



2022

Love Brands

How sustainability builds love
for today and the future

Foreword

Maggie Lower - CMO, Hootsuite

It's a bit of a platitude to say that social media is changing so quickly that it's hard to keep up. But it's a platitude because it's... well, true.

Over the last couple of years, we've seen new networks completely upend the social media marketing landscape. New research conducted by my team at Hootsuite shows us that consumers are more likely than ever to be task-switching between social networks to do very different things—whether they're looking for entertainment, shopping, researching brands, or just catching up with family and friends.

Our data also shows that marketers are getting much better at refining their strategies and reallocating budgets to adjust to an increasingly fragmented social media landscape. While the organizations they work for are realizing that social's utility goes well beyond marketing.

In this race for attention, we've been asking ourselves what does it actually mean to be a beloved brand on social media?

...



Likes, shares, and comments are nice, but the brands you see in this report are generating a lot more than just fleeting, top-level engagement on social media. Beloved brands use social to better understand their audience—and what they're looking for. Beloved brands understand the nuances of each social network well—and are able to use them in ways that improve people's experiences.

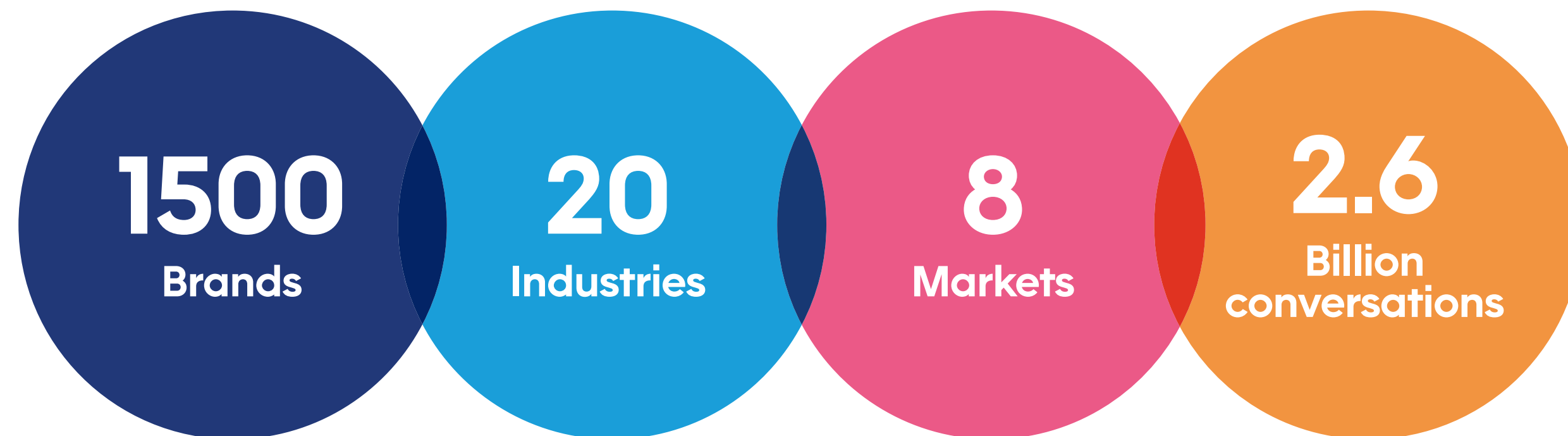
But, above all else, beloved brands know how to take advantage of the last true differentiator in marketing—creativity.

And they have the courage to use it in big ways. Taking creative risks that don't just stop thumbs as they scroll but that spark joy, love, and loyalty along the way.

In this report, you'll learn about organizations that are doing exactly that on the biggest stage. And you'll get insight and tactical advice that you can use to do the same.



Love Brands



The report was created using:

Talkwalker's Consumer Intelligence

Acceleration Platform™, which

measures sentiment and consumer engagement from comprehensive internal and external data, including social media and review sources.



2022
Love Brands:
Sustainability & Change



2021
Love Brands in
lockdown

2020
Defining
brand love

Key takeaway

Loved Brands put
sustainability front and center

For 2022, faced with changing and challenging times, every single brand in our ranking focused on environmental, social, or economic sustainability.

Key takeaway

Loved brands add new dimensions to sustainability

Our 2022 Top 50 loved brands are environmental, social, and economic sustainability leaders

Environment

Nearly all loved brands are communicating about their environmental efforts:

Eliminating carbon footprints of their operations

Working towards a circular economy

Foundations engaged in long-term environmental projects

Social

Social sustainability is on the rise:

Employee wellbeing programs and fair working conditions for suppliers around the world

Diversity, equity, and inclusion efforts, from internal company policies to external campaigns

Economic

Changing operations and statutes to generate long-term growth without negatively impacting the planet and community:

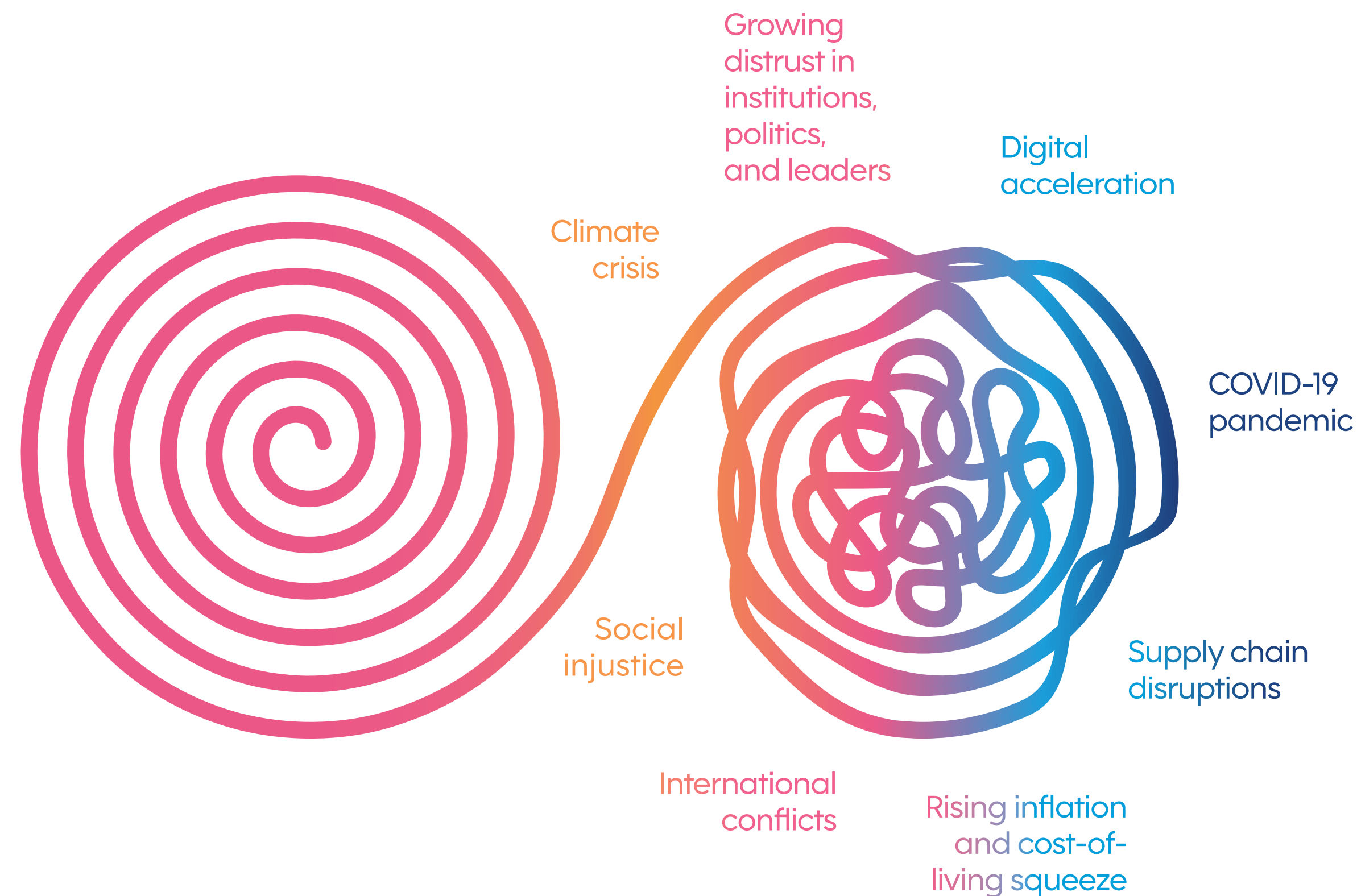
Sustainability certifications

Being accountable to all stakeholders, not just shareholders

Why is sustainability in brand communication becoming so important?

Consumers are changing

Traditional marketing playbooks are being upended by historic shifts in buying behavior and rising uncertainty



Consumers want a better, **improved** **version** of before

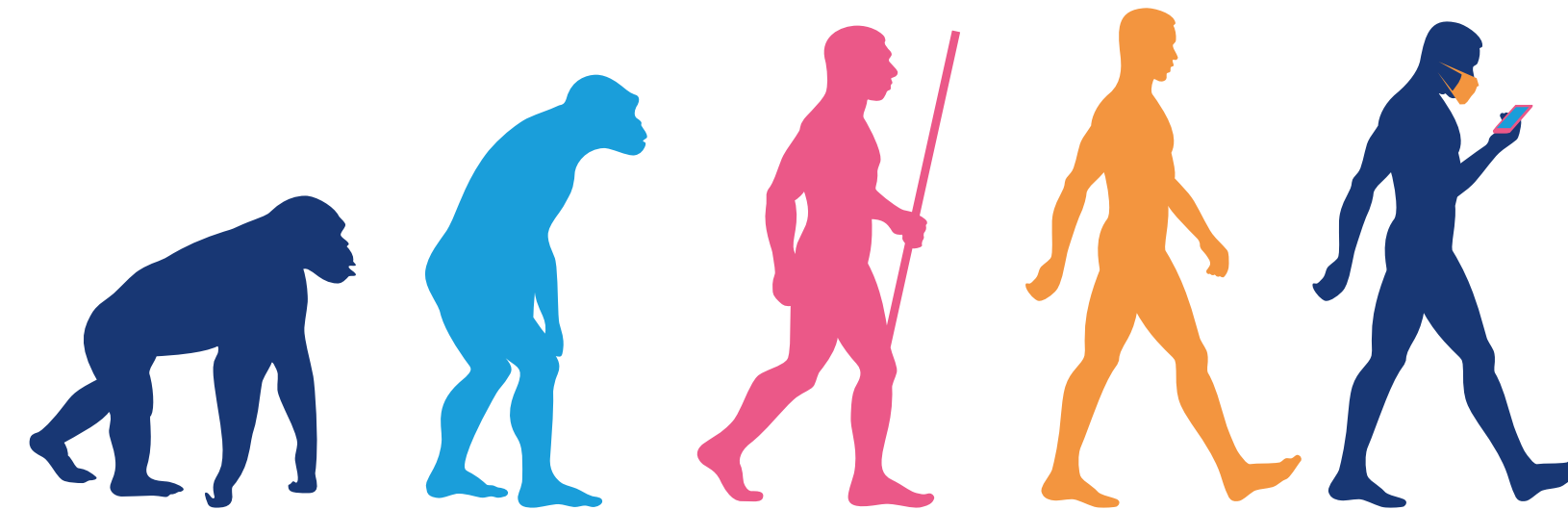
After two years of consumption choices being limited by the pandemic and sacrificing in-person experiences, consumers want to get back to normal. But their perspective has changed.

The new consumer: conflicting expectations and complex demands

Consumers are navigating purchase decisions on a vast scale from:



Loved brands manage to bridge this impossible divide by focusing on the individual customer and improving their experience, but also more broadly on **building sustainable businesses that help change the world.**



Consumer-brand relationships are evolving

The uncertainty of the pandemic is changing consumer perspectives and expectations

Loyalty to go

Consumers are re-evaluating their brand relationships: they're increasingly likely to abandon the brands that get it wrong. Brands that want loyalty for life must focus on building strong emotional connections with their customers.

The upside: now that loyalty is up for grabs, brands have new opportunities to reach consumers who were unavailable to them before.

The new me

The pandemic has changed people and their priorities. Many have a renewed and more heightened sense of quality of life, of product, and of time. They're looking for brands that align with their values. Only 16% of US online adults believe that they will revert to a pre-pandemic sense of normalcy after the pandemic.

- [Forrester](#)

Where is my wow?

Consumers are tired of sacrifice, tired of staying home, and tired of navigating a frustratingly complex world. They want to experience a wow and connect with brands that deliver it. 71% of consumers expect companies to deliver personalized interactions—and three quarters will switch if they don't like their experience.

- [McKinsey](#)

Can I trust you?

As trust in institutions, politicians, and the media keeps declining, brands that focus on building trust are rewarded with stronger, closer customer relationships. Trust is a fundamental factor that is now on par with quality and price when it comes to purchase decisions.

- [Edelman](#)

Brand love

is the **strongest relationship** between consumers and brands

The most loved brands are closer to their customers

The most loved brands have found ways to close that gap successfully.

As consumer behavior continues to evolve, many brands experience a gap between themselves and their customers, something they often find hard to quantify and hard to fix.

What are they doing that others should emulate? How are they building these strong, lasting relationships? Which industries are particularly good at fostering brand love and what can we learn from them?



Marketers are recognizing the importance of building brand love

Loved brands, with the leading-edge in customer-centricity, grow nearly 3x faster than the industry average. (KPMG Forrester)

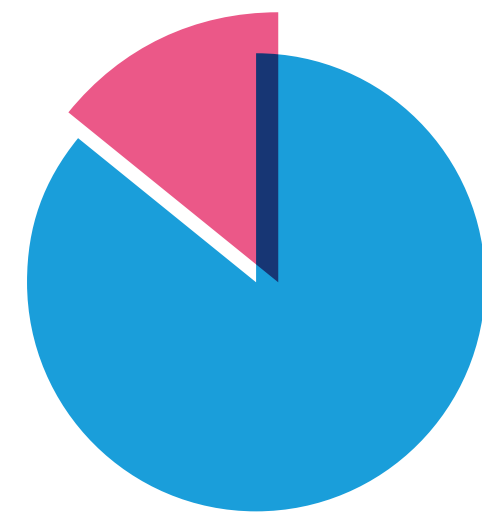
Brands need to find ways to get closer to their customers.



Loved brands
grow
3x
faster

—
**KPMG
Forrester**

Brand love leads to:



Price premium

86% spend more on a brand they love.

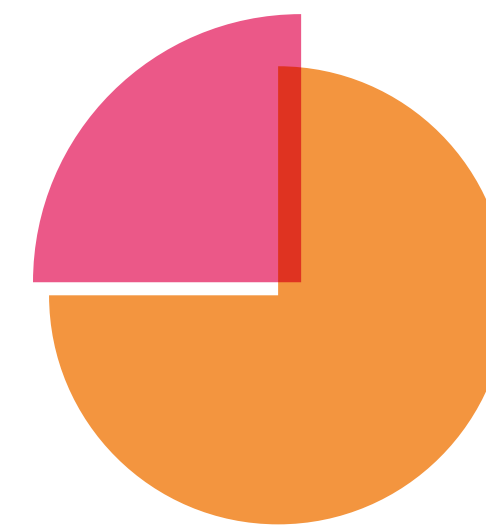
-
Khoros

3x

Advocacy

Brands that are able to create an emotional connection receive three times more word-of-mouth than those that don't.

