



GOOD BRANDS REPORT 2010



in association with

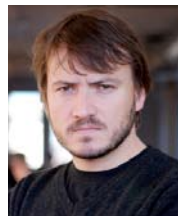
thepurplelist

Being a genuinely good brand in 2010 takes more than a widely used product and an ubiquitous global presence. Though there is no precise formula, what the ten good brands on our list have in common is a penchant for imagination, innovation, environmental responsibility and social consciousness. Their products and services don't just serve a basic need, but instead help as a tool to improve people's lives.

Several companies have stayed strong, maintaining their positions from last year with continued innovation, while others on the list have jumped into prominence through offering creative solutions and ground breaking new business models.

We started our search for the Good Brands of 2010 by looking at the companies we were writing about on PSFK.com over the last six months. We then asked a panel of cross-industry global experts from the Purple List to tell us which of the common brands on PSFK were considered 'Good'.

We hope the learnings from this report, and the companies identified within, provide you with inspiration that you can use to make things better.



Piers Fawkes
Founder
PSFK & The Purple List

psfk.com
purplelist.com

10 KEY LEARNINGS

CONSTANT INNOVATION AND
EXPERIMENTATION

RE-IMAGINE
THE WORLD

CREATE THE GAME YOU
WANT TO PLAY

LIVE YOUR BRAND & TEACH
OTHERS ABOUT IT

BUILD VALUE BY
SHARING KNOWLEDGE

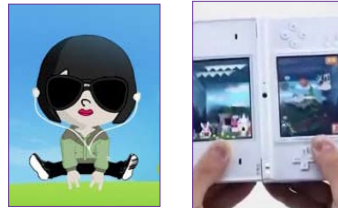
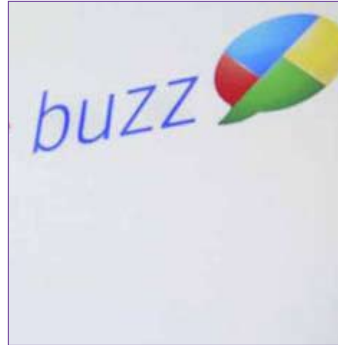
ALIGN AROUND GOOD

REACT DAILY

RATHER THAN A PRODUCT
TO PURCHASE,
PROVIDE A MENTALITY TO BUY

PRESENT PRODUCTS
AS STORIES

PARTNER WITH LIKEMINDED
BRANDS TO CREATE IMPROVED
PRODUCTS & SERVICES



TOP TEN BRANDS

1. Google
2. Apple
3. Jamie Oliver
4. MIT
5. Ace Hotel
6. IKEA
7. Nike
8. Twitter
9. Foursquare
10. Nintendo



Partners With Healthcare Institutions To Show Public Records



Works With Sony and Intel To Explore New Online TV Applications



Introduces Buzz and Wave, Improves Docs For Collaboration



Streams Real-Time Google Search Results

Google continues to help users determine how they frame the connected world. With an ongoing stream of free applications and the extension of services onto devices with its Android OS, the company inspires its users through improved access and unlimited openness. The streamlining and sharing of Google Docs, Buzz and Wave helps users to access a cloud of collaborators by transforming like-minded groups and interests into communities.

Google has become increasingly agile with quick developments to real-time queries in areas like public health information, as well as improved upon innovations in television entertainment.



2009 POSITION: #1

LESSONS FOR BUSINESS

Enable Open Innovation

Build platforms that enable a community of users to create and collaborate.

Allow for Customization/Personalization

Allow your users to determine how they want to interact with your end products and services.

Connecting People, Institutions and Things

Develop pipelines for easily sharing data.

Re-Imagining What Already Exists and Making It Better

Innovation doesn't always come in the form of brand new ideas. It often results from improving upon something already in the marketplace.

Give It Away for Free

Find ways to monetize the relationships around free services and products, as opposed to thinking only in terms of one-time transactions.

Provide Utility

Design thoughtful methods for how people find, access and organize the information stream in their lives.

PURPLE LIST VOICES

"While they make few physical products or devices beyond the Android phone, Google is an organic part of every device I'm connected to. They find a way to make existing technologies better (from search to spreadsheets and digital documents), and are constantly researching and inventing better technologies (even the oftentimes stale display advertising work, or search algorithms that facilitate more targeted results). The interface is always easy, smooth—and they use their imagination and power to help society (e.g. offering technology to help locate missing people following Haiti earthquake). I admire Google's desire to use its imagination and innovation as a force of good—and not just fame or profit."

