



LOVE BRANDS 2022

illy among the world's most beloved brands

The Trieste-based company is second in Talkwater's worldwide Love Brands rankings and in third place in Italy

Milan, June 13th, 2022 – **illy** is the most beloved Italian brand worldwide according to the annual '**Love Brands 2022**' rankings by **Talkwalker** – the world's leading Consumer Intelligence platform.

The Trieste-based company came in second in the **global Love Brands rankings** (*the best ever results for an Italian brand*), immediately behind Asics (in 1st place) and ahead of *superbrands* such as Jimmy Choo (7th), Muji (10th), Bosch (19th), Palmolive (20th), Lancome (21st), Nescafé (22nd), L'Oreal (29th), Adidas (45th), and Apple (47th). The next best Italian brand in the global rankings, Dolce & Gabbana, finished in 23rd place, followed by Missoni at 32nd and Alfa Romeo at 36th.

This excellent result was replicated by **illy** in the **Italian Top 10**, where it came in third behind **Aprilia** (1st) and **Abarth** (2nd), beating out a number of fashion brands such as **Prada, Dolce & Gabbana, Valentino, and Gucci**. A new entry in the rankings is **Zoom**, which Italians got to know and love during the difficult months of the pandemic. Rounding out the Top 10 are two renowned foreign brands that have a special place in the hearts of Italians: **IKEA** and **Lego**.

The study, which took place via Talkwalker's Consumer Intelligence Acceleration Platform™ in conjunction with Hootsuite, **analyzed 1,500 brands in various different countries worldwide, for a total of 2.6 billion conversations** (between July 2021 and March 2022) on social media, news outlets, blogs, forums, and other channels. Love Brands measures the ability and dedication of brands in establishing an emotional bond with its consumers. This resulted in the Top 50 worldwide ranking, and in Top 10 rankings in each participating country, including Italy.

*"We are proud of this result – says **Cristina Scocchia, CEO of illycaffè** – because it confirms that people understand and recognize the enormous intangible assets contained in the illy brand. A value that is expressed not only through the quality of the product and service, but also with the value we generate along the entire production chain with the aim of creating a positive impact on people and the environment".*

*"Measuring the concept of love through interactions via social media is, understandably, nearly impossible, since these are intangible metrics – explains **Francesco Turco, Talkwater's Marketing Manager for Italy** – Nevertheless, one can measure the symptoms that demonstrate passion for a brand, such as positive feelings; words referencing love, emotion, or joy; and engagement, or the ability to keep the relationship with the brand alive and fresh. In this year's rankings – Turco points out – we also took into account **a solid social, environmental, and economic consciousness**".*



Talkwalker-Love Brands' worldwide Top 10 for 2022

1st Asics

2nd illy

3rd Colorbar Cosmetics

4th Nuxe

5th Maisons du Monde

6th Bonduelle

7th Jimmy Choo

8th Kewpie

9th Fjällräven

10th Muji

Talkwalker-Love Brands' Top 10 for Italy 2022:

1st Aprilia

2nd Abarth

3rd illy

4th Prada

5th Zoom

6th IKEA

7th Dolce & Gabbana

8th Valentino

9th Gucci

10th Lego

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