

A person with vibrant blue hair is shown from the chest up, looking through a pair of black binoculars. The background is a solid, bright blue. The text 'Brand EQ Italy results' is centered in the upper half of the image.

# Brand EQ Italy results

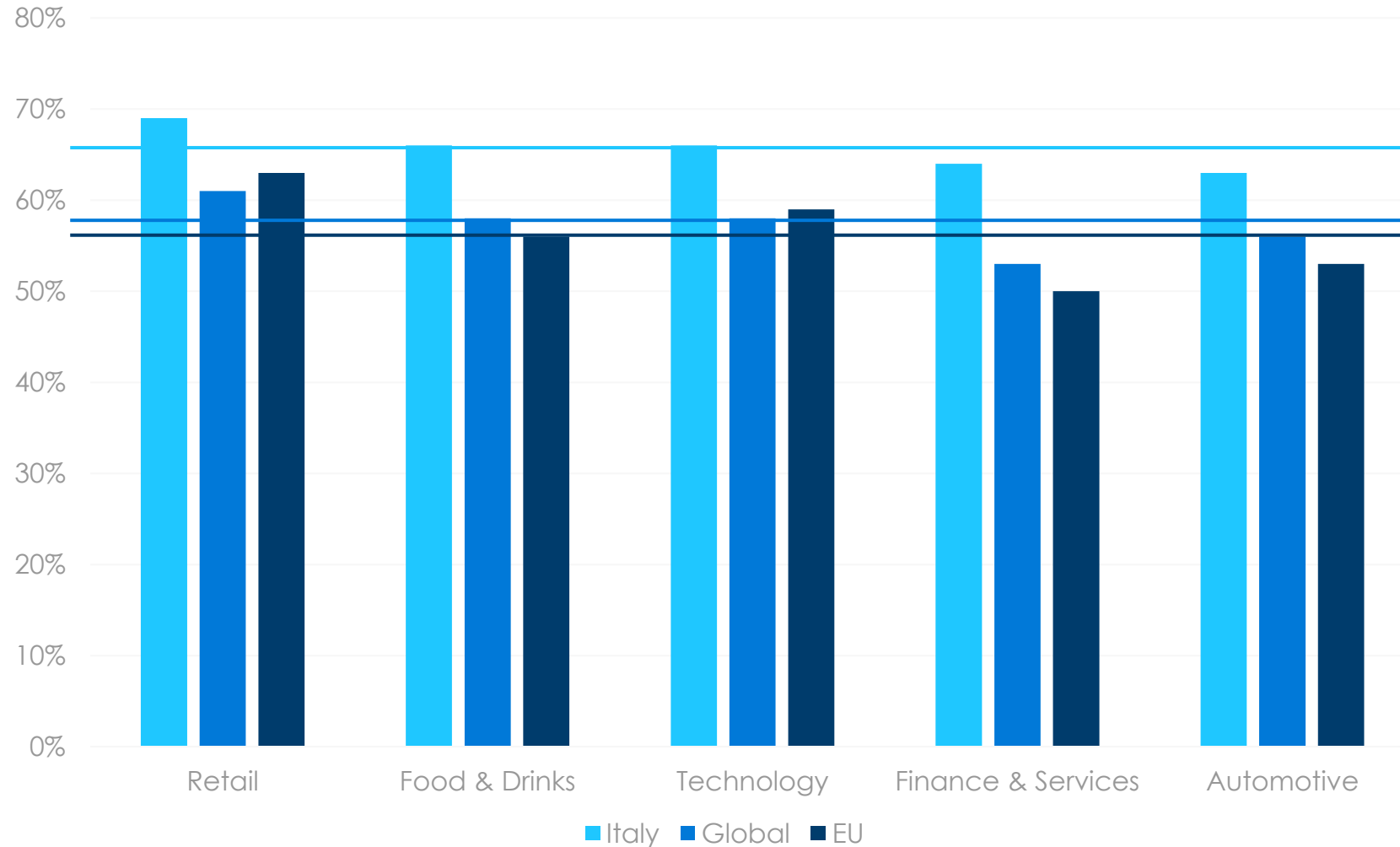
**CARAT**



1. Google	2. Microsoft	3. SAMSUNG	4. adidas
5. Nike	6. Coca-Cola	7. amazon	8. NIVEA
9. VISA	10. Apple	11. Panasonic	12. PHILIPS
13. NETFLIX	14. Kellogg's	15. Mercedes-Benz	16. IKEA
17. McDonald's	18. OREO	19. mastercard.	20. NESPRESSO.

