

2007

**BRANDZ™**

Top 100 Most Powerful Brands



#	Brand	BV '06 (\$m)	% change in BV
1	Google	66,434	77%
2	GE (General Electric)	61,880	11%
3	Microsoft	54,951	-11%
4	Coca-Cola (**)	44,134	7%
5	China Mobile	41,214	5%
6	Marlboro	39,166	2%
7	Wal-Mart	36,880	-2%
8	Citi	33,706	9%
9	IBM	33,572	-7%
10	Toyota	33,427	11%
11	McDonald's	33,138	14%
12	Nokia	31,670	19%
13	Bank of America	28,767	2%
14	BMW	25,751	8%
15	HP	24,987	27%
16	Apple	24,728	55%
17	UPS	24,580	13%
18	Wells Fargo	24,284	N.A.
19	American Express	23,113	23%
20	Louis Vuitton	22,686	16%
21	Disney	22,572	2%
22	Vodafone	21,107	-12%
23	NTT DoCoMo	19,450	0%
24	Cisco	18,812	-10%
25	Intel	18,707	-26%
26	Home Depot	18,335	-33%
27	SAP	18,103	N.A.
28	Gillette	17,954	1%
29	Mercedes	17,813	0%
30	Oracle	17,809	28%
31	HSBC	17,457	26%
32	Tesco	16,649	7%
33	ICBC	16,460	N.A.
34	Verizon Wireless	16,261	9%
35	Starbucks	16,057	45%
36	Honda	15,465	7%
37	Dell	13,903	-24%
38	Bank of China	13,689	N.A.
39	Royal Bank of Canada	13,624	N.A.
40	Porsche	13,372	11%

\*Source: Millward Brown Optimor (including data from **BRANDZ™**, Datamonitor, and Bloomberg)

\*\* The brand value for Coca-Cola includes the brand value of Diet Coke

2007

**BRANDZ™**

Top 100 Most Powerful Brands



#	Brand	BV '06 (\$m)	% change in BV
41	Deutsche Bank	13,210	1%
42	Yahoo!	13,201	-6%
43	eBay	12,927	-2%
44	Samsung	12,742	6%
45	Ford	12,627	-9%
46	L'Oréal	12,303	15%
47	Banco Santander	12,094	-4%
48	Pepsi (**)	11,756	2%
49	Carrefour	11,710	8%
50	Merrill Lynch	11,655	16%
51	UBS	11,591	21%
52	Target	11,560	88%
53	ING	11,539	N.A.
54	Canon	11,413	15%
55	Sony	11,389	22%
56	Morgan Stanley	11,204	6%
57	Chevrolet	11,202	-10%
58	Nissan	11,189	3%
59	Chase	11,182	15%
60	Motorola	10,787	19%
61	China Construction Bank	10,757	N.A.
62	Accenture	10,534	8%
63	Nike	10,290	-5%
64	Harley-Davidson	10,269	3%
65	Wachovia	10,035	-2%
66	Budweiser (***)	9,977	-15%
67	Orange	9,922	5%
68	Marks & Spencer	9,509	192%
69	FedEx	9,310	13%
70	Cingular Wireless	9,260	39%
71	Siemens	9,111	35%
72	State Farm	8,738	11%
73	H&M	8,711	9%
74	JP Morgan	8,490	20%
75	TIM	8,440	N.A.
76	Goldman Sachs	8,239	-7%
77	T-Mobile	8,047	-32%
78	Colgate	7,711	32%
79	Chanel	7,499	15%
80	Subway	7,433	N.A.

\*Source: Millward Brown Optimor (including data from **BRANDZ™**, Datamonitor, and Bloomberg)

\*\* The brand value for Pepsi Cola includes the brand value of Diet Pepsi

\*\*\* The brand value for Budweiser includes the brand value of Bud Light

2007

**BRANDZ™**

Top 100 Most Powerful Brands



#	Brand	BV '06 (\$m)	% change in BV
81	IKEA	7,373	2%
82	Royal Bank Of Scotland	7,200	N.A.
83	VW (Volkswagen)	7,033	4%
84	Cartier	7,021	27%
85	Hermes	6,939	44%
86	Best Buy	6,674	113%
87	Barclays	6,612	30%
88	Avon	6,558	-1%
89	Gucci	6,524	49%
90	Zara	6,469	27%
91	WaMu	6,126	31%
92	Amazon	5,964	0%
93	BP	5,931	8%
94	AIG	5,880	4%
95	ABN AMRO	5,617	72%
96	Auchan	5,570	4%
97	Asda	5,540	19%
98	Lexus	5,421	7%
99	Esprit	5,411	29%
100	Rolex	5,387	9%

\*Source: Millward Brown Optimor (including data from **BRANDZ™**, Datamonitor, and Bloomberg)