PALOMA M. VAZQUEZ

Brand Marketer & Writer, New York, USA

<http://purplelist.com/members/pmvazquez>



"Google builds-in innovation, which most all other companies do not do. By allowing their employees the opportunity to explore their ideas, they are not only seeing fruits from this in new products, but surely happier employees and better primary work from them."

MIKE MADDALONI

President and Founder, Chicago, USA

<http://purplelist.com/members/thehotiron>



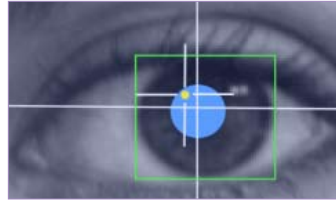
#2 APPLE



iPad Is An Instant Hit With Record Sales



iPhone Remains Leader In Maintaining App Ecosystem



Looks To Integrate Eye-Track Technology For Text Reading



New iPod Nano Includes Video Camera

Apple's positioning in the imagination and innovation categories solidify its standing as a true game-changer. The brand's commitment to top-line thinking and new product design not only drives user engagement—it defines it. As with the introduction of the iPad, improved iPhones and iPods, the brand creates its own categories, reigniting demands and motivating consumers to follow.

Through the seamless design of apps, and their impact on the syncopation of software and hardware offerings, Apple has made it easy for consumers to move smoothly within the product family. The company has also made its computers smaller, sleeker and greener, for minimized physical and environmental impact on its users' lives. The true nature of a successful brand is to constantly create new value for its customers, and Apple does precisely that.



2009 POSITION: #2

LESSONS FOR BUSINESS

Create A Service And Build A Product Around It

Design a great service that gets people in the door and builds relationships, then roll out products that leverage these capabilities.

Focus On Intuitive User Experience

Distill the design of device interface, features and functionality into a package that is accessible to and enjoyable for any level of user.

Developer Ecosystem

Get creators involved in your offerings, adding value to your products right out of the box.

Infinite Relevancy

Continually offer new services around a product, extending its usefulness and relevancy in people's lives.

Keep the Customer Wanting More

Create a culture of endless innovation that maintains a level of excitement with your audience, keeping people talking as they await future releases.

Stay Two Steps Ahead

Instead of looking for the next big thing, imagine what comes after that.

Make the Future Now

Lead the way with products and services that change the way people think about the possibilities of now.

PURPLE LIST VOICES

"They make the integration of an ecosystem of media consumption and software with salivation-triggering hardware look so incredibly easy. To how they surpassed Sony."

JASON CASTILLO TAN

Creative Director, Manila, Philippines

<http://purplelist.com/members/jasantan>



"I believe being imaginative refers to not being satisfied with the status quo and not limiting one-self to improving what is already out there. To me, Apple is one company that does this. They try to visualize what we will need in years to come, what gadgets we will want to interact with, in short, what our future can be like. The iPod, the iPhone, and even the iPad are all great examples of being one step ahead of what others are doing."

PAULINA LEZAMA

Senior Strategy Consultant, Mexico City, Mexico

<http://purplelist.com/members/paulezama>



#3 JAMIE OLIVER



Wins 2010 TED Prize For Vision To Change Way We Eat



Feed Me Better Campaign Brings \$1 Billion For Improved School Lunches In UK



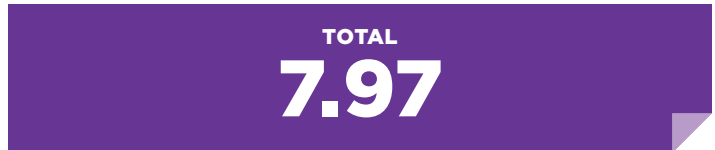
Educates Schoolchildren On Fruits And Vegetables



Creates Social Enterprise Restaurant, Fifteen

Jamie Oliver has quickly become the face of a revolution in healthy eating. His vision of a better diet earned Oliver a TED Prize for initiating new awareness around the way children eat, especially in public schools. His campaign to improve meals in schools raised over \$1 billion to the UK system, as he spends time educating American children in the *Jamie Oliver's Food Revolution USA* TV show.

