

REDC

The brands UK consumers connect with most

Brand Reaction Index 2024 Results
2nd Wave



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1.

Why & How do
we test emotional
connection?

“Humans make ‘fast and frugal’
decisions to arrive at ‘good
enough’ choices

Behavioural Economist Gerd Gigerenzer

The three shortcuts used to arrive at 'fast enough' decisions are:



Availability Heuristic

*The Brand easily
comes to mind.*



Affect Heuristic

*The Brand evokes
positive feelings.*



Processing Fluency Heuristic

*The Brand is easily recognised
in-store/online etc.*

The BRI Question

To test if a brand has a strong enough emotional connection to drive the affect heuristic, we use RED C's:

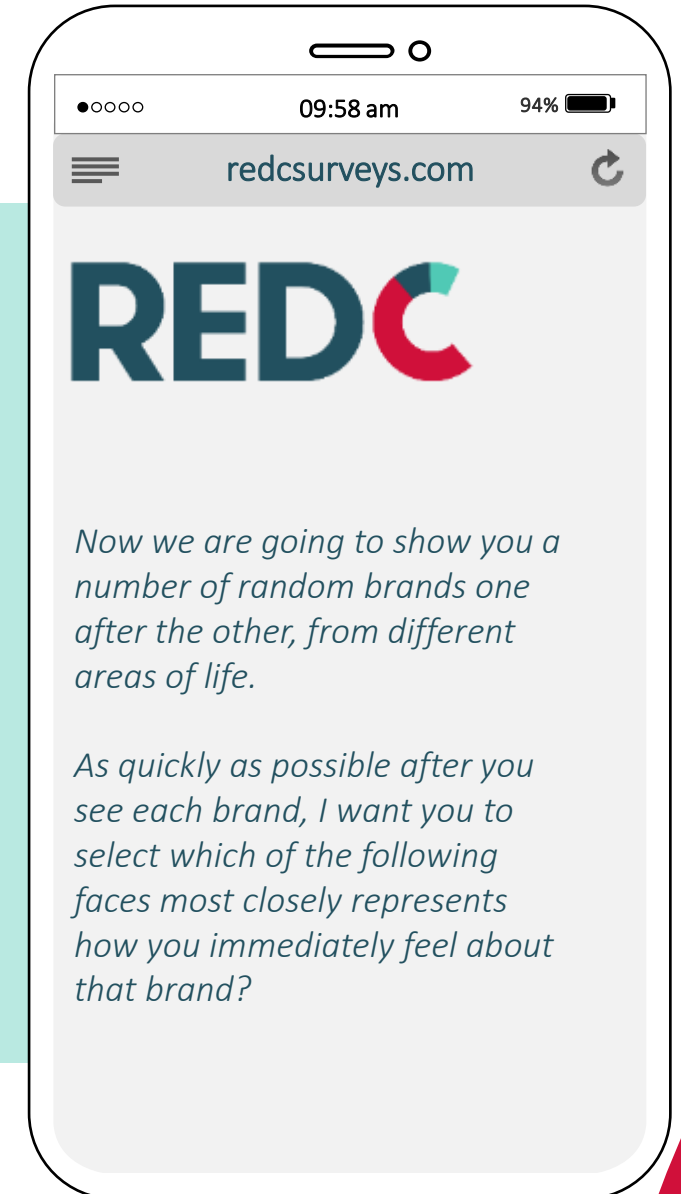
BRAND REACTION INDEX (BRI)

In 2024, RED C conducted a BRI Test among 136 brands to see which have the highest emotional connection with consumers.

Where ties have occurred (i.e. two or more brands earning the same score), we have looked at the results to two decimal places to break the tie.

A one number BRI score was calculated for all brands tested and ranked in order of their respective scores.

The report analyses the BRI result at both a **total level** and at an **industry/sector level** among brands tested.





A brand's BRI is calculated by taking away the sum of their negative emotion scores from their happiness score

% NET: Positive Emotion

(Happy)

—

% NET: Negative Emotions

(Contempt, Disgust, Anger, Fear, Sadness)

=

BRI

(Scores range from +100 to -100)



2.

UK's most
emotionally
connected brands

Lego is now the UK's most emotionally connected brand










- ✓ Heritage/ nostalgia
- ✓ Ability to engage with all ages
- ✓ Exclusive and relevant collaborations

UK's emotionally connected brands

Top 10



Rank	Brand	BRI score	Change
1		+54	▲ +8
2		+53	
3		+47	
4	M&S	+47	▲ +5
5	M&S - FOOD -	+44	▲ +5
6		+43	▲ +7
7		+42	▼ -7
8		+42	
9		+40	★
10	Sainsbury's	+40	▲ +6

The brands that have most successfully fostered emotional connections are Lego, Cadbury and Lidl.

Lego has climbed to the top spot this year, overtaking last year's first place Cadbury. Lego has cemented itself as an entertainment brand that creates toys, content, and experiences that have intergenerational appeal.

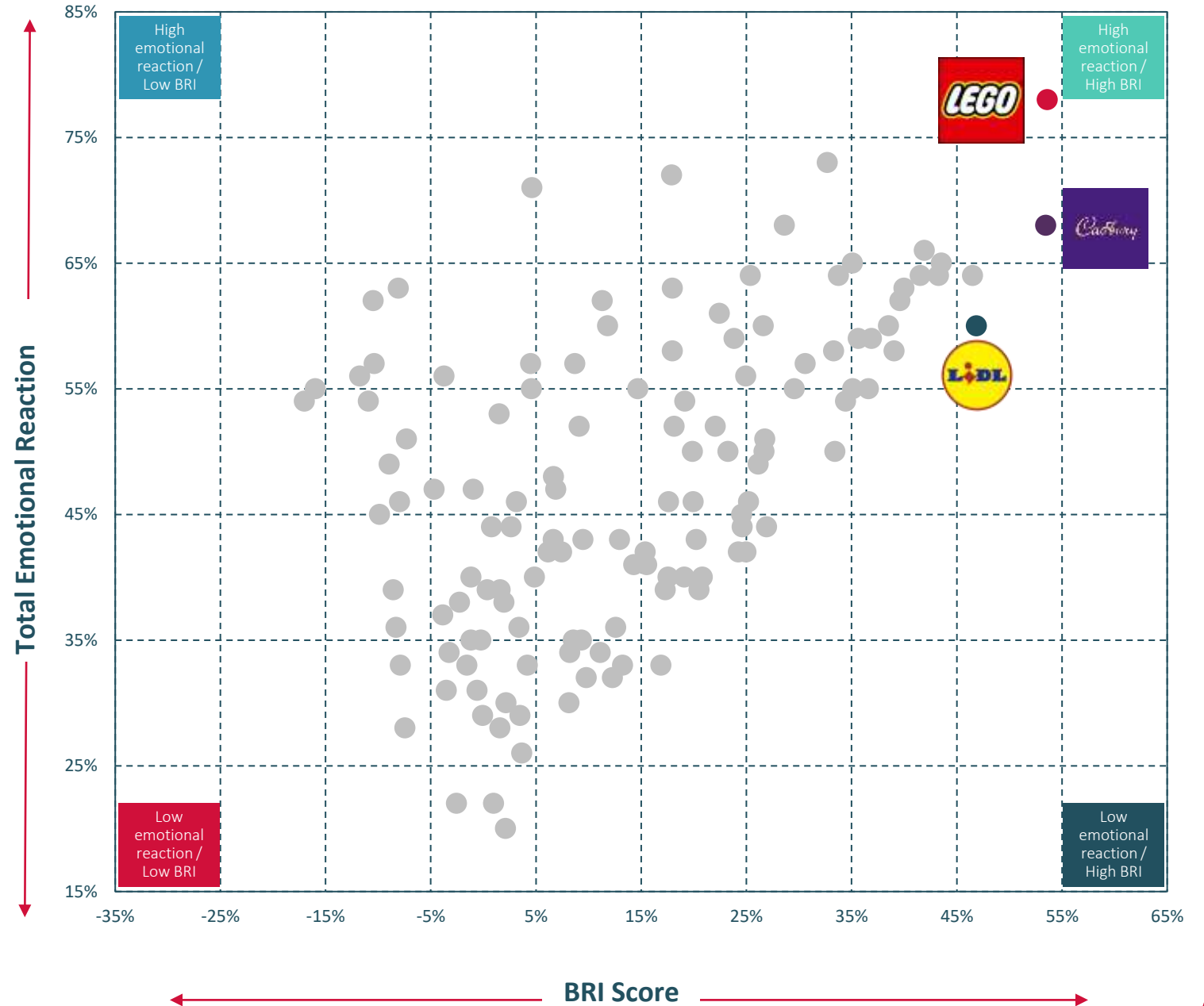
FMCG and grocery continue to dominate the top 10 due to their high visibility and use among consumers.

