

**BRANDZ™**  
**Top**

**1**



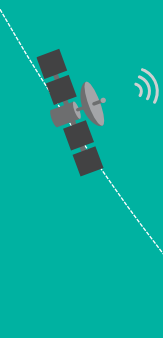
**most  
valuable  
global  
brands  
2014**





## Rankings: Top 100 (1-10)

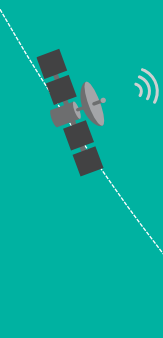
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
1	+1	Google	158,843	+40%
2	-1	Apple	147,880	-20%
3	=	IBM	107,541	-4%
4	+3	Microsoft	90,185	+29%
5	-1	McDonald's	85,706	-5%
6	-1	Coca-Cola	80,683	+3%
7	+2	Visa	79,197	+41%
8	-2	AT&T	77,883	+3%
9	-1	Marlboro	67,341	-3%
10	+4	Amazon	64,255	+41%





## Rankings: Top 100 (11-20)

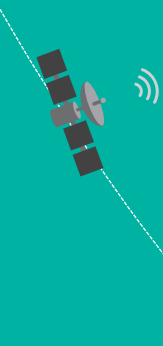
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
11	+1	Verizon	63,460	+20%
12	-1	GE	56,685	+2%
13	=	Wells Fargo	54,262	+14%
14	+7	Tencent	53,615	+97%
15	-5	China Mobile	49,899	-10%
16	-1	UPS	47,738	+12%
17	-1	ICBC	42,101	+2%
18	+2	Mastercard	39,497	+42%
19	=	<b>SAP</b>	36,390	+6%
20	-3	Vodafone	36,277	-9%





## Rankings: Top 100 (21-30)

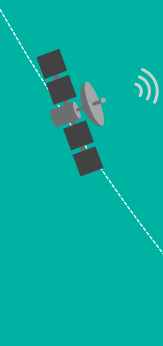
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
21	+10	Facebook	35,740	+68%
22	-4	Walmart	35,325	-2%
23	+3	Disney	34,538	+44%
24	+4	American Express	34,430	+46%
25	+8	Baidu	29,768	+46%
26	-3	Toyota	29,598	+21%
27	=	Deutsche Telekom	28,756	+20%
28	-3	HSBC	27,051	+13%
29	+1	Samsung	25,892	+21%
30	-1	Louis Vuitton	25,873	+14%





## Rankings: Top 100 (31-40)

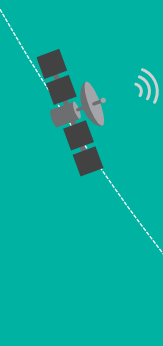
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
31	+13	Starbucks	25,779	+44%
32	-8	<b>BMW</b>	25,730	+7%
33	-11	China Construction Bank	25,008	-7%
34	+22	Nike	24,579	+55%
35	-1	Budweiser	24,414	+20%
36	+6	<b>L'Oréal</b>	23,356	+30%
37	-2	<b>Zara</b>	23,140	+15%
38	=	RBC	22,620	+13%
39	-7	Pampers	22,598	+10%
40	+1	The Home Depot	22,165	+20%





## Rankings: Top 100 (41-50)

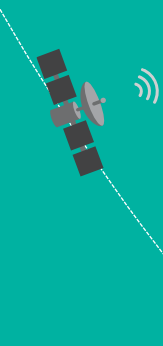
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
41	-1	Hermès	21,844	+14%
42	+1	Mercedes-Benz	21,535	+20%
43	+8	Subway	21,020	+26%
44	+4	Commonwealth Bank of Australia	21,001	+18%
45	-9	Oracle	20,913	+4%
46	+20	Movistar	20,809	+56%
47	+2	Shell	20,132	+14%
48	-2	TD	19,950	+12%
49	-10	ExxonMobil	19,745	+3%
50	+4	HP	19,469	+19%





