



The Millennials Brand Preferences

A BrandMemo - Liuc Research

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THE MILLENNIALS BRAND PREFERENCES

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THE MILLENNIALS BRAND PREFERENCES

1. INTRODUCTION AND OBJECTIVES

This document developed by Innova et Bella presents the results of the BrandMemo Liuc Research 2018.

The Research tracks the brand preferences of Millennials Generation in a population sample of 2,695 individuals.

BrandMemo platform has been used in order to develop this Research and analyze the big data within BrandMemo University Project.

BrandMemo is a social branding platform connecting people to their favorite brands, as well as Facebook platform connects people to their friends and LinkedIn platform connects people to their business contacts.

BrandMemo University is a nonprofit project with a Scientific Committee composed of more than 50 professors and researchers from the main universities and business schools around the world.

BrandMemo University Project aims to study the brand preferences of every human being and enhance the scientific knowledge of the relations between people and brands.

Within BrandMemo University Project, professors, researchers and students can freely access BrandMemo big data analysis platform for studies, researches, theses and business cases.

BrandMemo platform allows the development of brand management researches within a strategic target such as: clients and prospects of a company or a brand, fans and subscribers of a football club, members of an association or of a nonprofit organization, shareholders, employees and management of a company, distributors and suppliers of a company.

If you have any questions or need further information, feel free to contact the researchers of Innova et Bella, e-mail at: info@i-b.com.

2. RESEARCH METHODOLOGY

BrandMemo social branding platform allows people to connect to their favorite brands in different markets, ranking them from one to ten.

The students of Liuc who have participated in the research has signed up for the social branding platform www.brandmemo.com through their Facebook account ranking their favorite brands in the following markets: Bank, Car, Charities, City, E-Money, Fifa Football, Pasta, Prêt-à-porter, Snacks, Soft Drinks, Sportswear, Universities.

The Research has tracked the brand preferences of Millennials Generation in a population sample of 2,695 individuals. The size of the sample has been normalized in 1000 individuals for each market. The research confidence level is about 95%, the confidence interval is about +/- 3%.

The final classification is made as follows: the preferences expressed by each student have been given a weight calculated with the formula $100 / \text{rank}$.

Therefore, the preferences expressed by the students from the tenth to the first place, are weighted by the score: 10, 11, 12, 14, 17, 20, 25, 33, 50, 100.

With the aim to define the Toplist for every market, the total of values achieved by each brand has been normalized in proportion to the maximum value that a brand could have reached if voted as first by all the 1000 students.

In this Research issue, the data of students' brand preferences have been collected from BrandMemo platform on November 15, 2017.

Following collections of big data will allow to monitor the brand preferences dynamics and variations occurred over time.

3. RESEARCH SUMMARY

The Research presents the brand preferences of the Liuc students, collected until 15th november 2017 in the following markets on BrandMemo: Bank, Car, Charities, City, E-Money, Fifa Football, Pasta, Prêt-à-porter, Snacks, Soft Drinks, Sportswear, Universities.

The most voted brands in each market are the following, in ranking order.

Bank: 1. Intesa Sanpaolo; 2. Unicredit; 3. Barclays; 4. UBI Banca; 5. Deutsche Bank; 6. Bnp Paribas; 7. Bank of America; 8. Ing; 9. Santander; 10. Goldman Sachs.

Car: 1. Ferrari; 2. Audi; 3. Porsche; 4. Bmw; 5. Mercedes-Benz; 6. Alfa Romeo; 7. Tesla; 8. Fiat; 9. Volkswagen; 10. Ford.

Charities: 1. Wwf; 2. Save the Children; 3. Amnesty International; 4. Emergency; 5. Caritas; 6. Greenpeace; 7. Médecins Sans Frontières; 8. ActionAid; 9. Amref; 10. Climate Project.

City: 1. Milan, IT; 2. New York, US; 3. Barcelona, ES; 4. Rome, IT; 5. London, GB; 6. Amsterdam, NL; 7. Florence, IT; 8. Paris, FR; 9. Venice, IT; 10. Los Angeles, US.

E-Money: 1. MasterCard; 2. Visa; 3. PayPal; 4. Amazon Pay; 5. American Express; 6. Apple Pay; 7. Maestro; 8. Android Pay; 9. Alipay; 10. Microsoft Wallet.

Fifa Football: 1. Barcelona; 2. Juventus; 3. Internazionale; 4. Milan; 5. Real Madrid; 6. Bayern München; 7. Arsenal; 8. Manchester United; 9. Paris Saint-Germain; 10. Liverpool.

Pasta: 1. Barilla; 2. De Cecco; 3. Buitoni; 4. Garofalo; 5. Rummo; 6. Voiello; 7. Divella; 8. Molisana; 9. Agnesi; 10. Afeltra.

