























# The ProQuo 100: Brand Integrity Index.

Could you name the most trusted brands in the industry right now?  
We'd like to put your knowledge to the test.

Using real-time analysis, we've collected data on 401 brands, across 48 categories, speaking to 343,828 people in the past 3 months, to understand people's feelings towards brands and to differentiate the trusted from the not-so-trusted. The scores are out of 100 and the high scorers are those that are maxing out on Integrity, one of our 16 Drivers of Relationships.

Find out more below, as well as whether these brands are growing or declining in Integrity over time. You may be surprised by the results.

	Rank	Brand	Category	Score (out of 100)	% Change (last 3 months)
	1	Chilly's	Reusable Products	71.2	 7.3
	2	Maltesers	Chocolate	70.7	 2.9
	3	PayPal	Financial services	70.2	 2.7
	4	Fairy	Household cleaning	70.2	 6.9
	5	Whole Earth	Spreads	69.9	 -0.7
	6	JustGiving	Crowdfunding	69.6	 3
	7	Dettol	Household cleaning	68.5	 -2.3
	8	Ella's Kitchen	Baby & Toddler	68.2	 1.5
	9	Meridian	Spreads	68.1	 11.4
	10	Organix	Baby & Toddler	67.1	 5.5

	Rank	Brand	Category	Score (out of 100)	% Change (last 3 months)
	11	S'well	Reusable Products	67	<div>▲</div> 17.3
	12	No.3 Gin	Spirits	66.7	<div>▲</div> 9.6
	13	The Botanist Gin	Spirits	66.5	<div>▲</div> 11.5
	14	WeWork	Office & Workspace	66.4	<div>▲</div> 5.4
	15	Cadbury Eclairs	Confectionery	66.4	<div>▲</div> 5.1
	16	Birds Eye	Frozen Foods	66	<div>▲</div> 6.4
	17	Plant Power	Chilled Foods	65.6	<div>▲</div> 5.8
	18	Felix	Pet Care	65.5	<div>▲</div> 3
	19	Moonpig	Cards	65.4	<div>▼</div> -4.8
	20	Terry's Chocolate Orange	Chocolate	65.3	<div>▲</div> 3.2

# So...what really is Integrity?

This Driver is self-explanatory - always doing "the right thing". People want to feel that your brand has good values, and that it practices them. But building Integrity relies on consistently revising your way of doing things, based on the new information you have available to you.

It's important to develop Integrity into your brand Proposition and be authentically true to it. For example, if you promise good quality ingredients, make sure they are just that.



Learn more

Rank	Brand	Category	Score (out of 100)	% Change (last 3 months)
21	7th Heaven (UK)	Beauty	65.2	▲ 11.2
22	Petplan	Insurance	65.2	▲ 2.2
23	Cadbury	Confectionery	65.2	▲ 2.8
24	Jimmy's Iced Coffee	Beverages	65	▲ 13.4
25	Emmi Caffè Latte	Beverages	64.9	▲ 11.9
26	Theragun	Health & Fitness	64.9	▲ 11.5
27	Plenish Drinks	Healthy drinks	64.8	▲ 3.7
28	Walker's Crisps	Cupboard food	64.7	-0.8 ▼
29	Crowdfunder	Crowdfunding	64.7	▲ 2.1
30	Young's	Frozen Foods	64.7	▲ 3.4
31	Burst	Personal Care	64.7	▲ 52.8
32	24Bottles	Reusable Products	64.6	▲ 6.2
33	Zoflora	Household cleaning	64.4	▲ 0.2
34	Kiddylicious	Baby & Toddler	64.2	▲ 4.2
35	Starbucks	Beverages	64.2	▲ 6.6
36	Kickstarter	Crowdfunding	64.2	▲ 8.5
37	Gu	Chilled Desserts	64	-2.5 ▼
38	CleanCo	Beverages	64	▲ 10.2
39	Encore	Pet Care	64	▲ 38.9
40	Animal Friends	Insurance	63.8	▲ 8.6

