

Where Do They Stand?

TRUST BY CATEGORY: HOW BRANDS STACK UP IN THEIR RESPECTIVE TERRITORIES

Airlines

- 1 Air India
2 Jet Airways
3 Indigo Airlines
4 Spicejet
5 GoAir



Recently discovered photos from Air India's bygone Flying Palace era in the 1970s show an actual bar in the top deck and walls decorated with images from Indian mythology and history.

Apparel

- 1 Raymond
2 Lee
3 Siyaram's
4 Peter England
5 Levi's
6 Killer
7 Pepe Jeans
8 Allen Solly
9 Van Heusen
10 Arrow

Raymond began life in 1925 as a woolen blankets manufacturer. In 1992, Nexus Equity created 'The Complete Man', not in the Frankenstein sense, of course.



Auto Four wheelers

- 1 Maruti
2 Tata Motors
3 Honda
4 Hyundai
5 Mahindra
6 Toyota
7 Ford
8 Fiat
9 Skoda
10 Renault

The car with the highest market share had a rather choked start. Way back in the late 70s, in its earliest form, it was touted to be the unfulfilled brain-wave of Sanjay Gandhi.

The country's largest automobile company, is a laggard in the passenger cars segment. Soccer icon Lionel Messi has been appointed as the global brand ambassador to change its passenger-vehicle's fortunes.

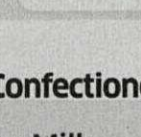


Auto Two wheelers

- 1 Hero
2 Honda
3 Bajaj
4 TVS
5 Yamaha
6 Suzuki
7 Mahindra
8 Vespa
9 Royal Enfield (Bullet)

The 'Hum mein hai Hero' campaign came to light after L&K Saatchi & Saatchi's Praveen Kenneth wrote to the Muntaz every three months for nine years. He also visited them twice a year without bagging any business.

Once Audrey Hepburn hopped on Gregory Peck's Vespa in Roman Holiday, the scooter's popularity and sales soared even outside Europe.

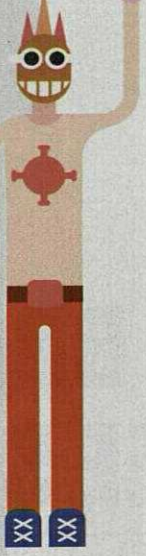


Chocolates/confectionery

- 1 Cadbury Dairy Milk
2 Cadbury Choclairs
3 Perk
4 Nestle Milk Chocolate
5 Kit Kat
6 5 Star
7 Center Fresh
8 Gems
9 Munch
10 Nestle Eclairs
11 Mentos
12 Mint-o
13 Alpenliebe
14 Halls
15 Boomer
16 Candy Man
17 Chlormint
18 Kinder Joy
19 Tic Tac
20 Poppins

O&M's Piyush Pandey wrote the jingle for the iconic Real Taste of Life campaign on a boarding pass on the way back from a long awaited vacation in America.

While India has just about got Kit-Kat Dark, Japan has seen over 200 flavours. Some of the more out-re ones include green tea, blueberry, cheesecake and the soon to be launched gold foil covered variant.

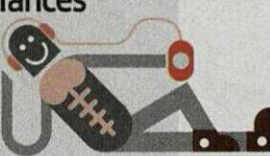


Consumer Durables

- 1 Samsung
2 Sony
3 LG
4 Usha
5 Philips
6 Whirlpool
7 Godrej Appliances
8 Videocon
9 Onida
10 Panasonic
11 Bajaj Appliances
12 Kelvinator
13 Orient Fans
14 Sansui
15 Voltas
16 Havells
17 Hitachi
18 Blue Star
19 TTK Prestige
20 IFB

The Samsung Group is rumored to be responsible for roughly 20% of South Korea's GDP.

Another Korean warhorse where LG stands for 'Lucky Goldstar' that eventually became synonymous with the tagline 'Life Is Good'.



The trio of Bollywood buddies - Prem Chopra, Ranjeet and Shakti Kapoor appeared in a commercial for Havells together.