Prêt-à-porter: 1. Calvin Klein; 2. Gucci; 3. Giorgio Armani; 4. Burberry; 5. Louis Vuitton; 6. Dolce & Gabbana; 7. Ralph Lauren; 8. Prada; 9. Hermès; 10. Michael Kors.

Snacks: 1. Kinder; 2. Bounty; 3. Kellogg's; 4. Kit Kat; 5. M&M's; 6. Loacker; 7. Twix; 8. Mikado; 9. Mars; 10. Snickers.

Soft Drinks: 1. Coca Cola; 2. Estathé; 3. Fanta; 4. Lipton; 5. Pepsi; 6. 7 Up; 7. Sprite; 8. San Benedetto; 9. Nestea; 10. San Pellegrino.

Sportswear: 1. Nike; 2. Adidas; 3. Lacoste; 4. Asics; 5. Puma; 6. The North Face; 7. Moncler; 8. Ralph Lauren; 9. Fred Perry; 10. Timberland.

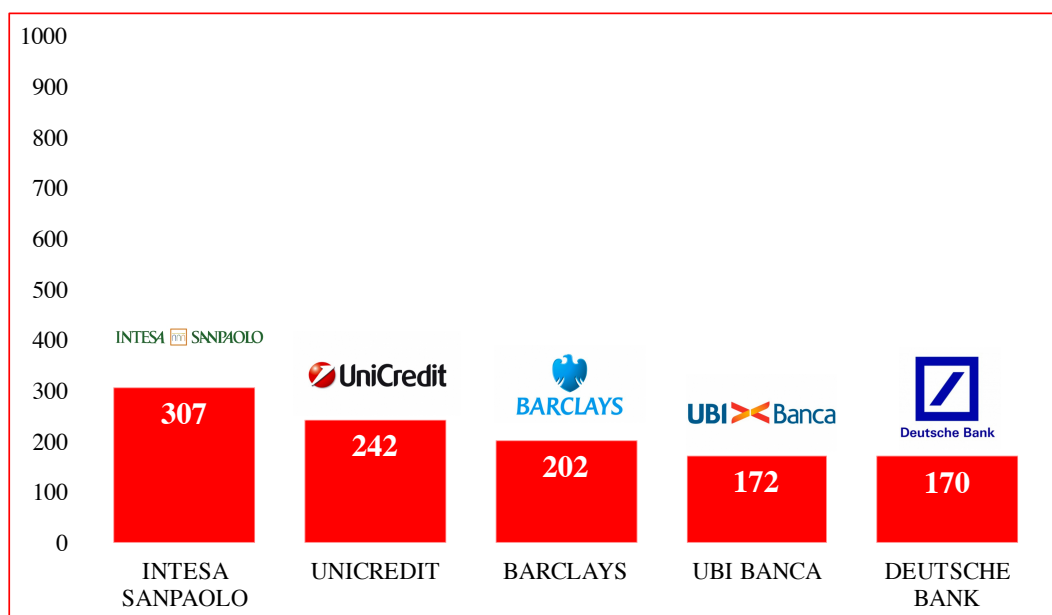
Universities: 1. Harvard, Boston; 2. Cambridge, Cambridge; 3. Bocconi, Milan; 4. Oxford, Oxford; 5. Columbia, New York; 6. Yale, Boston; 7. Mit, Boston; 8. Stanford, Stanford; 9. Sorbonne, Paris; 10. Princeton, Princeton.

4. BANK TOP BRANDS

BANK BRANDS | MILLENNIALS TOPLIST

Max 1000

1.	Intesa Sanpaolo	307
2.	Unicredit	242
3.	Barclays	202
4.	UBI Banca	172
5.	Deutsche Bank	170
6.	Bnp Paribas	164
7.	Bank of America	154
8.	Ing	93
9.	Santander	77
10.	Goldman Sachs	70

