

Top 50 Latin American Brands 2012

Rank	Brand	Category	Brand Value 2012 (\$m)	Brand Contribution (out of five)	Country of Origin
1	Petrobras	Energy	10,560	1	Brazil
2	Telcel	Communication Providers	8,449	3	Mexico
3	Bradesco	Financial Institution	6,690	3	Brazil
4	Itaú	Financial Institution	6,606	2	Brazil
5	Comcel	Communication Providers	5,513	4	Colombia
6	Falabella	Retail	5,263	4	Chile
7	Corona	Beer	5,114	4	Mexico
8	Skol	Beer	4,698	5	Brazil
9	Banco do Brasil	Financial Institution	4,574	3	Brazil
10	Claro	Communication Providers	4,336	2	LatAm*
11	Ecopetrol	Energy	4,240	1	Colombia
12	LAN	Airlines	3,964	4	Chile
13	Bancolombia	Financial Institution	3,465	4	Colombia
14	Sodimac	Retail	3,318	5	Chile
15	Natura	Cosmetics	3,307	5	Brazil
16	Banco de Chile	Financial Institution	3,109	3	Chile
17	YPF	Energy	3,074	2	Argentina
18	Banco de Bogota	Financial Institution	2,842	3	Colombia
19	Copec	Energy	2,815	5	Chile
20	Telmex	Communication Providers	2,656	2	Mexico
21	Televisa	Communication Providers	2,585	2	Mexico
22	Bodega Aurrera	Retail	2,511	2	Mexico
23	Banco Popular	Financial Institution	2,414	3	Colombia
24	Brahma	Beer	2,359	5	Brazil
25	Bimbo	Food	1,995	4	Mexico
26	Lider	Retail	1,980	5	Chile
27	Sanborns	Retail	1,834	2	Mexico
28	Vale	Mining	1,708	1	Brazil
29	Almacenes Paris	Retail	1,699	4	Chile
30	Sadia	Food	1,496	2	Brazil
31	Cemex	Industrial	1,494	1	Mexico
32	Elektra	Retail	1,398	2	Mexico
33	Jumbo	Retail	1,361	5	Chile
34	Inbursa	Financial Institution	1,352	1	Mexico
35	Daviyenda	Financial Institution	1,251	4	Colombia
36	Modelo	Beer	1,244	4	Mexico
37	Exito	Retail	1,168	4	Colombia
38	Liverpool	Retail	1,156	3	Mexico
39	Banco Occidente	Financial Institution	1,143	3	Colombia
40	Mall Plaza	Retail	1,116	3	Chile
41	Ripley	Retail	987	4	Chile
42	Santa Isabel	Retail	948	4	Chile
43	Antarctica	Beer	851	4	Brazil
44	Vivo	Communication Providers	817	1	Brazil
45	Perdigão	Food	778	2	Brazil
46	Lojas Americanas	Retail	762	2	Brazil
47	Bohemia	Beer	697	5	Brazil
48	Arauco	Industrial	690	1	Chile
49	Personal Telecom	Communication Providers	681	3	Argentina
50	TV Azteca	Communication Providers	676	2	Mexico
Total			135,745		

Source: BrandAnalytics (including data from BrandZ and Bloomberg) * Claro is based in Mexico but has no operations there