- ▼ 5 pts or more lower than 2023
- ▲ 5 pts or more higher than 2023
- ★ New brand for 2024

Mapping BRI: Top 3 brands

Total emotional reaction measures the extent to which a brand elicits any positive or negative emotional response.

The optimal scenario is for brands to occupy the top-right corner of the map, recording both a strong emotional reaction and high BRI score.



Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

Heritage, value and nostalgia are amongst the key drivers that connect the top 10 brands in the UK market



1

Heritage

Strong established brands in the UK market for many years. Their legacy **fosters trust** and dependability, **creating a bond** with consumers through a shared history and longstanding quality.

2

Value

Recognised for **providing high-quality products**. Valued for their **cost-effective offerings**, which strongly appeal to budget-conscious consumers.

3

Nostalgia

Timeless. Evoking nostalgic memories from childhood or long-standing traditions.

4

Relevance

Consistently innovate to remain relevant, continually adapting to user preferences and **refreshing their offerings** to engage both new and loyal audiences.

5

Enjoyable customer experience







Prioritise creating enjoyable and memorable **customer experiences**



3.

Emotional connection by brands across sectors

-  Financial Services
-  FMCG
-  Food Services
-  Gaming/Toys
-  Grocery
-  Retailers
-  Infrastructure & Energy

-  Out of Town Retailers
-  Social Media
-  SVOD & Entertainment
-  Tech
-  Telecoms
-  Travel



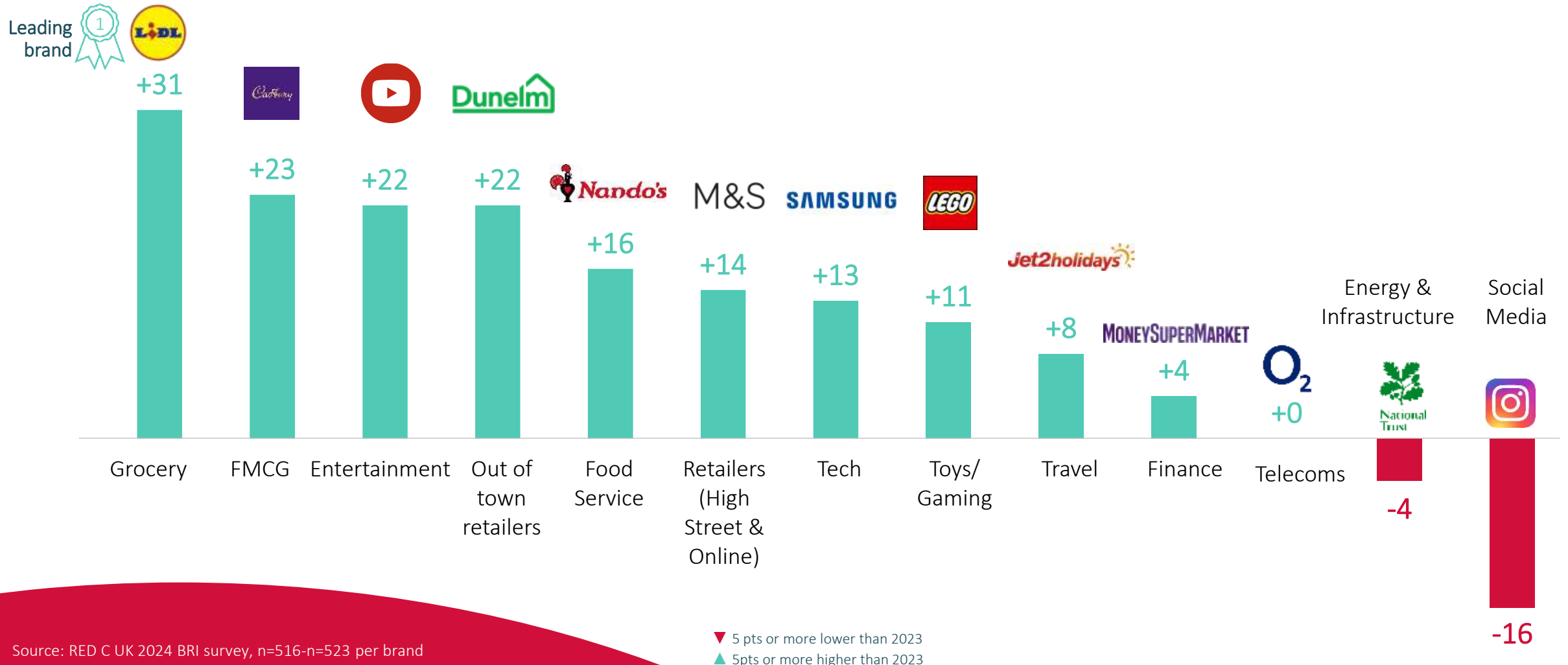
Grocery, FMCG and Entertainment are the top 3 categories for emotional connection in the UK – the brands we all use most regularly

Grocery is the highest-ranking category on BRI in the UK



This is followed by FMCG, Entertainment, larger Out of Town and then High Street retailers. Within the Grocery category, Lidl is the top-ranking brand.