Collection of data 15.11.2017 | www.brandmemo.com

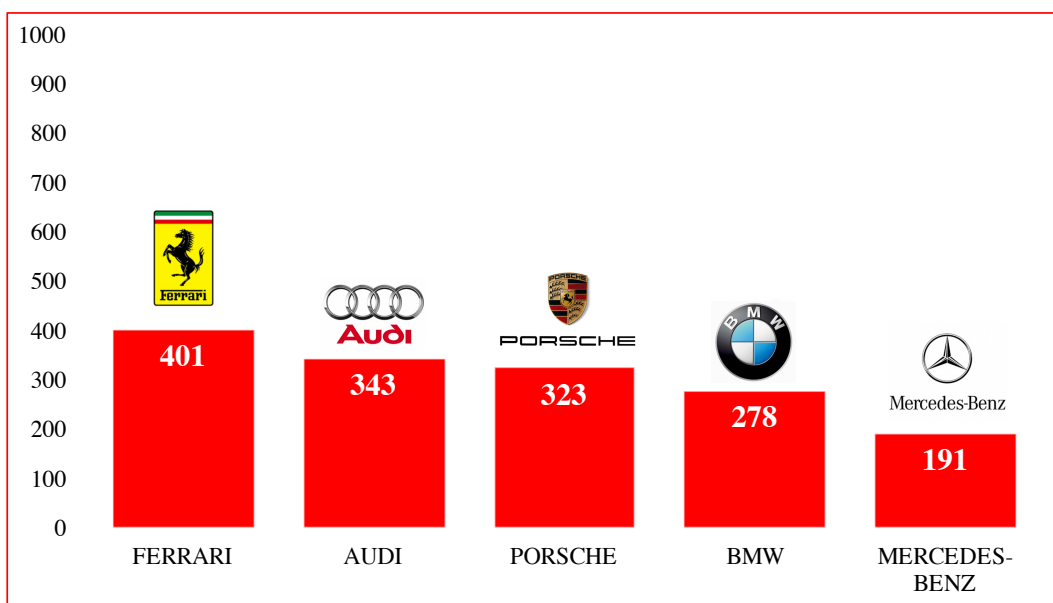
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5. CAR TOP BRANDS

CAR BRANDS | MILLENNIALS TOPLIST

Max 1000

1.	Ferrari	401
2.	Audi	343
3.	Porsche	323
4.	Bmw	278
5.	Mercedes-Benz	191
6.	Alfa Romeo	179
7.	Tesla	120
8.	Fiat	105
9.	Volkswagen	104
10.	Ford	46

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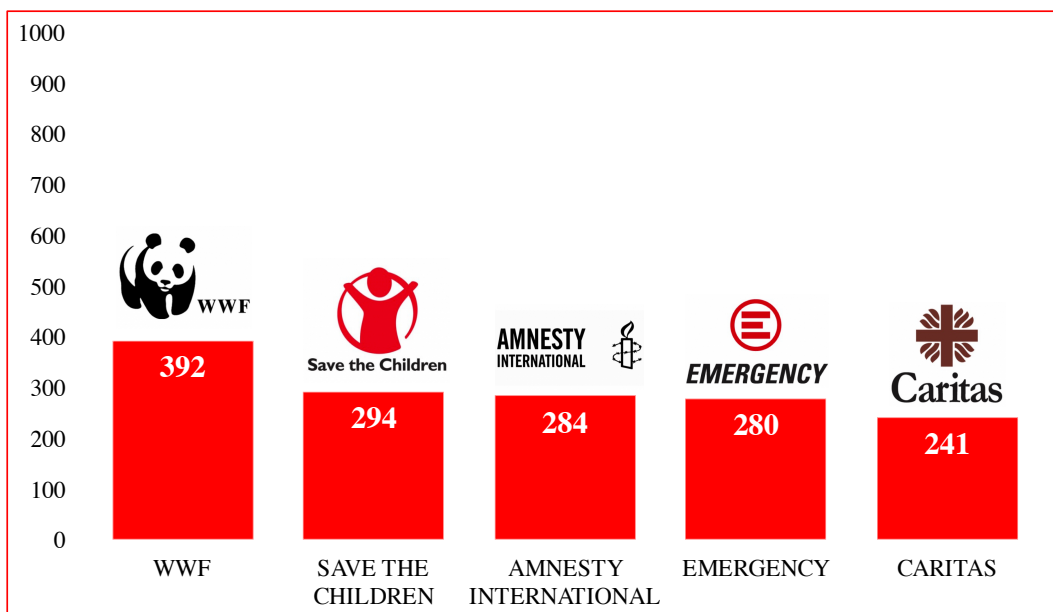
6. CHARITIES TOP BRANDS

CHARITIES BRANDS | MILLENNIALS TOPLIST

Max 1000

1.	Wwf	392
2.	Save the Children	294
3.	Amnesty International	284
4.	Emergency	280
5.	Caritas	241
6.	Greenpeace	181
7.	Médecins Sans Frontières	141
8.	ActionAid	124
9.	Amref	54
10.	Climate Project	43

