

BrandVue's Most Loved
MEDIA BRANDS
2023

Who is winning the hearts of UK consumers?

CONTENTS

Introduction	03
The power of love	03
Which brands are the top performers?	04
The top 20 most loved media brands of 2023	05
A closer look	06
Top 3 category medallists	08
Magazine Publishing	08
News	08
Radio & Music	09
Social Media	09
Streaming	10
Tech	10
Television	10
Observation and analysis	11
Netflix: a year in review for the No.1 brand	12
The resurgence of the written word	14
Downturns in Brand Love for BBC brands	16
The league table in full	18
No. 01-100	19
The bigger & more loved framework	22
The power of love	23
The Brand Love calculation	23
How Savanta can help you	24
Our core areas of service delivery	25
Our BrandVue data engine	26

The power of

love

Welcome to BrandVue's Most Loved Media Brands 2023 – a recognition and celebration of the most emotively connected media brands in 2023, brought to you by Savanta.

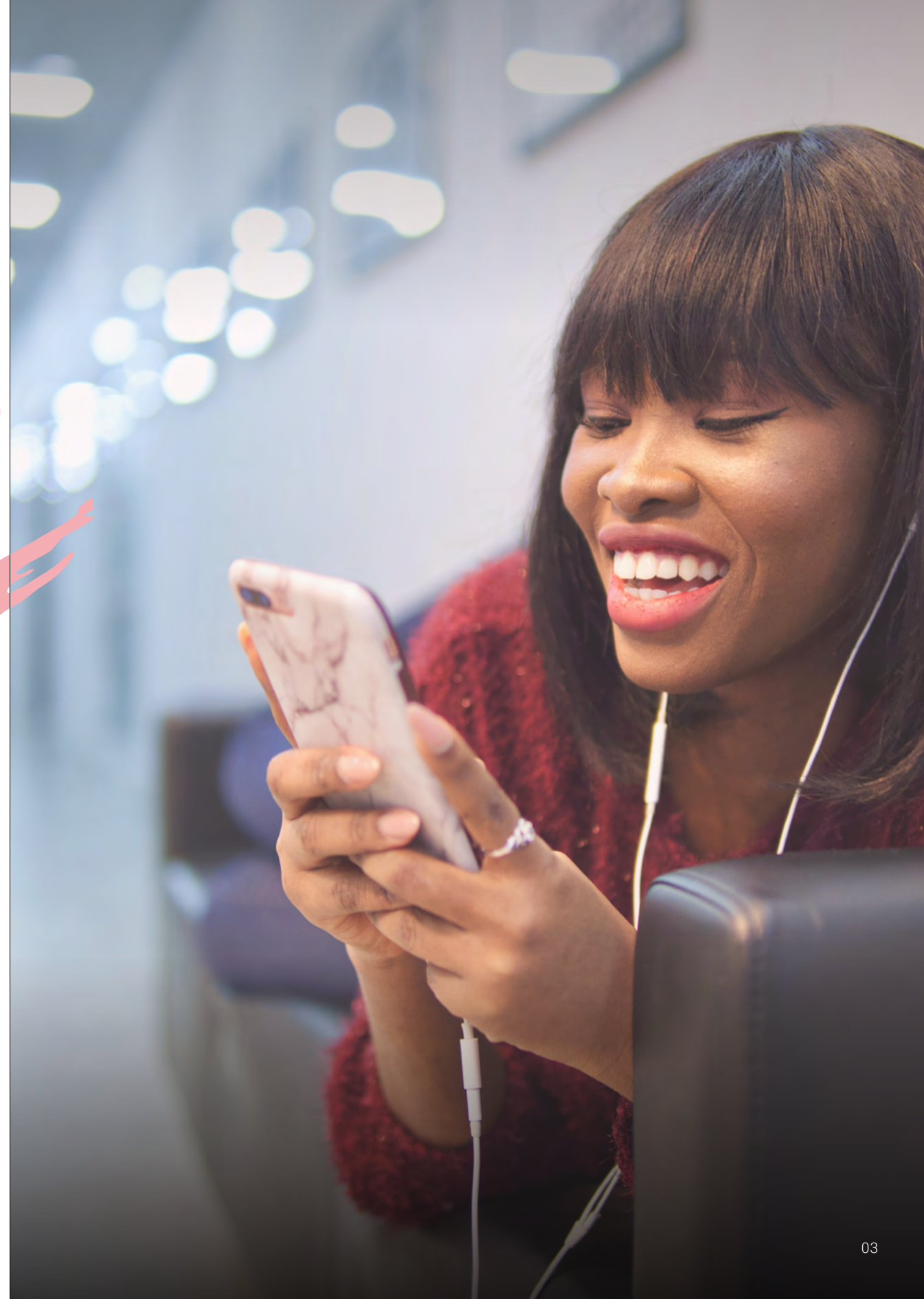
Within this report we reveal the media brands that have won the battle for affection of UK consumers– with performance rankings from across all major categories – streaming, social media, tech, radio & music, news, magazine publishing, and television.

The consumer insight is drawn from the opinions of over 45,000 consumers, through Savanta's market intelligence platform, BrandVue Media: the largest and most comprehensive brand, audience,

and customer tracking engine in the market.

Over the following pages, an insight into how the No.1 Most Loved Media Brand has stayed on top will be provided. We will also take a look at the resurgence of the written word, and explore the trends we've seen emerge amongst our top performing brands.

