

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1		Technology	158,843	3	40%	1
2		Technology	147,880	4	-20%	-1
3		Technology	107,541	4	-4%	0
4		Technology	90,185	4	29%	3
5		Fast Food	85,706	4	-5%	-1
6		Soft Drinks	80,683	4	3%	-1
7		Credit Card	79,197	4	41%	2
8		Telecoms	77,883	3	3%	-2
9		Tobacco	67,341	3	-3%	-1
10		Retail	64,255	3	41%	4
11		Telecoms	63,460	3	20%	1
12		Conglomerate	56,685	2	2%	-1
13		Regional Banks	54,262	3	14%	0
14		Technology	53,615	4	97%	7
15		Telecoms	49,899	3	-10%	-5
16		Logistics	47,738	4	12%	-1
17		Regional Banks	42,101	2	2%	-1
18		Credit Card	39,497	3	42%	2
19		Technology	36,390	2	6%	0
20		Telecoms	36,277	3	-9%	-3
21		Technology	35,740	4	68%	10
22		Retail	35,325	2	-2%	-4
23		Entertainment	34,538	4	44%	3
24		Credit Card	34,430	4	46%	4
25		Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

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26		Cars	29,598	3	21%	-3
27		Telecoms	28,756	2	20%	0
28		Global Banks	27,051	3	13%	-3
29		Technology	25,892	3	21%	1
30		Luxury	25,873	4	14%	-1
31		Fast Food	25,779	3	44%	13
32		Cars	25,730	4	7%	-8
33		Regional Banks	25,008	2	-7%	-11
34		Apparel	24,579	4	55%	22
35		Beer	24,414	4	20%	-1
36		Personal Care	23,356	4	30%	6
37		Apparel	23,140	3	15%	-2
38		Regional Banks	22,620	4	13%	0
39		Baby Care	22,598	5	10%	-7
40		Retail	22,165	2	20%	1
41		Luxury	21,844	5	14%	-1
42		Cars	21,535	4	20%	1
43		Fast Food	21,020	4	26%	8
44		Regional Banks	21,001	3	18%	4
45		Technology	20,913	2	4%	-9
46		Telecoms	20,809	2	56%	20
47		Regional Banks	19,950	3	12%	-1
48		Oil & Gas	19,745	1	3%	-9
49		Technology	19,469	2	19%	5
50		Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

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51	ANZ	Regional Banks	19,072	3	15%	1
52	Gillette	Personal Care	19,025	4	7%	-7
53	Shell	Oil & Gas	19,005	1	8%	-4
54	中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,235	2	-9%	-17
55	accenture	Technology	18,105	3	10%	-2
56	Colgate	Personal Care	17,668	4	2%	-6
57	citi	Global Banks	17,341	2	30%	7
58	FedEx	Logistics	17,002	4	24%	4
59	SIEMENS	Technology	16,800	2	36%	13
60	GUCCI	Luxury	16,131	5	27%	8
61	ebay	Retail	15,587	2	-12%	-14
62	orange	Telecoms	15,580	3	13%	-2
63	H&M	Apparel	15,557	2	22%	6
64	BT	Telecoms	15,367	2	61%	30
65	usbank	Regional Banks	14,926	3	9%	-2
66	TESCO	Retail	14,842	4	-9%	-11
67	Silcoo	Oil & Gas	14,269	1	9%	0
68	中国银行 BANK OF CHINA	Regional Banks	14,177	2	0%	-10
69	YAHOO!	Technology	14,174	3	44%	23
70	HONDA	Cars	14,085	3	14%	1
71	Twitter	Technology	13,837	4	New	New
72	CISCO	Technology	13,710	2	16%	5
73	DHL	Logistics	13,687	4	53%	25
74	bp	Oil & Gas	12,871	1	12%	4
75	SBERBANK By your side	Regional Banks	12,637	3	0%	-5

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76	PetroChina	Oil & Gas	12,413	1	-7%	-11
77	中国平安 PINGAN	Insurance	12,409	2	18%	7
78	LinkedIn	Technology	12,407	4	New	New
79	J.P.Morgan	Global Banks	12,356	2	28%	14
80	MTS	Telecoms	12,175	3	14%	2
81	中国人寿 China Life	Insurance	12,026	2	-21%	-24
82	Woolworths the fresh food people	Retail	11,953	3	8%	-2
83	KFC	Fast Food	11,910	3	20%	8
84	Ford	Cars	11,812	3	56%	New
85	Westpac	Regional Banks	11,743	3	17%	3
86	intel	Technology	11,667	2	-15%	-25
87	CHASE	Regional Banks	11,663	3	8%	-6
88	pepsi	Soft Drinks	11,476	3	-5%	-13
89	Scotiabank	Regional Banks	11,351	2	9%	-4
90	NISSAN	Cars	11,104	3	9%	-4
91	Santander	Global Banks	11,060	3	20%	5
92	Red Bull	Soft Drinks	10,873	4	3%	-9
93	MTN	Telecoms	10,221	3	-11%	-14
94	Bank of America	Regional Banks	10,149	2	New	New
95	NTT docomo	Telecoms	10,041	2	0%	-5
96	PRADA	Luxury	9,985	4	6%	-1
97	PayPal	Payments	9,833	4	New	New
98	ING	Global Banks	9,771	3	29%	New
99	UBS	Global Banks	9,683	2	30%	New
100	ALDI	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola