

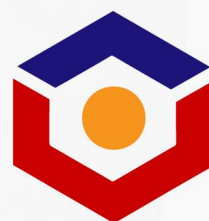
FOR 1000 BRAND

From 2007 To 2017



Prepared By
Dr. Ibrahim Alhejji
@ibrahimalhejji

Sponsored By



futuregeorgia.com
For a Better Future For all The People

INDEX

Introduction	3
Chapter 1 - Brand equity	4
Chapter 2 – Brand Finance Ranking Methodology	15
Chapter 3 – Brands Rank from 2007 to 2017	17
Chapter 4 - Compare Brand value in 2007 and in 2017	57

Introduction

Branding has emerged as a corporate strategy in the recent times. All business organizations in all sectors have embraced the strategy of building their identity through their corporate brands besides the product related brands. Branding is definitely a marketing strategy. However the strategy of investing into brand building and managing the reputation of the corporate brand goes beyond marketing. Branding is considered to be a strategy that is driven and managed by the CEO or the organization along with the senior management as well as marketing heads. Over the recent years, we see new concepts of brand value, brand power and brand equity etc. being coined and measured.

If marketing professionals found it difficult to justify and obtain sanctions for the brand promotional activity, today they no longer need to worry. Brand value and expenses towards brand building have become an accepted part of the balance sheet. Capitalizing the brand value and the expenses towards meeting the brand promotion are budgeted and accounted for in the balance sheets and in many cases the ROI of a brand is also calculated to reflect the brand value status over time.

Chapter 1 - Brand equity

Brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition; that is from products with that brand name than from products with a less well known name, as consumers believe that a product with a well-known name is better than products with less well-known names.

Brand equity refers to the value of a brand. In the research literature, brand equity has been studied from two different perspectives: cognitive psychology and information economics. According to cognitive psychology, brand equity lies in consumer's awareness of brand features and associations, which drive attribute perceptions. According to information economics, a strong brand name works as a credible signal of product quality for imperfectly informed buyers and generates price premiums as a form of return to branding investments. It has been empirically demonstrated that brand equity plays an important role in the determination of price structure and, in particular, firms are able to charge price premiums that derive from brand equity after controlling for observed product differentiation.

Some marketing researchers have concluded that brands are one of the most valuable assets a company has, as brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. Elements that can be included in the valuation of brand equity include (but not limited to): changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers' perceptions of quality and other relevant brand values.

Consumers' knowledge about a brand also governs how manufacturers and advertisers market the brand. Brand equity is created through strategic investments in communication channels and market education and appreciates through economic growth in profit margins, market share, prestige value, and critical associations. Generally, these strategic investments appreciate over time to deliver a return on investment. This is directly related to marketing ROI. Brand equity can also appreciate without strategic direction. A Stockholm University study in 2011 documents the case of Jerusalem's city brand. The city organically developed a brand, which experienced tremendous brand equity appreciation over the course of centuries through non-strategic activities. A booming tourism industry in Jerusalem has been the most evident indicator of a strong ROI.

While most brand equity research has taken place in consumer markets, the concept of brand equity is also important for understanding competitive dynamics and price structures of business-to-business markets. In industrial markets competition is often based on differences in product performance. It has been suggested however that firms may charge premiums that cannot be solely explained in terms of technological superiority and performance-related advantages. Such price premiums reflect the brand equity of reputable manufacturers.

Brand equity is strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyze this asset, but there is no agreed way to measure it. As one of the serial challenges that marketing professionals and academics find with the concept of brand equity, the disconnect between quantitative and qualitative equity values is difficult to reconcile. Quantitative brand equity includes numerical values such as profit margins and market share, but fails to capture qualitative elements such as prestige and associations of interest. Overall, most marketing practitioners take a more qualitative approach to brand equity because of this challenge. In a survey of nearly 200 senior marketing managers, only 26 percent responded that they found the «brand equity» metric very useful.



Purpose

The purpose of brand equity metrics is to measure the value of a brand. A brand encompasses the name, logo, image, and perceptions that identify a product, service, or provider in the minds of customers. It takes shape in advertising, packaging, and other marketing communications, and becomes a focus of the relationship with consumers. In time, a brand comes to embody a promise about the goods it identifies—a promise about quality, performance, or other dimensions of value, which can influence consumers' choices among competing products. When consumers trust a brand and find it relevant, they may select the offerings associated with that brand over those of competitors, even at a premium price. When a brand's promise extends beyond a particular product, its owner may leverage it to enter new markets. For all these reasons, a brand can hold tremendous value, which is known as brand equity.

Brand Equity is best managed with the development of Brand Equity Goals, which are then used to track progress and performance.

Construction

There are many ways to measure a brand. Some measurements approaches are at the firm level, some at the product level and still others are at the consumer level.

Firm Level: Firm level approaches measure the brand as a financial asset. In short, a calculation is made regarding how much the brand is worth as an intangible asset. For example, if you were to take the value of the firm, as derived by its market capitalization—and then subtract tangible assets and «measurable» intangible assets—the residual would be the brand equity. One high-profile firm level approach is by the consulting firm Interbrand. To do its calculation, Interbrand estimates brand value on the basis of projected profits discounted to a present value. The discount rate is a subjective rate determined by Interbrand and Wall Street equity specialists and reflects the risk profile, market leadership, stability and global reach of the brand. Brand valuation modeling is closely related to brand equity, and a number of models and approaches have been developed by different consultancies. Brand valuation models typically combine a brand equity measure (e.g.: the proportion of sales contributed by «brand») with commercial metrics such as margin or economic profit.

Product Level: The classic product level brand measurement example is to compare the price of a no-name or private label product to an «equivalent» branded product. The difference in price, assuming all things equal, is due to the brand. More recently a revenue premium approach has been advocated. Marketing mix modeling can isolate «base» and «incremental» sales, and it is sometimes argued that base sales approximate to a measure of brand equity. More sophisticated marketing mix models have a floating base that can capture changes in underlying brand equity for a product over time.

Consumer Level: This approach seeks to map the mind of the consumer to find out what associations with the brand the consumer has. This approach seeks to measure the awareness (recall and recognition) and brand image (the overall associations that the brand has). Free association tests and projective techniques are commonly used to uncover the tangible and intangible attributes, attitudes, and intentions about a brand. Brands with high levels of awareness and strong, favorable and unique associations are high equity brands.

All of these calculations are, at best, approximations. A more complete understanding of the brand can occur if multiple measures are used.

Positive brand equity vs. negative brand equity

Brand equity is the positive effect of the brand on the difference between the prices that the consumer accepts to pay when the brand is known compared to the value of the benefit received.

There are two schools of thought regarding the existence of negative brand equity. One perspective states brand equity cannot be negative, hypothesizing only positive brand equity is created by marketing activities such as advertising, PR, and promotion. A second perspective is that negative equity can exist, due to catastrophic events to the brand, such as a wide product recall or continued negative press attention (Blackwater or Halliburton, for example).

Colloquially, the term «negative brand equity» may be used to describe a product or service where a brand has a negligible effect on a product level when compared to a no-name or private label product.

Family branding vs. individual branding strategies

The greater a company's brand equity, the greater the probability that the company will use a family branding strategy rather than an individual branding strategy. This is because family branding allows them to leverage the equity accumulated in the core brand. Aspects of brand equity include: brand loyalty, awareness, association and perception of quality.

Automobile Industry

One of Oldsmobile best known brands was «Cutlass». First used in 1961, by the 1980s it was confusingly used on three different platforms, with the Oldsmobile Cutlass Ciera becoming Oldsmobile's best selling model which at different times would be sold alongside the smaller Cutlass Calais, and a newer Cutlass Supreme. The Aurora-inspired Intrigue introduced in 1988 retired the aging Cutlass nameplate with the intention to recast Oldsmobile into a future as in import fighter and its stodgy past as existing model names which had served in the past including Cutlass were phased out. But sales would continue to decline, as Cutlass briefly re-appeared as a rebadged Malibu in 1997. To reduce costs at General Motors by consolidating a profusion of divisions, the Oldsmobile division was entirely phased out in 2004.

In the early 2000s in North America, the Ford Motor Company made a strategic decision to brand all new or redesigned cars with names starting with «F.» This aligned with the previous tradition of naming all sport utility vehicles since the Ford Explorer with the letter «E.» The Toronto Star quoted an analyst who warned that changing the name of the well known Windstar to the Freestar would cause confusion and discard brand equity built up, while a marketing manager believed that a name change would highlight the new redesign. The aging Taurus, which became one of the most significant cars in American auto history, would be abandoned in favor of three entirely new names, all starting with «F,» the Five Hundred, Freestar, and Fusion. By 2007, the Freestar was discontinued without a replacement. The Five Hundred name was thrown out and Taurus was brought back for the next generation of that car in a surprise move by Alan Mulally.

In practice, brand equity is difficult to measure. Because brands are crucial assets, however, both marketers and academic researchers have devised means to contemplate their value. Some of these techniques are described below.

Methodologies

Brand Equity Ten (Aaker)

David Aaker, a marketing professor and brand consultant, highlights ten attributes of a brand that can be used to assess its strength. These include Differentiation, Satisfaction or Loyalty, Perceived Quality, Leadership or Popularity, Perceived Value, Brand Personality, Organizational Associations, Brand Awareness, Market Share, and Market Price and Distribution Coverage. Aaker doesn't weight the attributes or combine them in an overall score, as he believes any weighting would be arbitrary and would vary among brands and categories. Rather he recommends tracking each attribute separately.

