

Brazil								
Top 50 by brand value								
Rank 2011	Rank change	Rank 2012	Brand	Category	Brand Value 2012 (\$m)	Brand Value 2011 (\$m)	% Brand Value Change 2012 vs 2011	Brand Contribution (out of five)
1	0	1	Petrobras	Energy	10,560	13,421	-21	1
2	1	2	Bradesco	Financial Institution	6,690	8,600	-22	3
3	-1	3	Itaú	Financial Institution	6,606	9,600	-31	2
6	2	4	Skol	Beer	4,698	4,579	3	5
4	-1	5	Banco do Brasil	Financial Institution	4,574	8,259	-45	3
5	-1	6	Natura	Cosmetics	3,307	4,612	-28	5
7	0	7	Brahma	Beer	2,359	1,996	18	5
10	2	8	Vale	Mining	1,708	1,949	-12	1
8	-1	9	Sadia	Food	1,496	1,969	-24	2
16	6	10	Antarctica	Beer	851	801	6	4
13	2	11	Vivo	Communication Providers	817	857	-5	1
9	-3	12	Perdigão	Food	778	1,959	-60	2
18	5	13	Lojas Americanas	Retail	762	677	13	2
N/A	New	14	Bohemia	Beer	697		N/A	5
14	-1	15	Ipiranga	Retail	670	840	-20	3
17	1	16	Oi	Communication Providers	600	708	-15	1
12	-5	17	Casas Bahia	Retail	589	969	-39	3
24	6	18	Totvs	Information Technology	569	589	-3	3
15	-4	19	TAM	Airline	560	804	-30	3
20	0	20	Cielo	Credit Cards	555	640	-13	1
21	0	21	Multipus	Loyalty Programs	519	632	-18	2
11	-11	22	Porto Seguro	Insurance	500	1,350	-63	4
N/A	New	23	Magazine Luiza	Retail	479		N/A	3
25	1	24	Gol	Airline	450	585	-23	1
22	-3	25	Redecard	Credit Cards	439	617	-29	1
19	-7	26	NET	Communication Providers	436	659	-34	1
23	-4	27	Extra	Retail	412	600	-31	2
27	-1	28	BM&F Bovespa	Stock Exchange	386	523	-26	1
37	8	29	Banrisul	Financial Institution	383	344	11	2
29	-1	30	Hering	Fashion	351	408	-14	2
38	7	31	Iguatemi	Retail	349	340	3	3
46	14	32	Odontoprev	Health Care	342	265	29	2
31	-2	33	Pão de Açúcar	Retail	332	391	-15	3
N/A	New	34	União	Sugar	322		N/A	4
34	-1	35	Embratel	Communication Providers	318	379	-16	1
26	-10	36	Anhanguera	Education	318	532	-40	2
32	-5	37	Amil	Healthcare	295	386	-24	1
33	-5	38	Lojas Renner	Retail	292	386	-24	2
28	-11	39	MRV	Real State	266	457	-42	1
45	5	40	Marisa	Retail	258	277	-7	1
N/A	New	41	Duraflor	Laminate Flooring	249		N/A	2
N/A	New	42	Arezzo	Fashion	236		N/A	3
44	1	43	Gerdau	Steel	232	285	-19	1
35	-9	44	Drogasil	Drugstores	219	366	-40	2
42	-3	45	Swift	Food	217	304	-29	2
40	-6	46	Havaianas	Fashion	216	331	-35	4
N/A	New	47	Deca	Faucet	215		N/A	2
41	-7	48	PDG Realty	Real State	200	317	-37	1
47	-2	49	Localiza	Car Rental	187	263	-29	1
39	-11	50	Riachuelo	Retail	185	337	-45	2
Totals					59,050	76,932	-23	

Source: BrandAnalytics (including data from BrandZ and Bloomberg)