

Netflix most positively talked about brand among millennials

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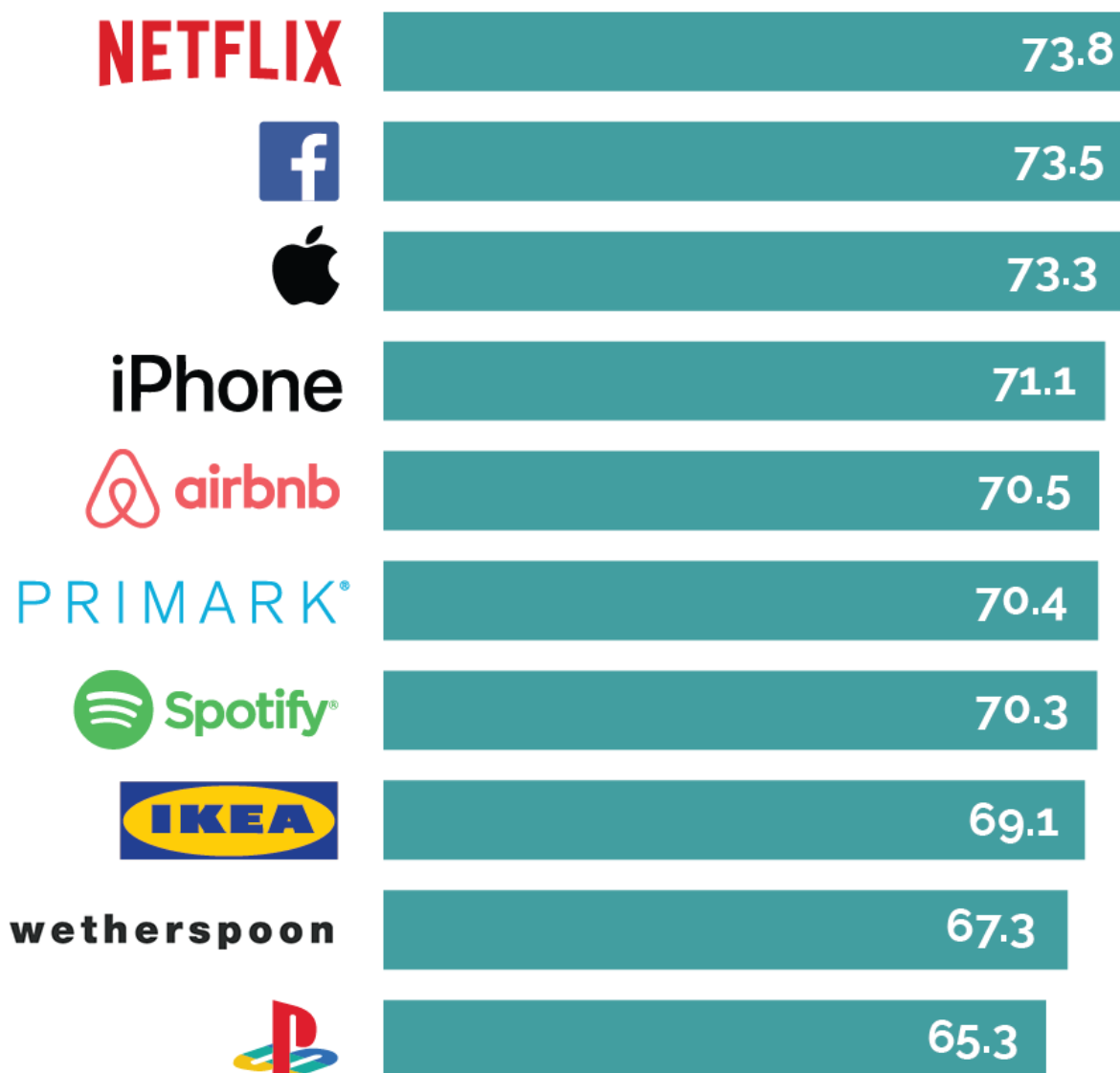
Netflix is the most positively talked about brand among millennials, new data from YouGov BrandIndex reveals.

The streaming service has topped YouGov's rankings, which considers which brands 18-34-year-olds have discussed with friends in favourable terms.

In a list dominated by technology firms, Netflix is at the top with a score of 73.8, narrowly ahead of other technology giants Facebook (73.5), Apple (73.3), Apple iPhone (71.1) and Airbnb (70.5).

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Which of the following brands have you talked about with friends and family in the past two weeks (whether in person, online, or through social media)? % of 18-34 year old consumers who've heard something positive about the brand in the last two weeks



Netflix continues to be extremely popular with a younger generation of viewers who remain drawn to the service thanks to a range of original and exclusive content. The brand has harnessed the power of word of mouth recommendations, which has helped to foster growth around the world. Of course, one of the challenges for the service now is to expand as deeply into other age groups.

YouGov's rankings are based upon YouGov BrandIndex's Word of Mouth metric, which measures whether a respondent has discussed a brand with friends or family (whether in-person, online, or through social media) in the past two weeks. They are then filtered by positive Buzz – to sift out those who talk well of a

brand from those who don't – and age, so that only 18-34-year-olds' views are measured.

MediaCom Ireland's Take

Today's marketers have so many digital tools available to them. Social media marketing, content marketing, email marketing—it's easy to get so caught up in these new strategies that we forget about the most powerful tool at our disposal: positive word of mouth.

Netflix has become the beacon of the binge-watch culture, no longer just a curated collection of classics and movies, but a creative hub of some of the most watched and discussed shows in the world.

The Irish have welcomed Netflix with open arms, and are now exciting times ahead as we see their competitors Google and Facebook trying to compete and cash in on the streaming service's popularity.

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