

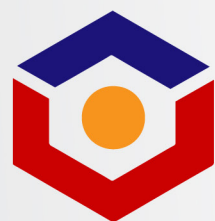
TOP

100 Brand

Vision & Mission



Sponsored By



futuregeorgia.com

For a Better Future For all The People

Prepared By

Dr. Ibrahim Alhejji

[ibrahimalhejji](https://twitter.com/ibrahimalhejji)

ბრენდი არ არის ხელშესახები ან ხიდური, მაგრამ ეს ქონებაა. იგი ითვლება პროდუქტის ან მომსახურების სიცოცხლის საწყისად. ხაღხს ყოველთვის ახსოვს ბრენდი, რომელიც დაკავშირებულია მათ ცხოვრებასთან. თუმცა, ბრენდის ამრობრივი იმიჯი არის ადამიანების წარმოდგენა პროდუქტის ან მომსახურების შესახებ. ფრთხილად უნდა შეირჩეს ბრენდის სტრატეგია, რადგან ჩვენ შეგვიძლია მივაღწიოთ მიზბენს ბიზნესში და განვაავითაროთ ის ბრენდის მეშვეობით.

მენეჯერი განსაზღვრავს ბრენდის როგორც პროდუქტს, ხოლო PR კონსულტანტი მიიჩნევს, რომ ის კომპანიის რეპუტაცია. «ბრენდი არის შეფუთვა», – ამბობს მარკეტერი. მეორეს მხრივ, გრაფიკური დიზაინერი აღწერს მას, როგორც ვიზუალურ იდენტურობას. «ჩვენი ბრენდი ჩვენი კუდტურაა», – აღნიშნავს აღმასრუდებერი დირექტორი. ინჟინრისთვის, ბრენდი ფუნქციონარულია. ყვერა ჩვენგანი სრულიად მართარი და ყვერა ამავედროულიად არასწორია. გარდა ამისა, ბრენდი ერთგუდების გარეშე არის პროდუქტი ხარისხის გარეშე. ბრენდ მენეჯერები უნდა მუშაობდნენ ხაღხის მოდოინის გასამართდებლად. მათ უნდა ესმოდეთ, შემდგევი პირობებით: ბრენდის სტრატეგია, ბრენდის პორტფერი, სავაჭრო სახედწოდება, ბრენდის იმიჯი და ა.შ., რათა გაუმკდრავდნენ მათ ეფექტურად.

2017 წდის 100 ბრენდის დირებუდება 6 ტრიდონს შეადგენს, რაც ქუვეითის სახედმწიფოს 50 წდის შემოსავაღს უდრის. ჯერ კიდევ ძარიან ადრეა მათთვის, ვისაც სურს ბრენდის პოპუდარიბება და კომპანია Snapchat–ი არის ამის მაგადრითი, რომელიც დაარსდა 2011 წდეს და მისი ბრენდის 2017 წდის დირებუდება 12 მიდრარდზე მეტია. კარი ბრენდი რჩება ძდრერ აქტივად ასობით წდის მანძიდზეც კი და ამის საუკეთესო მაგადრითი არის კოკა კოდა.

futuregeorgia.com

founded by
Dr. Ibrahim alhejji

The brand is not tangible or visible, but it is an asset. It is considered as the life of the product or service. People will always remember the brand that touches their lives. However, the mental image of the brand is what people imagine about the product or the service. Careful consideration should be given to the brand's strategy as we can achieve development and business objectives through it.

The product manager defines the brand as it is the product, while the PR consultant says it's the company's reputation. "The brand is the tagline", says the copywriter. On the other hand, the graphic designer describes it as the visual identity. "Our brand is our culture", says the CEO. For the engineer, the brand surely derives from functionality. All of us are partly right, and all of us are wrong. Furthermore, The brand without loyalty is like any product with no quality. Brand managers have to work on developing to meet people's expectations. They must understand the following terms: brand strategy, brand portfolio, trade name, brand image, etc, in order to deal with them effectively.

The value of top hundred brands in 2017 is worth more than 6 trillions which is the Kuwait's income for 50 years. It is still too early for those who want to build a brand and Snapchat company is an example which is established in 2011 and its brand is worth more than 12 billions in 2017. Brands remain strong assets for hundreds of years and Coca Cola is a good example.

futuregeorgia.com

founded by
Dr. Ibrahim alhejji

Marka, somut veya görünür değildir, o bir niteliktir. Ürünün veya hizmetin ömrü olarak kabul edilir. İnsanlar her zaman hayatlarına dokunan markayı hatırlar. Bununla birlikte, markanın zihinsel imgesi, insanların ürün veya hizmet hakkında hayal ettikleri şeydir. Markanın stratejisine dikkatle odaklanmalıyız, çünkü bu yolla geliştirme ve işletme hedeflerine ulaşabiliriz.

