

## Apples Beats Microsoft for First Time and US Banks Slide in Updated 2011 *Brand Finance Global 100*

### Google Remains #1 as Brand Value Shows Overall Decline in Light of Deteriorating Economic Conditions

- The combined value of the top 100 brands has reduced slightly (2.4%) since January 2011
- Google retains position as world's most valuable brand, worth a staggering \$48.2bn
- Apple's value rose 33% making the brand more valuable than rival Microsoft for the first time
- US bank and insurance brands record significant drop in brand value, with HSBC overtaking Bank of America and Wells Fargo
- Global brands triumph with McDonalds, Nike and Coca Cola all improving their positions in the league table
- The Brand Finance Global 100 is an update on the top 100 brands in the BrandFinance® Global 500, the world's most comprehensive global brand value league table.

Technology brands reign over the top tier of the Brand Finance Global 100 with **Google, Apple, and Microsoft** taking the top three positions. **Apple** emerges as the second most valuable brand in the world, overtaking Microsoft for the first time. Apple's success can be attributed to its innovative design, loyal consumer base and well-executed marketing activities. Naturally there is speculation about how the brand will be impacted by Steve Jobs recent resignation. However with a culture of innovation across the whole business, the brand is likely to continue to hold a strong position in the market.

The total number of American brands appearing in the top 100 remains static but the combined brand value fell by 2% since January. In line with global trends in the financial sector, American bank brands have suffered; the six US banks in the top 100 have lost \$13.2bn from their total brand value.

**Bank of America** suffered the highest US bank brand loss of \$5.3bn, meaning it drops out of the top 10 global brands and is no longer the world's most valuable bank brand. HSBC has regained its no.1 position. **Wells Fargo** lost a smaller percentage of brand value (12%), taking it ahead of Bank of America to 13<sup>th</sup> position.

US brands dependent on their home market suffered bigger losses than global brands including **McDonald's, Nike and Coca-Cola**, that all move up the league table. **Coca-Cola** reversed the decline noted in BrandFinance® Global 500 and is now the 11<sup>th</sup> most valuable brand. This shift creates a greater lead over its

longstanding rival, Pepsi (\$19.1bn / 25<sup>th</sup>). The electronic sector also retained strong value which saw a combined brand value increase of 12%.

In Europe, Germany maintained a pole position, underpinned by a stable economy and strong exports including auto brands **BMW, Mercedes Benz** and **Volkswagen**. In contrast the combined value of Spanish brands fell 13% and French brands dropped 5%, as both are exposed to issues in the financial service sector.

Emerging economies including China, India and South Korea all show strong results. In China the total brand value increased with two new brands entering the top 100; **PetroChina** and **China Life Insurance Company**. **Argricultural Bank of China** increased brand value by \$1.5bn, rising from 99 to 71 in the league table.

**David Haigh, CEO of Brand Finance plc, comments:**

“As economies and stock markets around the world falter, we are seeing an interesting change in perceptions and the value of individual brands is becoming more important than ever. The dramatic shifts that can be seen since the BrandFinance® Global 500 launched earlier this year illustrate how vital it is for businesses to track their brand value. Even the world’s biggest businesses are not immune to change.”

**Top 20 Global Brands**

Rank 2011 (Sept)	Rank 2011 (Jan)	Brand	Domicile	Brand Value September 2011	Brand Rating September 2011	Brand Value January 2011	Brand Rating January 2011
1	1	Google	UNITED STATES	48,278	AAA+	44,294	AAA+
2	8	Apple	UNITED STATES	39,301	AAA	29,543	AAA
3	2	Microsoft	UNITED STATES	39,005	AAA+	42,805	AAA+
4	4	IBM	UNITED STATES	35,981	AA+	36,157	AA+
5	3	Wal-Mart	UNITED STATES	34,997	AA	36,220	AA
6	5	Vodafone	BRITAIN	30,740	AAA+	30,674	AAA+
7	7	General Elect	UNITED STATES	29,060	AA+	30,504	AA+
8	14	Toyota	JAPAN	28,800	AA+	26,152	AA+
9	10	AT&T	UNITED STATES	28,354	AA+	28,884	AA+
10	11	HSBC	BRITAIN	27,100	AAA	27,632	AAA
11	16	Coca-Cola	UNITED STATES	26,994	AAA	25,807	AAA+
12	18	Samsung	SOUTH KOREA	26,578	AAA-	21,511	AA+
13	9	Wells Fargo	UNITED STATES	25,451	AA+	28,944	AA+
14	6	Bank of Amer	UNITED STATES	25,346	AAA-	30,619	AAA-
15	13	HP	UNITED STATES	24,992	AA+	26,756	AA+
16	12	Verizon	UNITED STATES	24,687	AA+	27,293	AA
17	17	McDonalds	UNITED STATES	24,211	AAA	21,842	AAA
18	27	Intel	UNITED STATES	23,491	AA+	19,078	AA+
19	15	Santander	SPAIN	23,403	AAA	26,150	AAA
20	19	Tesco	BRITAIN	21,640	AAA	21,129	AAA