-
Forbes



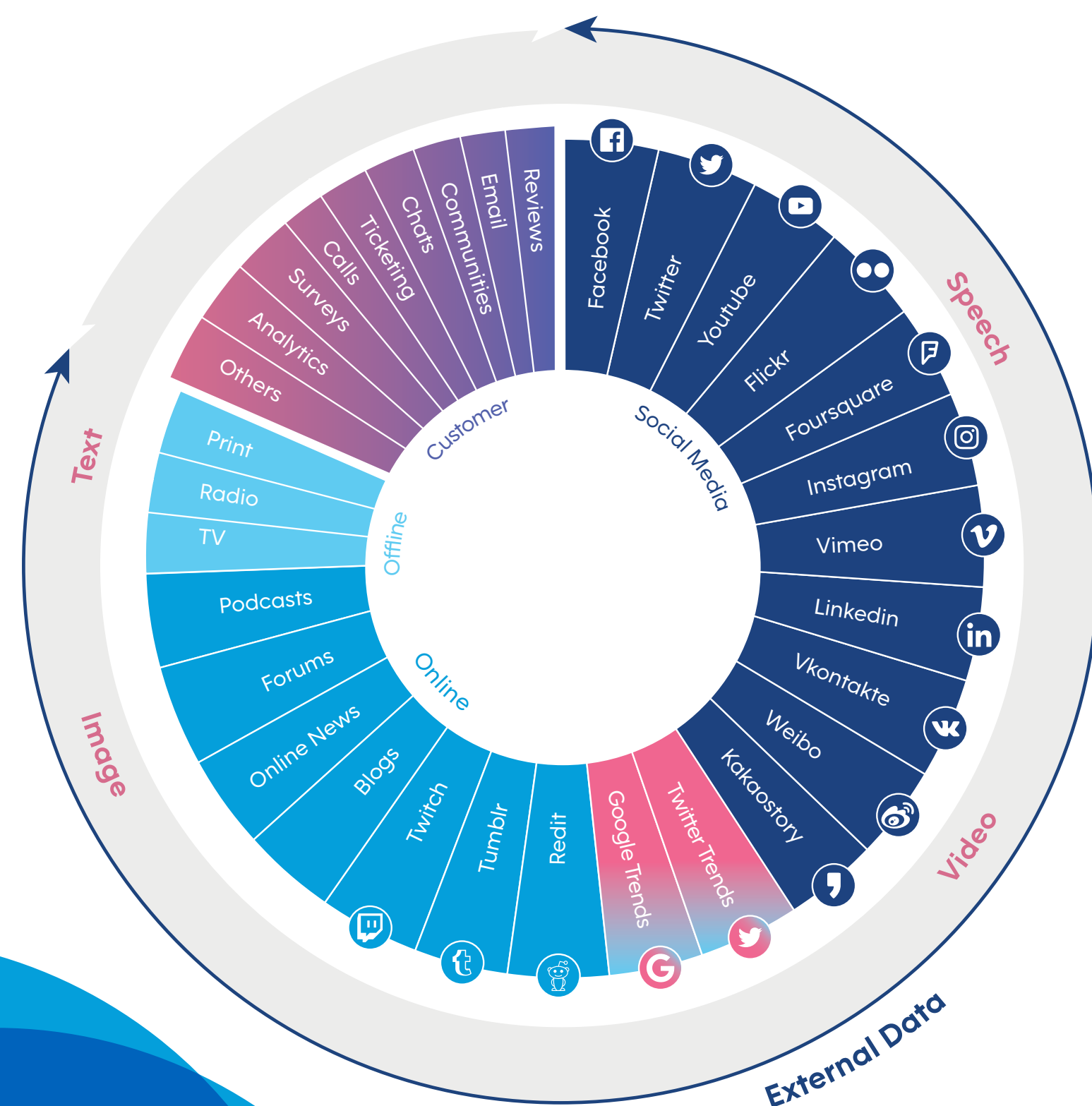
Loyalty

75% of consumers changed their buying habits during the pandemic - and are increasingly willing to change brands.

-
McKinsey

We measured brand love

right where it originates: **with the consumer**



Social media is the most immediate way to connect with your consumers.

Using Talkwalker we are able to take a microscope to those consumers and understand which brands they truly love, and why.

We looked at the main brand love drivers: Passion, Trust, and Customer Satisfaction to understand where brands are resonating most positively with consumers.

Talkwalker enables brands to use all their data to get closer to their consumers.

A customer-centric approach

to understanding brand love. The Brand Love Index is built out of three equally weighted scores



Passion score

Measures extreme passion, either positive or negative, towards an entity.

(Uses keyword, image, and emoji analysis to define and weight results based on the level of passion portrayed.)



CSAT score

Measures the level of satisfaction among the consumer base across reviews and identified customers.

(Uses review databases and keyword introductions to identify brand customers, and then denotes results based solely on those Individuals.)



Trust score

Measures the level of trust between the consumer and the brand.

(Uses keyword, image, and emoji analysis to define and weight results based on the level of trust portrayed.)

What drives brand love?

Aligning with customer values, delivering emotional experiences, and acting on their beliefs is now expected of brands

Passion

Building a strong connection with your customers is about igniting passion and making your brand compatible with their life(style). Consumers are looking for a value match: this is me, this is what I stand for, and this brand reflects that.

48% of Millennials will only buy from brands that align with their values.

-

2022 Future Consumer Index

Customer satisfaction

As the trend towards e-commerce accelerates post-pandemic, brands can differentiate themselves by bringing a human-centred and personal touch to their digital experiences. This hybrid approach is here to stay, and brands that are doing well are setting the standard for future expectations. The last, best experience customers have will be their standard for future purchases.

-

IBM

Trust

Gaining trust in 2022 means taking action. It's no longer enough to just communicate your brand values. Throughout the pandemic and beyond, customers demanded that brands act on their beliefs, take up social causes, and work actively to make the world a better place.

85% of Gen Z say trusting a brand is critical or important in purchase decisions.

-

**The Power of Gen Z:
Trust & The Future Consumer**

Growing polarization: we need a new definition of love

Addressing and mitigating negative sentiment is a crucial part of being a loved brand

Big brands don't just reach their customers, but immense groups of consumers that don't necessarily show them a lot of love online. This doesn't mean they're less loved by their customers, but the discourse around them is vastly more polarized than for smaller brands.

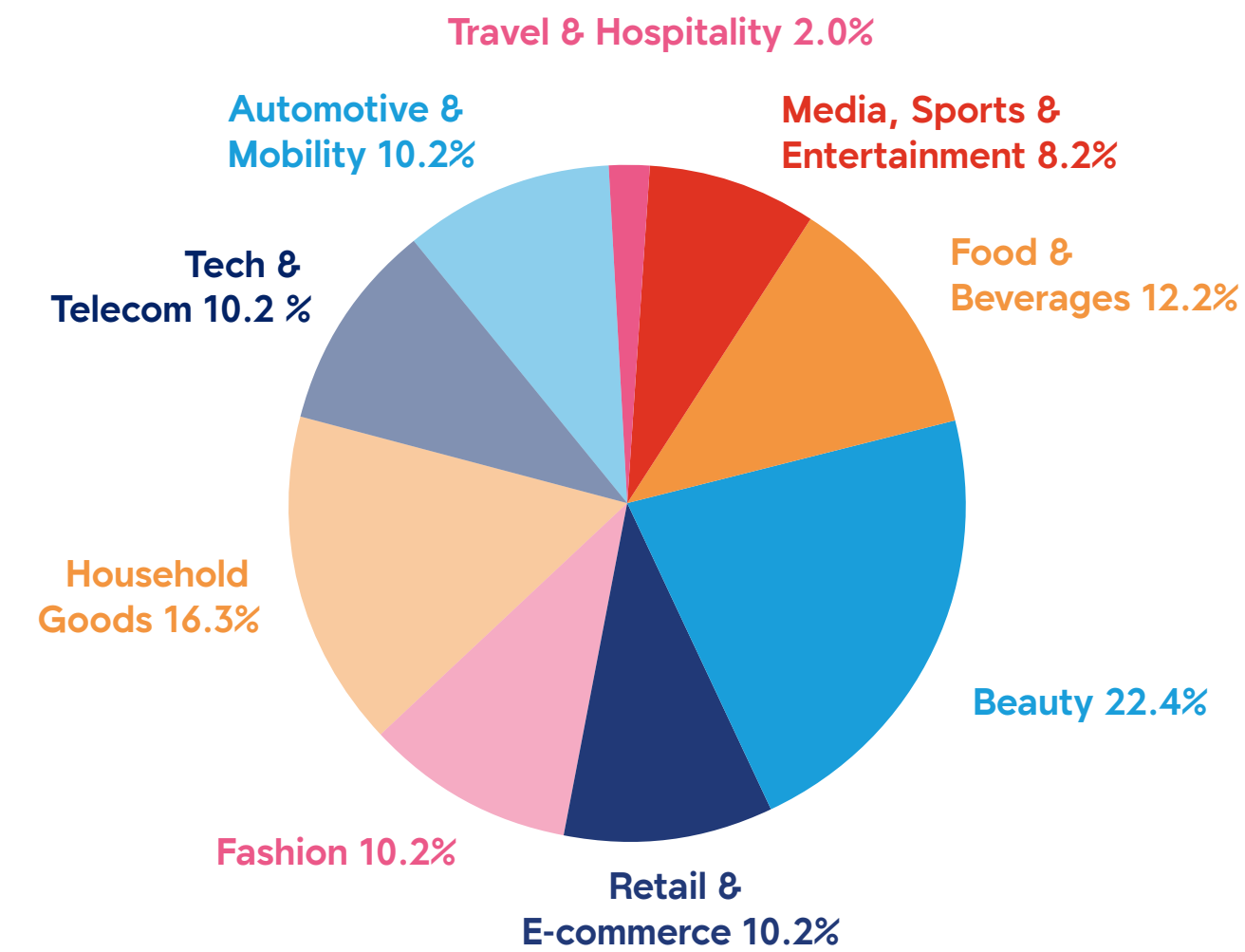
In our results, this polarization is taken into account.

Our loved brands manage to address and mitigate the negative sentiment around them, no matter their size.

Industry breakdown

every brand can become a loved brand

Count of industry



Beauty and fashion brands score highest on average. They make up almost a third of the top 50 loved brands

Beauty & Fashion and Food & Beverage brands outperform top 50

All brands score either higher or on par with each of their scores than the averages across the top 50.

Consumers are passionate about Media, Sports, and Entertainment

These brands outperform the top 50 average Passion score, but fall short when it comes to Trust - highlighting a wider industry problem.

Travel & Hospitality struggled

Many industries this year had strong showings, but travel and hospitality was heavily impacted by fewer conversations due to the pandemic. Only a few brands managed to stand out.

Trust in Retail & e-Commerce brands is high this year

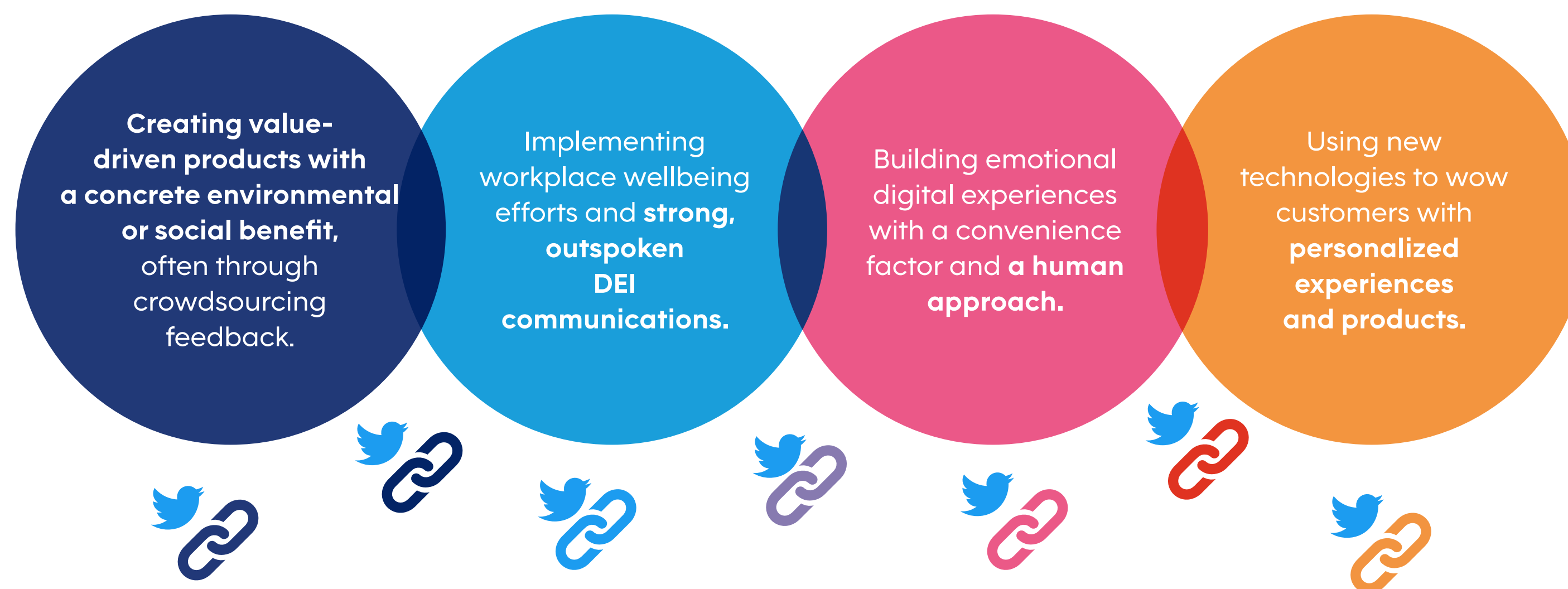
Their Trust score massively outperforms the top 50 average.

An industry ahead

Beauty and fashion brands deliver what their customers want

Beauty brands communicate about their environmental and social sustainability efforts in a way that resonates with consumers around the world.

Brands who want to become loved should follow their example:





Top 50

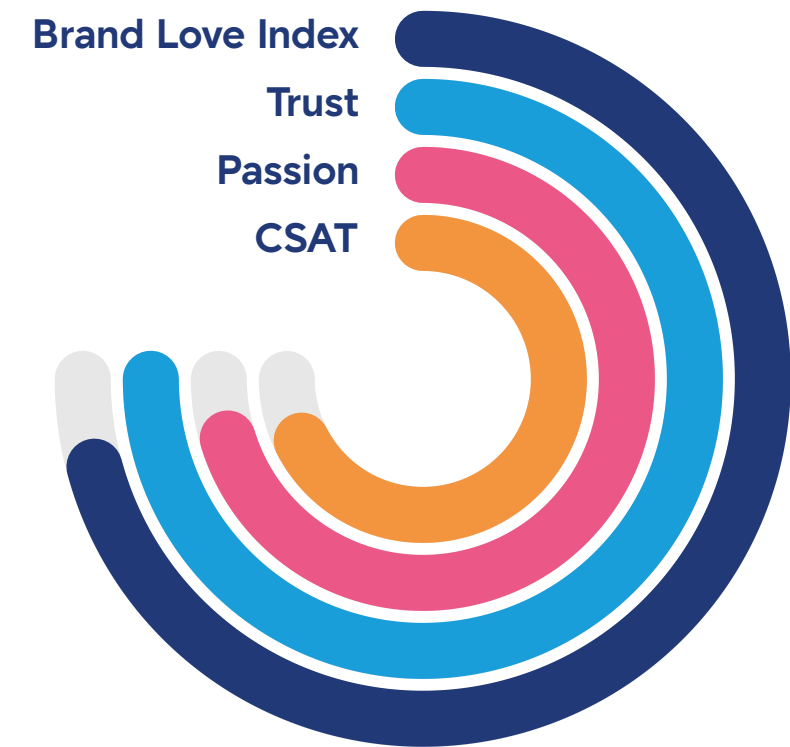
The world's most
loved brands

Asics

A sound mind in a sound body - with an unwavering commitment to its founding philosophy, sports equipment company Asics met its moment in 2022.

#1

The brand invests heavily in social, environmental, and economic sustainability efforts, and this year created a steady stream of high engagement with one stunningly creative campaign after the other. Conversations around its sponsored events are engaging and positive, and consumers love its various strategic brand collaborations and influencer engagements.



Why Asics is loved:

- 

How they communicate their values
April 2022 saw Asics partner with One Tree Planted. The brand will plant one tree for every \$ spent on asics.com.
- 

Staying true to their values builds trust
Its Movement for Mind program works for people of all fitness levels, and is an effective tool to positively impact mental health.
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Creating fresh experiences that customers love
Partnering with fitness app STEP N, the brand released limited-edition sneakers, whereby users can collect tokens and NFT rewards. Consumers are loving this initiative.