Oliver, as a brand, appeals to better psychological and physical habits and consumers trust his strong sense of generosity, altruism and positivity as their global advocate. The success of his approach to healthy eating owes a great deal to disruptive media and public visibility. As an author, television show host and mobile application steward, he owns a personal brand of better habits, integrating them into the realities of the day. The knowledge he promotes is shared and intended to cultivate community, which builds long-term value in a way that consumers can understand and appreciate.



FIRST TIME ON GOOD BRANDS REPORT

LESSONS FOR BUSINESS

Align Around Good

Implement solutions and help create real change beyond the brand, motivating individuals and communities to take action.

Live Your Brand

Though consumers are quick to reject falsehoods, they will also readily accept and embrace authenticity. Discover what matters most and share it with people.

Change The Status Quo

There are no small problems, only small solutions. Challenge your audience to step outside their comfort zone and make real change.

Appeal To Universals

The easiest way to build a community is to create something around something that everyone can believe in.

Become The Face Of Your Brand

In a world of real-time information and greater transparency, successful brands can no longer be faceless entities. Put yourself in front of your audience and talk to them.

Teach People To Be Better Through Entertainment

Broadcasting a one-way message isn't a bad strategy if it's entertaining and makes people to stop and think.

PURPLE LIST VOICES

"Jamie Oliver took his platform of food/cooking and imagined what it could be and do something more—help improve lives, not just taste good."

KAJAL VATSA

Planner, Writer, Hong Kong & India

<http://purplelist.com/members/kajal>



"He has amazing ability to combine social responsibility and education with entertainment in a seamless fashion. His Food Revolution represents a new evolution of branded 'infotainment'."

CLAIRE HOBSON

Brand Experience Director, Sydney, Australia

<http://purplelist.com/members/claiahobson>





Revolutionizes Biking With Copenhagen Wheel Concept



Develops SourceMap App To Track Product Origins



Creates Lighter Batteries For Sustainable Power



Enables People To Track Trash With SENSable City Lab

The **Massachusetts Institute of Technology** (MIT) is a leading university that has bridged its history of collaboration with imagination into consumers' daily activities. With its student-generated "lab" programs, recent innovations have improved people's abilities to track personal and behavioral data, while realizing where objects come from and where they go. The Institute's SourceMap application allows consumers to geographically track every component of their product origins to evaluate carbon offsets, while MIT's SENSable City Lab focuses on providing a real-time trail of where trash goes after it is thrown out.

The school's Copenhagen Wheel, allows riders to collect, track and share their progress, and also to visualize the impact their biking has on their local environment, personal health and social life every time they pedal.

The brand emotes real accessibility, intuition and sound science by inserting intelligence into our everyday objects and habits.

LESSONS FOR BUSINESS

Question The Impossible

Approach the impossible with new perspective.

Build Value By Sharing Knowledge

Inspire progress by spreading innovation that others would consider trade secrets.

Enable Awareness

Provide tools to track information that will help people make informed decisions.

Look Beyond Technology

Use art as a type of research into imaginative possibilities

Ask "Why?"

Understand the purpose behind boundaries that define the current state of affairs.

TOTAL
7.86

INNOVATION
8.37

RESPONSIBILITY
7.01

COMMUNITY
7.61

IMAGINATION
8.43

FIRST TIME ON GOOD BRANDS REPORT

PURPLE LIST VOICES

"MIT is not about the best and the brightest, it is about those who think differently and want to challenge what they know. Their students want to take that next step and be the ones who open the new door. MIT is a place where ideas need to be shared, and knowledge is for everyone to have and debate, which translates into new ideas, new ways of looking ahead and a constant push and acknowledgement of the fact that imagination has no limits."

PAULINA LEZAMA

Senior Strategy Consultant, Mexico City, Mexico

<http://purplelist.com/members/paulezama>



"Research is the basis of imagination. It's tomorrow, it's the future, it's what we will all be using in ten years time. Shaping the objects of the future is probably the most imaginative activity for a human being's mind."

SARAMICOL VISCARDI

Journalist, London, UK

<http://purplelist.com/members/saramicol>



#5 ACE HOTEL



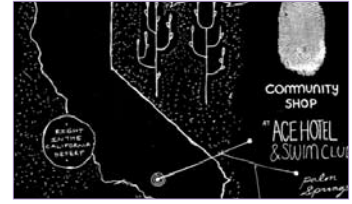
Allows Individual Artist Collaboration In Hotel Decor



Uses Local Knowledge and Creativity To Enhance Hotels



Collaborates With Niche Businesses, Opening Ceremony and Stumptown



Opens Handmade-Only Community Shop

Ace Hotel brings a new spin on the hospitality industry, using the theme of storytelling and collaboration in each of its four locations.