Brand Equity Index (Moran)

Marketing executive Bill Moran has derived an index of brand equity as the product of three factors:

- Effective Market Share is a weighted average. It represents the sum of a brand's market shares in all segments in which it competes, weighted by each segment's proportion of that brand's total sales.
- Relative Price is a ratio. It represents the price of goods sold under a given brand, divided by the average price of comparable goods in the market.
- Durability is a measure of customer retention or loyalty. It represents the percentage of a brand's customers who will continue to buy goods under that brand in the following year.



BrandAsset Valuator (Young & Rubicam)

Young & Rubicam, a marketing communications agency, has developed the BrandAsset Valuator, BAV, a tool to diagnose the power and value of a brand. In using it, the agency surveys consumers' perspectives along four dimensions:

- **Differentiation** : The defining characteristics of the brand and its distinctiveness relative to competitors.
- **Relevance** : The appropriateness and connection of the brand to a given consumer.
- **Esteem**: Consumers' respect for and attraction to the brand.
- **Knowledge**: Consumers' awareness of the brand and understanding of what it represents.

Brand Valuation Model (Interbrand and Brand Finance)

- Interbrand, a brand strategy agency, draws upon financial results and projections in its own model for brand valuation. It reviews a company's financial statements, analyzes its market dynamics and the role of brand in income generation, and separates those earnings attributable to tangible assets (capital, product, packaging, and so on) from the residual that can be ascribed to a brand. It then forecasts future earnings and discounts these on the basis of brand strength and risk. The agency estimates brand value on this basis and tabulates a yearly list of the 100 most valuable global brands.

- The Royalty Relief approach of Brand Finance, an independent brand valuation consultancy, is based on the assumption that if a company did not own the trademarks that it exploits, it would need to license them from a third party brand owner instead. Ownership therefore 'relieves' the company from paying a license fee (the royalty) for the use of the third party trademarks. The royalty relief method involves estimating likely future sales, applying an appropriate royalty rate to them and then discounting estimated future, post-tax royalties, to arrive at a Net Present Value (NPV). This is held to represent the brand value. The independent consultancy publishes yearly lists by industry sector and geographic region as well as a top 500 global list.

Brand Contribution to Market Cap Method (CoreBrand)

CoreBrand—a research, brand strategy, communication, and design firm—utilizes the Brand Contribution to Market Cap method using the Corporate Branding Index® database composed of Familiarity and Favorability data as the quantitative basis of its system.

Familiarity and Favorability scores are analyzed in the context of a company's size in market cap and revenue to determine a base expected level of Familiarity and Favorability for the brand's value to be zero. Utilizing a statistical regression analysis of the factors driving the cash flow multiple and thus share price, the variance in Familiarity and Favorability above or below the base expected level is analyzed.

As a point in time analysis, this method is used for brand equity valuation of a company based on its current Familiarity and Favorability, Revenue and Market Cap. The output of the analysis provides the end user with two pieces of data:

1. The percentage of market cap that is attributable directly to its corporate brand (i.e., how hard the brand is working to create value for the company);
2. The dollar value of the brand at a point in time, this is the asset value of the brand as a component of the company's market valuation.

According to this analysis, the corporate brand is responsible for 57%- of stock performance on average.

Conjoint Analysis

Marketers use conjoint analysis to measure consumers' preference for various attributes of a product, service, or provider, such as features, design, price, or location. By including brand and price as two of the attributes under consideration, they can gain insight into consumers' valuation of a brand—that is, their willingness to pay a premium for it.

Note: These customer satisfaction methodologies have not been independently validated by the Marketing Accountability Standards Board (MASB) according to MMAP (Marketing Metric Audit Protocol).

Brand Equity with Time-Series Data (Event Study)

While event study offer evidence that brand equity positively affects financial performance, many studies focus on customer mindset metrics to offer this relationship (Berger, Eechambadi, George, Lehmann, Rizley & Venkatesan, 2006; Buil, Martinez & de Chernatony, 2013).

Event method is applied to determine the stakeholder interest or value assessed in a brand before, during or after an event. As exemplified by Agrawal & Kamakura's (1995) piece, The economic worth of celebrity endorsers, the authors demonstrate how an announcement of brand association of a product and celebrity creates a movement in stock value; whereby, shareholder interest is influenced by the endorsement as evidenced from the time-series data.

A similar time-series data analysis offered by Lane & Jacobson (1995) also measured stock market reactions to announcements associated with a particular brand, which factored customer attitudes and the familiarity of the brand to determine financial outcomes. The result was that the stock market response was favorable to brand announcements when consumers were familiar with the brand and held the brand in high esteem. The same applied to low familiarity and low esteem brands, which as Keller (2002) explains, was «because there was little to risk and much to gain...»(p. 157).

The findings of Agrawal & Kamakura (1995) and Lane & Jacobson (1995) was succeeded by another event study approach to brand equity analysis that focused on event sponsorships (Roy & Bettina Cornwell, 2003). This approach determined that lesser known brands may benefit from event sponsorships as a brand-building exercise but customers may have associations with the event sponsors or brand associations that could determine affective attitudes. Ultimately, high equity counterparts will yield stronger results due to their market familiarity.

Simon & Sullivan (1993) suggested long-term analysis of events, as determined by financial returns and market performance, better captures the effect of customer mindset brand equity. In the restaurant sector, for example, returns of branding are contemporaneous. The high-tech sector showed no contemporaneous effects and brand equity is realized in the future with significant delay. The distribution/retail sector included both contemporaneous and positive future profitability. Berger et al., (2006) acknowledge the long-term approach for considering customer lifetime value relevant to the shareholder value or financial performance of a brand. This perspective contributed to concepts like «brand awareness», which Huang & Sarigöllü (2012) apply to the commonly used marketing matrix to determine stock market performance.

Managing Brand Equity

One of the challenges in managing brands is the many changes that occur in the marketing environment. The marketing environment evolves and changes, often in very significant ways. Shifts in consumer behavior, competitive strategies, government regulations, and other aspects of the marketing environment can profoundly affect the fortunes of a brand. Besides these external forces, the firm itself may engage in a variety of activities and changes in strategic focus or direction that may necessitate adjustments in the way that its brands are being marketed. Consequently, effective brand management requires proactive strategies designed to at least maintain - if not actually enhance - brand equity in the face of these different forces.

Brand Reinforcement

As a company's major enduring asset, a brand needs to be carefully managed so its value does not depreciate. Marketers can reinforce brand equity by consistently conveying the brand's meaning in terms of (1) what product it represents, what core benefits it supplies, and what needs it satisfies

(2) how the brand makes product superior and which strong, favorable, and unique brand associations should exist in consumers' minds.

Both of these issues - brand meaning in terms of products, benefits, and needs as well as brand meaning in terms of product differentiation - depend on the firm's general approach to product development, branding strategies, and other strategic concerns.

Brand Re-Genesis

Any new development in the marketing environment can affect a brand's fortune. Nevertheless, a number of brands have managed to make impressive comebacks in recent years. Often, the first thing to do in revitalizing a brand is to understand what the sources of brand equity were to begin with. Are positive associations losing their strength or uniqueness? Have negative associations become linked to the brand? Then decide whether to retain the same positioning or create a new one, and if so, which new one.

Maintaining Brand Consistency

Without question, the most important consideration in reinforcing brands is the consistency of the marketing support that the brand receives - both in terms of the amount and nature of marketing support. Brand consistency is critical to maintaining the strength and favorability of brand associations. Brands that receive inadequate support, in terms of such things as shrinking research and development or marketing communication budgets, run the risk of becoming technologically disadvantaged or even obsolete. Consistency does not mean, however, that marketers should avoid making any changes in the marketing program. On the contrary, the opposite can be quite true - being consistent in managing brand equity may require numerous tactical shifts and changes in order to maintain the proper strategic thrust and direction of the brand. There are many ways that brand awareness and brand image can be created, maintained, or improved through carefully designed marketing programs. The tactics that may be most effective for a particular brand at any one time can certainly vary from those that may be most effective for the brand at another time. As a consequence, prices may move up or down, product features may be added or dropped, ad campaigns may employ different creative strategies and slogans, and different brand extensions may be introduced or withdrawn over time in order to create the same desired knowledge structures in consumers' minds.



