

THE MOST TRUSTED BRANDS IN AMERICA™

TRAITS OF
THE TOP 10
MOST TRUSTED BRANDS

AN EBOOK FROM SAGEFROG MARKETING GROUP



During February 2015, the Top 50 Most Trusted Brands in America™ were identified by Sagefrog Marketing Group. We collected over 6,000 votes through a consumer-choice survey. The results not only shed light on America's most trusted industries, but also sparked curiosity surrounding the extraordinary traits embodied by America's highest ranked brands, and what actions those traits influenced consumers to take.

Take a closer look at the traits that have carried America's Top 10 Most Trusted Brands to the top.



The Top 10 Most Trusted Brands

- | | | | |
|---|--------------------|----|-----------|
| 1 | Apple | 6 | FedEx |
| 2 | Amazon | 7 | LinkedIn |
| 3 | Google | 8 | 3M |
| 4 | Whole Foods Market | 9 | Nordstrom |
| 5 | Hershey's | 10 | Starbucks |





Game Changing

Innovative industry leader, Apple, turned something ordinary into extraordinary and changed how the game is played. While it is hardly the only smart-electronics producer on the planet, it has influenced an entire generation of technology whose aim is to bring the world to your fingertips.

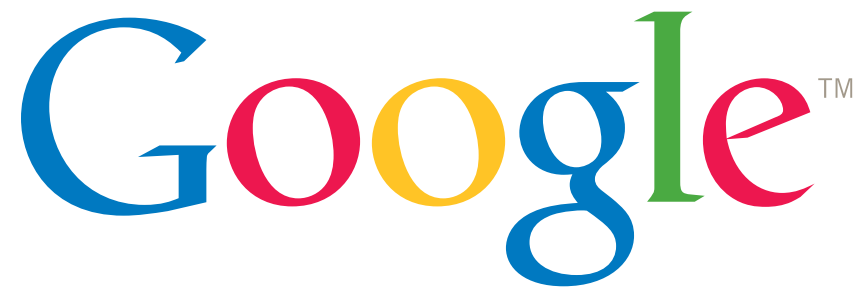




Intuitively Interactive

Amazon is genius in delivering the total brand package. Providing ultimate convenience, reliability and a logo that is literally a smile that goes from a to z, Amazon has replaced the unknown abyss of e-commerce with intuitive, personal touches, geared towards a seamless buying experience.





Endless Possibilities

Continuing to take over the Web since 1998, Google is constantly improving its algorithms to provide users with endless amounts of pure relevance, inevitably influencing an infinite amount of day-to-day decisions that make the world go 'round.





Creating a 365 Lifestyle

A health conscious, organic and green community, Whole Foods' stores provide customers with an enjoyable experience, and a large selection of alternative food sources—instilling the notion that the goals of living a better life are wholly attainable.





Flavor that Doesn't Fail

9 times out of 10 when you think of chocolate, Hershey's comes to mind. Hershey's highly recognizable brand is largely due to its delectable flavor that you can depend on — enabling it to lead the pack in chocolate brands.





Delivers on its Promise

Quite literally, FedEx goes the distance for its customers. Promising and providing express delivery, FedEx recognizes that the objects within the boxes they carry are personal and precious to those whom they serve.





Connecting the Corporate World

Although there are other extremely successful social media connection sites (cough) Facebook (cough), LinkedIn's innovative approach to explicitly connect workers and employers was an ingenious idea that paid off big time.





Making Life Easier

3M demonstrates their innovation by working every day to solve common problems. By applying originality to their products and investing in the communities where they operate, they make life a little easier.



NORDSTROM

Serving up Designer Fashion

Nordstrom's easy access to designer fashions isn't the only factor making them a popular brand. Their exceptional customer service is a noteworthy factor that keeps customers coming back for more.





Quality Opportunities

Committed to providing a quality environment and products to its customers and employees, Starbucks is more than a fresh cup of coffee. It's the concept of a fresh start, equipped with fresh faces and the opportunity for discovery.



Attributes that Influence Consumers' Level of Trust

In ranked order:

- 71% Quality of the Products or Services
- 55% Ethical Business Practices of Company
- 52% Customer Service Experience
- 24% Innovative Ideas
- 22% Market Presence and Public Relations
- 11% Popularity of Brand

Actions Taken by Consumers to Demonstrate Their Trust

In ranked order:

- 94% of Consumers Make a Purchase
- 88% Refer the Brand to Other People
- 46% Frequently Purchase the Brand's Latest Product or Service
- 31% Follow the Brand on Social Media
- 28% Subscribe to the Brand's Mailing List
- 26% Promote the Brand, i.e. Display their Logo on Personal Belongings, Write a Review, Wear Their Merchandise
- 9% Donate to the Brand's Affiliated Foundations



Download the full list of the
Top 50 Most Trusted Brands in America™
at **sagefrog.com**



Do you need help building your brand?

Sagefrog Marketing Group is a full-service marketing, branding, interactive, public relations, and advertising agency serving companies in the greater Philadelphia, New Jersey and Lehigh Valley area. Our award-winning team can develop or revitalize your brand using a strategic approach that clearly conveys your company's mission, culture, values and personality.

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