Asics

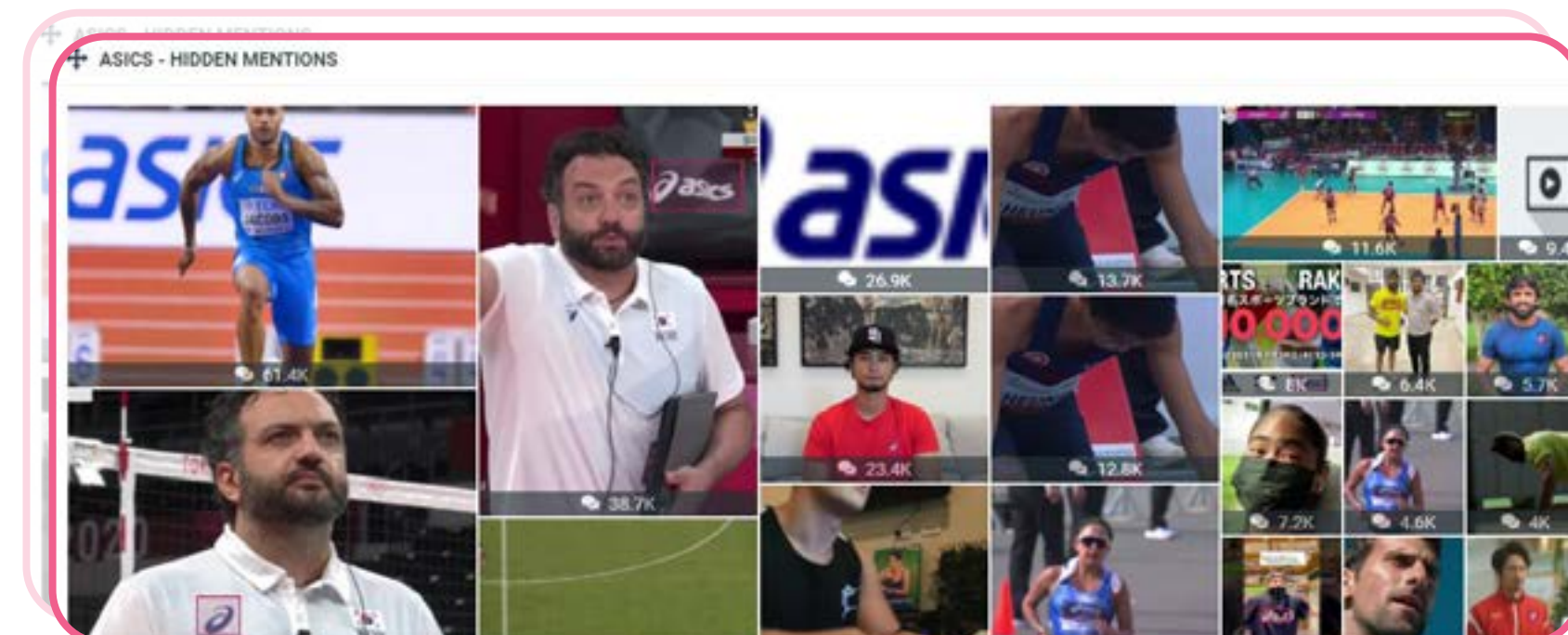
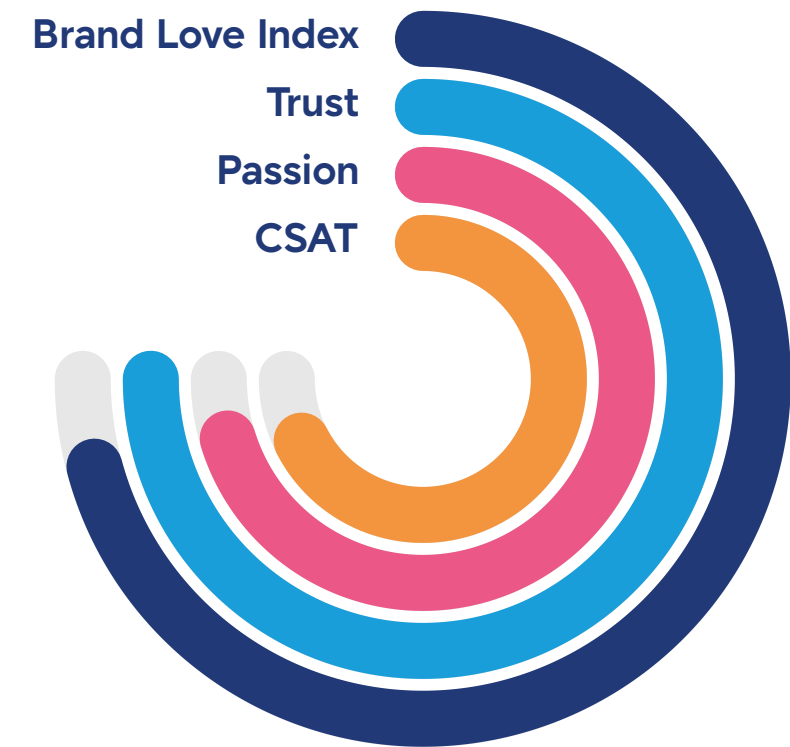
Asics x Pokemon

Asics partnered with Pokemon to introduce footwear for infants aged 1-3. The launch was heavily covered by the fashion press, which generated 22K engagements in total for the brand. The official Pokemon JP also tweeted the launch and created buzz amounting to over 6K. The launch included a photo competition where customers could post photos of their kids wearing the new kicks.

#1

Asics generates **positive sentiment** and delights with brand collaborations and sponsorship.

Asics sponsored events account for a considerable amount of mentions. In fact, a quarter of the mentions (2.8K out of 11.6K) were hidden mentions i.e., only the Asics logo being recognized without text mentions of the brand. 30% of these mentions had positive sentiment. Asics was ever present in moments that brought joy to sports fans, be it at the volleyball court, athletic field, football pitch, or the badminton court.



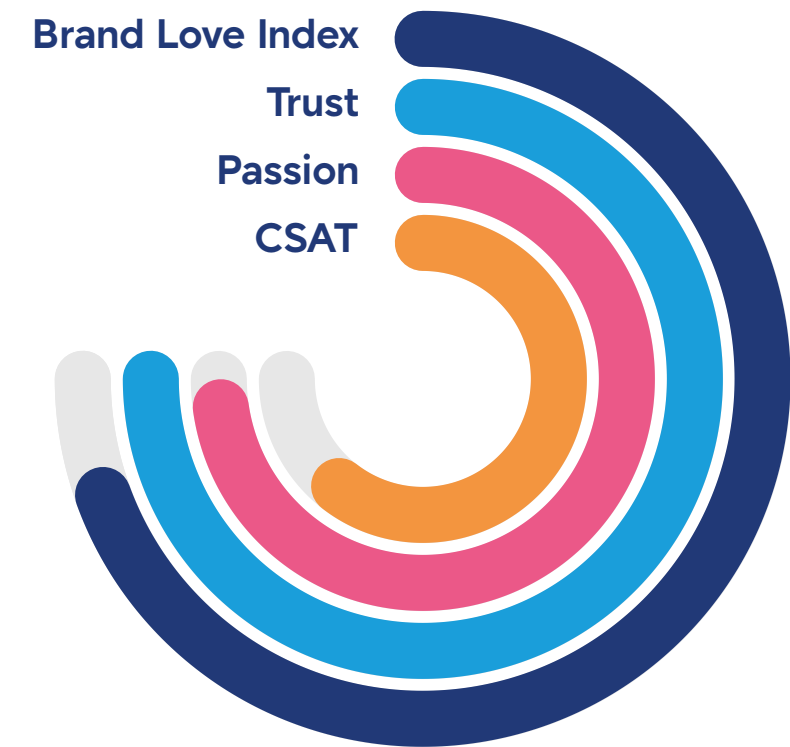
Illy



Coffee is one of the most traded products worldwide.
As a global commodity, it's second in value to oil.

Certified B Corporation Illy doesn't just pick a few pet environment projects. The family-run coffee company adopted sustainability commitments in its company statutes and is working towards eliminating its carbon footprint by next year.

#2



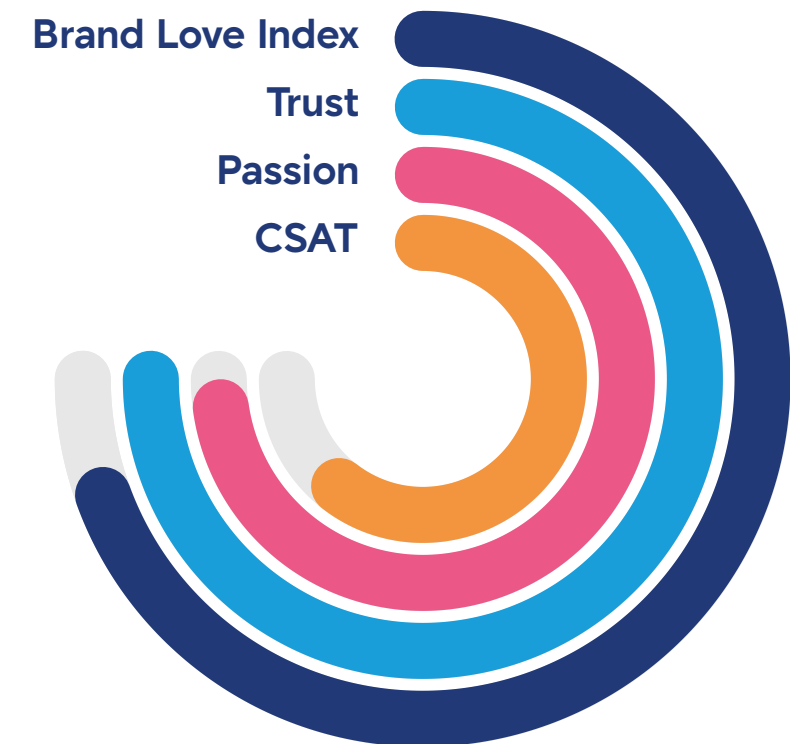
Why Illy is loved:



Illy makes everyday coffee anything but ordinary. For its customers, the brand creates an emotional moment, a delight, a good conscience.

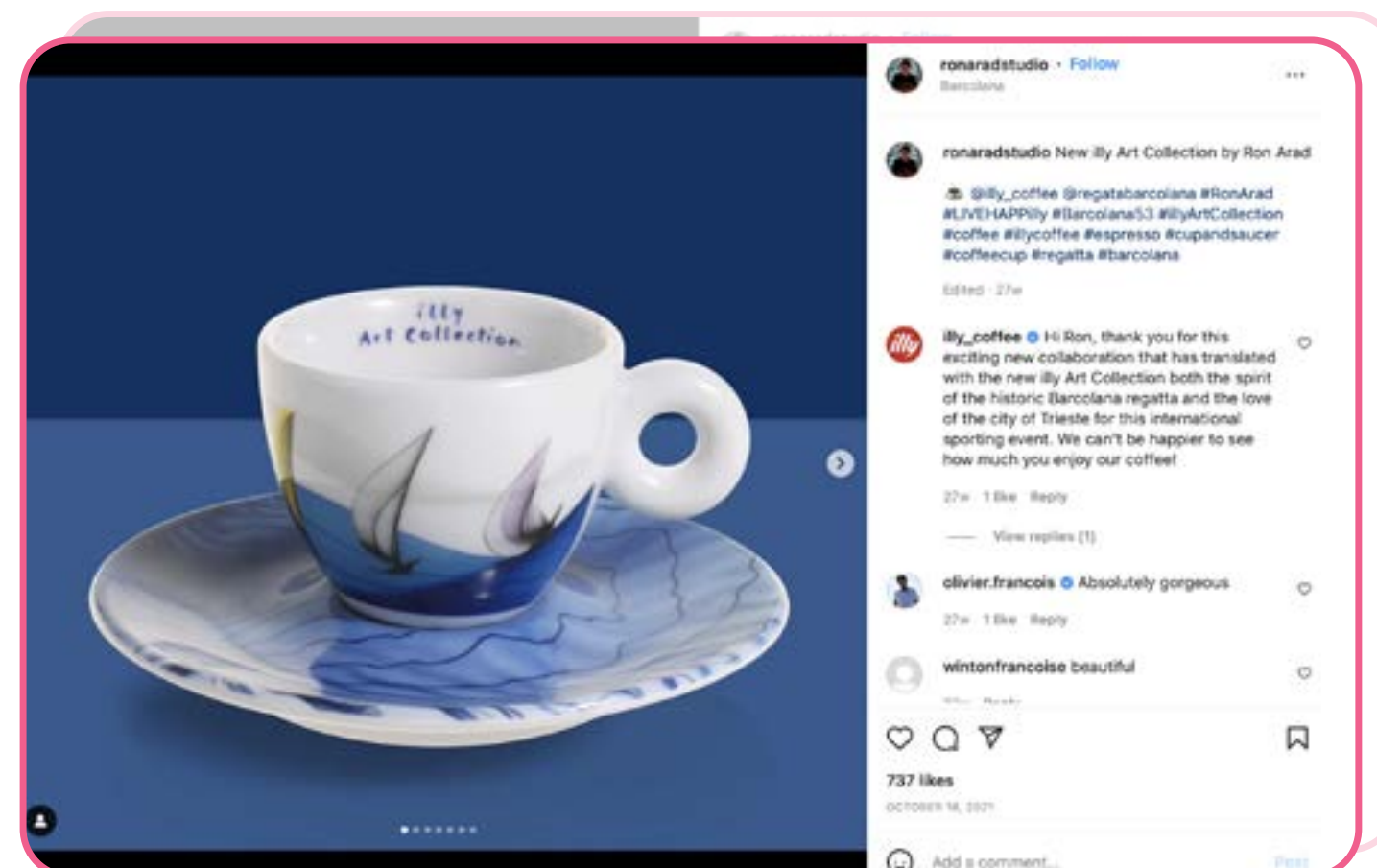
Illy

#2



The Illy Art Collection contributes to positive sentiment.

Illy has long curated its own art collection, and has over the years collaborated with over 100 internationally acclaimed artists such as Marina Abramovic, Jeff Koons, Ai Weiwei, and Marc Quinn. Two new artist collaborations, one from Mona Hatoum and one from Ron Arad generated almost 100% positive sentiment. #IllyArtCollection was one of the sentiment key drivers contributing to Illy's overall 60% positive sentiment.



Carbon neutral coffee by 2023.

Conversations around Illy are almost exclusively positive.

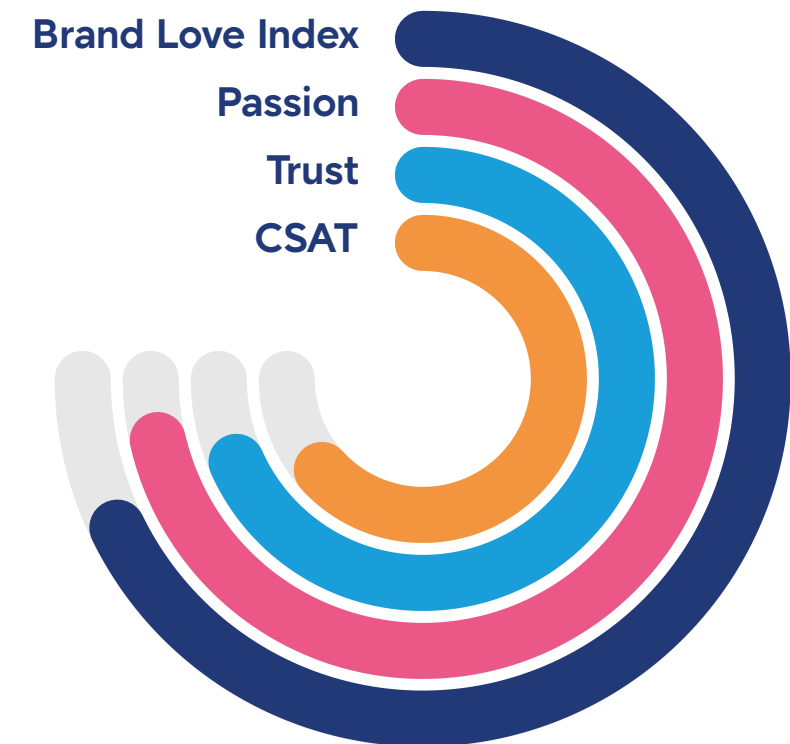


Colorbar Cosmetics

Colorbar raises the bar for all other beauty brands.

#3

Colorbar Cosmetics has unlocked the secrets to building positive emotional connections with its audience. Its game is strongest on YouTube with more than a million engagements. It relies heavily on featuring a diverse crowd of influencers, which their fans love.



Why Colorbar Cosmetics is loved:



How they communicate their values

Colorbar publishes its own beauty trends magazine. A great way for the brand to highlight new products and its sustainability efforts in one go.



How it builds trust

ISO Certification & Clean Beauty Promise: Products are produced and packaged in France, Germany, Italy, Korea, and the United States of America.