Chapter 2 - Brand Finance Ranking Methodology

Definition of <brand>

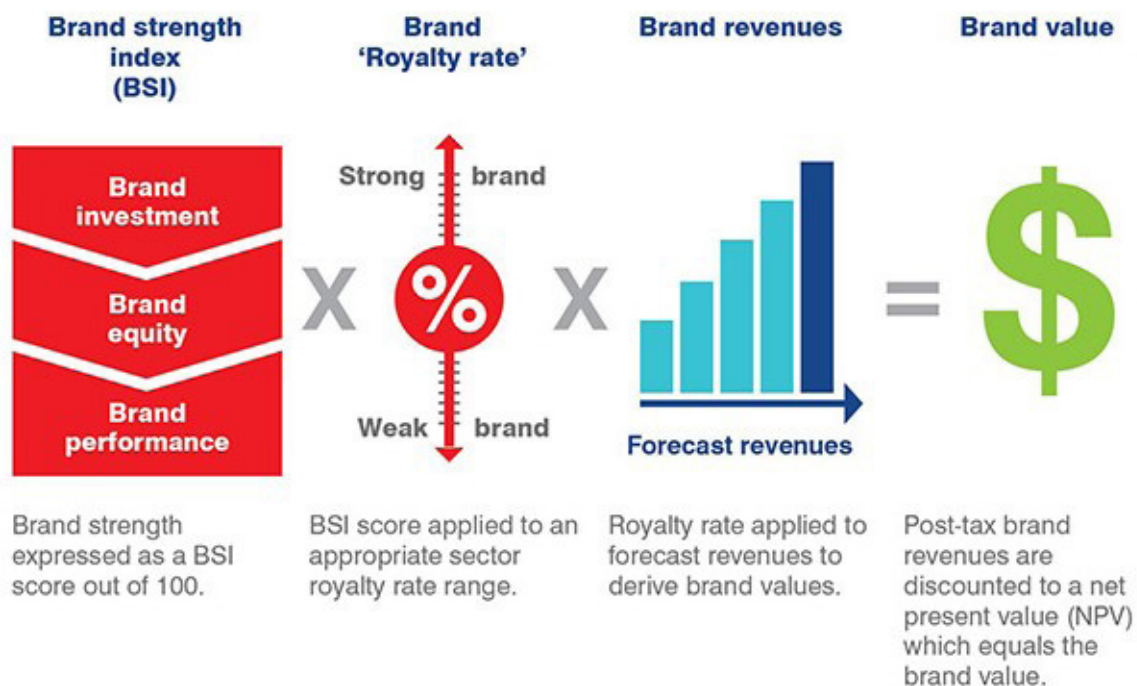
Financial accounting and reporting standards requires a clear definition of what intellectual property is included in the definition of 'brand'.

Brand Finance defines brand as the "Trademark and associated IP including the word mark and trademark iconography".

Royalty relief methodology

Brand Finance calculates brand value using the Royalty Relief methodology which determines the value a company would be willing to pay to license its brand as if it did not own it. This approach involves estimating the future revenue attributable to a brand and calculating a royalty rate that would be charged for the use of the brand. The steps in this process are as follows:

1. Calculate brand strength on a scale of 0 to 100 based using a balanced scorecard of a number of relevant attributes such as emotional connection, financial performance and sustainability, among others. This score is known as the Brand Strength Index.
2. Determine the royalty rate range for the respective brand sectors. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database of license agreements and other online databases.
3. Calculate royalty rate. The brand strength score is applied to the royalty rate range to arrive at a royalty rate. For example, if the royalty rate range in a brand's sector is 05%- and a brand has a brand strength score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
4. Determine brand specific revenues estimating a proportion of parent company revenues attributable to each specific brand and industry sector.
5. Determine forecast brand specific revenues using a function of historic revenues, equity analyst forecasts and economic growth rates.
6. Apply the royalty rate to the forecast revenues to derive the implied royalty charge for use of the brand.
7. The forecast royalties are discounted post tax to a net present value which represents current value of the future income attributable to the brand asset.


















Why we use the royalty relief approach


The Royalty Relief approach is used for three reasons:





























































1. It is favoured by tax authorities and the courts because it calculates brand values by reference to documented third-party transactions
2. It can be done based on publicly available financial information
3. It is compliant with the requirement under the International Valuation Standards Authority and ISO 10668 to determine the fair market value of brand




















Chapter 3 - Brands Rank from 2007 to 2017

The Rank of Top brand in 2007




Rank	Brand			Brand Value (\$M)	
2007	Logo	Name	Country	2007	2006
1		Coca-Cola		43,146	-
2		Microsoft		37,074	-
3		Citi		35,148	30,644
4		Walmart		34,898	-
5		IBM		34,074	-
6		HSBC		33,495	-
7		GE		31,850	-
8		Bank of America		31,426	12,843
9		HP		29,445	-
10		Marlboro		26,990	-
11		Vodafone		26,752	-
12		Gillette		26,649	-
13		Intel		25,095	-
14		L'Oréal		25,050	-
15		Google		24,687	-
16		Toyota		24,534	-
17		Nokia		24,280	-
18		McDonald's		24,083	-
19		Pepsi		23,948	-
20		Dell		23,621	-
21		Walt Disney		23,145	-
22		Mercedes-Benz		22,551	-
23		Verizon		19,910	-

24		American Express		18,109	-
25		BMW		17,860	-
26		Nike		17,818	-
27		Santander		17,063	-
28		Cisco		16,782	-
29		Time Warner		16,734	-
30		Samsung Group		16,537	-
31		Budweiser		16,196	-
32		Tesco		16,136	-
33		TIM Brazil		16,136	-
34		Shell		15,621	-
35		The Home Depot		15,360	-
36		UBS		15,137	-
37		AIG		14,851	-
38		AXA		14,389	-
39		Wells Fargo		14,277	6,508
40		UPS		14,168	-
41		Allianz		13,862	-
42		ExxonMobil		13,148	-
43		Generali		12,895	-
44		Apple		12,809	-
45		News Corp		12,523	-
46		BP		12,376	-
47		BNP Paribas		12,278	-
48		Barclays		12,182	-
49		Chase		12,082	-
50		Gucci		11,657	-
51		Credit Suisse		11,519	-
52		China Mobile		11,018	-
53		Cingular		10,851	-























































54		Target		10,841	-
55		Honda		10,793	-
56		Comcast		10,777	-
57		Orange		10,721	-
58		Sony		10,622	-
59		Ford		10,559	-
60		Carrefour		10,512	-
61		Siemens		10,363	-
62		Motorola		10,234	-
63		ING (Group)		10,178	-
64		AT&T		10,023	-
65		Chevrolet		9,936	-
66		Kraft		9,904	-
67		Kellogg's		9,847	-
68		Lowe's		9,656	-
69		Avon		9,627	-
70		Auchan		9,487	-
71		ABN Amro		9,434	-
72		Wachovia		9,430	4,896
73		FedEx		9,227	-
74		Hitachi (Conglomerate)		9,171	-
75		Nescafé		9,002	-
76		IKEA		8,917	-
77		Merrill Lynch		8,835	7,876
78		Morgan Stanley		8,732	10,356
79		Goldman Sachs		8,712	8,306
80		Walgreens		8,701	-
81		Chrysler		8,689	-
82		T (Deutsche Telekom)		8,475	-
83		Oracle		8,387	-

84		Stella Artois		8,378	-
85		Heineken		8,312	-
86		Deutsche Bank		8,240	-
87		Canon		8,186	-
88		Philips		8,169	-
89		Chevron		8,085	-
90		NTT Docomo		8,061	-
91		Prudential(US)		7,948	-
92		Prudential(UK)		7,948	-
93		GAP		7,889	-
94		Société Générale		7,856	-
95		PwC		7,850	-
96		Volkswagen		7,827	-
97		Benson and Hedges		7,822	-
98		BBVA		7,553	-
99		Yahoo		7,445	-
100		Tata		7,386	-

The Rank of Top brand in 2008

Rank		Brand			Brand Value (\$M)	
2008	2007	Logo	Name	Country	2008	2007
1	1		Coca-Cola		45,441	43,146
2	2		Microsoft		44,501	37,074
3	15		Google		43,084	24,687
4	4		Walmart		39,001	34,898
5	5		IBM		37,949	34,074
6	7		GE		36,122	31,850
7	6		HSBC		35,456	33,495

8	9		HP		34,109	29,445
9	17		Nokia		33,116	24,280
10	3		Citi		27,817	35,148
11	11		Vodafone		26,594	26,752
12	16		Toyota		26,056	24,534
13	14		L'Oréal		25,797	25,050
14	13		Intel		25,527	25,095
15	8		Bank of America		25,417	31,426
16	19		Pepsi		24,813	23,948
17	20		Dell		24,672	23,621
18	64		AT&T		24,601	10,023
19	23		Verizon		24,388	19,910
21	10		Marlboro		4,869	26,990
22	18		McDonald's		21,812	24,083
23	26		Nike		21,807	17,818
24	44		Apple		21,779	12,809
25	27		Santander		20,718	17,063
26	32		Tesco		20,472	16,136
27	22		Mercedes-Benz		20,160	22,551
28	21		Walt Disney		19,710	23,145
29	57		Orange		18,347	10,721
30	28		Cisco		18,113	16,782
31	25		BMW		17,215	17,860
32	31		Budweiser		17,160	16,196
33	24		American Express		16,183	18,109
34	34		Shell		15,540	15,621
35	35		The Home Depot		15,398	15,360
36	38		AXA		15,236	14,389
37	37		AIG		15,128	14,851
38	40		UPS		14,840	14,168








39	49		Chase		14,798	12,082
40	47		BNP Paribas		14,637	12,278
41	29		Time Warner Cable		14,229	16,734
42	41		Allianz		14,138	13,862
43	30		Samsung Group		13,971	16,537
44	52		China Mobile		13,867	11,018
45	55		Honda		13,649	10,793
46	54		Target		13,419	10,841
47	39		Wells Fargo		13,130	14,277
48	42		ExxonMobil		12,619	13,148
49	79		Goldman Sachs		12,520	8,712
50	60		Carrefour		12,404	10,512
51	58		Sony		12,383	10,622
52	59		Ford		12,382	10,559
53	43		Generali		12,374	12,895
54	51		Credit Suisse		12,140	11,519
55	-		Nintendo		12,123	6,776
56	69		Avon		11,884	9,627
57	100		Tata		11,792	7,386
58	46		BP		11,784	12,376
59	61		Siemens		11,742	10,363
60	76		IKEA		11,610	8,917
61	48		Barclays		11,582	12,182
62	36		UBS		11,339	15,137
63	-		CVS		11,298	7,043
64	56		Comcast		11,254	10,777
65	85		Heineken		10,494	8,312
65	12		Gillette		10,476	26,649
66	74		Hitachi (Conglomerate)		10,338	9,171
67	63		ING (Group)		10,046	10,178