Ecommerce and services

- 1 Flipkart
2 Quikr
3 Olx
4 Snapdeal
5 Amazon
6 Yatra
7 Jabong
8 Myntra
9 Paytm
10 BookMyShow
11 Cleartrip
12 FreeCharge
13 MakeMyTrip

Tiger Global was the second VC fund to have invested in Flipkart after Accel India. Apparently, it cold-called Flipkart's customer service number to speak to the Bansal-duo and make an offer.

The employees of the online event and movie ticket booking site/app give discount coupons printed at the back of their business cards. The cards are cut in the shape of movie tickets as well.

Mobile Handsets/Tablets

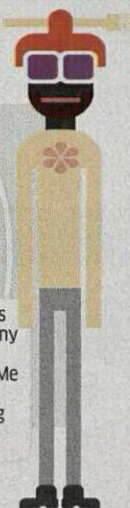
- 1 Samsung
2 LG
3 Micromax
4 Motorola
5 Karbonn
6 Sony Xperia
7 iPhone
8 Intex
9 Lava
10 HTC
11 Lenovo
12 Panasonic
13 Microsoft Lumia
14 Gionee
15 OPPO

In June 2007, Apple launched the 'Jesus Phone'. Steve Jobs had, uncharacteristically, set a sales goal of 10 million for 2008. They didn't meet it. But by March 2015, the company had sold 700 million iPhones.

Paints

- 1 Asian Paints
2 Nerolac Paints
3 Berger Paints
4 Dulux Paints

In 1954, RK Laxman created one of India's most iconic brand mascots. But the company still needed a name for him. In an early crowdsourced campaign, they ran a 'Give Me A Name' contest, with ₹500 as the prize.

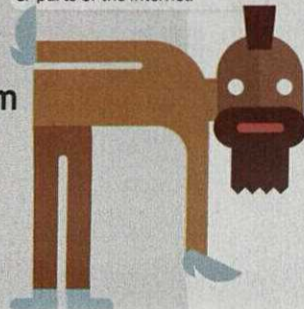


OTC

- 1 Glucon-D
2 Moov
3 Vicks
4 Eno
5 Zandu Balm
6 Iodex
7 Crocin
8 Nycil
9 Hajmola
10 Amrutanjan Balm

Emami's reacted to inadvertently being co-opted into pop-culture by using the producers of Dabangg for the song 'Munni Badnaam Hui'.

If Zandu Balm shielded away from raunch, Amrutanjan embraced it wholeheartedly with its re-launch campaign that featured risqué situations right out of seedy books sold outside railway stations and the seamer parts of the internet.



Edible Oils (Refined)

- 1 Saffola
2 Fortune
3 Sundrop
4 Ruchi Gold
5 Gemini

While it heads the leaderboard on oil, it's also a poster child for life beyond oil, having extended to oats and muesli.



Footwear

- 1 Bata
2 Reebok
3 Action Shoes
4 Adidas
5 Liberty Shoes
6 Woodland
7 Nike
8 Puma

King Khan's long dalliance with endorsements began with Liberty shoes. The ad focused on SRK's feet and didn't have a single shot of his face.



Hair Oils

- 1 Dabur Hair Oil
2 Parachute
3 Himani Navratna
4 Hair & Care
5 Bajaj Almond Drop
6 Nihar
7 Keo Karpin

Foreign Banks

- 1 Citibank
2 HSBC
3 Standard Chartered

Private Sector Banks

- 1 ICICI
2 Axis
3 HDFC
4 Kotak Mahindra
5 Yes Bank
6 IndusInd
7 The Federal Bank

With RBI's deregulation on Savings Account interest rate, 2011 became a game changer in the marketing history of Kotak Mahindra Bank.

PSU Banks

- 1 State Bank Of India
2 Bank of India
3 Canara Bank
4 Indian Bank
5 Punjab National Bank
6 Central Bank Of India
7 Bank Of Baroda
8 Union Bank of India
9 IDBI Bank
10 Dena Bank

It is justifiably famous for its 21,000 plus ATM networks across India, but did you know SBI had 194 offices in 36 countries?

