

BrandIndex: Top 5 Brands 2015: Automotive (Based on Buzz)		
Rank	Brand	Score
1	Toyota	20.5
2	Holden	14.3
3	Mazda	14.2
4	Ford	10.9
5	Hyundai	10.8

BrandIndex: Top 5 Brands 2015: Electrical Goods (Based on Buzz)		
Rank	Brand	Score
1	Apple	25.0
2	Samsung	22.3
3	Dyson	15.6
4	Sony	15.1
5	Microsoft	13.6

BrandIndex: Top 5 Brands 2015: Financial services: Banking and Payment (Based on Buzz)		
Rank	Brand	Score
1	PayPal	19.8
2	Visa	7.8
3	ING Direct	7.1
4	Mastercard	6.8
5	Commonwealth	5.0

BrandIndex: Top 5 Brands 2015: Financial services: Insurance (Based on Buzz)		
Rank	Brand	Score
1	Youi	7.3
2	AAMI	6.8
3	NRMA	5.9
4	Allianz	4.3
5	Budget Direct	2.7

BrandIndex: Top 5 Brands 2015: Internet (Based on Buzz)		
Rank	Brand	Score
1	Google	28.4
2	YouTube	26.3
3	Facebook	20.8
4	Gumtree	18.3
5	Skype	14.9

BrandIndex: Top 5 Brands 2015: QSR / Casual dining (Based on Buzz)		
Rank	Brand	Score
1	Subway	19.3
2	Boost Juice	10.4
3	Bakers Delight	9.7
4	Nando's	8.1
5	McDonald's	7.9

BrandIndex: Top 5 Brands 2015: Retail (Based on Buzz)		
Rank	Brand	Score
1	Aldi	25.8
2	Coles	24.0
3	Bunnings	22.9
4	Kmart	21.0
5	BIG W	17.6

BrandIndex: Top 5 Brands 2015: Telecom / Pay TV: Device (Based on Buzz)		
Rank	Brand	Score
1	Apple iPhone	15.4
2	Apple	14.1
3	Samsung	12.4
4	Apple iPad	11.6
5	Samsung S	6.5

BrandIndex: Top 5 Brands 2015: Telecom / Pay TV (Based on Buzz)		
Rank	Brand	Score
1	Netflix	22.6
2	Foxtel	9.8
3	iinet	9.0
4	iTunes	8.2

BrandIndex: Top 5 Brands 2015: Travel: Airline (Based on Buzz)		
Rank	Brand	Score
1	Qantas	20.1
2	Emirates	17.0
3	Virgin Australia	13.8
4	Singapore Airlines	9.9

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5	Optus	7.9
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5	Air New Zeala	8.6
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BrandIndex: Top 5 Brands 2015: Travel Booking (Based on Buzz)		
Rank	Brand	Score
1	tripadvisor	13.8
2	trivago	12.5
3	Flight Centre	12.2
4	Booking.com	10.3
5	Airbnb	7.1

BrandIndex: Top 5 Brands 2015: Travel: Hotel (Based on Buzz)		
Rank	Brand	Score
1	Hilton	3.5
2	Novotel	3.4
3	Hyatt	3.0
4	Sheraton	2.6
5	Mantra	2.4