68	70		Auchan		9,996	9,487
69	80		Walgreens		9,981	8,701
70	-		Suez		9,725	5,610
71	95		PwC		9,641	7,850
72	73		FedEx		9,633	9,227
73	67		Kellogg's		9,631	9,847
74	-		Amazon.com		9,608	5,494
75	83		Oracle		9,513	8,387
76	-		TIM		9,434	9,097
77	87		Canon		9,338	8,186
78	89		Chevron		9,235	8,085
79	-		DHL		9,123	-
80	-		JP Morgan		9,064	6,383
81	68		Lowe's		9,043	9,656
82	-		FOX		9,013	6,436
83	-		T (Deutsche Telekom)		8,959	8,475
84	-		Sam's Club		8,955	-
85	88		Philips		8,853	8,169
86	-		Nissan		8,808	7,085
87	-		Nestlé		8,799	5,707
88	84		Stella Artois		8,700	8,378
89	72		Wachovia Corp		8,686	-
90	86		Deutsche Bank		8,585	8,240
91	-		ICBC		8,427	-
92	98		BBVA		8,411	7,553
93	62		Motorola		8,387	10,234
94	75		Nescafé		8,322	9,002
95	96		Volkswagen		8,210	7,827
96	-		Zurich		8,079	-
97	99		Yahoo		8,069	7,445




98	-		SAP		8,021	6,834
99	-		Movistar		7,949	6,430
100	-		Johnson & Johnson		7,872	6,309

The Rank of Top brand in 2009

Rank		Brand			Brand Value (\$M)	
2009	2008	Logo	Name	Country	2009	2008
1	4		Walmart		40,616	39,001
2	1		Coca-Cola		32,728	45,441
3	5		IBM		31,530	37,949
4	2		Microsoft		30,882	44,501
5	3		Google		29,261	43,084
6	6		GE		26,654	36,122
7	7		HSBC		25,364	35,456
8	11		Vodafone		24,647	26,594
9	8		HP		23,838	34,109
10	13		Toyota		21,995	26,056
11	44		China Mobile		21,748	13,867
12	16		Bank of America		21,017	25,417
13	22		McDonald's		20,003	21,812
14	9		Nokia		19,889	33,116
15	19		AT&T		19,850	24,601
16	19		Verizon		18,854	24,388
17	29		Orange		16,798	18,347
18	28		Walt Disney		16,750	19,710

19	32		Budweiser		16,692	17,160
20	26		Tesco		16,408	20,472
21	17		Pepsi		15,034	24,813
22	23		Nike		14,583	21,807
23	47		Wells Fargo		14,508	13,130
24	35		The Home Depot		14,310	15,398
25	15		Intel		13,976	25,527
26	31		BMW		13,659	17,215
27	24		Apple		13,648	21,779
28	43		Samsung Group		13,541	13,971
29	48		ExxonMobil		13,360	12,619
30	91		ICBC		12,411	8,427
31	34		Shell		12,376	15,540
32	46		Target		12,253	13,419
33	38		UPS		11,873	14,840
34	41		Time Warner		11,817	14,229
35	101		China Construction Bank		11,752	7,786
36	121		Bank of China		11,638	6,741
37	51		Sony		11,597	12,383
38	45		Honda		11,461	13,649
39	64		Comcast		11,383	11,254
40	14		L'Oréal		11,234	25,797
41	58		BP		11,229	11,784
42	75		Oracle		11,106	9,513
43	213		GDF Suez		11,016	4,182
44	25		Santander		10,840	20,718
45	30		Cisco		10,794	18,113
46	65		Heineken		10,348	10,494
47	95		Volkswagen		10,242	8,210
48	36		AXA		10,213	15,236





















49	66		Hitachi (Conglomerate)		10,139	10,338
50	84		Sam's Club		10,126	8,955
51	78		Chevron		9,980	9,235
52	33		American Express		9,944	16,183
53	57		Tata		9,921	11,792
54	27		Mercedes-Benz		9,844	20,160
55	52		Ford		9,822	12,382
56	10		Citi		9,810	27,817
57	55		Nintendo		9,674	12,123
59	-		PwC		9,458	9,641
60	40		BNP Paribas		9,360	14,637
61	69		Walgreens		9,219	9,981
62	50		Carrefour		9,120	12,404
63	87		Nestlé		9,038	8,799
64	94		Nescafé		8,888	8,322
65	39		Chase		8,746	14,798
66	42		Allianz		8,224	14,138
67	59		Siemens		8,209	11,742
68	18		Dell		8,200	24,672
69	81		Lowe's		8,173	9,043
70	80		JP Morgan		8,072	9,064
71	63		CVS		8,040	11,298
72	73		Kellogg's		7,857	9,631
73	83		T (Deutsche Telekom)		7,761	8,959
74	86		Nissan		7,742	8,808
75	148		Novartis		7,707	5,901
76	218		Bradesco		7,698	4,106
77	54		Credit Suisse		7,668	12,140
78	61		Barclays		7,583	11,582
79	62		UBS		7,568	11,339

80	74		Amazon.com		7,466	9,608
81	53		Generali		7,273	12,374
82	108		Benson and Hedges		7,175	7,401
83	99		Movistar		7,126	7,949
84	118		Deloitte		7,076	7,001
85	-		Bayer		7,014	-
86	76		TIM Brazil		7,005	9,434
87	56		Avon		6,962	11,884
88	-		China Telecom		6,872	-
89	110		Toshiba		6,804	7,376
90	49		Goldman Sachs		6,753	12,520
91	116		7-Eleven		6,743	7,080
92	90		Deutsche Bank		6,702	8,585
93	111		BT		6,649	7,291
94	151		Reliance Industries		6,604	5,797
95	65		Gillette		6,554	10,476
96	124		E.ON		6,475	6,650
97	173		KPMG		6,407	5,032
98	140		Sainsbury's		6,369	6,167
99	72		FedEx		6,344	9,633
100	179		Audi		6,323	4,771

The Rank of Top brand in 2010


Rank		Brand			Brand Value (\$M)	
2010	2009	Logo	Name	Country	2010	2009
1	1		Walmart		41,365	40,616
2	5		Google		36,191	29,261
3	2		Coca-Cola		34,844	32,728
4	3		IBM		33,706	31,530
5	4		Microsoft		33,604	30,882
6	6		GE		31,909	26,654
7	8		Vodafone		28,995	24,647
8	7		HSBC		28,472	25,364
9	9		HP		27,383	23,838
10	10		Toyota		27,319	21,995
11	14		AT&T		26,585	19,850
12	11		Bank of America		26,047	21,017
13	41		Santander		25,576	10,840
14	15		Verizon		23,029	18,854
15	16		China Mobile		22,620	21,748
16	23		Wells Fargo		21,916	14,508
17	19		Budweiser		21,279	16,692
18	20		Tesco		20,654	16,408
19	12		McDonald's		20,192	20,003
20	27		Apple		19,829	13,648
21	13		Nokia		19,558	19,889
22	24		The Home Depot		19,013	14,310
23	28		Samsung Group		18,925	13,541
24	17		Orange		18,352	16,798
25	220		Mitsubishi (Conglomerate)		17,805	3,002
26	30		Shell		16,997	12,376
27	48		ICBC		16,948	12,411
28	25		Intel		16,642	13,976
29	26		BMW		16,616	13,659



































30	45		AXA		16,403	10,213
31	21		Pepsi		15,991	15,034
32	22		Nike		15,808	14,583
33	62		China Construction Bank		15,501	11,752
34	31		Target		15,224	12,253
35	66		Siemens		14,709	8,209
36	54		Citi		14,362	9,810
37	58		BNP Paribas		14,060	9,360
38	89		Goldman Sachs		13,887	6,753
39	52		Mercedes-Benz		13,883	9,844
40	18		Walt Disney		13,436	16,750
41	64		Chase		13,400	8,746
42	-		Christian Dior		13,343	-
43	79		Amazon.com		13,340	7,466
44	75		Bradesco		13,299	7,698
45	32		UPS		13,170	11,873
46	77		Barclays		13,134	7,583
47	35		Honda		13,083	11,461
48	40		GDF Suez		12,878	11,016
49	65		Allianz		12,836	8,224
50	39		Oracle		12,775	11,106
51	50		American Express		12,737	9,944
52	84		Bank of China		12,718	11,638
53	53		Ford		12,652	9,822
54	34		Sony		12,648	11,597
55	38		BP		12,114	11,229
56	36		Comcast		11,979	11,383
57	69		JP Morgan		11,732	8,072
58	149		Sberbank		11,729	4,531
59	42		Cisco		11,480	10,794