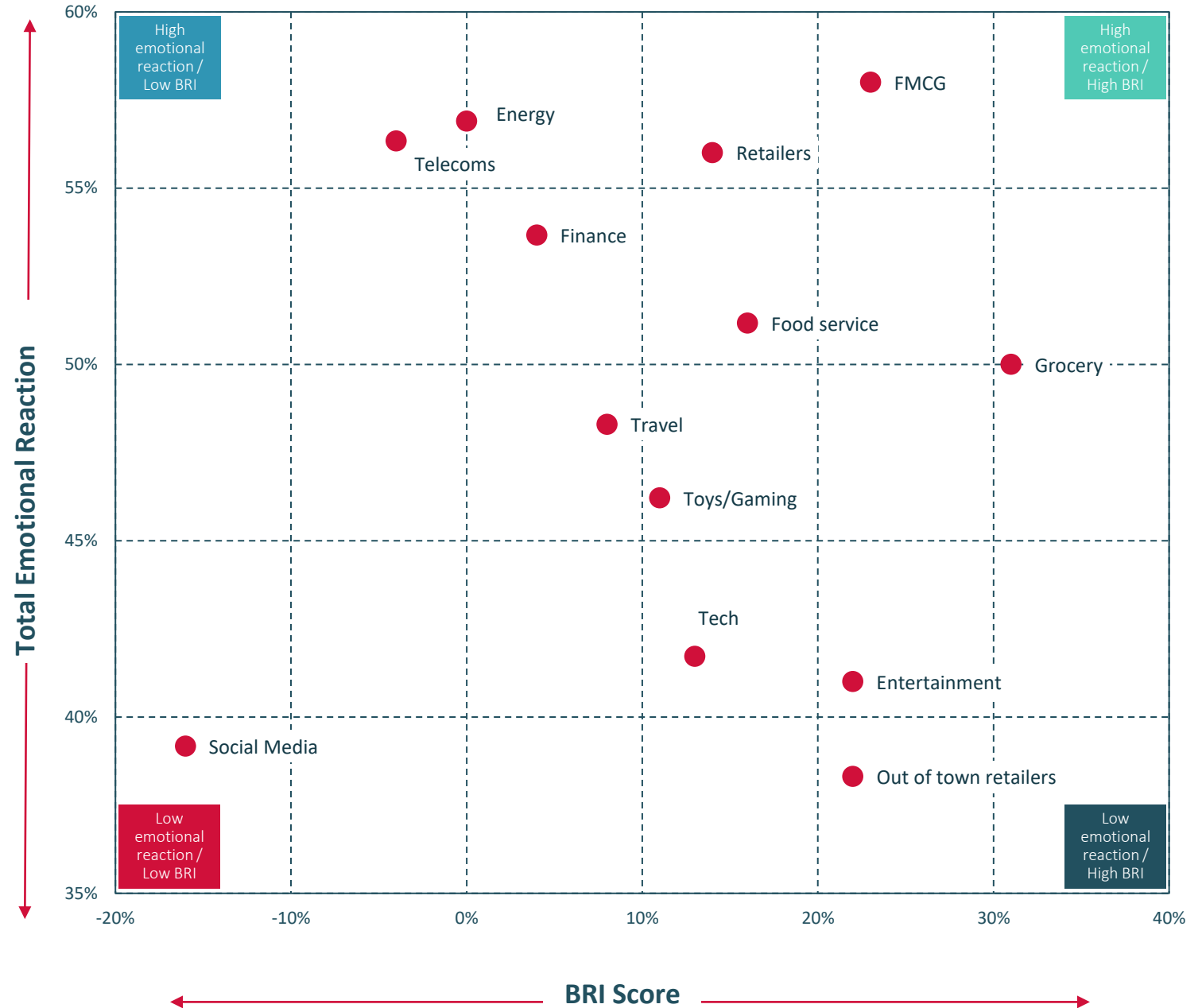
Average BRI Score for each category with category brand leader highlighted



Mapping BRI: All Industries

Total emotional reaction measures the extent to which a brand elicits any positive or negative emotional response.

Energy companies, Telcos and FS brands all elicit strong to total emotions but typically score poorly in the BRI index highlighting the negative sentiment around these sectors.



Source: RED C UK 2024 BRI survey, n=516-n=523 per brand



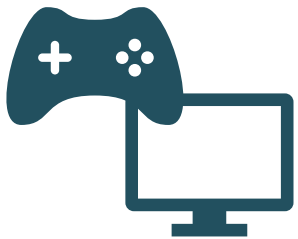
Key Sector Findings



Grocery brands dominate the overall top 10 brands, as well as the other categories. Overall, Lidl ranks 3rd, M&S Food 5th, Aldi 7th and Sainsbury's 10th, demonstrating the **importance of discount grocery brands** - especially considering the **cost-of-living crisis** – as well as **everyday use** in creating connections. **M&S Food**, who are at the upper end of food retail, also had a positive year winning **Grocer of the Year 2023** by attracting new younger shoppers, building new foodhalls, and using compelling social media-driven marketing campaigns.



FMCG does well as a category, with **Cadbury ranking 2nd overall** and being one of the most emotionally connected brand in the UK. Our winner in 2023, just loses out to Lego this year. **Walkers** also does particularly well, **breaking into the top 10** after narrowly missing out last year. For **Food services**, Nando's is the most loved brand in this category and makes the top 50 overall.

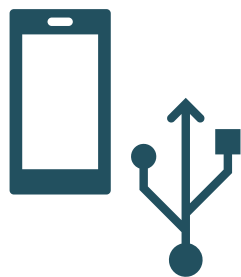


In the **Gaming & Toys** sector, **Lego** continues to be top of its category and **ranks 1st overall** as the most emotionally connected brand in the UK. The **positivity and emotions created by its products, its innovation** as well as the **nostalgia** for the brand has driven its top performance. In **SVOD and entertainment**, YouTube continues to perform the best, but falls out of the top 10. **ITV, Disney+ and Sky** are the **most improved entertainment brands Y-on-Y**, with Sky moving to a positive BRI score.

Key Sector Findings Continued...



For **Retailers**, **M&S** continues to perform the best and new entry **Waterstones** places 2nd in the category. M&S have strengthened their success through building strong partnerships with influencers, becoming the top selling womenswear retailer in 2023, overtaking Next, as well as carrying out social initiatives in local communities. When it comes to **Out of Town retailers**, **Dunelm** overtakes **IKEA** and **Amazon** and claims 1st place in this category. In 2023, Dunelm won Best Retailer over £500 million at the Retail Gazette Awards, beating retailers such as Aldi, Pets at Home, and Superdrug, and has seen a rise in sales, which have continued into 2024.



Social media does not have a strong emotional connection as a category, with all brands receiving a negative score. Instagram, the only brand last year with a positive score, tops the category with a BRO of -1. In the **Tech** sector, **Samsung** tops the category again but drops out of the top 10 overall. **Apple** drops out of the top 50 emotionally connected brands and new entry **ChatGPT** receives a negative score but is not viewed so negatively by all; **Gen Z** are the only generation to connect positively. Older generations may not have the same level of exposure, comfort, or integration of AI into their daily lives, leading to a more cautious or less emotionally connected stance.