PR yöneticisi, firmanın itibarı olduğunu söylerken, Ürün yöneticisi markayı ürün olarak tanımlar. Yazar, «Marka etikettir» der. Öte yandan, grafik tasarımcı bunu görsel kimlik olarak tanımlar. «Markamız kültürümüzdür» der CEO. Mühendis ise, marka kesinlikle işlevselliktir der. Kısmen herkes haklıdır ve diğer taraftan hepimiz yanılıyoruzdur. Ayrıca sadakat olmadan marka kalitesiz herhangi bir ürün gibidir. Marka yöneticileri, insanların beklentilerini karşılamak için gelişmeye çalışmalıdır. Marka stratejisi, marka portföyü, ticaret unvanını, marka imajını vb. Etkili terimlerle uğraşmak adına aşağıdaki terimleri iyi kavramalıdır.

2017'deki ilk yüz icinde yer alan markaların değeri, Kuveyt'in 50 yıl içinde ulaştığı 6 trilyonluk milli gelirinin üzerinde bir değere sahiptir. Buna karsin bir marka oluşturmak için hala çok geç sayılmaz. Örneğin Snapchat şirketi 2011 yılında kurulduğu halde, 2017'de 12 milyara ulaşmıştır. Uzun yıllardır güçlü kalmayı başaran Coca Cola yine benzer bir örnektir.

futuregeorgia.com

founded by
Dr.ibrahim alhejji

Vision

To provide access to the world's information in one click.

Mission

To organize the world's information and make it universally accessible and useful.



Brand value (\$m)	
2017	2007
141,703	17,837

Vision

We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating. We believe in the simple not the complex. We believe that we need to own and control the primary technologies behind the products that we make, and participate only in markets where we can make a significant contribution.



We believe in saying no to thousands of projects, so that we can really focus on the few that are truly important and meaningful to us. We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot. And frankly, we don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change. And I think regardless of who is in what job those values are so embedded in this company that Apple will do extremely well.

Mission

"Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad.

Brand value (\$m)	
2017	2007
184,154	11,037

Vision

To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.



Mission

We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.

Brand value (\$m)	
2017	2007
139,286	5,411

Vision

To design and create in this decade the new global network, processes, and service platforms that maximizes automation, allowing for a reallocation of human resources to more complex and productive work.



Mission

To exploit technical innovations for the benefit of AT&T and its customers by implementing next-generation technologies and network advancements in AT&T's services and operations.

Brand value (\$m)	
2017	2007
115,112	10,023

Vision

To help individuals and businesses realize their full potential.



Mission

To empower every person and every organization on the planet to achieve more.

Brand value (\$m)	
2017	2007
143,222	58,709

Vision

Inspire the world, create the future.



Mission

At Samsung, we follow a simple business philosophy: to devote our talent and technology to creating superior products and services that contribute to a better global society.

Brand value (\$m)	
2017	2007
56,244	16,853

Vision

to inspire tomorrow's creators to use technology to build brighter futures for themselves, their families and the world.



Mission

We deliver the promise of the digital world to our customers. We make their innovative lifestyles possible. We do it all through the most reliable network and the latest technology.

Brand value (\$m)	
2017	2007
65,875	19,910

Vision

To be the best retailer in the hearts and minds of consumers and employees.



Mission

Saving people money so they can live better.

Brand value (\$m)	
2017	2007
27,934	34,898

Vision

People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.



Mission

To give people the power to share and make the world more open and connected.

Brand value (\$m)	
2017	2007
129,800	-

Vision

To become a bank that is innovative, open to development, quick and meticulous at serving and favored most by its clients on the basis of its boutique service understanding and conservative risk management approach.



Mission

To generate tailor-made solutions to our clients' existing and future needs,
To establish long-lasting relations through our high-quality service approach based on knowledge and creativity,
To contribute to our country's economy by creating social and economic values,
To continuously generate added value for our clients, employees and shareholders.

Brand value (\$m)	
2017	2007
31,570	-

Vision

To be your preferred partner in the digital world.



Mission

To Customer: Provide superior service experience.
To Employee: Inspire and unleash the potential of staff.
To Partner: Be a reliable business partner.

Brand value (\$m)	
2017	2007
56,535	11,018

Vision

Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people. Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile. We will meet our challenging goals by engaging the talent and passion of people, who believe there is always a better way.



Mission

Create vehicles that are popular with consumers.

