soft Drinks), AT&T (over the Baby Bells, et. al. in Telecommunications) and Canon (ahead of Xerox and Minolta in Office Copiers).

Budweiser (Beer), Discover (Credit Cards), Brooklyn Union Gas (Energy Providers) and Airborne Express (Express Parcel Services) are among the Customer Loyalty Award repeat winners. Winners in categories added in 1999 are Major League Baseball in Professional Sports Leagues, Fidelity in Mutual Funds, Prudential in Insurance, America Online in Internet companies, and Mobil in Gasoline.

“The award is intended to emphasize the importance of customer loyalty to a brand’s success, particularly now that market research has the tools to measure it,” said Dr. Robert Passikoff, president of Brand Keys, the market research and consulting firm that established the award in 1998. “Customer loyalty means far more to a brand than customer satisfaction, which is how most brands continue to be measured. While customer satisfaction is a lagging indicator – like looking through the rear view mirror - customer loyalty serves as the best indicator of future brand success. In a sense, it’s a measure of the brand’s likeability.”

In determining the winners, Brand Keys interviewed approximately 12,000 brand users in 19 categories to measure the emotional bond between users and their brands.

Using its proprietary polling methodologies and measurement systems, Brand Keys rated brands against the customer ideal in their respective category. The winning brands exhibited the strongest performance in meeting or exceeding customer expectations – the ones with the category’s most powerful brand equity.

“A high score on these measures is very closely correlated with repeat purchase behavior, the primary benefit of customer loyalty,” said Passikoff. “Companies today can’t afford to ignore it, since customer loyalty is a leading indicator of profitability.”

(A category-by-category listing follows).

1999 Customer Loyalty Ranking By Category

Airlines

United
American
Continental
Delta
US Airway

Athletic Footwear

New Balance
Adidas
Reebok
Nike
Fila
Converse

Banks (New York tri-state area)

Chase Manhattan
First Union
Citibank
Fleet
Bank of New York

Beer (Regular)

Budweiser
Miller Genuine Draft
Heineken
Corona
Becks

Beer (Light)

Coors Light
Amstel Light
Bud Light
Miller Lite

Car Rental

Avis
Budget
Hertz
Enterprise
National
Alamo
Dollar

Credit Cards

Discover
VISA
American Express
MasterCard

Energy Providers (New York tri-state residential customers only)

Brooklyn Union
PSE&G
KeySpan
Con Edison
LIPA
LILCO

Fast Food

Wendy's
Burger King
McDonald's
KFC
Taco Bell

Gasoline

Mobil
Texaco
Exxon
Chevron
Amoco

Insurance

Prudential
Aetna
The Hartford
Travelers
Met Life

Internet

America Online
Amazon.com
Yahoo
Ebay

Mutual Funds

Fidelity
Vanguard
Putnam
Janus
T. Rowe Price

Office Copiers

Canon
Xerox
Minolta
Ricoh
Sharp

Parcel Delivery Services

Airborne
Federal Express
United States Postal Service
UPS
DHL

Professional Sports Leagues

Major League Baseball
National Basketball Association
National Football League
National Hockey League

Soft Drinks (Regular)

Pepsi
Coca-Cola
7-UP
Dr. Pepper

Soft Drinks (Diet)

Diet Coke
Diet Pepsi
Diet 7-UP
Diet Dr. Pepper

Telecommunications

AT&T
US West
Bell Atlantic
MCI
SBC
Sprint