Within the **Financial Services** category, the Post Office drops 40 points - the most out of all brands - and finishes bottom of its category (after a 2nd place finish last year) following the Horizon IT scandal which became widely known about through the ITV drama. **National Trust** is still the top brand within the **Infrastructure & Energy** category while **Octopus Energy** is the top energy brand and the only one with a positive score aligning with its claim to be the UK's most awarded energy supplier.

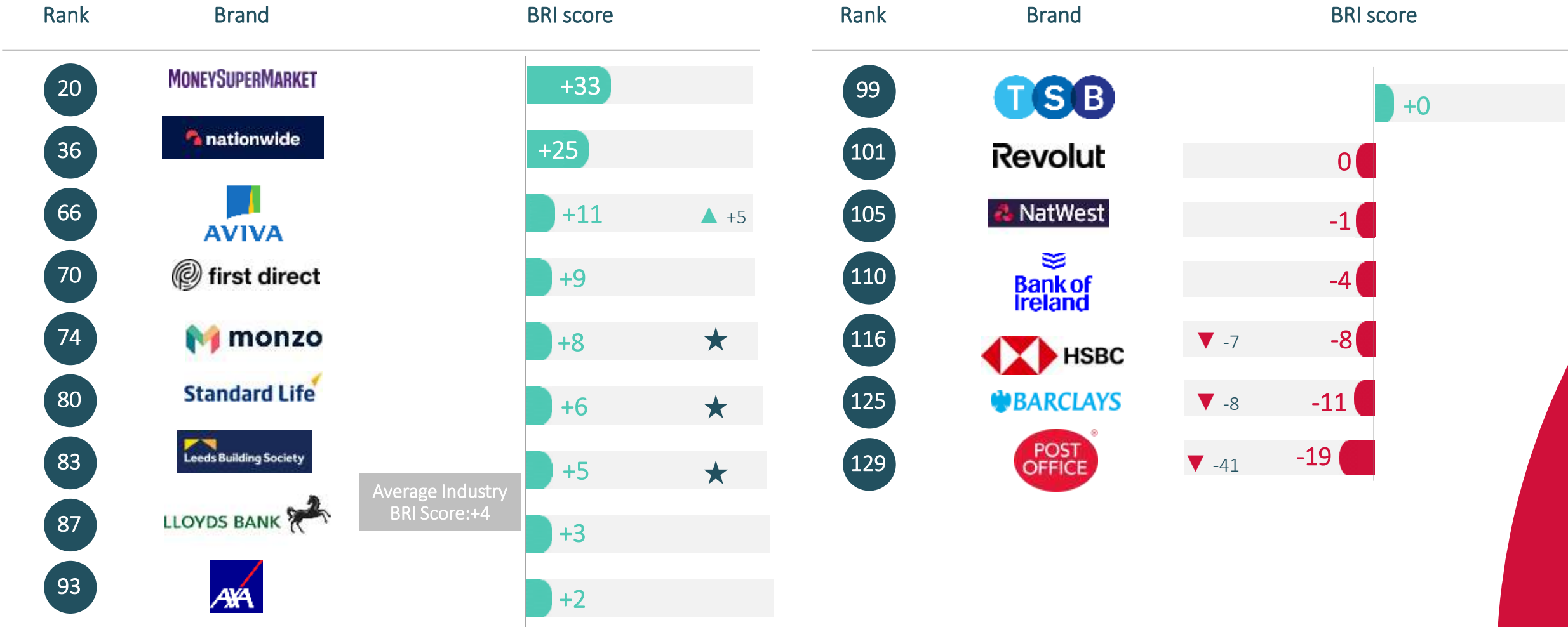


Let's see how your brand did against
its competitors...

Financial Services



MoneySuperMarket stays top for this category followed by Nationwide and Aviva; Natwest, HSBC and Barclays continue to decline while Post Office plummets to the bottom of the category following the Horizon scandal and wider awareness levels, driven by ITV's drama



▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Post Office's BRI score plummets over 40 points due to Horizon IT scandal

129



The Post Office's BRI score drops over 40 points from +23 last year to -19 this year, leaving it bottom of its sector and in the bottom 10 brands overall.

The top emotions associated with the Post Office are now:

Anger: 12%

Highest anger score amongst all 136 brands, driven by 45+ year olds (core customers)

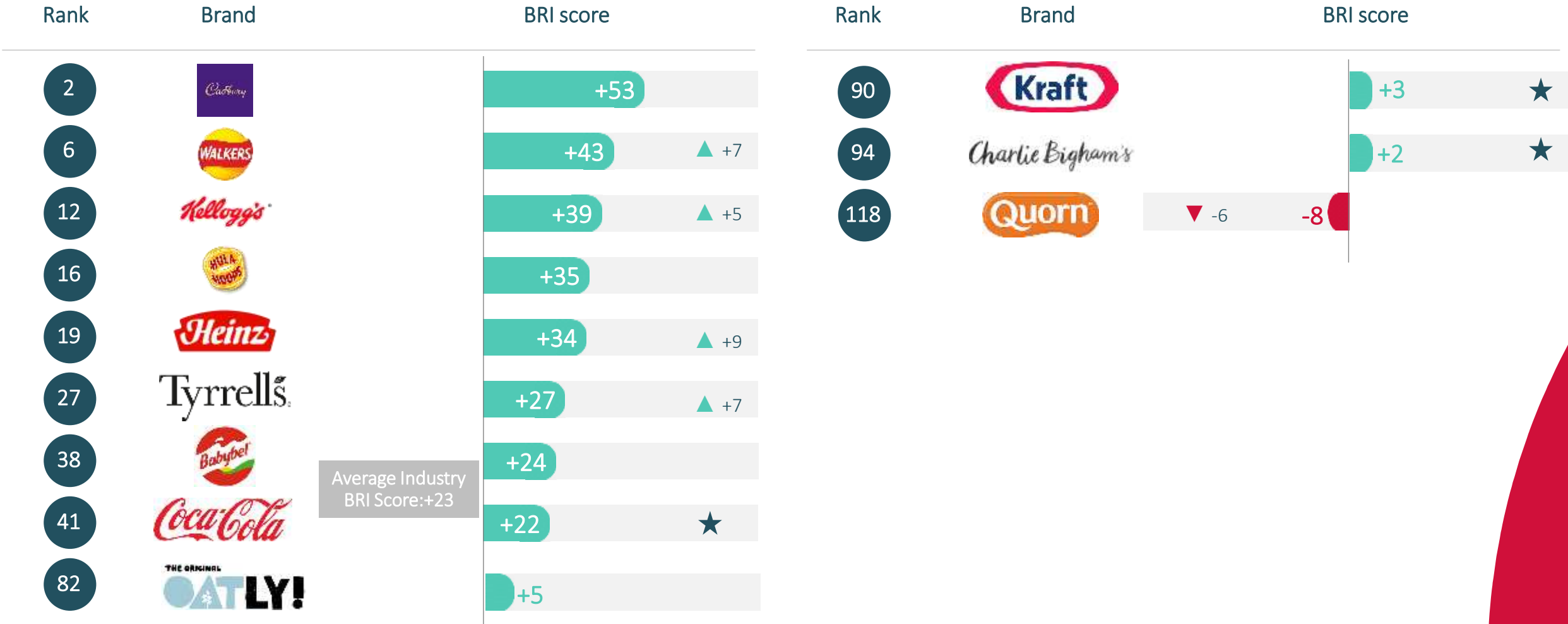
Disgust: 11%

5th highest disgust score amongst all 136 brands

Why is that?
While ongoing for several years, the Horizon IT scandal broke more widely into the public consciousness with the airing of the ITV drama "Mr. Bates vs The Post Office". This was one of the most watched TV shows of 2024 so far, reaching **13.5 million viewers** (as of the end of April 2024)



