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## Even in the Face of Economic Turmoil, Historically Solid Brands Hold Steady in Consumer's Minds

*Harris Interactive releases its 2009 EquiTrend® brand equity study*

**ROCHESTER, N.Y. – June 8, 2009** – Harris Interactive today released the 2009 results from EquiTrend, a renowned annual brand equity study that measures more than 1,000 brands across 39 categories. EquiTrend provides insight on brands based on six base measures including familiarity, quality, purchase consideration, brand expectations, distinctiveness and trust. A brand equity score is determined by a calculation of familiarity, quality and purchase consideration for each individual brand. Given the difficult economic times, this year a seventh base measure was added to capture the value consumers feel they receive from a brand for the money they pay.

Food brands, particularly comfort foods like candy, continue to dominate the top 10 brands of EquiTrend with M&M's Plain Chocolate Candy emerging in the no. 1 spot for brand equity.

Rank	Brand	Overall Equity Score
1	M&M's Plain Chocolate Candy	79.54
2	Hershey's Kisses Chocolate Candy	79.45
3	Arm & Hammer Baking Soda	78.30
4	Reese's Peanut Butter Cups Chocolate Candy	78.14
5	Hershey's Milk Chocolate Candy Bars	78.06
6	Kleenex Facial Tissues	77.47
7	Campbell's Soups	77.35
8	Google	76.70
9	M&M's Peanut Chocolate Candy	76.61
10	Crayola Crayons	76.61

Notable 2009 category winners among brands measured include:

<b>Winner</b>	<b>Category</b>
DreamWorks	Movie Production Companies
Marriott	Hotels
Subway	Fast Food
KitchenAid	Appliances
Grey Goose	Beer, Wine, Liquor
Coca-Cola	Beverages
Microsoft	Software
Sony	Consumer Electronics
Visa	Financial Services
M&M's	Foods
Kleenex	Household Products
Google.	Online Organizations
Craftsman	Tools
Discovery Channel	Media Television
Hanes	Apparel
Johnson & Johnson	Health and Beauty
Neosporin	Pharma: Over-the-Counter
Speedway	Gasoline
Target	Retail Merchandisers
Valvoline Motor Oil	Oil
Southwest Airlines	Airlines
Honda	Automotive Manufacturers
Michelin	Automotive Tires
Enterprise Rent-A-Car	Car Rentals
Harley-Davidson	Motorcycles

Consistent with previous years, tobacco brands continue to fall to the bottom. Not surprisingly given the economic situation of the past year, financial service brands, particularly AIG, joined the ranks of these weaker brands on the bottom of the list.

Judy Ricker, Division President of Brand and Communications Consulting, Harris Interactive, said, "Consumers continue to turn to strong, trusted brands, particularly during periods of uncertainty. Strategic investment in and careful monitoring of your brand is critical in both good and bad times, and will help you navigate the volatile environment."

**Methodology**

This year's EquiTrend study was conducted online among 24,446 U.S. consumers ages 15 and over between March 26 and April 13, 2009. The total number of brands rated was 1,202. Each respondent was asked to rate a total of 60 randomly selected brands. Each brand received approximately 1,000 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.

For purposes of this study, a brand's equity score is determined by a calculation of familiarity, quality and purchase consideration, as a way to further our understanding of a brand's overall strength, while overall relevance is derived from all respondents' responses, even those who are not familiar with the brand. Overall relevance score is then determined by a calculation of familiarity, quality, and purchase consideration.

**About Harris Interactive**

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information on EquiTrend or on the Brand and Communications Consulting Practice at Harris Interactive please visit [www.harrisinteractive.com/brand](http://www.harrisinteractive.com/brand) or call 877.919.4765.

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