





















































# BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	 Google	Technology	158,843	3	40%	1
2	 Apple	Technology	147,880	4	-20%	-1
3	 IBM	Technology	107,541	4	-4%	0
4	 Microsoft	Technology	90,185	4	29%	3
5	 McDonald's	Fast Food	85,706	4	-5%	-1
6	 Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	 VISA	Credit Card	79,197	4	41%	2
8	 at&t	Telecoms	77,883	3	3%	-2
9	 Marlboro	Tobacco	67,341	3	-3%	-1
10	 amazon.com	Retail	64,255	3	41%	4
11	 verizon	Telecoms	63,460	3	20%	1
12	 GE	Conglomerate	56,685	2	2%	-1
13	 WELLS FARGO	Regional Banks	54,262	3	14%	0
14	 Tencent 腾讯	Technology	53,615	4	97%	7
15	 中国移动 China Mobile	Telecoms	49,899	3	-10%	-5
16	 UPS	Logistics	47,738	4	12%	-1
17	 ICBC  中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	42,101	2	2%	-1
18	 MasterCard	Credit Card	39,497	3	42%	2
19	 SAP	Technology	36,390	2	6%	0
20	 vodafone	Telecoms	36,277	3	-9%	-3
21	 facebook	Technology	35,740	4	68%	10
22	 Walmart  Save money. Live better.	Retail	35,325	2	-2%	-4
23	 Disney	Entertainment	34,538	4	44%	3
24	 AMERICAN EXPRESS	Credit Card	34,430	4	46%	4
25	 Baidu 百度	Technology	29,768	4	46%	8


Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg.  
Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

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26	 TOYOTA	Cars	29,598	3	21%	-3
27		Telecoms	28,756	2	20%	0
28	 HSBC	Global Banks	27,051	3	13%	-3
29		Technology	25,892	3	21%	1
30	 LV	Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32		Cars	25,730	4	7%	-8
33	 中国建设银行 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34		Apparel	24,579	4	55%	22
35		Beer	24,414	4	20%	-1
36	 L'ORÉAL®	Personal Care	23,356	4	30%	6
37		Apparel	23,140	3	15%	-2
38		Regional Banks	22,620	4	13%	0
39		Baby Care	22,598	5	10%	-7
40		Retail	22,165	2	20%	1
41	 HERMÈS PARIS	Luxury	21,844	5	14%	-1
42	 Mercedes-Benz	Cars	21,535	4	20%	1
43		Fast Food	21,020	4	26%	8
44	 CommonwealthBank	Regional Banks	21,001	3	18%	4
45		Technology	20,913	2	4%	-9
46		Telecoms	20,809	2	56%	20
47		Regional Banks	19,950	3	12%	-1
48		Oil & Gas	19,745	1	3%	-9
49		Technology	19,469	2	19%	5
50		Retail	19,367	3	61%	24

























The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

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51	 ANZ	Regional Banks	19,072	3	15%	1
52	 Gillette®	Personal Care	19,025	4	7%	-7
53	 Shell	Oil & Gas	19,005	1	8%	-4
54	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,235	2	-9%	-17
55	 accenture	Technology	18,105	3	10%	-2
56	 Colgate	Personal Care	17,668	4	2%	-6
57	 citi	Global Banks	17,341	2	30%	7
58	 FedEx®	Logistics	17,002	4	24%	4
59	 SIEMENS	Technology	16,800	2	36%	13
60	 GUCCI	Luxury	16,131	5	27%	8
61	 ebay	Retail	15,587	2	-12%	-14
62	 orange	Telecoms	15,580	3	13%	-2
63	 H&M	Apparel	15,557	2	22%	6
64	 BT	Telecoms	15,367	2	61%	30
65	 usbank.	Regional Banks	14,926	3	9%	-2
66	 TESCO	Retail	14,842	4	-9%	-11
67	 Shell	Oil & Gas	14,269	1	9%	0
68	 中国银行 BANK OF CHINA	Regional Banks	14,177	2	0%	-10
69	 YAHOO!	Technology	14,174	3	44%	23
70	 HONDA	Cars	14,085	3	14%	1
71	 Twitter	Technology	13,837	4	New	New
72	 CISCO	Technology	13,710	2	16%	5
73	 DHL	Logistics	13,687	4	53%	25
74	 bp	Oil & Gas	12,871	1	12%	4
75	 SBERBANK By since 1858	Regional Banks	12,637	3	0%	-5

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg.  
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	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76	 PetroChina	Oil & Gas	12,413	1	-7%	-11
77	 中国平安 PING AN	Insurance	12,409	2	18%	7
78	 LinkedIn	Technology	12,407	4	New	New
79	J.P.Morgan	Global Banks	12,356	2	28%	14
80	 MTS	Telecoms	12,175	3	14%	2
81	 中国人寿 China Life	Insurance	12,026	2	-21%	-24
82	 Woolworths	Retail	11,953	3	8%	-2
83	 KFC	Fast Food	11,910	3	20%	8
84	 Ford	Cars	11,812	3	56%	New
85	 Westpac	Regional Banks	11,743	3	17%	3
86	 intel	Technology	11,667	2	-15%	-25
87	 CHASE	Regional Banks	11,663	3	8%	-6
88	 pepsi	Soft Drinks	11,476	3	-5%	-13
89	 Scotiabank	Regional Banks	11,351	2	9%	-4
90	 NISSAN	Cars	11,104	3	9%	-4
91	 Santander	Global Banks	11,060	3	20%	5
92	 Red Bull	Soft Drinks	10,873	4	3%	-9
93	 MTN	Telecoms	10,221	3	-11%	-14
94	 Bank of America	Regional Banks	10,149	2	New	New
95	 NTT docomo	Telecoms	10,041	2	0%	-5
96	 PRADA	Luxury	9,985	4	6%	-1
97	 PayPal	Payments	9,833	4	New	New
98	 ING	Global Banks	9,771	3	29%	New
99	 UBS	Global Banks	9,683	2	30%	New
100	 ALDI	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diets  
The Brand Value of Red Bull includes sugar-free and Cola