Celebrating local design and engagement, each interior and environment is individually curated by nearby artists and agencies, building a strong consciousness and community around its geography. Through relevant partnerships with niche businesses like Opening Ceremony, Project No. 8 and Stumptown, as well as providing space for community activities and events, the hotel has rebranded the experience of the overnight stay, making it a destination for like-minded visitors seeking more authentic, personal accommodations at an affordable price.



FIRST TIME ON GOOD BRANDS REPORT

LESSONS FOR BUSINESS

Engage the Creative Community

Look for imaginative and artistic ideas, and let them help co-create the brand's authenticity.

Break the Cookie Cutter

Bring distinction into every detail. Originality stands for a lot in consumers' eyes.

Collaborate With Likeminded Brands

Similar brands build on the strengths and attitudes of each other. Together, they represent a whole experience.

Make Everywhere Feel Local

Local culture brings life to a destination, and makes for a seamless transition in and out of each place.

Tier Your Offerings, But Make Each Special

Varied levels of engagement enhance exploration and encourage aspirations with the brand.

Push Expectations—Set A New Standard

Think ahead of expectations to tailor the experience for greater enjoyment.

More Than A Hotel: Social Hub, Meeting Place

Creating a third place for social activity inspires conversation and organic growth to build community.

PURPLE LIST VOICES

"The Ace Hotel's philosophy to create an egalitarian atmosphere by bringing together creative types with smaller budgets has reenergized boutique hotels. I love their on-going collaboration with Opening Ceremony and Stumptown coffee. Everything they do as a whole feels specifically placed and thoughtfully attended, while still not being too contrived."

JOLENE DELISLE

Design/Art Director, New York, USA

<http://purplelist.com/members/madeitpretty>



"The ability for Ace Hotel to erupt onto the cultural vibe is stellar. It creates a customer experience by starting with the experience already in existence. Bringing the community into its design, fostering new events within the locals, and a keen ability to have a consistent delivery of that experience. The brand adapts, but what is most imaginative is the fact that it brings travelers the most authentic experience, to the point that even the locals want to stay as close to the brand as possible."

JAMES RICE

Creative Director, Portland, USA

<http://purplelist.com/members/jamesrice>



#6 IKEA



Friendly Design For Healthy Home Air



Furnishes Parisian Subways



Expands Product Line For Energy Efficiency



Creates Consciousness Around Aluminum Conservation With Children

IKEA is showing a growing commitment to facilitating social good by creating more sustainable products and acting as a platform to help the community. From their solar-powered desk lamps to a contest encouraging aluminium recycling, the company is taking real steps to help better manage the world's resources.

A number of marketing campaigns, both physical and digital, have also provided useful benefits for their customers. A guerrilla ad campaign saw IKEA furnishing a Parisian subway stop with their furniture, and when local creatives from Hamburg were evicted from their studio, IKEA allowed them to temporarily work in their store and explore the environment.



2009 POSITION: #9

LESSONS FOR BUSINESS

Create Social Incentives

Reward consumers for talking about and your brand for interacting with branded social spaces.

Produce Rapidly

Develop an environment where consumers have a reason to come just to see what's new.

Make Products Real

Give consumers tools for picturing how products fit within their lives.

Approach The Serious With Playfulness

Create inspiring environments that encourage imaginative thinking.

Research Boldly

Experiment briefly with daring new ideas, and make it critical to react promptly to responses.

Modular Products

Provide building blocks for consumers to combine in their own ways.

Storefronts As Collaborative Workspaces

Share space and resources with likeminded communities.

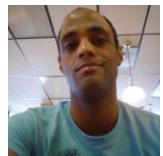
PURPLE LIST VOICES

"IKEA is a great innovative brand. In the last year they've started to embrace augmented reality as a marketing opportunity to allow consumers to see what IKEA furniture would look like in their own home before they purchase it. It's moves like this that are putting them ahead of the competition along with a great price point and options.