60	44		Volkswagen		11,468	10,242
61	49		Chevron		11,464	9,980
62	-		Agricultural Bank of China		11,440	-
63	43		Heineken		11,435	10,348
64	-		NTT Group		19,434	-
65	51		Tata		11,216	9,921
66	61		Nestlé		11,178	9,038
67	391		China Life Insurance		11,073	1,692
68	106		BBVA		10,728	6,008
69	73		Nissan		10,412	7,742
70	72		T (Deutsche Telekom)		10,126	7,761
71	59		Walgreens		9,983	9,219
72	87		Avon		9,917	6,962
73	57		PwC		9,908	9,458
74	91		Deutsche Bank		9,862	6,702
75	68		Lowe's		9,784	8,173
76	67		Dell		9,750	8,200
77	29		ExxonMobil		9,683	13,360
78	82		Movistar		9,666	7,126
79	60		Carrefour		9,436	9,120
80	47		Sam's Club		9,398	10,126
81	107		ASDA		9,122	5,967
82	46		Hitachi (Conglomerate)		9,095	10,139
83	88		Toshiba		8,949	6,804
84	80		Generali		8,868	7,273
85	86		TIM		8,866	7,005
86	-		Johnson & Johnson		8,715	-
87	92		BT		8,685	6,649
88	112		Société Générale		8,635	5,852
89	98		FedEx		8,588	6,344

90	96		KPMG		8,507	6,407
91	33		Time Warner		8,469	11,817
92	76		Credit Suisse		8,430	7,668
93	117		Philips		8,321	5,600
94	146		H&M		8,298	4,578
95	78		UBS		8,261	7,568
96	101		Telefonica		8,154	6,165
97	125		Porsche		7,994	5,431
98	71		Kellogg's		7,982	7,857
99	137		EDF		7,922	4,905
100	139		Morgan Stanley		7,907	4,775

The Rank of Top brand in 2011

Rank		Brand			Brand Value(\$M)	
2011	2010	Logo	Name	Country	2011	2010
1	2		Google		44,294	36,191
2	5		Microsoft		42,805	33,604
3	1		Walmart		36,220	41,365
4	4		IBM		36,157	33,706
5	7		Vodafone		30,674	28,995
6	12		Bank of America		30,619	26,047
7	6		GE		30,504	31,909
8	20		Apple		29,543	19,829
9	15		Wells Fargo		28,944	21,916
10	11		AT&T		28,884	26,585

11	8		HSBC		27,632	28,472
12	14		Verizon		27,293	23,029
13	64		NTT Group		20,139	19,434
13	9		HP		26,756	27,383
14	10		Toyota		26,152	27,319
15	13		Santander		26,150	25,576
16	3		Coca-Cola		25,807	34,844
17	18		McDonald's		21,842	20,192
18	23		Samsung Group		21,512	18,925
19	17		Tesco		21,129	20,654
20	-		Mercedes-Benz		20,798	13,883
21	26		Mitsubishi (Conglomerate)		20,473	17,805
22	22		The Home Depot		20,423	19,013
23	29		BMW		20,157	16,616
24	31		Pepsi		14,363	15,991
25	24		China Mobile		19,317	22,620
26	40		Chase		19,150	13,400
27	28		Intel		19,078	16,642
28	43		Bradesco		18,678	13,299
29	25		Orange		18,622	18,352
30	27		Shell		18,605	16,997
31	33		Nike		18,437	15,808
32	42		Amazon.com		17,780	13,340
33	66		Nestlé		17,455	11,178
34	45		Barclays		17,358	13,134
35	54		ICBC		17,194	16,948
36	36		Citi		17,133	14,362
37	55		China Construction Bank		17,092	15,501
38	44		UPS		17,012	13,170
39	35		Siemens		16,769	14,709

40	51		Ford		16,662	12,652
41	116		Itaú		16,655	6,911
42	37		BNP Paribas		16,643	14,060
43	46		Honda		16,356	13,083
44	62		Chevron		16,265	11,464
45	34		Target		15,989	15,224
46	50		American Express		15,530	12,737
47	19		Walt Disney		15,424	13,436
48	73		Deutsche Bank		15,169	9,862
49	30		AXA		15,099	16,403
50	65		Tata		15,087	11,216
51	77		Movistar		14,935	9,666
52	-		IKEA		14,676	-
53	49		Oracle		14,602	12,775
54	82		Hitachi (Conglomerate)		14,503	9,095
55	-		Marlboro		14,219	5,586
56	76		ExxonMobil		13,756	9,683
57	68		Nissan		13,705	10,412
58	91		Credit Suisse		13,497	8,430
59	38		Goldman Sachs		13,406	13,887
60	78		Bank of China		13,257	12,718
61	57		JP Morgan		13,241	11,732
62	52		Sony		13,194	12,648
63	47		GDF Suez		12,902	12,878
64	61		Volkswagen		12,704	11,468
65	158		Panasonic		12,525	5,438
66	58		Sberbank		12,012	11,729
67	80		Sam's Club		11,952	9,398
68	79		Carrefour		11,894	9,436
69	56		Comcast		11,876	11,979


































70	109		Total		11,828	7,218
71	70		Walgreens		11,707	9,983
72	60		Cisco		11,667	11,480
73	69		T (Deutsche Telekom)		11,553	10,126
74	72		PwC		11,445	9,908
75	83		Toshiba		11,136	8,949
76	-		Olay		11,066	-
77	263		Dell		10,983	9,750
78	48		Allianz		10,898	12,836
79	67		BBVA		10,720	10,728
80	81		ASDA		10,689	9,122
81	88		FedEx		10,686	8,588
82	160		Unitedhealth		10,606	5,297
83	122		3M		10,532	6,551
84	103		E.ON		10,513	7,590
86	71		Avon		10,171	9,917
87	89		KPMG		10,160	8,507
88	95		UBS		9,915	8,261
89	94		H&M		9,875	8,298
90	-		NTT Docomo		9,801	8,187
91	107		DHL		9,778	7,304
92	74		Lowe's		9,751	9,784
93	99		EDF		9,697	7,922
94	21		Nokia		9,658	19,558
95	118		Banco do Brasil		9,526	6,662
96	84		Generali		9,487	8,868
97	126		Canon		9,372	6,421
98	101		CVS		9,286	7,881
99	-		Agricultural Bank of China		9,283	11,440
100	112		Boeing		9,213	7,058

The Rank of Top brand in 2012









Rank		Brand			Brand Value (\$ M)	
2012	2011	Logo	Name	Country	2012	2011
1	8		Apple		70,605	29,543
2	1		Google		47,463	44,294
3	2		Microsoft		45,812	42,805
4	4		IBM		39,135	36,157
5	3		Walmart		38,320	36,220
6	18		Samsung Group		38,197	21,512
7	7		GE		33,214	30,504
8	16		Coca-Cola		31,082	25,807
9	5		Vodafone		30,044	30,674
10	32		Amazon.com		28,665	17,780
11	10		AT&T		28,379	28,884
12	12		Verizon		27,616	27,293
13	11		HSBC		27,597	27,632
14	13		NTT Group		22,358	20,139
15	14		Toyota		24,461	26,152
16	9		Wells Fargo		23,229	28,944
17	6		Bank of America		19,537	30,619
18	17		McDonald's		22,230	21,842
19	30		Shell		22,022	18,605
20	27		Intel		21,908	19,078
21	13		HP		21,707	26,756
22	23		BMW		21,262	20,157
23	22		The Home Depot		20,902	20,423







24	19		Tesco		20,051	21,129
25	15		Santander		19,969	26,150
26	20		Mercedes-Benz		19,762	20,798
27	21		Mitsubishi (Conglomerate)		19,488	20,473
28	26		Chase		18,964	19,150
29	36		Citi		18,639	17,133
30	31		Nike		18,619	18,437
31	29		Orange		18,557	18,622
32	46		American Express		18,231	15,530
33	38		UPS		18,082	17,012
34	25		China Mobile		17,919	19,317
35	63		Volkswagen		17,758	12,704
36	40		Ford		17,559	16,662
37	44		Chevron		17,510	16,265
38	24		Pepsi		17,096	14,363
39	53		Oracle		17,031	14,602
40	42		BNP Paribas		16,809	16,643
41	33		Nestlé		16,661	17,455
42	62		GDF Suez		16,598	12,902
43	55		ExxonMobil		16,419	13,756
44	54		Hitachi (Conglomerate)		16,391	14,503
45	50		Tata		16,343	15,087
46	39		Siemens		16,320	16,769
47	28		Bradesco		15,692	18,678
48	37		China Construction Bank		15,464	17,092
49	178		Mitsui (Conglomerate)		15,405	5,551
50	47		Walt Disney		15,392	15,424
51	45		Target		15,267	15,989
52	52		IKEA		15,211	14,676
53	181		Marlboro		15,171	14,219

54	35		ICBC		15,164	17,194
55	43		Honda		14,963	16,356
56	51		Movistar		14,412	14,935
57	73		PwC		14,296	11,445
58	74		Toshiba		14,185	11,136
59	56		Nissan		14,167	13,705
60	34		Barclays		13,552	17,358
61	49		AXA		13,406	15,099
62	41		Itaú		13,171	16,655
63	230		Hyundai		16,501	4,376
64	69		Total		12,968	11,828
65	48		Deutsche Bank		12,906	15,169
66	71		Cisco		12,865	11,667
67	59		Bank of China		12,857	13,257
68	68		Comcast		12,472	11,876
69	61		Sony		12,358	13,194
70	72		T (Deutsche Telekom)		12,046	11,553
71	76		Olay		11,756	11,066
72	77		Dell		11,605	10,983
73	60		JP Morgan		11,602	13,241
74	70		Walgreens		11,564	11,707
75	66		Sam's Club		11,517	11,952
76	96		Generali		11,168	9,487
77	78		Allianz		10,951	10,898
78	65		Sberbank		10,772	12,012
79	83		3M		10,716	10,532
80	87		KPMG		10,556	10,160
81	114		PetroChina		10,491	8,031
82	104		BP		10,222	8,754
83	81		FedEx		10,072	10,686







