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The Love Index Findings – 2016

Video Transcript

The Love Index starts with a simple question: What makes users *LOVE* a product?

After an 18-month study involving more than 27,000 participants in the US, UK and Brazil, we realized that love is a science…

And there's a formula.

As a result of this study, we determined love and brand experience affinity can be categorized into five FRESH dimensions-- fun, relevant, engaging, social and helpful--and those can be rated and weighted to determine an overall Love Index Score. This helps determine where brands are succeeding...and where they're falling behind.

Amongst the findings from this year's study were three key discoveries.

The first was that, regardless of geography, each industry has its own distinct shape, which represents the dimensions people love most for brands in this category. Take the automotive industry: Relevant is consistently the highest rated dimension for a brand, but only one company is capitalizing on the social dimension.

However, it's worth noting that these are the *traditional* shapes of the industries, crafted by years and years of user experiences with existing brands. And that's where the next big finding comes in:

Through The Love Index, we discovered that when a company, for example Tesla, shown here, were to come in and change the shape of their industry, then they will by definition become that industry's chief disrupter and potential leader.

In retail, Amazon dominates the competition in every area. Other brands can look at this and see the need to improve in the areas of Helpful, Relevant, or Engaging, but there's also a *shape of opportunity* where another company can adapt strategically to surpass Amazon. The vacuum of social is a potential area for disruption. A company could redefine consumers' expectations for what retail *should be*, and set the pace for the entire industry.

The third and final big finding was uncovered when we gave participants the opportunity to name their favorite brands and rate them.

What was remarkable here was that almost all of the most-named brands were digital companies, ranging from Google and Amazon to YouTube and WhatsApp, and that these digital brands consistently and universally outperformed analog brands.

However, one brand in the mix, not traditionally associated with digital, was Walmart, which actually placed in the top 10 in the US. But it's important to note that it was actually the retailer's high scores in the *digital realm* that led to their success.

This demonstrates the embedded role technology plays in our lives and proves that, to remain relevant, brands must develop and drive a digital strategy, even if they aren't traditionally digital brands.

And finally, we can't talk results without mentioning the overall winner, the most loved brand in the world: Netflix. With top marks in Fun, Engaging and Helpful, the digital company is setting the pace for all others, regardless of vertical. The streaming service has completely disrupted TV viewing, storytelling and pop culture in general,, thus raising people's expectations for every other product and service they use.

This is just a small peek at this year's findings. To view the complete Love Index findings across each generation, geographies and industries, as well as the potential opportunities for disruption in your industry, visit the love index website.