Brand value (\$m)	
2017	2007
28,660	32,070

Vision

We want to satisfy our customers' financial needs and help them succeed financially.



Mission

Building lifelong relationships one customer at a time.

Brand value (\$m)	
2017	2007
58,424	14,277

Vision

Pioneer always at the forefront of China's economic modernization, strive to be a world-class bank.



China Construction Bank

Mission

Provide better service to our customers, create higher value to our shareholders, build up broader career path for our associates and assume full responsibilities as a corporate citizen.

Brand value (\$m)	
2017	2007
18,770	-

Vision

We realize the dreams of our clients around the world through long-term relationships.

We develop evolving ecosystems with our clients through leading-edge technologies.

We enhance our creativity by respecting diversity.



Mission

NTT DATA uses information technology to create new paradigms and values, which help contribute to a more affluent and harmonious society.

Brand value (\$m)	
2017	2007
20,197	-

Vision

To become a modern, progressive burger company delivering a contemporary customer experience. Modern is about getting the brand to where we need to be today and progressive is about doing what it takes to be the McDonald's our customers will expect tomorrow.

To realize this commitment, we are focused on delivering great tasting, high-quality food to our customers and providing a world-class experience that makes them feel welcome and valued.



Mission

Our mission is to be our customers' favorite place and way to eat & drink. We're dedicated to being a great place for our people to work; to being a strong, positive presence in your community; and to delivering the quality, service, cleanliness and value our customers have come to expect from the Golden Arches – a symbol that's trusted around the world.

Brand value (\$m)	
2017	2007
41,533	29,398

Vision

We are Number ONE.
We inspire people on the move:
We shape tomorrow's individual premium mobility.



Mission

The BMW Group is the world's leading provider of premium products and premium services for individual mobility.

Brand value (\$m)	
2017	2007
24,559	21,612

Vision

To be the Top Performing and Most Admired Refinery in Asia.



Mission

To continuously deliver shareholder value by: Manufacturing and supplying oil products and services that satisfy the needs of our customers, constantly achieving operational excellence, conducting our business in a safe, environmentally sustainable and economically optimum manner, and employing a diverse, innovative and results-oriented team motivated to deliver excellence.

Brand value (\$m)	
2017	2007
18,346	3,331

Vision

Digital future is what unites us



Mission

Bringing people together – over thousands of kilometres and beyond

Brand value (\$m)	
2017	2007
38,493	8,475

Vision

To be the world's most successful and important information technology company. Successful in helping out customers apply technology to solve their problems.



Successful in introducing this extraordinary technology to new customers. Important, because we will continue to be the basic resource of much of what is invested in this industry.

Mission

To lead in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. And our worldwide network of IBM solutions and services professionals translates these advanced technologies into business value for our customers. We translate these advanced technologies into value for our customers through our professional solutions, services and consulting businesses worldwide.

Brand value (\$m)	
2017	2007
102,088	57,090

Vision

To become the world's most renowned center for customer service in the automotive sector.



Mercedes-Benz

Mission

To provide premium solutions for our customers, retail partners and business partners, supporting them in every situation. In this way, we strengthen the brand and add value to our brand promise: "The best or nothing".

Brand value (\$m)	
2017	2007
47,829	23,568

Vision

To become the world's premier digital industrial company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive.



Mission

To invent the next industrial era, to build, move, power and cure the world.

Brand value (\$m)	
2017	2007
50,208	51,569

Vision

To make it easy to do business anywhere



Mission

To solve the challenges of small businesses in procurement, sales and marketing, management and financing through information technology.

Brand value (\$m)	
2017	2007
59,127	-

Mission

To be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world



Brand value (\$m)	
2017	2007
52,040	29,210

Vision

To be recognized as a leading manufacturer of protective materials for high reliability applications throughout the world.



Mission

Provide effective and reliable product solutions that enhance our customers' performance and competitive position.

Brand value (\$m)	
2017	2007
33,737	12,082

Vision

To own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with superior branded products.



Mission

To make followers of Jesus Christ, to worship, pray and fellowship together; to serve and impact our community and congregation for the Lord.

Brand value (\$m)	
2017	2007
87,519	21,282

Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.



Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions. To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference.

Brand value (\$m)	
2017	2007
78,142	44,134

Vision

To help NIKE, Inc. and our consumers thrive in a sustainable economy where people, profit and planet are in balance.



Mission

To bring inspiration and innovation to every athlete in the world.

Brand value (\$m)	
2017	2007
34,185	10,290

Vision

Drawing strength from our rich history, we will be the best, most admired, and innovative financial services institution, partnering with our customers, employees, and shareholders in wealth creation.



