Talkwalker Reveals The World's Most Loved Brands - Helping Marketers Reposition Themselves For The New Normal

The new Brand Love Story 2020 report by Talkwalker demonstrates why love is critical for survival during economic downturns - and how your brand can earn it.

- Lego was identified as the most loved brand on social media in Talkwalker's inaugural report on brand love.
- Talkwalker's enterprise social listening platform analyzed over 264,000,000 conversations across all social media, blogs, news and forums, for a single source of truth.
- Brand love is a pivotal marketing strategy that will help brands adapt and thrive during the 'new normal'.

New York, 06/16/2020. Talkwalker, the leading social listening and analytics company, has published the results of their latest report - The Brand Love Story 2020. The report comes at a pivotal time, as brands adapt to the new normal. Brand love is known to improve consumer loyalty & advocacy. As companies adapt to a post-COVID marketplace, the report reveals 11 strategies and key actionable takeaways, to help benefit any brand in the coming years.

Toy production company Lego topped the list, followed by Four Seasons Hotels, Singapore Airlines, Giant Hypermarket, and Vertex Pharmaceuticals. The results were generated from a quarter of a billion conversations around 781 brands over the last 6 months of 2019. Using their proprietary AI-powered sentiment analysis, and industry-first image and video analytics, Talkwalker was able to identify the signals that predict brand love. Even when a brand is not directly mentioned.

"Most methods used to identify brand love include volume of mentions - leading to the largest brands dominating the lists," says Todd Grossman, Talkwalker CEO Americas. "Given the current crisis, businesses are more exposed than ever before. We wanted to find the brands that were building real engagement, tackling the issues that matter to their communities, and making connections that go beyond the traditional consumer/company convention."

"We want to establish this report as the benchmark for brand love over the coming years," Grossman continued. "With expert knowledge garnered from working with some of the world's most loved brands and marketers who are building them, we now see the opportunity for every brand to build those vital emotional connections. And this report is the foundation for enabling any company to tell their brand love story."

For more data from Talkwalker's Brand Love Story 2020 report and the complete list of most loved brands, download the full report here

About Talkwalker

Talkwalker is a social listening and analytics company that empowers over 2,000 brands and agencies to optimize the impact of their communication efforts. We provide companies with an easy-to-use platform to protect, measure, and promote their brands worldwide, across all communication channels.

Talkwalker's state-of-the-art social media analytics platform uses AI-powered technology to monitor and analyze online conversations in real-time across social networks, news websites, blogs and forums in 187 languages. Talkwalker has offices in New York, Luxembourg, San Francisco, Frankfurt, Paris and Singapore. It is also the home of Talkwalker Alerts, a free alerting service used by over 500,000 communications and marketing professionals worldwide.

Talkwalker Europe
12 – 16, Avenue Monterey
L-2163 Luxembourg

Phone: +352 20 33 35 3 43
Email: contact@talkwalker.com
talkwalker.com