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YouGov®
EXCLUSIVE STUDY
"AMBITION SCORE"
THE CULTURAL CREDIBILITY OF THE MOST RELEVANT BRANDS IN GERMANY IN 2022
IS FOR THE CULTURE
THE-AMBITION.COM

# WELCOME TO THE AMBITION SCORE 2022

Thanks for downloading the Ambition Score 2022 and your interest in the results of your brand, industry or in hiphop culture in general.

Following the first edition of the Ambition Score in 2021, we at THE AMBITION and YouGov made the cultural credibility of brands measurable once again.

**What you can expect from our 2022 edition of the Ambition Score are even more categories, brands and insights than last year to explore an even bigger picture of how hiphop culture sees brands.**

Since the first edition, a lot has happened not only in the industry, but also in hiphop culture. New artists, new trends and streams are shaping hiphop culture 2022 and the way brands can participate.

We hope you enjoy the whitepaper and are looking forward to get back in touch and to dive-deeper into the world of hiphop.

**Lara Muhn**
*Head of Strategy at THE AMBITION*

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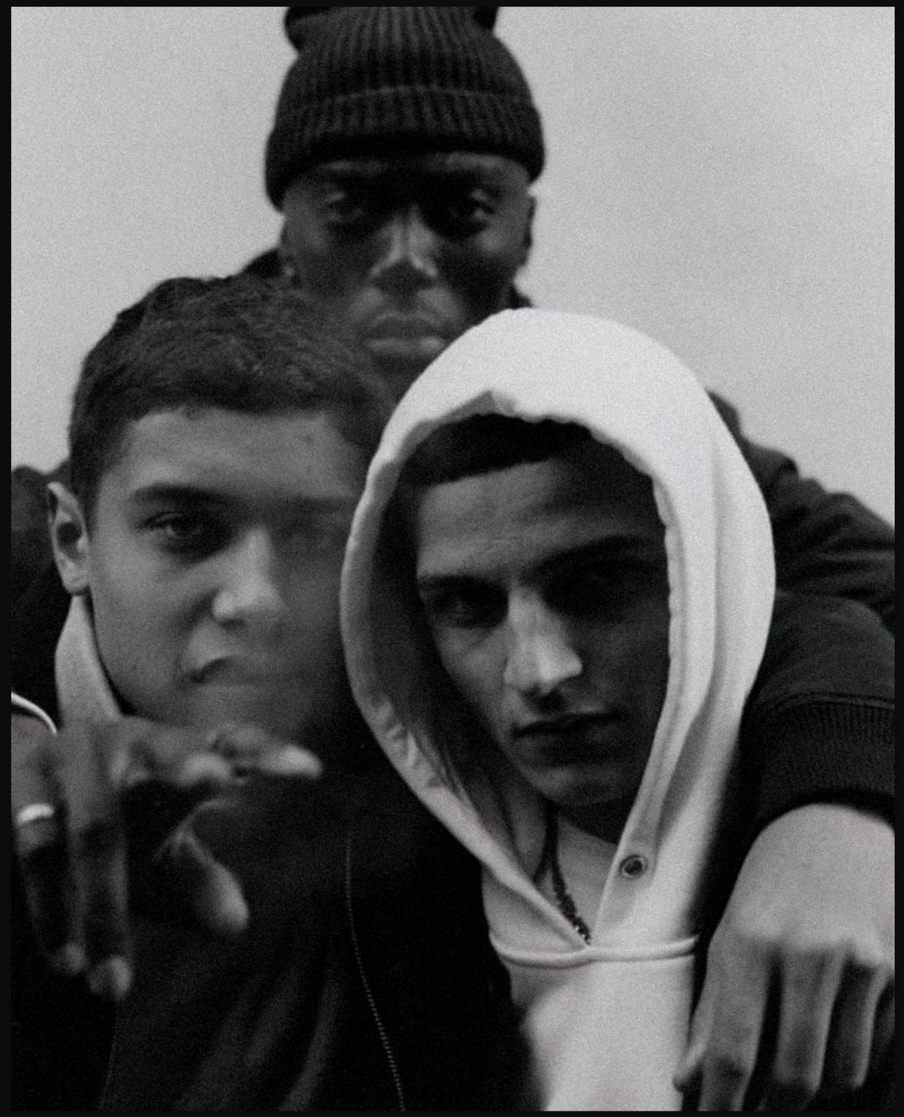


# MAY 2022: 65 % OF GEN-Z IN GERMANY

...identify themselves with hiphop culture - making it the most dominant culture among young consumers.

**Furthermore, Gen-Z members are aware of the strong prevalence of hiphop in their generation: Gen-Z respondents assign a median of 60% of their peers to hiphop culture.**



Source: THE AMBITION & Appinio, n=1.000 (2022)

# CULTURE DEFINES WHAT TO BUY

**60 %**

...of Gen-z state, that the cultural stream they feel they belong to, has an impact on which brands they like.

**77 %**

...of Gen-Z that consider themselves as "hiphop", say that the culture has an impact on which brands they like.





Source: THE AMBITION & Appinio, n=1.000 (2022)

# HIPHOP 2022

**Let's look at the cultural landscape brands must navigate in 2022. Three meta trends are currently shaping the development of hiphop culture: going mainstream, growing diversity, and escapism.**

**GOING MAINSTREAM** Independent street fashion brands grew rapidly through Instagram. Now they are merging with big companies and focusing on creating hype. On the contrary, the rap stars of the music streaming age rely on constant presence. They produce feel-good tunes, not provocations and celebrate success by displaying their rise and status through items and symbols. Access to hiphop culture has thus become much easier for brands. The difficulty lies in finding their right positioning and a credible appearance in the broad, complex hiphop landscape.

**DIVERSITY** The number of female rappers fiercely increased during the last few years – so has their success. This development has raised the number of female rap fans and opened a new perspective to rap music, like a stronger emphasis on LGBTQ+ rights.

**ESCAPISM** However, the overall seriousness of Gen-Z is not (yet?) present in German hiphop culture. Escapism is the order of the day. Post-corona rap shows are all about the right vibe, mosh pits and a shared experience.

