



## Most Valuable Global Brands: Apple, Google, and Coca-Cola

by Ayaz Nanji

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Interbrand's 2013 Best Global Brands

2013 RANK	BRAND	SECTOR	2013 BRAND VALUE (USD BILLION)	% CHANGE IN BRAND VALUE
1	Apple	Technology	182.5	+10%
2	Google	Technology	150.0	+15%
3	Coca-Cola	Beverages	120.0	+2%
4	Microsoft	Technology	110.0	+5%
5	Amazon	Retail	100.0	+20%
6	Facebook	Technology	90.0	+30%
7	IBM	Technology	80.0	+1%
8	Merck	Pharmaceuticals	70.0	+3%
9	Novartis	Pharmaceuticals	60.0	+4%
10	UnitedHealth Group	Healthcare	50.0	+6%

For the first time in the history of Interbrand's Best Global Brands report, there is a new number one brand: Apple.

Google jumped to number two on the list and Coca-Cola, the brand that held the number one position for 13 consecutive years, fell to number three.

Apple has appeared on Interbrand's Best Global Brands ranking since 2000, when the ranking debuted. In 2000, Apple ranked #36 and had a brand value of \$6.6 billion. Today, Apple's brand value is \$98.3 billion—almost 15 times as much as in 2000.

The total 2013 value of all 100 Best Global Brands is \$1.5 trillion—an 8.4% increase over the total value of the 100 Best Global Brands in 2012.

For the ranking, Interbrand examined three key aspects that contribute to a brand's value:

1. The financial performance of the branded products or service
2. The role the brand plays in influencing consumer choice
3. The strength the brand has to command a premium price, or secure earnings for the company

Below, the top 49 brands on Interbrand's 2013 ranking:

2013 RANK	2012 RANK	BRAND	SECTOR	2013 BRAND VALUE (USD \$billion)	% CHANGE IN BRAND VALUE
1	2	Apple	Technology	98.316	28%
2	4	Google	Technology	93.291	34%
3	1	Coca-Cola	Beverages	79.213	2%
4	3	IBM	Business Services	78.808	4%
5	5	Microsoft	Technology	59.546	3%
6	6	GE	Diversified	46.947	7%
7	7	McDonald's	Restaurants	41.992	5%
8	9	Samsung	Technology	39.61	20%
9	8	Intel	Technology	37.257	-5%
10	10	Toyota	Automotive	35.346	17%
11	11	Mercedes-Benz	Automotive	31.904	6%
12	12	BMW	Automotive	31.839	10%
13	14	Cisco	Technology	29.053	7%
14	13	Disney	Media	28.147	3%
15	15	HP	Technology	25.843	-1%
16	16	Gillette	FMCG	25.105	1%
17	17	Louis Vuitton	Luxury	24.893	6%
18	18	Oracle	Technology	24.088	9%
19	20	Amazon	Retail	23.62	27%
20	21	Honda	Automotive	18.49	7%
21	23	H&M	Apparel	18.168	10%
22	22	Pepsi	Beverages	17.892	8%
23	24	American Express	Financial Services	17.646	12%
24	26	Nike	Sporting Goods	17.085	13%
25	25	SAP	Technology	16.676	7%
26	28	IKEA	Home Furnishings	13.818	8%
27	27	UPS	Transportation	13.763	5%
28	36	eBay	Retail	13.162	20%
29	34	Pampers	FMCG	13.035	15%
30	29	Kellogg's	FMCG	12.987	8%
31	31	Budweiser	Alcohol	12.614	6%
32	33	HSBC	Financial Services	12.183	7%
33	32	J.P. Morgan	Financial Services	11.456	0%
34	39	Volkswagen	Automotive	11.12	20%
35	30	Canon	Electronics	10.989	-9%
36	37	Zara	Apparel	10.821	14%
37	35	Nescafé	Beverages	10.651	-4%
38	38	Gucci	Luxury	10.151	7%
39	42	L'Oréal	FMCG	9.874	12%
40	41	Philips	Electronics	9.813	8%
41	43	Accenture	Business Services	9.471	8%
42	45	Ford	Automotive	9.181	15%
43	53	Hyundai	Automotive	9.004	20%
44	48	Goldman Sachs	Financial Services	8.536	12%
45	51	Siemens	Diversified	8.503	13%
46	40	Sony	Electronics	8.408	-8%
47	44	Thomson Reuters	Media	8.103	-4%
48	50	Citi	Financial Services	7.973	5%
49	52	Danone	FMCG	7.968	6%

