

The ranking

So here it is, our ranking of 100 social brands



Rank	Brand name	Industry	Social Brand Score	Social Engagement Score	Panel Score
1	Dell	Technology	53.10	14.60	38.50
2	Nike Plus	Consumer product - electronics	51.90	15.40	36.50
3	Starbucks	Leisure	51.10	12.60	38.50
4	giffgaff	Telecom	50.60	15.60	35.00
5	Best Buy UK	Retail	49.40	14.40	35.00
6	Zappos	Retail	48.70	10.20	38.50
7	Innocent	FMCG	48.00	15.00	33.00
8	Groupon UK	Services	47.90	13.40	34.50
9	Blendtec	Consumer product - electronics	45.70	11.20	34.50
10	Converse	Consumer product - fashion	45.30	11.80	33.50
11	Pampers	FMCG	45.30	14.80	30.50
12	BBC Radio 1	Media & Entertainment	45.00	10.00	35.00
13	BBC	Media & Entertainment	44.40	10.40	34.00
14	ASOS	Retail - fashion	44.10	11.60	32.50
15	AVG	Technology	44.10	12.60	31.50
16	Child's i Foundation	Charity	43.80	17.80	26.00
17	Nokia	Consumer product - electronics	43.80	11.80	32.00
18	Moo	Services	43.00	9.00	34.00
19	Old Spice	Consumer product - beauty	42.70	8.20	34.50
20	Sony Playstation	Consumer product - electronics	42.45	13.20	29.25
21	Amazon	Retail	42.20	8.20	34.00

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22	KLM	Travel	42.15	12.40	29.75
23	H&M	Retail - fashion	42.10	11.60	30.50
24	Twitter	Social Network	41.90	7.40	34.50
25	The Huffington Post	Media & Entertainment	41.85	8.60	33.25
26	Domino's Pizza	Leisure	41.80	9.80	32.00
27	First Direct	Financial services	41.75	11.00	30.75
28	The X Factor	Media & Entertainment	41.75	10.00	31.75
29	Tate	Leisure	41.65	9.40	32.25
30	Smirnoff	FMCG	41.60	14.60	27.00
31	Coca-Cola	FMCG	41.40	8.40	33.00
32	Virtuous Bread	Social Network	41.40	14.40	27.00
33	e.l.f. Cosmetics UK	Retail - beauty	41.30	11.80	29.50
34	Avon	Consumer product - beauty	41.20	13.20	28.00
35	O2	Telecom	40.85	11.60	29.25
36	Eurostar	Travel	40.70	10.20	30.50
37	Virgin Atlantic	Travel	40.65	9.40	31.25
38	Ford	Automotive	40.40	10.40	30.00
39	Vodafone	Telecom	40.00	11.00	29.00
40	Panasonic	Consumer product - electronics	39.55	13.80	25.75
41	Microsoft Advertising	Services	39.20	10.20	29.00
42	T-Mobile	Telecom	39.05	10.80	28.25
43	Channel 4	Media & Entertainment	38.90	9.40	29.50
44	IBM	Technology	38.80	11.80	27.00
45	Adidas	Consumer product - fashion	38.70	11.20	27.50
46	Colour DNA	Social Network	38.60	9.60	29.00
47	Fat Face	Retail - fashion	38.60	11.60	27.00
48	Muddy Boots Foods	FMCG	38.35	10.60	27.75
49	The Gap	Retail - fashion	38.00	10.00	28.00

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50	Liz Earle	Retail - beauty	37.85	11.60	26.25
51	Marmite	FMCG	37.85	8.60	29.25
52	Pepsi	FMCG	37.80	9.80	28.00
53	All Saints	Retail - fashion	37.60	9.60	28.00
54	Uniqlo UK	Retail - fashion	37.40	12.40	25.00
55	Ikea	Retail	37.15	10.40	26.75
56	P&G	FMCG	37.15	6.40	30.75
57	Walkers Crisps	FMCG	37.05	9.80	27.25
58	Motorola	Consumer product - electronics	36.85	11.60	25.25
59	Ushahidi	Social Network	36.80	9.80	27.00
60	New Look	Retail - fashion	36.75	12.00	24.75
61	Manchester City FC	Leisure	36.70	8.20	28.50
62	Disney	Media & Entertainment	36.65	8.40	28.25
63	Sweaty Betty UK	Retail - fashion	36.35	9.60	26.75
64	Red Bull	FMCG	36.20	10.20	26.00
65	Samsung	Consumer product - electronics	35.60	10.60	25.00
66	Sesame Street	Media & Entertainment	35.40	8.40	27.00
67	Burger King	Leisure	35.30	8.20	27.10
68	ITV2	Media & Entertainment	35.05	7.80	27.25
69	Burberry	Luxury goods	35.00	8.00	27.00
70	Chiltern Railway	Travel	34.90	8.40	26.50
71	Sky	Media & Entertainment	34.90	10.40	24.50
72	McDonald's	Leisure	34.75	9.00	25.75
73	Next	Retail - fashion	34.55	9.80	24.75
74	Topshop	Retail - fashion	34.00	7.00	27.00
75	Chambers and Beau	Retail	33.90	7.80	26.10
76	B&Q	Retail	33.90	12.40	21.50

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77	WKD	FMCG	33.60	10.60	23.00
78	Joe Brown's	Retail - fashion	33.55	8.80	24.75
79	Toyota	Automotive	33.55	9.80	23.75
80	London Midland	Travel	33.40	8.40	25.00
81	Nissan	Automotive	33.35	10.60	22.75
82	Qantas	Travel	33.20	10.20	23.00
83	Sky Sports	Media & Entertainment	33.00	9.00	24.00
84	Yoox	Retail - fashion	32.95	8.20	24.75
85	Heineken	FMCG	32.90	7.40	25.50
86	John Lewis	Retail	32.75	11.00	21.75
87	Victoria's Secret	Consumer product - fashion	32.60	7.60	25.00
88	Jimmy Choo	Luxury goods	32.20	10.20	22.00
89	Thames Water	Utilities	32.20	10.20	22.00
90	Carlsberg	FMCG	32.10	8.60	23.50
91	BT Care	Telecom	31.90	8.40	23.50
92	Vauxhall (Customer Service)	Automotive	31.75	11.00	20.75
93	British Gas	Utilities	30.65	11.40	19.25
94	Paddy Power	Retail	30.60	9.60	21.00
95	Brays Cottage Pork Pies	FMCG	30.50	8.00	22.50
96	Charmin	FMCG	29.30	9.80	19.50
97	Gucci	Luxury goods	29.00	8.00	21.00
98	Gower Cottage Brownies	Retail - food	28.50	8.00	20.50
99	Southampton FC	Leisure	25.80	6.80	19.00
100	Twisted Twee	Retail - fashion	25.40	7.40	18.00