THE TOP **MOST TRUSTED** BRANDS IN AMERICA

MARCH 2015



THE TOP 5 MOST TRUSTED BRANDS IN AMERICA

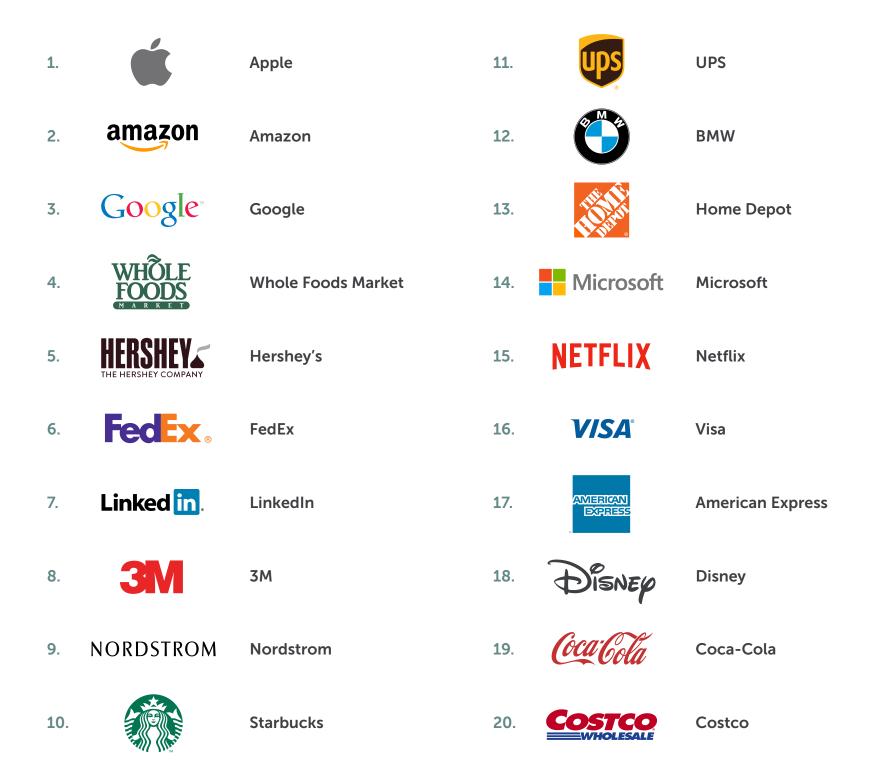
OUR METHODOLOGY

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.



21.	Johnson-Johnson	Johnson and Johnson	31.	General Mills	General Mills
22.	Adobe Adobe	Adobe	32.	O TARGET	Target
23.	BARNES & NOBLE	Barnes & Noble	33.	AUÒI	Audi
24.	Heinz.	Heinz	34.	Campbells.	Campbell's Soup
25.	Kelloggis	Kellogg's	35.	Canon	Canon
26.		Nike	36.	L.L.Bean	LL Bean
27.	SAMSUNG	Samsung	37.	MICHELIN	Michelin
28.	BEST	Best Buy	38.	P&G	Procter & Gamble
29.	Mercedes-Benz	Mercedes-Benz	39.	SONY	Sony
30.	Dove	Dove	40.	CAREMARK It all starts with care	CVS Caremark

41.	LOWE'S	Lowes
42.	Nestle	Nestlé
43.	H	Honda
44.	CAT	Caterpillar
45.	☆ Heineken¹	Heineken
46.	(KEA)	IKEA
47.	pe psi	Pepsi
48.	Colgate	Colgate-Palmolive
49.	(ge)	General Electric
5.0		6.11

Gillette

50.

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