Majority of FMCG brands perform well, ranking in the top 50, but Oatly, Kraft, Charlie Bigham's and Quorn generate less emotional connection



▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

FMCG is a leading industry for driving emotional connection amongst consumers



Tradition

- Many long-standing heritage brands in the UK, often ones in the FMCG space known as part of national identity: Cadbury, Walkers, PG Tips for example.
- FMCG brands are considered part of everyday family life, such as for drinking tea, breakfast cereals and snacks.



Storytelling

- Strong use of emotions when storytelling in marketing campaigns. Most used emotions include nostalgia, comfort, joy and happiness.
- FMCG brands are consistent in reinforcing their identity via the emotion(s) they are associated with, such as Cadbury with 'taste like this feels.'











Daily life




- Fundamental part of daily life, mostly in the space of food but also cleaning and hygiene. Brands become personal and familiar to consumers.



Gaming & Toys

Lego is the clear frontrunner; online games don't connect as strongly but have grown year-on-year

Rank	Brand	BRI score
1		+54 ▲ +8
25		+29 ★
61		Average Industry BRI Score:+13
63		+13 ▲ +9
72		+9 ★
106		-2 ▲ +5
113		-5 ▲ +7
131		-20

 5 pts or more lower than 2023
 5 pts or more higher than 2023
 New brand for 2024



LEGO's success is driven by their innovative approach, appeal to so many in the market and trust with UK consumers

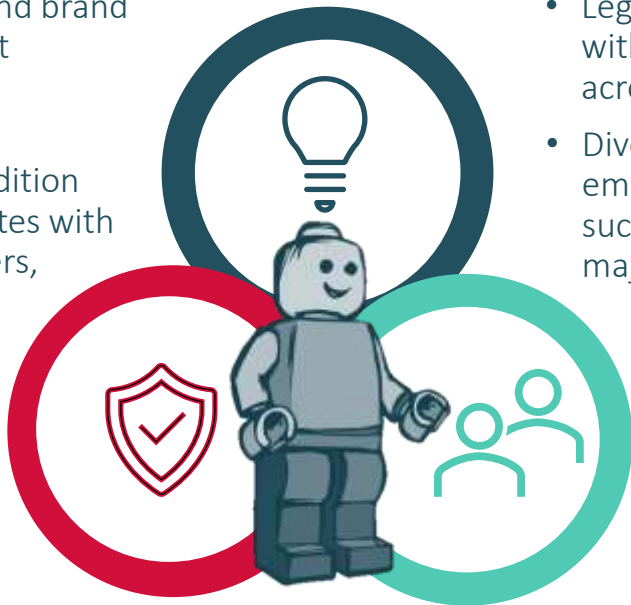


- Lego Movies, extend brand into entertainment territories
- Releases special edition sets and collaborates with renowned designers, architects

Trusted brand

- First created in 1958, Lego has been a brand for families for decades

Innovative



Up 8pts vs '23

- Lego sets being compatible with older ones - timeless across generations
- Diversified product line, embracing new trends and successful partnerships with major franchises








Appealing to all ages

- Embraces older fan base with complex sets such as the Technic series and Architecture.
- Lego Education sets making learning fun and interactive for children
- Pop Culture partnerships across a range of fanbases such as Harry Potter and Marvel
- Adults able to find mindfulness in Lego, strong rise in the brand associated with well-being activity



Grocery

Lidl and M&S Food overtake Aldi while bottom 4 stay the same. Ocado is most improved Year-on-Year

Rank	Brand	BRI score	Change
3		+47	
5		+44	▲ +5
7		+42	▼ -7
10		+40	▲ +6
22		+33	▼ -7
28		+27	▼ -7
31		+25	
33		+25	▼ -7
42		+21	
65		+12	▲ +10

Average Industry
BRI Score: +32

▼ 5 pts or more lower than 2023
▲ 5pts or more higher than 2023



Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

M&S Food and Lidl both connect exceptionally well emotionally with UK consumers, not just as supermarkets

Their commitment to quality, affordability, and community resonates very well with UK consumers



Affordability: Perception Shift

Implemented a significant price reduction across product ranges, most notably 'essentials' such as eggs and bread.

Grocer of the Year 2023: Attracted Younger Shoppers and grown organic customers by 26%

- Increased visibility of promotions, discounts and deals on popular items. These include multi-buy offers, discounts on larger quantities and special sale items
- Expansion of 'Remarksable' value range without compromising on quality.
- Eat Well, Live Well: Campaign encourages the consumption of nutritious foods by highlighting healthy options available at M&S, including fresh produce and balanced meals.



Community Trust

Active responses to the cost-of-living crisis through competitive pricing and cost-saving initiatives resonate deeply with consumers facing financial hardships.














- Campaigns highlight Lidl's role in local communities and its support for local suppliers. This resonates emotionally with consumers who value community support and local engagement.
- Strong image as community-oriented retailer



Infrastructure & Energy



The National Trust is a Top 10 UK brand achieving great levels of emotional connection. Octopus Energy is the only energy company with a positive BRI score - cost of living still causes energy companies to receive negative scores; Royal Mail drops from second place, damaged by association with the Post Office.

Rank	Brand	BRI score	Rank	Brand	BRI score
8		+42	122		-10
49		+18 ▲ +12	128		-17
77		+7	134		-27
88		+5 ▲ +8	135		-28
109		-3	Average Industry BRI Score: -3		
115		-7			
117		▲ +5 -8			
119		▲ +8 -8			
120		▼ -16 -9			

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

▼ 5 pts or more lower than 2023
▲ 5pts or more higher than 2023



Octopus Energy is the top emotionally connected energy company due to its excellent customer service and creative marketing



Octopus Energy is a market leading energy provider, despite being relatively new in the energy space, due to:



Excellent customer service

Consistently receives **high ratings for customer service** - more than 800,000 customers switch to Octopus from other suppliers

Scored the **highest for customer satisfaction** (84%) (Energy Consumer Satisfaction survey by Ofgem)



Environmental commitment

Supplies electricity sourced entirely from **renewable resources**, such as wind, solar, and hydro

Offers innovative solutions like the **Octopus Go tariff**, which provides **cheaper electricity during off-peak hours**



Creative marketing

Invested in large scale marketing campaign around their excellent customer service, **“outstanding service at fair prices”** across radio, tv and even on the underground in London











Big social media presence provides a **human touch** and a **friendliness** to the company that other energy companies lack



Octopus energy connects most with **Baby Boomers and Silent Gen** (BRI +35 and +40)
Gen Z are the only group to **not connect emotionally** with Octopus Energy, with a BRI score of **-8** (down -17 vs '23)

SVOD & Entertainment

YouTube and Netflix remain top of this category. ITV, Sky and Disney+ have improved most this year

Rank	Brand	BRI score
11		+39
13		+37 ▲ +7
24		+30 ★
29		+27 ▲ +7
32		+25 ▲ +10
35		+25
39		+23 ▲ +5
67		+11 ▲ +5
85		+4
96		+2 ▲ +9

Average Industry
BRI Score: +22

▼ 5 pts or more lower than 2023
▲ 5 pts or more higher than 2023
★ New brand for 2024



Majority of SVOD/ Entertainment brands have seen an increase in BRI scores this year...