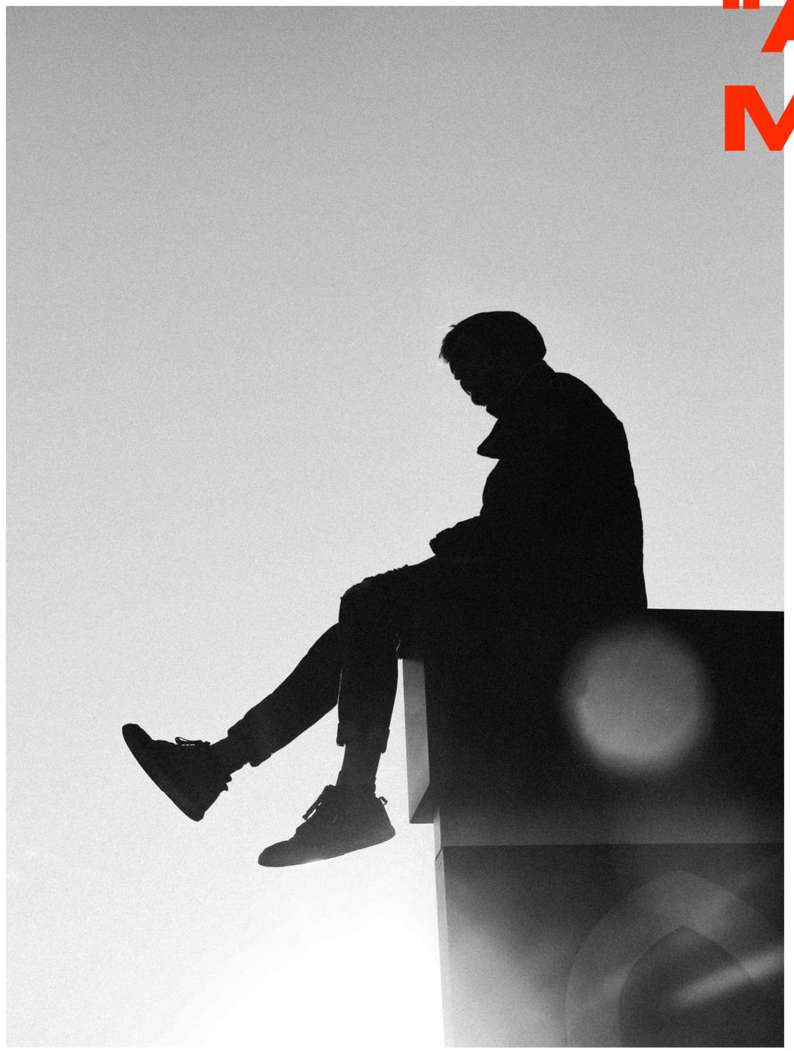
***"HIPHOP IS NOT A FULL-ON REFLECTION OF MAINSTREAM SOCIETY. IT'S A PARALLEL UNIVERSE WITH SIMILARITIES AND DIFFERENCES ALIKE."***

*Falk Schacht, hiphop journalist*

***"VARIOUS YOUTH CULTURES HAVE THEIR SUBSIDIARIES IN HIPHOP CULTURE. THE PUNK/EMO/SKATER BUBBLE IS MAKING ITS WAY TO THE TOP RIGHT NOW."***

*Clark Senger, editor-in-chief of Hiphop.de*

**To stay up to date on developments within hiphop culture head over to the-ambition.com/magazine or sign up for our newsletter.**



# "AMBITION SCORE" METHODOLOGY

In a case study conducted in cooperation with YouGov, **2.097 people between the age of 12 and 49** who identify themselves with hiphop culture were asked about a **total of 160 brands** from eight categories.

The brands queried **were defined based on their relevance** to the categories **and their potential** for cultural credibility. The score reaches from 0 (=no credibility) to 100 (=maximum of credibility).

The approach is based on the established soccer study of the Technical University of Braunschweig* and has been adjusted to implement a completely new approach of measuring cultural credibility.

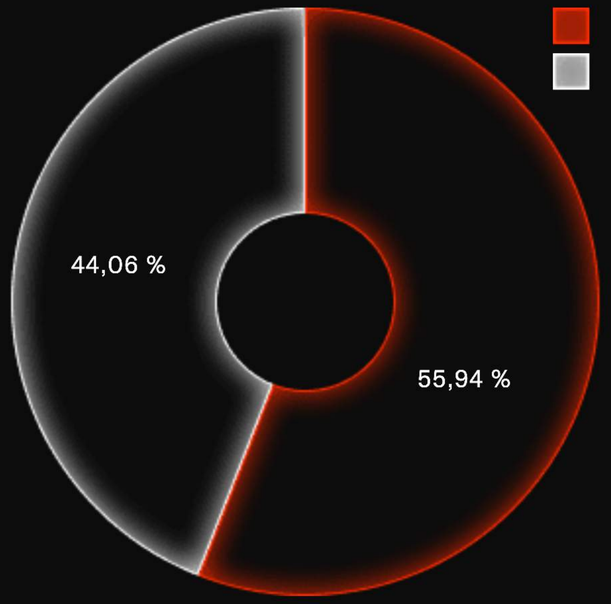
Find more details regarding YouGov and the set-up on pages 52 - 53.

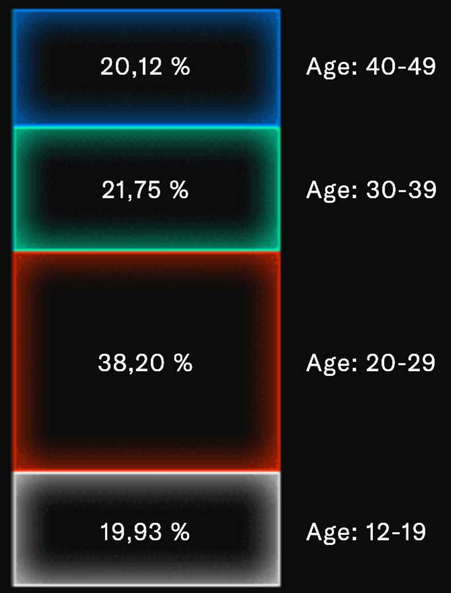
YouGov®

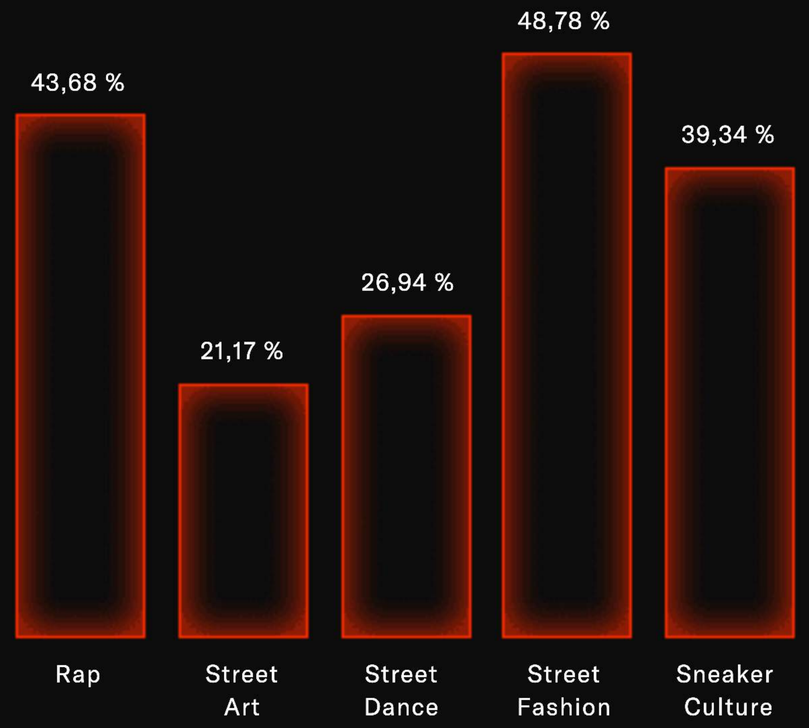
Source: Football Study 2019, Institute of Automotive Economics and Industrial Production

