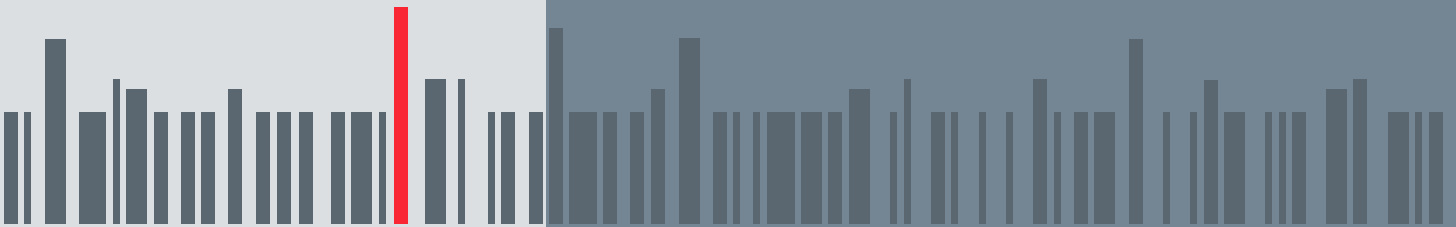


THE GOOD THE BAD & THE UGLY 2019

What is the Good, the Bad & the Ugly?

And why you should care

This is a time of unparalleled change in the retail industry. The value indicators by which consumers evaluate brands today are not the same ones they would have used ten years ago, or even one year ago. Some retailers don't learn what customers want from their brand until it's too late. We created The Good, The Bad, and The Ugly for this reason: To break down which brands are killing it in the new consumer market (the good), which brands are scraping by at base level (the bad), and which are about to get pulled down by the undertow if they don't make some big changes soon (the ugly).



As a second annual report, we also weigh 2018 data against last year's numbers to learn why companies ranked how they did, which factors contributed to each brand's respective success or failure and who made the biggest moves (up or down) year over year.

Why We Did the Research

Over the last two years we asked over 7,000 customers with annual incomes above \$35,000 and a geographic make-up representative of the total US population, to evaluate 100 of the most well-known brands in retail today.

The questions we asked are simple:

1. Which of the following retailers are you aware of?
2. Considering each of the retail brands you are aware of, please rate them as:
 - **GOOD:** this retailer 'gets me', takes care of me and has a great future
 - **BAD:** this retailer is just ok, they're not my favorite, but they serve a purpose
 - **UGLY:** I don't care if this retailer disappears tomorrow

We found that how a customer ranks brands is dependent on whether they grew up before or after digital technologies such as smartphones and social media became widely adopted, so we segmented respondents' answers based on whether they fell into the category of:

- **DIGITAL NATIVES:** age 18 to 29
- **DIGITAL IMMIGRANTS:** age 46 and older

Lastly, we asked customers to "fill in the blank" on their favorite and least favorite brands:

1. Name ANY retailer that serves you and its customers the **BEST**.
2. Name ANY retailer that serves you and its customers the **WORST**.

This allowed us to identify overarching themes in customer behavior and prevailing sentiments about today's top and worst brands.

100 BRANDS



7,000 CUSTOMERS



ANNUAL INCOME OF OVER \$35,000



REPRESENTATIVE OF TOTAL U.S. POPULATION



GOOD

This retailer 'gets me', takes care of me and has a great future



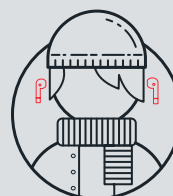
BAD

This retailer is just ok, they're not my favorite, but they serve a purpose



UGLY

I don't care if this retailer disappears tomorrow



DIGITAL NATIVES

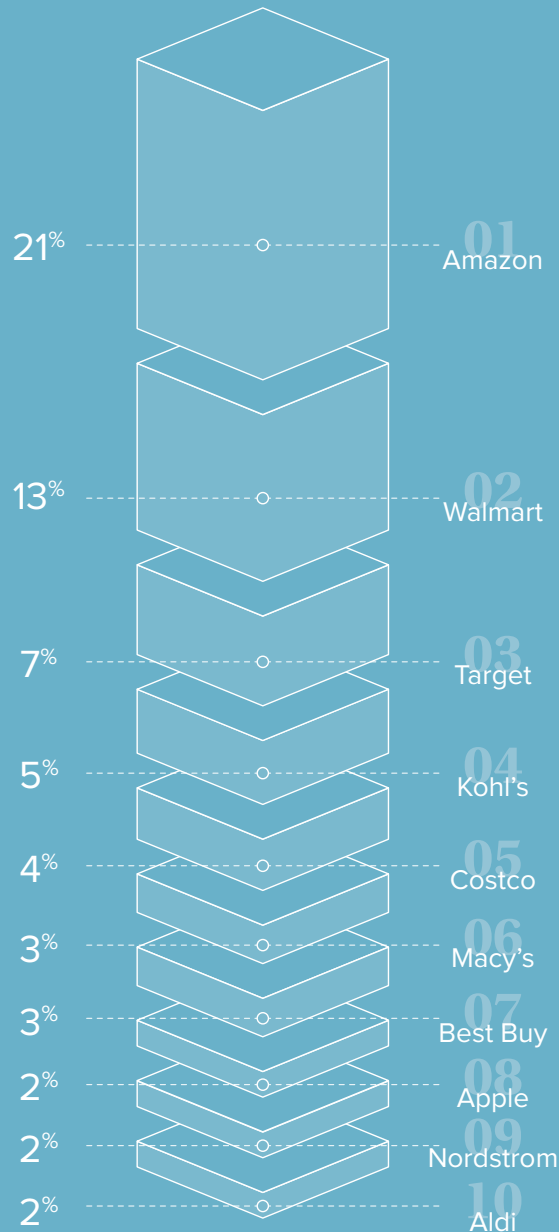
age 18 to 29



DIGITAL IMMIGRANTS

age 46 and older

Top 10 Retailers of 2018



*To get the complete list of the best and worst brands and see how your brand ranked on a scale of good, bad or ugly you'll have to **download the report.***