中國銀行
BANK OF CHINA

Mission

We will be a leading provider of quality services consistently delivered to institutions, entrepreneurs, and individuals here and abroad, to meet their financial needs and exceed their rising expectations.

We will be a primary catalyst in the creation of wealth for our customers, driven by a desire to help them succeed, through a highly motivated team of competent and empowered professionals, guided by in-depth knowledge of their needs and supported by leading-edge technology.

We will maintain the highest ethical standards, sense of responsibility, and fairness with respect to our customers, employees, shareholders, and the communities we serve.

Brand value (\$m)	
2017	2007
31,250	13,689

Vision

We believe, very simply, that it is the actions of individuals working together that build strong communities ... and that business has an obligation to support those actions in the communities it serves.

Bank of America®



Mission

Our purpose and values form the foundation of our culture — a culture that is rooted in integrity, disciplined risk management, and delivering together as a team to better serve our clients, strengthen our communities, and deliver value to our shareholders.

Brand value (\$m)	
2017	2007
28,767	12,286

Vision

To create a company that would keep alive the values that were important to us. Values like respect among all people, excellent customer service and giving back to communities and society.



Mission

to provide the highest level of service, the broadest selection of products and the most competitive prices.

Brand value (\$m)	
2017	2007
40,327	18,335

Vision

In China petrochemical company, sinopec brother playing sichuan caused by the biggest oil suppliers



Mission

Become China petrochemical integration sichuan social oil terminal network new platform

Brand value (\$m)	
2017	2007
29,555	-

Vision

Become a leading international energy company in Indonesia by implementing performance in safety, occupational health, and environmental protection as well as involving stakeholders in order to achieve long term business sector.



PetroChina

Mission

The Existence of PetroChina to produce energy (Energize) by always participating in environmental preservation, concerning about the welfare of the community, and to maintain long-term business continuity (Harmonize).

Brand value (\$m)	
2017	2007
29,003	-

Vision

Respect for individual, teamwork synergy, proactive thinking and mutual development.



Mission

One of the best overseas strongholds of Agricultural Bank of China and the efficient bridge between China and overseas businesses.

Brand value (\$m)	
2017	2007
28,511	-

Vision

We strive to be the leading group of professionals, trusted by people, the community and the world.



Mission

Always create new values, for people, the community and the world.

Brand value (\$m)	
2017	2007
27,954	-

Vision

We believe that excellence in consulting requires client advocacy and stewardship, a passion for leading-edge investment solutions and the delivery of experienced consulting services in a way that helps us exceed our clients' expectations every day.



Mission

Our mission is to help set the industry standard in investment-consulting services for sophisticated investors. Our investment-consulting teams provide full-service consulting advice—solutions that are tailored to each client's individual needs.

Brand value (\$m)	
2017	2007
17,580	33,572

Vision

As Comcast evolves, we continue to look to the future - seeking out new communications technology, new opportunities, and more choices. We want to continue to provide people with the communications products and services that connect them to what's important in their lives.



Brand value (\$m)	
2017	2007
26,180	-

Mission

«Simplify: Speed information delivery with integrated systems and a single database.



Standardize: Reduce cost and maintenance cycles with open, easily available components.

Automate: Improve operational efficiency with technology and best practices.

Brand value (\$m)	
2017	2007
21,359	17,809

Vision

To establish Starbucks as the premier purveyor of the finest coffee in the world while.



Mission

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Brand value (\$m)	
2017	2007
44,230	16,057

Vision

To build a company that becomes an integral part of Canada's Information and Communications Technology (ICT) ecosystem, and reflects our long-term commitment to Canada.



Brand value (\$m)	
2017	2007
25,230	-

Vision

Focus on positioning the Volkswagen Group as a global economic and environmental leader among automobile manufacturers. Volkswagen's four goals that are intended to make Volkswagen the most successful, fascinating and sustainable automaker in the world



The Group's goal is to offer attractive, safe and environmentally sound vehicles which can compete in an increasingly tough market and set world standards in their respective class.»

Brand value (\$m)	
2017	2007
11,522	7,033

Vision

Is more than just a phrase or tagline? It represents the long-term direction of the company and it signifies the existence of Nissan. It is a living, breathing philosophy that we deliver to all Nissan stakeholders - customers, shareholders, dealers and employees.



Mission

It represents the roles that Nissan should play when pursuing its aim. It clearly expresses that the core business of Nissan lies in automobiles and related servicing functions and promises to provide all stakeholders with relevant values. It also promises to continue to offer highly innovative solutions full of originality. The cooperation with Renault provides us with unique opportunities for sustainable growth

Brand value (\$m)	
2017	2007
11,341	11,189

Vision

To create a better everyday life for the many people.



