

Best Global Brands 2009

The Definitive Ranking of the World's Most Valuable Brands


Creating and managing brand value™

Interbrand

1 2008 Rank 1
Coca-Cola
68,734 (\$m)
Change in Brand Value 3%



2 2008 Rank 2
IBM
60,211 (\$m)
Change in Brand Value 2%



3 2008 Rank 3
Microsoft
56,647 (\$m)
Change in Brand Value -4%



4 2008 Rank 4
GE
47,777 (\$m)
Change in Brand Value -10%



5 2008 Rank 5
Nokia
34,864 (\$m)
Change in Brand Value -3%



6 2008 Rank 8
McDonald's
32,275 (\$m)
Change in Brand Value 4%



7 2008 Rank 10
Google
31,980 (\$m)
Change in Brand Value 25%



8 2008 Rank 6
Toyota
31,330 (\$m)
Change in Brand Value -8%



9 2008 Rank 7
Intel
30,636 (\$m)
Change in Brand Value -2%



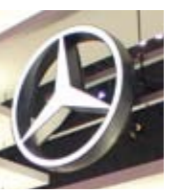
10 2008 Rank 9
Disney
28,447 (\$m)
Change in Brand Value -3%



11 2008 Rank 12
Hewlett-Packard
24,096 (\$m)
Change in Brand Value 2%



12 2008 Rank 11
Mercedes-Benz
23,867 (\$m)
Change in Brand Value -7%



13 2008 Rank 14
Gillette
22,841 (\$m)
Change in Brand Value 4%



14 2008 Rank 17
Cisco
22,030 (\$m)
Change in Brand Value 3%



15 2008 Rank 13
BMW
21,671 (\$m)
Change in Brand Value -7%




16 2008 Rank 16
Louis Vuitton
21,120 (\$m)
Change in Brand Value -2%



17 2008 Rank 18
Marlboro
19,010 (\$m)
Change in Brand Value -11%



18 2008 Rank 20
Honda
17,803 (\$m)
Change in Brand Value -7%



19 2008 Rank 21
Samsung
17,518 (\$m)
Change in Brand Value -1%



20 2008 Rank 24
Apple
15,433 (\$m)
Change in Brand Value 12%




21 2008 Rank 22
H&M
15,375 (\$m)
Change in Brand Value 11%



22 2008 Rank 15
American Express
14,971 (\$m)
Change in Brand Value -32%



23 2008 Rank 26
Pepsi
13,706 (\$m)
Change in Brand Value 3%



24 2008 Rank 23
Oracle
13,699 (\$m)
Change in Brand Value -1%



25 2008 Rank 28
Nescafé
13,317 (\$m)
Change in Brand Value 2%



26 2008 Rank 29
Nike
13,179 (\$m)
Change in Brand Value 4%



27 2008 Rank 31
SAP
12,106 (\$m)
Change in Brand Value -1%



28 2008 Rank 35
IKEA
12,004 (\$m)
Change in Brand Value 10%



29 2008 Rank 25
Sony
11,953 (\$m)
Change in Brand Value -12%



30 2008 Rank 33
Budweiser
11,833 (\$m)
Change in Brand Value 3%



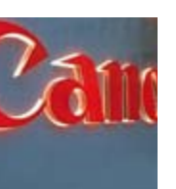
31 2008 Rank 30
UPS
11,594 (\$m)
Change in Brand Value -8%



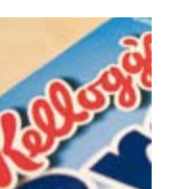
32 2008 Rank 27
HSBC
10,510 (\$m)
Change in Brand Value -20%



33 2008 Rank 36
Canon
10,441 (\$m)
Change in Brand Value -4%



34 2008 Rank 39
Kellogg's
10,428 (\$m)
Change in Brand Value 7%



35 2008 Rank 32
Dell
10,291 (\$m)
Change in Brand Value -12%



36 2008 Rank 19
Citi
10,254 (\$m)
Change in Brand Value -49%



37 2008 Rank 37
J.P. Morgan
9,550 (\$m)
Change in Brand Value -11%



38 2008 Rank 38
Goldman Sachs
9,248 (\$m)
Change in Brand Value -10%



39 2008 Rank 40
Nintendo
9,210 (\$m)
Change in Brand Value 5%



40 2008 Rank 44
Thomson Reuters
8,434 (\$m)
Change in Brand Value 1%



41 2008 Rank 45
Gucci
8,182 (\$m)
Change in Brand Value -1%



42 2008 Rank 43
Philips
8,121 (\$m)
Change in Brand Value -2%




43 2008 Rank 58
Amazon.com
7,858 (\$m)
Change in Brand Value 22%



44 2008 Rank 51
L'Oréal
7,748 (\$m)
Change in Brand Value 3%



45 2008 Rank 47
Accenture
7,710 (\$m)
Change in Brand Value -3%



46 2008 Rank 46
eBay
7,350 (\$m)
Change in Brand Value -8%



47 2008 Rank 48
Siemens
7,308 (\$m)
Change in Brand Value -8%



48 2008 Rank 56
Heinz
7,244 (\$m)
Change in Brand Value 9%



49 2008 Rank 49
Ford
7,005 (\$m)
Change in Brand Value -11%



50 2008 Rank 62
Zara
6,789 (\$m)
Change in Brand Value 14%




51 2008 Rank 61
Wrigley
6,731 (\$m)
Change in Brand Value 10%



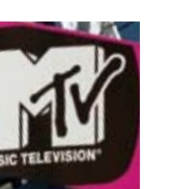
52 2008 Rank 57
Colgate
6,550 (\$m)
Change in Brand Value 2%