## Top 50 USA Brands by Sector

Sector	Rank	Brand	01 September 2011	2011	2010	2009	2008	2007
<b>Financial brands</b>								
Financial	9	Wells Fargo	25,451	28,944	21,916	14,508	13,130	14,277
Financial	10	Bank of America	25,346	30,619	26,047	21,017	25,417	31,426
Financial	18	Chase	18,801	19,150	13,400	8,747	14,798	12,083
Financial	26	Citi	14,972	17,133	14,362	9,810	27,817	35,148
Financial	28	JP Morgan	12,661	13,241	11,732	8,072	9,064	6,383
Financial	31	Goldman Sachs	11,652	13,406	13,887	6,753	12,520	8,712
Financial	50	Morgan Stanley	7,452	6,857	7,907	4,775	7,129	8,732
Financial	22	American Express	15,952	15,529	12,737	9,944	16,183	18,109
<b>FMCG and retail brands</b>								
FMCG	49	Kellogg's	7,653	7,507	7,982	7,857	9,631	9,847
FMCG	35	Olay	11,149	11,066				
FMCG	44	Avon	8,953	10,171	9,917	6,962	11,884	9,627
FMCG	48	Gillette	7,779	7,784				
FMCG	11	HP	24,992	26,756	27,383	23,837	34,109	29,445
FMCG	8	Coca-Cola	26,994	25,807	34,844	32,728	45,441	43,146
FMCG	16	Pepsi-Cola	19,093	19,514	15,991	15,034	24,813	23,948
Retail	5	Wal-Mart	34,997	36,220	41,365	40,616	39,001	34,899
Retail	17	The Home Depot	18,975	20,423	19,013	14,310	15,398	15,360
Retail	24	Target	15,357	15,989	15,224	12,253	13,419	10,841
Retail	32	Sam's Club	11,490	11,952	9,398	10,126	8,955	
Retail	42	Lowe's	9,182	9,751	9,784	8,173	9,043	9,656
Retail	34	Walgreens	11,182	11,707	9,983	9,219	9,981	8,701
Retail	40	CVS	9,698	9,286	7,881	8,040	11,298	
Retail	13	McDonalds	24,211	21,842	20,192	20,003	21,812	24,083
<b>IT and technology brands</b>								
IT services	4	IBM	35,981	36,157	33,706	31,530	37,949	34,074
IT services	33	Dell	11,246	10,983	9,750	8,200	24,672	23,621
Technology	2	Apple	39,301	29,543	19,829	13,648	21,779	12,809
Technology	14	Intel	23,491	19,078	16,642	13,976	25,527	25,095
Technology	3	Microsoft	39,005	42,805	33,604	30,882	44,501	37,074
Technology	29	Oracle	12,377	14,602	12,775	11,106	9,513	8,387
Technology	1	Google	48,278	44,294	36,191	29,261	43,085	24,687
Technology	15	Amazon	20,885	17,780	13,340	7,466	9,608	
Technology	41	eBay	9,420	8,002	5,148	4,026	6,486	6,613
<b>Media and Telecoms Brands</b>								
Telecoms Services	12	Verizon	24,687	27,293	23,029	18,854	24,388	19,910
Telecoms Services	38	Cisco	10,162	11,667	11,480	10,794	18,113	16,782
Telecoms Services	7	AT&T	28,354	28,884	26,585	19,850	24,601	10,023
Media	25	Walt Disney	15,239	15,424	13,435	16,750	19,710	23,145
Media	30	Comcast	11,796	11,876	11,979	11,383	11,254	10,777
Media	45	DIRECTV	8,568	8,548	5,065	3,369	3,600	
Media	46	Time Warner	8,364	8,571	8,469			
<b>Other Sector Brands</b>								
Transportation	21	UPS	16,230	17,012	13,170	11,873	14,840	14,168
Transportation	39	Fedex	9,728	10,686	8,588	6,344	9,633	9,227
Aerospace/Defense	43	Boeing	8,960	9,213	7,058	5,842	7,600	
Apparel	19	Nike	18,735	18,437	15,808	14,583	21,807	17,818
Auto	20	Ford	16,558	16,662	12,652	9,822	12,382	10,559
Machinery- Constr&Mining	47	Caterpillar	7,987	7,911	6,189	5,572	6,675	
Miscellaneous Manufactur	37	3M	10,257	10,532	6,551	5,511	7,416	
Miscellaneous Manufactur	6	General Electric	29,060	30,504	31,909	26,654	36,123	31,850
Oil&Gas	23	Chevron	15,772	16,265	11,464	9,980	9,235	8,085
Oil&Gas	27	ExxonMobil	13,949	13,756	9,683	13,360	12,619	13,148
Healthcare-Services	36	Unitedhealth	10,594	10,606	5,297	4,277	6,346	