A little better, a little simpler, more efficiently and always cost-effectively.

Brand value (\$m)	
2017	2007
18,944	7,373

Vision

We strive to improve the quality of human life



Mission

Our mission is to improve the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable, and easy to access.

Brand value (\$m)	
2017	2007
23,286	-

Vision

Paving the way to a successful future.

SIEMENS

Mission

We make real what matters

Brand value (\$m)	
2017	2007
13,947	9,111

Vision

People working together as a lean, global enterprise for automotive leadership.



Mission

One Team. One Plan. One Goal

Brand value (\$m)	
2017	2007
13,065	12,627

Vision

To be the most respected Internet enterprise.

Tencent

Mission

To enhance the quality of life through Internet services.

Brand value (\$m)	
2017	2007
108,292	-

Vision

UPS vision is guided by four transformative strategies:

- Deploying technology-enabled operations
- Providing unique and industry-specific customer solutions
- Expanding our global network
- Serving the needs of end consumers around the world



Brand value (\$m)	
2017	2007
58,275	24,580

Vision

At the heart of The Chevron Way is our vision ... to be the global energy company most admired for its people, partnership and performance.



Values

Our company's foundation is built on our values, which distinguish us and guide our actions to deliver results. We conduct our business in a socially and environmentally responsible manner, respecting the law and universal human rights to benefit the communities where we work.

Brand value (\$m)	
2017	2007
22,058	8,085

Vision

We will be the communications leader in an increasingly connected world



Mission

Connecting and empowering people and communities, accelerating the development of Egypt

Brand value (\$m)	
2017	2007
31,602	21,107

Vision

The digital era we now operate in is transforming our day-to-day lives, our behavior and our interaction with our environment. In this hyper-connected world, we all experience the digital transition in our own way, according to our preferences and possibilities. To be positive, this revolution must include everyone, but also adapt to every person's aspirations and essentials. This is how it will become a human revolution, grounded in everyday life.



Mission

Our customers' practices and needs are evolving. They want simple solutions that are truly useful. They seek flawless connectivity, personalized responses and good value for money. And this is what makes our mission so meaningful: to be «always in touch to connect what's essential in your life.»

Brand value (\$m)	
2017	2007
17,180	9,922

Mission

Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction.



Brand value (\$m)	
2017	2007
12,163	15,465

Vision

Our vision is to become the most competitive construction and real estate conglomerate in the world.



Mission

CSCEC has established a mission of «Contributing to a happy environment»

Satisfying our customers, helping employees achieve success, delivering returns to shareholders, and benefiting society are the main objectives of our mission.

Brand value (\$m)	
2017	2007
21,050	-

Exxon Mobil Corporation is committed to being the world's premier petroleum and petrochemical company. **ExxonMobil**

To that end, we must continuously achieve superior financial and operating results while adhering to the highest standards of business conduct. These unwavering expectations provide the foundation for our commitments to those with whom we interact.»

Brand value (\$m)	
2017	2007
18,727	13,148

Vision

Changing the Way We Work, Live, Play, and Learn.



Mission

Shape the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors, and ecosystem partners.

Brand value (\$m)	
2017	2007
16,725	18,812

Vision

«We aspire to be one of the world's great specialist banking groups, driven by commitment to our core philosophies and values»



Mission

Through an international network linked by advanced technology, including a rapidly growing e-commerce capability, HSBC provides a comprehensive range of financial services: personal financial services; commercial banking; corporate, investment banking and markets; private banking; and other activities.

Brand value (\$m)	
2017	2007
20,536	17,457

Vision

The world's top credit card company now aims to rule all forms of electronic payments, even handling commercial purchases of up to 10\$ million. But first its computers need an overhaul.



Mission

Helping improve lives and economies around the world. From advancing financial inclusion to helping in times of crisis, we're using our products, know-how and philanthropy to bring about positive change.

Brand value (\$m)	
2017	2007
110,999	-

Vision

Becoming a Corporate Group needed most by people around the world



Mission

A corporate group growing for the next 300 years

To continue to grow as a corporate group for the next 300 years, the SoftBank Group strives to develop over the long-term by forming partnerships with the most superior companies at the time in the information industry, without adhering to particular technologies or business models.

Brand value (\$m)	
2017	2007
11,795	-

Vision

If it is smart and connected, it is best with Intel.



Mission

Utilize the power of Moore's Law to bring smart, connected devices to every person on earth.

Brand value (\$m)	
2017	2007
21,919	18,707

Vision

Hyundai Motor Company's goal for the next decade that will be followed through with concrete business strategies and action plans.



