

Interbrand

Best Global Brands 2014

Rank 2014	Rank 2013	Brand	Sector	Brand value (\$m) 2014	2013	value change
1	1	Apple	Technology	118'863	98'316	21%
2	2	Google	Technology	107'439	93'291	15%
3	3	Coca-Cola	Beverages	81'563	79'213	3%
4	4	IBM	Business Services	72'244	78'808	-8%
5	5	Microsoft	Technology	61'154	59'546	3%
6	6	GE	Diversified	45'480	46'947	-3%
7	8	Samsung	Technology	45'462	39'610	15%
8	10	Toyota	Automotive	42'392	35'346	20%
9	7	McDonald's	Restaurants	42'254	41'992	1%
10	11	Mercedes-Benz	Automotive	34'338	31'904	8%
11	12	BMW	Automotive	34'214	31'839	7%
12	9	Intel	Technology	34'153	37'257	-8%
13	14	Disney	Media	32'223	28'147	14%
14	13	Cisco	Technology	30'936	29'053	6%
15	19	Amazon	Retail	29'478	23'620	25%
16	18	Oracle	Technology	25'980	24'088	8%
17	15	HP	Technology	23'758	25'843	-8%
18	16	Gillette	FMCG	22'845	25'105	-9%
19	17	Louis Vuitton	Luxury	22'552	24'893	-9%
20	20	Honda	Automotive	21'673	18'490	17%
21	21	H&M	Apparel	21'083	18'168	16%
22	24	Nike	Sporting Goods	19'875	17'085	16%
23	23	American Express	Financial Services	19'510	17'646	11%
24	22	Pepsi	Beverages	19'119	17'892	7%
25	25	SAP	Technology	17'340	16'676	4%
26	26	IKEA	Retail	15'885	13'818	15%
27	27	UPS	Transportation	14'470	13'763	5%
28	28	eBay	Retail	14'358	13'162	9%
29	52	Facebook	Technology	14'349	7'732	86%
30	29	Pampers	FMCG	14'078	13'035	8%
31	34	Volkswagen	Automotive	13'716	11'120	23%
32	30	Kellogg's	FMCG	13'442	12'987	4%
33	32	HSBC	Financial Services	13'142	12'183	8%
34	31	Budweiser	Alcohol	13'024	12'614	3%
35	33	J.P. Morgan	Financial Services	12'456	11'456	9%
36	36	Zara	Apparel	12'126	10'821	12%
37	35	Canon	Electronics	11'702	10'989	6%
38	37	Nescafé	Beverages	11'406	10'651	7%
39	42	Ford	Automotive	10'876	9'181	18%
40	43	Hyundai	Automotive	10'409	9'004	16%
41	38	Gucci	Luxury	10'385	10'151	2%
42	40	Philips	Electronics	10'264	9'813	5%
43	39	L'Oréal	FMCG	10'162	9'874	3%
44	41	Accenture	Business Services	9'882	9'471	4%
45	51	Audi	Automotive	9'831	7'767	27%
46	54	Hermès	Luxury	8'977	7'616	18%
47	44	Goldman Sachs	Financial Services	8'758	8'536	3%
48	48	Citi	Financial Services	8'737	7'973	10%
49	45	Siemens	Diversified	8'672	8'503	2%
50	50	Colgate	FMCG	8'215	7'833	5%

