

Ranking - Best Global Brands 2011

Rank		Brand	Sector	Brand Value (US\$)		% Change (Brand Value)
2011	2010			2011	2010	
1	1	Coca-Cola	Beverages	71,861	70,452	2%
2	2	IBM	Business Services	69,905	64,727	8%
3	3	Microsoft	Computer Software	59,087	60,895	-3%
4	4	Google	Internet Services	55,317	43,557	27%
5	5	GE	Diversified	42,808	42,808	0%
6	6	McDonald's	Restaurants	35,593	33,578	6%
7	7	Intel	Electronics	35,217	32,015	10%
8	17	Apple	Electronics	33,492	21,143	58%
9	9	Disney	Media	29,018	28,731	1%
10	10	Hewlett-Packard	Electronics	28,479	26,867	6%
11	11	Toyota	Automotive	27,764	26,192	6%
12	12	Mercedes-Benz	Automotive	27,445	25,179	9%
13	14	Cisco	Business Services	25,309	23,219	9%
14	8	Nokia	Electronics	25,071	29,495	-15%
15	15	BMW	Automotive	24,554	22,322	10%
16	13	Gillette	FMCG	23,997	23,298	3%
17	19	Samsung	Electronics	23,430	19,491	20%
18	16	Louis Vuitton	Luxury	23,172	21,860	6%
19	20	Honda	Automotive	19,431	18,506	5%
20	22	Oracle	Business Services	17,262	14,881	16%
21	21	H&M	Apparel	16,459	16,136	2%
22	23	Pepsi	Beverages	14,590	14,061	4%
23	24	American Express	Financial Services	14,572	13,944	5%
24	26	SAP	Business Services	14,542	12,756	14%
25	25	Nike	Sporting Goods	14,528	13,706	6%
26	36	Amazon.com	Internet Services	12,758	9,665	32%
27	31	UPS	Transportation	12,536	11,826	6%
28	29	J.P. Morgan	Financial Services	12,437	12,314	1%
29	30	Budweiser	Alcohol	12,252	12,252	0%
30	27	Nescafe	Beverages	12,115	12,753	-5%
31	28	Ikea	Home Furnishings	11,863	12,487	-5%
32	32	HSBC	Financial Services	11,792	11,561	2%
33	33	Canon	Electronics	11,715	11,485	2%
34	35	Kellogg's	FMCG	11,372	11,041	3%
35	34	Sony	Electronics	9,880	11,356	-13%
36	43	eBay	Internet Services	9,805	8,453	16%
37	39	Thomson Reuters	Business Services	9,515	8,976	6%
38	37	Goldman Sachs	Financial Services	9,091	9,372	-3%
39	44	Gucci	Luxury	8,763	8,346	5%
40	45	L'Oréal	FMCG	8,699	7,981	9%
41	42	Philips	Electronics	8,658	8,696	0%
42	40	Citi	Financial Services	8,620	8,887	-3%
43	41	Dell	Electronics	8,347	8,880	-6%
44	48	Zara	Apparel	8,065	7,468	8%
45	47	Accenture	Business Services	8,005	7,481	7%
46	49	Siemens	Diversified	7,900	7,315	8%
47	53	Volkswagen	Automotive	7,857	6,892	14%
48	38	Nintendo	Electronics	7,731	8,990	-14%

49	46	Heinz	FMCG	7,609	7,534	1%
50	50	Ford	Automotive	7,483	7,195	4%
51	51	Colgate	FMCG	7,127	6,919	3%
52	58	Danone	FMCG	6,936	6,363	9%
53	56	AXA	Financial Services	6,694	6,694	0%
54	52	Morgan Stanley	Financial Services	6,634	6,911	-4%
55	57	Nestlé	FMCG	6,613	6,548	1%
56	54	BlackBerry	Electronics	6,424	6,762	-5%
57	59	Xerox	Electronics	6,414	6,109	5%
58	55	MTV	Media	6,383	6,719	-5%
59	63	Audi	Automotive	6,171	5,461	13%
60	62	adidas	Sporting Goods	6,154	5,495	12%
61	65	Hyundai	Automotive	6,005	5,033	19%
62	60	KFC	Restaurants	5,902	5,844	1%
63	61	Sprite	Beverages	5,604	5,777	-3%
64	70	Caterpillar	Diversified	5,598	4,704	19%
65	64	Avon	FMCG	5,376	5,072	6%
66	69	Hermès	Luxury	5,356	4,782	12%
67	67	Allianz	Financial Services	5,345	4,904	9%
68	68	Santander	Financial Services	5,088	4,846	5%
69	73	Panasonic	Electronics	5,047	4,351	16%
70	77	Cartier	Luxury	4,781	4,052	18%
71	71	Kleenex	FMCG	4,672	4,536	3%
72	72	Porsche	Automotive	4,580	4,404	4%
73	76	Tiffany & Co.	Luxury	4,498	4,127	9%
74	81	Shell	Energy	4,483	4,003	12%
75	82	Visa	Financial Services	4,478	3,998	12%
76	66	Yahoo!	Internet Services	4,413	4,958	-11%
77	79	Moët & Chandon	Alcohol	4,383	4,021	9%
78	78	Jack Daniel's	Alcohol	4,319	4,036	7%
79	74	Barclays	Financial Services	4,259	4,218	1%
80	88	Adobe	Computer Software	4,170	3,626	15%
81	83	Pizza Hut	Restaurants	4,092	3,973	3%
82	80	Credit Suisse	Financial Services	4,090	4,010	2%
83	75	Johnson & Johnson	FMCG	4,072	4,155	-2%
84	84	Gap	Apparel	4,040	3,961	2%
85	90	3M	Diversified	3,945	3,586	10%
86	85	Corona	Alcohol	3,924	3,847	2%
87	87	Nivea	FMCG	3,883	3,734	4%
88	92	Johnnie Walker	Alcohol	3,842	3,557	8%
89	89	Smirnoff	Alcohol	3,841	3,624	6%
90	N/A	Nissan	Automotive	3,819	N/A	N/A
91	93	Heineken	Alcohol	3,809	3,516	8%
92	86	UBS	Financial Services	3,799	3,812	0%
93	95	Armani	Luxury	3,794	3,443	10%
94	94	Zurich	Financial Services	3,769	3,496	8%
95	100	Burberry	Luxury	3,732	3,110	20%
96	97	Starbucks	Restaurants	3,663	3,339	10%
97	N/A	John Deere	Diversified	3,651	N/A	N/A
98	N/A	HTC	Electronics	3,605	N/A	N/A
99	91	Ferrari	Automotive	3,591	3,562	1%
100	98	Harley-Davidson	Automotive	3,512	3,281	7%