How it builds connections

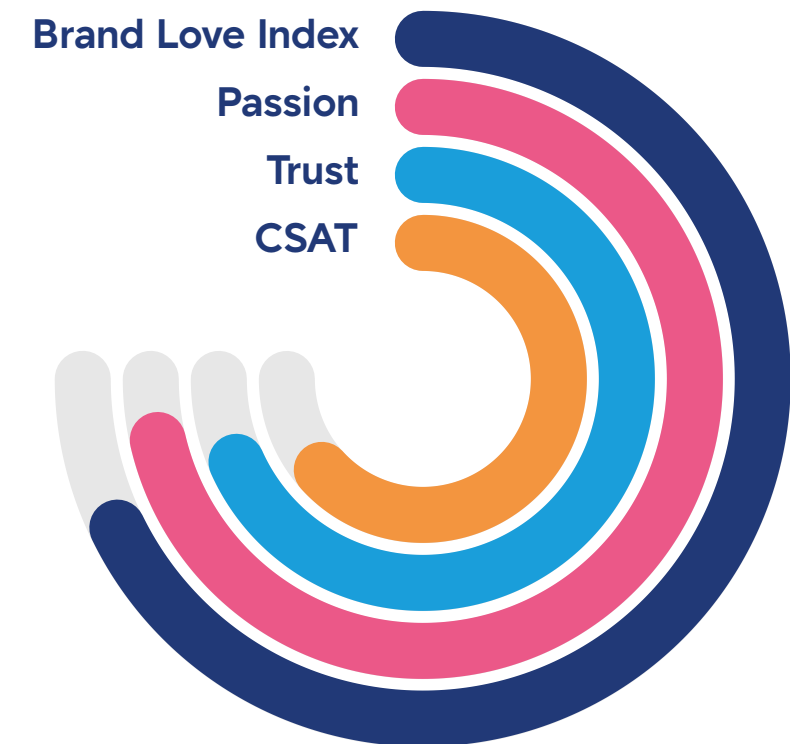
Even fans with few followers have their tutorials featured. The community loves this content and the creators are thrilled to get exposure.

Colorbar Cosmetics

#3

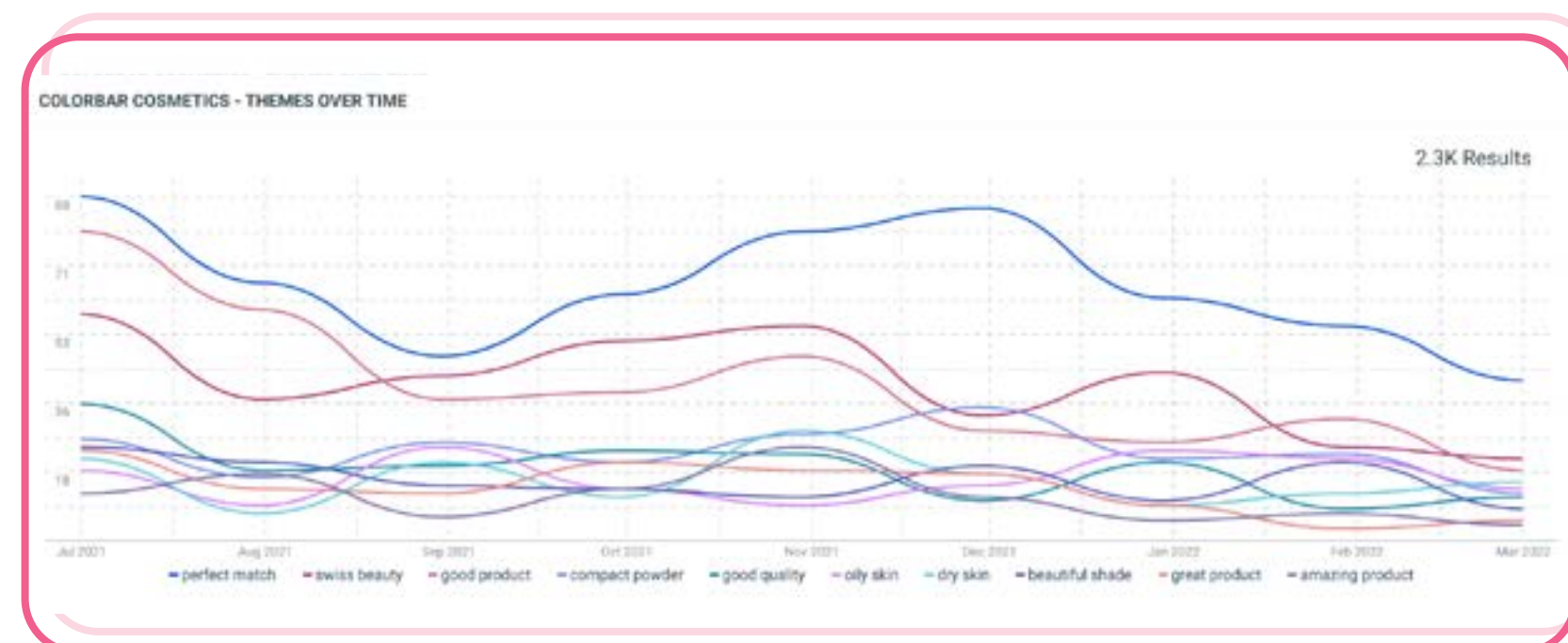
Strong on values: beauty knows no gender.

People want the freedom to express themselves and be true to themselves - no matter who they are. Colorbar is fully aligned with its customers' values: their gender-neutral products and posts resonate with a young and diverse audience. Its focus on cruelty-free manufacturing is a sign of changed attitudes and more consumer awareness for how beauty products are produced. Colorbar's customers also love the social sustainability activism: it's been named a great place to work in India and are celebrating Pride.



User-generated content yields engagement.

Colorbar Cosmetics' engagement is largely driven by user-generated content. YouTube makeup tutorials featuring Colorbar Cosmetics' products generate 99.5% of the 1.4M engagements for Colorbar.



COLORBAR COSMETICS - UGC YIELDS MOST ENGAGEMENT

COLORBAR COSMETICS - TOP INFLUENCERS

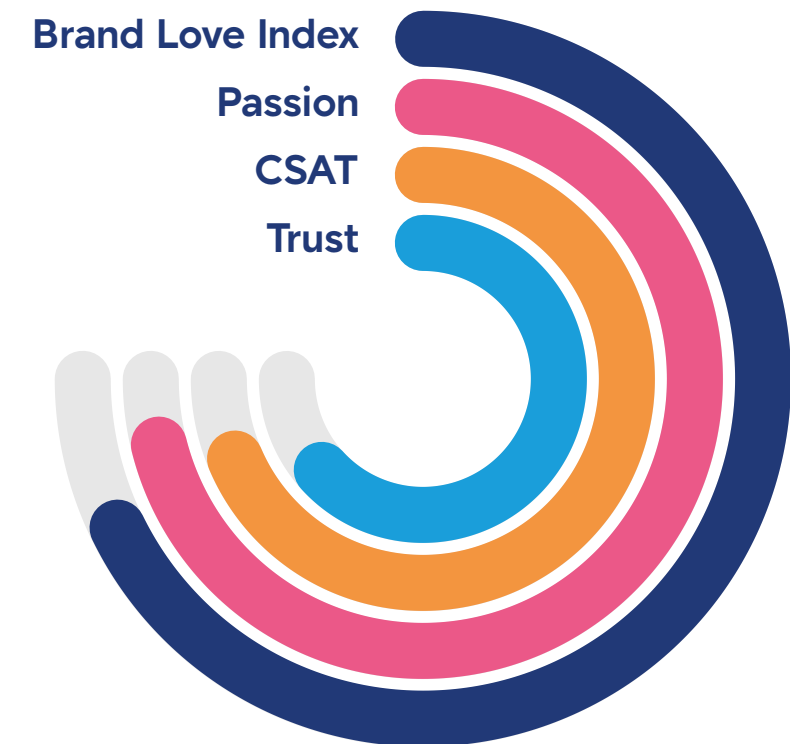
Influencer	Network	Posts	Reach	Engagement
Nidhi Katiyar youtube.com	YouTube	33	3.2M	181.6K
Pooja Chaudhary youtube.com	YouTube	34	9.5M	128.1K
shy styles youtube.com	YouTube	13	1.9M	106.8K
Keerthi Shraahah youtube.com	YouTube	2	1.1M	89K
Ria Sehgal youtube.com	YouTube	2	907K	54.4K

Nuxe


Combining nature and luxury to create trust.

#4


Upmarket French cosmetics brand Nuxe has been around for more than thirty years. Focusing on the highest quality ingredients can seem like standard practice today, but the brand has consistently communicated on its values for decades, which creates trust with consumers. The timeless appeal of Nuxe's approach meets its moment this year.




Why Nuxe is loved:



Values in action
Nuxe is famous for using honey in its products. It's partnered with 'A Home For Bees' to sponsor new hives and protect the species.



Empowering female farmers
Its support of the GoodPlanet Foundation resonates with the brand's commitment to giving female farmers a voice, and protecting the planet.



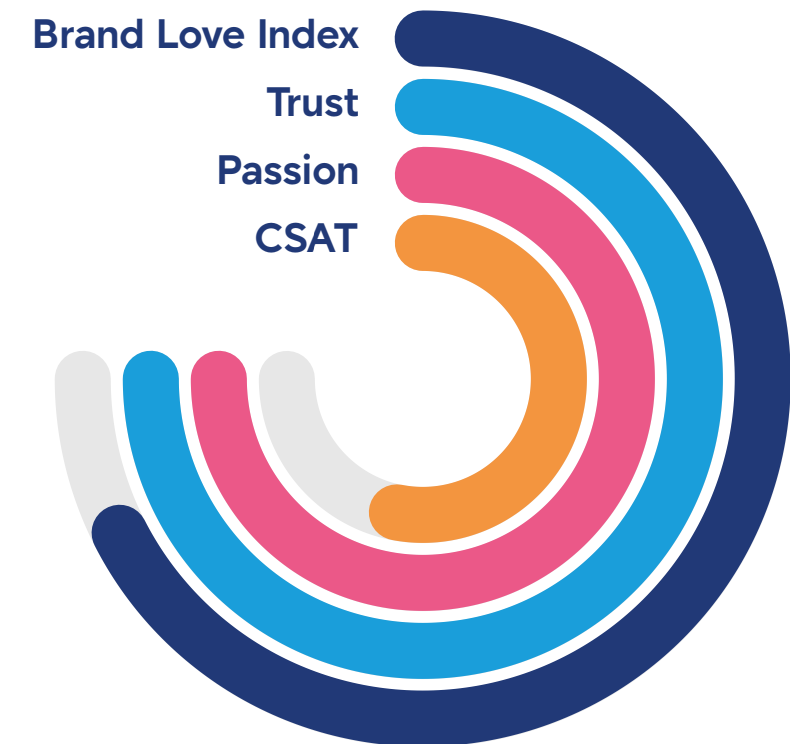
Transparency drives trust
Its in-depth section on the origins of its ingredients on its website is one of the best we've seen.

Maisons du Monde

Sustainable furniture for a sustainable future.

#5

French furniture and home decor giant Maisons du Monde has taken 18 months to work with all its stakeholders to transform the business into one that puts sustainability at the heart of its concerns. Its charitable foundation provides financial support for reforestation projects. It's communicating on its five 'Good is beautiful' CSR commitments, and is putting these commitments into action, launching a repair service and a second-hand shop to enable a more circular economy.



Why Maisons du Monde is loved:



Customer service

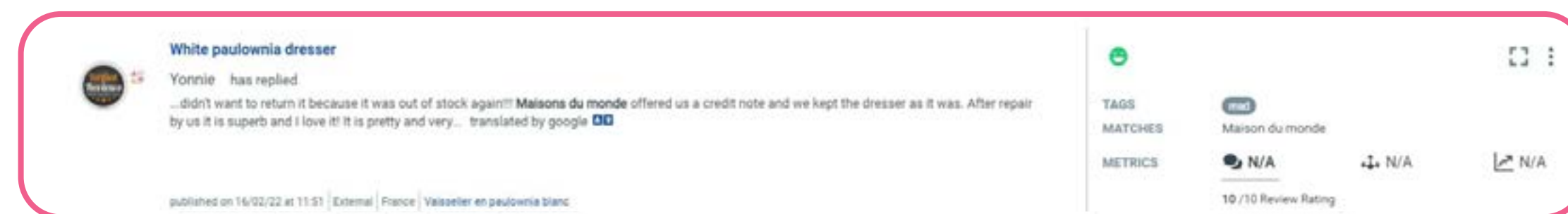
Like many top brands in our ranking, Maisons du Monde has a standout customer service policy that helps win over customers - sometimes even when their experience wasn't positive. Brands, this is one to emulate.

[Maisons du Monde Foundation](#)

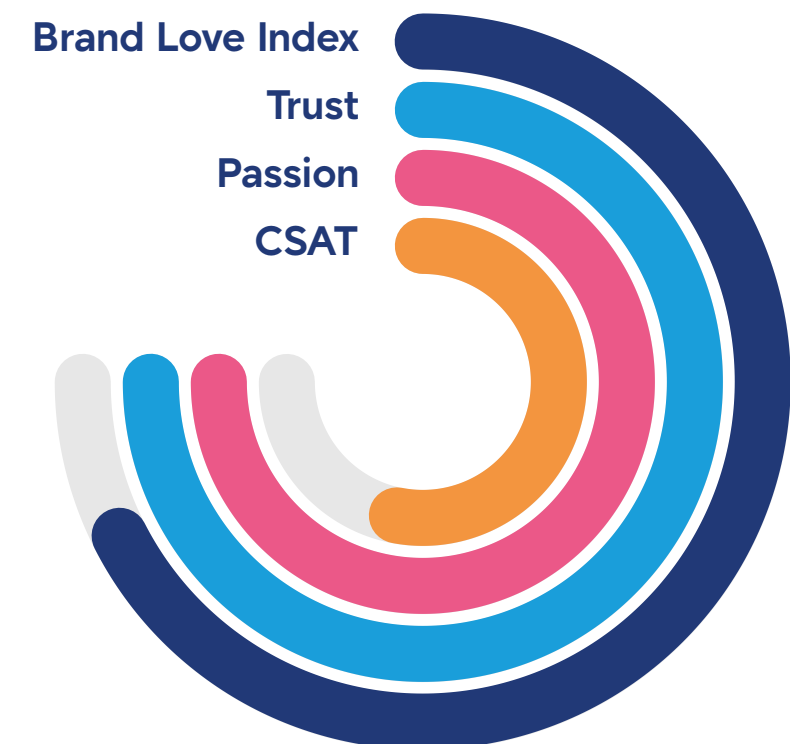
Maisons du Monde

#5

Maisons du Monde's customer service gets 10/10 rating.



This review of one of Maisons du Monde's highly sought after dressers got a 10/10 review rating. The customer initially got a damaged piece but did not want to return it because there were no more in stock. Maisons du Monde offered a credit note and the customer kept the dresser with DIY repairs.



The brand capitalised on seasonal campaigns.

Christmas is a key period for Maisons du Monde, as customers love showing off their homes filled with the brand's decorations. During the holiday period, conversations themed heavily around 'decorations', and customers spread the cheer using festive emojis.



Maisons du Monde Foundation used the year-end celebrations to urge their customers to support a project to preserve the forests of Haiti.

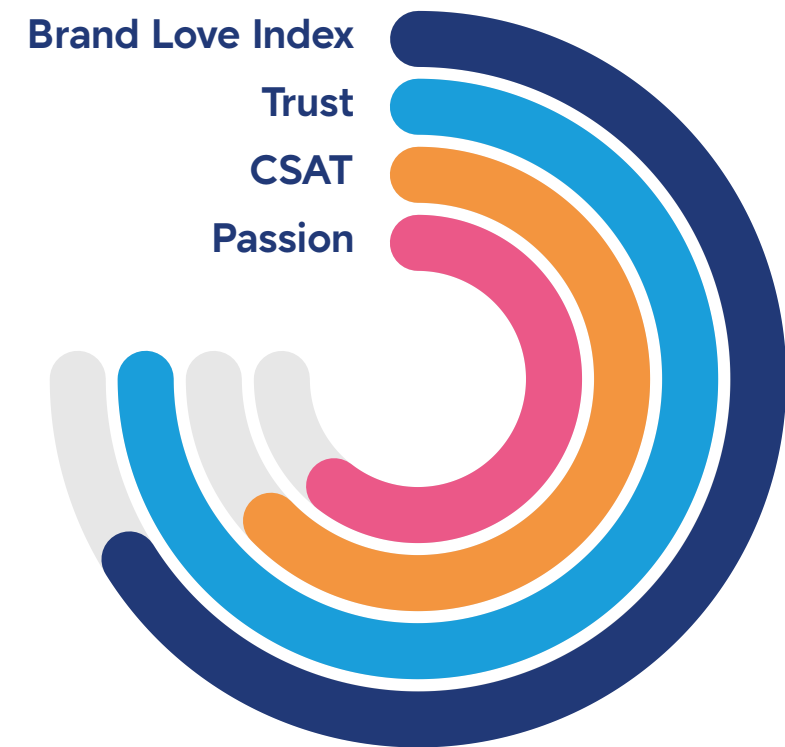
Bonduelle

#6

Starting a plant-based revolution? People are here for it.



