

# Top 20 risers

By brand value growth, (year-on-year)

Brand	Brand value growth (%)
China Merchants Bank	168
BlackBerry	100
Amazon	85
Wendy's	72
AT&T	67
Aldi	49
Auchan	48
Vodafone	45
Johnnie Walker	42
Kronenbourg 1664	41
O <sub>2</sub>	36
ICBC	36
Rolex	35
Movistar	34
McDonald's	34
BBVA	33
Marlboro	33
Chivas	30
Nespresso	27
Nivea	24

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