# THE RESPONDENTS REPRESENT HIPHOP CULTURE

AMBITION SCORE 2022






Source: THE AMBITION & YouGov, n=2.097 (2022)

# INDUSTRY #1
# MOBILITY

# INDUSTRY #1 MOBILITY

MOBILITY

1 Mercedes Benz
75 % | **42,65**

2 BMW
75 % | **41,77**

3 Lamborghini
69 % | **40,67**

4 Ferrari
71 % | **37,95**

5 Audi
73 % | **36,71**

6 Porsche
72 % | **35,12**

7 Jeep
65 % | **30,91**

8 BVG
22 % | **29,77**

9 Cupra
34 % | **28,07**

10 MILES
21 % | **27,28**

11 FREE NOW
17 % | **27**

12 Volkswagen
72 % | **23,03**

13 Share Now
21 % | **22,98**

14 Emirates
54 % | **20,73**

15 Deutsche Bahn
71 % | **20,18**

16 Opel
70 % | **19,5**

17 Hyundai
66 % | **19,39**

18 KIA
62 % | **17,2**

19 Lufthansa
70 % | **16,61**

20 Eurowings
61 % | **16,21**



*(Aided Brand Awareness | **Ambition Score**)

MOBILITY

# SPOTLIGHT
# BMW

Not only is BMW an integral part of everyday cultural life, as a **challenger brand, BMW inherently has the mindset of competitive culture in its genes**. Both leads to a great relevance for hiphop culture.

Little of this relevance has anything to do with communication, yet BMW has **shown good instincts** with the partnership with **Nas** and the collab with **Ronnie Fieg and Kith**, for example.

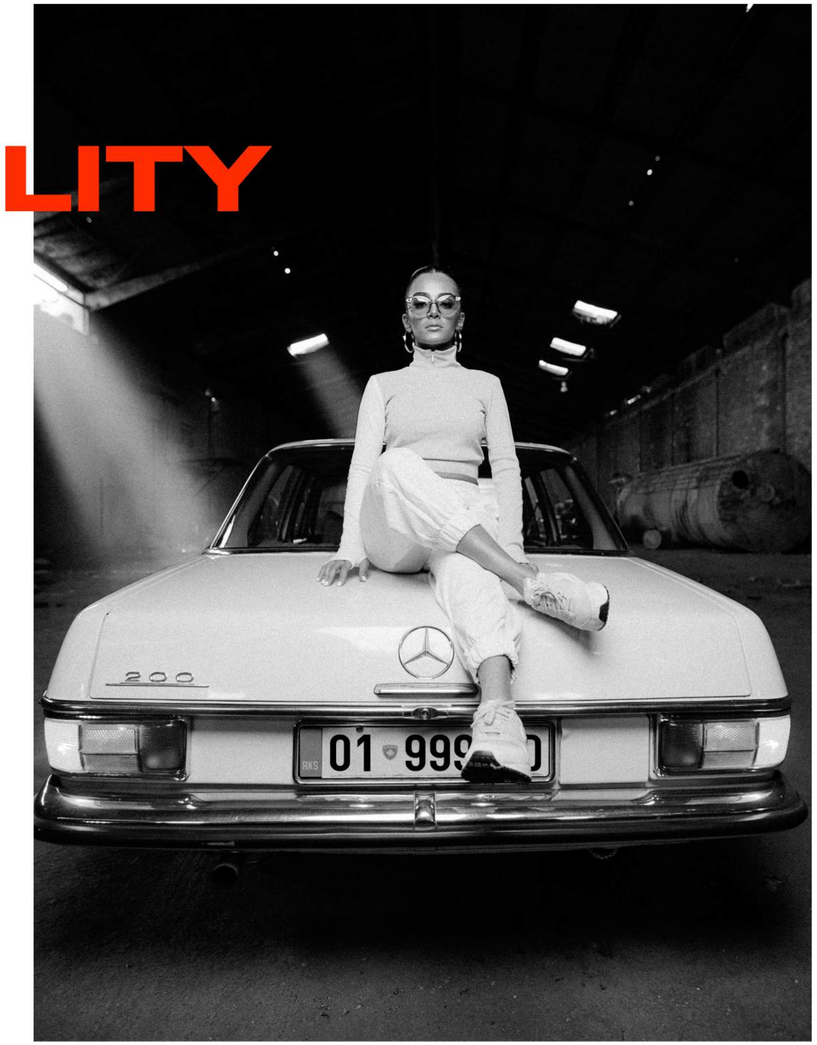
BMW's greatest relevance came unfolded unintentionally when the **BMW E30** got more hype in the U.S., which artists like **Frank Oean, Tyler. The Creator or Travis Scott** call their own in mostly pastel colors.

# INDUSTRY #1 MOBILITY

In contrast to 2021, this year's Ambition Score not only surveyed car brands, but also mobility brands, thus including **car-sharing providers and airlines**.

Compared with the previous year, it is striking that **BMW overtook Lamborghini** and **Audi overtook Porsche** in terms of cultural relevance. This is certainly due to the brand activities of BMW and Audi, but could also be due to the fact that certain streams within hiphop culture walk away from conventional luxury brands.

Although public transportation brands performed lower, we see some clear winners here, such as **BVG with its given cultural relevance** as the main public transportation in the (hiphop) capital of Germany.