Mission

Hyundai Motor Company recognizes the importance and impact that automobiles have on society and mankind. It strives to play a role that extends beyond being a simple car manufacturer to become customers' lifetime companion. It will build connections with customers by fulfilling its vision to become a "lifetime partner in automobiles and beyond" and participate in working "together for a better future" as a constituent of Hyundai Motor Group.

Brand value (\$m)	
2017	2007
19,975	-

Vision

To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products.



Mission

«Good Food, Good Life» is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

Brand value (\$m)	
2017	2007
19,416	-

Vision

To become a global leader in the industry of eco-friendly materials and total healthcare solutions.



Mission

We promote human health and protect the environment.

Brand value (\$m)	
2017	2007
19,358	-

Vision

Looking good should do good too.



Mission

That's what our sustainability work is all about. To make sure our customers wear our products with pride we have to be conscious in all our actions.

Brand value (\$m)	
2017	2007
19,177	8,711

Vision

To have the best competitive corporate, operating and financial performance

To improve, and to be accessible, inclusive and diverse



Mission

In all their activities we seek to display some unchanging, fundamental qualities – integrity, honest dealing, treating everyone with respect and dignity, striving for mutual advantage and contributing to human progress.

Brand value (\$m)	
2017	2007
18,857	5,931

Vision

To become the responsible energy major. In tangible terms, that means bringing affordable, reliable and clean energy to our customers all around the world.



Mission

Discover, produce, process, sell and market energy in a variety of forms, all the way to end-customers. Committed to better energy, our staff of 98,000 employees helps provide customers throughout the world with products and services that are safer, cleaner, more efficient, more innovative and accessible to as many people as possible. Our ambition is to become the responsible energy major.

Brand value (\$m)	
2017	2007
18,514	-

Mission

is to provide an unrivaled level of service and to contribute to the sustained growth of the economy through the execution of vigorous, fair, and high-quality audits based on clear leadership and creative teamwork.



Brand value (\$m)	
2017	2007
18,510	-

Vision

To deliver top-tier financial performance over the long term by integrating sustainability into our business strategy, leaving a positive imprint on society and the environment.

To provide consumers around the world with delicious, affordable, convenient and complementary foods and beverages from wholesome breakfasts to healthy and fun daytime snacks and beverages to evening treats."



Brand value (\$m)	
2017	2007
12,730	11,756

Vision

To provide structurally and functionally efficient computers to visually impaired individuals globally. It is the vision of the company and thinks about the future.



Mission

To make the optimum use of all the resources and other the macro ,micro and the internal environment in providing the best quality products and services and the best customer experience of the best value.It is considered to be a practical and a feasible mission as it talks about today and not the future.What is included in the mission is the customers and the services which means it is talking about the present.

Brand value (\$m)	
2017	2007
18,186	23,621

Vision

Invented for connected life.



Mission

We develop and market innovative connected devices and tailor-made solutions for the Internet of Things (IoT). Our competencies in electronics, sensor technology and software enable new business models for global markets.

Brand value (\$m)	
2017	2007
17,991	-

Vision

CTE customers benefit from China Telecom's philosophy of Customer First, Service Foremost.



We adeptly achieve this through our premium quality telecommunication services backed by unbeatable reliability and security. At CTE, we deliver on our commitments that are sustained by the professional expertise of our in-house team, attentive customer care, a unique approach to actualizing extraordinary value solutions and superb technical support. We thrive on the success of our satisfied customers who continually reap the benefits of our shared achievements.

Brand value (\$m)	
2017	2007
17,599	-

Mission

To provide business solution to any organization at right-cost and right time.with precise technical structure they provide consultancy solution to any problem the other organization or industry is facing.



from banking to healthcare they deal in every market.and due to their working pattern and specialization in dealing with clients and customers they have made a huge name in it consultancy market and their customers therefore rely on them for longer business periods.

Brand value (\$m)	
2017	2007
27,243	10,534

Vision

To create a world-leading insurance and financial services group that continues to seeks sustainable growth and to enhance enterprise value.



Mission

To contribute to the development of a vibrant society and help secure a sound future for the earth, by enabling safety and security through the global insurance and financial services business.

Brand value (\$m)	
2017	2007
17,209	-

Mission

FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies.



Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its team members, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.

Brand value (\$m)	
2017	2007
19,441	9,310

Vision

Guided commitments to great value, the community, diversity and the environment.



Mission

To make Target the preferred shopping destination for our guests by delivering outstanding value, continuous innovation and an exceptional guest experience by consistently fulfilling our Expect More. Pay Less. Brand promise. To support their mission, they are guided by their commitments to great value, the community, diversity and the environment.