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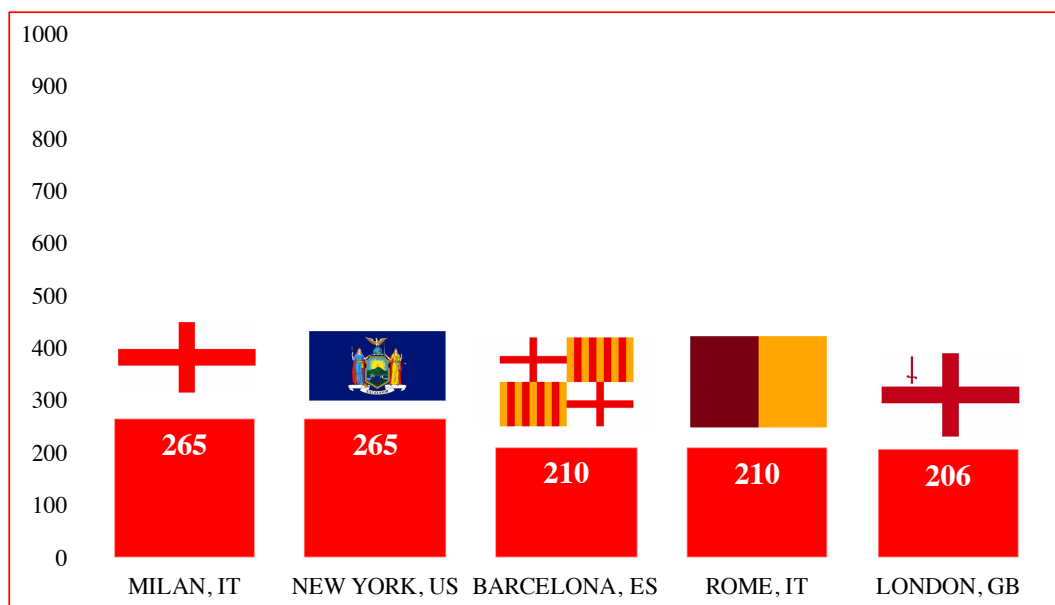
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7. CITY TOP BRANDS

CITY BRANDS | MILLENNIALS TOPLIST

Max 1000

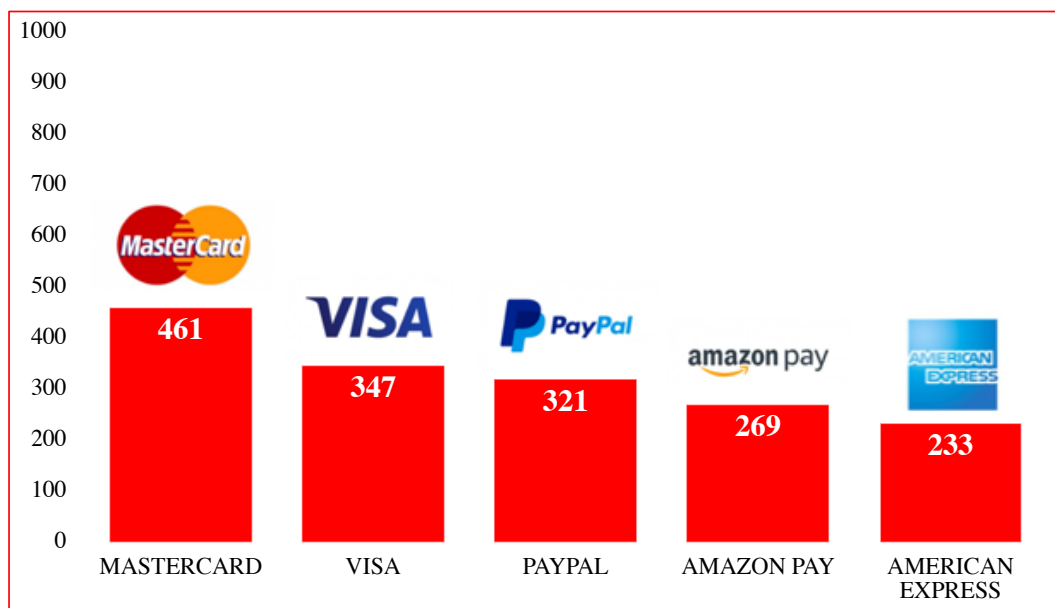
1.	Milan, IT	265
2.	New York, US	265
3.	Barcelona, ES	210
4.	Rome, IT	210
5.	London, GB	206
6.	Amsterdam, NL	199
7.	Florence, IT	180
8.	Paris, FR	154
9.	Venice, IT	125
10.	Los Angeles, US	105