# INDUSTRY #2
# RETAIL

# INDUSTRY #2 RETAIL

RETAIL

1 Farfetch
12 % | **41,16**

2 Asos
43 % | **39,02**

3 About You
58 % | **37,59**

4 Zalando
65 % | **36,28**

5 Gorillas
30 % | **35,84**

6 Media Markt
70 % | **29,55**

7 Saturn
65 % | **27,55**

8 Flink
24 % | **27,06**

9 Sephora
30 % | **26,86**

10 Breuninger
37 % | **23,97**

11 Aldi
71 % | **23,38**

12 Lidl
72 % | **23,3**

13 DM
68 % | **22,25**

14 Douglas
64 % | **22,14**

15 Kaufland
69 % | **21,9**

16 Rewe
69 % | **21,77**

17 Flaconi
49 % | **21,22**

18 P&C
56 % | **21,11**

19 Edeka
68 % | **20,55**

20 Rossmann
68 % | **19,9**



*(Aided Brand Awareness | **Ambition Score**)

RETAIL

# SPOTLIGHT ABOUT YOU

About You overtook Zalando as the **most culturally relevant German fashion retailer**. The brand did right throughout their journey and **laid good foundations for growth towards culture**.

With an exclusive collection the **partnership with 6PM and Achraf Ait Bouzalim** brought one of the world's most coveted streetwear brands to the platform. Artist **collabs with Cro and Juju** create products for culture and the **About You festival "Smiles Island"** also put the brand in a whole new light in terms of communication.

In early 2022, the **joint venture "WhyNot"** was founded together with several leading names from culture and already promises a long-term commitment.

RETAIL

# INDUSTRY #2 RETAIL

It's hardly surprising that the field of **retail brands is led by fashion brands**, because that's where hiphop culture digs for its beloved streetwear items. The focus is primarily on online stores such as Farfetch, Zalando and Asos. Breuninger and P&C, with a stronger stationary focus, are far behind.

At the same time, **Gorillas and Flink surprise with very good results** for groceries and daily supplies and the techretail sector with an overall better performance compared to the beauty sector, which is led by Sephora.

Compared to last year's Ambition Score **About You overtook direct competitor Zalando**. However, Farfetch remains the leader in this category with the best selection of luxury streetwear brands.

# INDUSTRY #3
# FASHION

# INDUSTRY #3 FASHION

FASHION

1 Nike
74 % | 68,03

2 Adidas
72 % | 65,33

3 Puma
69 % | 52,93

4 Audemars Piguet
9 % | 51

5 New Balance
52 % | 49,29

6 Rolex
65 % | 44,52

7 Levi's
66 % | 43,75

8 Patek Philippe
14 % | 43,24

9 Gucci
67 % | 41,76

10 Calvin Klein
68 % | 41,2

11 Asics
46 % | 38,8

12 Tommy Hilfiger
66 % | 37,73

13 Lacoste
65 % | 35,66

14 Louis Vuitton
61 % | 35,36

15 Casio
43 % | 34,41

16 Hugo Boss
67 % | 33,96

17 Prada
61 % | 32,03

18 Swatch
43 % | 31,85

19 Dior
62 % | 30,87

20 Chanel
64 % | 28,93

FASHION

# SPOTLIGHT
# ADIDAS

Adidas was the first sports brand to sign **ambassadorial contracts** with hiphop culture, back in the late 1980s when **Run-D.M.C. released "My Adidas,"** an anthem for the brand.

This strategy continues to pay off for Adidas today: Deals with **Kanye West, Beyoncé, Pharrell** are just some of the good decisions in Adidas' brand partnership department. Cooperations with streetwear brands like **Palace** do the rest.

Adidas has also very much **recognized the relevance of soccer jerseys for the streetwear scene** and has taken exactly the right steps with exclusive jerseys, most recently with the **Ajax Amsterdam jersey**, for example, which was created together with Daily Paper.

# INDUSTRY #3 FASHION



In the fashion segment in 2022, unlike in 2021, both **sports, luxury fashion and watch brands** were taken into account.

Here, in a direct comparison, we see a **significantly higher overall relevance of sports and sneaker brands**, which occupy four of the top five ranks. Close behind are the luxury watch brands, which are still considered the status symbol par excellence in 2022.

Luxury fashion brands are surprisingly at the back of the ranking, **led by Gucci**. In last rank is relegated to **Chanel**. Unlike Gucci and Prada, the brand has not jumped on the streetwear trend in recent years and has now been **overtaken by Dior**, whose monogram bags are currently experiencing a hype revival.

# INDUSTRY #4
# SOFTDRINKS

# INDUSTRY #4 SOFTDRINKS



| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | 4Bro<br>26 % \| **60,06** | 6 | Pepsi<br>69 % \| **43,52** | 11 | Fanta<br>69 % \| **38,1** | 16 | Vita Cola<br>32 % \| **28,99** |
| 2 | Red Bull<br>72 % \| **56,01** | 7 | Effect<br>36 % \| **42,27** | 12 | Club Mate<br>39 % \| **36,65** | 17 | Schweppes<br>62 % \| **28,92** |
| 3 | Coca-Cola<br>74 % \| **52,11** | 8 | Mirinda<br>50 % \| **41,27** | 13 | Fritz Kola<br>57 % \| **35,26** | 18 | Capri-Sun<br>67 % \| **28,83** |
| 4 | Rockstar<br>55 % \| **49,88** | 9 | Sprite<br>68 % \| **39,52** | 14 | Durstlöscher<br>48 % \| **32,13** | 19 | Powerade<br>48 % \| **26,36** |
| 5 | Monster<br>59 % \| **49,09** | 10 | 28<br>14 % \| **39** | 15 | Lipton<br>65 % \| **31,37** | 20 | Pfanner<br>47 % \| **26,08** |

# SPOTLIGHT
# 4BRO

**4Bro demonstrates a very good feeling for its own target group** in the German soft drinks market. The umbrella brand, which offers **everything bros and sis' want**, covers soft drinks as well as snacks.

4Bro is not only fully geared to its own consumers in terms of products, the brand is also **going its own way in terms of sales and marketing**, relying on TikTok and cornerstores.

