

# LATIN AMERICA

 Argentina
  Brazil
  Chile
  Colombia
  Mexico

#	Brand	Brand Value (US\$ Mil.)	Brand Contribution Index	#	Brand	Brand Value (US\$ Mil.)	Brand Contribution Index
1	 <b>PETROBRAS</b>	10,560	 1 Energy	13	 <b>Bancolombia</b>	3,465	 4 Financial Institution
2	 <b>telcel.</b>	8,449	 3 Communication Provider	14	 <b>SODIMAC.</b>	3,318	 5 Retail
3	 <b>Bradesco</b>	6,690	 3 Financial Institution	15	 <b>natura</b>	3,307	 5 Cosmetics
4	 <b>Itaú</b>	6,606	 2 Financial Institution	16	 <b>Banco de Chile</b>	3,109	 3 Bank
5	 <b>COMCEL</b>	5,513	 4 Communication Provider	17	 <b>REPSOL YPF</b>	3,074	 2 Energy
6	 <b>falabella.</b>	5,263	 4 Retail	18	 <b>Banco de Bogotá</b>	2,842	 3 Financial Institution
7	 <b>Corona</b>	5,114	 4 Beer	19	 <b>COPEC</b>	2,815	 5 Energy
8	 <b>SKOL</b>	4,698	 5 Beer	20	 <b>TELMEX.</b>	2,656	 2 Communication Provider
9	 <b>Bradesco</b>	4,574	 3 Financial Institution	21	 <b>Televisa</b>	2,585	 2 Communication Provider
10	 <b>Claro</b>	4,336	 2 Communication Provider	22	 <b>BodegaAurrera</b>	2,511	 2 Retail
11	 <b>ecopetrol</b>	4,240	 1 Energy	23	 <b>banco popular</b>	2,414	 3 Financial Institution
12	 <b>LAN</b>	3,964	 4 Airline	24	 <b>BRAHMA</b>	2,359	 5 Beer



# BRANDZ™ TOP 50 MOST VALUABLE LATIN AMERICAN BRANDS 2012

#	Brand	Brand Value (US\$ Mil.)	Brand Contribution Index	#	Brand	Brand Value (US\$ Mil.)	Brand Contribution Index
25	BIMBO	1,995	4 Bakery	38	Liverpool	1,156	3 Retail
26	Lider	1,980	5 Retail	39	Banco de Occidente	1,143	3 Financial Institution
27	Sanborns	1,834	2 Retail	40	MALLPLAZA	1,116	3 Retail
28	VALE	1,708	1 Mining	41	RIPLEY	987	4 Retail
29	paris	1,699	4 Retail	42	Santa Isabel	948	4 Retail
30	Sadia	1,496	2 Food	43	BRAHMA	851	4 Beer
31	CEMEX	1,494	1 Cement	44	vivo	817	1 Communication Provider
32	elektra	1,398	2 Retail	45	PERDIGÃO	778	2 Food
33	Jumbo	1,361	5 Retail	46	LOJAS AMERICANAS	762	2 Retail
34	INBURSA Grupo Financiero	1,352	1 Financial Institution	47	BOHEMIA	697	5 Beer
35	DAVIVIENDA	1,251	4 Financial Institution	48	ARAUCO	690	1 Paper
36	CERVEZA CUERNAVACA	1,244	4 Beer	49	Personal	681	3 Communication Provider
37	éxito	1,168	4 Retail	50	TV AZTECA	676	2 Communication Provider

\*Claro is based in Mexico but has no operations there.