

# Best Global Brands 2009

The Definitive Ranking of the World's Most Valuable Brands


Creating and managing brand value™

Interbrand


1 2008 Rank 1  
**Coca-Cola**  
68,734 (\$m)  
Change in Brand Value 3%



2 2008 Rank 2  
**IBM**  
60,211 (\$m)  
Change in Brand Value 2%




3 2008 Rank 3  
**Microsoft**  
56,647 (\$m)  
Change in Brand Value -4%




4 2008 Rank 4  
**GE**  
47,777 (\$m)  
Change in Brand Value -10%




5 2008 Rank 5  
**Nokia**  
34,864 (\$m)  
Change in Brand Value -3%




6 2008 Rank 8  
**McDonald's**  
32,275 (\$m)  
Change in Brand Value 4%




7 2008 Rank 10  
**Google**  
31,980 (\$m)  
Change in Brand Value 25%




8 2008 Rank 6  
**Toyota**  
31,330 (\$m)  
Change in Brand Value -8%



9 2008 Rank 7  
**Intel**  
30,636 (\$m)  
Change in Brand Value -2%




10 2008 Rank 9  
**Disney**  
28,447 (\$m)  
Change in Brand Value -3%




11 2008 Rank 12  
**Hewlett-Packard**  
24,096 (\$m)  
Change in Brand Value 2%




12 2008 Rank 11  
**Mercedes-Benz**  
23,867 (\$m)  
Change in Brand Value -7%




13 2008 Rank 14  
**Gillette**  
22,841 (\$m)  
Change in Brand Value 4%




14 2008 Rank 17  
**Cisco**  
22,030 (\$m)  
Change in Brand Value 3%




15 2008 Rank 13  
**BMW**  
21,671 (\$m)  
Change in Brand Value -7%




16 2008 Rank 16  
**Louis Vuitton**  
21,120 (\$m)  
Change in Brand Value -2%



17 2008 Rank 18  
**Marlboro**  
19,010 (\$m)  
Change in Brand Value -11%




18 2008 Rank 20  
**Honda**  
17,803 (\$m)  
Change in Brand Value -7%




19 2008 Rank 21  
**Samsung**  
17,518 (\$m)  
Change in Brand Value -1%




20 2008 Rank 24  
**Apple**  
15,433 (\$m)  
Change in Brand Value 12%




21 2008 Rank 22  
**H&M**  
15,375 (\$m)  
Change in Brand Value 11%



22 2008 Rank 15  
**American Express**  
14,971 (\$m)  
Change in Brand Value -32%



