Global top 100

By value

Rank	Ranking change	Brand	Brand value 09 ($m)	Brand value 08 ($m)	Brand value 07 ($m)	Brand contribution	Brand momentum	% Brand value change 09 vs. 08
1	=	Google	100,039	86,057	66,434	3	3	16
2	1	Microsoft	76,249	70,887	54,951	3	8	8
3	1	Coca-Cola[1]	67,625	58,208	49,612	4	8	16
4	2	IBM	66,622	55,335	33,572	3	5	20
5	3	McDonald's	66,575	49,499	33,138	4	6	34
6	1	Apple	63,113	55,206	24,728	3	9	14
7	-2	China Mobile	61,283	57,225	41,214	3	8	7
8	-6	GE (General Electric)	59,793	71,379	61,880	2	3	-16
9	2	Vodafone	53,727	36,962	21,107	3	2	45
10	=	Marlboro	49,460	37,324	39,166	4	9	33
11	2	Wal-Mart	41,083	34,547	36,880	2	9	19
12	6	ICBC	38,056	28,004	16,460	2	N/A	36
13	-4	Nokia	35,163	43,975	31,670	3	4	-20
14	-2	Toyota	29,907	35,134	33,427	4	6	-15
15	*	UPS	27,842	30,492 *	N/A	3	5	-9
16	35	BlackBerry	27,478	13,734	2,802	2	6	100
17	-1	HP	26,745	29,278	24,987	3	5	-9
18	-1	BMW	23,948	28,015	25,751	4	9	-15
19	10	SAP	23,615	21,669	18,103	2	5	9
20	3	Disney	23,110	23,705	22,572	3	5	-3
21	4	Tesco	22,938	23,208	16,649	4	9	-1
22	8	Gillette	22,919	21,523	17,954	5	6	6
23	4	Intel	22,851	22,027	18,707	2	2	4
24	7	China Construction Bank	22,811	19,603	10,757	2	N/A	16
25	1	Oracle	21,438	22,904	17,809	2	5	-6
26	35	Amazon	21,294	11,511	5,964	3	10	85
27	5	Bank of China	21,192	19,418	13,689	2	N/A	9
28	27	AT&T	20,059	12,030	9,260	3	7	67
29	*	Louis Vuitton	19,395	18,446 *	N/A	4	7	5
30	5	HSBC	19,079	18,479	17,457	2	N/A	3
31	New	Pampers	18,945	N/A	N/A	5	5	N/A
32	New	Nintendo	18,233	N/A	N/A	3	5	N/A
33	-11	Cisco	17,965	24,101	18,812	2	5	-25
34	-1	Verizon Wireless	17,713	19,202	16,261	3	8	-8
35	-7	Porsche	17,467	21,718	13,372	5	3	-20
36	New	Visa	16,353	N/A	N/A	3	N/A	N/A
37	-16	Wells Fargo	16,228	24,739	24,284	2	N/A	-34
38	10	Santander	16,035	14,549	12,094	2	N/A	10
39	6	NTT DoCoMo	15,776	15,048	19,450	2	3	5
40	-4	Mercedes	15,499	18,044	17,813	4	4	-14
41	-27	Bank of America	15,480	33,092	28,767	2	N/A	-53
42	-1	Dell	15,422	15,288	13,903	3	3	1
43	6	Accenture	15,076	14,137	10,534	3	3	7
44	-5	Pepsi[2]	14,996	15,404	11,756	3	8	-3
45	-7	L'Oréal	14,991	16,459	12,303	4	6	-9
46	-26	American Express	14,963	24,816	23,113	3	N/A	-40
47	-3	Carrefour	14,961	15,057	11,710	3	5	-1
48	-14	RBC	14,894	18,995	N/A	3	N/A	-22
49	-34	Citi	14,608	30,318	33,706	3	N/A	-52
50	-13	Honda	14,571	16,649	15,465	3	7	-12
51	-4	Siemens	13,562	14,665	9,111	2	2	-8
52	18	Budweiser[3]	13,292	10,839	9,977	3	5	23
53	-3	Orange	13,242	14,093	9,922	2	6	-6
54	11	Ebay	12,970	11,200	12,927	2	5	16
55	22	BBVA	12,549	9,457	N/A	3	N/A	33
56	15	Colgate	12,396	10,576	7,711	4	8	17
57	-11	Target	12,254	14,738	11,560	3	7	-17
58	8	H&M	12,061	11,182	8,711	2	8	8
59	-6	Nike	11,999	12,499	10,290	4	7	-4
60	13	Subway	10,997	10,335	7,433	4	10	6
61	New	TD	10,991	N/A	N/A	3	N/A	N/A
62	26	Movistar	10,911	8,117	4,686	2	4	34
63	20	T-Mobile	10,864	8,940	8,047	2	7	22
64	New	Wrigley's	10,841	N/A	N/A	5	8	N/A
65	30	Auchan	10,586	7,148	5,570	3	8	48
66	-14	Chase	10,582	12,782	11,182	2	N/A	-17
67	-8	Nissan	10,206	11,707	11,189	2	4	-13
68	New	DHL	9,719	N/A	N/A	3	5	19
69	*	FedEx	9,491	11,486*	9,310	3	7	-17
70	-30	Home Depot	9,280	15,378	18,335	2	3	-40
71	18	MTS	9,189	8,077	N/A	3	7	14
72	New	Beeline	8,884	N/A	N/A	3	8	N/A
73	-19	Canon	8,779	12,398	11,413	2	2	-29
74	New	Aldi	8,638	N/A	N/A	2	8	49
75	19	Avon	8,631	7,209	6,558	3	4	20
76	8	Zara	8,609	8,682	6,469	2	8	-1
77	New	O_2	8,601	N/A	N/A	2	6	36
78	22	Standard Chartered	8,219	6,855	3,955	2	N/A	20
79	New	Red Bull	8,154	N/A	N/A	3	6	N/A
80	New	China Merchants Bank	8,052	N/A	N/A	2	N/A	168
81	-19	Yahoo	7,927	11,465	13,201	2	2	-31
82	*	Hermès	7,862	6,951*	N/A	4	6	13
83	-8	JP Morgan	7,852	9,762	8,490	2	N/A	-20
84	3	Ariel	7,777	8,437	N/A	4	5	-8
85	-3	Tide	7,512	9,123	N/A	5	6	-18
86	*	Gucci	7,468	6,479*	N/A	4	5	15
87	12	MasterCard	7,427	6,970	4,593	3	N/A	7
88	-31	Goldman Sachs	7,415	11,944	8,239	2	N/A	-38
89	-33	Starbucks	7,260	12,011	16,057	4	5	-40
90	3	Barclays	6,992	7,382	6,612	2	N/A	-5
91	-13	State Farm	6,922	9,425	8,738	2	N/A	-27
92	-29	Morgan Stanley	6,765	11,327	11,204	2	N/A	-40
93	-50	ING[4]	6,743	15,080	11,539	2	N/A	-55
94	New	KFC	6,721	6,100	4,485	3	7	10
95	-9	Ikea	6,713	8,507	7,373	3	3	-21
96	New	Nivea	6,572	5,294	3,148	3	4	24
97	-7	Esprit	6,571	7,907	5,411	3	6	-17
98	New	Bradesco	6,565	N/A	N/A	2	N/A	N/A
99	-8	Tim	6,409	7,903	8,440	2	3	-19
100	New	Lowe's	6,394	N/A	N/A	2	5	N/A

[1] The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero
[2] The brand value of Pepsi includes Diet Pepsi and Pepsi
[3] Budweiser's value includes both Bud Light and Bud
[4] ING value includes ING Bank and ING Insurance
* Restated to reflect additional data inputs. Ranking change therefore not comparable

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)