

# Global Top 100

By value

Rank change	Rank 2013	Brand	Brand value 2013 (\$m)	Brand value 2012 (\$m)	% Brand value change 2013 vs 2012	BC index	Rank change	Rank 2013	Brand	Brand value 2013 (\$m)	Brand value 2012 (\$m)	% Brand value change 2013 vs 2012	BC index
0	1	Apple	185,071	182,951	1%	4	-8	53	Accenture	16,503	16,118	2%	3
+1	2	Google	113,669	107,857	5%	3	-28	54	HP	16,362	22,898	-29%	2
-1	3	IBM	112,536	115,985	-3%	3	-19	55	Tesco	16,303	18,007	-9%	4
0	4	McDonald's	90,256	95,188	-5%	4	-12	56	Nike	15,817	16,255	-3%	4
+1	5	Coca-Cola *	78,415	74,286	6%	5	-4	57	China Life	15,279	14,587	5%	3
+2	6	AT&T	75,507	68,870	10%	3	+3	58	Bank of China	14,236	12,982	10%	2
-2	7	Microsoft	69,814	76,651	-9%	3	+4	59	ICICI Bank	14,196	12,665	12%	1
-1	8	Marlboro	69,383	73,612	-6%	3	-10	60	Orange	13,829	15,351	-10%	2
+6	9	Visa	56,060	38,284	46%	4	-12	61	Intel	13,757	15,633	-12%	2
0	10	China Mobile	55,368	47,041	18%	3	+8	62	FedEx	13,732	11,723	17%	4
0	11	GE	55,357	45,810	21%	2	+9	63	US Bank	13,716	11,488	19%	3
-3	12	Verizon	53,004	49,151	8%	3	+18	64	Citi	13,386	9,760	37%	2
+1	13	Wells Fargo	47,748	39,754	20%	3	+3	65	Petrochina	13,380	12,105	11%	1
+4	14	Amazon	45,727	34,077	34%	3	-25	66	Movistar	13,336	17,113	-22%	2
+1	15	UPS	42,747	37,129	15%	5	-11	67	Sinopec	13,127	13,940	-6%	1
-3	16	ICBC	41,115	41,518	-1%	2	N/A	68	Gucci ***	12,735	8,602	48%	5
-5	17	Vodafone	39,712	43,033	-8%	3	-11	69	H&M	12,732	13,485	-6%	2
-1	18	Walmart	36,220	34,436	5%	2	+4	70	Sberbank	12,655	10,649	19%	3
+3	19	SAP	34,365	25,715	34%	2	-6	71	Honda	12,401	12,647	-2%	3
+9	20	Mastercard	27,821	20,759	34%	4	+1	72	Siemens	12,331	10,676	16%	1
+16	21	Tencent	27,273	17,992	52%	4	-4	73	Moutai	12,193	11,838	3%	3
+2	22	China Construction Bank	26,859	24,517	10%	2	+15	74	Ikea	12,040	9,206	31%	3
+5	23	Toyota	24,497	21,779	12%	4	-8	75	Pepsi ****	12,029	12,598	-5%	4
-1	24	BMW	24,015	24,623	-2%	4	+0	76	Target	11,879	10,506	13%	3
+6	25	HSBC	23,970	19,313	24%	3	-18	77	Cisco	11,816	13,317	-11%	2
+17	26	Disney	23,913	17,056	40%	3	-1	78	BP	11,520	10,424	11%	1
-7	27	Deutsche Telekom	23,893	26,837	-11%	2	+9	79	MTN	11,448	9,273	23%	3
+2	28	American Express	23,514	20,198	16%	4	N/A	80	Woolworths	11,039	N/A	N/A	3
-8	29	Louis Vuitton	22,719	25,920	-12%	4	+11	81	Chase	10,836	8,644	25%	3
25	30	Samsung	21,404	14,164	51%	3	+3	82	MTS	10,633	9,553	11%	3
-12	31	Facebook	21,261	33,233	-36%	4	-3	83	Red Bull *****	10,558	9,984	6%	3
+3	32	Pampers	20,594	18,299	13%	5	-6	84	Ping An	10,558	10,174	4%	3
-8	33	Baidu	20,443	24,326	-16%	5	-2	85	Scotiabank	10,396	9,627	8%	2
+14	34	Budweiser **	20,297	15,882	28%	4	-5	86	Nissan	10,186	9,853	3%	3
+31	35	Zara	20,167	12,616	60%	3	-8	87	Standard Chartered	10,160	10,064	1%	2
-9	36	Oracle	20,039	22,529	-11%	2	N/A	88	Westpac	10,070	N/A	N/A	3
+1	37	Agricultural Bank of China	19,975	17,867	12%	2	-18	89	Airtel	10,054	11,531	-13%	3
+2	38	RBC	19,968	17,225	16%	4	-43	90	NTT DoCoMo	10,028	15,981	-37%	3
-5	39	ExxonMobil	19,229	18,315	5%	1	0	91	KFC	9,953	8,852	12%	3
-8	40	Hermès	19,129	19,161	-0%	4	N/A	92	Yahoo	9,826	N/A	N/A	3
+21	41	The Home Depot	18,488	12,968	43%	2	N/A	93	JPMorgan	9,668	N/A	N/A	2
+15	42	L'Oréal	17,971	13,773	30%	4	N/A	94	BT	9,531	N/A	N/A	2
+3	43	Mercedes-Benz	17,952	16,111	11%	4	N/A	95	Prada	9,454	5,788	63%	4
-2	44	Starbucks	17,892	17,072	5%	4	-1	96	Santander	9,232	8,546	8%	3
-12	45	Gillette	17,823	19,055	-6%	4	-4	97	Chevron	9,036	8,599	5%	1
+8	46	TD	17,781	14,561	22%	4	+2	98	DHL	8,940	7,601	18%	3
+17	47	eBay	17,749	12,662	40%	2	-12	99	Aldi	8,885	9,310	-5%	2
+12	48	Commonwealth Bank	17,745	13,083	36%	3	-4	100	Volkswagen	8,790	8,519	3%	3
-10	49	Shell	17,678	17,781	-1%	1							
+1	50	Colgate	17,250	14,948	15%	4							
+1	51	Subway	16,691	14,843	12%	4							
N/A	52	ANZ	16,565	N/A	N/A	3							

\* The brand value of Coca-Cola includes Lights, Diets and Zero  
 \*\* The brand value of Budweiser includes Bud Light  
 \*\*\* The 2012 brand value of Gucci has been reinstated to \$8,602  
 \*\*\*\* The brand value of Pepsi includes Diets  
 \*\*\*\*\* The brand value of Red Bull includes sugar-free and Cola

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)