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9. Microsoft	10. Kellogg's	11. ★ Heineken®	12. Gillette
13. Nike	14. OREO	15. Apple	16. BMW
17. NETFLIX	18. Mercedes-Benz	19. PHILIPS	20. ebay

# Retail is the most emotionally intelligent industry. All industries outperform global average



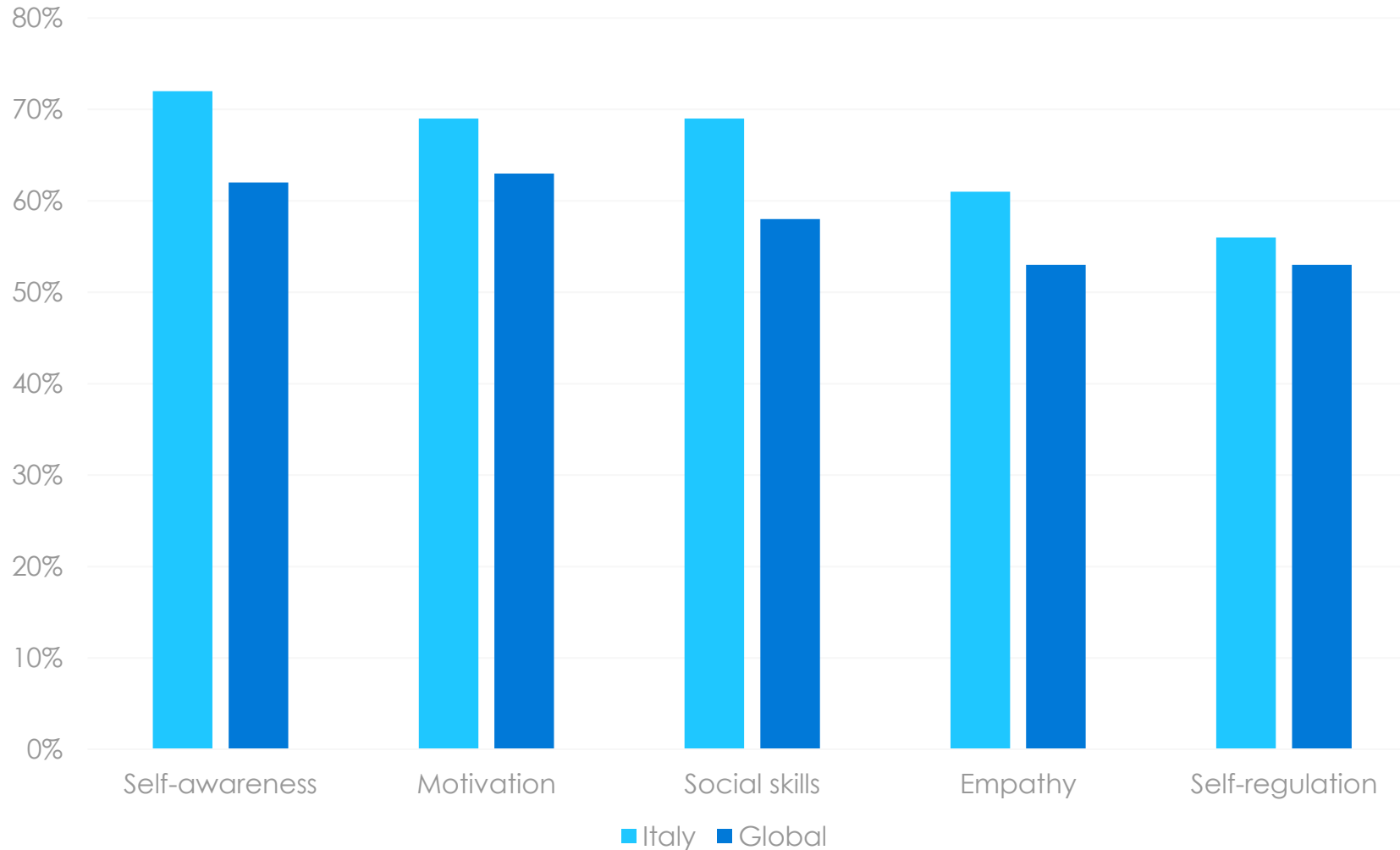