## Rankings: Top 100 (51-60)

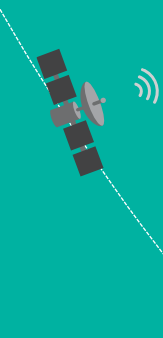
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
51	+23	Ikea	19,367	+61%
52	=	ANZ	19,072	+15%
53	-8	Gillette	19,025	+7%
54	-17	Agricultural Bank of China	18,235	-9%
55	-2	Accenture	18,105	+10%
56	-6	Colgate	17,668	+2%
57	+7	Citi	17,341	+30%
58	+4	FedEx	17,002	+24%
59	+13	Siemens	16,800	+36%
60	+8	Gucci	16,131	+27%





## Rankings: Top 100 (61-70)

Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
61	-14	eBay	15,587	-12%
62	-2	Orange	15,580	+13%
63	+6	H&M	15,557	+22%
64	+30	BT	15,367	+61%
65	-2	US Bank	14,926	+9%
66	-11	Tesco	14,842	-9%
67	=	Sinopec	14,269	+9%
68	-10	Bank of China	14,177	0%
69	+23	Yahoo!	14,174	+44%
70	+1	Honda	14,085	+14%

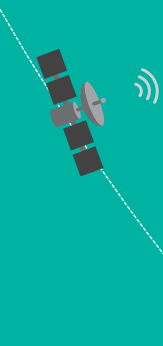






## Rankings: Top 100 (71-80)

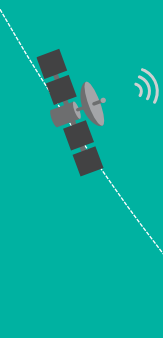
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
71	N/A	Twitter	13,837	N/A
72	+5	Cisco	13,710	+16%
73	+25	<b>DHL</b>	13,687	<b>+53%</b>
74	+4	<b>BP</b>	12,871	<b>+12%</b>
75	-5	Sberbank	12,637	<b>0%</b>
76	-11	Petrochina	12,413	<b>-7%</b>
77	+7	Ping An	12,409	<b>+18%</b>
78	N/A	LinkedIn	12,407	N/A
79	+14	J.P. Morgan	12,356	<b>+28%</b>
80	+2	MTS	12,175	<b>+14%</b>





## Rankings: Top 100 (81-90)

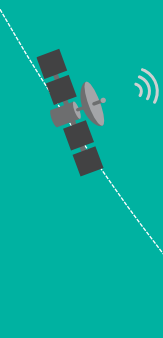
Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
81	-24	China Life	12,026	-21%
82	-2	Woolworths	11,953	+8%
83	+8	KFC	11,910	+20%
84	N/A	Ford	11,812	+56%
85	+3	Westpac	11,743	+17%
86	-25	Intel	11,667	-15%
87	-6	Chase	11,663	+8%
88	-13	Pepsi	11,476	-5%
89	-4	Scotiabank	11,351	+9%
90	-4	Nissan	11,104	+9%





## Rankings: Top 100 (91-100)

Rank	Rank (yoy change)	Brand	Brand Value (\$M)	Brand Value (yoy change)
91	+5	<b>Santander</b>	11,060	<b>+20%</b>
92	-9	<b>Red Bull</b>	10,873	<b>+3%</b>
93	-14	MTN	10,221	<b>-11%</b>
94	N/A	Bank of America	10,149	<b>N/A</b>
95	-5	NTT DoCoMo	10,041	<b>0%</b>
96	-1	<b>Prada</b>	9,985	<b>+6%</b>
97	N/A	PayPal	9,833	<b>N/A</b>
98	N/A	<b>ING Bank</b>	9,771	<b>+29%</b>
99	N/A	<b>UBS</b>	9,683	<b>+30%</b>
100	-1	<b>Aldi</b>	9,584	<b>+8%</b>





Thank you!