Hashtags around Bonduelle are heavily focused on its various sustainability efforts, with #BonduelleInspire driving the most positive sentiment. Recipe posts on its social media accounts are generally popular, as Bonduelle uses them to inspire its customers to eat healthier without sacrificing convenience.



Committed to achieving B Corp Certification by 2025.

Bonduelle has set its sights on becoming B Corp Certified, the second company in our top 10.

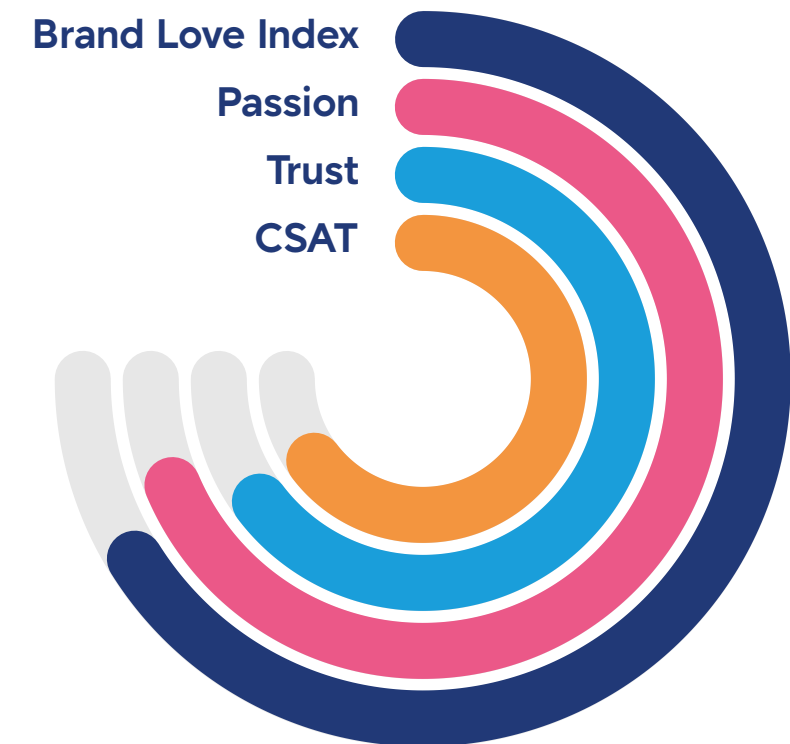
B Corp companies are leaders in a global movement for an inclusive, equitable, and regenerative economy. They have to demonstrate high social and environmental performance, make legal commitments in their governance structure, and exhibit certain transparency standards.

Jimmy Choo

Where are my Choos?

#7

Jimmy Choo is a long-loved darling of the fashion world, beloved and admired by customers around the world. Throughout popular culture, tastemakers like Princess Diana, Jennifer Aniston, or Sex And The City's Carrie Bradshaw have been passionate fans and influencers for the brand and its products.



Why Jimmy Choo is loved:



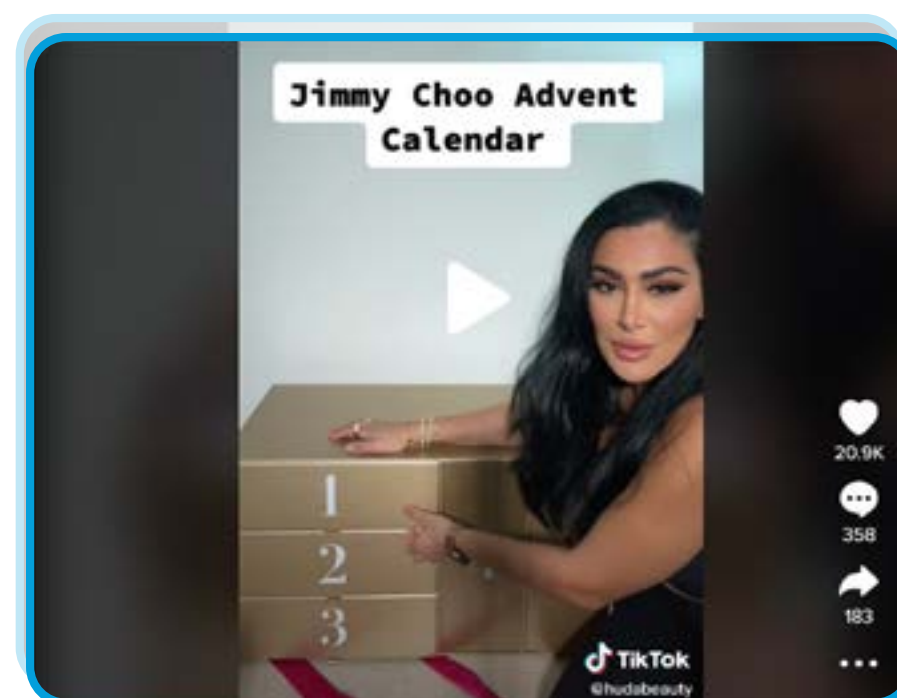
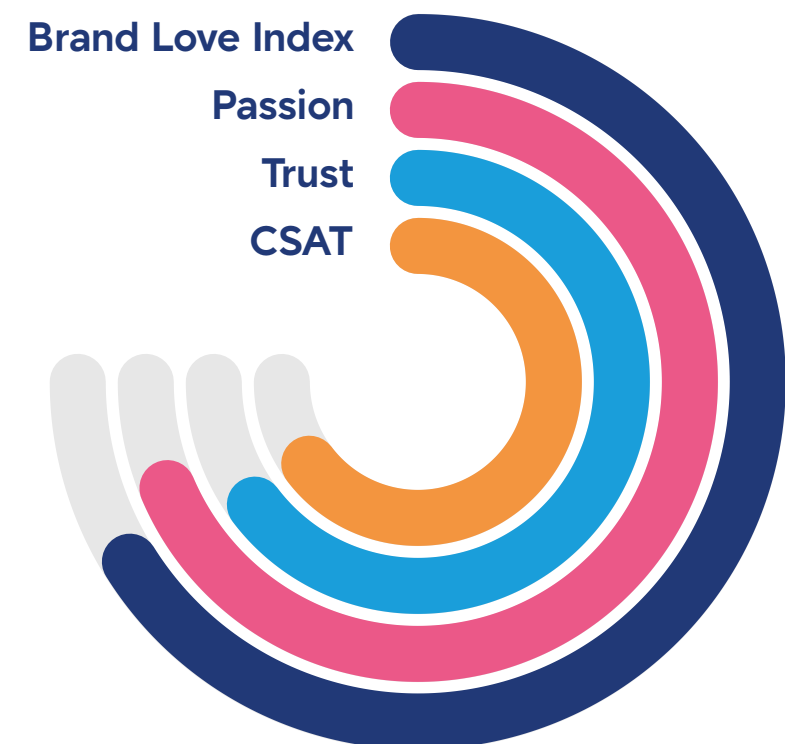
The Jimmy Choo Foundation was established in 2011 with the focus of empowering women and improving their quality of life through education and enterprise.



How it builds experiences
On its website, customers can chat with staff on the shop floor for a more personalized shopping experience.

Jimmy Choo

#7



Influencer collaborations with tons of engagement.

Huda Kattan's unboxing of the [Jimmy Choo advent calendar](#) on her official Huda Beauty TikTok account generated more than 20K engagements, and contributed to the overall 41% positive sentiment around the brand.

The wedding must-have.

The most engaged Jimmy Choo related post in the US was a wedding video on YouTube, featuring the brand's shoes worn by the bride. In fact, wedding related content contributed 15% of Jimmy Choo's engagement.

"Bridal shoes" was also one of the sentiment key drivers of the 45% positive sentiment around Jimmy Choo.

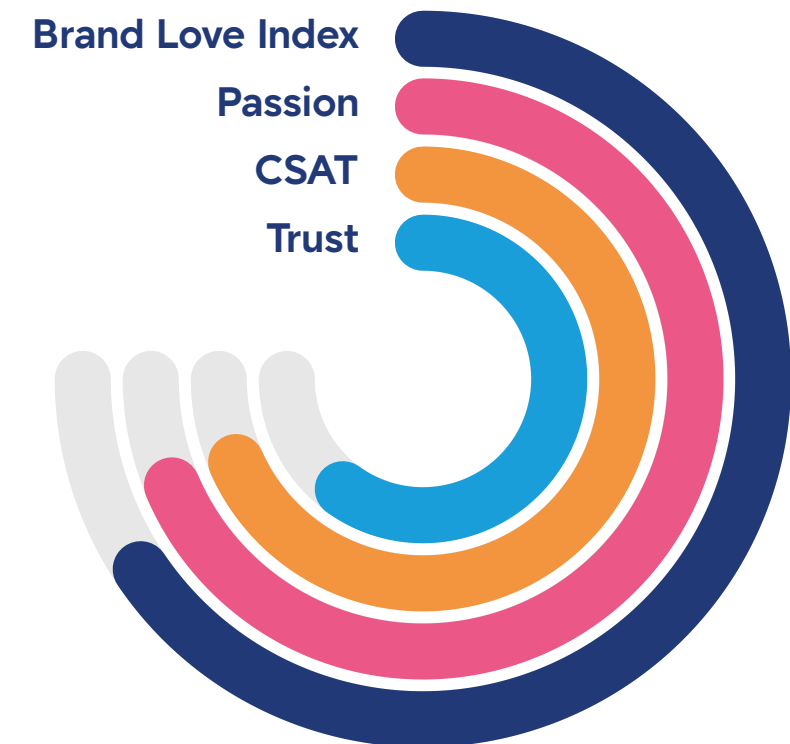


Kewpie

Japan's best selling mayo brand is loved around the world.

#8

Kewpie Corp. is a Japanese company most famed for its eponymously named, cult-favorite mayonnaise.



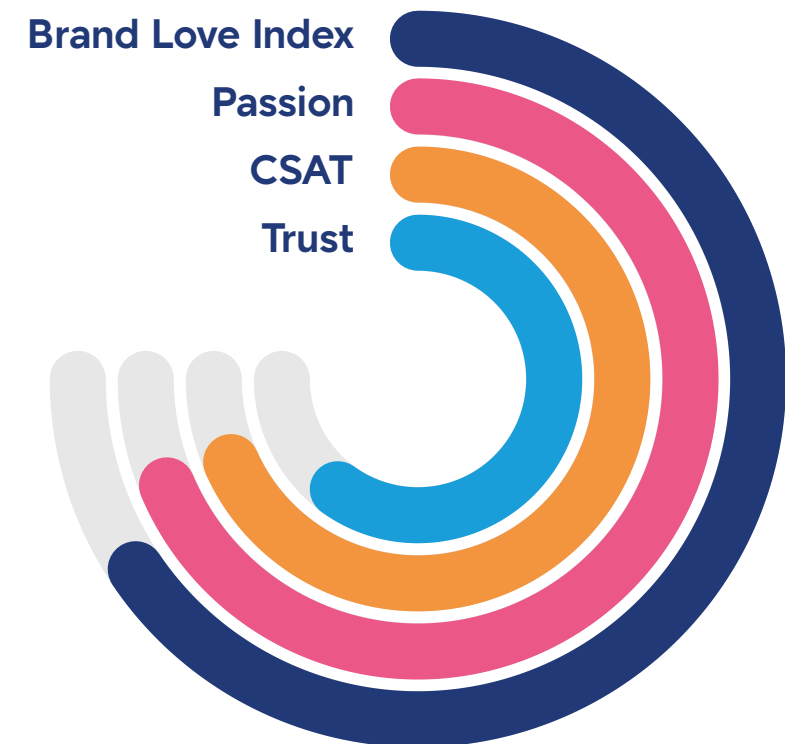
Why Kewpie is loved:



Love around the kitchen table
Consumers love the brand's commitments around social and environmental sustainability: a unique, zero-waste approach to packaged salads that provides unused material to contract farmers for fertilizing and feeding animals; and initiatives around dietary education and creating healthy eating habits.

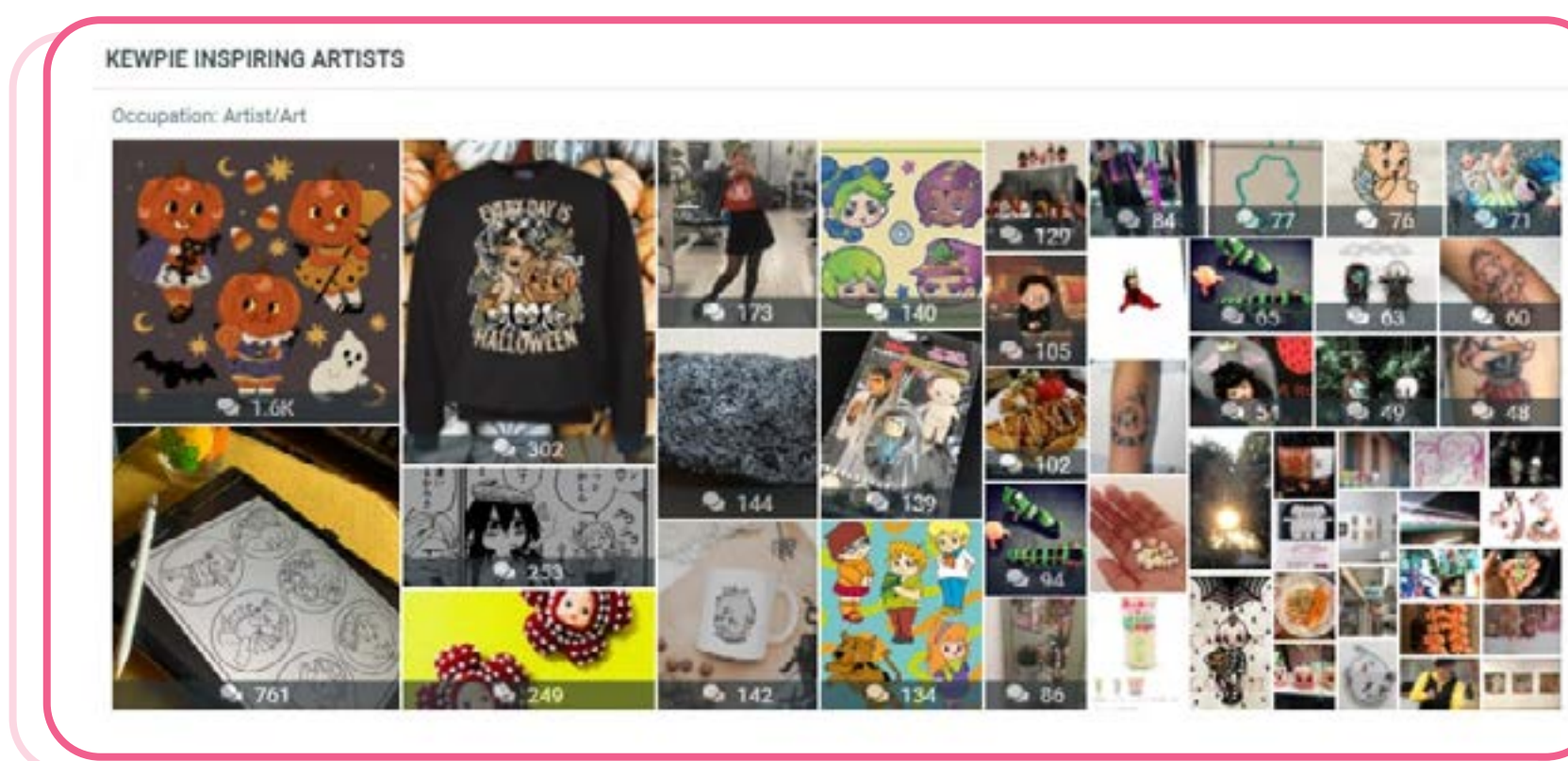
Kewpie

#8



Cooking influencers love Kewpie, and artists are inspired by the Kewpie baby.

