

## **BrandSpark Announces Most Trusted Services, E-Commerce and Online/App Brands Amid the Pandemic**

*Survey shows telecom dials up trust in the pandemic and some e-commerce brands are keeping pace with Amazon*

NEW YORK ([PRWEB](#)) October 20, 2020 -- Companies interested in gaining consumer trust and sales may want to learn from the results of the 8th annual BrandSpark® / Newsweek Most Trusted Awards (“BMTA”), voted on by over 10,000 American shoppers, which identify the most trusted Service, Online/Apps and E-Commerce Stores in America. The results are based on the most comprehensive trust study in America, the BrandSpark® American Trust Study, which reveals that Americans are taking note of how companies are responding during COVID-19 and are responding in kind with their trust.

The survey revealed that 19% of consumers identified an E-Commerce site whose COVID-19 response fueled an increase in their trust during the pandemic while 24% said their trust rose with Service Providers who did the same. This trust shift was most notable among telecom service providers. Traditionally the target of consumer complaints, telecom service providers are currently dialing up praise for offering customers discounted plans and supporting communities with donations. However, 18% of consumers lost trust in an E-commerce retailer or service provider during the pandemic. This trust erosion was due to the perception that prices were raised, deliveries were delayed, and businesses appeared not to support their workers.

“Building consumer trust is one of the most effective ways to grow and sustain market share during volatile times like these,” said Robert Levy, President of BrandSpark International. “While the dramatic spike in online shopping has led to broader exposure of an array of brands, the survey findings show consumers still gravitate to brands that provide consistency, quality and fair prices, and are relied on by other consumers. However, those brands must act with integrity, and those that do are being rewarded with customer loyalty.”

Participants voted for the brands that they most trust in 84 categories including several that have become increasingly important in pandemic times, such as Video Conferencing Apps, Online Document Signatures, Grocery Delivery and Streaming Services. BrandSpark and Newsweek create these exclusive annual awards to help consumers shop smarter.

“With more consumers logging more hours online, brand behavior is being magnified,” said Adam Bellisario, Program Manager. “Brands and marketers need to use these historical times to positively impact Americans’ lives in meaningful ways. Corporate citizenship and brand trust will be inextricably linked for the foreseeable future.”

Award winner highlights:

- Displaying their trust leadership in multiple categories, the following service brands each had 2 wins: Discover (Cashback Rewards Credit Card and No Fee Credit Card), State Farm (Full Service Auto Insurance Provider and Home Insurance Provider), Fidelity (Financial Advisory Firm and Online Investment Management Service) and Spectrum (High Speed Internet Provider and TV Service Provider (in a tie)
- Zoom, the online video conferencing platform that has helped many businesses and families stay connected during the pandemic, had a 60% margin of trust over its next closest competitor. This was the 3rd largest margin in this study behind Amazon for Books, and AAA for Roadside Assistance Provider who topped 70% share of trust in its category

- Disney+ (Online Streaming Service for Kids) and learning app/site ABCmouse (Children's Learning App) are two of the most trusted ways to keep kids busy at home

- The following E-commerce retailers all ranked ahead of Amazon, highlighting that it is possible to keep up with Amazon: Chewy (Pet Food & Supplies), Victoria's Secret (Women's Lingerie), and eBay (Buy & Sell Website). Other specialty retailers such as Ulta (Cosmetics), Michaels (Craft Supplies), Dick's (Sporting Goods), Nike (Running shoes), and Staples (Office supplies) all tied with Amazon as most trusted in their respective categories

· Despite extensive challenges, airlines were not found to have lost trust during the pandemic. The most trusted Airline by Americans was Southwest, followed by Delta and American respectively in Silver and Bronze positions

The following is the list of Gold Winners that Americans trust the most. To see the Silver and Bronze winning brands or learn more: visit <http://www.BrandSparkMostTrusted.com>

#### Category -- Services

Airline: Southwest

Alarm Service: ADT

Car Rental Service: Enterprise

Cashback Rewards Credit Card: Discover

Cellular Service Provider: Verizon

Discount Auto insurance Provider: Geico

Discount Cellular Service Provider: Tracfone

Financial Advisory Firm: Fidelity

Flower Delivery Service: 1-800-Flowers

Full-service Auto Insurance Provider: State Farm

Gas Station: Shell

High Speed Internet Provider: Spectrum

Home Insurance Provider: State Farm

Home Shopping Network: QVC

Hotel Chain: Hilton / Marriot (TIE)

Junk Removal Service: 1-800-GOT-JUNK?

