

| 2014 | | 2013 | |
|------|--|------|--|
| 1 | Jeep (98%) | 1 | Jeep (98%) |
| 2 | Levi Strauss (97%) | 2 | Hershey's/Coca-Cola (97%) |
| 3 | Coca-Cola (95%) | 3 | Levi Strauss/Disney (95%) |
| 4 | Colgate/Disney/ Wrigley's/Zippo (93%) | 4 | Colgate (94%) |
| 5 | Ford/Harley Davidson/ Ralph Lauren (91%) | 5 | Zippo (93%) |
| 6 | Apple/Gillette (90%) | 6 | Wrigley's (92%) |
| 7 | Hershey's/Walmart (89%) | 7 | Ralph Lauren (91%) |
| 8 | Amazon (88%) | 8 | Kodak/Gillette (90%) |
| 9 | New Balance (87%) | 9 | New Balance/ Harley-Davidson (89%) |
| 10 | AT&T/Google (86%) | 10 | Budweiser/Marlboro (88%) |
| 11 | Gatorade/Marlboro/ Sam Adams (85%) | 11 | Ford (86%) |
| 12 | Budweiser (84%) | 12 | Louisville Slugger/ Smith & Wesson (85%) |
| 13 | Louisville Slugger/ Smith & Wesson (83%) | 13 | GE (84%) |
| 14 | American Express/ Coors (81%) | 14 | John Deere/L.L. Bean (82%) |
| 15 | John Deere/L.L. Bean (80%) | 15 | Walmart (81%) |
| 16 | Facebook/GE (79%) | 16 | Craftsman Tools/ Wrangler/ Wilson Sporting Goods/ Sears (80%) |
| 17 | 49ers/Cowboys/ NFL/Patriots/ (78%) | 17 | Campbell's/ McDonald's/ Gibson (79%) |
| 18 | Wrangler/Yankees (77%) | 18 | 49ers/Cowboys/ Patriots/ NFL/Playboy/ Yankees (78%) |

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| 19 | Walgreens/ Wilson Sporting Goods (76%) | 19 | AT&T/Caterpillar/ Goodyear/ Maytag/Whirlpool (77%) |
| 20 | Craftsman Tools/ Jack Daniels/Kodak (75%) | 20 | Coors/Jack Daniels/ Heinz/ Kellogg's (76%) |
| 21 | Campbell's/ Gibson (74%) | 21 | GM (75%) |
| 22 | eBay (73%) | 22 | General Mills/KFC/ Kraft (74%) |
| 23 | Heinz/Sears (72%) | 23 | Dr. Pepper/Gatorade (73%) |
| 24 | McDonald's/KFC (71%) | 24 | Mobil/P&G/Tide (70%) |
| 25 | Kellogg's/ Tide (70%) | | |