

## Sony Still Leads Brand Brigade

July 09, 2004

Harris Poll reports that Sony is the favorite brand in the US, claiming first place for the fifth year in a row.

Harris surveyed 2,136 US adults between June 10 and 16 and asked them to choose their three favorite brands. The combined results put Sony in first place and Coca-Cola in second place, moving the softdrink brand from seventh place in 2003. The full list of best brands is as follows:

1. Sony
2. Coca-Cola
3. Dell
4. Kraft
5. Toyota
6. Ford
7. Honda
8. Procter & Gamble
9. General Electric
10. General Motors

Dell, the only technology-related brand in the top 10 moved one spot up from third place in 2003. Microsoft, meanwhile, was pushed out of the top 10 in 2004 from last year when it claimed fifth place.

Interestingly, the recent Harris Poll findings do not match the Harris Interactive EquiTrends Brand Study, a review of over 1,000 brands in 35 categories. Harris quantified each brand according to five unique rankings: familiarity, quality, purchase intent, brand expectations and distinctiveness and found the top top brands were mainly consumer packaged goods (CPG) brands. Reader of eMarketer's article "[Google Best Online Brand](#)" will recall that the top 10 brands in the EquiTrends study were:

1. Reynolds Wrap Aluminum Foil
2. Hershey's Milk Chocolate Candy Bars
3. Ziploc Food Bags
4. Heinz Ketchup
5. Duracell Batteries
6. WD-40 Spray Lubricant
7. Kleenex Facial Tissues
8. Kraft
9. Clorox Bleach
10. Oreo Cookies