

Brandz Top 100 Most Valuable Global Brands Now Worth \$2 Trillion

Contributed by Millward Brown
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Google is the world's first \$100 billion brand, number one for the third year running

The fourth annual BrandZ Top 100 Most Valuable Global Brands ranking published today by Millward Brown Optimor reveals that brands sustain their value, despite the tough economic environment.

The BrandZ Top 100 ranking identifies the dollar value of brands. It does this by combining financial data with research on consumers and business-to-business users from BrandZ, the world's largest brand equity study.

The value of the top 100 brands has held its value at \$1.95 tn (a marginal increase of 1.7 percent). Google is number one with a value of \$100 bn, Microsoft is number two at \$76.2 bn, and Coca-Cola enters the top three for the first time at \$67.6 bn.

"In the current environment, where the value of many businesses has fallen, brand has become even more important because it can help to sustain companies in tough times," said Joanna Seddon, CEO Millward Brown Optimor. "Those who continue to invest in their brand will be better positioned for business growth as the economic situation starts to improve than those who have cut spend."

There are 15 new brands entering the ranking this year. Pampers is the highest entrant at no. 31, followed by Nintendo (no.32) and VISA (no.36).

Trends identified from this year's rankings are:

Value – Brands that represent good value for money have done well, this is about quality as much as price, for example Wal-Mart (+19 percent), ALDI (+49 percent) and Auchan (+48 percent). H&M (+8 percent) is now the number one apparel brand.

Vice – People still reward themselves with little treats when money is tight. Brands such as McDonald's (+34 percent), Marlboro (+33 percent) and Budweiser (+23 percent) have all done well.

At Home – Brands that can be experienced at home have shown strong growth. This includes home shopping: Amazon (+85 percent) and eBay (+16 percent); Coffee that can be prepared at home: Nespresso (+27 percent) and Nescafe (+23 percent); and gaming – Nintendo jumped into the ranking for the first time at no. 32.

Wireless – The increased popularity of using the internet on the move through devices such as the iPhone and BlackBerry has led to huge increases for the mobile operators category as a whole, driven by demand for data services. Vodafone enters the top 10 for the first time this year (+45 percent).

Commenting on the ranking, Eileen Campbell, Global CEO of Millward Brown said:

"It is a fantastic achievement to be one of the most valuable brands in the world, and we congratulate all brands that are featured in this ranking. At a time when marketing spend is under greater scrutiny than ever, this ranking is a way for marketers to identify the value that their brand is creating for the business."

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