### Decline of classic American brands

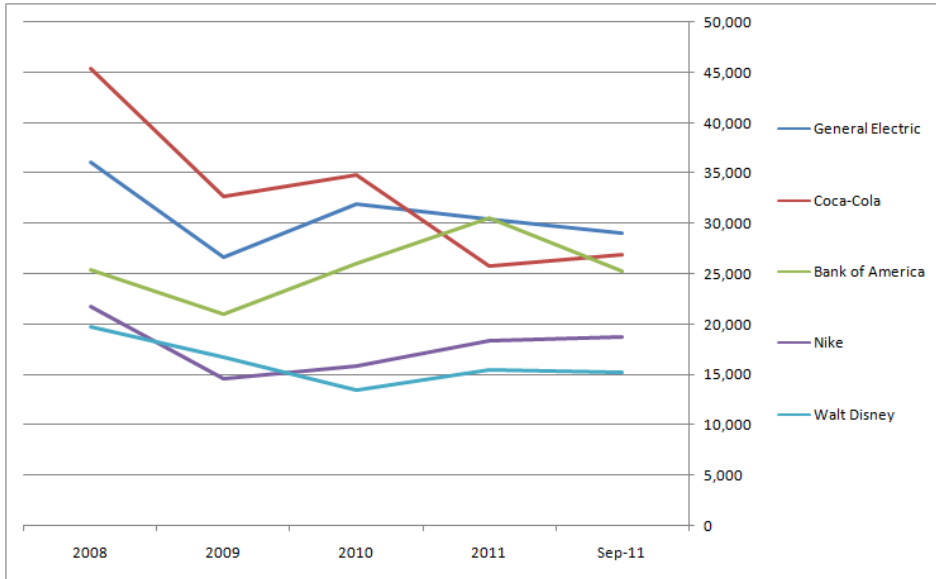


Figure 1: brand value over last four years in dollars

### Change in US banks brand value

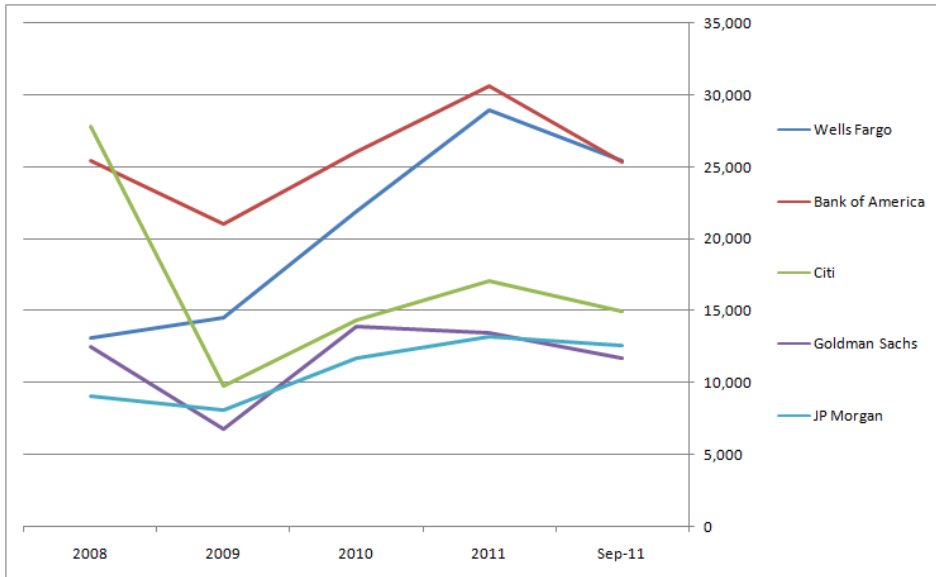


Figure 2: brand value over last four years in dollars

###



### **About BrandFinance® Global 100**

Brand Finance plc. produces an annual league table that lists the 500 most valuable brands in the world; the index is called the BrandFinance® Global 500. The Brand Finance Global 100 is an updated version of this report, covering the major financial, political and economic changes over the last six months.

