

F50

NRG FANDEX
FANDOM FIFTY

- Apparel
- Beverage
- Entertainment
- Finance
- Household
- Social
- Tech
- Beauty & personal care
- Consumer goods
- Fast casual/quick service restaurant
- Food
- Retail
- Sports
- Telecom

Want to get a better understanding of your spot on the Fandom 50 or see if your brand made the broader list?

Reach out to

FANDEX@NRGMR.COM

METHODOLOGY

The Fandom 50 is based on an online survey of 12,509 Americans in a nationally representative sample of adults ages 18-64 fielded from April 21st – May 3rd 2023.



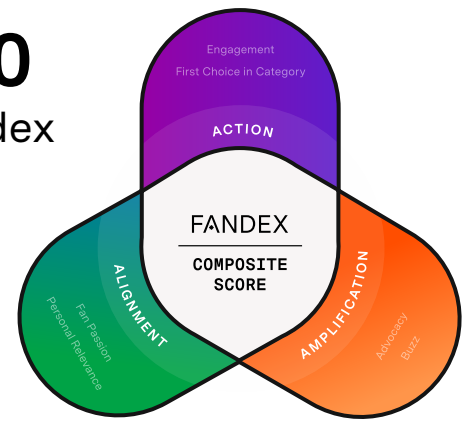
National Research Group (NRG) is a leading global insights and strategy firm working at the intersection of culture, content, and technology. Rooted in four decades of industry expertise, the world's leading marketers turn to us for insights that drive growth.

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The Fandom 50

Powered by The NRG Fandex

The Fandom 50 is a list of the top 50 brands as ranked by The NRG Fandex, a new data-driven study and approach to measuring one of the most valuable brand assets: fandom. This comprehensive study measured nearly 250 brands across 18 categories assessing 12 KPIs and 25 brand attributes.



RANK	CATEGORY	BRAND
1	●	Google
2	●	Amazon
3	●	Apple
4	●	YouTube
5	●	Dawn
6	●	Android
7	●	Walmart
8	●	Netflix
9	●	Samsung
10	●	Coca-Cola
11	●	TikTok
12	●	Visa
13	●	Microsoft
14	●	Disney
15	●	NFL
16	●	PayPal
17	●	Chick-fil-A
18	●	Febreze
19	●	Starbucks
20	●	Marvel
21	●	Facebook
22	●	Nintendo
23	●	Spotify
24	●	Clorox
25	●	Instagram

RANK	CATEGORY	BRAND
26	●	Dove
27	●	Nike
28	●	PlayStation
29	●	Crest
30	●	Lysol
31	●	Bounty
32	●	Gatorade
33	●	Target
34	●	Pepsi
35	●	Tide
36	●	McDonald's
37	●	Keurig
38	●	NBA
39	●	Kraft
40	●	Rare Beauty
41	●	Snapchat
42	●	Heinz
43	●	Colgate
44	●	Verizon
45	●	Kellogg's
46	●	Mr. Clean
47	●	Pinterest
48	●	Adidas
49	●	Fenty Beauty
50	●	MLB

The NRG Fandom 50

Methodology Overview

Below is a general overview of the methodology and approach to creating THE NRG FANDEX and the NRG FANDOM 50 list. For any questions related to the survey design and execution, please reach out to Fandex@nrgmr.com.

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NRG FANDEX
FANDOM FIFTY

The NRG FANDOM 50 is based on an online survey of 12,509 Americans in a nationally representative sample of adults 18-64.

Sample Size By Generation

- Gen Z (ages 18–26):
2,062 respondents
- Millennials (ages 27–42):
4,771 respondents
- Gen X (ages 43–58):
3,992 respondents
- Boomers (ages 59–64):
1,684 respondents

For the first annual NRG FANDOM 50, 247 consumer-facing brands spanning a total of 18 categories were selected for evaluation.

Field Period:

April 21st–May 3rd 2023

Survey Design

Each respondent rated a randomly assigned set of 30 brands on familiarity and stated fanship in the first section of the survey. On average each brand was evaluated by 1,477 respondents on these two key metrics.

Base Sizes Per Brand | Survey Section I

- Gen Z: 211-277 respondents
per brand (avg. 244)
- Millennials: 516-631 respondents
per brand (avg. 564)
- Gen X: 420-520 respondents
per brand (avg. 471)
- Boomers: 160-230 respondents
per brand (avg. 199)

In the second section of the survey, each respondent then rated 8 brands they were familiar with on 10 additional key metrics and 25 brand attributes. On average each brand was evaluated by 402 respondents who were familiar with the brand on these additional metrics and attributes. In total, our data included over 100,000 brand evaluations.

