

# RED C Brand Reaction Index (BRI) 2023

BRI identifies emotional brand connection for the most important brands in the UK across 14 market sectors. Scores for BRI can range from -100 to +100.

 128 Brands



N=2070 Adults



UK Representative

The top 3 emotionally connected brands in the UK are...



+54



+49

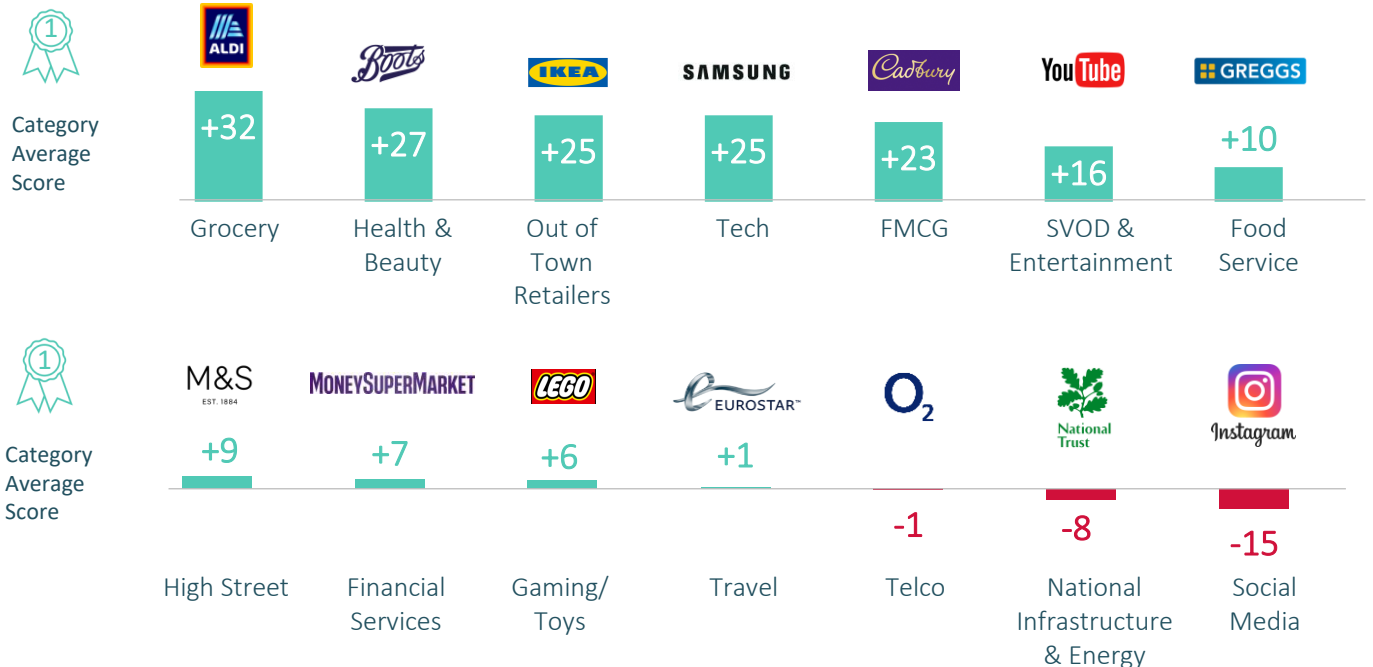


+45

Stand out brands among each generation are...

Gen Z	Millennials	Gen X	Baby Boomers

BRI average scores by market sector with leading brand shown



To find out how emotionally connected your brand and competitors are, contact the London team for the full report:  
E: [info@redcresearch.com](mailto:info@redcresearch.com)



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## Why it's important to know how emotionally connected your brand is

At RED C, we're passionate about unveiling the secrets behind successful brand-consumer relationships and exploring how emotional connections drive behaviours.

The concept of "fast and frugal" decision-making, proposed by Behavioural Economist Gerd Gigerenzer has been making waves in marketing circles and we've been on the front line, testing this hypothesis with our extensive **Brand Reaction Index (BRI) study in Ireland since 2021**. Now we've expanded to also include the UK.

Successful brands with high BRI scores have astutely used the "Availability Heuristic," "Affect Heuristic," and "Processing Fluency Heuristic" to elicit powerful emotional responses, consequently influencing rapid decision-making among their consumers. Their marketing strategies have resonated beyond mere cognitive needs, striking deep emotional chords within their audience, setting an exemplary standard for others to follow.

## As in Ireland, Cadbury is the UK's most emotionally connected brand

Amongst our n=2070 UK adults, the brands that have most successfully fostered emotional connections are Cadbury, Aldi and Lego. Consumers across generations are emotionally connected to Cadbury which has also retained its top spot ranking in RED C's BRI survey in Ireland. Cadbury's latest advertisement cleverly uses storytelling of small acts of kindness through the slogan 'there's a glass and a half in everyone'.



Demographic nuances reveal that Gen Z finds a deeper emotional connection with popular media brands including Spotify, YouTube, and Instagram whilst Gen X have strong connections with snack brands including Hula Hoops and Pringles.

Are you ready to find out where your brand stands in the emotional connection landscape? The full list of 128 brands included is overleaf...

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**REDC**

# RED C Brand Reaction Index (BRI) 2023 Full Brand List

Adidas	Disney+	Just Eat	Oatly	Starbucks
Aer Lingus	Dominos	Kellogg's	Ocado	Strings and Things
Aldi	Dunelm	Lego	Octopus Energy	Superdrug
Amazon	E.ON UK	LG	OVO Energy	Superdry
Amazon Prime Video	Easy Jet	Lidl	Paramount+	Tesco
Apple	EDF Energy	LinkedIn	Playstation	The Crown Estate
Asda	EE	Lloyds Bank	Post Office	Three
ASICS	Eurostar	Lush	Pret a Manger	TikTok
ASOS	Facebook	M&S Food	Primark	TSB Bank
Aviva	First Direct	Marks & Spencer	Pringles	Tui
AXA	Fortnight	Matalan	Quorn	Twitter
B&Q	Greggs	McDonalds	Revolut	Tyrrell's
Babybel	Gymshark	Mine Craft	Richmond	UGG
Bank of Ireland	H&M	Moneysupermarket.com	River Island	Very.co.uk
Barclays	Halfords	Morrisons	Roblox	Virgin Atlantic
BBC	Heathrow	Nando's	Royal Mail	Virgin Media
Boohoo	Heinz	National Grid	Ryan Air	Vodafone
Boots	Homebase	National Lottery	Sainsbury's	Waitrose
BP	HSBC	National Trust	Samsung	Walkers
British Airways	Hula Hoops	Nationwide Building Society	Screwfix	Wetherspoons
British Gas	Iceland	NatWest	Selfridges	Wickes
BT	IKEA	Netflix	Shell	Xbox
Cadbury	Instagram	Next	Sky	YouTube
Carphone Warehouse	Instavolt	Nike	Snap Chat	ZARA
Currys	ITV	Nintendo	Sports Direct	
Deliveroo	Jet 2 Holidays	O2	Spotify	

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