

RepScore™ 2021

Reputação das Marcas em Portugal

onstrategy
brand value management

EXCELLENT BRANDS	2021	RATE
NESTLE	84.7	A-
DELTA	83.6	A-
OLÁ	83.4	A-
LEGO	83.5	A-
GOOGLE	83.2	A-
MICROSOFT	82.9	A-

EXCELLENT BRANDS	2021	RATE
CRISTIANO RONALDO	82.7	A-
LUSO	82.3	A-
CONTINENTE	81.6	A-
DISNEY	81.2	A-
LIDL	80.8	A-
L'OREAL	80.7	A-

EXCELLENT BRANDS	2021	RATE
YOU TUBE	80.6	A-
IKEA	80.3	A-
VISTA ALEGRE	80.3	A-
FUNDAÇÃO CHAMPALIMAUD	80.2	A-
AMAZON	80.0	A-

PSI 20	2021	RATE
EDP	74.3	B-
GALP ENERGIA	74.0	B-
SONAE	73.3	B-
EDP RENOVAVEIS	69.7	C+
MILLENNIUM BCP	63.8	C-

ENERGY & UTILITIES	2021	RATE
EDP	74.3	B-
GALP ENERGIA	74.0	B-
EDP RENOVAVEIS	69.7	C+
REPSOL	67.4	C+
BP	66.3	C+

TECHNOLOGY	2021	RATE
GOOGLE	83.2	A-
MICROSOFT	82.9	A-
AMAZON	80.0	A-
WHATSAPP	79.3	B+
APPLE	77.6	B+

MEDIA & TELECOM	2021	RATE
YOU TUBE	80.6	A-
RFM	78.2	B+
RADIO COMERCIAL	77.4	B+
SIC	76.2	B+
MEO	75.1	B+

FINANCIAL BANK	2021	RATE
SANTANDER TOTTA	64.1	C-
BANCO BPI	63.8	C-
MILLENNIUM BCP	63.8	C-
CGD - CAIXA GERAL DEPOSITOS	63.6	C-
CREDITO AGRICOLA	61.3	C-

FINANCIAL INSURANCE	2021	RATE
FIDELIDADE	66.0	C+
MULTICARE	65.6	C+
ALLIANZ	64.8	C-
AGEAS	64.5	C-
MEDIS	64.2	C-

FINANCIAL CONSUMER CREDIT	2021	RATE
COFIDIS	51.3	D+
CETELEM	50.6	D+
CREDBOM	44.1	D-
UNIBANCO	40.1	D-
ONEY	40.0	D-

CREDIT CARDS & PAY SYSTEM	2021	RATE
MULTIBANCO	78.0	B+
VISA	74.3	B-
MB WAY	74.1	B-
MASTER CARD	62.4	C-
AMERICAN EXPRESS	47.8	D-

RETAIL FOOD	2021	RATE
CONTINENTE	81.6	A-
LIDL	80.8	A-
PINGO DOCE	79.7	B+
AUCHAN JUMBO	74.1	B-
EL CORTE INGLES	72.1	B-

RETAIL TECHNOLOGY	2021	RATE
WORTEN	79.3	B+
FNAC	76.2	B+
MEDIA MARKT	60.6	C-
RADIO POPULAR	59.8	D+
PHONE HOUSE	59.5	D+

RETAIL HOME	2021	RATE
IKEA	80.3	A-
AREA	72.2	B-
CASA	68.7	C+
BOTICARIO	65.3	C+
ZARA HOME	64.6	C-

RETAIL BRICOLAGE & ACCESSORIES	2021	RATE
LEROY MERLIN	77.3	B+
STAPLES	70.5	B-
AKI	65.6	C+
MAXMAT	62.3	C-
BRICOMARCHE	55.8	D+

RETAIL TEXTILE	2021	RATE
ZARA	72.7	B-
SACCOOR	71.6	B-
LEVI'S	70.4	B-
SALSA	66.8	C+
MO	66.1	C+

RETAIL RESTAURANTS	2021	RATE
MC DONALDS	76.1	B+
H3	66.2	C+
PORTUGALIA	64.3	C-
PADARIA PORTUGUESA	63.6	C-
STARBUCKS	61.4	C-