In addition to looking at data on the brand level, we also aggregated data by category for the second section of the survey.

Number of Evaluations Per Category | Survey Section 2

CATEGORY	# OF BRANDS IN CATEGORY	# OF BRAND EVALUATIONS PER CATEGORY
Alcohol	9	3,621
Apparel	15	6,063
Automotive	20	7,946
Banking / Financial Services	16	6,473
Beauty & Personal Care	19	7,459
Beverages (non-alcoholic)	16	6,480
Consumer Goods–Food	8	3,239
Consumer Goods–Household	13	5,210
Fast Casual/Quick Service Restaurant	14	5,669
Fitness	11	4,305
Luxury	13	5,251
Media / Entertainment	11	4,858
Misc. Retail / Consumer Goods	5	2,024
Retail	20	8,089
Social Media	11	4,447
Sports	12	4,781
Technology / Electronics	13	5,640
Travel	17	6,868
Telecom	4	1,615

FANDEX Overview

A brand's FANDEX score is a reflection of the overall strength of a brand's current fan ecosystem. This score is a composite of six key metrics across 3 pillars representing 3 different facets of brand fandom:

Action: Engagement & First Choice in Category

Alignment: Stated Fanship & Personal Relevance

Amplification: Advocacy & Buzz

The FANDEX scores and FANDOM 50 rankings are derived from the survey data collected on each brand for the 6 key metrics.

Measurement Framework

Fandom is defined by a complex matrix of factors – from how people interact with brands, to how they align themselves emotionally to brands, to how they advocate for and amplify the power of brands through social exchange.

Our measurement framework brings a new data-driven approach to understanding the fan ecosystem for brands across industries; it scientifically measures fandom through a multi-dimensional lens encompassing action, alignment, and amplification.

We identified the three dimensions or pillars of brand fandom through a combination of in-depth exploratory analysis of the survey data, advanced statistical modeling, and consultation with experts.

Our 3-pillar framework helps brands more accurately understand the strength of their fanbase, where they stand relative to competitors, and how to build and nurture their fandom.

The FANDEX score is a summarization of a brand's performance on three key pillars of brand fandom comprising our measurement framework; it provides an overall view of the relative strength of a brand's current fan ecosystem.

Scoring

The FANDEX scores and FANDOM 50 rankings are derived from the survey data collected on each brand.

A raw overall score for each brand is calculated by: [(sum of ratings in the *Action* pillar) + (sum of ratings in the *Alignment* pillar) + (sum of ratings in the *Amplification* pillar)].

The NRG FANDEX score for each brand is then calculated by: [(raw overall score for brand)/(average overall score)] x 100

The NRG FANDEX score is an index. A FANDEX score of 100 indicates the strength of a brand's fanbase is in line with the overall average, an index of 200 indicates that it is twice the average, and an index of 50 indicates that it is half the average.

FANDEX score: 95th percentile: 165 | 80th percentile: 122 | 75th percentile: 111 | Average (mean): 100 | 50th percentile (median): 93 | 25th percentile: 75

Selecting the FANDOM 50

The FANDOM 50 are the top 50 ranked brands based on their FANDEX scores; they are ranked in order from high-to-low and all brands included in the FANDOM 50 are in the 80th percentile.

Evaluation and Validation

As a validation exercise, we determined that the FANDEX Score positively correlates to revenue and the correlation is stronger than any one key metric on its own.

Of the 247 brands evaluated in this research, we identified a subset of 67 brands (i.e., 27% of the total list) for whom corporate financial data was readily available and evaluated the strength of the relationships between the brand level survey data we collected and financial performance. In this analysis, we observed moderately strong positive relationships between revenue and performance on each of the 6 metrics that contribute to a brand's FANDEX score. We also assessed the relationship between revenue and the raw composite score that the overall FANDEX score is derived from and found an even stronger positive relationship.

Two additional tests were conducted to ensure the results were consistent and reliable. First, we selected a random subset of 35 brands from the 67 brands for whom corporate financial data was readily available and re-ran the same analysis evaluating the relationship between survey data and financial performance. Then, we evaluated a different set of 18 brands for whom we had 2022 National Retail Federation data and analyzed the relationship between survey data and U.S. Retail Sales. In both cases, we continued to see a strong positive relationship between financial performance and the raw composite score that the overall FANDEX score is derived from.

About NRG

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