As with the BrandFinance® Global 500, the BrandFinance® Global 100 table awards each brand a 'Brand Rating': a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set as well as a brand value: a summary measure of the financial strength of the brand.

### **About Brand Finance plc**

Brand Finance plc is an independent global business focused on advising strongly branded organisations on how to maximise value through effective management of their brands and intangible assets. Since it was founded in 1996, Brand Finance plc has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Its clients include international brand owners, tax authorities, IP lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance plc is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

### **MWW Group**

Marlisa Serrano

Tel: 202-600-4557

Email: [mserrano@mww.com](mailto:mserrano@mww.com)

### **Brand Finance Plc**

Katy Bergson

Tel: 0207 389 9400

Email: [k.bergson@brandfinance.com](mailto:k.bergson@brandfinance.com)

**-ENDS-**

## **‘Brand USA’ value plummets by \$1.2 trillion since April 2011 according to Brand Finance plc.**

- Brand Finance plc. today releases figures showing the dramatic impact of the economic situation on the value of ‘Brand USA’.
- ‘Brand USA’ is downgraded to AA-, as its brand strength falls to a 10 year low
- The rising value seen in the last two years falters, as the value of ‘Brand USA’ falls 10% since April 2011 to \$11.4 tn

With stock markets continuing to slump, new data shows there is a significant decline in ‘Brand USA’s’ value. Nation brand values are produced through a detailed analysis of economic data, perceptual market research data and infrastructure measures producing a combined score out of 100. For ‘Brand USA’ decreases are apparent across all inputs. Infrastructure scores dropped from 77 to 76 points, economic measures fell from 74 to 64 points and the brand equity measure slipped from 71 to 61.

As the world’s biggest economy, ‘Brand USA’ is still significantly more valuable than the next nearest nation. However the drop in brand strength has been caused by inflation, cost of capital, reduced capital, higher unemployment and declining image abroad. If ‘Brand USA’ had been given the AA- rating in the Brand Finance Nations Brand Index (published in May 2011), it would fall below Canada, Australia and South Korea in brand strength.

### **David Haigh, CEO of Brand Finance plc, comments:**

“‘Brand USA’ is under enormous pressure as a decade of crises in business and foreign policy have been joined by serious economic problems. Low consumer spending, a static property market and the sovereign debt credit downgrade have all taken their toll on the value of ‘Brand USA’. At the same time other developed and emerging nation brands are performing better and growing in value. The economic crisis and double dip recession will accelerate these differences, with further shifts likely in the near future.”

**Ollie Schmitz, Director of Nation Brand Valuation, Brand Finance plc adds:**

“Prior to the recession, ‘Brand USA’ communicated strong and desirable values in everything from popular culture and entertainment to food and retailing brands. However, as a result of the current economic situation the brand strength has now dropped to its lowest score since tracking began in 2000. Once the global benchmark, emerging markets across the globe will now look to other nations to take the lead signalling exceptionally testing times for the ‘Brand USA’ in the future.”

**The full Brand Finance plc Nation League Table 2011 and methodology is available upon request from Brand Finance plc.**



**Figure 1: Brand Strength Index for USA**



**Figure 2: Brand Strength Index by attribute Value in trillion dollars**



**Figure 3: Brand Value in trillion dollars**

### MWW Group

Marlisa Serrano

Tel: 202.600.4557

Email: [mserrano@mww.com](mailto:mserrano@mww.com)

### Brand Finance plc

Katy Bergson

Tel: 0207 389 9400

Email: [k.bergson@brandfinance.com](mailto:k.bergson@brandfinance.com)

### Notes For Editors

#### About Brand Finance plc Nations Brand Index

The BrandFinance® Nation Brands Index, developed in conjunction with Simon Anholt the nation branding guru, is the most extensive and thorough analysis of nation brand values. It is calculated by applying a similar methodology to the one used to value commercial brands. The analysis uses detailed economic data,





infrastructure data and perceptual market research data to rate and then value each nation brand.

### **About Brand Finance plc**

Brand Finance plc is an independent global business focused on advising strongly branded organisations on how to maximise value through effective management of their brands and intangible assets. Since it was founded in 1996, Brand Finance plc has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars. Its clients include international brand owners, tax authorities, IP lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance plc is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

**###**