

## Financial institutions

Top 15 by brand value

Rank	Brand	BV \$m	BC	BV as % of market cap*
1	ICBC	<b>38,056</b>	<b>2</b>	<b>21</b>
2	China Construction Bank	<b>22,811</b>	<b>2</b>	<b>18</b>
3	Bank of China	<b>21,192</b>	<b>2</b>	<b>20</b>
4	HSBC	<b>19,079</b>	<b>2</b>	<b>15</b>
5	Visa	<b>16,353</b>	<b>3</b>	<b>37</b>
6	Wells Fargo	<b>16,228</b>	<b>2</b>	<b>15</b>
7	Santander	<b>16,035</b>	<b>2</b>	<b>24</b>
8	Bank of America	<b>15,480</b>	<b>2</b>	<b>20</b>
9	American Express	<b>14,963</b>	<b>3</b>	<b>61</b>
10	RBC	<b>14,894</b>	<b>3</b>	<b>34</b>
11	Citi	<b>14,608</b>	<b>3</b>	<b>33</b>
12	BBVA	<b>12,549</b>	<b>3</b>	<b>30</b>
13	TD	<b>10,991</b>	<b>3</b>	<b>36</b>
14	Chase	<b>10,582</b>	<b>2</b>	<b>9</b>
15	Standard Chartered	<b>8,219</b>	<b>2</b>	<b>43</b>

## Financial institutions

Top 15 ranked by BV as % of market capitalisation

Rank	Brand	BV as % of market capitalisation*	BV 09 (\$m)
1	American Express	<b>61</b>	<b>14,963</b>
2	Standard Chartered	<b>43</b>	<b>8,219</b>
3	Visa	<b>37</b>	<b>16,353</b>
4	TD	<b>36</b>	<b>10,991</b>
5	RBC	<b>34</b>	<b>14,894</b>
6	Citi	<b>33</b>	<b>14,608</b>
7	BBVA	<b>30</b>	<b>12,549</b>
8	Santander	<b>24</b>	<b>16,035</b>
9	ICBC	<b>21</b>	<b>38,056</b>
10	Bank of China	<b>20</b>	<b>21,192</b>
11	Bank of America	<b>20</b>	<b>15,480</b>
12	China Construction Bank	<b>18</b>	<b>22,811</b>
13	Wells Fargo	<b>15</b>	<b>16,228</b>
14	HSBC	<b>15</b>	<b>19,079</b>
15	Chase	<b>9</b>	<b>10,582</b>

\*For financial institutions and insurers, we have chosen not to calculate brand momentum, given capital markets' difficulty in assessing even near-term growth in the industry. We have instead chosen to publish brand value as a percentage of market capitalisation, to show that most brands can uphold the business in difficult times. Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)