Food and cooking influencers across social channels use Kewpie mayonnaise in their content generating UGC (**user generated content**) engagement. In the mix of influencers, **artists** also emerge with the iconic Kewpie baby inspiring a ton of creative artwork - Kewpie related posts from artists generated 33% positive sentiment.



Where does the name come from?

Kewpie: an adaptation of Cupid in baby talk.

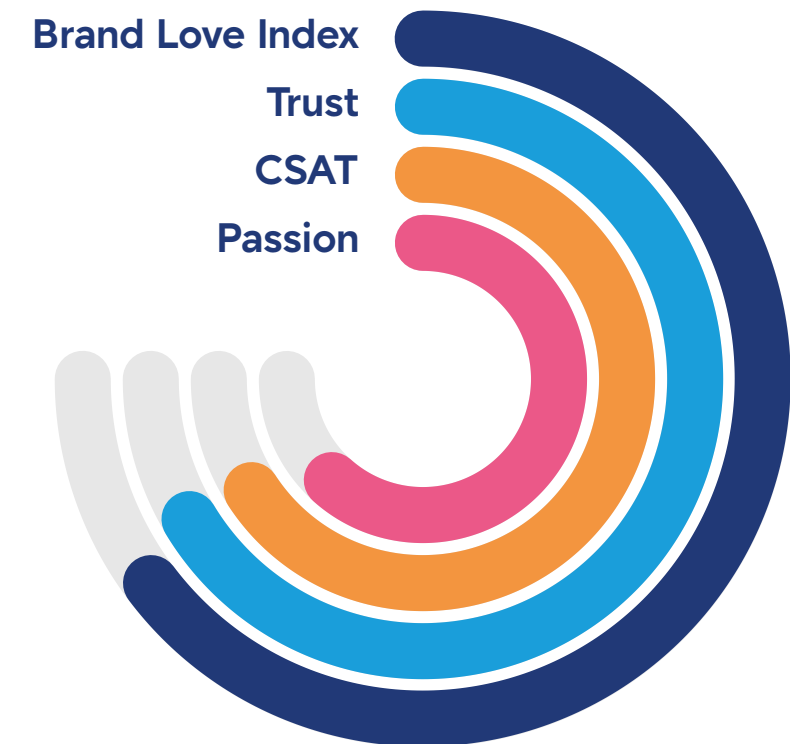
Quite ironically, love didn't last for the American illustrator who came up with the original Kewpie character in 1909. Her habit of speaking in said baby talk was reportedly so strong it contributed to her second divorce.

Fjällräven

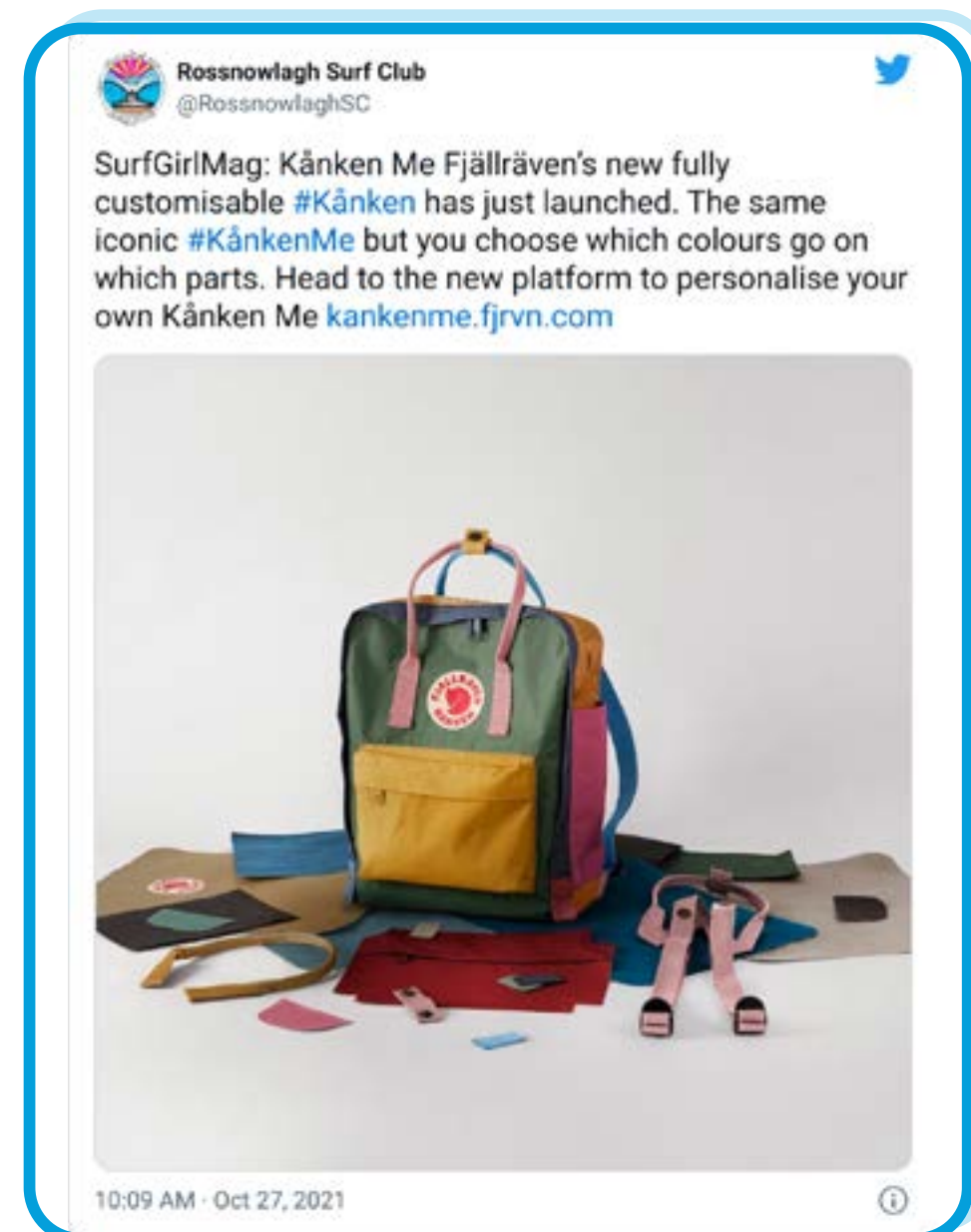
How to create stunning customer experiences.

Fjällräven has gained world fame for its Kanken backpacks, but the Swedish outdoor clothing and equipment company stands for much more than status products for a stylish crowd. It's one of the brands in our ranking that excels at creating customer experiences not just in person but also digitally. For consumers ready to get back out there after COVID, it's a perfect match.

#9



Why Fjällräven is loved:

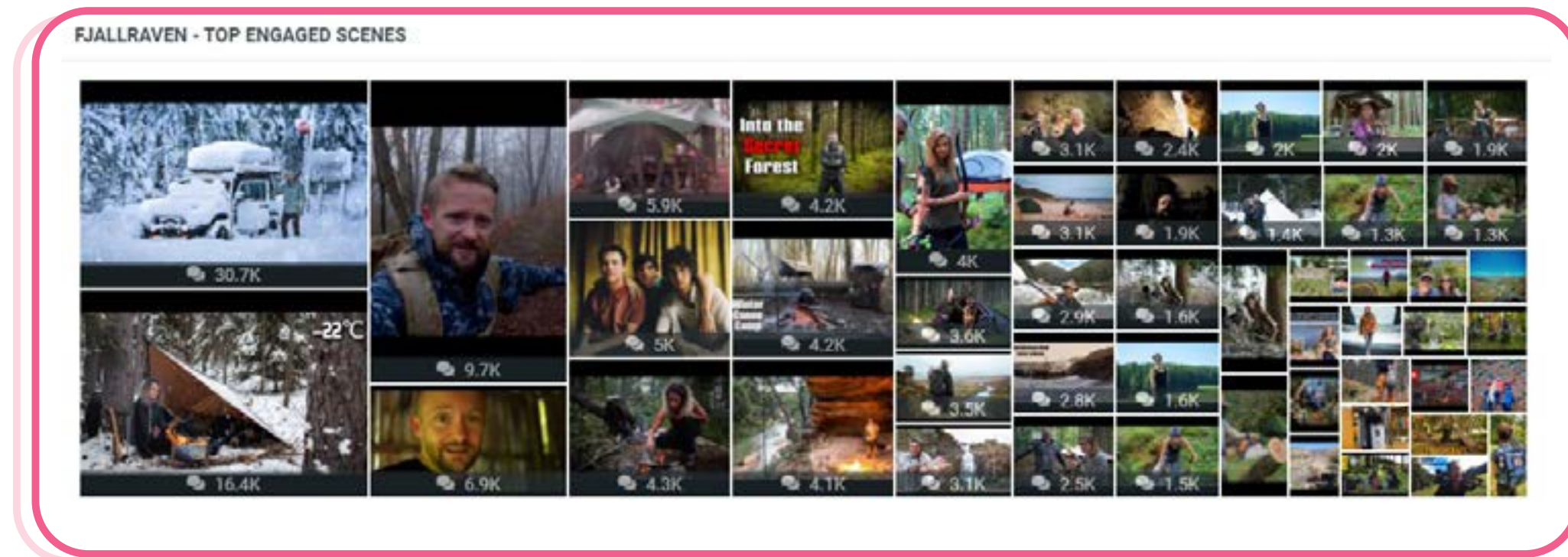
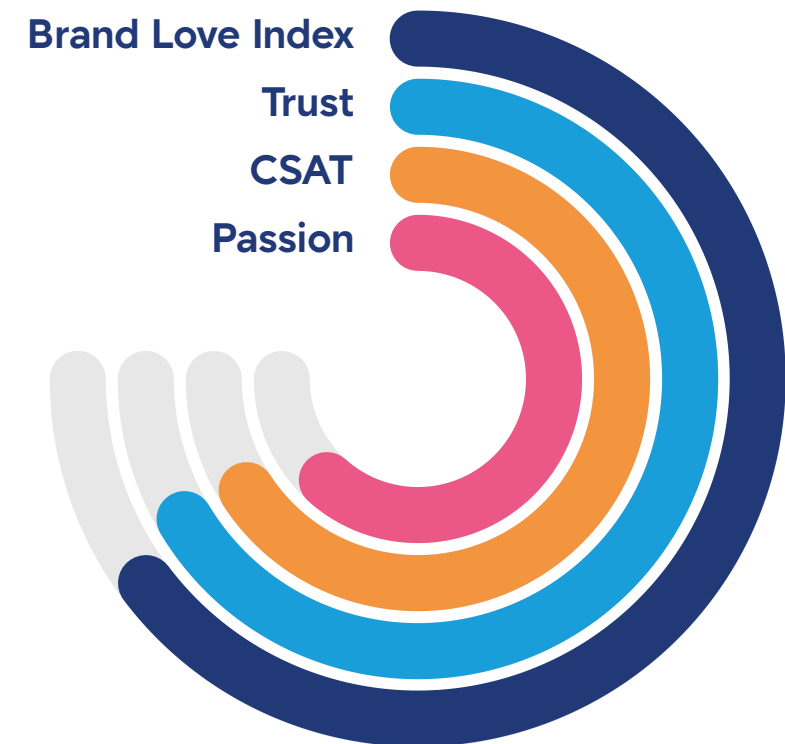


Kanken Me Campaign

Every week, the company customizes a run of 1,000 Kanken backpacks entirely to customer specifications. The company uses Kanken Me as a canvas for self-expression - and as a creative and sustainable way to get rid of unused fabric.

Fjällräven

#9



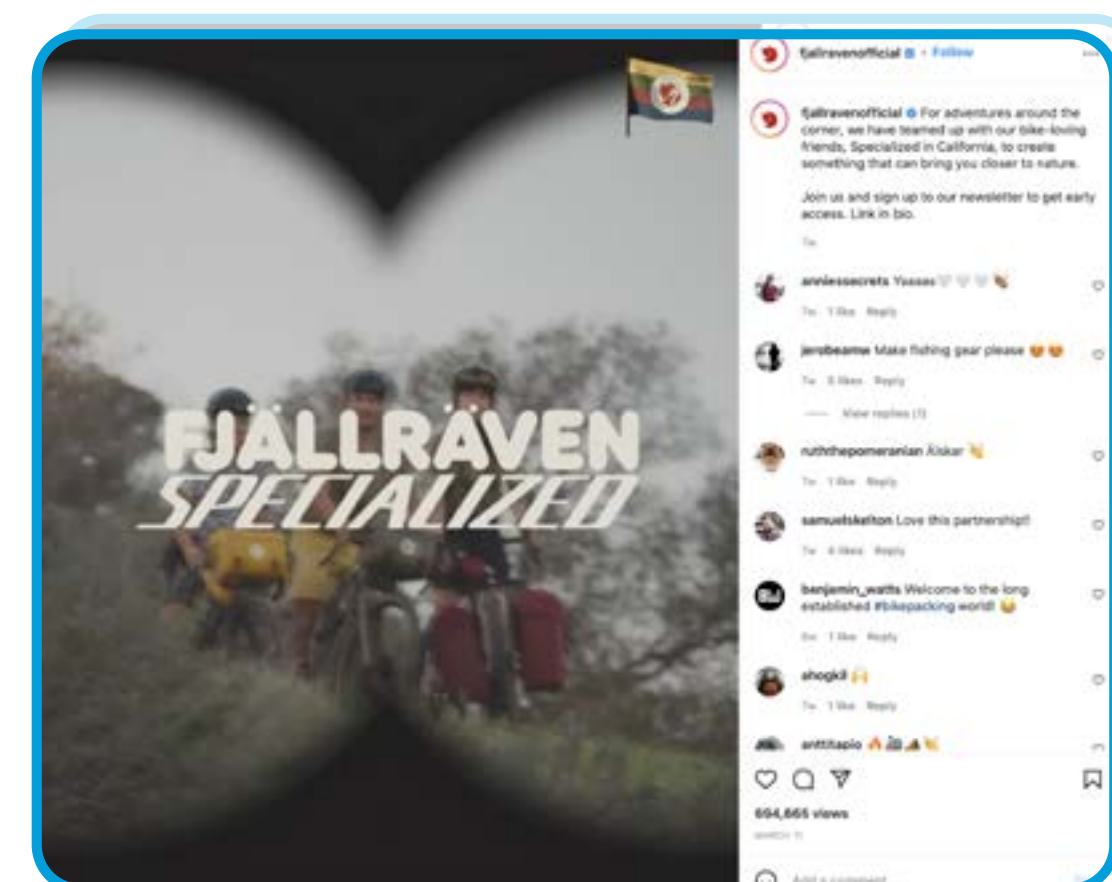
The Fjällräven Experience Platform.

Events in-store and around campfires, lectures, Classic and Polar adventure treks: Fjällräven creates experiences that help connect its customers with nature and socialize with others. Now run in eight countries, thousands take part in the organized hiking events.

Specialized.

The company's collaboration with bike enthusiasts Specialized from California created lots of positive engagements for the brand.

Its hiking and biking videos were funny and hit a sweet spot with its audience.

