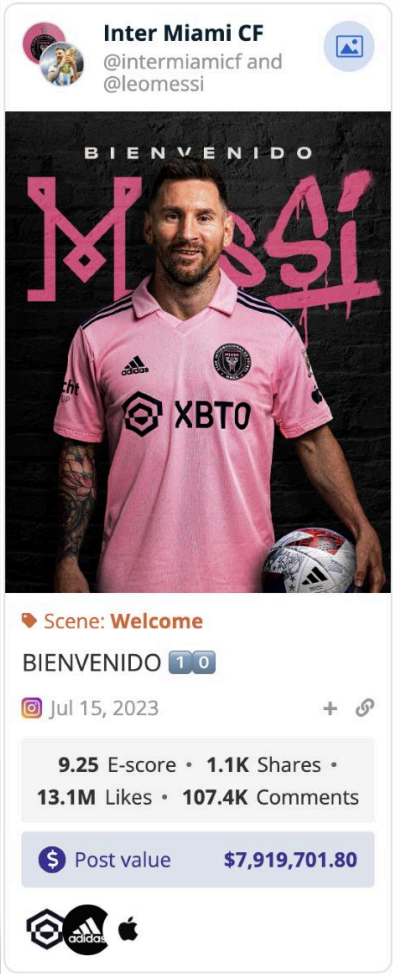
2023

# BRAND REPORT

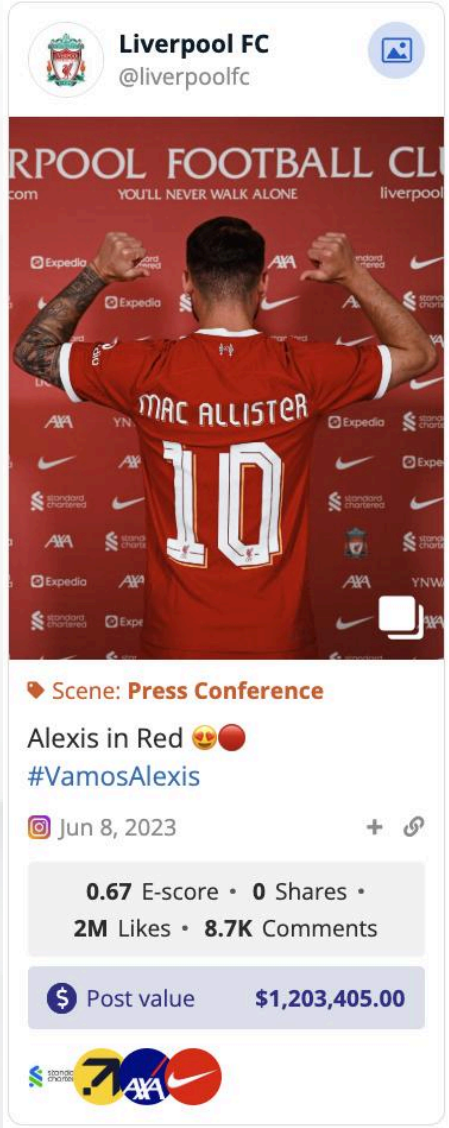
Blinkfire™




In the dynamic world of social media, brands are fiercely competing for visibility and engagement by leveraging sponsorships across a wide array of sports, industries, and assets. In our 2023 brand report, we look at the brands across various sectors that have successfully asserted their presence.

Brands extend their sponsorship support to teams, players, and influential figures and are featured on some of the most captivating and interactive content. In this report, we ranked brands by the total engagement earned in sports and entertainment posts across industries like finance, beer, beverages (non-alcoholic), airlines, insurance, sports apparel & accessories, and automotive. We also ranked the top brands across athlete social media posts.

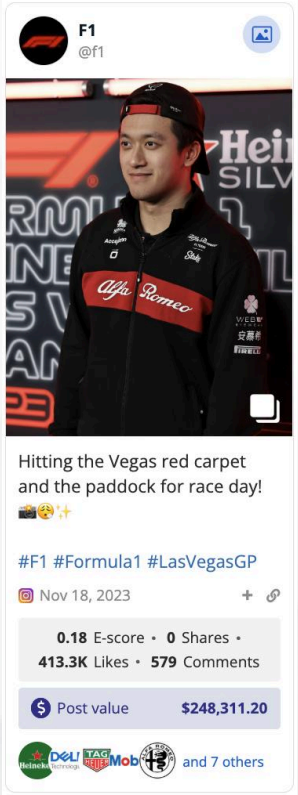
## FINANCE




| | Brand | Engagement |
|---|---|---|
| 1 | standard chartered | 1.4B |
| 2 | mastercard | 1.4B |
| 3 | XBTO | 695.5M |
| 4 | Santander | 674.0M |
| 5 | PayPal | 674.0M |
| 6 | Western Union | 479.3M |
| 7 | VISA | 398.9M |
| 8 | IndusInd Bank | 385.6M |
| 9 | CHASE | 379.5M |
| 10 | AMERICAN EXPRESS | 304.1M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

## BEER




| | Brand | Engagement |
|---|---|---|
| 1 | Heineken | 701.6M |
| 2 | Budweiser | 505.4M |
| 3 | Michelob ULTRA | 428.3M |
| 4 | BUD LIGHT | 339.4M |
| 5 | Estrella Galicia | 235.3M |
| 6 | BIRA 91 | 222.1M |
| 7 | Estrella Damm | 203.9M |
| 8 | Modelo | 203.5M |
| 9 | Mahou | 201.4M |
| 10 | Coors | 159.8M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