Below, Interbrand's most valuable global brands ranked 50-100:

2013 RANK	2012 RANK	BRAND	SECTOR	2013 BRAND VALUE (USD \$billion)	% CHANGE IN BRAND VALUE
50	47	Colgate	FMCG	7.833	2%
51	55	Audi	Automotive	7.767	8%
52	69	Facebook	Technology	7.732	43%
53	46	Heinz	FMCG	7.648	-1%
54	63	Hermès	Luxury	7.616	23%
55	60	adidas	Sporting Goods	7.535	12%
56	57	Nestlé	FMCG	7.527	9%
57	19	Nokia	Electronics	7.444	-65%
58	61	Caterpillar	Diversified	7.125	13%
59	58	AXA	Financial Services	7.096	5%
60	68	Cartier	Luxury	6.897	26%
61	49	Dell	Technology	6.845	-10%
62	59	Xerox	Business Services	6.779	1%
63	62	Allianz	Financial Services	6.71	8%
64	72	Porsche	Automotive	6.471	26%
65	73	Nissan	Automotive	6.203	25%
66	64	KFC	Restaurants	6.192	3%
67	56	Nintendo	Electronics	6.086	-14%
68	65	Panasonic	Electronics	5.821	1%
69	66	Sprite	Beverages	5.811	2%
70	N/A	Discovery	Media	5.756	NEW
71	54	Morgan Stanley	Financial Services	5.724	-21%
72	84	Prada	Luxury	5.57	30%
73	75	Shell	Energy	5.535	16%
74	74	Visa	Financial Services	5.465	11%
75	70	Tiffany & Co.	Luxury	5.44	5%
76	77	3M	Diversified	5.413	16%
77	82	Burberry	Luxury	5.189	20%
78	67	MTV	Media	4.98	-12%
79	78	Adobe	Technology	4.899	8%
80	85	John Deere	Diversified	4.865	15%
81	79	Johnson & Johnson	FMCG	4.777	9%
82	83	Johnnie Walker	Alcohol	4.745	10%
83	87	Kia	Automotive	4.708	15%
84	76	Santander	Financial Services	4.66	-2%
85	N/A	Duracell	FMCG	4.645	NEW
86	81	Jack Daniel's	Alcohol	4.642	7%
87	71	Avon	FMCG	4.61	-11%
88	91	Ralph Lauren	Apparel	4.584	14%
89	N/A	Chevrolet	Automotive	4.578	NEW
90	80	Kleenex	FMCG	4.428	2%
91	88	Starbucks	Restaurants	4.399	8%
92	92	Heineken	Alcohol	4.331	10%
93	89	Corona	Alcohol	4.276	5%
94	86	Pizza Hut	Restaurants	4.269	2%
95	90	Smirnoff	Alcohol	4.262	5%
96	96	Harley-Davidson	Automotive	4.23	10%
97	94	MasterCard	Financial Services	4.206	8%
98	99	Ferrari	Automotive	4.013	6%
99	98	Moët & Chandon	Alcohol	3.943	3%
100	100	Gap	Apparel	3.92	5%

#### 2013 Top Rising Brands: Facebook, Google, Prada, Apple, Amazon

*Facebook (#52, +43%):* Facebook is the only social media brand to claim a position on this year's Best Global Brands ranking. The company succeeded in boosting both revenue and earnings per share in the past year—and surpassed

Wall Street's expectations in the process. Facebook also increased its global user base 26% since its IPO over a year ago.