66% all brands Italy average

58% all brands global average

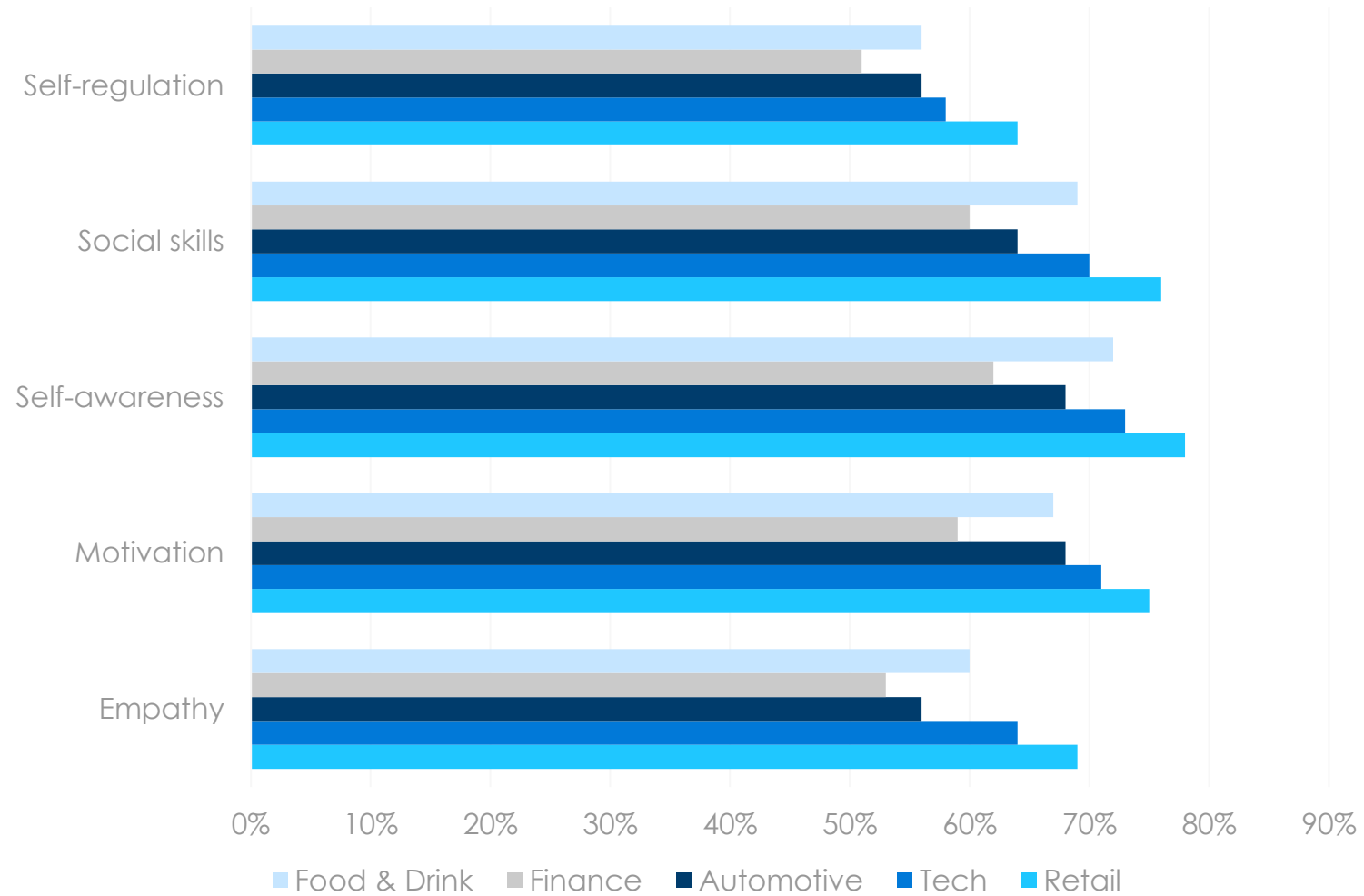
56% all brands EU average (IT, DE, FR, ES)



# Empathy and self-regulation to be improved



# All industries show similar patterns





# Amazon is the most emotionally intelligent brand in Italy