84	99		Agricultural Bank of China		9,929	9,283
85	82		Unitedhealth		9,920	10,606
86	102		BT		9,820	9,061
87	168		LG		9,809	5,767
88	84		E.ON		9,695	10,513
89	117		Deloitte		9,660	7,841
90	98		CVS		9,421	9,286
91	80		ASDA		9,406	10,689
92	58		Goldman Sachs		9,332	13,406
93	97		Canon		9,293	9,372
94	64		Panasonic		9,233	12,525
95	-		Time Warner Cable		9,140	8,571
96	113		SAP		9,042	8,037
97	100		Boeing		9,022	9,213
98	115		eBay		8,959	8,002
99	92		Lowe's		8,882	9,751
100	-		Sumitomo (Conglomerate)		8,881	4,260













The Rank of Top brand in 2013

Rank		Brand			Brand Value(\$M)	
2013	2012	Logo	Name	Country	2013	2012
1	1		Apple		87,304	70,605
2	6		Samsung Group		58,771	38,197
3	2		Google		52,132	47,463
4	3		Microsoft		45,535	45,812































5	5		Walmart		42,303	38,320
6	4		IBM		37,721	39,135
7	7		GE		37,161	33,214
8	10		Amazon.com		36,788	28,665
9	8		Coca-Cola		34,205	31,082
10	12		Verizon		30,729	27,616
11	11		AT&T		30,406	28,379
12	19		Shell		29,752	22,022
13	9		Vodafone		27,009	30,044
14	16		Wells Fargo		26,044	23,229
15	15		Toyota		25,979	24,461
16	14		NTT Group		25,926	22,358
17	35		Volkswagen		23,666	17,758
18	23		The Home Depot		23,423	20,902
19	28		Chase		23,408	18,964
20	34		China Mobile		23,296	17,919
21	22		BMW		23,236	21,262
22	13		HSBC		22,865	27,597
23	17		Bank of America		22,397	19,537
24	29		Citi		21,677	18,639
25	18		McDonald's		21,642	22,230
26	20		Intel		21,138	21,908
27	50		Walt Disney		20,548	15,392
28	26		Mercedes-Benz		20,298	19,762
29	25		Santander		20,119	19,969
30	63		Hyundai		19,906	16,501
31	54		ICBC		19,820	15,164
32	27		Mitsubishi (Conglomerate)		19,723	19,488
33	46		Siemens		19,647	16,320
34	36		Ford		19,623	17,559

35	32		American Express		19,004	18,231
36	38		Pepsi		18,701	17,096
37	40		BNP Paribas		18,573	16,809
38	43		ExxonMobil		16,907	16,419
39	45		Tata		18,169	16,343
40	41		Nestlé		18,075	16,661
41	24		Tesco		17,918	20,051
42	59		Nissan		17,646	14,167
43	37		Chevron		17,674	17,510
44	51		Target		17,460	15,267
45	49		Mitsui (Conglomerate)		17,358	15,405
46	48		China Construction Bank		16,949	15,464
47	42		GDF Suez		16,686	16,598
48	44		Hitachi (Conglomerate)		16,588	16,391
49	33		UPS		16,572	18,082
50	52		IKEA		16,570	15,211
51	57		PwC		16,375	14,296
52	31		Orange		16,342	18,557
53	55		Honda		16,114	14,963
54	21		HP		16,113	21,707
55	39		Oracle		16,047	17,031
56	84		Agricultural Bank of China		15,967	9,929
57	53		Marlboro		15,964	15,171
58	66		Cisco		15,468	12,865
59	61		AXA		15,031	13,406
60	30		Nike		14,942	18,619
61	58		Toshiba		14,715	14,185
62	65		Deutsche Bank		14,572	12,906
63	78		Sberbank		14,160	10,772
64	67		Bank of China		14,145	12,857




65	73		JP Morgan		13,775	11,602
66	47		Bradesco		13,610	15,692
67	114		Sinopec		13,518	8,127
68	60		Barclays		13,436	13,552
69	64		Total		13,311	12,968
70	90		CVS		13,136	9,421
71	81		PetroChina		12,994	10,491
72	89		Deloitte		12,812	9,660
73	137		ING (Group)		12,787	13,256
74	68		Comcast		12,765	12,472
75	77		Allianz		12,657	10,951
76	75		Sam's Club		12,466	11,517
77	62		Itaú		12,442	13,171
78	74		Walgreens		12,330	11,564
79	70		T (Deutsche Telekom)		21,543	12,046
80	82		BP		11,940	10,222
81	71		Olay		3,955	11,756
82	110		MUFG		11,596	8,315
83	79		3M		11,472	10,716
84	56		Movistar		11,135	14,412
85	80		KPMG		10,986	10,556
86	98		eBay		10,893	8,959
87	83		FedEx		10,572	10,072
88	96		SAP		10,511	9,042
89	107		TD		10,401	8,499
90	103		RBC		10,277	8,647
91	76		Generali		10,183	11,168
92	106		EY		10,052	8,538
93	127		China Telecom		9,974	7,357
94	132		Banco do Brasil		9,883	7,264

95	139		SoftBank		9,869	6,841
96	109		Credit Suisse		9,820	8,368
97	99		Lowe's		9,612	8,882
98	69		Sony		9,597	12,358
99	94		Panasonic		9,589	9,233
100	117		Kellogg's		7,068	7,955

The Rank of Top brand in 2014























































Rank		Brand			Brand Value (\$M)	
2014	2013	Logo	Name	Country	2014	2013
1	1		Apple		104,680	87,304
2	2		Samsung Group		78,752	58,771
3	3		Google		68,620	52,132
4	4		Microsoft		62,783	45,535
5	10		Verizon		53,466	30,729
6	7		GE		52,533	37,161
7	11		AT&T		45,410	30,406
8	8		Amazon.com		45,147	36,788
9	5		Walmart		44,779	42,303
10	6		IBM		41,514	37,721
11	15		Toyota		34,903	25,979
12	9		Coca-Cola		33,722	34,205
13	20		China Mobile		31,845	23,296
14	-		T (Deutsche Telekom)		30,607	21,543
15	14		Wells Fargo		30,242	26,044

16	13		Vodafone		29,612	27,009
17	21		BMW		28,962	23,236
18	12		Shell		28,575	29,752
19	17		Volkswagen		27,062	23,666
20	22		HSBC		26,870	22,865
21	23		Bank of America		26,683	22,397
22	32		Mitsubishi (Conglomerate)		26,145	19,723
23	25		McDonald's		26,047	21,642
24	24		Citi		24,518	21,677
25	18		The Home Depot		24,322	23,423
26	28		Mercedes-Benz		24,172	20,298
27	27		Walt Disney		23,580	20,548
28	19		Chase		23,157	23,408
29	26		Intel		22,940	21,138
30	31		ICBC		22,803	19,820
31	53		Honda		22,152	16,114
32	42		Nissan		21,194	17,646
33	35		American Express		21,116	19,004
34	39		Tata		14,781	18,169
35	60		Nike		20,821	14,942
36	58		Cisco		20,784	15,468
37	55		Oracle		20,635	16,047
38	75		Allianz		20,425	12,657
39	33		Siemens		20,358	19,647
40	40		Nestlé		20,273	18,075
41	34		Ford		20,236	19,623
42	37		BNP Paribas		20,206	18,573
43	29		Santander		20,021	20,119
44	52		Orange		19,851	16,342
45	45		Mitsui (Conglomerate)		19,838	17,358





























































46	54		HP		19,824	16,113
47	36		Pepsi		19,442	18,701
48	49		UPS		19,431	16,572
49	43		Chevron		19,171	17,674
50	59		AXA		19,115	15,031
51	46		China Construction Bank		18,954	16,949
52	30		Hyundai		18,831	19,906
53	50		IKEA		18,471	16,570
54	70		CVS		18,283	13,136
55	48		Hitachi (Conglomerate)		16,025	16,588
56	44		Target		18,084	17,460
57	95		SoftBank		18,008	9,869
58	56		Agricultural Bank of China		17,783	15,967
59	41		Tesco		17,659	17,918
60	82		MUFG		17,561	11,596
61	64		Bank of China		16,725	14,145
62	38		ExxonMobil		16,706	16,907
63	51		PwC		16,622	16,375
64	71		PetroChina		16,526	12,994
65	47		GDF Suez		16,399	16,686
66	101		China Unicom		15,851	9,507
67	16		NTT Group		29,021	25,926
68	78		Walgreens		15,350	12,330
69	74		Comcast		15,329	12,765
70	110		BT		15,260	8,977
71	194		Airbus		14,559	5,636
72	69		Total		14,514	13,311
73	68		Barclays		14,166	13,436
74	65		JP Morgan		14,039	13,775
75	93		China Telecom		13,886	9,974