Furthermore, we will drill into what it means for a customer to be 'in love' with a brand and offer expert analysis on where the media industry is heading.



Which brands are the
TOP PERFORMERS?

The Top 20 Most Loved Media Brands of 2023	05
A closer look	06
Top 3 category medallists	08
Magazine Publishing	08
News	08
Radio & Music	09
Social Media	09
Streaming	10
Tech	10
Television	10

Top 20

most loved media brands of 2023



Ranking	Brand		Change vs 2022 (ranking)
01	Netflix		—
02	YouTube		↑
03	WhatsApp		↑
04	Google		↓
05	Spotify		—
06	Disney+		—
07	Amazon Prime Video		—
08	Instagram		—
09	TikTok		—
10	Sky TV		—
11	BBC iPlayer		—
12	ITV		—
13	Snapchat		↑
14	BBC		↓
15	Facebook		↓
16	ITVX		—
17	Pinterest		↑
18	Apple Music		↑
19	Twitch		↓
20	All4		↓

Top 20 Most Loved Media Brands:

A closer look



Looking at our Top 20 we can see that Netflix is No. 1 for the second year running, however the gap between the streaming giant and its fellow top 10 competitors is beginning to close...

This year, Brand Love for Netflix has dropped by 2 percentage points, while YouTube and WhatsApp have both seen increases of this amount – narrowing last year’s gap of 9 percentage points to just 5.

As a result of these increases for both YouTube and WhatsApp, Google has dropped down the ranking 2 places, despite Brand Love remaining quite stable.

Interestingly, streaming services make up four of our top 10 brands, with Disney+ and

Amazon Prime Video joining Netflix and YouTube. Meanwhile Sky TV is the only mainstream broadcaster within the top 10, with BBC iPlayer hot on its heels at number 11, ahead of ITV and BBC, ITVX and All4.

This is perhaps unsurprising giving recent findings from BrandVue Media; when we asked whether people were consuming more or less of a given type of media in the last month, social media along with streaming came out on top.

	Consumed less in last month	Consumed more in last month	NET more minus less
Social Media Platforms	21%	29%	8%
Streaming Platforms	22%	29%	6%
Radio	26%	22%	-4%
Digital Newspapers, Magazines or Portals	24%	13%	-10%
TV	33%	20%	-13%
Print Magazines	25%	10%	-16%
Print Newspapers	29%	10%	-19%
Cinema	35%	15%	-21%

WHICH BRANDS ARE THE TOP PERFORMERS?

For each of the main freely available TV Broadcasters, their streaming brand is more loved than the main brand, with the exception of ITV, that is slightly higher in our league table than ITVX - the recently re-branded streaming platform.

Rank	Brand	Rank	Brand	Rank	Brand
11	BBC iPlayer	12	ITV	20	All4
14	BBC	16	ITVX	23	Channel 4



Photo credit: MattFromLondon

While Channel 4 has been used as a bit of a political football this year, with all the talk about privatisation, the brand will be heartened to see that its Brand Love is on the up, climbing 3 places from last year.

Casting the eye over those brands in the top 20 which have experienced lifts in Brand Love, the theme of 'personalisation' seems to come through strongly.

2023 Ranking	Brand	YoY change in Brand Love (1%+)
2	YouTube	+2%
3	WhatsApp	+2%
5	Spotify	+1%
8	Instagram	+1%
9	TikTok	+1%
13	Snapchat	+1%
18	Pinterest	+1%
19	Apple Music	+1%

Each of these brands offer a high degree of personalisation, whether it's providing a platform for you to communicate with friends and family on a daily basis, where you watch your favourite shows or listen to your favourite artists, or creating a space where you can project yourself to others, it's all dictated to by the individual consumer, rather than curated by an organisation.

Perhaps there is a lesson there for the traditional media companies, whether that be TV, radio, newspapers or magazines – how are you giving individuals more choice in what they are consuming?

Traditional media has been put under severe pressure by the internet,

disrupting business models, and now as the internet evolves further into Web3.0, the themes of community and creativity are going to be even more important and will give brands opportunities to interact and connect with their audiences in new and different ways. For example, Disney recently partnered with the NHL to broadcast its first-ever game in 3D animation, looking to engage younger audiences.

The more brands that think differently and outside of the box, leveraging elements of community, personalisation and creativity, the more chance they will have of being successful in this ever-evolving landscape.




Top 3

Category medallists



CATEGORY MEDALLISTS

Magazine Publishing

- 1 Viz 
- 2 BBC Good Food 
- 3 Vogue 




CATEGORY MEDALLISTS

News

- 1 GB News 
- 2 The Guardian 
- 3 The Sun 




CATEGORY MEDALLISTS

Radio & Music

- 1 Spotify 
- 2 Apple Music 
- 3 Heart 

CATEGORY MEDALLISTS




Social Media

- 1 WhatsApp 
- 2 Instagram 
- 3 TikTok 



CATEGORY MEDALLISTS




Streaming

- 1 Netflix 
- 2 YouTube 
- 3 Disney+ 






CATEGORY MEDALLISTS

Tech

- 1 Google 
- 2 Microsoft Teams 
- 3 Zoom 

CATEGORY MEDALLISTS

Television

- 1 Sky TV 
- 2 ITV 
- 3 BBC 

Observation &
ANALYSIS

Netflix: a year in review for the No. 1 brand 12

The resurgence of the written word 14

Downturns in Brand Love for BBC brands 16

Netflix:

a year in review for the No.1 brand

In last year's report, following the news of Netflix's share price plummeting and its subscription figures in decline, we questioned if the brand had had its heyday, or if it was able to bounce back...

