

The Brandz Top 100 Most Powerful Brands - compiled by Millward Brown Optimor

| Position | Brand | Brand Value 08 | BV 07 | BV 06 | Brand Contribution | Brand Momentum | Change in Brand Value | Position Change |
|----------|--------------------------|----------------|--------|--------|--------------------|----------------|-----------------------|-----------------|
| 1 | Google | 86,057 | 66,434 | 37,445 | 3 | 5 | 30% | = |
| 2 | GE (General Electric) | 71,379 | 61,880 | 55,834 | 2 | 10 | 15% | = |
| 3 | Microsoft | 70,887 | 54,951 | 62,039 | 3 | 7.5 | 29% | = |
| 4 | Coca-Cola ⁽¹⁾ | 58,208 | 49,612 | 46,545 | 4 | 9 | 17% | = |
| 5 | China Mobile | 57,225 | 41,214 | 39,168 | 3 | 10 | 39% | = |
| 6 | IBM | 55,335 | 33,572 | 36,084 | 2 | 8.5 | 65% | 3 |
| 7 | Apple | 55,206 | 24,728 | 15,976 | 3 | 9 | 123% | 9 |
| 8 | McDonald's | 49,499 | 33,138 | 28,985 | 3 | 7 | 49% | 3 |
| 9 | Nokia | 43,975 | 31,670 | 26,538 | 3 | 5 | 39% | 3 |
| 10 | Marlboro | 37,324 | 39,166 | 38,510 | 3 | 6.5 | -5% | -4 |
| 11 | Vodafone | 36,962 | 21,107 | 24,072 | 2 | 4.5 | 75% | 11 |
| 12 | Toyota | 35,134 | 33,427 | 30,201 | 3 | 5 | 5% | -2 |
| 13 | Wal-Mart | 34,547 | 36,880 | 37,567 | 2 | 8.5 | -6% | -6 |
| 14 | Bank of America | 33,092 | 28,767 | 28,155 | 2 | 6 | 15% | -1 |
| 15 | Citi | 30,318 | 33,706 | 31,028 | 2 | 3 | -10% | -7 |
| 16 | HP | 29,278 | 24,987 | 19,732 | 3 | 4.5 | 17% | -1 |
| 17 | BMW | 28,015 | 25,751 | 23,820 | 4 | 7 | 9% | -3 |
| 18 | ICBC | 28,004 | 16,460 | N/A | 3 | 10 | 70% | 15 |
| 19 | Louis Vuitton | 25,739 | 22,686 | 19,479 | 5 | 10 | 13% | 1 |
| 20 | American Express | 24,816 | 23,113 | 18,780 | 2 | 8 | 7% | -1 |
| 21 | Wells Fargo | 24,739 | 24,284 | N/A | 3 | 4 | 2% | -3 |
| 22 | Cisco | 24,101 | 18,812 | 20,922 | 2 | 5 | 28% | 2 |
| 23 | Disney | 23,705 | 22,572 | 22,232 | 3 | 5 | 5% | -2 |
| 24 | UPS | 23,610 | 24,580 | 21,829 | 2 | 9.5 | -4% | -7 |
| 25 | Tesco | 23,208 | 16,649 | 15,532 | 4 | 7 | 39% | 7 |
| 26 | Oracle | 22,904 | 17,809 | 13,913 | 2 | 3 | 29% | 4 |
| 27 | Intel | 22,027 | 18,707 | 25,156 | 2 | 7 | 18% | -2 |
| 28 | Porsche | 21,718 | 13,372 | 12,025 | 5 | 10 | 62% | 12 |
| 29 | SAP | 21,669 | 18,103 | 9,574 | 2 | 6.5 | 20% | -2 |
| 30 | Gillette | 21,523 | 17,954 | 17,832 | 4 | 5.5 | 20% | -2 |
| 31 | China Construction Bank | 19,603 | 10,757 | N/A | 2 | 9.5 | 82% | 30 |
| 32 | Bank of China | 19,418 | 13,689 | N/A | 2 | 10 | 42% | 6 |
| 33 | Verizon Wireless | 19,202 | 16,261 | 14,908 | 3 | 7.5 | 18% | 1 |
| 34 | Royal Bank of Canada | 18,995 | 13,624 | N/A | 3 | 5 | 39% | 5 |
| 35 | HSBC | 18,479 | 17,457 | 13,889 | 2 | 5 | 6% | -4 |
| 36 | Mercedes | 18,044 | 17,813 | 17,801 | 4 | 6.5 | 1% | -7 |
| 37 | Honda | 16,649 | 15,465 | 14,394 | 3 | 4.5 | 8% | -1 |
| 38 | L'Oréal | 16,459 | 12,303 | 10,692 | 4 | 7 | 34% | 8 |
| 39 | Pepsi ⁽²⁾ | 15,404 | 13,413 | 12,910 | 4 | 8.5 | 15% | 9 |