The fact that 4Bro made it to first place in the soft drink category in the Ambition Score 2022, well **ahead of Red Bull**, is a small miracle **considering the marketing efforts of both companies**. However, this is mainly due to the fact that 4Bro and its product range have **grown out of an insight from the culture to a favorite of the culture.**

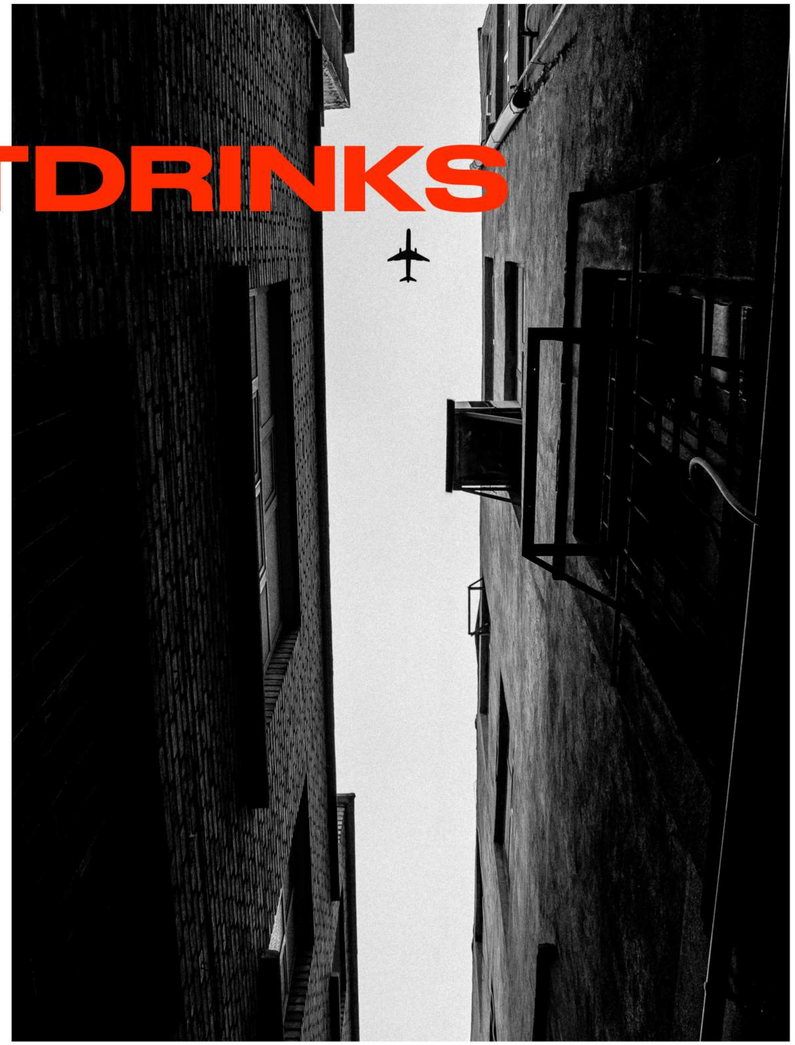
# INDUSTRY #4 SOFTDRINKS

The **soft drink market** has been **extremely affected by the releases of artists from hiphop culture** over the past twelve months. Iced teas as well as juices and sodas were released by rappers. These brands are deliberately absent from the score.

It is interesting to note, however, that Lipton loses a spot in the new Ambition Score 2022 while **Durstlöscher makes up one place**. Whether this is related to the song of the same name by 01099 is anyone's guess.

**Rockstar also managed to jump ahead of its competitor Monster** in the Ambition Score 2022. This may be due to the brand's cooperation with Dardan and Hava.

Overall, it is interesting that the **energy drinks all perform so well** with cola und lemonades close behind.



# INDUSTRY #5
# ALCOHOLIC BEVERAGES

# INDUSTRY #5 ALCOHOLIC BEVERAGES

ALCOHOLIC BEVERAGES

1 Belvedere
25 % | **47,14**

2 Miraval
6 % | **46,78**

3 Absolut
48 % | **45,31**

4 Hennessy
40 % | **44,98**

5 Jack Daniel's
63 % | **43,9**

6 Ruinart
6 % | **42,91**

7 Bacardi
59 % | **42,13**

8 Jim Beam
49 % | **41,49**

9 Smirnoff
50 % | **40,87**

10 Havana Club
52 % | **39,04**

11 Johnnie Walker
44 % | **38,75**

12 Bombay Sapphire
39 % | **38,29**

13 Chivas Regal
20 % | 38,24

14 Jägermeister
62 % | **38,11**

15 Moët & Chandon
38,08

16 Dom Pérignon
34 % | **35,93**

17 Veuve Cliquot
13 % | **34,65**

18 Tanqueray
17 % | **34,52**

19 Baileys
55 % | **26,91**

20 Aperol
54 % | **26,09**

# SPOTLIGHT HENNESSY

Hennessy is one of the few brands **blessed with a given relevance in hiphop culture**. Due to a great importance for the U.S. black community, Hennessy became the **eternally mentioned drink of the most famous rappers.** This inspired almost every German rapper to dedicate songs to the cognac brand.

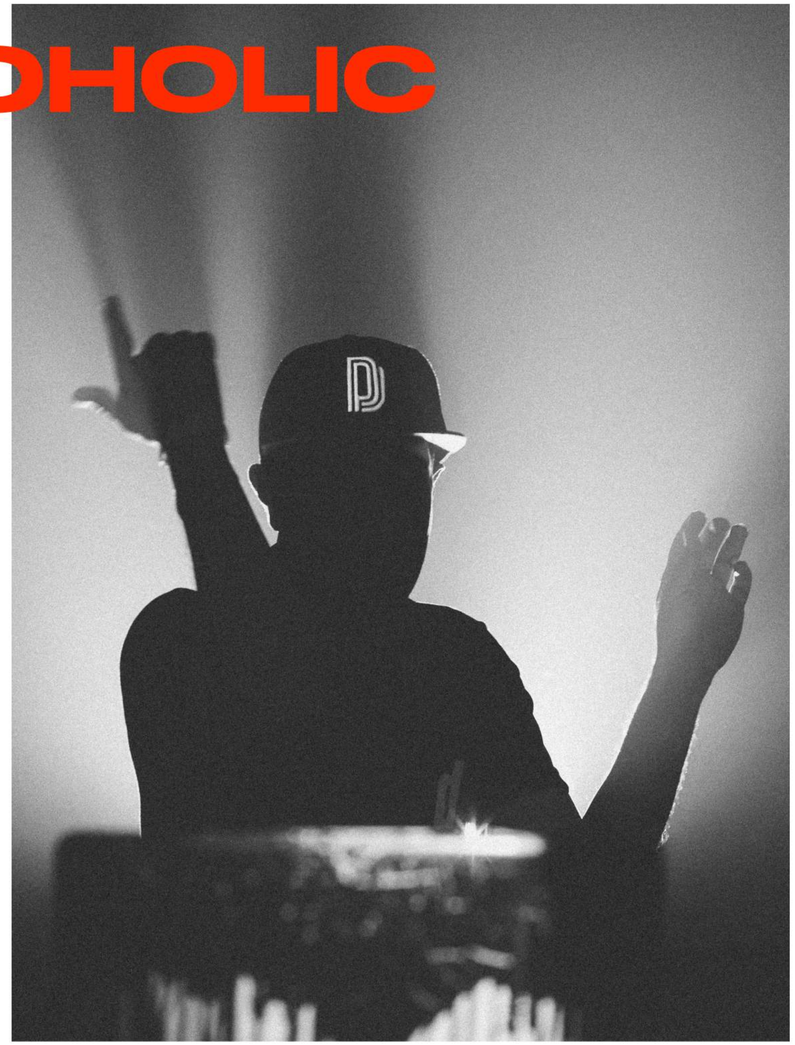
Hennessy took this relevance as an opportunity early on to align its communication accordingly. With **Nas**, one of the most important rappers of all time was signed as an ambassador, **special editions with sought-after street artists** were released, and the huge roll-out of the **NBA partnership** with floating basketball courts on London's River Thames was a branding highlight of 2022.

