

**For immediate release**

**BRANDZ TOP 100 BRANDS SHOWS DRAMATIC GROWTH IN THE  
FINANCIAL POWER OF BRANDS  
Valued at \$86.1bn, Google tops ranking for second consecutive year**

**New York, New York, 21<sup>st</sup> April 2008** — The third annual BrandZ™ Ranking issued today proves that brands are becoming ever more valuable and powerful in driving business growth. Companies that own brands in the BrandZ Top 100 have significantly outperformed the stock market when compared to the S&P 500.

The new edition of the BrandZ Ranking was announced today by leading global market research and consulting firm Millward Brown. It identifies the world's most powerful brands as measured by their dollar value. The brand ranking is produced by Millward Brown Optimor, the group dedicated to helping companies maximize returns from brand and marketing investments.

The combined value of all brands in the BrandZ Top 100 increased by 21% from \$1.6 trillion in 2007 to \$1.94 trillion in 2008, more than double the increase experienced the previous year. Google tops the list again with a brand value of \$86.1bn followed by GE at \$71.4bn and Microsoft at \$70.8bn.

"This year's brand ranking demonstrates the importance of investing in brands, especially in times of market turmoil. Strong brands generate superior returns and protect businesses from risk," said Joanna Seddon, CEO of Millward Brown Optimor. "Our data shows that strong brands continue to outperform weak ones in terms of market share and share price during recessions."

The most notable trends emerging from this year's BrandZ Ranking include:

- 1. Established Asia vs Emerging Asia** — Chinese brands continue to get stronger according to the new BrandZ Ranking. Seven brands in this year's Top 100 come from mature Asian economies: Japan, Korea, and Hong Kong. Their aggregate brand value increased by only 7% in the last year (to \$111bn). In contrast, the value of the four Chinese brands that made this year's BrandZ Top 100 increased by 51% (to \$124bn). China Mobile, Bank of China, China Construction Bank and ICBC are only just starting to expand beyond China so they have considerable potential for further growth.
- 2. Continued Rise of the BRICs** — Emerging markets play a key role in driving growth for international brands, for example Apple and Gucci. The new BrandZ Ranking shows that domestic brands from emerging economies are gaining momentum. Chinese brands performed strongly and Russian-based mobile operator MTS entered the ranking at number 89. MTS is the first Russian brand to make the Top 100 list with a brand value of \$8.1bn. Other BRIC brands to watch in future brand rankings include Lukoil, Beeline, and Baltika from Russia, ICICI from India, as well as Brahma, Petrobras, and Bradesco from Brazil.
- 3. Technology Boom** — The technology sector (including mobile operators), which accounted for 28 of the top 100 brands, outperformed all other categories in this year's BrandZ Ranking, with a brand value growth of \$187.5bn. This is more than half of the Top 100's total increase.

Commenting on this year's BrandZ Ranking, Eileen Campbell, Global CEO of Millward Brown said: "We've been tracking brand equity on WPP's behalf for 10

years, so we know what hard work it is and what a fantastic achievement it is for any brand to achieve BrandZ Top 100 status. We'd like to congratulate these companies for their extraordinary performance and commitment to the power of great brands and the role that effective marketing plays in building them. Particularly in a challenging global economy, we were delighted to see such high growth, reconfirming our assertion that sustained marketing support is a winning strategy, even in tough business conditions."

The BrandZ Ranking is the only brand ranking based on primary research — it therefore reflects the perceptions of people who really count — brand users and consumers. Derived from WPP's BrandZ database, the world's largest repository of brand equity data, the BrandZ study has interviewed more than one million consumers and business-to-business customers globally and covers thousands of brands worldwide. The BrandZ Ranking is the first study to cover both business and consumer brands and to include predictive metrics of future brand performance. Market performance metrics and financial data were obtained from Datamonitor and Bloomberg respectively.

The complete BrandZ Ranking report with category and regional breakdowns as well as additional analysis is available online at [www.millwardbrown.com/mboptimor](http://www.millwardbrown.com/mboptimor), [www.brandz.com](http://www.brandz.com) and at [www.ft.com](http://www.ft.com)

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### **About the BrandZ Ranking**

Developed for WPP's operating companies by Millward Brown Optimor, the BrandZ Ranking of the world's Top 100 Most Powerful Brands is based on data from the BrandZ database. The BrandZ study, conducted annually by Millward Brown, measures the brand equity of thousands of global "consumer facing" and business-to-business brands, and has interviewed over 1 million consumers and business-to-business customers globally. Consumer perception of a brand is a key input in determining brand value because brands are a combination of business performance, product delivery, clarity of positioning, and leadership. In addition to utilizing BrandZ data, the Top 100 ranking assesses Brand Value (using market and consumer research, in combination with financial data from Bloomberg and Datamonitor, to calculate and break-down intangible earnings), Brand Contribution (the brand's effectiveness in driving business earnings), and Brand Momentum (an index of expected short-term brand growth). The ranking takes into account regional variations since even for truly global brands measures of brand contribution might differ substantially across countries.