NETFLIX ▲ +7

Netflix has seen **increased subscriber growth**
Follow-up seasons finally released after acting strikes
Hosting sports documentaries and live sports (e.g. NFL deal), have increased reach of audience



One of the **cheaper** services – cheapest tier is £4.99 (with ads)
Faster uploads following cinematic releases (e.g., contracts with Searchlight pictures)
Gen X driving BRI due to a mix of nostalgia, family values, and the high-quality, diverse content that Disney+ delivers



Increased popularity in additional services like podcasts have broadened the platform's appeal
Increased engagement from Gen X and Baby Boomers has driven overall increase in performance



Paramount+ saw a **rise in households subscribing** in the final quarter of the year
Established as one of the leading platforms – now on Amazon Fire sticks and part of Sky on Demand, which has increased reach
More popular content which has brought in a bigger audience



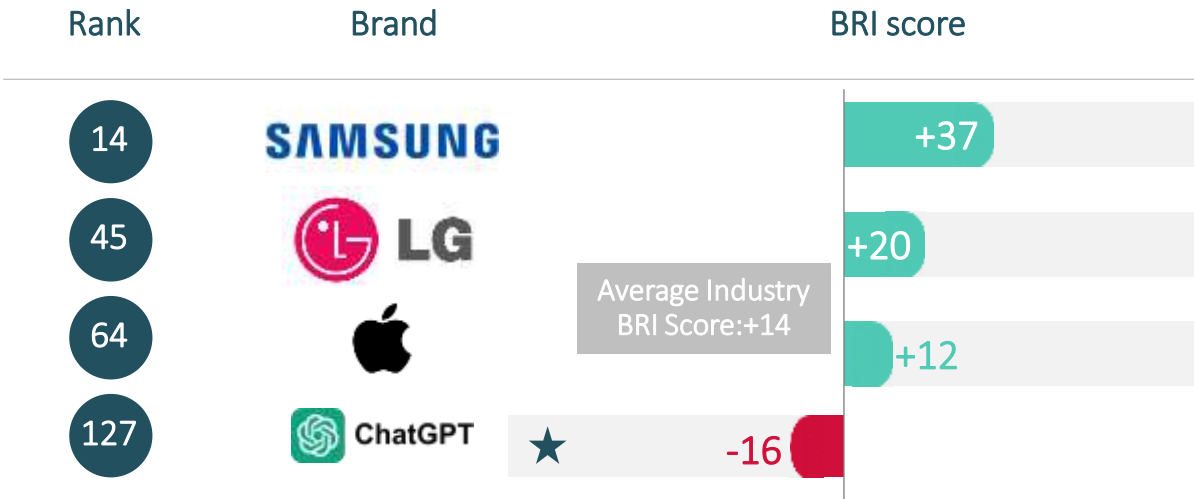
Rebranding of ITVX has generated a lot of buzz, resulting in it being seen as new platform among consumers
ITVX monthly active users up 19%, and total streaming hours increased by 26%
Increase in original productions e.g., dramas



Sky provides **exclusive content**, such as Sky Sports, and has **increased investment in original content**
Innovative products and technology such as Sky Glass, Sky Q, and experimenting with **VR and AR** to provide immersive experiences, particularly in sports broadcasting

Technology

Samsung remains top of its category; ChatGPT does not yet emotionally connect with the public



Gen Z are the only generation to have a positive BRI score for ChatGPT (+8) suggesting there could be a big generational difference in perceptions towards AI.

The younger generation see AI as a useful asset and **embrace the inclusion of AI** in their lives while **older generations are more cautious and potentially scared.**

- ▼ 5 pts or more lower than 2023
- ▲ 5 pts or more higher than 2023
- ★ New brand for 2024

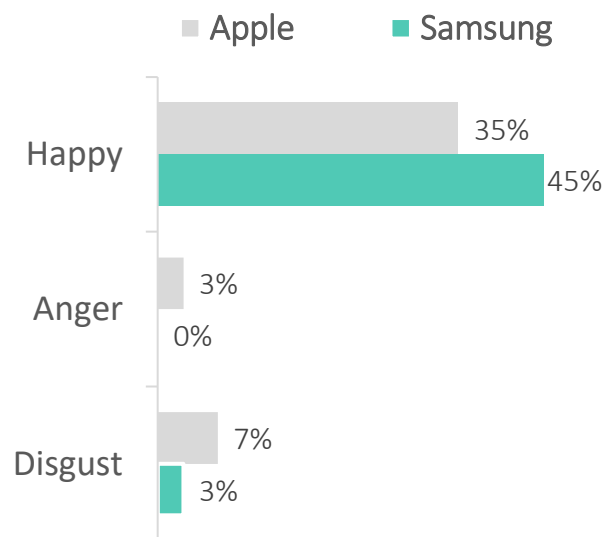


Samsung continues to be more successful than Apple in fostering emotional connection



Rank	Brand	BRI score	Change
14	SAMSUNG	+37	Samsung down -1pt vs '23
64	Apple	+12	Apple down -3 pts vs '23 Apple falls out of top 50 brands

Emotion scores



Apple have a higher NET negative score (23% vs 8%), with people feeling around 3x more anger and disgust towards them compared to Samsung



Why are consumers less emotionally connected to Apple?



May has been a difficult month for Apple following the release of their controversial advert, *Crush!*, which saw a machine crushing creativity

Recent analysis shows negative buzz around Apple increased to 12% in May (up from 4% in April), with many analysts believing Apple are starting to lose sight of their philosophy



Conversely, Samsung continue to embrace creativity and innovation, highlighting this in their most recent advert, *Creativity cannot be crushed*

Jet2holidays, British Airways and TUI are top airlines/ holiday providers; Ryanair and other discount airlines are bottom. Vueling and Wizz both beat low-cost rival Ryan Air but EasyJet is the best low-cost airline.

Rank	Brand	BRI score	Rank	Brand	BRI score
40		+22 ▲ +11	78		Average Industry BRI Score: +8 ★
44		+20 ★	86		+4 ★
51		+18 ▲ +14	88		+3
55		+17 ▲ +9	91		+2
58		+15 ▲ +11	98		+1 ★
59		+15 ★	103		-1
60		+14	112		★ -4
68		+10 ★	121		★ -9
69		+9 ★	130		▲ +8 -20

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024



**British Airways is the most
improved brand in 2024**

BRITISH AIRWAYS



**Now outperforms Emirates and Qatar
Airways on emotional connection**

What is driving BA improvement?