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8. E-MONEY TOP BRANDS**E-MONEY BRANDS | MILLENNIALS TOPLIST**

Max 1000

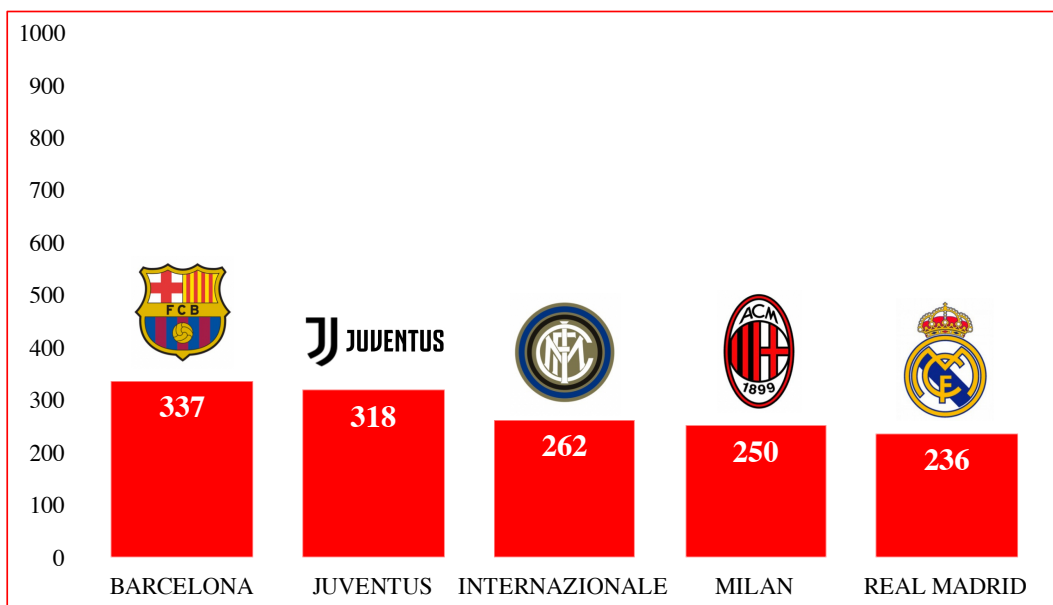
1.	MasterCard	461
2.	Visa	347
3.	PayPal	321
4.	Amazon Pay	269
5.	American Express	233
6.	Apple Pay	191
7.	Maestro	171
8.	Android Pay	75
9.	Alipay	44
10.	Microsoft Wallet	24

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9. FIFA FOOTBALL TOP BRANDS**FIFA FOOTBALL BRANDS | MILLENNIALS TOPLIST**

Max 1000

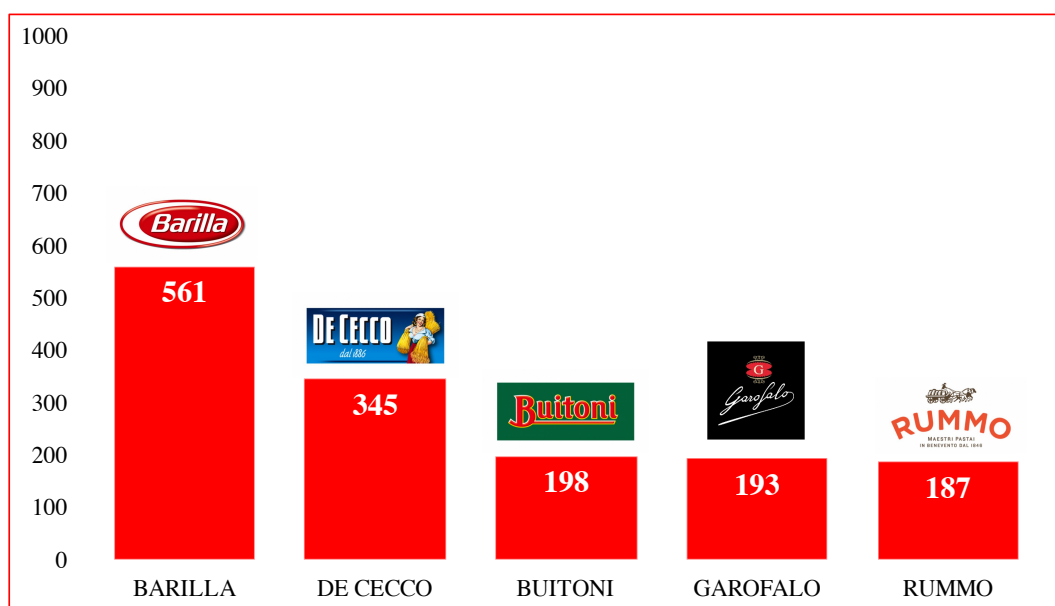
11. Barcelona	337
12. Juventus	318
13. Internazionale	262
14. Milan	250
15. Real Madrid	236
16. Bayern München	175
17. Arsenal	156
18. Manchester United	127
19. Paris Saint-Germain	89
20. Liverpool	78

Collection of data 15.11.2017 | www.brandmemo.com

10. PASTA TOP BRANDS**PASTA BRANDS | MILLENNIALS TOPLIST**

Max 1000

1.	Barilla	561
2.	De Cecco	345
3.	Buitoni	198
4.	Garofalo	193
5.	Rummo	187
6.	Voiello	182
7.	Divella	132
8.	Molisana	99
9.	Agnesi	98
10.	Afeltra	47