# INDUSTRY #5 ALCOHOLIC BEVERAGES

The alcoholic beverages market has been affected by the most changes in recent years. Probably **the biggest loser this year is Jack Daniel's**. In the past year, the brand has relied too much on its own relevance, which has grown over the years. **Hennessy and the new front-runner Belvedere were thus able to move up**.

**Johnny Walker moved up** several places compared to last year which might go back to the brands activities in the field of NFTs.

In general, spirits seem to be doing slightly better than wine and champagne. But this is not surprising, because **spirits are among the most frequently mentioned brands in rap-lyrics**.



# INDUSTRY #6
# FOOD

# INDUSTRY #6 FOOD

FOOD

1 McDonald's
76 % | 45,76

2 KFC
70 % | 43,97

3 Burger King
73 % | 43,96

4 Pringles
68 % | 41,78

5 Subway
68 % | 40,25

6 Doritos
46 % | 38,82

7 Pizza Hut
68 % | 37,37

8 Domino's
60 % | 35,4

9 Chio
59 % | 35,34

10 FunnyFrisch
62 % | 33,69

11 Oreo
67 % | 29,63

12 Wagner
58 % | 22,63

13 Milka
70 % | 22,38

14 Ritter Sport
68 % | 22,13

15 Kinder
67 % | 21,88

16 Dr. Oetker
68 % | 21,38

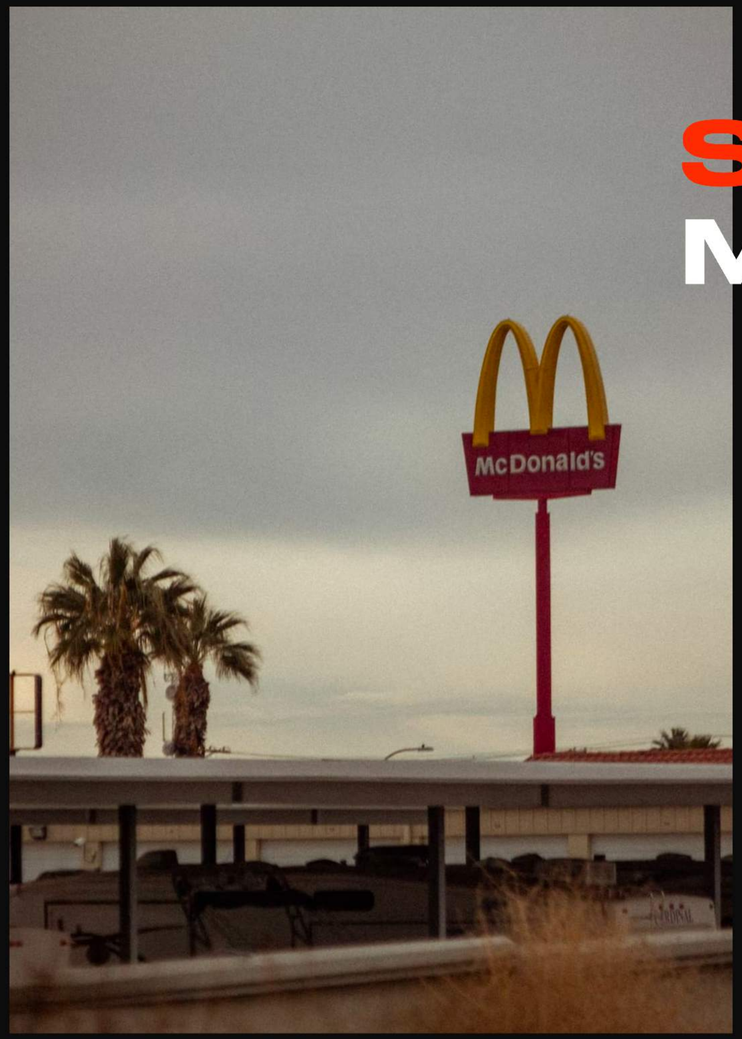
17 Iglo
65 % | 18,04

18 Leibniz
64 % | 17,71

19 Nordsee
64 % | 16,88

20 Frosta
55 % | 16,53

FOOD




# SPOTLIGHT MCDONALD'S

McDonald's was ranked the **most culturally relevant food brand**. In addition to the culture's unconditional love for fast food as well as people growing up with the Happy Meal, the brand has done a lot of things right. They had artists like **Travis Scott and Saweetie** create their own meals, **Kanye West drove his Sherp Tank through the drive-through** in the Superbowl commercial, and most recently Kid Cudi released his own McDonald's merch.

But there was a lot going on in Germany as well: In the music video for his song "Schmetterling" **Luciano** hangs out on the McDonald's parking lot and **Snipes** released a collab collection with the brand.

# INDUSTRY #6 FOOD



Food brands were surveyed for the first time this year in the Ambition Score and one thing is clear: **hiphop and fast food belong together**.

The results of the score make it even clearer: **fatty and salty products play a particularly important role**. The field is led by fast food chains, first and foremost McDonald's, followed by KFC and Burger King.

**Pringles** seems to be the most culturally credible brand for salty snacks, while **Oreo** leads the sweets.

Trailing in last place are exclusively German brands. This suggests that **U.S. brands in particular are inherently more credible** than German brands.