Rank	Brand	Category	Score (out of 100)	% Change (last 3 months)
41	Peroni	Non-alcoholic drinks	63.8	<span>▲</span> 5.4
42	StorageMart	Storage	63.8	<span>▲</span> 7.8
43	Similasan	First Aid	63.6	<span>▲</span> 2.7
44	Hipp Organic	Baby & Toddler	63.5	-7.5 <span>▼</span>
45	Babease	Baby & Toddler	63.5	<span>▲</span> 7.3
46	Sambucol	Health & Nutrition	63.5	<span>▲</span> 7.4
47	Brockmans Gin	Alcoholic beverages	63.5	<span>▲</span> 9.6
48	Brewdog	Non-alcoholic drinks	63.4	<span>▲</span> 5.4
49	Hyperice (Hypervolt)	Health & Fitness	63.3	<span>▲</span> 7.9
50	Pots & Co	Chilled Desserts	63.3	<span>▲</span> 22.4
51	Tarquin's Gin	Alcoholic beverages	63.2	<span>▲</span> 7.2
52	SPASCRPTIONS	Beauty	63.1	<span>▲</span> 23
53	Gillette	Male grooming	63	-1.8 <span>▼</span>
54	Pip & Nut	Spreads	63	-1.6 <span>▼</span>
55	Oatly	Dairy alternatives	62.9	<span>▲</span> 6.4
56	Arctic Coffee	Beverages	62.9	<span>▲</span> 4.8
57	method	Household cleaning	62.8	<span>▲</span> 0.6
58	Starbucks	Beverages	62.8	<span>▲</span> 5.8
59	Ecover	Household cleaning	62.5	-0.4 <span>▼</span>
60	Tanqueray No. 10	Spirits	62.4	<span>▲</span> 2.9
61	The Jolly Hog	Meat	62.3	<span>▲</span> 15.8
62	The Tofoo Co.	Chilled food	62.2	<span>▲</span> 1.5
63	7th Heaven (US)	Beauty	62.2	<span>▲</span> 5.5
64	TRP - The Relief Products	First Aid	62.1	<span>▲</span> 13.8
65	CIF	Household cleaning	62	<span>▲</span> 3.9
66	Daiya	Frozen Foods	62	<span>▲</span> 10.9
67	Cow & Gate	Baby & Toddler	61.9	-7.2 <span>▼</span>
68	Heineken	Non-alcoholic drinks	61.8	<span>▲</span> -0.4 <span>▼</span>
69	MegaFood	Health & Nutrition	61.8	<span>▲</span> 16
70	Hyland's	First Aid	61.8	<span>▲</span> 10



Rank	Brand	Category	Score (out of 100)	% Change (last 3 months)
71	Higgidy	Convenience Food	61.7	<div><div></div>8.6</div>
72	Similasan	First Aid	61.7	<div><div></div>7.9</div>
73	Funky Pigeon	Cards	59.7	<div><div></div>-5.3</div>
74	Monument City Brewing Company	Alcoholic beverages	61.5	<div><div></div>13</div>
75	Yes To	Beauty	61.5	<div><div></div>10.2</div>
76	Fever-Tree	Soft Drinks	61.4	<div><div></div>0.2</div>
77	Chase Gin	Alcoholic beverages	61.4	<div><div></div>4.8</div>
78	Lucky Saint	Non-alcoholic drinks	61.4	<div><div></div>21.4</div>
79	After Eight	Chocolate	61.2	<div><div></div>6</div>
80	Fentimans	Soft Drinks	61.1	<div><div></div>3.9</div>
81	Chobani	Dairy alternatives	61.1	<div><div></div>4.1</div>
82	The Botanist	Alcoholic beverages	61.1	<div><div></div>13.9</div>
83	Pot Noodle	Convenience Food	60.9	<div><div></div>8.3</div>
84	Fabuloso	Household cleaning	60.9	<div><div></div>4.2</div>
85	National Lottery	Online Gambling	60.8	<div><div></div>3.1</div>
86	Sheba	Pet Care	60.5	<div><div></div>5.6</div>
87	Quantum Health	Health & Nutrition	60.5	<div><div></div>22.8</div>
88	Amy's	Frozen Foods	60.4	<div><div></div>5.3</div>
89	Bulldog Skincare	Skincare	60.3	<div><div></div>-4.5</div>
90	Heinz Baby	Baby & Toddler	60.2	<div><div></div>-13.8</div>
91	TBJ Gourmet	Spreads	60.2	<div><div></div>9.1</div>
92	Royal Canin	Pet Care	60.1	<div><div></div>-1.6</div>
93	Blinds.com	Home Furnishings	60.1	<div><div></div>12.1</div>
94	Squarespace	Photography	60.1	<div><div></div>17</div>
95	Extra Space	Storage	60	<div><div></div>19.6</div>
96	Rave Coffee	Beverages	60	<div><div></div>6.4</div>
97	Sipsmith	Beverages	60	<div><div></div>5</div>
98	Budget Blinds	Home Furnishings	60	<div><div></div>20.8</div>
99	Stonewall Kitchen	Spreads	60	<div><div></div>14.3</div>
100	organicgirl	Fresh Food	59.9	<div><div></div>5.2</div>