Despite a bleak business performance, Netflix took the no. 1 spot as the UK's most loved media brand in our 2022 league table across all generations and, when comparing it to other media brands, it was ranked the highest by consumers for being desirable, a brand for 'people like me' and exciting. More broadly, it was seen as being at the forefront of its sector and also took the lead for being attractively priced.

So, jump forward a year; what has happened? Well, 2022 continued to be a shaky year for the business, after losing a further 1.2 million customers in the first 6 months. Having practically invented video streaming in 2007, it dominated the market for many years thereby being able to command premium pricing. But with other household names such as Prime Video, Disney+ and Apple TV+

encroaching on its territory – and with lower subscription fees – Netflix naturally assumed the 'premium' position, which put the cost-conscious consumers off.

After a long period of proudly boasting its ad-free viewing status, Netflix finally bit the bullet and announced a tiered 'with ads' pricing structure in November last year. With 7 million customer additions in Q4 and limited evidence of existing customers downgrading, it seems that enabling consumers to buy into the brand at a lower price is paying off.

Data from BrandVue Media illustrates that consumer perceptions of Netflix's pricing were briefly under strain but showed signs of recovery following the launch of its tiered subscription offer. It has dipped back since, but we'll come back to that.

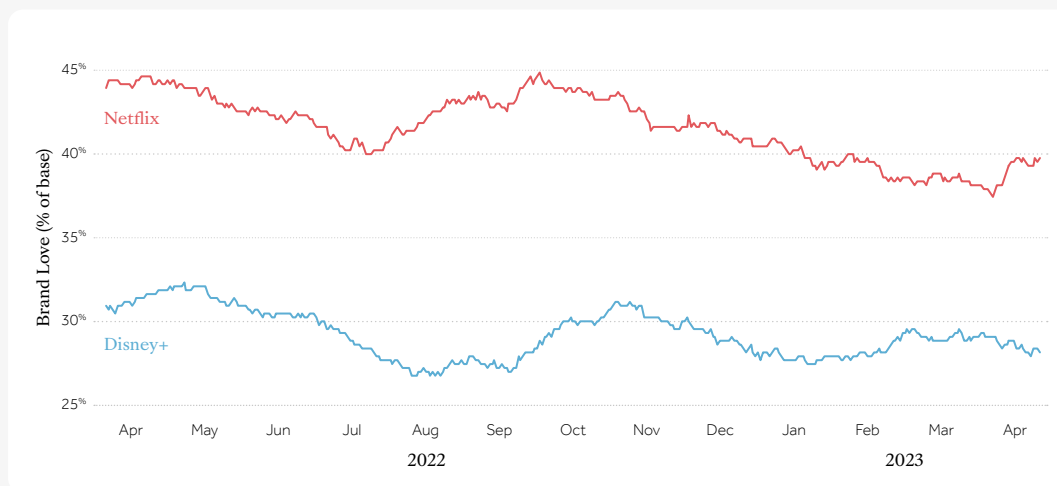


Attractively priced



With its content continuing to dominate, Netflix retains its No. 1 spot as the UK's most loved media brand and still holds a healthy lead over its nearest direct rival, Disney+. But the long-term trajectory of that shows the gap is narrowing.

Brand love over time



As recently as the first quarter of this year, our data shows that Netflix continues to lead on brand dimensions such as being 'for people like me', 'exciting' and 'on-trend'. But these are beginning to show signs of falling back. The same is true for Disney+, although

to a lesser extent. While still being a little off the pace, Apple TV+ is making up ground. What's becoming harder for each of them is to stand out as being distinctive, with a mere 3-point gap between them, albeit Apple TV+ having a marginal edge.

So, will Netflix continue to rule the roost?

It is still the UK's most loved media brand, but its ability to maintain that position remains under threat. We've seen Netflix adapt its model to meet oncoming market pressures; on the one hand this has been a success, however this also meant clamping down on password sharing to further protect revenue – something Netflix has historically turned a bit of a blind eye to. What it's given with one hand, to some extent, it's taken away with the other.

Perhaps that explains why we've seen perceptions of 'attractive pricing' drop away again of late. Moreover, they've cancelled a number of popular original

series like 1899 and Inside Job, enraging loyal fans. It's understandable that all of this may have caused confusion for Netflix customers over the last 6 months or so.

Inevitably, when you're at the top, there's only really one place you can go from there. It may be that the dust needs to settle, but Netflix still has its work cut out to hold on to its crown.

With all that said, we've still got the next instalment of Stranger Things to look forward to, assuming we don't lose patience between now and 2024 when it's expected to be released. Or might we expect another surprise announcement about that?