# INDUSTRY #7
# BEAUTY

# INDUSTRY #7 BEAUTY



1 Byredo
6 % | 53,23

2 Aesop
7 % | 41,51

3 Axe
54 % | 40,36

4 Too Faced
17 % | 38,73

5 NYX
31 % | 38,57

6 la prairie
10 % | 36,79

7 Manhattan
48 % | 35,23

8 MAC
38 % | 34,59

9 Maybelline
53 % | 31,67

10 Rexona
44 % | 31,65

11 Essence
45 % | 31,04

12 Benefit
22 % | 30,59

13 Kiehl's
20 % | 29,82

14 L'Oréal Paris
63 % | 28,68

15 Clearasil
43 % | 28,28

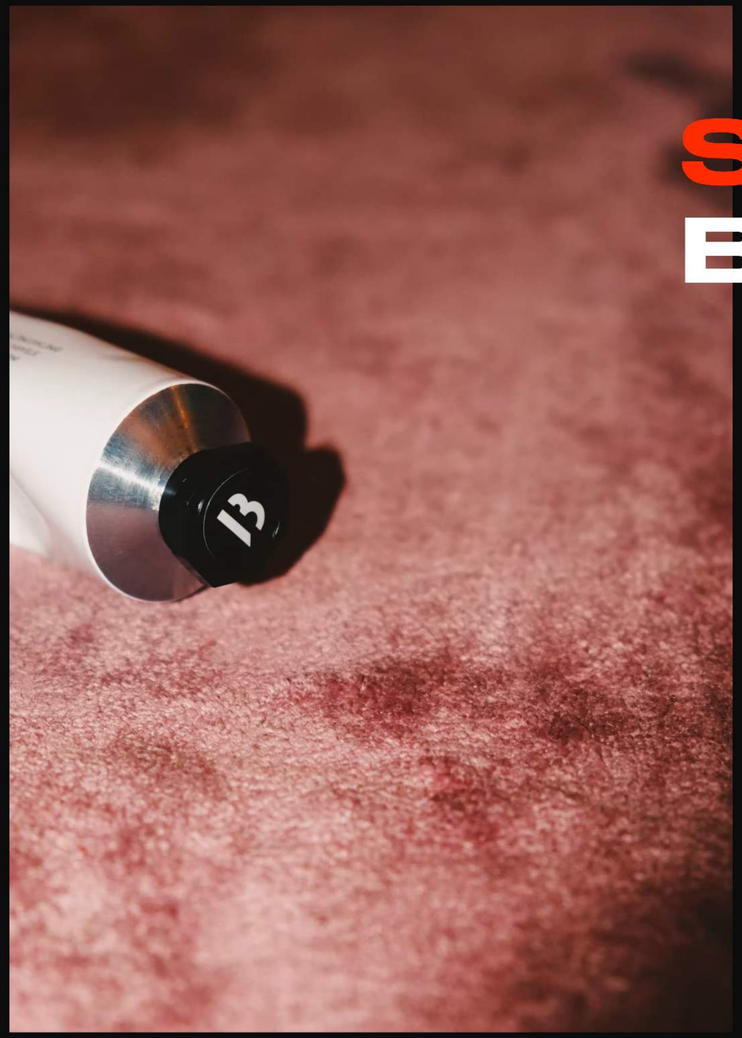
16 Nivea
69 % | 28,19

17 La Mer
15 % | 26,59

18 Dove
59 % | 24,99

19 Garnier
55 % | 24,76

20 Rituals
44 % | 22,76




# SPOTLIGHT BYREDO

Byredo took first place among beauty brands with an Ambition Score of 53.23 - deservedly, because the brand has **done everything right since** it was founded in 2006. Besides the "Elevator Musk" fragrance developed with **Virgil Abloh** and the OSYNLIG candle **collection for Ikea**, "Space Rage" was co-created with **Travis Scott** at the end of 2020.

For the brand, 2022 began with the release of a skincare and cosmetics line and an ambassadorial deal with NFL star and rapper pal **Odell Beckjam Jr.** - so we're excited to see where the journey will take us in 2023...

# INDUSTRY #7 BEAUTY



The beauty category is also new in the Ambition Score 2022 and is becoming **increasingly important overall for hiphop culture**, which is very concerned with appearance.

While most drugstore personal care brands have landed in last place, **high-priced skincare brands** like Aesop and La Prairie are particularly surprising with their very good positioning.

Axe has become the most popular bodycare brand among young men over the years, but still doesn't stand a chance against the **luxury fragrance brand Byredo**.

**Makeup brands also do well**, with TooFaced and NYX doing best, both of which appear very frequently on beauty influencers and target young women with their products.

# INDUSTRY #8
# SERVICE

# INDUSTRY #8 SERVICE

SERVICE

1 Bitpanda
10 % | 33,44

2 Binance
10 % | 31,3

3 Coinbase
15 % | 29,27

4 N26
24 % | 28,25

5 Vodafone
66 % | 28,04

6 Master Card
50 % | 26,99

7 flatex
10 % | 26,87

8 Visa
56 % | 26,64

9 Trade Republic
25 % | 26,56

10 o2
60 % | 26

11 Telekom
64 % | 24,5

12 Sparkasse
66 % | 20,55

13 AOK
61 % | 19,24

14 Allianz
60 % | 19,03

15 AXA
50 % | 18,6

16 Deutsche Bank
62 % | 18,28

17 HUK-COBURG
52 % | 17,74

18 Commerzbank
59 % | 16,85

19 Postbank
57 % | 16,06

20 ERGO
44 % | 15,41

# A RARE OPPORTUNITY

**Money, wealth and flex** are the ultimate themes of the upwardly oriented audience, which likes to show-off what they **earned.**

So far, no finance or service brand owns this insight despite the huge potential. Account products tend to be conservative - rather than creating a **truly emotionalizing product for hiphop culture**.

The overall results of this industry reflect that. **No category scored lower**. One can hardly identify any rising star.

# INDUSTRY #8 SERVICE

In the **worst rated industry in this year's Ambition Score**, no brand can be identified as relevant for hiphop culture.

What can be seen, however, is that brands that are part of peoples everyday lives are rated better: For example, **crypto platforms such as Bitpanda, Binance and Coinbase are on top of the list**. Crypto and NFT are topics that play a major role in hiphop culture, so their relevance is not by accident.

Traditional banks, insurance companies and mobile phone providers still **have a lot of catching up to do** in the competitive field of brands with cultural relevance.

# OUTRO
# LEARNINGS

# LEARNINGS
# AMBITION SCORE 2022

Many of the surveyed brands have **lost some of their cultural credibility** despite a lot of brand activity. This is mainly because they focused too much on pure marketing and do not create products that **naturally incorporate hiphop culture into people's lives**.

The fact that entire product groups score significantly better than others proves that **cultural credibility starts with the product itself**. Hiphop fans naturally gravitate towards salty snacks and sports brands. This doesn't mean that off-topic brands have no chance to earn cultural credibility, it just means that they have a longer journey to make - at least until they **find the right cultural insight for their brand** and their product.

The **luxury sector in particular had a harder time** in the Ambition Score 2022 than previous year. This may also be due to the financial crisis, but it is certainly **due to a changed concept of luxury within hiphop**, that ranks hype over status.