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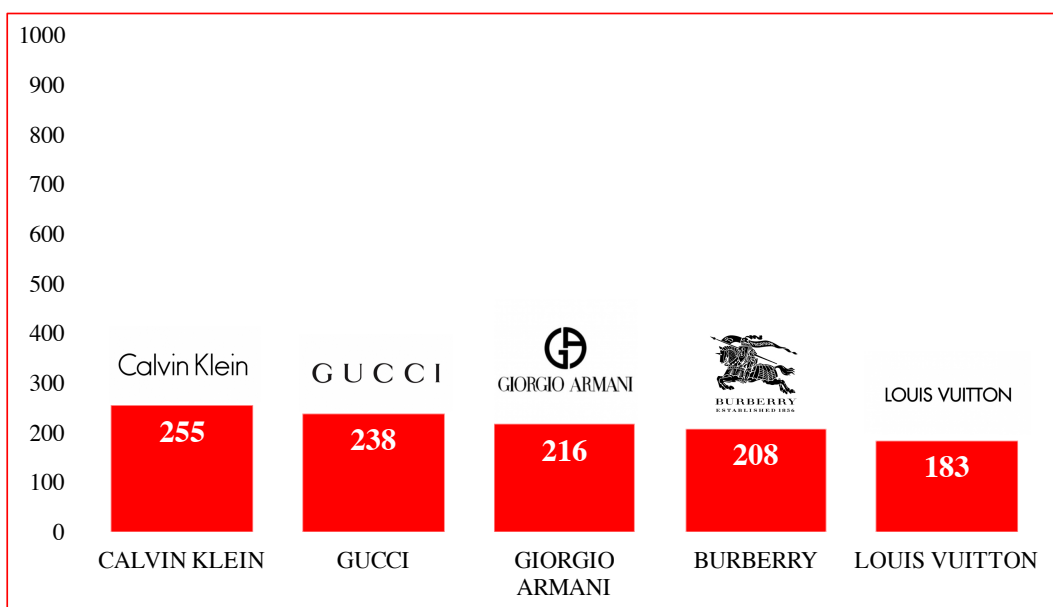
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11. PRÊT-À-PORTER TOP BRANDS

PRÊT-À-PORTER BRANDS | MILLENNIALS TOPLIST

Max 1000

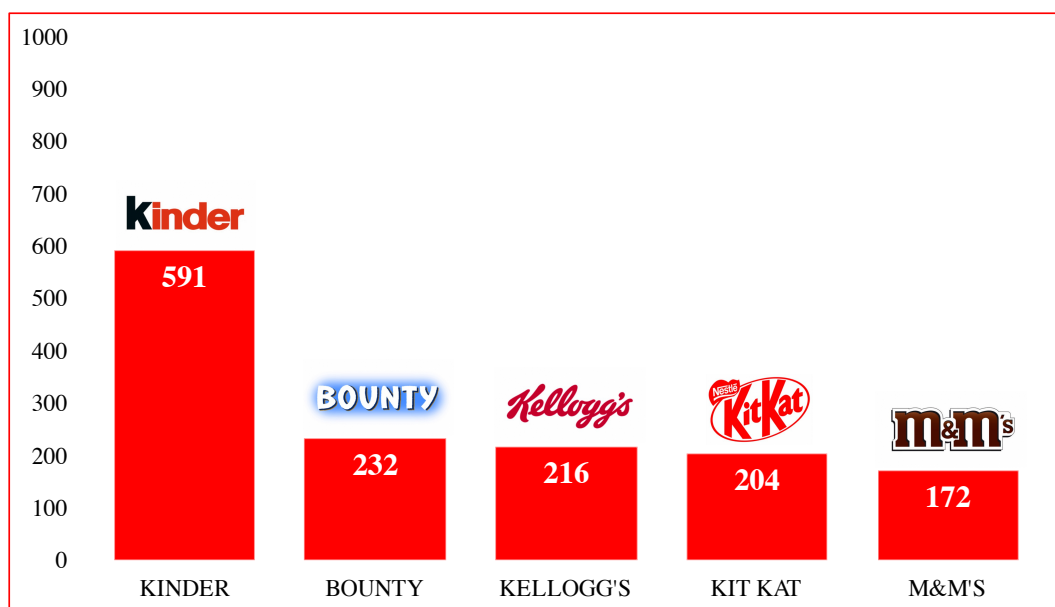
1.	Calvin Klein	255
2.	Gucci	238
3.	Giorgio Armani	216
4.	Burberry	208
5.	Louis Vuitton	183
6.	Dolce & Gabbana	178
7.	Ralph Lauren	161
8.	Prada	133
9.	Hermès	115
10.	Michael Kors	113

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12. SNACKS TOP BRANDS**SNACKS BRANDS | MILLENNIALS TOPLIST**

Max 1000

1.	Kinder	591
2.	Bounty	232
3.	Kellogg's	216
4.	Kit Kat	204
5.	M&M's	172
6.	Loacker	169
7.	Twix	128
8.	Mikado	112
9.	Mars	99
10.	Snickers	91

