

BEST GLOBAL BRANDS 2010

The Definitive Ranking of the World's Most Valuable Brands

Creating and managing brand value™

Interbrand

1 2009 Rank 1
70,452 \$m ▲ + 2%
COCA-COLA

2 2009 Rank 2
64,727 \$m ▲ + 7%
IBM

3 2009 Rank 3
60,895 \$m ▲ + 7%
MICROSOFT

4 2009 Rank 7
43,557 \$m ▲ + 36%
GOOGLE

5 2009 Rank 4
42,808 \$m ▼ - 10%
GE

6 2009 Rank 6
33,578 \$m ▲ + 4%
MCDONALD'S

7 2009 Rank 9
32,015 \$m ▲ + 4%
INTEL

8 2009 Rank 5
29,495 \$m ▼ - 15%
NOKIA

9 2009 Rank 10
28,731 \$m ▲ + 1%
DISNEY

10 2009 Rank 11
26,867 \$m ▲ + 12%
HP

11 2009 Rank 8
26,192 \$m ▼ - 16%
TOYOTA

12 2009 Rank 12
25,179 \$m ▲ + 6%
MERCEDES-BENZ

13 2009 Rank 13
23,298 \$m ▲ + 2%
GILLETTE

14 2009 Rank 14
23,219 \$m ▲ + 5%
CISCO

15 2009 Rank 15
22,322 \$m ▲ + 3%
BMW

16 2009 Rank 16
21,860 \$m ▲ + 4%
LOUIS VUITTON

17 2009 Rank 20
21,143 \$m ▲ + 37%
APPLE

18 2009 Rank 17
19,961 \$m ▲ + 5%
MARLBORO

19 2009 Rank 19
19,491 \$m ▲ + 11%
SAMSUNG

20 2009 Rank 18
18,506 \$m ▲ + 4%
HONDA

21 2009 Rank 21
16,136 \$m ▲ + 5%
H&M

22 2009 Rank 24
14,881 \$m ▲ + 9%
ORACLE

23 2009 Rank 23
14,061 \$m ▲ + 3%
PEPSI

24 2009 Rank 22
13,944 \$m ▼ - 7%
AMERICAN EXPRESS

25 2009 Rank 26
13,706 \$m ▲ + 4%
NIKE

26 2009 Rank 27
12,756 \$m ▲ + 5%
SAP

27 2009 Rank 25
12,753 \$m ▼ - 4%
NESCAFÉ

28 2009 Rank 28
12,487 \$m ▲ + 4%
IKEA

29 2009 Rank 37
12,314 \$m ▲ + 29%
J.P. MORGAN

30 2009 Rank 30
12,252 \$m ▲ + 4%
BUDWEISER

31 2009 Rank 31
11,826 \$m ▲ + 2%
UPS

32 2009 Rank 32
11,561 \$m ▲ + 10%
HSBC

33 2009 Rank 33
11,485 \$m ▲ + 10%
CANON

34 2009 Rank 29
11,356 \$m ▼ - 5%
SONY

35 2009 Rank 34
11,041 \$m ▲ + 6%
KELLOGG'S

36 2009 Rank 43
9,665 \$m ▲ + 23%
AMAZON.COM

37 2009 Rank 38
9,372 \$m ▲ + 1%
GOLDMAN SACHS

38 2009 Rank 39
8,990 \$m ▼ - 2%
NINTENDO

39 2009 Rank 40
8,976 \$m ▲ + 6%
THOMSON REUTERS

40 2009 Rank 36
8,887 \$m ▼ - 13%
CITI

41 2009 Rank 35
8,880 \$m ▼ - 14%
DELL

42 2009 Rank 42
8,696 \$m ▲ + 7%
PHILIPS

43 2009 Rank 46
8,453 \$m ▲ + 15%
EBAY

44 2009 Rank 41
8,346 \$m ▲ + 2%
GUCCI

45 2009 Rank 44
7,981 \$m ▲ + 3%
L'ORÉAL

46 2009 Rank 48
7,534 \$m ▲ + 4%
HEINZ

47 2009 Rank 45
7,481 \$m ▼ - 3%
ACCENTURE

48 2009 Rank 50
7,468 \$m ▲ + 10%
ZARA

49 2009 Rank 47
7,315 \$m ▲ + 0%
SIEMENS