23 2008 Rank 26  
**Pepsi**  
13,706 (\$m)  
Change in Brand Value 3%




24 2008 Rank 23  
**Oracle**  
13,699 (\$m)  
Change in Brand Value -1%




25 2008 Rank 28  
**Nescafé**  
13,317 (\$m)  
Change in Brand Value 2%




26 2008 Rank 29  
**Nike**  
13,179 (\$m)  
Change in Brand Value 4%




27 2008 Rank 31  
**SAP**  
12,106 (\$m)  
Change in Brand Value -1%



28 2008 Rank 35  
**IKEA**  
12,004 (\$m)  
Change in Brand Value 10%




29 2008 Rank 25  
**Sony**  
11,953 (\$m)  
Change in Brand Value -12%



30 2008 Rank 33  
**Budweiser**  
11,833 (\$m)  
Change in Brand Value 3%




31 2008 Rank 30  
**UPS**  
11,594 (\$m)  
Change in Brand Value -8%




32 2008 Rank 27  
**HSBC**  
10,510 (\$m)  
Change in Brand Value -20%




33 2008 Rank 36  
**Canon**  
10,441 (\$m)  
Change in Brand Value -4%




34 2008 Rank 39  
**Kellogg's**  
10,428 (\$m)  
Change in Brand Value 7%




35 2008 Rank 32  
**Dell**  
10,291 (\$m)  
Change in Brand Value -12%



36 2008 Rank 19  
**Citi**  
10,254 (\$m)  
Change in Brand Value -49%




37 2008 Rank 37  
**J.P. Morgan**  
9,550 (\$m)  
Change in Brand Value -11%




38 2008 Rank 38  
**Goldman Sachs**  
9,248 (\$m)  
Change in Brand Value -10%




39 2008 Rank 40  
**Nintendo**  
9,210 (\$m)  
Change in Brand Value 5%




40 2008 Rank 44  
**Thomson Reuters**  
8,434 (\$m)  
Change in Brand Value 1%



41 2008 Rank 45  
**Gucci**  
8,182 (\$m)  
Change in Brand Value -1%




42 2008 Rank 43  
**Philips**  
8,121 (\$m)  
Change in Brand Value -2%



43 2008 Rank 58  
**Amazon.com**  
7,858 (\$m)  
Change in Brand Value 22%




44 2008 Rank 51  
**L'Oréal**  
7,748 (\$m)  
Change in Brand Value 3%




45 2008 Rank 47  
**Accenture**  
7,710 (\$m)  
Change in Brand Value -3%




46 2008 Rank 46  
**eBay**  
7,350 (\$m)  
Change in Brand Value -8%




47 2008 Rank 48  
**Siemens**  
7,308 (\$m)  
Change in Brand Value -8%




48 2008 Rank 56  
**Heinz**  
7,244 (\$m)  
Change in Brand Value 9%




49 2008 Rank 49  
**Ford**  
7,005 (\$m)  
Change in Brand Value -11%




50 2008 Rank 62  
**Zara**  
6,789 (\$m)  
Change in Brand Value 14%




51 2008 Rank 61  
**Wrigley**  
6,731 (\$m)  
Change in Brand Value 10%




52 2008 Rank 57  
**Colgate**  
6,550 (\$m)  
Change in Brand Value 2%



53 2008 Rank 55  
**AXA**  
6,525 (\$m)  
Change in Brand Value -7%




54 2008 Rank 52  
**MTV**  
6,523 (\$m)  
Change in Brand Value -9%



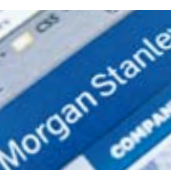
55 2008 Rank 53  
**Volkswagen**  
6,484 (\$m)  
Change in Brand Value -8%



56 2008 Rank 59  
**Xerox**  
6,431 (\$m)  
Change in Brand Value 1%



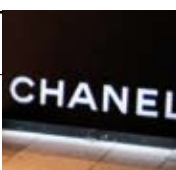
57 2008 Rank 42  
**Morgan Stanley**  
6,399 (\$m)  
Change in Brand Value -26%



58 2008 Rank 63  
**Nestlé**  
6,319 (\$m)  
Change in Brand Value 13%




59 2008 Rank 60  
**Chanel**  
6,040 (\$m)  
Change in Brand Value -5%



60 2008 Rank 66  
**Danone**  
5,960 (\$m)  
Change in Brand Value 10%



61 2009 Rank 64  
**KFC**  
5,722 (\$m)  
Change in Brand Value 3%




62 2008 Rank 70  
**adidas**  
5,397 (\$m)  
Change in Brand Value 6%




63 2008 Rank 73  
**BlackBerry**  
5,138 (\$m)  
Change in Brand Value 7%



64 2008 Rank 65  
**Yahoo!**  
5,111 (\$m)  
Change in Brand Value -7%



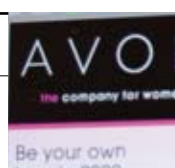
65 2008 Rank 67  
**Audi**  
5,010 (\$m)  
Change in Brand Value -7%