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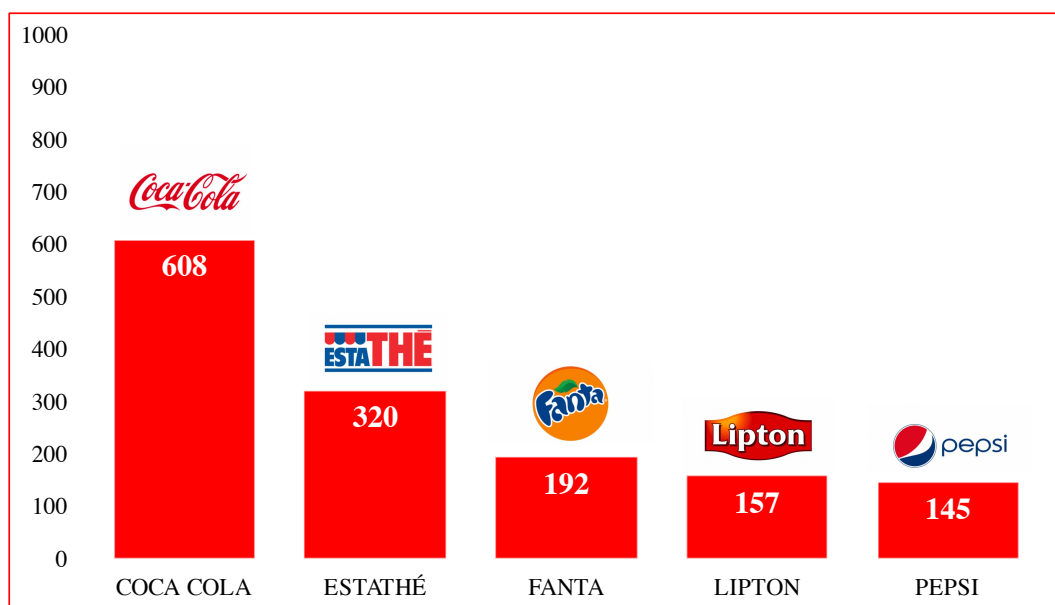
13. SOFT DRINKS TOP BRANDS

SOFT DRINKS BRANDS | LIUC TOPLIST 2017

Max 1000

1.	Coca Cola	608
2.	Estathé	320
3.	Fanta	192
4.	Lipton	157
5.	Pepsi	145
6.	7 Up	117
7.	Sprite	111
8.	San Benedetto	107
9.	Nestea	102
10.	San Pellegrino	101

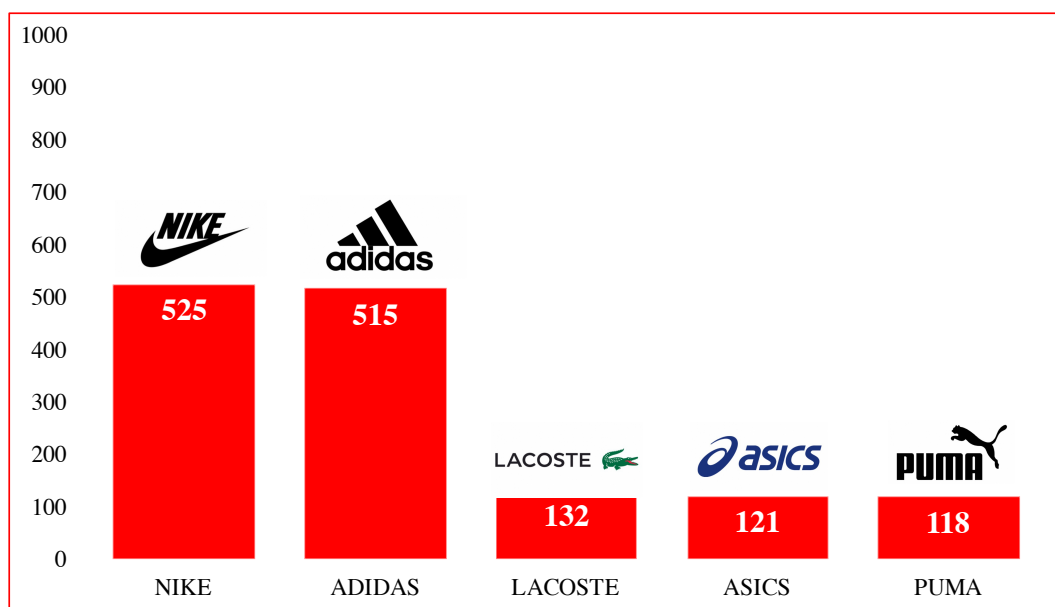
Collection of data 15.11.2017 | www.brandmemo.com



