

# Top-Performer Brands 2013

*YouGov BrandIndex Rankings*



+++ Ergebnisse basierend auf über 320.000 Online-Interviews +++

# Top-Performer Brands 2013

## Ranking Gesamt

YouGov BrandIndex



### Gesamt

Rang 2013	Marke	Brand Index
1	Nivea	57
2	dm	54
3	Samsung	54
4	Wikipedia	52
5	Google	50
6	Ritter Sport	47
7	Firefox	46
8	Audi	46
9	Volkswagen	46
10	Lufthansa	45

### bis 30 Jahre

Rang 2013	Marke	Brand Index
1	dm	57
2	Samsung	53
3	Audi	51
4	Volkswagen	49
5	Google	49
6	Nivea	49
7	DHL	48
8	Amazon	47
9	Milka	45
10	Wikipedia	45

### ab 51 Jahren

Rang 2013	Marke	Brand Index
1	Nivea	63
2	Wikipedia	56
3	Samsung	54
4	Ritter Sport	52
5	Google	51
6	dm	51
7	Firefox	50
8	Lindt	49
9	Lufthansa	48
10	Gerolsteiner	47

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Top-Performer Brands 2013

## Ranking Automotive

YouGov BrandIndex



### Automobilzubehör

Rang Marke 2013	Brand Index
1 Michelin	33
2 Continental	31
3 Goodyear	28
4 Bridgestone	24
5 Dunlop	22

### KFZ

Rang Marke 2013	Brand Index
1 Audi	46
2 Volkswagen	46
3 BMW	41
4 Mercedes-Benz	36
5 Porsche	30

### Tankstellen

Rang Marke 2013	Brand Index
1 Jet	19
2 HEM	19
3 Star	17
4 Aral	16
5 OMV	9

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Top-Performer Brands 2013

## Ranking Getränke

YouGov BrandIndex



### Bier

Rang 2013	Marke	Brand Index
1	Krombacher	31
2	Beck's	27
3	Erdinger	26
4	Radeberger	25
5	Warsteiner	24

### Alkoholfreie Getränke

Rang 2013	Marke	Brand Index
1	Gerolsteiner	37
2	Coca-Cola	29
3	Volvic	27
4	Selters	27
5	Schweppes	26

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Top-Performer Brands 2013

## Ranking Einkaufsstätten

YouGov BrandIndex



### Baumärkte

Rang Marke 2013		Brand Index
1	Obi	24
2	Hornbach	21
3	Bauhaus	21

### Drogerien

Rang Marke 2013		Brand Index
1	dm	54
2	Rossmann	43
3	Drogerie Müller	30

### Textilhandel

Rang Marke 2013		Brand Index
1	C&A	38
2	Peek&Cloppenburg	37
3	H&M	26
4	Vero Moda	22
5	Mango	20

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Top-Performer Brands 2013

## Ranking Essen

YouGov BrandIndex



### Fast Food

Rang Marke 2013	Brand Index
1 Nordsee	34
2 McCafé	16
3 Subway	11
4 Starbucks	10
5 McDonald's	6

### Lebensmittel

Rang Marke 2013	Brand Index
1 Dr. Oetker	42
2 Landliebe	38
3 Iglo	34
4 Philadelphia	33
5 Nutella	32

### Süßwaren

Rang Marke 2013	Brand Index
1 Ritter Sport	47
2 Milka	45
3 Lindt	43
4 Haribo	42
5 Ferrero	36

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Top-Performer Brands 2013

## Ranking Beauty

YouGov BrandIndex



### Mode

Rang Marke 2013	Brand Index
1 Adidas	44
2 Jack Wolfskin	39
3 Nike	34
4 Levi's	34
5 Brax	32

### Pflege & Kosmetik

Rang Marke 2013	Brand Index
1 Nivea	57
2 Balea	40
3 Dove	36
4 Nivea Men	36
5 Gillette	33

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Top-Performer Brands 2013

## Ranking Digital

YouGov BrandIndex



### eCommerce

Rang Marke 2013	Brand Index
1 Amazon	37
2 Ebay	25
3 Weltbild	22
4 SportScheck	20
5 Otto	19

### Internet

Rang Marke 2013	Brand Index
1 Wikipedia	52
2 Google	50
3 Youtube	35
4 Spotify	16
5 Stepstone	14

### Telekommunikation

Rang Marke 2013	Brand Index
1 Aldi Talk	19
2 O2	16
3 congstar	12
4 vodafone	12
5 simyo	10

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only



# Top-Performer Brands 2013

Ranking Diverses

YouGov BrandIndex



## Consumer Electronics

Rang Marke 2013	Brand Index
1 Samsung	54
2 Sony	42
3 Canon	41
4 Philips	34
5 Panasonic	34

## Airlines

Rang Marke 2013	Brand Index
1 Lufthansa	45
2 Singapore Airlines	31
3 Emirates	31
4 Condor	25
5 airberlin	23

Quelle: YouGov BrandIndex 2013, Scoring Methode: Standard Score – Aware only

# Kontakt

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