66 2008 Rank 68  
**Caterpillar**  
5,004 (\$m)  
Change in Brand Value -5%



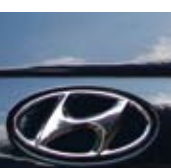
67 2008 Rank 69  
**Avon**  
4,917 (\$m)  
Change in Brand Value -7%




68 2008 Rank 71  
**Rolex**  
4,609 (\$m)  
Change in Brand Value -7%



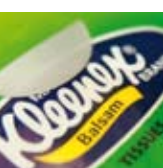
69 2008 Rank 72  
**Hyundai**  
4,604 (\$m)  
Change in Brand Value -5%




70 2008 Rank 76  
**Hermès**  
4,598 (\$m)  
Change in Brand Value 1%



71 2008 Rank 74  
**Kleenex**  
4,404 (\$m)  
Change in Brand Value -5%




72 2008 Rank 41  
**UBS**  
4,370 (\$m)  
Change in Brand Value -50%



73 2008 Rank 50  
**Harley-Davidson**  
4,337 (\$m)  
Change in Brand Value -43%




74 2008 Rank 75  
**Porsche**  
4,234 (\$m)  
Change in Brand Value -8%



75 2008 Rank 78  
**Panasonic**  
4,225 (\$m)  
Change in Brand Value -1%



76 2008 Rank 80  
**Tiffany & Co.**  
4,000 (\$m)  
Change in Brand Value -5%



77 2008 Rank 79  
**Cartier**  
3,968 (\$m)  
Change in Brand Value -6%




78 2008 Rank 77  
**Gap**  
3,922 (\$m)  
Change in Brand Value -10%



79 2008 Rank 81  
**Pizza Hut**  
3,876 (\$m)  
Change in Brand Value -5%



80 2008 Rank 92  
**Johnson & Johnson**  
3,847 (\$m)  
Change in Brand Value 7%




81 2008 Rank 82  
**Allianz**  
3,831 (\$m)  
Change in Brand Value -5%




82 2008 Rank 83  
**Moët & Chandon**  
3,754 (\$m)  
Change in Brand Value -5%



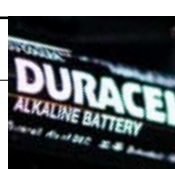
83 2008 Rank 84  
**BP**  
3,716 (\$m)  
Change in Brand Value -5%



84 2008 Rank 89  
**Smirnoff**  
3,698 (\$m)  
Change in Brand Value 3%



85 2008 Rank 88  
**Duracell**  
3,563 (\$m)  
Change in Brand Value -3%



86 2008 Rank 98  
**NIVEA**  
3,557 (\$m)  
Change in Brand Value 5%




87 2008 Rank 91  
**Prada**  
3,530 (\$m)  
Change in Brand Value -2%




88 2008 Rank 93  
**Ferrari**  
3,527 (\$m)  
Change in Brand Value 0%



89 2008 Rank 94  
**Armani**  
3,303 (\$m)  
Change in Brand Value -6%




90 2008 Rank 85  
**Starbucks**  
3,263 (\$m)  
Change in Brand Value -16%




91  
**Lancôme**  
3,235 (\$m)  
NEW



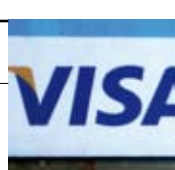
92 2008 Rank 97  
**Shell**  
3,228 (\$m)  
Change in Brand Value -7%



93  
**Burger King**  
3,223 (\$m)  
NEW




94 2008 Rank 100  
**Visa**  
3,170 (\$m)  
Change in Brand Value -5%



95  
**Adobe**  
3,161 (\$m)  
NEW



96 2008 Rank 90  
**Lexus**  
3,158 (\$m)  
Change in Brand Value -12%




97  
**PUMA**  
3,154 (\$m)  
NEW



98  
**Burberry**  
3,095 (\$m)  
NEW



99  
**Polo Ralph Lauren**  
3,094 (\$m)  
NEW



100  
**Campbell's**  
3,081 (\$m)  
NEW