### **About Millward Brown**

Millward Brown ([www.millwardbrown.com](http://www.millwardbrown.com)) is one of the world's leading research agencies and is expert in effective advertising, marketing communications, media and brand equity research. Through the use of an integrated suite of validated research solutions — both qualitative and quantitative — Millward Brown helps clients build strong brands and services. Millward Brown has more than 70 offices in 44 countries. Additional practices include Millward Brown's Global Media Practice (media effectiveness unit), Millward Brown Optimor (focused on helping clients maximize the returns on their brand and marketing investments), Millward Brown Precis (PR measurement practice), Dynamic Logic (the world leader in digital marketing effectiveness), and BMRB (public sector, media and market research). Millward Brown is part of Kantar, WPP's insight, information and consultancy group.

## BrandZ Top 100 Most Powerful Brands 2008

Top 100 Brands				brandz Top 100 Brand Ranking   2008			
#	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE %	#	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE %
1	Google	86,057	30%	51	BlackBerry	13,734	390%
2	GE (General Electric)	71,379	15%	52	Chase	12,782	14%
3	Microsoft	70,887	29%	53	Nike	12,499	21%
4	Coca-Cola (1)	58,208	17%	54	Canon	12,398	9%
5	China Mobile	57,225	39%	55	AT&T	12,030	30%
6	IBM	55,335	65%	56	Starbucks	12,011	-25%
7	Apple	55,206	123%	57	Goldman Sachs	11,944	45%
8	McDonald's	49,499	49%	58	Samsung	11,870	-7%
9	Nokia	43,975	39%	59	Nissan	11,707	5%
10	Marlboro	37,324	-5%	60	Marks & Spencer	11,600	22%
11	Vodafone	36,962	75%	61	Amazon	11,511	93%
12	Toyota	35,134	5%	62	Yahoo!	11,465	-13%
13	Wal-Mart	34,547	-6%	63	Morgan Stanley	11,327	1%
14	Bank of America	33,092	15%	64	UBS	11,220	-3%
15	Citi	30,318	-10%	65	eBay	11,200	-13%
16	HP	29,278	17%	66	H&M	11,182	28%
17	BMW	28,015	9%	67	Wachovia	11,022	10%
18	ICBC	28,004	70%	68	Ford	10,971	-13%
19	Louis Vuitton	25,739	13%	69	Chevrolet	10,862	-3%
20	American Express	24,816	7%	70	Budweiser(4)	10,839	9%
21	Wells Fargo	24,739	2%	71	Colgate	10,576	37%
22	Cisco	24,101	28%	72	Harley-Davidson	10,401	1%
23	Disney	23,705	5%	73	Subway	10,335	39%
24	UPS	23,610	-4%	74	Merrill Lynch	9,802	-16%
25	Tesco	23,208	39%	75	JP Morgan	9,762	15%
26	Oracle	22,904	29%	76	Hermès	9,631	39%
27	Intel	22,027	18%	77	BBVA	9,457	NA
28	Porsche	21,718	62%	78	State Farm	9,425	8%
29	SAP	21,669	20%	79	Gucci	9,341	43%
30	Gillette	21,523	20%	80	Cartier	9,285	32%
31	China Construction Bank	19,603	82%	81	FedEx	9,273	0%
32	Bank of China	19,418	42%	82	Tide	9,123	NA
33	Verizon Wireless	19,202	18%	83	T-Mobile	8,940	11%
34	Royal Bank of Canada	18,995	39%	84	Zara	8,682	34%
35	HSBC	18,479	6%	85	Chanel	8,656	15%
36	Mercedes	18,044	1%	86	IKEA	8,507	15%
37	Honda	16,649	8%	87	Ariel	8,437	NA
38	L'Oréal	16,459	34%	88	Telefónica Movistar	8,117	73%
39	Pepsi(2)	15,404	15%	89	MTS	8,077	NA
40	Home Depot	15,378	-16%	90	Esprit	7,907	46%
41	Dell	15,288	10%	91	TIM	7,903	-6%
42	Deutsche Bank	15,104	14%	92	Motorola	7,575	-30%
43	ING(3)	15,080	31%	93	Barclays	7,382	12%
44	Carrefour	15,057	29%	94	Avon	7,209	10%
45	NTT DoCoMo	15,048	11%	95	Auchan	7,148	28%
46	Target	14,738	27%	96	VW (Volkswagen)	7,143	2%
47	Siemens	14,665	61%	97	AXA	7,141	50%
48	Banco Santander	14,549	20%	98	AIG	7,102	21%
49	Accenture	14,137	34%	99	Mastercard	6,970	52%
50	Orange	14,093	42%	100	Standard Chartered Bank	6,855	73%

(1) Coke's value include both Coke and Diet Coke. (2) Pepsi's value include both Pepsi and Diet Pepsi. (3) ING's value include both ING Bank and insurance. (4) Budweiser's value include both Bud and Bud Light.