Life Insurance Provider: State Farm

Loyalty Program: Kroger

Meal Kit Delivery Service: HelloFresh

No Fee Credit Card: Discover

Oil Change Service Chain: Jiffy Lube

Online Investment Management Service: Fidelity

Online-only Bank: Chime

Pest Control Service: Terminix

Roadside Assistance Provider: AAA

Supplemental Health Insurance Provider: United Healthcare

Tax Preparation Service: H&R Block

Tire Sales & Service Provider: Discount Tire (America's Tire)

Travel Insurance Provider: Allianz

TV Service Provider: Spectrum / Xfinity (TIE)



Value Hotel Chain: Hilton / Holiday Inn (TIE)  
Weight Loss Program: Weight Watchers (WW)

Category: Online/Apps

Antivirus Software: Norton  
Artisan Marketplace: Etsy  
Buy and Sell Website: eBay  
Children's Learning App: ABCmouse  
Credit Score Checking Site: Credit Karma  
Fashion Marketplace Site/App: Amazon  
Fitness Tracking App: Fitbit  
Food Delivery App: DoorDash  
Home Professional Hiring App: HomeAdvisor  
International Money Transfer Site/App: Paypal  
Internet Radio App: Pandora  
Job Site/Employment Classifieds: Indeed  
Language Learning App: Duolingo  
Local Deals Site: Groupon  
Music Streaming Service: Spotify  
Online Document Signature: DocuSign  
Online Golf Booking: GolfNow  
Paid-membership Dating Sit: Match.com / Tinder (TIE)  
Ride Sharing App: Uber  
Short-term Rental Booking Site: Airbnb  
Site for Printing Services: Vistaprint  
Streaming Service For Kids: Disney+  
Streaming Service For Quality Content: Netflix  
Tax Preparation Software: TurboTax  
Vacation Booking Site/App: Expedia  
Video Conferencing App: Zoom  
Website Builder/Platform: GoDaddy / Wix (TIE)  
Website For Health Information: WebMD

Category: E-Commerce

Athletic Shoes: Amazon / Nike (TIE)  
Bedding & Linens: Amazon  
Books: Amazon  
Contact Lenses: 1-800 Contacts  
Cosmetics: Amazon / Ulta (TIE)  
Craft Supplies: Amazon / Michaels (TIE)  
Electronics: Amazon  
General Goods: Amazon  
Glasses/Prescription Eyewear: Zenni  
Grocery Delivery: Amazon / Walmart (TIE)  
Grocery Pick-up: Walmart

Health & Wellness: Amazon  
Home Décor & Furnishings: Amazon  
Home Exercise Equipment: Amazon  
Home Improvement/Renovation: Home Depot  
Home Office Furniture: Amazon  
Men's Activewear: Amazon  
Office Supplies: Amazon / Staples (TIE)  
Outdoor Gear: Amazon  
Pet Food & Supplies: Chewy  
Sporting Goods: Amazon / Dick's (TIE)  
Sports & Fitness Nutrition: Amazon  
Women's Activewear: Amazon  
Women's Lingerie: Victoria's Secret

#### How Winners are Determined

More than 10,000 American shoppers determined the BrandSpark Most Trusted Awards winners for Services, Online/Apps, and E-Commerce, through their "top of mind" unaided responses for the brand they trust most in categories they had shopped. Results are ranked based on volume of mentions and ties are declared if the margin of victory is within 3%. Silver and Bronze winners were declared in categories where the 2nd and 3rd most trusted brand exceeded at least 10% of mentions. The questions were included in the annual BrandSpark American Trust Study with results weighted to be nationally representative.

#### Learn More from BrandSpark's Trust & Stubbornness Research

BrandSpark has extensive research available from the Study to help leading and challenger brands alike understand their trust positioning, and gain critical insights into how to improve upon it. Fundamental to this research is what BrandSpark calls brand stubbornness, which identifies how resilient or vulnerable a brand's trust share is, and performance on the eight underlying drivers, ranging from quality to transparency. With analysis provided in relation to direct competitors, winner benchmarks, and comparisons to Canada (available in most categories), BrandSpark can provide a level of depth typically reserved for custom research studies. Brands competing in any of the categories can contact BrandSpark for a free topline overview of the research.

#### Newsweek Media Partnership

BrandSpark has partnered with premier media brand Newsweek to shine a bright light on these award-winning brands. The partnership will include features of the winners, targeted communications to readers and unique high-value advertising opportunities for brands anchored by editorial content. The BrandSpark Most Trusted Awards has updated its highly influential logo to include the iconic and instantly recognizable Newsweek logo to generate even more impact for shoppers and brands.

#### About BrandSpark International

Founded in 2001, BrandSpark International is a research and consulting firm that provides brands with the insights they need to understand the omni-channel shopper, refine their strategic brand positioning, build consumer trust and improve the success of their new product launches. BrandSpark Marketing Services runs major awards programs the Best New Product Awards and BrandSpark Most Trusted Awards and leading shopper community and digital promotions platform - Shopper Army.com.

Permission and authorization are required in order to reference the BrandSpark Most Trusted Awards win or



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For further information, interview requests, or a free topline presentation of the research please contact:  
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