| | | | | | | | | |
|----|--------------------------|--------|--------|--------|---|-----|------|-----|
| 40 | Home Depot | 15,378 | 18,335 | 27,312 | 2 | 3.5 | -16% | -14 |
| 41 | Dell | 15,288 | 13,903 | 18,303 | 3 | 7 | 10% | -4 |
| 42 | Deutsche Bank | 15,104 | 13,210 | 13,022 | 1 | 2.5 | 14% | -1 |
| 43 | ING ⁽³⁾ | 15,080 | 11,539 | 6,353 | 2 | 5 | 31% | 10 |
| 44 | Carrefour | 15,057 | 11,710 | 10,803 | 3 | 4.5 | 29% | 5 |
| 45 | NTT DoCoMo | 15,048 | 13,612 | 19,518 | 2 | 5 | 11% | -22 |
| 46 | Target | 14,738 | 11,560 | 6,135 | 2 | 10 | 27% | 6 |
| 47 | Siemens | 14,665 | 9,111 | 6,741 | 2 | 4.5 | 61% | 24 |
| 48 | Banco Santander | 14,549 | 12,094 | 12,537 | 2 | 1.5 | 20% | -1 |
| 49 | Accenture | 14,137 | 10,534 | 9,786 | 3 | 9.5 | 34% | 13 |
| 50 | Orange | 14,093 | 9,922 | 9,431 | 2 | 4 | 42% | 17 |
| 51 | BlackBerry | 13,734 | 2,802 | 1,666 | 2 | 9.5 | 390% | 102 |
| 52 | Chase | 12,782 | 11,182 | 9,716 | 2 | 4 | 14% | 7 |
| 53 | Nike | 12,499 | 10,290 | 10,783 | 4 | 5 | 21% | 10 |
| 54 | Canon | 12,398 | 11,413 | 9,908 | 2 | 3 | 9% | = |
| 55 | AT&T | 12,030 | 9,260 | N/A | 2 | 8 | 30% | 15 |
| 56 | Starbucks | 12,011 | 16,057 | 11,077 | 4 | 5 | -25% | -21 |
| 57 | Goldman Sachs | 11,944 | 8,239 | 8,863 | 2 | 1.5 | 45% | 19 |
| 58 | Samsung | 11,870 | 12,742 | 12,028 | 2 | 5 | -7% | -14 |
| 59 | Nissan | 11,707 | 11,189 | 10,915 | 2 | 3 | 5% | -1 |
| 60 | Marks & Spencer | 11,600 | 9,509 | 3,255 | 3 | 9.5 | 22% | 8 |
| 61 | Amazon | 11,511 | 5,964 | 5,983 | 2 | 7 | 93% | 31 |
| 62 | Yahoo | 11,465 | 13,201 | 14,101 | 2 | 3 | -13% | -20 |
| 63 | Morgan Stanley | 11,327 | 11,204 | 10,619 | 2 | 5 | 1% | -7 |
| 64 | UBS | 11,220 | 11,591 | 9,541 | 2 | 5.5 | -3% | -13 |
| 65 | eBay | 11,200 | 12,927 | 13,191 | 2 | 8 | -13% | -22 |
| 66 | H&M | 11,182 | 8,711 | 8,022 | 2 | 4.5 | 28% | 7 |
| 67 | Wachovia | 11,022 | 10,035 | 10,228 | 2 | 7 | 10% | -2 |
| 68 | Ford | 10,971 | 12,627 | 13,844 | 2 | 2.5 | -13% | -23 |
| 69 | Chevrolet | 10,862 | 11,202 | 12,458 | 2 | 4.5 | -3% | -12 |
| 70 | Budweiser ⁽⁴⁾ | 10,839 | 9,977 | 11,724 | 3 | 4 | 9% | -4 |
| 71 | Colgate | 10,576 | 7,711 | 5,839 | 4 | 5.5 | 37% | 7 |
| 72 | Harley-Davidson | 10,401 | 10,269 | 9,955 | 4 | 7 | 1% | -8 |
| 73 | Subway | 10,335 | 7,433 | 283 | 4 | 6.5 | 39% | 7 |
| 74 | Merrill Lynch | 9,802 | 11,655 | 10,073 | 2 | 3 | -16% | -24 |
| 75 | JP Morgan | 9,762 | 8,490 | 7,078 | 2 | 5 | 15% | -1 |
| 76 | Hermès | 9,631 | 6,939 | 4,830 | 5 | 10 | 39% | 9 |
| 77 | BBVA | 9,457 | N/A | N/A | 2 | 4.5 | N/A | N/A |
| 78 | State Farm | 9,425 | 8,738 | 7,905 | 2 | 7 | 8% | -6 |
| 79 | Gucci | 9,341 | 6,524 | 4,370 | 5 | 10 | 43% | 10 |
| 80 | Cartier | 9,285 | 7,021 | 5,548 | 5 | 10 | 32% | 4 |
| 81 | FedEx | 9,273 | 9,310 | 8,240 | 2 | 10 | 0% | -12 |
| 82 | Tide | 9,123 | N/A | N/A | 5 | 8 | N/A | N/A |