Brand value (\$m)	
2017	2007
17,016	10,841

Vision

An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in global arena."



Mission

An efficient and value-adding institution driving the African integration and development process in close collaboration with African Union Member States, the Regional Economic Communities and African citizens.

Brand value (\$m)	
2017	2007
16,919	-

Vision

To bring healthy vision to everyone, everywhere, every day



Mission

To lead the world in quality, customer experience, innovation and growth Johnson & Johnson Vision Care, Inc. is the world's leading innovator and manufacturer of disposable contact lenses. Anchored by our vision and mission, we have set industry standards through groundbreaking technologies and products. Our best-selling ACUVUE® Brand Contact Lenses launched as the world's first mass-marketed disposable soft contact lens in 1987, and since then the brand has introduced numerous first-to-market products. Every day, we strive to continue this legacy of product advancement and industry impact – and our vision and mission guide our pursuit.

Brand value (\$m)	
2017	2007
16,829	-

Vision

Aspire to be the Standard of Excellence, the first choice of the most sought-after clients and talent.



Our shared values are timeless. They succinctly describe the core principles that distinguish the Deloitte culture.

Mission

Play a critical role in helping both the capital markets and our member firm clients operate more effectively. We consider this role a privilege, and we know it requires constant vigilance and unrelenting commitment. We go to great lengths to nurture it and preserve it. We go to extraordinary lengths to support our people.

Brand value (\$m)	
2017	2007
16,776	-

Vision

To become the world's leading provider of personal financial services



Mission

Responsible for shareholders, value-added assets, stable return; Responsible for customers, service-oriented, integrity protection; Responsible for staff, career planning, live and work in peace; Responsible for the community, contribute to the community, building the country.

Brand value (\$m)	
2017	2007
16,333	-

Vision

To help NIKE, Inc. and our consumers thrive in a sustainable economy where people, profit and planet are in balance



Mission

To bring inspiration and innovation to every athlete in the world."

Brand value (\$m)	
2017	2007
16,324	-

Vision

To be America's most-loved pharmacy-led health, well-being and beauty company.



Mission

To help achieve these goals and build on our legacy of trust, care and accessibility, we are constantly innovating new ways to meet our customers' needs and improve their health; from offering self-service stores beginning in the 1950s to developing a -5star rated mobile app today.

We care for communities around the country by providing immunizations recommended by the Centers for Disease Control and Prevention, and providing expert and compassionate counseling at our specialty pharmacies that focus on complex disease states such as oncology, hepatitis and HIV.

Brand value (\$m)	
2017	2007
15,969	8,701

Vision

- To be the largest network for university cooperation centred on Ibero-America, promoting change and innovation through a platform of products and services for the university community and businesses.

- International leader in Corporate Social Responsibility with the sponsorship of Banco Santander.



Mission

- To act as an agent for change, helping universities to develop joint projects and generate new opportunities for the university community, responding to demand in the business and educational institution environment with economic efficiency and profitability criteria.

Brand value (\$m)	
2017	2007
15,929	12,094

Mission

Every day, hundreds of millions of people are entertained and enlightened by the authors and actors, printers and producers, reporters and directors who fulfill our mission.



That mission remains unchanged after half a century of expansion and improvement: the creation and distribution of top-quality news, sports and entertainment around the world.

Brand value (\$m)	
2017	2007
15,814	-

Vision

To be a national leader for health by 2020.



Mission

By working together, we create better value and experiences for consumers. The result is a seamless, highly collaborative system of care that offers the best possible outcomes. It's what we call integrated care, and you'll find no better way to get healthy and stay healthy.

We are committed to offering a unique solution tailored for you. We focus on your needs and on healing the whole you. We listen to our patients. We consider their physical and emotional needs, extending essential financial education and assistance when necessary.

Brand value (\$m)	
2017	2007
15,710	-

Vision

At JPMorgan Chase, we want to be the best financial services company in the world. Because of our great heritage and excellent platform, we believe this is within our reach.»

J.P.Morgan

Brand value (\$m)	
2017	2007
14,129	8,490

Vision

To be the leading global provider of corporate and specialty risk solutions, fulfilling clients' individual needs with our employees' unequalled industry expertise and knowledge.»

Allianz 

Brand value (\$m)	
2017	2007
15,197	13,862

Vision

Is to help the world run better and improve people's lives.



Mission

Is to help every customer become a best-run business.

Brand value (\$m)	
2017	2007
45,194	18,103

Vision

Is to ensure our customers receive massive rewards in life.

Not only do we move towards our goal of being a flying partner of you but also a life-ensuring partner.