DUANE BROWN

Digital Strategist, Toronto, Canada

<http://purplelist.com/members/duanebrown>



"IKEA is a mass brand. It doesn't pretend to be high-end because it isn't. Still, aesthetics are a big part of its product offering, and slowly, innovation is coming to be too. Over the last year I've particularly enjoyed IKEA's Facebook advertising campaign (where users won items they tagged in Ikea's Facebook photos), and their subway advertising (where they placed furniture in New York's subways). Utility is an important factor in its success. I'm sure this isn't the last I'll see of the brand this year!"

ANJALI RAMACHANDRAN

Strategist/Planner, London, UK

<http://purplelist.com/members/anjali28>



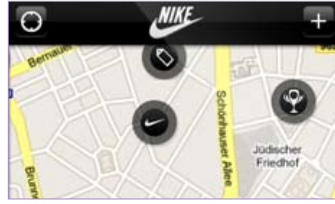
#7 NIKE



Recycled Cardboard Packaging Design



Produce Anime App For Girls



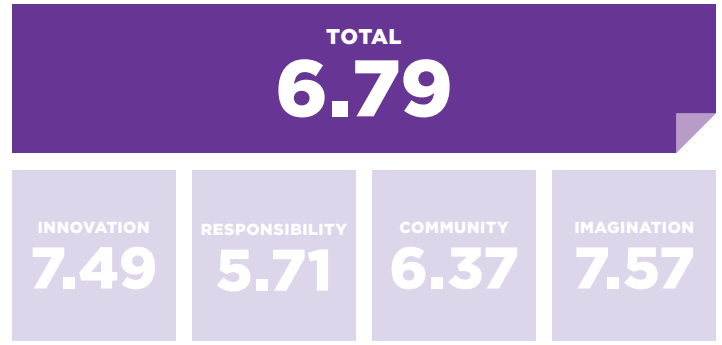
Creates Travel Guides With True City App



Nike Innovation Lab Constantly Creates New Ideas

Nike has re-emerged as an imaginative leader, incorporating real aspirational qualities that make its products and services better. Whether its with dreamy anime advertising or social apps that allow users to make location-based games and travel guides of their city run, Nike understands, anticipates, and inspires the desires of its broad consumer base. As a brand that has long stood for individual freedom and expression, they have recently worked to act as a complimentary partner, allowing users to closely customize their preferred fitness experiences with apps, equipment and product explorations. In essence, they have put their most passionate consumers in charge of developing and evolving the brand.

“Just do it” has also become further integrated into product development and design to react to current trends and movements. As Nike products and packaging are constructed out of recycled materials (furthering an omnipresent trend in all consumer markets), the tagline takes on new meaning to motivate and inspire others towards eco-friendly habits and practices.



2009 POSITION: #13

LESSONS FOR BUSINESS

Create Outlets For Competition

Build on the natural drive to compete with ourselves and others.

Inspire Users To Meet Challenging Standards

Present consumers with the opportunity to measure up against great talent.

Think Globally

Approach consumers from a global perspective by speaking to our common humanity.

Support Child-Like Optimism

Foster communities and environments that shun overly-rational skepticism.

Encourage Believers, Ignore Others

Rather than a product to purchase, provide a mentality to buy into (or not).

Data For Immediate Tangible Benefits

Build tools that allow users to passively collect information about themselves, with analysis that benefits them positively.

PURPLE LIST VOICES

“Nike consistently demonstrates a commitment to imagination, either in their product innovation, service innovation or advertising. They never stop pushing the envelope, understanding the core behaviors and motivators of their customers and delivering experiences that exceed expectations.”

ANDREW SCHULTZ

Web & Tech Dir. Experience Design, Philadelphia, USA

<http://purplelist.com/members/ajs004>



“Nike uses imagination to constantly innovate their products and make them better. They also use imagination to get inside the passion and desires of their customers. With a quick walk by one of their concept stores, passer-bys are inspired to live better and push themselves. Inside a Nike store the concept goes further, creativity is used to present the possibilities of a lifestyle that is in reach. Products that inspire the consumer to live better and dream of possibilities.”

CONSTANTINE FRANTZESKOS

Social Media Strategist, Southbank, Australia

<http://purplelist.com/members/conno>



#8 TWITTER



Contextual Ads: Promoted Tweets Added



@Anywhere Platform Allows Brands To Integrate Twitter Experience



The Hello Wall: Twitter-Controlled Public Art Installation



Shark Sends Triggered SMS Alerts Through Twitter

Over the past year, **Twitter** has continued to extend accessibility to a wider audience by opening its programming interface to application and website developers to further promote its real-time communication model into the online world.