76	72		Deloitte		13,755	12,812
77	61		Toshiba		13,709	14,715
78	73		ING (Group)		13,674	12,787
79	76		Sam's Club		13,667	12,466
80	62		Deutsche Bank		13,491	14,572
81	57		Marlboro		13,476	15,964
82	87		FedEx		13,467	10,572
83	86		eBay		13,379	10,893
84	88		SAP		13,360	10,511
85	120		FOX		13,227	8,338
86	91		Generali		13,163	10,183
87	-		ALDI		12,917	-
88	84		Movistar		12,877	11,135
89	80		BP		12,682	11,940
90	129		LG		7,188	7,933
91	97		Lowe's		12,629	9,612
92	67		Sinopec		12,356	13,518
93	98		Sony		12,353	9,597
94	83		3M		12,191	11,472
95	107		China Life Insurance		11,875	9,143
96	104		H&M		11,678	9,294
97	85		KPMG		11,596	10,986
98	-		Porsche		3,519	11,241
99	131		Unitedhealth		9,881	7,657
100	108		DHL		11,169	9,056

The Rank of Top brand in 2014







Rank		Brand			Brand Value (\$M)	
2015	2014	Logo	Name	Country	2015	2014
1	1		Apple		128,303	104,680
2	2		Samsung Group		81,716	78,752
3	3		Google		76,683	68,620
4	4		Microsoft		67,060	62,783
5	5		Verizon		59,843	53,466
6	7		AT&T		58,820	45,410
7	8		Amazon.com		56,124	45,147
8	6		GE		48,019	52,533
9	13		China Mobile		47,916	31,845
10	9		Walmart		56,705	44,779
11	12		Coca-Cola		35,797	33,722
12	10		IBM		35,428	41,514
13	11		Toyota		35,017	34,903
14	15		Wells Fargo		34,925	30,242
15	17		BMW		33,079	28,962
16	14		T (Deutsche Telekom)		31,108	30,607
17	19		Volkswagen		31,025	27,062
18	18		Shell		30,716	28,575
19	27		Walt Disney		30,698	23,580
20	30		ICBC		27,459	22,803
21	26		Mercedes-Benz		27,328	24,172
22	16		Vodafone		27,287	29,612
23	20		HSBC		27,280	26,870
24	51		China Construction Bank		26,417	18,954
25	24		Citi		26,210	24,518
26	21		Bank of America		25,713	26,683
27	29		Intel		25,011	22,940





28	28		Chase		23,392	23,157
29	25		The Home Depot		24,471	24,322
30	122		Facebook		24,180	9,819
31	35		Nike		24,138	20,821
32	36		Cisco		16,339	20,784
33	37		Oracle		22,888	20,635
34	58		Agricultural Bank of China		22,714	17,783
35	22		Mitsubishi (Conglomerate)		22,679	26,145
36	31		Honda		22,424	22,152
37	23		McDonald's		52,909	26,047
38	33		American Express		21,567	21,116
39	47		Pepsi		21,379	19,442
40	40		Nestlé		21,225	20,273
41	38		Allianz		20,937	20,425
42	39		Siemens		20,508	20,358
43	61		Bank of China		20,392	16,725
44	41		Ford		20,315	20,236
45	54		CVS		20,267	18,283
46	44		Orange		19,867	19,851
47	48		UPS		19,537	19,431
48	50		AXA		19,529	19,115
49	52		Hyundai		19,357	18,831
50	43		Santander		18,700	20,021
51	53		IKEA		18,540	18,471
52	62		ExxonMobil		18,242	16,706
53	49		Chevron		18,163	19,171
54	32		Nissan		18,085	21,194
55	46		HP		18,068	19,824
56	45		Mitsui (Conglomerate)		17,596	19,838
57	64		PetroChina		23,317	16,526


















58	69		Comcast		17,514	15,329
59	63		PwC		17,330	16,622
60	70		BT		16,175	15,260
61	68		Walgreens		15,345	15,350
62	92		Sinopec		21,278	12,356
63	57		SoftBank		16,039	18,008
64	56		Target		15,381	18,084
65	70		Tata		15,378	14,781
66	72		Total		15,203	14,514
67	107		Boeing		15,199	10,943
68	42		BNP Paribas		14,939	20,206
69	89		BP		14,743	12,682
70	67		NTT Group		27,376	29,021
71	96		H&M		14,715	11,678
72	76		Deloitte		14,694	13,755
73	60		MUFG		14,511	17,561
74	85		FOX		14,503	13,227
75	79		Sam's Club		14,453	13,667
76	65		GDF Suez		14,331	16,399
77	87		ALDI		14,301	12,917
78	73		Barclays		14,206	14,166
79	83		eBay		9,831	13,379
80	75		China Telecom		14,064	13,886
81	66		China Unicom		13,791	15,851
82	82		FedEx		13,672	13,467
83	78		ING (Group)		13,415	13,674
84	261		Baidu		13,284	5,092
85	81		Marlboro		28,608	13,476
86	86		Generali		13,002	13,163
87	91		Lowe's		12,790	12,629

88	71		Airbus		12,744	14,559
89	113		au		12,677	10,506
90	-		NTT Docomo		12,641	-
91	55		Hitachi (Conglomerate)		12,612	16,025
92	110		L'Oréal		12,480	10,766
93	102		RBC		12,473	11,060
94	112		Bradesco		12,385	10,600
95	97		KPMG		12,332	11,596
96	136		Subway		11,485	8,661
97	94		3M		12,212	12,191
98	90		LG		7,469	7,188
99	137		NBC International		12,004	8,417
100	74		JP Morgan		11,958	14,039


The Rank of Top brand in 2016

Rank		Brand			Brand Value (\$M)	
2016	2015	Logo	Name	Country	2016	2015
1	1		Apple		145,918	128,303
2	3		Google		88,173	76,683
3	2		Samsung Group		58,619	81,716
4	8		Amazon.com		69,642	56,124
5	4		Microsoft		67,258	67,060
6	5		Verizon		63,116	59,843
7	6		AT&T		59,904	58,820
8	7		Walmart		53,657	56,705

9	11		China Mobile		49,810	47,916
10	15		Wells Fargo		44,170	34,925
11	14		Toyota		43,064	35,017
12	9		McDonald's		42,937	52,909
13	10		GE		29,211	48,019
14	22		ICBC		36,334	27,459
15	27		China Construction Bank		35,394	26,417
16	16		BMW		34,968	33,079
17	12		Coca-Cola		34,180	35,797
18	32		Facebook		34,002	24,180
19	17		T (Deutsche Telekom)		33,194	31,108
20	37		Agricultural Bank of China		32,264	22,714
21	24		Mercedes-Benz		32,049	27,328
22	13		IBM		31,786	35,428
23	23		NTT		18,186	27,376
24	20		Walt Disney		31,231	30,698
25	19		Shell		31,665	30,716
26	34		Chase		30,603	23,392
27	21		Marlboro		29,935	28,608
28	31		The Home Depot		28,798	24,471
29	33		Nike		28,041	24,138
30	25		Vodafone		27,820	27,287
31	46		Bank of China		27,735	20,392
32	29		Bank of America		26,928	25,713
33	28		Citi		26,031	26,210
34	38		Mitsubishi (Conglomerate)		27,775	22,679
35	26		HSBC		24,174	27,280
36	53		Hyundai		23,796	19,357
37	43		Nestlé		23,426	21,225
38	50		Starbucks		23,185	19,762

39	48		CVS		22,884	20,267
40	30		Intel		22,845	25,011
41	36		Oracle		22,136	22,888
42	35		PetroChina		20,318	23,317
43	44		Allianz		16,426	20,937
44	115		China State Construction		20,214	10,806
45	42		Sinopec		20,156	21,278
46	47		Ford		19,771	20,315
47	104		Huawei		19,743	11,621
48	51		UPS		19,565	19,537
49	39		Honda		19,332	22,424
50	59		HP		8,090	18,068
51	56		ExxonMobil		19,227	18,242
52	64		Cisco		19,162	16,339
53	66		SoftBank		16,371	16,039
54	49		Orange		19,096	19,867
55	45		Siemens		19,002	20,508
56	41		Pepsi		18,947	21,379
57	18		Volkswagen		18,923	31,025
58	63		PwC		18,569	17,330
59	40		American Express		18,483	21,567
60	65		BT		18,442	16,175
61	52		AXA		8,809	19,529
62	108		Alibaba		17,968	11,377
63	57		Chevron		17,822	18,163
64	58		Nissan		17,785	18,085
65	-		Xfinity		24,186	-
66	55		IKEA		17,009	18,540
67	73		BP		16,962	14,743
68	86		Baidu		16,418	13,284








































69	81		Barclays		16,236	14,206
70	61		Mitsui (Conglomerate)		8,926	17,596
71	75		Deloitte		16,160	14,694
72	100		NBC International		16,103	12,004
73	54		Santander		15,689	18,700
74	96		Bosch		15,612	12,384
75	77		FOX		15,541	14,503
76	72		BNP Paribas		15,531	14,939
77	74		H&M		15,510	14,715
78	67		Target		15,331	15,381
79	60		Johnson's		15,115	17,742
80	93		L'Oréal		11,076	12,480
81	123		Unitedhealth		14,934	10,231
82	120		China Life Insurance		10,686	10,380
83	70		Total		14,737	15,203
84	80		ALDI		8,783	14,301
85	69		Walgreens		14,315	15,345
86	90		au		12,788	12,677
87	71		Boeing		13,956	15,199
88	92		Hitachi (Conglomerate)		13,697	12,612
89	68		Tata		13,713	15,378
90	82		China Telecom		13,684	14,064
91	142		China Merchants Bank		13,239	8,880
92	84		FedEx		13,079	13,672
93	101		JP Morgan		12,948	11,958
94	88		Lowe's		12,717	12,790
95	110		Accenture		12,687	11,087
96	122		Sumitomo (Conglomerate)		12,678	10,269
97	112		EY		12,672	10,994