53 2008 Rank 55
AXA
6,525 (\$m)
Change in Brand Value -7%



54 2008 Rank 52
MTV
6,523 (\$m)
Change in Brand Value -9%



55 2008 Rank 53
Volkswagen
6,484 (\$m)
Change in Brand Value -8%



56 2008 Rank 59
Xerox
6,431 (\$m)
Change in Brand Value 1%



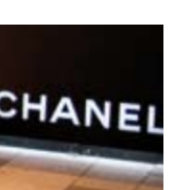
57 2008 Rank 42
Morgan Stanley
6,399 (\$m)
Change in Brand Value -26%



58 2008 Rank 63
Nestlé
6,319 (\$m)
Change in Brand Value 13%



59 2008 Rank 60
Chanel
6,040 (\$m)
Change in Brand Value -5%



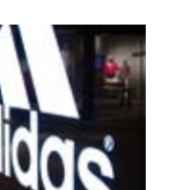
60 2008 Rank 66
Danone
5,960 (\$m)
Change in Brand Value 10%



61 2009 Rank 64
KFC
5,722 (\$m)
Change in Brand Value 3%



62 2008 Rank 70
adidas
5,397 (\$m)
Change in Brand Value 6%



63 2008 Rank 73
BlackBerry
5,138 (\$m)
Change in Brand Value 7%



64 2008 Rank 65
Yahoo!
5,111 (\$m)
Change in Brand Value -7%



65 2008 Rank 67
Audi
5,010 (\$m)
Change in Brand Value -7%



66 2008 Rank 68
Caterpillar
5,004 (\$m)
Change in Brand Value -5%



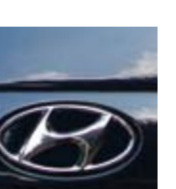
67 2008 Rank 69
Avon
4,917 (\$m)
Change in Brand Value -7%



68 2008 Rank 71
Rolex
4,609 (\$m)
Change in Brand Value -7%



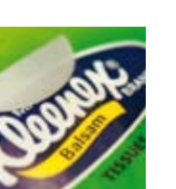
69 2008 Rank 72
Hyundai
4,604 (\$m)
Change in Brand Value -5%




70 2008 Rank 76
Hermès
4,598 (\$m)
Change in Brand Value 1%



71 2008 Rank 74
Kleenex
4,404 (\$m)
Change in Brand Value -5%




72 2008 Rank 41
UBS
4,370 (\$m)
Change in Brand Value -50%



73 2008 Rank 50
Harley-Davidson
4,337 (\$m)
Change in Brand Value -43%



74 2008 Rank 75
Porsche
4,234 (\$m)
Change in Brand Value -8%




75 2008 Rank 78
Panasonic
4,225 (\$m)
Change in Brand Value -1%



76 2008 Rank 80
Tiffany & Co.
4,000 (\$m)
Change in Brand Value -5%



77 2008 Rank 79
Cartier
3,968 (\$m)
Change in Brand Value -6%



78 2008 Rank 77
Gap
3,922 (\$m)
Change in Brand Value -10%




79 2008 Rank 81
Pizza Hut
3,876 (\$m)
Change in Brand Value -5%



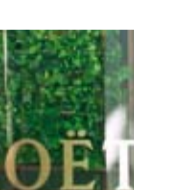
80 2008 Rank 92
Johnson & Johnson
3,847 (\$m)
Change in Brand Value 7%



81 2008 Rank 82
Allianz
3,831 (\$m)
Change in Brand Value -5%



82 2008 Rank 83
Moët & Chandon
3,754 (\$m)
Change in Brand Value -5%



83 2008 Rank 84
BP
3,716 (\$m)
Change in Brand Value -5%



84 2008 Rank 89
Smirnoff
3,698 (\$m)
Change in Brand Value 3%




85 2008 Rank 88
Duracell
3,563 (\$m)
Change in Brand Value -3%



86 2008 Rank 98
NIVEA
3,557 (\$m)
Change in Brand Value 5%




87 2008 Rank 91
Prada
3,530 (\$m)
Change in Brand Value -2%



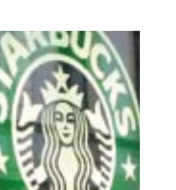
88 2008 Rank 93
Ferrari
3,527 (\$m)
Change in Brand Value 0%



89 2008 Rank 94
Armani
3,303 (\$m)
Change in Brand Value -6%




90 2008 Rank 85
Starbucks
3,263 (\$m)
Change in Brand Value -16%



91
Lancôme
3,235 (\$m)
NEW



92 2008 Rank 97
Shell
3,228 (\$m)
Change in Brand Value -7%



93
Burger King
3,223 (\$m)
NEW



94 2008 Rank 100
Visa
3,170 (\$m)
Change in Brand Value -5%



95
Adobe
3,161 (\$m)
NEW



96 2008 Rank 90
Lexus
3,158 (\$m)
Change in Brand Value -12%



97
PUMA
3,154 (\$m)
NEW



98
Burberry
3,095 (\$m)
NEW



99
Polo Ralph Lauren
3,094 (\$m)
NEW



100
Campbell's
3,081 (\$m)
NEW