14. SPORTSWEAR TOP BRANDS**SPORTSWEAR BRANDS | MILLENNIALS TOPLIST**

Max 1000

1.	Nike	525
2.	Adidas	515
3.	Lacoste	132
4.	Asics	121
5.	Puma	118
6.	The North Face	116
7.	Moncler	108
8.	Ralph Lauren	107
9.	Fred Perry	100
10.	Timberland	88

Collection of data 15.11.2017 | www.brandmemo.com

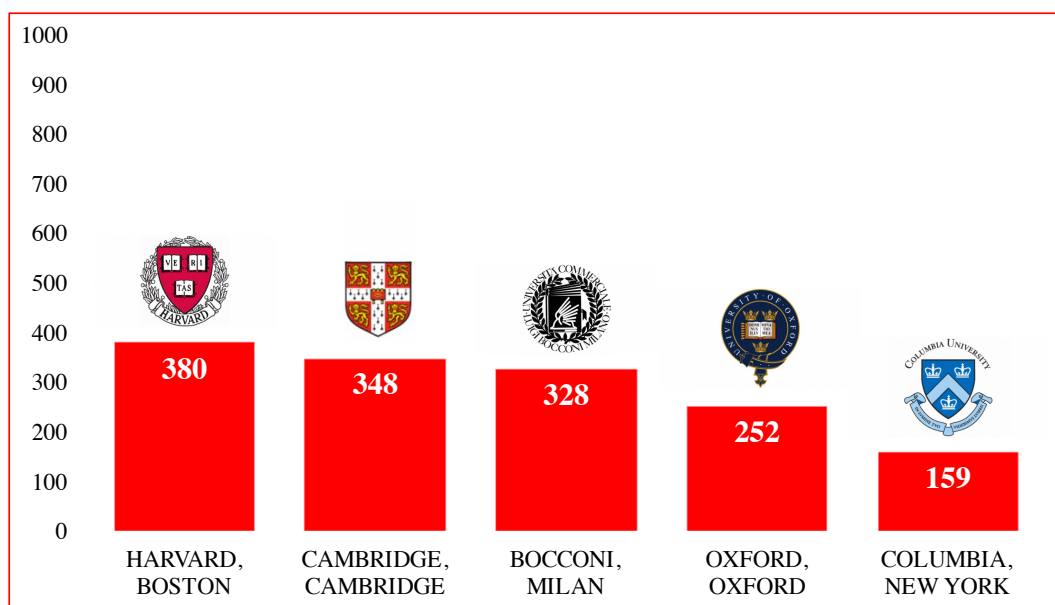
15. UNIVERSITIES TOP BRANDS

UNIVERSITIES BRANDS | MILLENNIALS TOPLIST

Max 1000

1.	Harvard, Boston	380
2.	Cambridge, Cambridge	348
3.	Bocconi, Milan	328
4.	Oxford, Oxford	252
5.	Columbia, New York	159
6.	Yale, Boston	143
7.	Mit, Boston	116
8.	Stanford, Stanford	93
9.	Sorbonne, Paris	68
10.	Princeton, Princeton	47

Collection of data 15.11.2017 | www.brandmemo.com



16. I&B CODE OF ETHICS

1. **Understanding the Customer.** I&B Associates are aware, take care and understand Customers' rights, needs and reasons.
2. **Respecting human values.** I&B Associates subordinate economic growth objectives to the development of human and civil society values. They value their Customers' interest as well as the full realization of their professional success.
3. **Taking common responsibility.** I&B Associates are aware of their Customers' moral point of view and take responsibility for a common, shared and proper ethical behavior.
4. **Ensuring fairness.** I&B Associates ensure everybody the same treatment, under the same service conditions. They make sure that each Customer gets a personal and independent assistance.
5. **Inform, not influence.** I&B Associates share every information that is useful for the Customers to evaluate proposals and agreements, refraining from any influence action.
6. **Pursue Customer satisfaction with increasing efficiency and effectiveness.** I&B Associates develop increasing service efficiency and measure their work effectiveness through customer satisfaction, considering concrete, realistic and shared Customer expectations.
7. **Ensuring transparency.** I&B Associates care about Customer affinity and try to establish an open and cooperative relationship by developing a positive, constructive and creative communication.
8. **Promoting common good.** I&B Associates foster the spread and consolidation of a market and common good oriented culture of service. They understand that their services reach not only their final Customer, but also the social community.
9. **Respect the Code of Ethics.** I&B Associates take responsibility for the application of the code of ethics and try to guarantee that this is known by the Stakeholders.
10. **Protect the Code of Ethics.** I&B Associates guarantee the right to report facts or conducts that are inconsistent with the code of ethics to I&B legal representatives. They ensure transparency and fast processes of inquiry and judgment.



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17. CREDITS

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Innova et Bella is a strategic consulting firm focused on innovation and competition.

*Its name is composed of two latin terms: Innova (imperative from the verb *innōvāre*: to innovate) and Bella (imperative from the verb *bellāre*: to battle).*

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