Watches /Accessories

- 1 Titan
2 Sonata watches
3 Timex
4 Fastrack
5 Ray-Ban

The inimitable background score that plays in your head the moment you think 'Titan' is a 30 second excerpt (from 1:31 to 2:00) that A.R. Rahman re-arranged from Mozart's Symphony No 25, G minor.



Cold Beverages

- 1 Maaza
2 Coca-Cola
3 Pepsi
4 Thums Up
5 Frooti
6 Rasna
7 Limca
8 Sprite
9 Slice
10 Fanta

1) A typo. 2) Could be wit. 3) Because the 'B' in 'thumb' is silent. 4) Could be a particularly strong dislike for the letter 'B'. All possible answers to 'Why there's no letter 'B' in Thums Up? The company has left it to the devices of urban myth makers.

When Katrina Kaif featured in the 'Aam-sutra' campaign in 2008-09, Slice became the first brand in the juice and juice drinks category to sign a Bollywood actress as a brand ambassador.



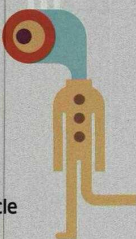
- 11 Mirinda
12 7UP
13 Amul Kool
14 Real Juice
15 Tropicana

Also a slang term for moonshine. No wonder then one old Mountain Dew sign read: 'It'll tickle yore innards!' PepsiCo launched it in India in 2003 with the tag line 'Cheetaah Bhi Peeta Hai' before eventually moving on to 'Do The Dew'.

- 16 Mountain Dew
17 Tang
18 Minute Maid
19 Red Bull
20 Paperboat

Household Care

- 1 Vim
- 2 Good Knight
- 3 All Out
- 4 Fevicol
- 5 Harpic
- 6 Mortein
- 7 HIT
- 8 Lizol
- 9 Domex
- 10 Colin
- 11 Pril
- 12 Mr. Muscle



Retailers

- 1 Big Bazaar
- 2 Reliance Fresh
- 3 Pantaloons
- 4 Reliance Digital
- 5 Lifestyle
- 6 Reliance Trends
- 7 Spencer's
- 8 Shoppers Stop
- 9 HyperCity
- 10 Croma
- 11 Westside
- 12 Ezone
- 13 Fabindia
- 14 Crossword

Telecom

- 1 Airtel
- 2 Vodafone
- 3 Idea
- 4 BSNL
- 5 Tata Docomo
- 6 Aircel
- 7 Reliance Communications
- 8 MTS
- 9 Uninor
- 10 MTNL

In 2003, the Hutch dog, a pug called Cheeka, who followed you wherever you went, won the nation's heart. The next time Vodafone pulled off a campaign that became a cultural reference it was with the pot-bellied aliens, Zoozoos in 2009.



Food Services

- 1 Pizza Hut
- 2 Domino's
- 3 McDonald's
- 4 Café Coffee Day
- 5 KFC
- 6 Subway
- 7 Costa Coffee
- 8 Starbucks

Legend says the fast-food franchise makes enough sandwiches in a year to wrap around the Earth 14 times. Did the made-up stat remind you of a certain Indian biscuit brand?

Gordon Bowker, co-founder of Starbucks, wanted to name the company 'Peaquod' after the eponymous ship in one of his favourite novels - *Moby Dick*. When his then creative partner Terry Heckler suggested no one would want to drink a cup of 'pee-quod', they decided to name the chain after Peaqua's top officer Starbuck.



Water Purifier

- 1 Aquaguard
- 2 Pure-it
- 3 Kent RO
- 4 Tata Swach
- 5 ZeroB

Nevermind the cola wars; water wars is where the action is. Pureit, Aquaguard and Kent have an extensive history of squabbling including legal threats and having the competition's ads pulled off air.



