

Top 10 Biggest Movers Deutschland:

April 2023

| Rang | Marke | Media & Comms | | | | Brand Perception | | | | | Purchase Funnel | | |
|------|---------------|---------------|--------------|--------------|------|------------------|-------|------------|--------------|-----------|-----------------|---------------|-----------------|
| | | Awareness | Ad Awareness | WOM Exposure | Buzz | Impression | Value | Reputation | Satisfaction | Recommend | Quality | Consideration | Purchase Intent |
| 1 | Samsung | | | | | | | ^ | ^ | ^ | ^ | ^ | ^ |
| 1 | eBay | | ^ | ^ | ^ | ^ | | | ^ | ^ | | | |
| 3 | toom BauMarkt | ^ | | ^ | ^ | | | ^ | | | ^ | | |
| 3 | Carglass | | | | | ^ | ^ | | ^ | ^ | | ^ | |
| 3 | Asus | | | ^ | | | | | ^ | ^ | ^ | ^ | |
| 6 | Bauhaus | ^ | | | | | ^ | ^ | | | ^ | | |
| 6 | Rexona | | ^ | | | | ^ | ^ | | | | ^ | |
| 6 | Grundig | | | | | ^ | | | ^ | ^ | ^ | | |
| 6 | RWE | | | v | ^ | ^ | ^ | | | | ^ | | |
| 10 | IKEA | ^ | | | | ^ | | | | | | | ^ |

Quelle: YouGov BrandIndex; Marken-Ranking, sortiert nach der höchsten Anzahl der signifikant positiv veränderten Metriken von 13 insgesamt erhobenen Marken-Metriken im Vergleich zum Vormonat. Vergleichszeitraum März 2023 vs. Februar 2023.

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