Mission

American Express is a leading multinational financial services corporation that is best-known to be the world's largest card issuer, with 97.4 million of cards-in-force currently.

Brand value (\$m)	
2017	2007
15,014	18,109

Vision

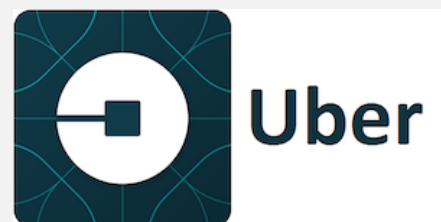
We aim to be a global services company that customers can rely on completely by combining internationally competent people with state-of-the-art information technology to create unique services.



Brand value (\$m)	
2017	2007
14,766	9,171

Mission

To bring transportation as reliable as running water, everywhere for everyone.



Brand value (\$m)	
2017	2007
14,596	-

Vision

«To attain market leadership through unmatched quality, a diverse and unique product mix, empowered employees, world-class systems, and the highest ethical and professional standards.»

ZARA

Mission

«ZARA Textile is devoted to achieve consistent improvement in the system of providing products & services to the customers through On Time Delivery & Enhancing Customers Satisfaction by means of Quality and Value.»

Brand value (\$m)	
2017	2007
25,135	6,469

Vision

Proactively adapt to the "new normal", vigorously grasp emerging opportunities, overcome challenges, and demonstrate its sound and stable operating style.



招商銀行
CHINA MERCHANTS BANK

Mission

- Build customer satisfaction and provide quality and professional service
- Offer rewarding career opportunities and cultivate staff commitment
- Create values and deliver superior returns to shareholders

Brand value (\$m)	
2017	2007
14,269	-

Vision

We will provide customer-valued solutions with the best prices, products and services to make Lowe's the first choice for home improvement.



Mission

To provide impact support to local communities. We've stepped up our efforts to help families and communities manage through challenging economic times.

Brand value (\$m)	
2017	2007
13,375	9,656

Vision

NBC always brings the most up to date fashions to Vietnamese and International customers as a premium fashion maker using the latest technological equipment in conjunction with a very experienced management and technical team.



Mission

We work to imbibe color into lives. The channels and networks conceived in the NBC workshops are devoutly designed with that sole purpose; color.

Brand value (\$m)	
2017	2007
13,736	-

Vision

We aspire to be the reference among European banks with a global reach, the preferred long-term partner to our clients, and a contributor to responsible and sustainable global development.



BNP PARIBAS

Mission

We want to have a positive impact on our stakeholders – customers, employees, shareholders – and on society.

Our highly committed teams will deliver first-class service and solutions to our clients through our integrated model.

We will offer to our colleagues an inspiring and stimulating place to work. We want to be among the most trustworthy players of our industry, by anchoring further our values and ethics in our everyday behaviors.

Brand value (\$m)	
2017	2007
13,644	12,278

Vision

Is to be "a place where efficient buying and operating practices give members access to unmatched savings.



Mission

Says that Costco aims "to continually provide our members with quality goods and services at the lowest possible prices.

Brand value (\$m)	
2017	2007
16,257	-

Mission

Our mission is to help people live healthier lives and to help make the health system work better for everyone.



Brand value (\$m)	
2017	2007
13,379	-

Vision

JD.com's vision is to become the most trusted company in the world, through an unrelenting commitment to quality and service excellence.



Mission

JD.com's mission is to offer an e-commerce experience to its customers that helps them enjoy carefree and joyful lifestyles.

Brand value (\$m)	
2017	2007
13,377	-

Vision

Harley-Davidson, Inc. is an action-oriented, international company, a leader in its commitment to continuously improve our mutually beneficial relationships with stakeholders (customers, suppliers, employees, shareholders,



government, and society). Harley-Davidson believes the key to success is to balance stakeholders' interests through the empowerment of all employees to focus on value-added activities."

Mission

is "We fulfill dreams through the experiences of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments.

Brand value (\$m)	
2017	2007
13,357	-

Vision

The corporate vision serves as the basic policy in conducting our business activities, and provides guidelines for all group activities.



The corporate vision also is the foundation for management decisions, including the formulation of management strategies and management plans, and serves as the core value for all employees.

Mission

To be a foundation of strength, committed to meeting the needs of our customers, serving society, and fostering shared and sustainable growth for a better world.

Brand value (\$m)	
2017	2007
13,215	-

Vision

To become a market-leading platform by connecting people, services, and businesses in China and around-the-world.



Mission

To Customer: Provide superior service experience.

To Employee: Inspire and unleash the potential of staff.

To Partner: Be a reliable business partner.

Brand value (\$m)	
2017	2007
13,189	-