Even objects have begun to appropriate the platform for its technologies. Everything from tea kettles, sharks and art installations now utilize the service to measure alertness and response, Twitter has become the modern day version of the town crier.

As awareness of the service has spread to reach a broader audience, Twitter has made it easier for other brands to integrate the experience with their @Anywhere platform. The swell in attention from advertisers and marketers has also lead Twitter to better brand its value, creating Promoted Tweets to generate advertising revenue.



2009 POSITION: #10

LESSONS FOR BUSINESS

Enable Real-time

At a time when something that happened yesterday is already old news, find ways to reach your audience with information as it takes place.

Distilled Knowledge

In a world cluttered with information, delivering an easily digestible message to your audience is increasingly a necessity.

Consider Context

Bring greater relevancy to any offering by delivering answers around the questions of who, where and when.

The Art of Conversation

Transform one-way, top-down communication into eye-level exchanges that allow anyone to take part in the conversation.

Empower Niche Audiences

While products and services directed at mainstream consumers are still the norm, the ability to reach smaller audiences with niche offerings is quickly becoming a viable alternative for expanding awareness and market share.

Networking Everything

Data is power resource and raw material for innovation. Allowing people to connect with and tap into that stream adds value to every transaction.

PURPLE LIST VOICES

"I love businesses that accidentally back into success. I love that Twitter was born because the founding team wanted a better way to communicate with each other rather than from some precisely plotted corporate plan. Imagination is at the very heart of organic growth."

SARAH BROWNE

Web & Tech Writer, Social Researcher, Trendcaster
Carmel, USA

<http://purplelist.com/members/guruofnew>



"Twitter is the perfect example of less is more and how constraints help foster creativity, not limit it. As a platform, Twitter has run away with the game. Not even Facebook or Google can compete directly."

ALEX HILLINGER

Brand Alchemist, Seattle, USA

<http://purplelist.com/members/alexhillinger>



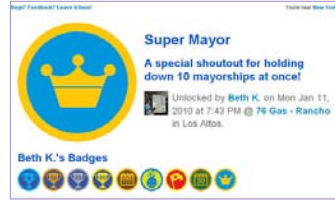
#9 FOURSQUARE



Enhances Digital Maps With Reviews



Matches Like-Minded Strangers



Gives Active Users Superpower Privileges



Reinvents College Campus Experiences

Foursquare has become one of the fastest growing mobile brands, as it strives to create a more integrated social ecosystem within cities. By elusively combining location-based tracking with user reviews, the practical application takes on a gamer's mentality to "check-in" for greater exposure to new and familiar locales.

By partnering with Bing to bolster its data stream, and relying on users to enhance their experiences through tiered "superpower" privileges, the brand attempts to improve how we live our daily lives using social progress as its currency. The app propels its users to achieve in an online world by doing it in the offline, allowing the individual to connect to like-minded communities, groups and interests.



FIRST TIME ON GOOD BRANDS REPORT

LESSONS FOR BUSINESS

Provide A Platform And Incentivize Users To Contribute

Shared currency appeals to all consumers involved, bringing value into the relationship.

Gaming Dynamics Can Serve As Incentives For User Engagement

Allow users to build experience and progress at their own pace.

Find Useful Ways To Connect Users With Each Other

Build upon a like-minded social strategy to enhance action and involvement.

Target A Niche Audience, Prove Demand, Expand

Understand the wants and needs of each user and find solutions to best fit their everyday lives.

Partnerships Help With Growth

Collaborations within a single platform help to create relevant goals to move forward.

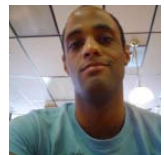
PURPLE LIST VOICES

"Foursquare has only been around a year, so it's hard to call them a long-term innovative company. However, in that short period of time they are trying to push idea of check-in into the mainstream and partnering with interest companies to make it happen. Coming out with their beta Business Dashboard was a great move and is helping to keep their company small. I think their most innovative move to date was giving up some power to allow users to edit, merge and fix venue listings. That move has kept them a nimble but strong company to be reckoned with. They are listening to users and have done a lot for a start in such a short period of time."

