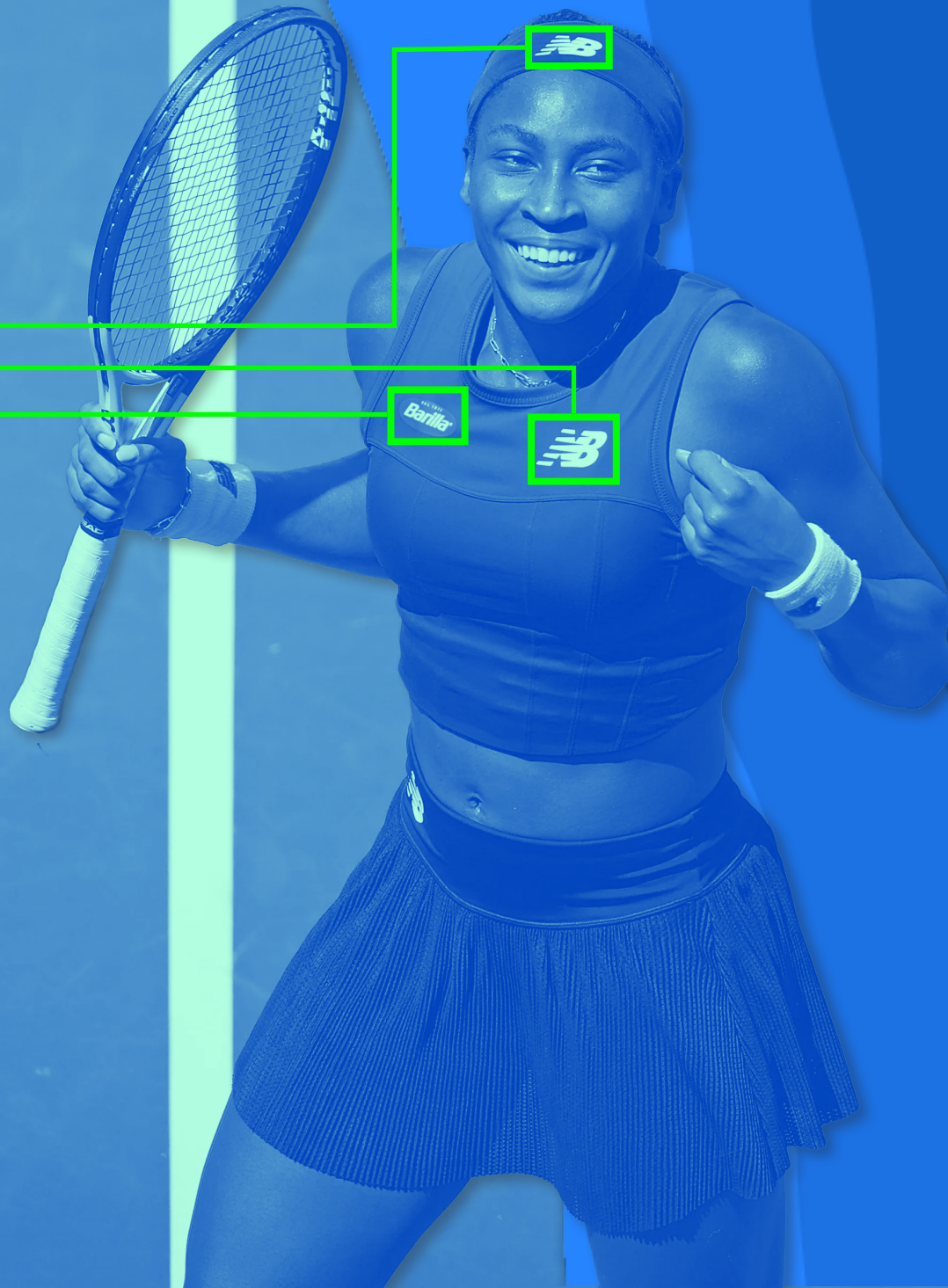


2023

# BRAND REPORT





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®	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