*Google (#2, +34%)*: Due to evolutionary changes to its core offerings (search, Android, and Gmail) and new innovations like Google Glass and its self-driving car, Google's brand value increased 34%—making it this year's number two brand and the second top rising brand after Facebook.

*Prada (#72, +30%)*: The iconic Italian luxury fashion brand emerged as Interbrand's third top riser this year with a brand value increase of 30%.

*Apple (#1, +28%)*: Despite having its reputation tarnished by patent spats with Samsung and the Foxconn labor conditions scandal, the Apple brand proved to be resilient and emerged as not only the leader in this year's Best Global Brands report, but also a top riser.

*Amazon (#19, +27%)*: The e-commerce retailer increased brand value 27% in 2013. It continues to differentiate itself from rivals by taking on initiatives such as the Amazon Appstore, which provides a comprehensive mobile experience for Google Android devices.

#### **2013 New Entrants: Discovery, Duracell, Chevrolet**

*Discovery (#70)*: The Discovery brand made its debut on the Best Global Brands ranking after a record-breaking year. Discovery-branded channels are now available in 217 countries and territories and in 45 languages, reaching more than 1.3 billion subscribers outside the US.

*Duracell (#85)*: Duracell, a Procter & Gamble-owned brand, made a comeback this year after falling off the Best Global Brands ranking in 2010. Until 2010, Duracell had appeared on the ranking each year since 2000. Today, Duracell holds 25% of the global battery market share and is regarded as one of P&G's leading brands.

*Chevrolet (#89)*: Accounting for roughly 50% of all vehicles GM sells globally, Chevrolet secured a position for the very first time on this year's Best Global Brands ranking.

#### **Technology Dominates**

Out of this year's top 10 brands, seven hail from the tech sector. Furthermore, four tech brands make up this year's top five rising brands: Facebook (#52, +43%), Google (#2, +34%), Apple (#1, +28%), and Amazon, (#19, +27%).

Despite the strong performance of many brands in the sector, a number of tech and consumer electronic brands did not rise, or even earn a position, on this year's ranking. Most notably, one-time category leaders Yahoo and Blackberry fell off the ranking entirely, while Nokia (#57, -65%) experienced the largest decline in brand value in the history of Best Global Brands. Nintendo (#67, -14%), and Dell (#61, -10%) also declined in brand value.

#### **Luxury Brands Stay Strong**

Although China's GDP growth has slowed, luxury brands performed solidly in this year's Best Global Brands ranking. Seven of the 100 most valuable brands hail from the luxury sector, and each increased its brand value by five percent or more.

The top luxury brands of 2013 include Louis Vuitton (#17, +6%), Gucci (#38, +7%), Hermes (#54, +23%), Cartier (#60, +26%), Prada (#72, +30%), Tiffany & Co. (#75, +5%), and Burberry (#77, +20%).

#### **Financial Services on the Rise**

Eight of the 11 financial services brands in this year's Best Global Brands ranking experienced an uptick in brand value.

American Express led the category at number 23 and increased its brand value 12%. The other top risers in the financial services sector include HSBC (#32, +7%), Goldman Sachs (#44, +12%), Citi (#48, +5%), AXA (#59, +5%), Allianz (#63, +8%), Visa (#74, +11%), and MasterCard (#97, +8%).

#### **Automotive Has a Good Year**

Of the 14 automotive brands on the list, nine experienced double-digit percentage increases in terms of brand value.

Top risers included Toyota (#10, +17%), Mercedes-Benz (#11, +6%), BMW (#12, +10%), Honda (#20, +7%), Volkswagen (#34, +20%), Ford (#42, +15%), Hyundai (#43, +20%), Audi (#51, +8%), Porsche (#64, +26%), Nissan (#65, +25%), Kia (#83, +15%), Chevrolet (#89, NEW), Harley-Davidson (#96, +10%), and Ferrari (#98, +6%).