

FEEL THE LOVE: Brand Affection Suggests Strong Connection Between Consumer Love and Financial Performance

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In 1964, the Beatles sang about the notion that money “can’t buy me love,” but being a loved brand can mean financial success. Just ask this year’s top three among **America’s Favorite Brands**, according to Talkwalker’s Love Brands 2021 Report published today.

The number one most loved brand in the U.S. is Fenty, a company that has experienced great financial success under **founder Rihanna**. In fact, Fenty Beauty’s revenue hit \$570 million as recently as 2018 and Fenty Skin saw \$30 million in sales in just four months. Fenty has an unmistakable look and a unique ability to connect with their fans, rewarding them with the products and content they crave. Giving beauty fans options, with things as subtle as shimmer versus shine, is one way to win their love.

Number two on the most loved U.S. brands is Netflix, which in the first quarter of 2021, generated total revenue of more than \$7.16 billion, up from about \$5.8 billion in the corresponding quarter of 2020. Considering the year we’ve had, it’s no surprise to find the streamers on top. This theme cloud shows some of the top themes people discuss around the

words “love” and Netflix.

And the third most loved U.S. brand, Hulu, generated approximately \$4.4 billion in revenue in 2020, with subscription revenue accounting for \$2.9 billion. Hulu had 76.3 million viewers in 2019 and jumped to an estimated total viewership of 99.7 million in 2021. With an array of award contenders for shows, and the return of live sports, Hulu is making the

most of this streaming year. One of the places Hulu outperformed in our rankings this year was in the Emotional Keyword Score. In brand mentions that contain an emotional keyword, the sentiment for these mentions charts several points above the median. That’s a scientific way of saying people really love Hulu, and they love talking about how they love Hulu.

Here is the top 10 list of America’s Favorite Brands.

- 1. Fenty**
- 2. Netflix**
- 3. HULU**
- 4. Sony**
- 5. OnePlus**
- 6. Samsung**
- 7. PayPal**
- 8. Dell Technologies**
- 9. PlayStation**
- 10. Nintendo**

Talkwalker’s Love Brands 2021 Report is available here