98	76		MUFG		12,651	14,511
99	111		Tesco		12,499	11,052
100	106		Ping An		12,671	11,513

The Rank of Top brand in 2017

Rank		Brand			Brand Value (\$m)	
2017	2016	Logo	Name	Country	2017	2016
1	2		Google		109,470	88,173
2	1		Apple		107,141	145,918
3	3		Amazon.com		106,396	69,642
4	6		AT&T		87,016	59,904
5	4		Microsoft		76,265	67,258
6	7		Samsung Group		66,219	58,619
7	5		Verizon		65,875	63,116
8	8		Walmart		62,211	53,657
9	17		Facebook		61,998	34,002
10	13		ICBC		47,832	36,334
11	9		China Mobile		46,734	49,810
12	11		Toyota		46,255	43,064
13	10		Wells Fargo		41,618	44,170
14	14		China Construction Bank		41,377	35,394
15	22		NTT Group		40,542	31,678
16	12		McDonald's		38,966	42,937
17	15		BMW		37,124	34,968
18	23		Shell		36,783	31,665
19	18		T (Deutsche Telekom)		36,433	33,194
20	21		IBM		36,112	31,786
21	20		Mercedes-Benz		35,544	32,049

22	27		GE		35,318	29,211
23	60		Alibaba		34,859	17,968
24	24		Walt Disney		34,454	31,231
25	25		Chase		33,737	30,603
26	26		Marlboro		32,471	29,935
27	16		Coca-Cola		31,885	34,180
28	29		Nike		31,762	28,041
29	32		Bank of China		31,250	27,735
30	33		Bank of America		30,273	26,928
31	28		The Home Depot		30,216	28,798
32	45		Sinopec		29,555	20,156
33	43		PetroChina		29,003	20,318
34	19		Agricultural Bank of China		28,511	32,264
35	31		Mitsubishi (Conglomerate)		27,954	27,775
36	34		Citi		27,674	26,031
37	35		Xfinity		26,180	24,186
38	42		Oracle		25,878	22,136
39	39		Starbucks		25,615	23,185
40	47		Huawei		25,230	19,743
41	56		Volkswagen		25,014	18,923
42	62		Nissan		24,768	17,785
43	63		IKEA		24,119	17,009
44	40		CVS		23,286	22,884
45	54		Siemens		23,088	19,002
46	46		Ford		22,432	19,771
47	117		Tencent		22,287	9,953
48	48		UPS		22,128	19,565
49	61		Chevron		22,058	17,822
50	30		Vodafone		21,831	27,820
51	53		Orange		21,526	19,096



















































52	49		Honda		21,318	19,332
53	44		China State Construction		21,050	20,214
54	51		ExxonMobil		20,736	19,227
55	52		Cisco		20,734	19,162
56	36		HSBC		22,907	24,174
57	101		VISA		20,660	11,393
58	67		SoftBank		20,621	16,371
59	41		Intel		20,369	22,845
60	37		Hyundai		19,975	23,796
61	38		Nestlé		19,416	23,426
62	144		SK Group		19,358	8,582
63	74		H&M		19,177	15,510
64	64		BP		18,857	16,962
65	78		Total		18,514	14,737
66	57		PwC		18,510	18,569
67	55		Pepsi		18,279	18,947
68	120		Dell		18,186	14,593
69	71		Bosch		17,991	15,612
70	83		China Telecom		17,599	13,684
71	89		Accenture		17,464	12,687
72	90		Sumitomo (Conglomerate)		17,209	12,678
73	85		FedEx		17,092	13,079
74	75		Target		17,016	15,331
75	87		au		16,919	12,788
76	76		Johnson's		16,829	15,115
77	69		Deloitte		16,776	16,160
78	80		Boeing		16,333	13,956
79	92		Ping An		16,324	12,671
80	79		Walgreens		15,969	14,315






























81	70		Santander		15,929	15,689
82	72		FOX		15,814	15,541
83	-		Spectrum		15,738	-
84	86		JP Morgan		15,710	12,948
85	65		Allianz		15,197	16,426
86	134		SAP		15,158	9,107
87	58		American Express		15,014	18,483
88	81		Hitachi (Conglomerate)		14,766	13,697
89	105		Uber		14,596	11,023
90	115		Zara		14,399	10,086
91	84		China Merchants Bank		14,269	13,239
92	88		Lowe's		13,938	12,717
93	100		NBC		13,736	11,401
94	73		BNP Paribas		13,644	15,531
95	97		Costco		13,455	11,847
96	77		Unitedhealth		13,379	14,934
97	130		JD.com		13,377	9,194
98	91		EY		13,357	12,672
99	93		MUFG		13,215	12,651
100	207		WeChat		13,189	6,496



































Chapter 4 - Compare Brand value in 2007 and in 2017



























Lot's of brand doesn't even exist 10 years ago . Some brands succeed to move forward and make a global name and Ranked in top 10 and others cannot keep its good reputation for so long , New brands appear and good brands disappear.

Here is the comparison of brands from 2007 to 2017

Rank		Brand			Brand Value (\$m)	
2017	2007	Logo	Name	Country	2017	2007
1	15		Google		109,470	24,687
2	44		Apple		107,141	12,809
3	-		Amazon.com		106,396	-
4	64		AT&T		87,016	10,023
5	2		Microsoft		76,265	37,074
6	30		Samsung Group		66,219	16,537
7	23		Verizon		65,875	19,910
8	4		Walmart		62,211	34,898
9	-		Facebook		61,998	-
10	-		ICBC		47,832	-
11	52		China Mobile		46,734	11,018
12	16		Toyota		46,255	24,534
13	39		Wells Fargo		41,618	14,277
14	-		China Construction Bank		41,377	-
15	-		NTT Group		40,542	-
16	18		McDonald's		38,966	24,083
17	25		BMW		37,124	17,860
18	34		Shell		36,783	15,621
19	82		T (Deutsche Telekom)		36,433	8,475
20	5		IBM		36,112	34,074
21	22		Mercedes-Benz		35,544	22,551
22	7		GE		35,318	31,850
23	-		Alibaba		34,859	-
24	21		Walt Disney		34,454	23,145
25	49		Chase		33,737	12,082
26	10		Marlboro		32,471	26,990

27	1		Coca-Cola		31,885	43,146
28	26		Nike		31,762	17,818
29	-		Bank of China		31,250	-
30	8		Bank of America		30,273	31,426
31	35		The Home Depot		30,216	15,360
32	-		Sinopec		29,555	-
33	-		PetroChina		29,003	-
34	-		Agricultural Bank of China		28,511	-
35	-		Mitsubishi (Conglomerate)		27,954	-
36	3		Citi		27,674	35,148
37	-		Xfinity		26,180	-
38	83		Oracle		25,878	8,387
39	-		Starbucks		25,615	-
40	-		Huawei		25,230	-
41	96		Volkswagen		25,014	7,827
42	-		Nissan		24,768	-
43	76		IKEA		24,119	8,917
44	-		CVS		23,286	-
45	61		Siemens		23,088	10,363
46	59		Ford		22,432	10,559
47	-		Tencent		22,287	-
48	40		UPS		22,128	14,168
49	89		Chevron		22,058	8,085
50	11		Vodafone		21,831	26,752
51	57		Orange		21,526	10,721
52	55		Honda		21,318	10,793
53	-		China State Construction		21,050	-
54	42		ExxonMobil		20,736	13,148
55	28		Cisco		20,734	16,782
56	6		HSBC		22,907	33,495

57	-		VISA		20,660	-
58	-		SoftBank		20,621	-
59	13		Intel		20,369	25,095
60	-		Hyundai		19,975	-
61	-		Nestlé		19,416	-
62	-		SK Group		19,358	-
63	-		H&M		19,177	-
64	46		BP		18,857	12,376
65	-		Total		18,514	-
66	95		PwC		18,510	7,850
67	19		Pepsi		18,279	23,948
68	20		Dell		18,186	23,621
69	-		Bosch		17,991	-
70	-		China Telecom		17,599	-
71	-		Accenture		17,464	-
72	-		Sumitomo (Conglomerate)		17,209	-
73	73		FedEx		17,092	9,227
74	54		Target		17,016	10,841
75	-		au		16,919	-
76	-		Johnson's		16,829	-
77	-		Deloitte		16,776	-
78	-		Boeing		16,333	-
79	-		Ping An		16,324	-
80	80		Walgreens		15,969	8,701
81	27		Santander		15,929	17,063
82	-		FOX		15,814	-
83	-		Spectrum		15,738	-
84	-		JP Morgan		15,710	-
85	41		Allianz		15,197	13,862

86	-		SAP		15,158	-
87	24		American Express		15,014	18,109
88	74		Hitachi (Conglomerate)		14,766	9,171
89	-		Uber		14,596	-
90	-		Zara		14,399	-
91	-		China Merchants Bank		14,269	-
92	68		Lowe's		13,938	9,656
93	-		NBC		13,736	-
94	47		BNP Paribas		13,644	12,278
95	-		Costco		13,455	-
96	-		Unitedhealth		13,379	-
97	-		JD.com		13,377	-
98	-		EY		13,357	-
99	-		MUFG		13,215	-
100	-		WeChat		13,189	-