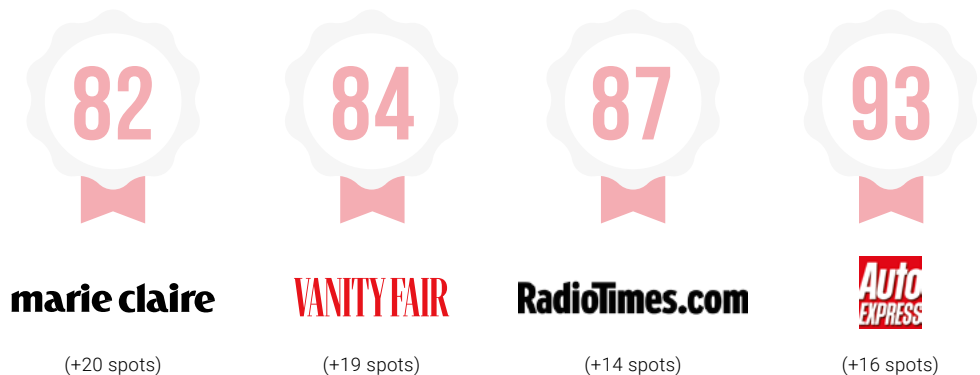
The resurgence of the *written word*



In last year's BrandVue Media report we voiced our concerns for the 'written word'. With a new age of bloggers and influencers changing the landscape of media consumption, we saw magazines, along with other print and publishing brands suffer from dwindling sales. However, this year we come to you with a spark of hope; despite a clear decrease in popularity, it seems not all love for print magazines has been lost.

What story does the data tell?

Looking at this year's league table, we can see that consumers have welcomed four new magazine brands into our Top 100.



These rises in love aren't restricted to the newcomers though; we've seen Men's Health climb 36 spots to 57 – up from 93 last year. While The Week is sitting at 55, up 22 places.

In terms of consumption habits, data from BrandVue Media tells us 11% of consumers have read more than usual in the past month, and 13% intend to read more in the coming months.

A digital affair

Love for print may be decreasing, but the same cannot be said for digital magazines, which is predicted to soon surpass print. Statista UK has forecasted the number of readers of print media to amount to 13.63m by 2027. Whereas in the digital market, the number of readers is expected to reach more than 34m 2027.

Vanity Fair for example, has seen a 25 percentage point increase in 'quality of experience' over the last 12 months. Unlike print, digital magazines are versatile, easy to access, and interactive – offering an evolved reading experience to meet the needs of fast-paced modern life.

Unsurprisingly, another key factor is cost. The cost-of-living crisis has almost everybody re-evaluating their spending habits, examining carefully where they can cut back. One brand in particular which needn't worry about this is BBC Good Food - the highest performer when looking at value for money, with more than 6 in 10 consumers (62%) associating the brand with this trait. The brand sells its digital versions for nearly half the price of print copies (digital: £44.99pa vs print: £83.88pa).

The winning formula

For some readers the tangible experience of reading a print magazine cannot be replaced, and perhaps reading print is one of the very limited offline experiences left in this tech-driven world. However, we cannot overlook the resurgence of magazine-love initiated by digitisation, perhaps further innovation, like immersive worlds revolving around fashion and style, could win over our print lovers.



Dollar falls further against the Euro as uncertainty looms.

Written by John Smith
Aliquam pharetra et libero in venenatis. Vivamus sodales ultrices neque, nec pharetra urna integer placerat.



It's not a crisis but it's a situation we didn't prepare for.

Further forest fires in Spain

Davidson open-minded about new HQ.

The 10% of our brains myth



Downturns in Brand Love for

BBC brands

The BBC brand has long been a household name, ingrained in British culture and - to many - is the epitome of British media and broadcasting. More recently, however, the brand has come under wide scrutiny for issues relating to impartiality and lack of objectivity. Taking a look at this year's league table, we explore how the BBC brand has fared in light of the news.

A loss of love

Compared to this time last year, Brand Love for the BBC has decreased, causing the brand to drop down a place in our league table. Yet, amongst certain demographics, such as those aged 25-34 and those who live in London, Brand Love has seen a slight increase.

It is perhaps unsurprising then that BBC iPlayer sits 5th in the streaming category (11th overall), falling behind its key competitors. Netflix is the category

leader and the No. 1 Most Loved Media Brand overall, with YouTube, Disney+ and Amazon Prime Video proceeding to follow, all remaining ahead of the BBC platform.

Although BBC iPlayer may be falling behind on love in its category, when we look at consumer perceptions of streaming brands, it's the category leader for being seen as reliable, and 2nd for being ethical – unexpected, given the recent allegations of bias the brand has faced.

Are viewers content with the content?

Thanks to the rapid surge of TikTok and Reels (Instagram), Gen Z are constantly inundated with short-form information and entertainment. Becoming accustomed to such an abundance of content on a daily basis may have instilled an expectation among this generation that this degree of choice will be available across all media channels.

As such, platforms like Netflix, Prime Video and Disney+ have conformed to this expectation (and demand) and now offer thousands of options all in one place.

However, excessive choice has its negative implications.

Increased choice often comes with a decrease in quality control - and for the consumers that value quality over quantity, many of these larger platforms may begin to struggle.

Furthermore, excessive choice can lead to heightened indecisiveness. It's easy to become flustered when presented with an overwhelming amount of choice.

In fact, copious research suggests that consumers are actually much more likely to refrain from buying something when they are presented with too many options.

If consumers aren't watching enough new content, due to the vast, intimidating selection, they may feel compelled to cancel their subscriptions, as a result of not feeling the service can keep them entertained.

In what could be a response to this issue, Netflix even introduced a shuffle button to further reduce the viewer's need to choose a show, which is compounded by the fact that the next episode will automatically load and continue if not turned off.

Despite there clearly being a large appetite, and a time and a place for use of these streaming services, it makes the space that BBC iPlayer occupies in this category distinctive. The content iPlayer presents has a handpicked feel to it, with a select offering of quality, gritty crime dramas and surreal bespoke documentaries.

So, what's next?