RETAIL SPORTS	2021	RATE
SPORT ZONE	74.1	B-
DECATHLON	73.3	B-
SPORTS DIRECT	52.6	D+

RETAIL HEALTH & WELLNESS	2021	RATE
WELLS	72.8	B-

FOOD & BEVERAGE	2021	RATE
NESTLE	84.7	A-
DELTA	83.6	A-
OLÁ	83.4	A-
LUSO	82.3	A-
SUMOL COMPAL	79.7	B+

PET FOOD	2021	RATE
ROYAL CANIN	71.4	B-
FRISKIES	71.2	B-
PEDIGREE	70.7	B-
WHISKAS	70.3	B-
PURINA	69.6	C+

FMCG PERSONAL HYGIENE	2021	RATE
L'OREAL	80.7	A-
COLGATE	79.6	B+
NIVEA	79.1	B+
GILLETTE	75.5	B+
JOHNSON & JOHNSON	75.4	B+

FMCG HOUSEHOLD DETERGENTS	2021	RATE
FAIRY	76.0	B+
SKIP	75.9	B+
AJAX	75.6	B+
NEOBLANC	74.7	B-
VILEDIA	72.8	B-

PHARMACEUTICALS	2021	RATE
PFIZER	73.8	B-
BAYER	70.4	B-
BIAL	70.3	B-
ASTRAZENECA	68.6	C+
NOVARTIS	65.6	C+

HEALTH & WELLNESS	2021	RATE
FUNDAÇÃO CHAMPALIMAUD	80.2	A-
HOSPITAL CUF	74.8	B-
HOSPITAL DA LUZ	73.4	B-
HOSPITAL LUSIADAS	72.7	B-
CRUZ VERMELHA	70.3	B-

TRAVEL & LEISURE	2021	RATE
PESTANA	75.6	B+
POUSADAS PORTUGAL	73.5	B-
VIAGENS ABREU	73.7	B-
TOP ATLANTICO	69.2	C+
HOTEIS VILA GALE	69.0	C+

AIRLINES & AEROSPACE	2021	RATE
EMIRATES	73.8	B-
TAP	72.6	B-
LUFTHANSA	70.4	B-
BRITISH AIRWAYS	70.3	B-
KLM	68.4	C+

MOBILITY	2021	RATE
VIA VERDE	76.5	B+
METRO	68.8	C+
CP	67.1	C+
CONTROLAUTO	65.7	C+
UBER	65.4	C+

AUTOMOBILE	2021	RATE
MERCEDES	74.3	B-
FERRARI	74.2	B-
BMW	73.1	B-
PORSCHE	73.0	B-
AUDI	72.4	B-

INDUSTRIAL PRODUCTS	2021	RATE
VISTA ALEGRE	80.3	A-
NAVIGATOR COMPANY	73.1	B-
REVIGRES	70.8	B-
ROBBIALAC	70.4	B-
CIN	70.2	B-

CONSTRUCTION & ENGINEERING	2021	RATE
CIMPOR	53.7	D+
MOTA ENGIL	52.6	D+
SOARES DA COSTA	49.4	D-
TEIXEIRA DUARTE	49.3	D-
SOMAGUE	46.5	D-

PROFESSIONAL SERVICES	2021	RATE
ACP	74.7	B-
CTT	73.2	B-
SECURITAS DIRECT	72.5	B-
PROSEGUR	71.4	B-
DHL	68.5	C+

REAL ESTATE	2021	RATE
REMAX	74.6	B-
AIRBNB	73.2	B-
ERA	72.3	B-
CENTURY 21	72.1	B-
SOTHEBY'S	69.4	C+

BETTING	2021	RATE
SANTA CASA	74.7	B-
EUROMILHOES	67.2	C+
PLACARD	63.5	C-
BETCLIC	50.3	D+
BETANO	43.5	D-

SPORTS	2021	RATE
SELEÇÃO NACIONAL FUTEBOL	79.7	B+
ADIDAS	77.0	B+
NIKE	76.5	B+
FP FUTEBOL	72.3	B-
PUMA	67.1	C+

TOYS & ENTERTAINMENT	2021	RATE
LEGO	83.5	A-
DISNEY	81.2	A-
PLAYSTATION	78.4	B+
CHICCO	75.4	B+
NINTENDO	71.4	B-

LUXURY	2021	RATE
ROLEX	79.0	B+
MONTBLANC	77.2	B+
OMEGA	75.1	B+
CHANEL	74.5	B-
HUGO BOSS	73.2	B-

FASHION ACCESSORIES	2021	RATE
SAMSONITE	70.4	B-
RAY BAN	70.3	B-
SWATCH	67.1	C+
HAVAIANAS	60.0	C-
PARFOIS	58.2	D+

CELEBRITIES	2021	RATE
CRISTIANO RONALDO	82.7	A-
MARCELO REBELO DE SOUSA	76.8	B+
CRISTINA FERREIRA	72.2	B-
PAULO PORTAS	71.3	B-
RICARDO ARAUJO PEREIRA	70.6	B-

AUDIT & CONSULTING SERVICES	2021	RATE
DELOITTE	79.3	B+
MCKINSEY	76.5	B+
EY	76.0	B+
PWC	74.3	B-
ACCENTURE	74.0	B-

LEGAL SERVICES	2021	RATE
VDA VIEIRA DE ALMEIDA	78.0	B+
MORAIS LEITÃO, GALVÃO TELES, SOARES DA SILVA & ASSOCIADOS	77.6	B+
PLMJ	74.8	B-
URIA MENÉNDEZ, PROENÇA DE CARVALHO	74.5	B-
ABREU ADVOGADOS	66.6	C+

Research Design and Methodology
 - Mais de 40.000 cidadãos (representativos da sociedade Portuguesa) entrevistados online e telefone.
 - Mais de 2.000 marcas selecionadas espontaneamente e auditadas ao longo de 52 semanas.
 - Mais de 40 indústrias / setores de atividade considerados e auditados.

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