DUANE BROWN

Digital Strategist, Toronto, Canada

<http://purplelist.com/members/duanebrown>



"Foursquare is imaginative, because it is something no one had thought about. As usual, imagination is nurtured by reality elements and Foursquare rearranged Zagat, Twitter, Word of Mouth tactics and people's self-promotion tendencies. The result is a platform that soon will be measured media for small businesses."

IVAN SANCHEZ

Dir of Brand Planning and Development Bogotá, Colombia

<http://purplelist.com/members/ivansanchez>



#10 NINTENDO



Wii+Netflix Allows For Unlimited Movie Streaming



3D Gaming With No Glasses On DS Device



McDonald's Uses Nintendo DS To Train Employees



Wii Teaches CPR Techniques

Nintendo has proved itself worthy of being a good brand by providing tools that are versatile and useful beyond their prime intent, allowing for imaginative re-purposing.

By re-imagining the gaming console with Wii, the company has attracted both gamers and audiences on the periphery to embrace the brand. With its strategic partnership with Netflix, Nintendo has been able to grow beyond the gaming category, as a more expansive entertainment brand.

The company's portable gaming system, the Nintendo DS, has been re-purposed for educational purposes as well. Japanese McDonald's employees have also been successfully trained using the DS with success.

As new advancements are made in both interface design and interactivity (such as the the integration of 3D technologies into the DS), Nintendo will no doubt focus efforts on further broadening the brand to reach more people at every consumer touch point.

LESSONS FOR BUSINESS

Find An Alternative Market When You Can't Compete Head On
Recognize that users naturally separate themselves into various levels of product engagement

Lower The Barrier To Engagement
Make devices and experiences intuitive, focusing on human behaviors and inputs

Be The Reason Families Get Together
Focus beyond the primary consumer and build opportunities for brands to draw a broader audience

Use Gaming Interactions To Teach
Reinvent and reapply the collaborative gaming model to incentivize real-life learnings and education

Innovate Outside Your Industry/Comfort Zone
Integrate technology normally restricted to other products



2009 POSITION: #18

PURPLE LIST VOICES

"From the moment they got into the video game industry they have not stopped moving forward and proposing what the industry is able offer. From Game Boy to Wii, Nintendo has become a company that knows and understands insights and is able to translate them into great products. What I particularly admire about them is that they do not limit themselves to "gamers", they explore outside their own "natural consumer" market. With the Wii they have been able to offer a product that is changing everyone's understanding of a video game, including my 58-year-old aunt who uses it everyday."

PAULINA LEZAMA

Senior Strategy Consultant, Mexico City, Mexico

<http://purplelist.com/members/paulezama>



"Nintendo is imaginatively effective because it goes beyond their core business. Imagination for a game developer is not only about technology and usability boundaries and possibilities. It is also about asking how to develop a brand that does something for people. At Nintendo, they imagined a console that not only entertained when playing but also delivered entertainment in a more passive way."

KHIZAR HAYAT

Strategy Consultant, Karachi, Pakistan

<http://purplelist.com/members/duanebrown>



TOP 15 GOOD BRANDS 2010

- | | | |
|-----------------|---------------|----------------------|
| 1. Google | 6. IKEA | 11. Facebook |
| 2. Apple | 7. Nike | 12. Starbucks |
| 3. Jamie Oliver | 8. Twitter | 13. Lady Gaga |
| 4. MIT | 9. Foursquare | 14. Nokia |
| 5. Ace Hotel | 10. Nintendo | 15. American Apparel |

TOP 10 BY CATEGORY

INNOVATIVE BRANDS

Apple
Google
MIT
Ace Hotel
Lady Gaga
Jamie Oliver
Nike
Foursquare
Nintendo
IKEA

RESPONSIBLE BRANDS

Jamie Oliver
Google
MIT
IKEA
Ace Hotel
Starbucks
American Apparel
Apple
Nokia
Twitter

COMMUNITY BRANDS

Google
Jamie Oliver
Apple
Twitter
MIT
Facebook
IKEA
Ace Hotel
Foursquare
Starbucks

IMAGINATIVE BRANDS

Apple
Google
MIT
Lady Gaga
Nintendo
Ace Hotel
Jamie Oliver
Nike
IKEA
Foursquare

TOP 10 GOOD BRANDS FROM 2009

- | | | | | |
|-----------|------------------|-------------|------------|-----------|
| 1. Google | 3. Zipcar | 5. Amazon | 7. Virgin | 9. IKEA |
| 2. Apple | 4. GOOD Magazine | 6. Facebook | 8. Twitter | 10. Skype |

SELECTION

The Good Brands Report is an indicator of combined relevance and leadership in 2010. We started our selection process by recording the number of times brands were mentioned in 1,500 of our most recent articles (published between Nov. 1, 2009 and April 1, 2010) and then calculated the 15 most common brands. These brands were judged the most relevant in the cultural zeitgeist.