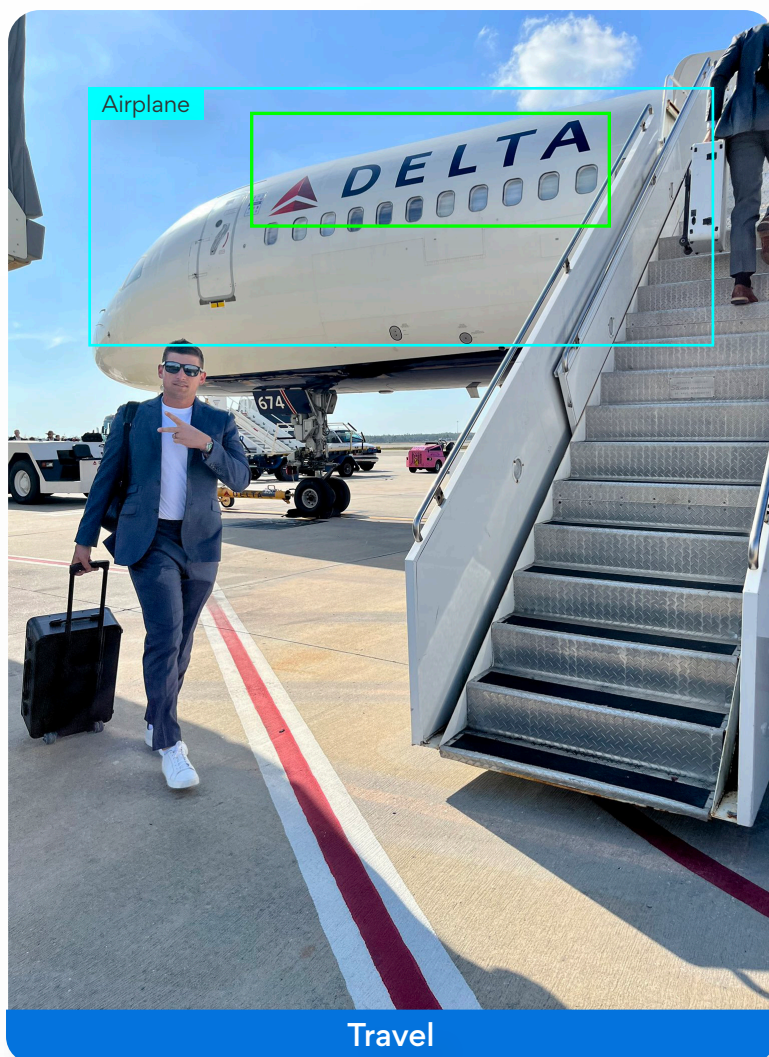
## BEVERAGES (NON-ALCOHOLIC)



★ 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  POWER ADE	325.4M
7  Lete	293.7M
8  RAUCH	203.5M
9  BODYARMOR	175.4M
10  Cerezo	160.4M

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

## AIRLINES



	★ Brand	👍 Engagement
1	Emirates	7.2B
2	QATAR AIRWAYS القطرية	2.6B
3	الإتحاد 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 طيران الرياض	29.9M
10	AEROFLOT	29.1M

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



## INSURANCE



★ Brand		👍 Engagement
1	State Farm	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		15.2B
2		14.8B
3		5.0B
4		1.3B
5		1.1B
6		887.2M
7		599.7M
8		551.9M
9		502.2M
10		442.7M

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



## AUTOMOTIVE

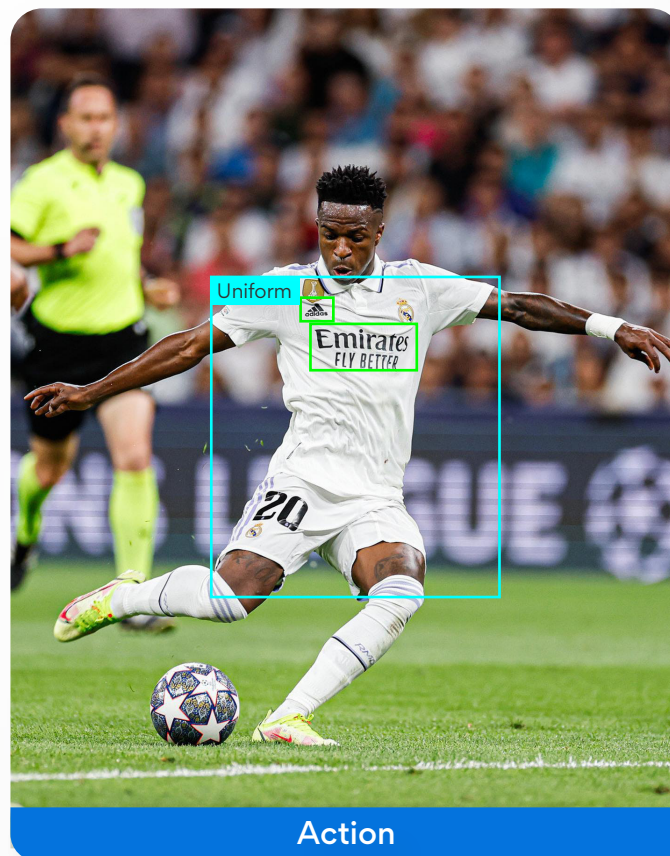


★ Brand		👍 Engagement
1	<b>KIA</b>	1.2B
2	<b>TOYOTA</b>	850.2M
3	<b>HYUNDAI</b>	623.7M
4	<b>NISSAN</b>	616.7M
5		548.0M
6	<b>Jeep</b>	540.1M
7	<b>HONDA</b>	491.6M
8	<b>Ferrari</b>	472.7M
9		462.7M
10	Mercedes-Benz	418.1M

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		832.8M
4		753.6M
5		532.3M
6		286.6M
7		273.3M
8		223.2M
9		209.8M
10		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](mailto:marketing@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