There is often a neglect of more consistent consumers and viewers in popular business strategy, when priorities are centered around solely targeting younger audiences.

For BBC iPlayer, focusing on the demographics that appreciate the carefully curated selection of content on offer, and perhaps moving certain efforts away from Gen Z could be a sensible approach.

With regards to its recent criticisms, we can conclude that these haven't affected consumers' ethical and reliable perceptions of the brand, which begs to question whether viewers are disregarding any controversy in the face of feeling like they know and trust the BBC.

Ultimately, does this then mean that criticism of brands like the BBC has any real scope in providing improvement and change? Only time will tell, and we'll be armed with the latest insights to answer.













THE LEAGUE TABLE

in full

No. 01-100	19
The bigger & more loved framework	22
The power of love	23
The Brand Love calculation	23

No. 01-100

Ranking	Brand	Category	Change vs 2022 (ranking)
1	Netflix 	Streaming	—
2	YouTube 	Streaming	↑
3	WhatsApp 	Social Media	↑
4	Google 	Tech	↓
5	Spotify 	Radio & Music	—
6	Disney+ 	Streaming	—
7	Amazon Prime Video 	Streaming	—
8	Instagram 	Social Media	—
9	TikTok 	Social Media	—
10	Sky TV 	Television	—





















Our Methodology:















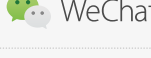





The Brand Love calculation





















Brand Love is calculated as the percentage of people stating that they 'love' a brand, based on the question: 'What is your opinion of the following brand'; 1. Love, 2. Like a lot, 3. Like a little, 4. Indifferent, 5. Dislike a little, 6. Dislike a lot, 7. Hate. Respondents can also opt out by saying they don't know much about the brand.

The league table of our Top 100 Media Brands is created by ranking the organisations by their Brand Love score, having met suitable brand awareness criteria.





















Fieldwork dates: 1st May 2022 – 30th April 2023











Ranking	Brand	Category	Change vs 2022 (ranking)
11	BBC iPlayer 	Streaming	—
12	ITV 	Television	—
13	Snapchat 	Social Media	↑
14	BBC 	Television	↓
15	Facebook 	Social Media	↓
16	ITVX 	Streaming	—
17	Pinterest 	Social Media	↑
18	Apple Music 	Radio & Music	↑
19	Twitch 	Streaming	↓
20	All4 	Streaming	↓
21	Heart 	Radio & Music	↑
22	Amazon Music 	Radio & Music	—
23	Channel 4 	Television	↑
24	Twitter 	Social Media	—
25	Microsoft Teams 	Tech	↑
26	KISS 	Radio & Music	↓
27	Apple TV+ 	Streaming	↑
28	Zoom 	Tech	↓
29	Capital FM 	Radio & Music	↓
30	Now TV 	Streaming	↑

Ranking	Brand	Category	Change vs 2022 (ranking)
31	Smooth Radio 	Radio & Music	↑
32	Absolute Radio 	Radio & Music	↑
33	Reddit 	Social Media	↑
34	Virgin Media 	Tech	—
35	BT Sport 	Television	↓
36	Audible 	Radio & Music	↓
37	Magic Radio 	Radio & Music	↓
38	talkSPORT 	Radio & Music	↑
39	Yahoo! 	Tech	↓
40	MTV 	Television	↓
41	Viz 	Magazine Publishing	↑
42	BBC Radio 1 	Radio & Music	↓
43	BBC Good Food 	Magazine Publishing	↓
44	LinkedIn 	Social Media	↑
45	WeChat 	Social Media	↓
46	BBC Radio 2 	Radio & Music	↓
47	Channel 5 	Television	↓
48	Tidal 	Radio & Music	↑
49	Vogue 	Magazine Publishing	↓
50	Top Gear Magazine 	Magazine Publishing	↑

Ranking	Brand	Category	Change vs 2022 (ranking)
51	LBC 	Radio & Music	↓
52	Hits Radio 	Radio & Music	↓
53	GB News 	News	↑
54	The Guardian 	News	↓
55	The Week 	Magazine Publishing	↑
56	BBC 6 Music 	Radio & Music	↑
57	Men's Health 	Magazine Publishing	↑
58	What's on TV 	Magazine Publishing	—
59	BBC Radio 4 	Radio & Music	↓
60	talkRADIO 	Radio & Music	↑
61	Classic FM 	Radio & Music	↑
62	Wired 	Magazine Publishing	↓
63	The Sun 	News	↑
64	TV Choice 	Magazine Publishing	↑
65	Women's Health 	Magazine Publishing	↓
66	Condé Nast Traveller 	Magazine Publishing	↓
67	Badoo 	Social Media	↓
68	Gardeners' World 	Magazine Publishing	↓
69	Virgin Radio 	Radio & Music	↑
70	City A.M. 	News	↓

THE LEAGUE TABLE IN FULL

Ranking	Brand	Category	Change vs 2022 (ranking)
71	Metro 	News	↓
72	Empire 	Magazine Publishing	↓
73	Deezer 	Radio & Music	—
74	The Economist 	Magazine Publishing	↑
75	BBC Radio 5 Live 	Radio & Music	↓
76	TV Times 	Magazine Publishing	↑
77	The i 	News	↓
78	BritBox 	Streaming	↑
79	Tinder 	Social Media	—
80	GQ 	Magazine Publishing	↑
81	The Herald 	News	↓
82	Marie Claire 	Magazine Publishing	↑
83	The Scotsman 	News	↑
84	Vanity Fair 	Magazine Publishing	↑
85	Time Out 	Magazine Publishing	↓
86	Times Radio 	Radio & Music	↑
87	Radio Times 	Magazine Publishing	↑
88	Daily Mail 	News	↑
89	The Spectator 	Magazine Publishing	↓
90	New Statesman 	Magazine Publishing	↓