EXPERTS

With the most relevant brands, we asked a panel of experts on The Purple List to rate the brands between April 1 and April 14, 2010. Over 100 Purple Listers from 17 markets responded to the survey and on a scale of 1 to 10 ranked the brands presented on Innovation, Environmental Responsibility, Imagination, and Social Collaboration. The average scores gathered gave PSFK a figure to show how 'Good' each brand is in our survey.

QUESTIONS ASKED

INNOVATION

How well does this brand consistently innovate?

RESPONSIBILITY

How well does this brand make environmental and ethical considerations—like reuse and recycling—around the production and distribution methods it uses to get their products/services to market?

COMMUNITY

How well do these brands provide a positive and beneficial experience to all those it touches from production to consumption—providing society as a whole with an improved experience?

IMAGINATION

How well do these brands consistently use imagination to produce good products and services?

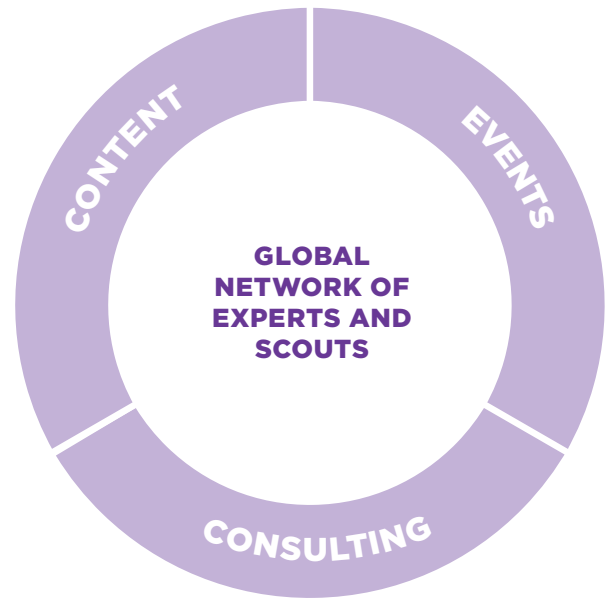
ABOUT PSFK

**GOOD
BRANDS
REPORT
2010**

PSFK

PSFK is a New York City based trends research and innovation company that publishes a daily news site, provides trends research and innovation consultancy, manages a network of freelance experts and hosts idea-generating events. We aim to inspire our readers, our clients and our guests to make things better—whether that's better products, better services, better lives or a better world.

www.psfk.com



thepurplelist

Expertise available at anytime, anywhere and on any subject.

PSFK's Purple List is a network of experts for hire. The list is comprised of designers, journalists, marketers, and entrepreneurs. The Purple List has been used by journalists to find expert views on new stories; by agencies in search of talent; and by global research consultancies. Plus, PSFK uses the Purple List both as a source of editorial research and opinion on PSFK and as a source of paid expertise when performing client work.

www.purplelist.com

TASTEMAKERS

Culture Creators



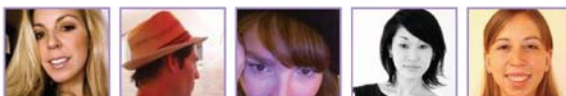
OPINION LEADERS

Cross-Discipline Professionals



CONSULTANTS & SCOUTS

Trends Researchers And Analysts



CAN WE WRITE A REPORT FOR YOU?

CONTACT

Piers Fawkes
CEO & Founder
piers@psfk.com
+1 646.520.4672

Jeff Weiner
Director, Business Development
jeff.weiner@psfk.com
+1 646.520.4665
+1 516.359.3453

466 Broome St. 2nd Floor
New York, NY 10013 USA
www.psfk.com
www.purplelist.com

April 2010 v.2

psfk

466 BROOME STREET 2ND FLOOR
NEW YORK, NY 10013 USA
+1 646 520 4665 WWW.PSFK.COM