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|-----|-------------------------|-------|--------|--------|---|-----|------|-----|
| 83 | T-Mobile | 8,940 | 8,047 | 11,870 | 2 | 7 | 11% | -6 |
| 84 | Zara | 8,682 | 6,469 | 5,112 | 2 | 7 | 34% | 6 |
| 85 | Chanel | 8,656 | 7,499 | 6,499 | 5 | 10 | 15% | -6 |
| 86 | IKEA | 8,507 | 7,373 | 7,206 | 3 | 7 | 15% | -5 |
| 87 | Ariel | 8,437 | N/A | N/A | 4 | 7 | N/A | N/A |
| 88 | Telefónica Movistar | 8,117 | 4,686 | 15,188 | 2 | 4.5 | 73% | 20 |
| 89 | MTS | 8,077 | N/A | N/A | 3 | 10 | N/A | N/A |
| 90 | Esprit | 7,907 | 5,411 | 4,206 | 3 | 7 | 46% | 9 |
| 91 | TIM | 7,903 | 8,440 | 19,551 | 2 | 3 | -6% | -16 |
| 92 | Motorola | 7,575 | 10,787 | 9,072 | 3 | 4 | -30% | -32 |
| 93 | Barclays | 7,382 | 6,612 | 5,070 | 2 | 3 | 12% | -6 |
| 94 | Avon | 7,209 | 6,558 | 6,598 | 3 | 10 | 10% | -6 |
| 95 | Auchan | 7,148 | 5,570 | 5,354 | 3 | 5 | 28% | 1 |
| 96 | VW (Volkswagen) | 7,143 | 7,033 | 6,793 | 3 | 4 | 2% | -13 |
| 97 | AXA | 7,141 | 4,763 | 4,142 | 1 | 3.5 | 50% | 8 |
| 98 | AIG | 7,102 | 5,880 | 5,665 | 1 | 10 | 21% | -4 |
| 99 | Mastercard | 6,970 | 4,593 | N/A | 3 | 6 | 52% | 13 |
| 100 | Standard Chartered Bank | 6,855 | 3,955 | 2,844 | 2 | 5.5 | 73% | 25 |

Notes:

- (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