



THE WORLD'S BUZZIEST BRANDS

It's quite amazing to see that brands such as Starbucks, Burger King, Oreo and Red Bull have managed to move up the Brand Power Index in an impressive fashion. While in the case of Starbucks, paying for lattes with their mobile devices resonated with consumers and resulted in its 30 percent jump in buzz from 37th rank in 2011 to 26th in 2012, Burger King managed to differentiate itself with a diversity of celebrity pitchmen and pitchwomen to move up from 49th spot in 2011 to 40th in 2012. As regards Oreo, it was the instantly classic campaign that catapulted the firm up by close to 300 spots.

Read the full article here:
[The World's Buzziest Brands](#)

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