

THE TOP 100



\*The Brand Value of Coca-Cola includes Lites, Diets and Zero  
 \*\* The Brand Value of Nintendo includes Wii and Nintendo DS  
 \*\*\* The Brand Value of Budweiser includes Bud Light  
 \*\*\*\* The Brand Value of Pepsi includes Lites, Diets and Zero  
 \*\*\*\*\* The Brand Value of Red Bull includes sugar-free and Cola  
 \*\*\*\*\* The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket  
 \*\*\*\*\* Brand Value includes Playstation 2 and 3, as well as PSP  
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)

TOP 100 Most Valuable Global Brands 2010						
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	% Brand Value Change 2010 vs. 2009
1	Google	114,260	14%	26	TOYOTA	-27%
2	IBM	86,383	30%	27	中国建设银行 China Construction Bank	-8%
3	Apple	83,153	32%	28	Gillette	-10%
4	Microsoft	76,344	0%	29	LV LOUIS VUITTON	2%
5	Coca-Cola*	67,983	1%	30	WOLLA TARGO	16%
6	McDonald's	66,005	-1%	31	Santander	12%
7	Marlboro	57,047	15%	32	Nintendo**	-2%
8	中国移动通信 CHINA MOBILE	52,616	-14%	33	Pampers	-8%
9	GE	45,054	-25%	34	bp	N/A
10	vodafone	44,404	-17%	35	CISCO	-7%
11	ICBC(Asia) 工商银行亚洲	43,927	15%	36	RBC	12%
12	hp	39,717	48%	37	Bank of America	6%
13	Walmart*	39,421	-4%	38	Budweiser***	20%
14	BlackBerry	30,708	12%	39	ExxonMobil	N/A
15	amazon.com	27,459	29%	40	Shell	N/A
16	UPS	26,492	-5%	41	Disney	-35%
17	TESCO	25,741	12%	42	Corona	0%
18	VISA	24,883	52%	43	NOKIA CONNECTING PEOPLE	-58%
19	ORACLE	24,817	16%	44	accenture	-2%
20	verizon	24,675	39%	45	ICICI Bank	N/A
21	SAP	24,291	3%	46	Honda	-2%
22	at&t	23,714	18%	47	Colgate	15%
23	HSBC	23,408	23%	48	intel	-38%
24	中国银行 BANK OF CHINA	21,960	4%	49	L'OREAL	-6%
25	BMW	21,816	-9%	50	orange	6%

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	% Brand Value Change 2010 vs. 2009
51	Puritan	13,935	N/A	76	ebay	-28%
52	Bank of China	13,912	-7%	77	SIEMENS	-31%
53	Mercedes	13,736	-11%	78	COLGATE	25%
54	citi	13,403	-8%	79	WRIGLEY'S	-15%
55	T-Mobile	13,010	20%	80	ZARA	4%
56	BBVA	12,977	3%	81	Walmart	-3%
57	docomo	12,969	-18%	82	Red Bull****	9%
58	pepsi****	12,752	-15%	83	AMER	1%
59	NIKE	12,597	5%	84	NISSAN	-16%
60	MARLBORO	12,434	14%	85	*****	17%
61	CHASE	12,426	17%	86	HERMES PARIS	8%
62	TARGET	12,148	-1%	87	BARCLAYS	20%
63	H&M	12,131	1%	88	usbank	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	1%
65	PORSCHE	12,021	-31%	90	交通银行	2%
66	DELL	11,938	-23%	91	交通银行	19%
67	MasterCard	11,659	57%	92	BUNO	-8%
68	SAMSUNG	11,351	80%	93	J.P.Morgan	4%
69	Intel	10,850	NA	94	SONY*****	30%
70	O2	10,593	23%	95	Morgan Stanley	18%
71	TD	10,274	-7%	96	Auchan	NA
72	MTS	9,723	6%	97	GUCCI	2%
73	PETROBRAS	9,675	N/A	98	Bradesco	13%
74	FedEx	9,418	-1%	99	AVON	-16%
75	Baidu	9,356	62%	100	TIM	14%