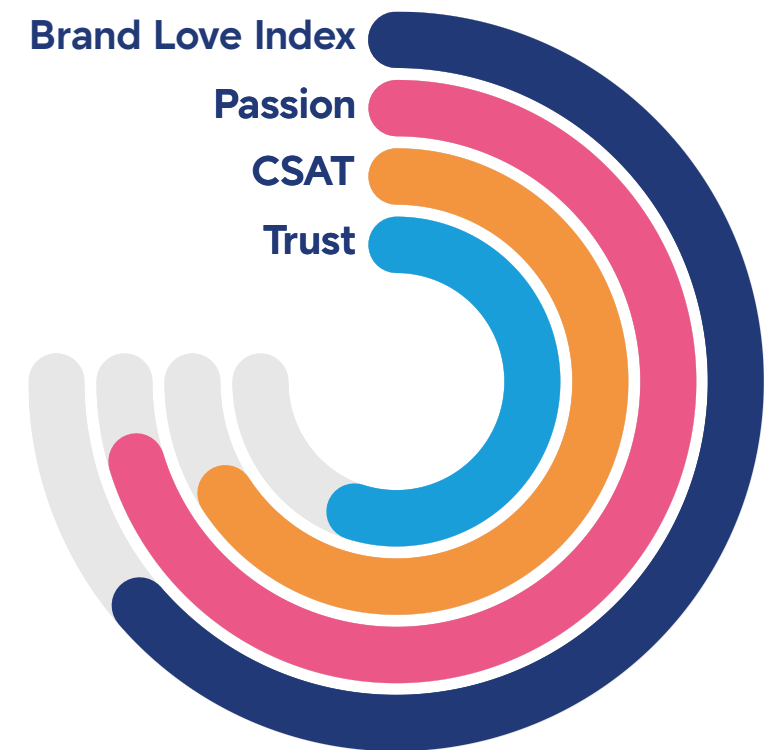


MUJI

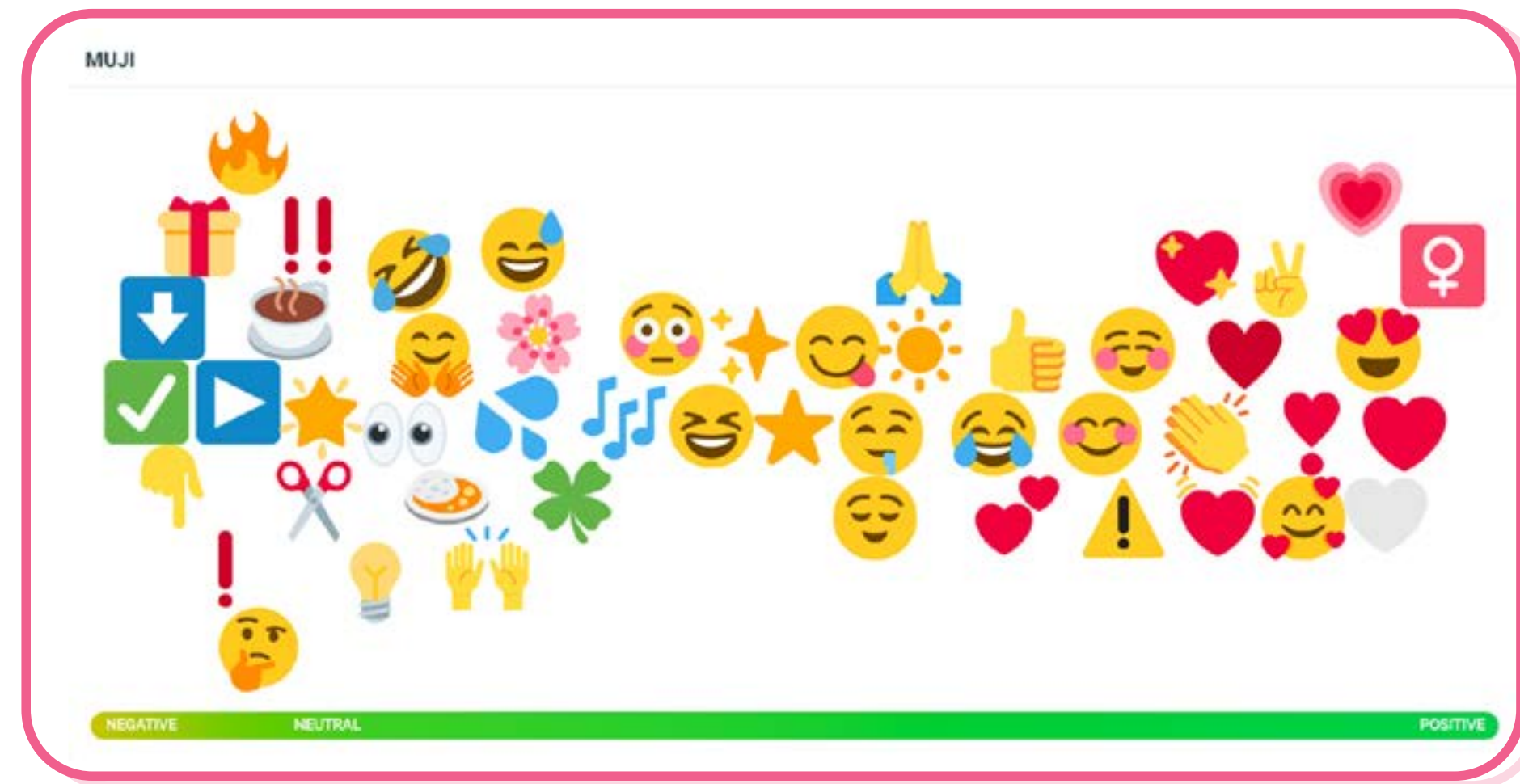
Mujirushi Ryohin, MUJI in Japanese, translates as "no-brand quality goods."

Household and consumer goods company MUJI is certainly loved. Offering a wide variety of good quality products including household goods, apparel, and food, consumers are happy to find the basics they're looking for, whether it's a quick snack or tools for a project.

#10



Why MUJI is loved:

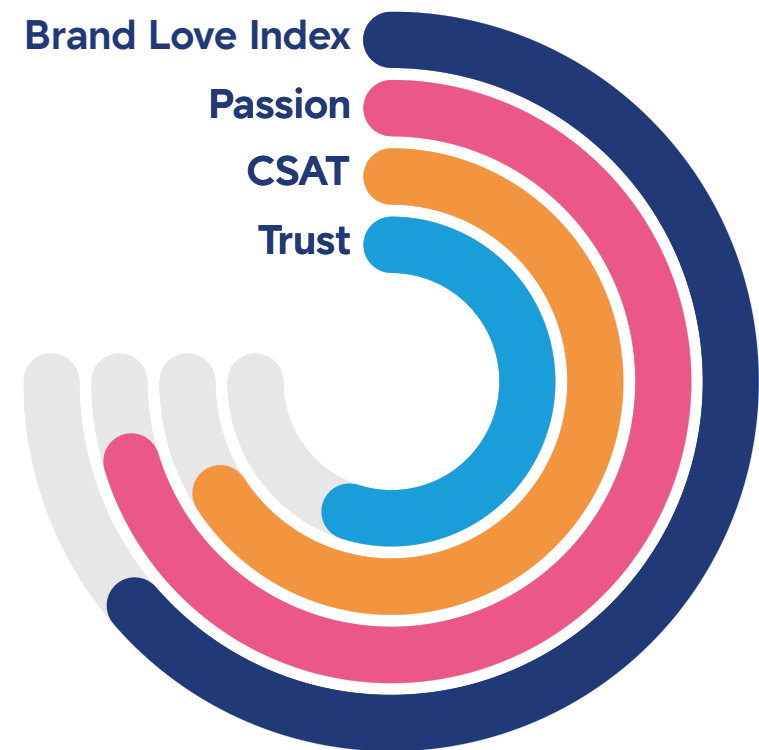


The company focuses on minimalist items...

...with an emphasis on recycling and reducing waste, and doesn't use much traditional marketing to advertise its products. Word of mouth is its main driver of buzz, and conversations around MUJI are heavily themed around reviews and recommendations.

MUJI

#10

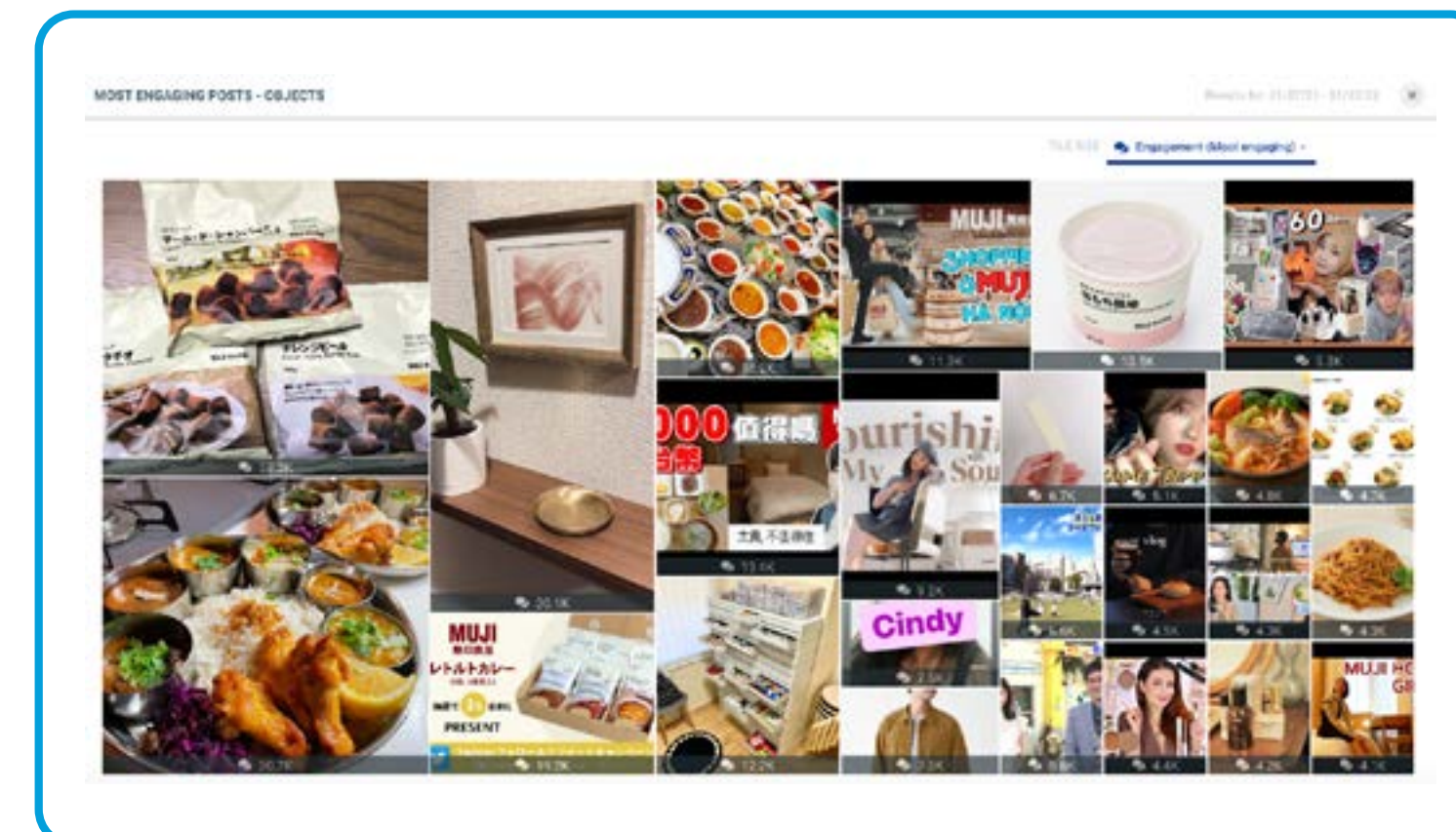


MUJI products are good.

Theme clouds show that consumers think MUJI products are good, and they recommend them because their experience was good. One consumer especially loved MUJI's chocolates and tweeted a favorable review about the three flavors on offer. The tweet generated nearly 60K engagements.

Reducing environmental impact.

MUJI's 'Monthly Flat-rate Service' allows customers to use MUJI furniture at an affordable fixed monthly price for the necessary period only, then it can be returned. A firm favorite for uni students and young professionals.



#11 Oral-B

Oral-B is all about smiles and using technology to create new experiences and little wow moments. The toothbrush and oral care brand created much excitement around CES 2022, where it introduced the new Oral-B iOSense, dubbed 'the ultimate oral health coach'. Helping people improve their everyday experiences is what consumers love about the brand. And working with lifestyle YouTubers, such as [@taralynn](#) or celebrities like Christina Milian, brings the brand even closer to its audience.

#12 La Redoute

French fashion and lifestyle brand La Redoute has dressed the girl next door for 185 years. This longevity has created superb trust amongst consumers, but the brand doesn't take it for granted. It's investing heavily in becoming more sustainable and is creating emotional campaigns such as 'Two Brothers' in 2021. Over on social media, fans love it when it works with brand ambassadors like Jane Birkin, Laetitia Casta, or Vanessa Paradis, and it also boasts a large fashion blogger network.

#13 Downy

Global fabric softener brand Downy knows exactly what local audiences love. Downy Korea has found love by partnering with BTS. The BTS TinyTAN Packs - a limited edition Downy featuring the band's members in Mystique, Passion, and Adorable scents - have been a hit with fans and customers. In Thailand, the humorous summer campaign 'The Coolest Rescue', resonated with its audience and created lots of engagement.

#14 Bombay Shaving Company

Personal care brand Bombay Shaving Company says proudly that its products are made with love. Its sponsorship of the Mumbai Indians cricket team generates lots of buzz, but it does so on its own as well: BSC's brand voice and tone across all their communications is simply awesome, its videos are engaging, and a focus on creating positive experiences like the Shaves for Good mobile barber campaign is paying off big time. What's not to love?

#15 Lifebuoy

Handwashing has been Lifebuoy's cause long before the pandemic, but the brand has found new relevance with its audience over the past two years, growing 67% last year. Trust is strong, because Lifebuoy has stayed true to its message and its cause. Its BishBashBosh campaign in the UK was a big love driver, as was its [H for Handwashing campaign](#).

#16 El Corte Inglés

As the biggest department store group in Europe, Spain's El Corte Inglés wins love for its wide variety of fashion and lifestyle products, with a focus on sustainability and delivering exceptional customer service. The brand works with influencers big and small to showcase its products on Instagram, and was able to bring hope and happiness to its community with an elf-themed Christmas TikTok challenge under the hashtag #EresElfoChallenge.

#17 YONEX

Sporting goods manufacturer Yonex builds trust by providing outstanding quality and supporting people in doing what they love. Its event sponsoring generates a lot of buzz for the brand, but what customers really love are campaigns such as #FarBeyondOrdinary and #YonexGripChallenge, bringing pro badminton players closer to their fans and challenging them to beat the pros in a fun and engaging way.

#18 Karl Lagerfeld

Karl Lagerfeld is one of the world's most celebrated and aspirational fashion brands. It has committed to ambitious sustainability goals through the Fashion Pact. During the pandemic, it launched a virtual personal shopping service for its Paris Store, where a dedicated stylist helps customers choose items from afar and ships them free of charge. Brand ambassador Amber Valletta and the #TeamKarl hashtag rounds off a brand consumers love.

#19 Bosch

Technology and services brand Bosch's trust amongst consumers is strong, and not just because of its commitment to deliver quality products for generations. It's been carbon neutral since 2020, and is investing in ESG initiatives through its own charitable foundation. Recently, it's built brand love in markets like India with campaigns such as 'Zero Effort, 100% Drying', which highlights the everyday convenience of Bosch's premium products.

#20 Palmolive

Palmolive focuses on innovation, sustainability, and equality as much as the next Love Brand, but its 2025 vision goes a step further in wanting to provide the deepest customer connections and experiences. Becoming design-integrated, its goal is to build brands around the emotion they want to evoke in customers, and develop touch points accordingly: from the logo and packaging down to the smell and feel of the product and the way it's talking about it to its audience on social media.



21 Lancôme

Lancôme is one of the beauty brands that has not only embraced diversity, but also the changed realities of people's day-to-day lives during the pandemic. It's creating superior digital experiences that marry in-store personalized treatments with the convenience of online appointments: selfie skin consultations, virtual lipstick shade try-ons, and a foundation E-Shade Finder. Together with a VIP loyalty program and free personalized engraving services, Lancôme manages to wow and delight customers.

22 Nescafé

Nescafé wants to source its coffee 100% responsibly by 2025, and it communicates on a number of initiatives to lead the way, such as efforts in solar-powered bean drying, microshading, and empowering female farmers.

On its social media channels, a cooperation with Thai actor and singer Gulf Kanawut generated enormous amounts of engagement for the brand. Strangely, its channels fell silent last year.

23 Dolce & Gabbana

27.9 million followers and counting: nobody needs to tell iconic fashion house Dolce & Gabbana how to wow its audience on Instagram. The brand aligns with audience values and goes beyond showcasing red carpet looks and showing off artfully curated campaigns.

#DGRealPeople promotes body positivity and the #DGBaci video series celebrates love without boundaries. The fans are here for it.

