

EUROPEAN TRUSTED BRANDS 2010

READER'S DIGEST PUBLISH RESULTS OF 10th ANNUAL TRUSTED BRANDS SURVEY

ESTABLISHED BRANDS RETAIN CONSUMERS' TRUST IN HARD TIMES

London February 2010 – for the tenth consecutive year Nivea has been voted the most Trusted Brand of skincare by consumers in each of the 16 countries participating in the survey. Nokia, Visa, Canon and Kellogg's also retain their position as most Trusted Brand in each of their categories across 10 or more countries.

For the 10 years that Reader's Digest has conducted this research the majority of participating countries and product categories have remained the same – enabling brands to track their performance over time.

Not only do the same brands consistently come top but, in many cases, their share of vote remains similar year on year.

"A brand represents experiences or perceptions that exist in the mind of consumers. Some are good, some are bad, many are indifferent. To maintain an ongoing relationship TRUST has to be at the centre between the consumer and the brand." Gavin Murray, Regional Advertising Director, Europe

This survey offers unique value to brands because consumers nominate the brands they trust – with no prompts at all. This means that all brands, whether "local" or "global", have an equal chance of winning in their country.

Trust in automotives

In the automotive category 9 different marques hold the No1 position across 16 countries. VW, Opel and Toyota are the most Trusted Brand in 3 or more countries. In 7 countries the Trusted Brand has remained unchanged since 2001. In Germany in 2002 and 2003 Mercedes briefly took over from VW as the No.1 brand.

Trust in banks

Despite the current economic climate and distrust of the financial sector, in many countries the most trusted bank or building society remains the same as in 2001. One exception is in the U.K. where Nat West has won the title of most trusted bank for the first time. However, this is still one of the most "local" categories, with 15 different banks or building societies winning in 16 countries.

People buy, use and recommend the brands they trust

In many cases people are users of the brands they nominated and believe them to deliver quality and value. Furthermore they are likely to recommend their Trusted Brands to others.

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NOTES TO EDITORS

Survey highlights and background:

- Now in its 10th year, European Trusted Brands has been conducted annually since 2001, it continues to be one of Europe's biggest and widest-ranging consumer surveys
- Research was conducted in 14 languages amongst 32,163 people in 16 European countries
- The survey's primary focus is to find out which brands Europeans trust the most and to gauge their own perceptions of the brands they nominated
- All brand questions are "open ended" allowing participants to nominate whatever brands they choose
- In addition to the brand questions respondents indicated their level of trust in 20 professions and 16 institutions
- They were also asked about trust in their family, friends and work colleagues
- Respondents were drawn from the Reader's Digest subscriber database of more than 4 million households in Europe. Sample selection and results were weighted so that, as far as possible, respondent profiles reflect broad population demographics in each individual country
- Research was undertaken on-line in 8 countries, and by mail in 8 countries, with fieldwork taking place between August and November 2009
- Over the years since the study was launched, more than 247,000 Europeans in 19 countries have given their opinions on thousands of brands within >100 product categories ranging from automotives to pain killers

Table 1: Brands which are trusted most across Europe - winning in 6+ countries

Trusted Brand	Number of countries where this brand is No.1			Category
	2010 (16 countries)	2009 (16 countries)	2001 (14 countries)	
Nivea (skin care)	16	16	11	Skin Care
Nokia	14	16	14	Mobile Phone Handset
Visa	14	14	category not included	Credit Card
Canon	14	13	10	Camera
Kellogg's	10	10	category not included	Breakfast Cereal
HP/Compaq	7	9	5	PC
Ariel	7	6	7	Soap Powder
Nivea (cosmetic)	7	5	Joint category with skin care	Cosmetic
Miele	6	6	4	Kitchen appliance

Table 2: Categories with the most diverse range of winning brands across Europe

Category	Number of different brands winning in 16 countries	Brands winning in more than 3 countries in this category
Internet Service Provider	16	-
Cold Remedy	15	-
Bank/Building Society	15	-
Holiday Company	15	-
Insurance Company	14	-
Petrol Retailer	14	-
Vitamins	13	Centrum (3)
Pain Relief	13	Aspirin (3)

*16 countries: Austria, Belgium, Czech Republic, Finland, France, Germany, Hungary, Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, U.K.

Table 3: Trusted bank/building society - share of vote 2010, 2009 and 2001

Most Trusted Brand share of vote			
Country	2010	2009	2001
Austria	Raiffeisen (33%)	Raiffeisen (38%)	-
Belgium	KBC (17%)	Fortis (31%)	Fortis (28%)
Czech	Ceska Sporitelna (35%)	Ceska Sporitelna (36%)	Ceska Sporitelna (31%)
Finland	Osuuspankki (38%)	Osuuspankki (40%)	Osuuspankki (37%)
France	Crédit Agricole (20%)	Crédit Agricole (23%)	Crédit Agricole (19%)
Germany	Sparkasse (40%)	Sparkasse (38%)	Sparkasse (29%)
Hungary	OTP Bank (42%)	OTP Bank (47%)	OTP Bank (58%)
Netherlands	Rabobank (49%)	Rabobank (44%)	Rabobank (33%)
Poland	PKO BP (23%)	PKO BP (33%)	PKO BP (49%)
Portugal	CGD (36%)	CGD (35%)	CGD (28%)
Romania	BCR (27%)	BRD (29%)	-
Russia	Sberbank (56%)	Sberbank (53%)	Russian Savings Bank (30%)
Spain	BBVA (15%)	La Caixa (17%)	BBVA (18%)
Sweden	Swedbank (36%)	Swedbank (39%)	FöreningsSparbanken (27%)
Switzerland	Raiffeisen (32%)	Raiffeisen (29%)	Raiffeisen (23%)
UK	Nat West (15%)	Lloyds TSB (16%)	Lloyds TSB (19%)

Table 4: Trusted car - share of vote 2010, 2009 and 2001

Most Trusted Brand share of vote			
Country	2010	2009	2001
Austria	VW (24%)	VW (19%)	-
Belgium	VW (12%)	Toyota (12%)	Mercedes (12%)
Czech	Skoda (39%)	Skoda (39%)	Skoda (41%)
Finland	Toyota (19%)	Toyota (20%)	Volvo (18%)
France	Renault (23%)	Renault (25%)	Renault (25%)
Germany	VW (21%)	VW (19%)	VW (20%)
Hungary	Opel (16%)	Opel (20%)	Opel (14%)
Netherlands	Opel (13%)	Opel (12%)	Opel (15%)
Poland	Opel (11%)	Volkswagen (13%)	Mercedes (18%)
Portugal	Toyota (19%)	Mercedes (17%)	Mercedes (19%)
Romania	Dacia (17%)	Mercedes (16%)	-
Russia	Toyota (16%)	Toyota (24%)	Mercedes (22%)
Spain	Mercedes (13%)	Mercedes (14%)	Mercedes (18%)
Sweden	Volvo (33%)	Volvo (29%)	Volvo (38%)
Switzerland	VW (14%)	VW (12%)	Opel (14%)
UK	Ford (15%)	Ford (16%)	Ford (19%)

For further background, top line results for all categories in each of the 16 countries + downloadable PDF of brand results:

Please visit our website: www.rdrustedbrands.com

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