## BEVERAGES (NON-ALCOHOLIC)




| | Brand | Engagement |
|---|---|---|
| 1 | Red Bull | 1.5B |
| 2 | Coca-Cola | 1.49B |
| 3 | Gatorade | 957.6M |
| 4 | pepsi | 649.2M |
| 5 | Monster Energy | 644.9M |
| 6 | Powerade | 325.4M |
| 7 | Lete | 293.7M |
| 8 | Rauch | 203.5M |
| 9 | BodyArmor | 175.4M |
| 10 | Caribeño | 160.4M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

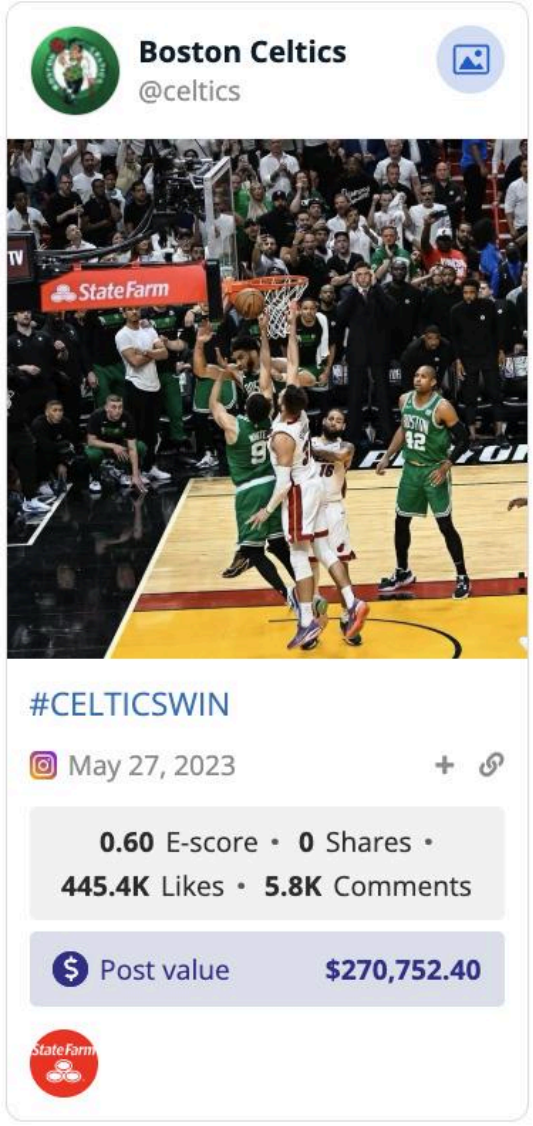
## AIRLINES




| | Brand | Engagement |
|---|---|---|
| 1 | Emirates | 7.2B |
| 2 | Qatar Airways | 2.6B |
| 3 | Etihad | 320.4M |
| 4 | Delta | 276.8M |
| 5 | Turkish Airlines | 174.2M |
| 6 | United | 115.0M |
| 7 | jetBlue | 73.3M |
| 8 | American Airlines | 37.5M |
| 9 | Riyadh Air | 29.9M |
| 10 | Aeroflot | 29.1M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

## INSURANCE




| | Brand | Engagement |
|---|---|---|
| 1 | StateFarm | 2.6B |
| 2 | GEICO | 735.2M |
| 3 | AIA | 581.9M |
| 4 | AXA | 543.6M |
| 5 | Allianz | 442.4M |
| 6 | ASSIST CARD | 206.4M |
| 7 | BlueCross BlueShield | 184.9M |
| 8 | REALE SEGUROS | 150.0M |
| 9 | AON | 135.0M |
| 10 | Barmenia | 89.9M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

## SPORTS APPAREL & ACCESSORIES




| | Brand | Engagement |
|---|---|---|
| 1 | adidas | 15.2B |
| 2 | Nike | 14.8B |
| 3 | PUMA | 5.0B |
| 4 | CASTORE | 1.3B |
| 5 | Jordan | 1.1B |
| 6 | umbro | 887.2M |
| 7 | new balance | 599.7M |
| 8 | Kappa | 551.9M |
| 9 | DUNEUS | 502.2M |
| 10 | Wilson | 442.7M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

## AUTOMOTIVE




| ★ Brand | 👍 Engagement |
|---|---|
| 1 KIA | 1.2B |
| 2 TOYOTA | 850.2M |
| 3 HYUNDAI | 623.7M |
| 4 NISSAN | 616.7M |
| 5 Ford | 548.0M |
| 6 Jeep | 540.1M |
| 7 HONDA | 491.6M |
| 8 Ferrari | 472.7M |
| 9 Audi | 462.7M |
| 10 Mercedes-Benz | 418.1M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

## ATHLETES

It's more popular than ever for brands to be involved with athletes. Name, Image, and Likeness (NIL) deals have taken off in the United States, with college athletes plus brands turning to professional athletes to help market products and enhance their image. Four of the top 10 brands across athlete social media posts are sports apparel companies that invest heavily in sports. Athletes also give exposure to their teams' brand partners, like Emirates, Qatar Airways, Etihad, and Shurfah, front-of-jersey sponsors for teams like Real Madrid, Paris Saint-Germain, Manchester City, and Al Nassr. The list to the right includes the top 10 brands in athletes' social posts from 2023.




| | Brand | Engagement |
|---|---|---|
| 1 | | 2.1B |
| 2 | | 1.5B |
| 3 | Emirates | 832.8M |
| 4 | PUMA | 753.6M |
| 5 | QATAR AIRWAYS القطرية | 532.3M |
| 6 | DUNEUS | 286.6M |
| 7 | Coca-Cola | 273.3M |
| 8 | الإتحاد ETIHAD | 223.2M |
| 9 | شرفة SHURFAH | 209.8M |
| 10 | YPF | 202.9M |

*Based on data in Blinkfire from 1/1/2023 - 12/31/2023*

Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.

