

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0
2 Technology		113,669	3	5%	1
3 Technology		112,536	3	-3%	-1
4 Fast Food		90,256	4	-5%	0
5 Soft Drinks		78,415	5	6%	1
6 Telecoms		75,507	3	10%	2
7 Technology		69,814	3	-9%	-2
8 Tobacco		69,383	3	-6%	-1
9 Credit Card		56,060	4	46%	6
10 Telecoms		55,368	3	18%	0
11 Conglomerate		55,357	2	21%	0
12 Telecoms		53,004	3	8%	-3
13 Regional Banks		47,748	3	20%	1
14 Retail		45,727	3	34%	4
15 Logistics		42,747	5	15%	1
16 Regional Banks		41,115	2	-1%	-3
17 Telecoms		39,712	3	-8%	-5
18 Retail		36,220	2	5%	-1
19 Technology		34,365	2	34%	3
20 Credit Card		27,821	4	34%	9
21 Technology		27,273	4	52%	16
22 Regional Banks		26,859	2	10%	2
23 Cars		24,497	4	12%	5
24 Cars		24,015	4	-2%	-1
25 Global Banks		23,970	3	24%	6

























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26 Entertainment		23,913	3	40%	17
27 Telecoms		23,893	2	-11%	-7
28 Credit Card		23,514	4	16%	2
29 Luxury		22,719	4	-12%	-8
30 Technology		21,404	3	51%	25
31 Technology		21,261	4	-36%	-12
32 Baby Care		20,594	5	13%	3
33 Technology		20,443	5	-16%	-8
34 Beer		20,297	4	28%	14
35 Apparel		20,167	3	60%	31
36 Technology		20,039	2	-11%	-9
37 Regional Banks		19,975	2	12%	1
38 Regional Banks		19,968	4	16%	2
39 Oil & Gas		19,229	1	5%	-5
40 Luxury		19,129	4	0%	-8
41 Retail		18,488	2	43%	21
42 Personal Care		17,971	4	30%	15
43 Cars		17,952	4	11%	3
44 Fast Food		17,892	4	5%	-2
45 Personal Care		17,823	4	-6%	-12
46 Regional Banks		17,781	4	22%	8
47 Retail		17,749	2	40%	17
48 Regional Banks		17,745	3	36%	12
49 Oil & Gas		17,678	1	-1%	-10
50 Personal Care		17,250	4	15%	1



Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg. Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).



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

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51 Fast Food	 SUBWAY eat fresh.	16,691	4	12%	1
52 Regional Banks	 ANZ	16,565	3	New	New
53 Technology	 accenture	16,503	3	2%	-8
54 Technology	 hp	16,362	2	-29%	-28
55 Retail	 TESCO	16,303	4	-9%	-19
56 Apparel	 NIKE	15,817	4	-3%	-12
57 Insurance	 中国人寿 China Life	15,279	3	5%	-4
58 Regional Banks	 中國銀行 BANK OF CHINA	14,236	2	10%	3
59 Regional Banks	 ICICI Bank	14,196	1	12%	4
60 Telecoms	 orange	13,829	2	-10%	-10
61 Technology	 intel	13,757	2	-12%	-12
62 Logistics	 FedEx	13,732	4	17%	8
63 Regional Banks	 usbank	13,716	3	19%	9
64 Global Banks	 citi	13,386	2	37%	18
65 Oil & Gas	 PetroChina	13,380	1	11%	3
66 Telecoms	 movistar	13,336	2	-22%	-25
67 Oil & Gas	 Shell	13,127	1	-6%	-11
68 Luxury	 GUCCI	12,735	5	48%	New
69 Apparel	 H&M	12,732	2	-6%	-11
70 Regional Banks	 SBERBANK By your side	12,655	3	19%	4
71 Cars	 HONDA	12,401	3	-2%	-6
72 Technology	 SIEMENS	12,331	1	16%	1
73 Alcohol	 V&A	12,193	3	3%	-4
74 Retail	 IKEA	12,040	3	31%	15
75 Soft Drinks	 pepsi	12,029	4	-5%	-8

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76 Retail	 TARGET	11,879	3	13%	0
77 Technology	 CISCO	11,816	2	-11%	-18
78 Oil & Gas	 bp	11,520	1	11%	-1
79 Telecoms	 MTN	11,448	3	23%	9
80 Retail	 Woolworths Australia's fresh food people	11,039	3	New	New
81 Global Banks	 CHASE	10,836	3	25%	11
82 Telecoms	 MTS	10,633	3	11%	3
83 Soft Drinks	 Red Bull	10,558	3	6%	-3
84 Insurance	 中国平安 PING AN	10,558	3	4%	-6
85 Regional Banks	 Scotiabank	10,396	2	8%	-2
86 Cars	 NISSAN	10,186	3	3%	-5
87 Global Banks	 Standard Chartered	10,160	2	1%	-8
88 Regional Banks	 Westpac Australia's First Bank	10,070	3	New	New
89 Telecoms	 airtel	10,054	3	-13%	-18
90 Telecoms	 NTT docomo	10,028	3	-37%	-43
91 Fast Food	 KFC	9,953	3	12%	0
92 Technology	 YAHOO!	9,826	3	New	New
93 Global Banks	 J.P.Morgan	9,668	2	New	New
94 Telecoms	 BT	9,531	2	New	New
95 Luxury	 PRADA	9,454	4	63%	New
96 Global Banks	 Santander	9,232	3	8%	-1
97 Oil & Gas	 Chevron	9,036	1	5%	-4
98 Logistics	 DHL	8,940	3	18%	2
99 Retail	 ALDI	8,885	2	-5%	-12
100 Cars	 VW	8,790	3	3%	-4

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The 2012 Brand Value of Gucci has been restated to \$8,602. The Brand Value of Pepsi includes Diets. The Brand Value of Red Bull includes sugar-free and Cola.