Hersheys Kisses Chocolate Candy Ranks No. 1 in Overall Brand Equity

Contributed by Harris Interactive
Monday, 25 June 2007
Last Updated Thursday, 01 January 2009

June 26th 2007 â€“ ROCHESTER, N.Y.

Harris InteractiveÂ® today released the 2007 results from EquiTrendÂ®, a renowned annual brand equity study that measures and compares over 1,000 brands across 39 categories. EquiTrend has been conducted regularly since 1989.

This year, among the brands included in this 2007 study, there are six brands that stand above all others:

Hershey Kisses Chocolate Candy has achieved the highest overall "Brand Equity" score (79.5) as well as the highest "Overall Relevance" score (77.2) among all 1,120 brands measured.

Coca Cola and Heinz Ketchup both scored 98 percent "Familiarity" rating among respondents, the highest of all brands measured.

St. Jude Childrenâ€™s Research Hospital was noted as having the highest quality score with an 8.54 out of possible 10.

Kraft Foods, Inc. has captured the highest "Purchase Consideration" among brands measured with a score of 8.55 out of a possible 10.

Craftsman Tools appears to have earned the attention of consumers and gained the highest score for both "Brand Expectations" (7.65) and "Trust "(8.55).

Bentley Automobiles seems to have set itself apart not only among automotive brands but among all 1,120 brands measured as it scored the highest rating for "Distinctiveness" (7.61).

"These brands are to be commended for not only have they made themselves known â€“ theyâ€™ve made their brands relevant to their consumers," said Carol Gstalder, Senior Vice President, Brand & Strategy Consulting Practice, Harris Interactive. "They have created consumer expectations for a positive experience with their brands, and most importantly, theyâ€™ve delivered on that brand promise."

EquiTrend provides insight on all 1,120 brands included in the survey based on six base measures, including: Familiarity, Quality, Purchase Consideration, Brand Expectations, Distinctiveness and Trust. From these base measures "Brand Equity" and "Overall Relevance" are calculated for each brand (See the methodology for details).

EquiTrend has been designed to be a concise and efficient way to measure the bonds that exist between the consumer and brands. Key measures help determine a brandâ€™s stance among its competitors, within other categories, and in comparison to world-class brands overall. Brands that utilize EquiTrend are also able to break down results to understand their brand measures by various audience segments including such segments as influentials and teens.

For more information on EquiTrend or on the Brand & Strategy Consulting Practice at Harris Interactive please visit www.harrisinteractive.com/brand or call 877.919.4765.

Methodology

The EquiTrend study is a brand equity study conducted online once yearly by Harris Interactive. This yearâ€™s study was conducted among 27,555 U.S. consumers ages 15 and over between March 20 and April 3, 2007. The total number of brands rated was 1,120. Each respondent was asked to rate a total of 60 randomly selected brands. Each brand received approximately 1,050 ratings.

Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over on the basis of gender, age, education, race/ethnicity, region and income. Data from respondents ages 18 and over were also weighted for their propensity to be online.

A brandâ€™s Equity score is determined by a calculation of Familiarity, Quality and Purchase Intent, as a way to further our understanding of a brandâ€™s overall strength.

Overall relevance is a brand Equity score derived from responses from all respondents, even those who are not familiar with the brand. This scoring measure provides a context to understand a brandâ€™s strengths among all consumers, regardless of Familiarity. Similar to Equity, a brandâ€™s Overall Relevance score is determined by a calculation of Familiarity, Quality, and Purchase Consideration.

About the Harris Interactive Brand and Strategy Consulting Practice

The Brand and Strategy Consulting Practice of Harris Interactive is a research-based consultant team that designs and conducts research to help organizations form stronger bonds with its key stakeholders and improve business performance. The team utilizes an empirically-based approach which has been validated in the marketplace as well as in academia for over the past 40 years. This approach has been recognized with 13 David Ogilvy Awards in 11 years for assisting clients drive ROI. For more information on the Brand and Strategy Consulting Practice at Harris Interactive please visit www.harrisinteractive.com/brand.

About Harris Interactive

Harris Interactive is the 12th largest and fastest-growing market research firm in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the worldâ€™s largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiaries Novatris in France and MediaTransfer AG in Germany, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com. To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com.

Press Contact:
Nancy Wong
609-919-2426
nwong@harrisinteractive.com