Personal Care

- 1 Dettol
- 2 Dove
- 3 Lifebuoy
- 4 Lux
- 5 Pond's
- 6 Fair & Lovely
- 7 Pantene
- 8 Head & Shoulders
- 9 Sunsilk
- 10 Clinic Plus
- 11 Johnson & Johnson
- 12 Vaseline
- 13 Godrej No 1
- 14 Pears
- 15 Godrej Hair Dye
- 16 Santoor
- 17 Cinthol
- 18 Garnier
- 19 Boroplus
- 20 Hamam
- 21 Vicco Turmeric
- 22 Vivel
- 23 Himalaya
- 24 Lakme
- 25 Medimix
- 26 Liril
- 27 Gillette
- 28 Fair & Handsome
- 29 Rexona
- 30 Nivea
- 31 Whisper
- 32 Savlon
- 33 Park Avenue
- 34 Chik
- 35 Stayfree
- 36 Olay
- 37 L'Oreal
- 38 Palmolive
- 39 Axe
- 40 Livon
- 41 Set Wet
- 42 Fogg
- 43 Kotex
- 44 Wild Stone
- 45 Revlon

The first container carrying bars of Lifebuoy soap landed in 1895 at Bombay Harbour. The brand has been at the forefront of innovative marketing from the early days of 'Lifebuoy hai jahan sandarust hai wahari' to today's 'Help A Child Reach 5'.

In 2009, BE tracked down the original, green bikini-clad Liril girl, Karen Lunel, who lives in New Zealand. We found her after we spotted this in the comment's section of the YouTube video featuring the famous ad: 'Damn! That's my mum!'



Food Products

- 1 Tata Salt
- 2 Britannia
- 3 Parle
- 4 Amul
- 5 Kurkure
- 6 Sunfeast
- 7 Lay's
- 8 Aashirvaad
- 9 Maggi
- 10 Bingo
- 11 Kissan
- 12 Haldiram's
- 13 Annapurna
- 14 Mother Dairy
- 15 Saffola Oats
- 16 Kellogg's
- 17 Top Ramen
- 18 Kwality Walls
- 19 Yipee
- 20 Oreo
- 21 Pillsbury
- 22 Knorr
- 23 Quaker
- 24 Heinz
- 25 Ching's



Show Me The Money

Trust by monthly household income

₹10000 - ₹25000 MONTHLY HOUSEHOLD INCOME	₹25000+ MONTHLY HOUSEHOLD INCOME
1 Colgate	1 Tata Salt
2 Dettol	2 Dove
3 Pond's	3 Samsung (Consumer Durables)
4 Tata Salt	4 Colgate
5 Dove	5 Horlicks
6 Vim	6 Glucon-D
7 Lux	7 LIC
8 Britannia	8 Samsung Mobile Phones
9 Lifebuoy	9 Dettol
10 Airtel	10 Lifebuoy
11 Maaza	11 Cadbury Dairy Milk
12 Horlicks	12 Surf Excel
13 Coca-Cola	13 BSNL
14 Ariel	14 Lux
15 Surf Excel	15 Pantene
16 Frooti	16 Pepsico
17 Bournvita	17 Thums Up
18 Head & Shoulders	18 Pepsodent
19 Samsung (Consumer Durables)	19 Maaza
20 Fair & Lovely	20 Fair & Lovely

Hot Beverages

- 1 Horlicks
- 2 Bournvita
- 3 Complian
- 4 Tata Tea
- 5 Taj Mahal Tea
- 6 Nescafe
- 7 Boost
- 8 Red Label
- 9 Brooke Bond Taaza
- 10 Bru

As per GlaxoSmithKline's website, all Horlicks bottles sold in India in a year, placed end to end, would form a chain six times the length of the Great Wall of China. Clearly, brands are obsessed with #MadeUpStats.

Born in the Brooke Bond family of Unilever in 1966, Taj Mahal Tea was India's first premium chai brand. Though tea connoisseurs (and even those who never cared for a sip) would agree the premium quotient of the brand was more an outcome of the timeless 'Wah Taj' ad featuring tabla maestro Zakir Hussain.



Brands That Work

Trust by working status



WORKING	NOT-WORKING
1 Dettol	1 Tata Salt
2 Colgate	2 Fair & Lovely
3 Lifebuoy	3 Colgate
4 Dove	4 Dove
5 Horlicks	5 Dettol
6 Lux	6 Maaza
7 Airtel	7 Samsung (Consumer Durables)
8 Samsung (Consumer Durables)	8 Clinic Plus
9 Vim	9 Surf Excel
10 Tata Salt	10 Lifebuoy