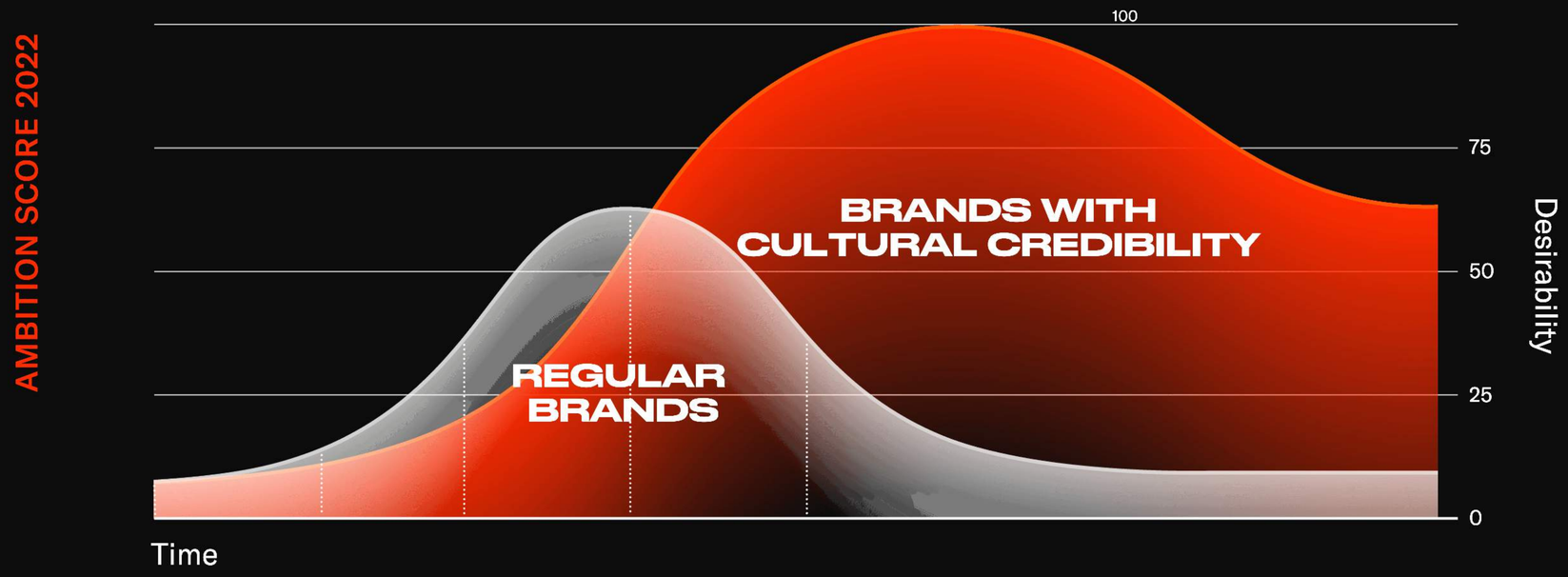
Reach out to us for a deep-dive into the results of individual industries and brands:

**CONTACT@THE-AMBITION.COM.**

KEY-LEARNING

# BECOMING PART OF THIS CULTURE REQUIRES CONTINUITY, RELEVANCE – AND FIRST OF ALL CREDIBILITY

# CULTURAL CREDIBILITY IS KEY




No matter how far-reaching they are, **one-off marketing campaigns are not enough** to build long-term cultural credibility.

**It takes a true long-term commitment** to become an authentic part of hiphop culture and not every brand that has spent a lot on cultural marketing in the past year has generated cultural credibility as a result.

# IT IS CULTURAL CREDIBILITY THAT MAKES BRANDS A PART OF PEOPLE'S LIVES AND THE AMBITION SCORE MAKES THIS CREDIBILITY MEASURABLE FOR THE FIRST TIME.

# ABOUT US

# WE BUILD LONG-LASTING CULTURAL CREDIBILITY

**THE AMBITION is a consulting company for hiphop culture.**

We enable companies to sustainably utilize the business and marketing potentials of hiphop culture.

We translate cultural codes and develop strategies that root brands in hiphop.

We push the culture forward by working with the best talents from within it and providing them with unseen possibilities.

WHAT WE DO

# OUR BUSINESS UNITS

THEA

- DATA + INSIGHTS
- PRODUCTS + VENTURES
- STRATEGY CONSULTING
- BRAND ACTIVATION
- MEDIA FEAT. VIVALU

THE-AMBITION.COM

# THE AMBITION

LET'S TALK.

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# #DISCALIMER

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# APPENDIX
# STUDY SET-UP

# THE STUDY SET-UP

The YouGov survey is based on online interviews with participants of the **YouGov Panel Germany.** The sample was drawn at random and then weighted to guarantee a target distribution that is representative of the population.

We base definition of the quota and weighting on the microcensus data (starting with the characteristics age, gender and region). All results are based on a random sample and thus meet the requirements for the calculation of statistical parameters and tests. Panelists were invited via email and received a link to the survey. They were randomly presented with one industry to evaluate.

Participants were being asked if they identify with one or more aspects of hiphop culture (rap music, street art, street dance, streetwear and sneaker culture). Those who identified with at least one of those aspects (2.097 in number) were further surveyed.

160 brands in 8 categories were examined. For the pre-selection of the brands we looked at their relevance in economy and society in general as well as the expected cultural relevance in hiphop culture.

Brands that originate from hiphop culture itself, such as pizza, iced tea and vodka brands of German rap artists, were not taken into account.

Due to the large increase in the number of brands per category, the actual values achieved are hardly comparable with last year. However, the successes and failures of brands can certainly be seen in changed sequences. Brands that have improved are often further ahead in the competitive environment in 2022.

# QUESTIONNAIRE & SCORE

Brand awareness among people who identify with hiphop was surveyed in the questionnaire as **supported brand awareness** by means of the question "Which of the following brands from industry X do you know, even if only by name?"

*(Original wording in German: "Welche der folgenden Marken aus dem Bereich X kennen Sie, wenn auch nur dem Namen nach?").*

The brands were then sorted by brand awareness. The **association of the brand with hiphop culture** was next surveyed by asking "to what extent do you associate the following brands from industry X with hiphop culture?"

*(Original wording in German: "Inwieweit verbinden Sie die folgenden Marken aus dem Bereich Mobility mit Hiphop-Kultur? (Bitte geben Sie Ihre Antwort auf einer Skala von 1="Überhaupt nicht" bis 10="Sehr stark" an. Mit den unbeschrifteten Werten können Sie Ihre Antwort abstufen").*

This involved a response on a scale of 1="Not at all" to 10="Very strongly". The ten-point scale used was then transformed to a scale of 0 to 100 to calculate the Ambition Score, so that the average brand score can range between 0 and 100 with one decimal place. A score of 0 results when all respondents would "not at all" associate the brand in question with hiphop, while a score of 100 means that all respondents would "very strongly" associate the brand in question with hiphop. The actual brand scores obtained range from a high of 68.03 to a low of 15.41.