50 2009 Rank 49
7,195 \$m ▲ + 3%
FORD

51 2009 Rank 52
6,919 \$m ▲ + 6%
COLGATE

52 2009 Rank 57
6,911 \$m ▲ + 8%
MORGAN STANLEY

53 2009 Rank 55
6,892 \$m ▲ + 6%
VOLKSWAGEN

54 2009 Rank 63
6,762 \$m ▲ + 32%
BLACKBERRY

55 2009 Rank 54
6,719 \$m ▲ + 3%
MTV

56 2009 Rank 53
6,694 \$m ▲ + 3%
AXA

57 2009 Rank 58
6,548 \$m ▲ + 4%
NESTLÉ

58 2009 Rank 60
6,363 \$m ▲ + 7%
DANONE

59 2009 Rank 56
6,109 \$m ▼ - 5%
XEROX

60 2009 Rank 61
5,844 \$m ▲ + 2%
KFC

61 2009 Rank 62
5,777 \$m ▲ NEW
SPRITE

62 2009 Rank 62
5,495 \$m ▲ + 2%
ADIDAS

63 2009 Rank 65
5,461 \$m ▲ + 9%
AUDI

64 2009 Rank 67
5,072 \$m ▲ + 3%
AVON

65 2009 Rank 69
5,033 \$m ▲ + 9%
HYUNDAI

66 2009 Rank 64
4,958 \$m ▼ - 3%
YAHOO!

67 2009 Rank 81
4,904 \$m ▲ + 28%
ALLIANZ

68 2009 Rank 70
4,846 \$m ▲ NEW
SANTANDER

69 2009 Rank 70
4,782 \$m ▲ + 4%
HERMÈS

70 2009 Rank 66
4,704 \$m ▼ - 6%
CATERPILLAR

71 2009 Rank 71
4,536 \$m ▲ + 3%
KLEENEX

72 2009 Rank 74
4,404 \$m ▲ + 4%
PORSCHE

73 2009 Rank 75
4,351 \$m ▲ + 3%
PANASONIC

74 2009 Rank 74
4,218 \$m ▲ NEW
BARCLAYS

75 2009 Rank 80
4,155 \$m ▲ + 8%
J & J

76 2009 Rank 76
4,127 \$m ▲ + 3%
TIFFANY & CO.

77 2009 Rank 77
4,052 \$m ▲ + 2%
CARTIER

78 2009 Rank 78
4,036 \$m ▲ NEW
JACK DANIEL'S

79 2009 Rank 82
4,021 \$m ▲ + 7%
MOËT & CHANDON

80 2009 Rank 81
4,010 \$m ▲ NEW
CREDIT SUISSE

81 2009 Rank 92
4,003 \$m ▲ + 24%
SHELL

82 2009 Rank 94
3,998 \$m ▲ + 26%
VISA

83 2009 Rank 79
3,973 \$m ▲ + 2%
PIZZA HUT

84 2009 Rank 78
3,961 \$m ▲ + 1%
GAP

85 2009 Rank 85
3,847 \$m ▲ NEW
CORONA

86 2009 Rank 72
3,812 \$m ▼ - 13%
UBS

87 2009 Rank 86
3,734 \$m ▲ + 5%
NIVEA

88 2009 Rank 95
3,626 \$m ▲ + 15%
ADOBE

89 2009 Rank 84
3,624 \$m ▼ - 2%
SMIRNOFF

90 2009 Rank 88
3,586 \$m ▲ NEW
3M

91 2009 Rank 88
3,562 \$m ▲ + 1%
FERRARI

92 2009 Rank 92
3,557 \$m ▲ NEW
JOHNNIE WALKER

93 2009 Rank 93
3,516 \$m ▲ NEW
HEINEKEN

94 2009 Rank 94
3,496 \$m ▲ NEW
ZURICH

95 2009 Rank 89
3,443 \$m ▲ + 4%
ARMANI

96 2009 Rank 91
3,403 \$m ▲ + 5%
LANCÔME

97 2009 Rank 90
3,339 \$m ▲ + 2%
STARBUCKS

98 2009 Rank 73
3,281 \$m ▼ - 24%
HARLEY-DAVIDSON

99 2009 Rank 100
3,241 \$m ▲ + 5%
CAMPBELL'S

100 2009 Rank 98
3,110 \$m ▲ + 0%
BURBERRY

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