Ranking	Brand	Category	Change vs 2022 (ranking)
91	The Daily Telegraph 	News	↑
92	Heat Magazine 	Magazine Publishing	↑
93	Auto Express 	Magazine Publishing	↑
94	Good Housekeeping 	Magazine Publishing	↓
95	The Times 	News	↓
96	Hello 	Magazine Publishing	↓
97	Elle 	Magazine Publishing	—
98	Tatler 	Magazine Publishing	↓
99	Glamour Magazine 	Magazine Publishing	↓
100	Grazia 	Magazine Publishing	↓



THE BIGGER & more loved FRAMEWORK

Our framework is based on real brand equity scores from 2,500 brands to depict the importance of four key areas on the path to becoming bigger and more loved.



Buzz:

Brand talkability

Those that have heard chatter about your brand.



Usage:

Customers

Those that are buying from or with you.



Love:

How many people love you?

Out of those who have an opinion of your brand.



Advocacy:

Recommendations

Those that would recommend your brand to friends & family.

Big and loved



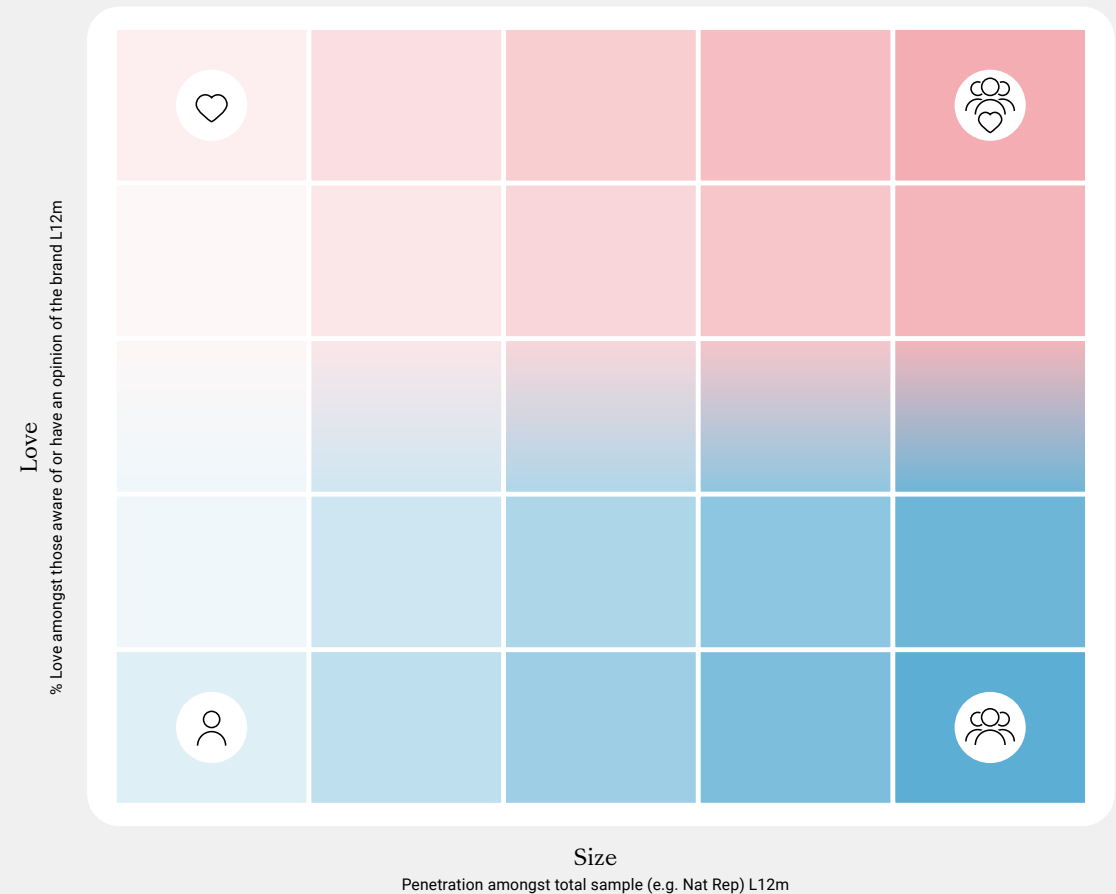
Clustering brands and data using the boxes creates norms which can be used for target setting and benchmarking



Movement upwards and to the right represents progress



Different boxes can be created within the grid to represent different types of progress



Savanta are here to demonstrate your current position and help you progress through the framework, thus becoming bigger and more loved.

Now, our series of Most Loved Brands reports delve into the Brand Love part of this framework specifically.

The power of love

BrandVue monitors the feelings and behaviours of 1 million consumers towards 2,500+ brands each year, providing us with a wealth of insights to draw the following conclusions from.

The significance of Brand Love lies in its ability to form a deep, emotional bond between a brand and its customers.

Our data shows that when customers have a strong affinity for a brand (Brand Love), they are more likely to remain loyal - making the percentage of those that do love you, more valuable.

Additionally, when a customer has affection for a brand, their preference for it remains, even if alternative options are more affordable or accessible.