24 Estée Lauder

Beauty brand Estée Lauder has its very own much-loved influencer and stylemaker in Aerin Lauder. But the brand also celebrates diversity and its own employees, such as featuring make-up artists like Bobby Wu or employee Heidi Sanchez on its feed. Its foray into building brand love with a younger audience so far has gained them 108K fans on TikTok.

It's clear that its sustainability-oriented posts resonate: videos showing how empty products can be recycled and cleaned are winning lots of praise.

25 Duracell

Battery brand Duracell has managed to stay relevant and connected far beyond its bunny commercials. As families spend more time at home, it's developed innovations in child safety for coin batteries, such as bitter coating to discourage swallowing.

On Twitter and Instagram, Actor Finn Wolfhard (of Stranger Things fame) partnered with Duracell for its #GameLongerGetaway campaign, which created lots of mentions and positive engagements with a younger audience.



26 Charles & Keith

Fashion brand Charles & Keith have been empowering women through fashion for 25 years. This year, American-Korean singer and actress Krystal Jung (@vousmevoyez) has been named its first ever global brand ambassador, and has been seen wearing the brand's items in movies, magazines, and in posts for her ten million followers on Instagram.

Her values align with the brand's - a winning collaboration that fans adore.

27 Yves Rocher

Global cosmetics and beauty brand Yves Rocher puts respect for nature and its communities front and center, and its customers seem to love it.

Last year, a collaboration with Thai actor and singer Mew Suppasit generated tons of love for the brand on social media, proving that popular influencers can play an important role in getting people to connect emotionally with brands.

28 Chevrolet

More than any other car brand on this year's Love Brands ranking, Chevrolet is playing up experiences. Through clever polaroid style posts it connects its cars to consumers' lived experiences ('date night', 'fishing with Dad'). On the ESG side, it built connections with its female audience with the #WeDriveFor campaign in collaboration with the American Cancer Society to help cure breast cancer. And a series of Chevy winter driving tips videos are both shareable and help build trust with younger audiences.

29 L'Oréal

French cosmetics giant L'Oréal is creating brand love on all levels: they're deploying influencers like Camila Cabello to talk about its sustainability efforts, community managers are providing personalized customer care, and the product teams are listening to feedback to improve formulas. But what's really inspiring consumers is its campaigns.

30 Pantene

P&G's Pantene says it doesn't just sell hair care products, it helps women express their identities. Its emotional campaigns aim to eliminate hair bias and speak explicitly to the LGBTQ+ community. It's also leaning into the emotional angle elsewhere: sponsoring romantic drama TV shows such as Pakistan's Pehli Si Muhabbat created tons of positive exposure for its brand and logo during the final episodes.

31 Yakult

Probiotic drink Yakult isn't just enjoying global love since it appeared in Netflix's 2018 *To All The Boys I've Loved Before* - in Asia and Latin America it's been sold door-to-door since the early 1960s. Consumers enjoy its brand voice and videos on social. Its Indonesian community is especially active and leads the way for other local teams who want to create thriving communities too.

32 Missoni

Consumers are wild about Missoni's iconic knitwear and home collection. The brand gets steady positive engagement on Twitter and YouTube, but what really moves the needle is when influencers get involved. When two top influencers shared pictures of Marsai Martin walking for the label's fall/winter 2022 show, it created tons of engagement for the brand. Will it make the love last?

33 Mercedes-Benz

Mercedes-Benz has always been an aspirational car brand that people love to love. These days, it's looking to stay relevant by creating emotional connections that combine luxury with a sustainable lifestyle. But while it's hitting the corporate luxury angle on its main TikTok, young fans are much more excited about the AMG F1 account: content features British drivers Lewis Hamilton and George Russell up close and personal, exclusive sneak peeks, and fun F1 behind the scenes videos - a winning Gen Z mix that spells young love.

34 KitKat

KitKat has been around since 1935, and generations of people have loved the crisp chocolate wafers. Now sourced from 100% sustainable cocoa, the brand behind ‘Have a break, have a KitKat’ has been launching new flavors and receives lots of engagement when sharing KitKat cake recipes on its Instagram account.

Nestlé-linked posts about sustainability efforts get generally less engagement, but are still reviewed largely positively.

35 OPPO

Chinese consumer electronics giant OPPO is one of this report’s shining examples of how a great brand voice can help build emotional relationships and a thriving community.

Its Twitter feed is varied, engaging, funny, supportive, and informative all at once. From Q&As with product managers to #OPPOPetPortraits, it’s building positive connections both individually and at scale.

36 Alfa Romeo

Alfa Romeo says it doesn't know what slow burning passion means, craving a symbiosis with its cars. It seems that the Italian brand's highly emotional, aspirational nature is exactly what drives consumers to love them on social media. Its #AlfaLovers hashtag is a firm fan favorite. Positive mentions went through the roof last year when it announced that Finnish driver Valtteri Bottas would switch to its F1 racing team.

37 Volkswagen

VW is transforming its product range, production facilities and digitalization efforts all at once. The goal is to become more sustainable and lead tomorrow's global car market, but it's an uphill battle against global supply chain disruption and trying to keep its customer base happy. And yet – building the future while tapping into a rich history and sense of nostalgia is precisely what attracts consumers on Instagram: the launch campaign of its new ID Buzz being a perfect recent example.



38 Head & Shoulders

Fighting flakes since 1961, Head & Shoulders doesn't have to be flashy to create brand love. It's been building trust for decades, and has taken steps to be more inclusive and make products for a greater variety of hair types. This focus on inclusion clearly resonates with its audience, as do other emotional campaigns: its #FreeTheShoulders anti-bullying campaign aims to reach young people across Europe.

39 Huggies

Huggies does more than diapers and baby wipes: it's got five decades worth of experience in helping new babies (and parents) figure it all out. On social media, it's recently been doing a great job showcasing its maternal health and wellness projects, as well as generally focusing on chubby baby cheeks and big smiles. What's not to love?

40 Dettol

Dettol was one of the brands that people counted on during the pandemic. Demand has now come back down to earth, but conversations around Dettol products are still passionate, positive, family focused, and revolving around all things "worth protecting". Positive mentions went through the roof when it announced Chinese actor and singer Xiao Zhan as a new brand ambassador last year.

41 HubSpot

HubSpot's legendary CRM platform has helped thousands of businesses grow.

These days, it's about much more than software: its Academy has trained nearly half a million inbound professionals (for free), and combined with its focus on building active communities that connect users across the world, it's one of the most beloved tech companies out there.

42 Rip Curl

Australia's surfing powerhouse Rip Curl is the proud sponsor of numerous professional surf athletes and rising talents, who help the brand spread its message on social channels. It runs iconic events such as the WSL and the Rip Curl Pro Bells Beach - absolute community favorites.

On Instagram, [@ripcurl_usa](#) brings these events closer to its community via an engaging mix of video, pictures and competitions.

43 Hyundai

South Korean mobility giant Hyundai is perhaps the most creative car brand in our ranking. It's out there with quirky #ASMcaR and Roblox campaigns, and is sponsoring movies that align with its experience vision such as Uncharted - not to speak of sport sponsoring... 2022 World Cup, anyone?

At CES, it created lots of conversations around its new foray into robotics technology. Consumers love the futuristic #Metamobility angle and its creative campaigns that tease and invite to dream.

44 Huda Beauty

Huda Beauty's 50 million (!) Instagram followers absolutely adore the brand and conversations around its products are famously driven by positivity, diversity, and inclusion.

Its mission to give people the power to express themselves resonates strongly with its audience, and Huda connects with them down to product level to improve its best sellers such as its Faux Filter foundation.

45 adidas

The world's second largest sportswear manufacturer adidas has massively stepped up its game in driving greater DEI across its workforce and communities with its Creating Lasting Change Now commitments. Over on social media and the app, the focus is on loyalty and experience: adidas Members Week is universally loved by the community, as it combines events with international athletes with new product launches and exclusive collaborations.

46 HelloFresh

HelloFresh is the largest meal kit provider on the planet, on track to deliver 900 million meals this year. With 45% YoY revenue growth in 2021, it's a brand that thrived during the pandemic.

Customers love the HelloFresh experience: being able to select from a range of customization options and delivery slots, while conveniently bypassing supermarkets for access to healthy and fresh food that reduces waste.

47 Apple

Conversations around Apple are generally highly polarized: for every iPhone lover who can't live without their device, there's someone who's ideologically opposed to the brand. From that perspective, it's a feat in its own that the brand made our list this year.

There's no question that Apple excels at creating brand love, and this year, it's mitigating and addressing negative sentiment in a way that can help it win.



48 Sulwhasoo

Fusing Asian wisdom with modern science, customers love Sulwhasoo's timeless appeal. The beauty and cosmetics brand has near-universal positive engagement, with its limited editions (some designed by college art students) being particular fan favorites. Influencers have also long been a success recipe for them: a collaboration with Thai actor and model Gulf Kanawut sent engagement through the roof last year.

49 Seasons Hotels & Resorts

The Four Seasons' social media strategy combines the brand's reputation for anticipating customers' needs with aspirational imagery and a desire to create highly personalized interactions. Many locations run individual Twitter or Facebook pages, enabling employees to form closer connections through customized service, which is a big hit with its audience. It's a great example of how a global brand can delight customers across many different platforms and accounts and still keep a coherent image.

50 Nissin Foods

Creators of the original Top Ramen and Cup Noodles, Japanese food company Nissin has brought the decades-old love for its foods into the digital age. With an upbeat brand voice and (n)oodles of user-generated content, it's bringing fun to the table - explanations why its jokes work included.

Fans went wild over its 50th anniversary golden cup giveaway campaign and a steak_umm cooperation that seems to be the key to everlasting love.



United Kingdom

1. LEGO
2. L'Oréal
3. OLAY
4. Land Rover
5. Head & Shoulders
6. Nando's
7. Oral-B
8. Lacoste
9. LUSH
10. Hasbro



Middle East & Africa

1. Nescafé
2. Lexus
3. Prada
4. Stradivarius
5. Converse
6. IBM
7. OREO
8. ASUS
9. OPPO
10. Reebok





South East Asia

1. Sulwhasoo
2. Yves Rocher
3. Midea
4. UNIQLO
5. NetEase, Inc
6. AIA
7. Jollibee
8. Emirates
9. DBS Bank
10. Nescafé





United States

1. Jimmy Choo
2. Downy
3. Dolce & Gabbana
4. Estée Lauder
5. Oral-B
6. Mercedes-Benz
7. KitKat
8. Nespresso
9. adidas
10. HelloFresh



India

1. Colorbar Cosmetics
2. Bombay Shaving Company
3. IBM
4. Levi's
5. Saffola
6. Capgemini
7. Mamaearth
8. OPPO
9. NIVEA
10. L'Oréal





Latin America

1. Danone
2. Pringles
3. Cinemark
4. Head & Shoulders
5. Pantene
6. Corona
7. Colgate
8. Coca-Cola
9. Heineken
10. L'Oréal



France

1. L'Oréal
2. Sephora
3. Haribo
4. Lacoste
5. Xbox
6. Maisons du Monde
7. Fanta
8. adidas
9. Cartier
10. Tefal





Italy

1. Aprilia
2. Abarth
3. Illy
4. Prada
5. Zoom
6. IKEA
7. Dolce & Gabbana
8. Valentino
9. Gucci
10. LEGO



Germany, Austria,
Switzerland

1. L'Oréal
2. LEGO
3. Ducati
4. ASUS
5. Sennheiser
6. EnBW
7. Decathlon
8. Gucci
9. SAP
10. ROSSMANN



How to create love for your brand

- **Tug at the right heartstrings: Choose the best social channels for your objectives.**

You can use different social channels to reach different audiences or meet different business goals. 7 in 10 Facebook users say that they use the platform to communicate with friends and family, making this the most popular activity on Facebook. Meanwhile, 77% of TikTok users say that they use TikTok to look for funny and entertaining content. Get strategic and align your content with what's motivating people to use each social network. Your brand will fit in more naturally that way - because no one loves being interrupted. For more advice on how to do it, check out [9 types of social media and how each can benefit your business.](#)

- **Love is serious business: Don't count B2B out.**

Why let B2C brands get all the love on social? 38% of B2B decision-makers say that they discover new products and services relevant to their work via social media channels.

(Remember: Even if you sell to businesses, you're still actually selling to people.) Identify your audience, get conversational, and use your channels to educate.

For tips on building an effective B2B social strategy, check out the [essential tips and tools for B2B social media marketing.](#)

- **Keep things off the rocks: Use social listening to monitor for negative sentiment**

A good social listening program can help you spot an emerging issue on social media well before it turns into a crisis. Monitoring brand mentions can give you some advanced warning of surging social activity. But if you really want to keep an eye out for a potential social media crisis, you should be monitoring social sentiment. Hootsuite and Talkwalker can automatically notify you if there are major changes in sentiment or volume of mentions - this gives you advance warning of a crisis while it's still in the early stages. Develop a comprehensive [crisis management strategy](#) with this handy guide.



- **Love is built on trust: Let go of your brand a bit and embrace UGC.**

Letting go of the need to always be perfectly “on brand” on social media allows you to put more trust in digital creators who can then deliver content that gets results. Incorporating user-generated content (UGC) into your social strategy can help you save time creating new content and let you build relevance with audiences you never thought possible. For more on how to do it, read [what is user-generated content? And why is it important?](#)

- **Share the love: Start thinking about social as more than a marketing tool.**

As marketers become more confident in measuring the ROI of their efforts on social media, high performers are spreading the love across the rest of their organization. According to a recent Hootsuite survey of 18,100 marketers, those who were extremely confident in the ROI of social media said that the most exciting opportunity in social is now “expanding its impact on other

departments.” Social is a powerful tool for mitigating risk, building trust with employees, and improving customer experience - so start treating it like one. Read our latest social media trends report to see how leading organizations are [spreading the love](#). And how you can do it yourself!



Conclusion

Sustainable love is closer than you think

Being a loved brand comes with many benefits. So why shy away from building that emotional brand connection? We've seen everyone, from globally recognized conglomerates, to start-ups, generating love, and boosting their growth because of it. There is no reason why your brand couldn't too.

At the heart of brand love, is the consumer. You need to be a company worthy of their love, and that means meeting their expectations on every level. Getting closer to your consumer enables this, empowering you with data that reveals what truly matters to them - from the personal (I want better service), to the global (I want a better world).

And what matters right now, is sustainability. The world has gone through significant changes over the past few years, with no end to that discourse in sight. Consumers want brands to build a more secure future, focusing on strengthening the environment, society, and the economy.

Now is the time to be a more sustainable brand.

Your consumers will love you for it.



[Shape Tomorrow](#)

Our latest white paper, on how you can effectively use consumer data and insights to strengthen your brand's future efforts.

[What is social media listening & why is it important?](#)

A guide on how to gather, interpret and action consumer insights from across social media and the web.

[Define your data-driven green marketing strategy](#)

A deep dive into how you can incorporate more data into your CSR and ESG efforts.

[Customer stories](#)

Learn how to action consumer intelligence across your business, from the very best. With case studies and videos from Orange, UNICEF, Grubhub and more.



[The Global State of Digital 2022](#)

This year's all-encompassing overview of all things digital - social media, search, ecommerce, advertising, and more - from Hootsuite and We Are Social.

[Enterprise Social Media Management: Tips and Tools](#)

In enterprise social media, the stakes can be high. Find out how to align your social media strategy with your company's business goals and streamline teamwork

[How to Use Social Media for Small Business: 12 Simple Tips](#)

If you're wondering how to use social media for small business, look no further than these 12 essential tips to get started.

Let the #1 Consumer Intelligence company show you the love

The world is changing. Consumers are more demanding, more urgent, and more unpredictable than ever, and brands are struggling to keep up. Talkwalker's leading Consumer Intelligence Acceleration Platform™ helps you stay ahead by turning internal and external data into consumer insights that grow your brand.



Our team can demonstrate exactly how loved your brand is :

- We combine social and review data to give you a 360° degree view of what consumers think of your brand.
- Our Brand Love Index combines this data, to help you benchmark and improve your Passion, Trust and Customer Satisfaction scores.
- Our platforms delivers these insights in real-time, so you can instantly see the impact of your marketing efforts.

Over 2,500 global brands trust Talkwalker, and our international team of experts, to guide them in making the most of every opportunity in this fast-paced world and accelerate their brand growth.

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international

GOLIN

cb Cincinnati Bell
connecting what matters

DAIKO

MAISONS
DU MONDE

goodwill

Spotify

orange

European Investment Bank
The Ed. bank

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PROTECTING YOUR BRAND

Free Demo