
















BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,992	4	67%	1
2	 Google	Technology	173,652	4	9%	-1
3	 Microsoft	Technology	115,500	4	28%	1
4	 IBM	Technology	93,987	4	-13%	-1
5	 VISA	Payments	91,962	4	16%	2
6	 at&t	Telecom Providers	89,492	3	15%	2
7	 verizon	Telecom Providers	86,009	3	36%	4
8	 Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	 McDonald's	Fast Food	81,162	4	-5%	-4
10	 Marlboro	Tobacco	80,352	3	19%	-1
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com™	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 WELLS FARGO	Regional Banks	59,310	3	9%	-3
17	 GE	Conglomerate	59,272	2	5%	-5
18	 ups	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 MasterCard	Payments	40,188	4	2%	-2
21	 Bai du 百度	Technology	40,041	5	35%	4
22	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	38,808	2	-8%	-5
23	 vodafone	Telecom Providers	38,461	3	6%	-3
24	 SAP	Technology	38,225	3	5%	-5
25	 AMERICAN EXPRESS	Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Coca-Cola includes Lights, Diets and Zero

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26	 Walmart	Retail	35,245	2	0%	-4
27	 T-Mobile	Telecom Providers	33,834	3	18%	0
28	 Nike	Apparel	29,717	4	21%	6
29	 Starbucks	Fast Food	29,313	4	14%	2
30	 TOYOTA	Cars	28,913	4	-2%	-4
31	 HOME DEPOT	Retail	27,705	2	25%	9
32	 LOUIS VUITTON	Luxury	27,445	5	6%	-2
33	 Budweiser	Beer	26,657	4	9%	2
34	 BMW	Cars	26,349	4	2%	-2
35	 HSBC	Global Banks	24,029	3	-11%	-7
36	 RBC	Regional Banks	23,989	4	6%	2
37	 Pampers	Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39	 hp	Technology	23,039	3	18%	10
40	 SUBWAY	Fast Food	22,561	4	7%	3
41	 中国建设银行 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42	 ZARA	Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44	 ORACLE®	Technology	21,680	2	4%	1
45	 SAMSUNG	Technology	21,602	4	-17%	-16
46	 movistar	Telecom Providers	21,215	3	2%	0
47	 TD	Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49	 ExxonMobil	Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	20,189	1	11%	4

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Budweiser includes Bud Light

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51	 accenture	Technology	20,183	3	11%	4
52	 Gillette	Personal Care	19,737	5	4%	0
53	 FedEx®	Logistics	19,566	5	15%	5
54	 Shell	Oil & Gas	18,943	1	0%	-1
55	 HERMÈS PARIS	Luxury	18,938	5	-13%	-14
56	 intel	Technology	18,385	2	58%	30
57	 Colgate	Personal Care	17,977	4	2%	-1
58	 BT	Telecom Providers	17,953	3	17%	6
59	 ANZ	Regional Banks	17,702	4	-7%	-8
60	 citi	Global Banks	17,486	2	1%	-3
61	 orange	Telecom Providers	17,384	3	12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63	 Silcopec	Oil & Gas	17,267	1	21%	4
64	 IKEA®	Retail	17,025	3	-12%	-14
65	 中國銀行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中国平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71	 PetroChina	Oil & Gas	15,022	1	21%	5
72	 usbank	Regional Banks	14,786	3	-1%	-7
73	 ebay	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H&M	Apparel	13,827	2	-11%	-12

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76	 GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 KFC	Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86	 Santander	Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 ALDI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 NISSAN	Cars	11,411	3	3%	-3
94	 Red Bull	Soft Drinks	11,375	4	5%	-2
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 docomo	Telecom Providers	11,223	3	12%	-1
97	 COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11

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Pepsi includes Diets
Red Bull includes sugar-free and Cola