We've also found that Brand Love has a higher correlation with insulating a brand from brand shocks than any other metric (BrandVue tracks more than fifty).

Customers that love a certain brand may be more forgiving if that brand makes mistakes or falls short of expectations. This is because they have a strong connection with the brand, which can trump rational considerations.



If that's not enough to convince you, here's what Mark Ritson had to say about Savanta's Most Loved Brands 2022 findings:

"If I ask you to close your eyes and think of a person – go on, go on – the chances are the person that sprang into your mind was also one of those you feel the strongest about. Perhaps even the one you love.

There has to be room in any theory of brand management for affection, love and even loyalty. All three were certainly overplayed and overstated in decades past. But committing the equivalent sin of underestimation today does not absolve the exaggerations of the past.

We should give a little bit of our time to brand love, especially when it is measured the way Savanta do it, which is as a gestalt. Other surveys create very specious breakdowns of the component parts of brand love and then accumulate them into a dreadfully ridiculous scoring system. I like a good old-fashioned gestalt measure, in which the consumer gets to define what they mean by 'love' and then assess it with a simple six-point scale, with love at one end, indifference in the middle and dislike at the other end."

The Brand Love calculation

Brand Love is calculated as the percentage of people stating that they 'love' a brand, based on the question:

'What is your opinion of the following brand'



Respondents can also opt out by saying they don't know much about the brand.

The league table of our Top 100 Media Brands is created by ranking the organisations by their Brand Love score, having met suitable brand awareness criteria.

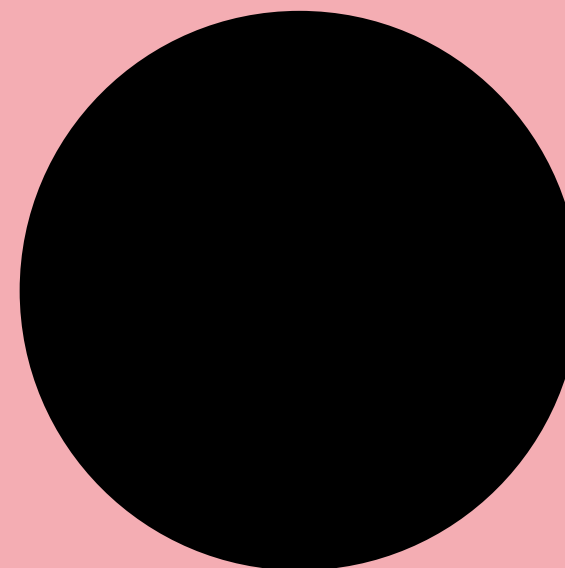
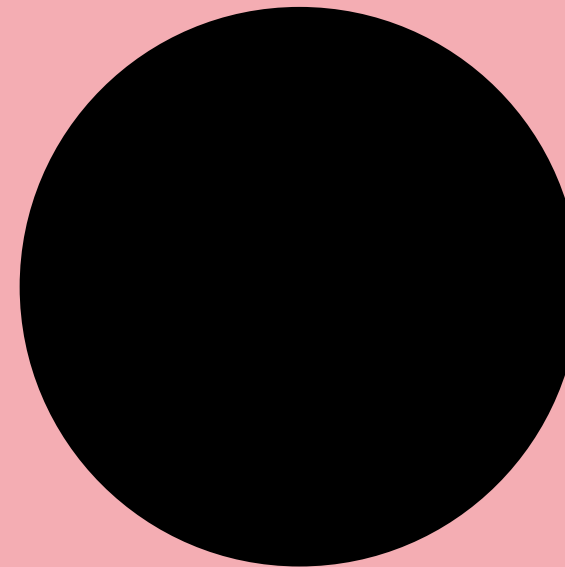


Fieldwork dates: 1st May 2022 – 30th April 2023

How Savanta
CAN HELP YOU

Our core areas of service delivery **25**

Our BrandVue data engine **26**



Our core areas of service delivery

Coverage and capabilities

Market Intelligence

Understand your sector, beyond a brand level

- Who's in growth?
- Who's in decline?
- Identify trends
- Spot opportunities & threats

Brand Performance

Plot where you (and competitors) sit within the market

- Brand scale
- Brand prestige
- Brand perceptions
- Brand health

Audience Understanding

What makes your customers unique?

- Top line demographics (age, gender, region, SEG)
- Media consumption
- Content types
- Social media usage
- Sports followed & hobbies

Marketing Performance

Track saliency measures in-line with your activity

- Are you being heard/seen through the noise?
- Is it being received positively or negatively?
- How are your brand perceptions shifting with increases/decreases in ad spend?