Announcing a £7 billion transformation plan including new IT systems, upgraded inflight technology, improved lounges and an improved premium cabin offering on-board

Significant expansion of flight network - introduced several new routes in 2024, both short-haul and long-haul to increase global reach

Improved in-flight experience – new aircraft, upgraded interiors, new seats, upgraded entertainment and improved comfort across all classes. New Club World Suites now offer more privacy and direct aisle access

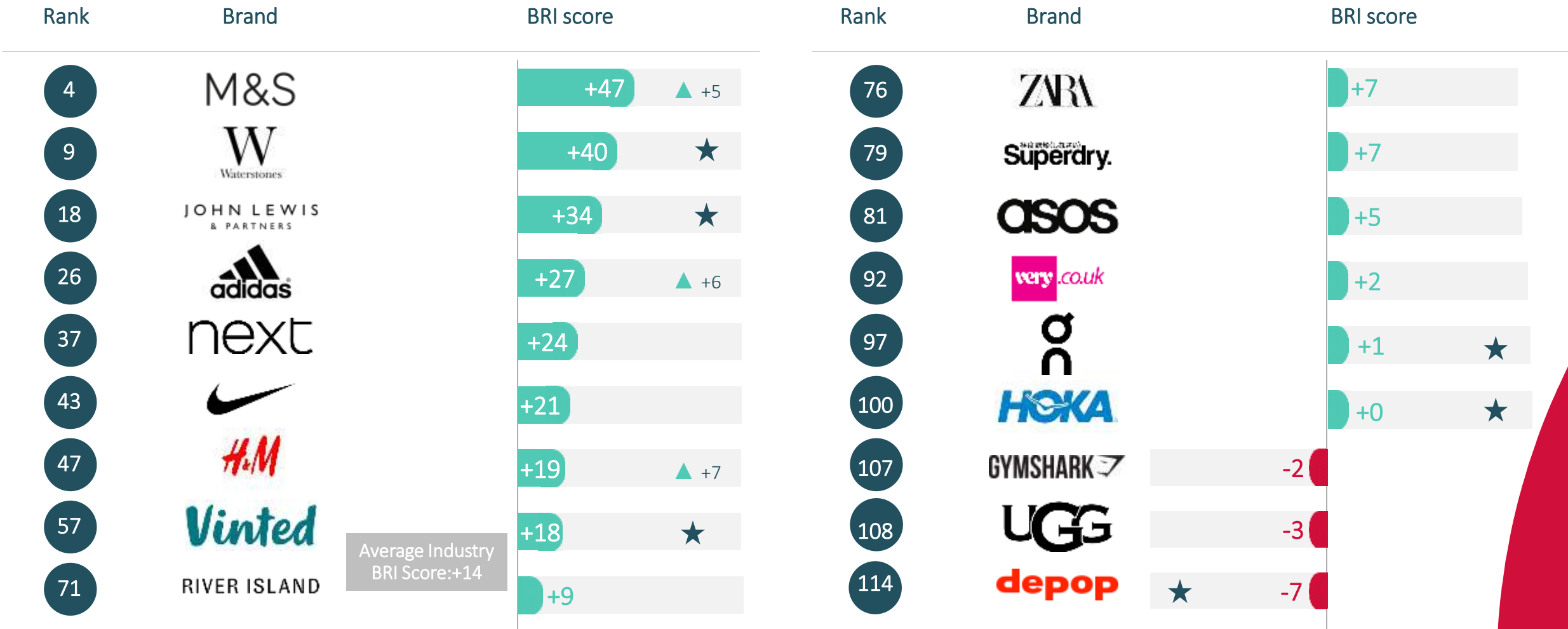
Allowing flexible travel around the UK - increased flights between UK cities, allowing easier travel for business and leisure passengers to fly within the country and connect to the world



Retailers (High street & Online)



Long-standing high street brands M&S, Waterstones and John Lewis cement themselves as top performers; Adidas and H&M biggest movers. Positivity towards John Lewis is not directly reflected in Waitrose's relatively poor performance in the Grocery category












▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Out of Town Retailers & Online Marketplaces



Dunelm is the only climber - overtaking IKEA and Amazon. Kingfisher's brands, Screwfix and B&Q continue to perform strongly. Currys is the worst performer year-on-year, down 8 points year-on-year

Rank	Brand	BRI score
15		+36 ▲ +8
17		+35
21		+33
23		+31 ★
30		+26
34		+25
48		+19 ▼ -8
50		+18
52		+18




Average Industry
BRI Score: +22

Rank	Brand	BRI score
53		+18
56		+17
73		+9 ★
111		★ -4

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024



eBay is the most emotionally connected secondhand brand but Depop struggles

Rank	Brand	BRI score
23		+31 ★
54		+18 ★
114		★ -7

All new entries to the BRI this year following an increase in popularity towards second-hand clothing/ more sustainable practices



eBay's higher BRI score is driven by Baby Boomers (BRI +43), as a result of strong brand awareness and having built trust overtime

However, eBay are not so successful connecting with Gen Z (+15), perhaps because they gravitate towards platforms that integrate social media and provide instant gratification such as one-click buying and next-day delivery

Depop is the only secondhand brand to receive a negative score, not even ranking in the top 100 brands, despite it being well established

The top emotion associated with Depop is contempt and is highest amongst 18-34 year olds (high users). Most likely due to concerns around authenticity of items, seller reliability, and the overall trustworthiness of the brand



▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Food Service

All food services perform well with not much separating them. Wetherspoon with its strong value message has improved significantly since 2023





Why are consumers increasingly emotionally connected to Wetherspoon?









Wetherspoon has invested heavily in their estate and made significant changes to their menus which now include more vegetarian and healthier options and emphasise quality and sustainability in their supply chains



Social Media 📱

Social media brands perform poorly again this year with all receiving negative BRI scores. None rank in the Top 100 brands

Rank	Brand	BRI score
104		-1
124		-10
126		-11
132		-22
133		-23
136		-28

Average Industry BRI Score: -16



Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

Generally social media brands do not connect with consumers, but some do with Gen Z

Gen Z are the **only generation** to have **positive BRI** scores for **any social media** brands: these are **TikTok, Instagram and Snapchat**



+19



+16



+1

These brands connect with Gen Z due to:

