

# State Farm, Blue Cross among top brands

*InsuranceTimes™ Copyright © by M&S Communications, Inc. September 16, 2003*

ROCHESTER, N.Y. — Ranking at the top among world-class brands for quality is important to any company or product brand. Harris Interactive recently released the results of its Spring 2003 EquiTrend brand study which show Smithsonian Institution at #1, Craftsman Tools still holding at #2, Crayola Crayons & Markers (#3), Bose (#4) and Hershey's Kisses, up from #8 last wave to #5 now.

Reynolds Wrap Aluminum Foil moved up from #10 in the fall 2002 survey to #6 now. M&M's Chocolate Candies maintains a strong ranking at #7, while Discovery Channel moved from #4 to #8 this wave. WD-40 made the top-ten list of quality brands overall, moving up to #9 from #11 in the fall 2002; and, Ziploc Food Bags moved up from #15 to #10.

Financial services brands didn't see much of a change in quality rankings since the previous survey. Most brands have maintained their positions, with American Express Travelers Cheques, Visa, Mastercard, Fannie Mae and Discover in the top five. Western Union Money Transfer Service, not measured earlier, takes the #6 position. American Express (#7) and State Farm Insurance (#8) remain consistently strong brands while Blue Cross/Blue Shield moved up from #12 to #9 in front of Fidelity, which has maintained its #10 spot.

## **Top 10 Financial Services/Insurance Brands**

(among 57 surveyed)

1. American Express Travelers Cheques
2. Visa
3. MasterCard
4. Fannie Mae
5. Discover
6. Western Union Money Transfer Service
7. American Express
8. State Farm Insurance
9. Blue Cross/Blue Shield Insurance
10. Fidelity Investments Financial Services

Source: Spring 2003 EquiTrend(R) brand study by Harris Interactive(R)