Customer Acquisition

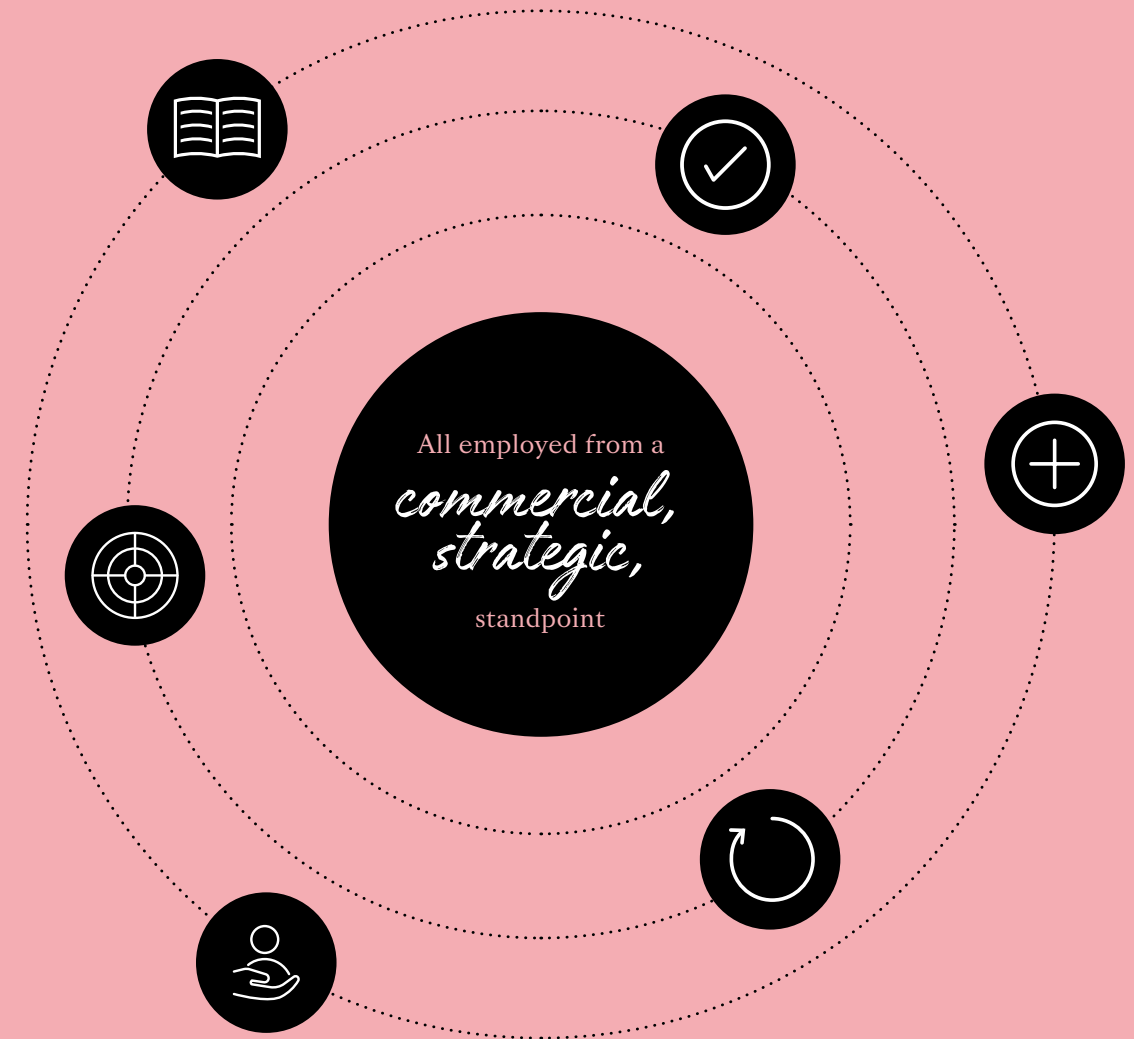
Where are your opportunities to drive efficiency through the customer journey?

- Adoption Funnel analysis
- Brand mapping
- Spontaneous awareness positioning

Customer Retention

How often are your customers returning to you, and how can you get them to do so more often?

- Customer Experience analysis
- Customer satisfaction (online and in-store)
- Net Promoter Score
- Lapsed customer analysis



Our BrandVue data engine

Leveraging the full power of BrandVue for media brands



We ask 45,000 consumers annually



110+ media brands surveyed



50+ brand metrics



15+ category metrics



Intuitive and always-on dashboard



We ask 45,000 people annually

It's important that we can be confident in our results, even when looking at niche groups. That's why we speak to 15x more people than some Media Index products offered by other companies. We believe all media companies should have access to world-class research no matter who their audience may be, and BrandVue gives the flexibility to do just this.



110+ media brands surveyed

No media brand operates in isolation, so it's important for us to understand the competitive environment, not just the big brands. We currently track more than 110 brands and we're always looking for the next media company to add to our list – suggestions welcome!



Tracking perceptions daily

Given major perceptual and experiential fluctuations – peaks as well as troughs – across the year, we monitor performance continuously (on a daily basis), as opposed to one fixed point in time.



Sharing the who and why

Whilst various syndicated tracking vehicles can provide brand awareness, very few can help unpack the 'why'. BrandVue Media places considerable value upon gaining a clean read of the sales pipeline, and the associated consumer journey – central to any customer-centric marketing strategy.



Seeing real-world value

The successful establishment and nurturing of a strong brand can deliver considerable bottom-line impact. However, it can be challenging to justify the investment. Through BrandVue Media, we can place real-world value on KPI performance (inclusive of affinity), empowering brand champions and marketers with the data and insights required to drive their decision-making, delivered through a real-time digital dashboard.



MEDIA

Savanta:
BrandVue
Media

☎ 020 7632 3434
✉ better.decisions@savanta.com

This report has been prepared for general interest only and no representation or warranty (express or implied) is given as to the accuracy or completeness. Of the information contained in it, to the extent permitted by law, Savanta Limited and its employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of anyone relying on the information contained in this report or for any decision based on it. We expressly reserve all rights in and to the name "Savanta" and "BrandVue", our logo, service marks, trading names and/or trademarks.

© 2023 Savanta Limited. All rights reserved.