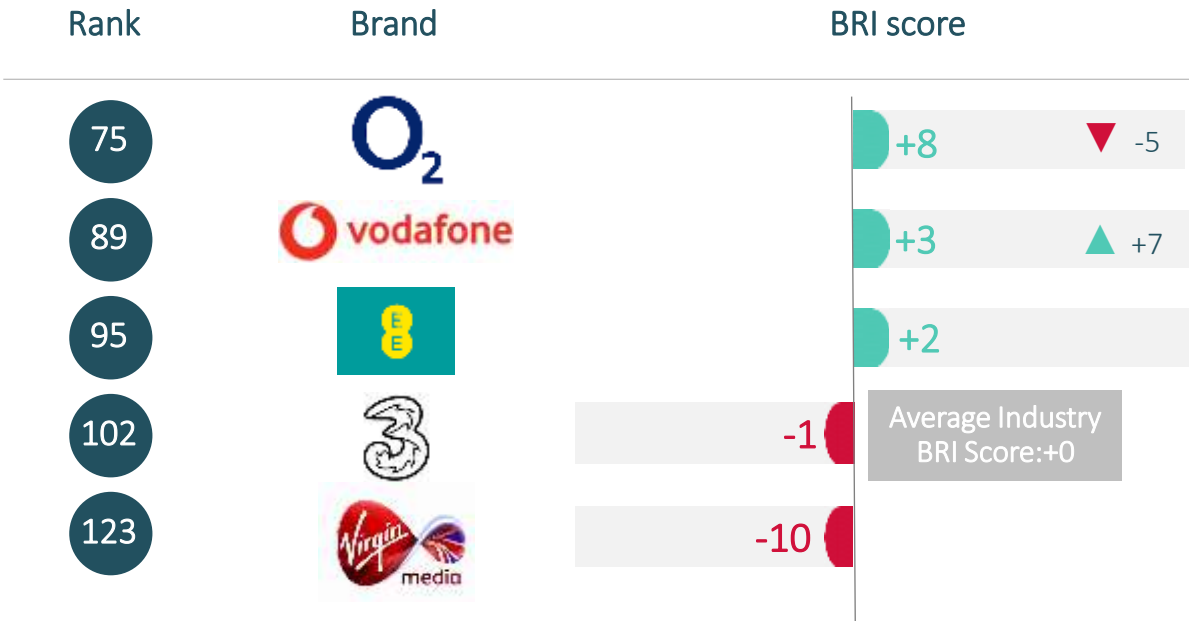
Visual content – Gen Z have grown up with smartphones so have a stronger preference for more visual content such as images and videos

Short-form and ephemeral content - Gen Z prefer quick, digestible content

Influencer culture – often serving as relatable figures for Gen Z, these platforms allow Gen Z to follow and engage with their favourite influencers



O2 remains on top despite recording a significant year-on-year decline. Vodafone and Three improve; Virgin Media still bottom of category



4.

How do the 136 tested brands perform against each other?



UK brands #1 to #20



Rank	Brand	BRI score	Change
1		+54	▲ +8
2		+53	
3		+47	
4	M&S	+47	▲ +5
5	M&S - FOOD -	+44	▲ +5
6		+43	▲ +7
7		+42	▼ -7
8		+42	
9		+40	★
10	Sainsbury's	+40	▲ +6

Rank	Brand	BRI score	Change
11		+39	
12		+39	▲ +5
13	NETFLIX	+37	▲ +7
14	SAMSUNG	+37	
15		+36	▲ +8
16		+35	
17		+35	
18	JOHN LEWIS & PARTNERS	+34	★
19		+34	▲ +9
20	MONEYSUPERMARKET	+33	

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

UK brands #21 to #40



Rank	Brand	BRI score	
21	amazon	+33	
22	Iceland	+33	
23	ebay	+31	★
24	UNIVERSAL	+30	★
25	fisher-price	+29	★
26	adidas	+27	▲ +6
27	Tyrrells	+27	▲ +7
28	TESCO	+27	▼ -7
29	Disney+	+27	▲ +7
30	SCREWFIX	+26	

Rank	Brand	BRI score	
31	ASDA	+25	▼ -7
32	itv	+25	▲ +10
33	Morrisons	+25	▼ -7
34	B&Q	+25	
35	prime video	+25	
36	nationwide	+25	
37	next	+24	
38	Babybel	+24	
39	Spotify	+23	▲ +5
40	Jet2holidays	+22	▲ +11

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

UK brands #41 to #60



Rank	Brand	BRI score	Change	Star
41		+22		★
42		+21		
43		+21		
44		+20		★
45		+20		
46		+20		
47		+19	▲ +7	
48		+19	▼ -7	
49		+18	▲ +7	
50		+18		

Rank	Brand	BRI score	Change	Star
51		+18	▲ +14	
52		+18		
53		+18		
54		+18		★
55		+17	▲ +9	
56		+17		
57		+16	▲ +9	
58		+15	▲ +11	
59		+15		★
60		+14		

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

UK brands #61 to #80



Rank	Brand	BRI score	Change
61		+13	
62		+13	
63		+13	▲ +9
64		+12	
65		+12	▲ +10
66		+11	▲ +5
67		+11	▲ +5
68		+10	★
69		+9	★
70		+9	

Rank	Brand	BRI score	Change
71	RIVER ISLAND	+9	
72		+9	★
73		+9	★
74		+8	★
75		+8	▼ -7
76		+7	
77		+7	
78		+7	★
79		+7	
80		+6	★

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

UK brands #81 to #100



Rank	Brand	BRI score
81	ASOS	+5
82	THE ORIGINAL OATLY!	+5
83	Leeds Building Society	+5
84	nationalgrid	+5 ▲ +8
85	BBC	+4
86	LONDON GATWICK	+4
87	LLOYDS BANK	+3
88	easyJet	+3
89	vodafone	+3 ▲ +7
90	Kraft	+3

Rank	Brand	BRI score
91	Heathrow Making every journey better	+2
92	very.co.uk	+2
93	AXA	+2
94	Charlie Bigham's	+2
95	E	+2
96	sky	+2 ▲ +9
97	n	+1
98	MAG Manchester Airport	+1
99	TSB	+0
100	HOKA	+0

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

UK brands #101 to #120



Rank	Brand	BRI score
101	Revolut	0
102	3	-1
103	Aer Lingus	-1
104	Instagram	-1
105	NatWest	-1
106	MINECRAFT	+5
107	GYMSHARK	-2
108	UGG	-3
109	ovo energy	+8
110	Bank of Ireland	-4

Rank	Brand	BRI score
111	KOHLER. ★	-4
112	vueling ★	-4
113	ROBLOX ▲ +7	-5
114	depop ★	-7
115	THE CROWN ESTATE	-7
116	HSBC ▼ -7	-8
117	BT ▲ +5	-8
118	Quorn ▼ -6	-8
119	e-on ▲ +8	-8
120	Royal Mail ▼ -16	-9

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

UK brands #121 to #136



Rank	Brand	BRI score
121	WIZZ	★ -9
122	EDF ENERGY	▲ +12 -10
123	Virgin media	-10
124	LinkedIn	-10
125	BARCLAYS	▼ -8 -11
126	f	-12
127	ChatGPT	★ -16
128	British Gas	▲ +12 -17
129	POST OFFICE	▼ -41 -19
130	RYANAIR	▲ +8 -20

Rank	Brand	BRI score
131	FORTNITE	-20
132		-22
133	TikTok	-23
134		-27
135	bp	-28
136		-28

▼ 5 pts or more lower than 2023
 ▲ 5 pts or more higher than 2023
 ★ New brand for 2024

Source: RED C UK 2024 BRI survey, n=516-n=523 per brand

Get in touch to find out your brand's
BRI score and how it performed
amongst different demographics!

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THANK YOU



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