

THE TOP 50

MOST TRUSTED
BRANDS IN
AMERICASM

— MARCH 2015 —



THE TOP 50 MOST TRUSTED BRANDS IN AMERICASM





















OUR METHODOLOGY

Today, most brand surveys are based on the opinions of corporate executives and financial analysts. The Top 50 Most Trusted Brands survey is based on the opinions of the American consumer.

A panel of brand experts led by Sagefrog Marketing Group managing partners, Mark Schmukler and Suzanne Morris, www.sagefrog.com/about/marketing-management, reviewed published lists containing hundreds of brands including Forbes' Most Valuable Brands and Fortune's Most Admired Companies in order to establish a proprietary list of brands for respondents to select from. In addition to reviewing accredited lists, multiple focus groups were conducted.

Consumers across America were then asked, via online survey, to "vote for the brands that they trusted most" to best reflect the **people's choice**.

6,432 votes were collected and ranked during February 2015.

- | | | | | | |
|-----|-------------------------------------------------------------------------------------|--------------------|-----|---------------------------------------------------------------------------------------|------------------|
| 1. |  | Apple | 11. |  | UPS |
| 2. |  | Amazon | 12. |  | BMW |
| 3. |  | Google | 13. |  | Home Depot |
| 4. |  | Whole Foods Market | 14. |  | Microsoft |
| 5. |  | Hershey's | 15. |  | Netflix |
| 6. |  | FedEx | 16. |  | Visa |
| 7. |  | LinkedIn | 17. |  | American Express |
| 8. |  | 3M | 18. |  | Disney |
| 9. |  | Nordstrom | 19. |  | Coca-Cola |
| 10. |  | Starbucks | 20. |  | Costco |

21.  Johnson and Johnson

22.  Adobe

23.  Barnes & Noble

24.  Heinz

25.  Kellogg's

26.  Nike

27.  Samsung

28.  Best Buy

29. 
Mercedes-Benz

30.  Dove

31.  General Mills

32.  Target

33.  Audi

34.  Campbell's Soup

35.  Canon











36.  LL Bean

37.  Michelin

38.  Procter & Gamble

39.  Sony

40.  CVS Caremark

- 41.  Lowe's
- 42.  Nestlé
- 43.  Honda
- 44.  Caterpillar
- 45.  Heineken
- 46.  IKEA
- 47.  Pepsi
- 48.  Colgate-Palmolive
- 49.  General Electric
- 50.  Gillette

More of the Most Trusted Brands in America

include HP, Toyota, MasterCard, Adidas, Bayer, Bosch, Coach, Harley-Davidson, Levi Strauss & Company, Lexus, Discovery Channel, Marriott International, IBM, YouTube, Macys, Porsche, Rolex, Tiffany & Co, Ralph Lauren, Walgreens, Kraft Foods, M&M-Mars, Boeing, Volkswagen, Dell, Ford, HomeGoods, Motorola, Panasonic, Sephora, AT&T, ESPN, Southwest Airlines, Burberry, GAP, CNN, Dyson, Intel, Stanley, Black & Decker, Wells Fargo, Bridgestone, Budweiser, Cadillac, Chanel, Deere & Company, Nissan, and PetSmart.

No advertising or other promotional use can be made of the information in this document without crediting Sagefrog Marketing Group, LLC. The "Most Trusted Brands" series is a trademark of Sagefrog Marketing Group, LLC. All rights reserved.

www.sagefrog.com

Sagefrog Marketing Group

Media Relations Contact:
Rebecca Boggs
 (215) 230-9024
rebeccab@sagefrog.com

Follow us on Twitter: [@sagefrog](https://twitter.com/sagefrog)