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51	49	Danone	FMCG	8'205	7'968	3%
52	46	Sony	Electronics	8'133	8'408	-3%
53	59	AXA	Financial Services	8'120	7'096	14%
54	56	Nestlé	FMCG	8'000	7'527	6%
55	63	Allianz	Financial Services	7'702	6'710	15%
56	65	Nissan	Automotive	7'623	6'203	23%
57	47	Thomson Reuters	Media	7'472	8'103	-8%
58	60	Cartier	Luxury	7'449	6'897	8%
59	55	adidas	Sporting Goods	7'378	7'535	-2%
60	64	Porsche	Automotive	7'171	6'471	11%
61	58	Caterpillar	Diversified	6'812	7'125	-4%
62	62	Xerox	Business Services	6'641	6'779	-2%
63	71	Morgan Stanley	Financial Services	6'334	5'724	11%
64	68	Panasonic	Electronics	6'303	5'821	8%
65	73	Shell	Energy	6'288	5'535	14%
66	76	3M	Diversified	6'177	5'413	14%
67	70	Discovery	Media	6'143	5'756	7%
68	66	KFC	Restaurants	6'059	6'192	-2%
69	74	Visa	Financial Services	5'998	5'465	10%
70	72	Prada	Luxury	5'977	5'570	7%
71	75	Tiffany & Co.	Luxury	5'936	5'440	9%
72	69	Sprite	Beverages	5'646	5'811	-3%
73	77	Burberry	Luxury	5'594	5'189	8%
74	83	Kia	Automotive	5'396	4'708	15%
75	84	Santander	Financial Services	5'382	4'660	16%
76	91	Starbucks	Restaurants	5'382	4'399	22%
77	79	Adobe	Technology	5'333	4'899	9%
78	81	Johnson & Johnson	FMCG	5'194	4'777	9%
79	80	John Deere	Diversified	5'124	4'865	5%
80	78	MTV	Media	5'102	4'980	2%
81	-	DHL	Transportation	5'084	-	New
82	89	Chevrolet	Automotive	5'036	4'578	10%
83	88	Ralph Lauren	Apparel	4'979	4'584	9%
84	85	Duracell	FMCG	4'935	4'645	6%
85	86	Jack Daniel's	Alcohol	4'884	4'642	5%
86	82	Johnnie Walker	Alcohol	4'842	4'745	2%
87	96	Harley-Davidson	Automotive	4'772	4'230	13%
88	97	MasterCard	Financial Services	4'758	4'206	13%
89	90	Kleenex	FMCG	4'643	4'428	5%
90	95	Smirnoff	Alcohol	4'609	4'262	8%
91	-	Land Rover	Automotive	4'473	-	New
92	-	FedEx	Transportation	4'414	3'298	New
93	93	Corona	Alcohol	4'387	4'276	3%
94	-	Huawei	Technology	4'313	-	New
95	92	Heineken	Alcohol	4'221	4'331	-3%
96	94	Pizza Hut	Restaurants	4'196	4'269	-2%
97	-	Hugo Boss	Apparel	4'143	-	New
98	57	Nokia	Technology	4'138	7'444	-44%
99	100	Gap	Apparel	4'122	3'920	5%
100	67	Nintendo	Electronics	4'103	6'086	-33%

2014 Top Risers

Rank 2014	Rank 2013	Brand	Sector	Brand value (\$m) 2014	2013	value change
29	52	Facebook	Technology	14'349	7'732	86%
45	51	Audi	Automotive	9'831	7'767	27%
15	19	Amazon	Retail	29'478	23'620	25%
56	65	Nissan	Automotive	7'623	6'203	23%
31	34	Volkswagen	Automotive	13'716	11'120	23%
76	91	Starbucks	Restaurants	5'382	4'399	22%

2014 Biggest Decliners

Rank 2014	Rank 2013	Brand	Sector	Brand value (\$m) 2014	2013	value change
98	57	Nokia	Technology	4'138	7'444	-44%
100	67	Nintendo	Electronics	4'103	6'086	-33%
18	16	Gillette	FMCG	22'845	25'105	-9%
19	17	Louis Vuitton	Luxury	22'552	24'893	-9%
12	9	Intel	Technology	34'153	37'257	-8%

2014 New Entrants

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81	-	DHL	Transportation	5'084	-	New
91	-	Land Rover	Automotive	4'473	-	New
92	-	FedEx	Transportation	4'414	-	New
94	-	Huawei	Technology	4'313	-	New
97	-	Hugo Boss	Apparel	4'143	-	New

2014 Swiss Brands

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38	37	Nescafé	Beverages	11'406	10'651	7%
54	56	Nestlé	FMCG	8'000	7'527	6%

2014 German Brands

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10	11	Mercedes-Benz	Automotive	34'338	31'904	8%
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Exits from 2013 Ranking

87	Avon	FMCG
99	Moët & Chandon	Alcohol
98	Ferrari	Automotive
61	Dell	Technology
53	Heinz	FMCG