

INTERBRAND RELEASES 2015 BEST GLOBAL BRANDS REPORT

Apple and Google hold the #1 and #2 spots, tech brands comprise more than a third of the entire ranking's value, and five brands—Lego, PayPal, MINI, Moët & Chandon and Lenovo—enter the ranking

NEW YORK, NY (October 5, 2015)—Interbrand's 16th annual Best Global Brands report, released today, identifies the 100 most valuable global brands.

Highlights

For the third year in a row, Apple (#1) and Google (#2) claim the top positions. Valued at USD \$170.276 billion, Apple increases its brand value by 43 percent. Google, valued at \$120.314 billion, increases its brand value by 12 percent. Microsoft (#4) edges ahead of IBM (#5), and Amazon (#10) enters the Top 10 for the first time with a brand value of USD \$37.948 billion.

Five new brands entered this year's ranking: Lego (#82), PayPal (#97), MINI (#98), Moët & Chandon (#99), and Lenovo (#100). Lenovo is the second Chinese brand to appear on the Best Global Brands ranking. The first was Huawei (#88), which entered the ranking in 2014.

Technology and automotive brands dominate this year's ranking, holding a combined 28 positions. Technology brands, in particular, dominate—collectively making up more than a third (33.6%) of the total value of all 100 brands.

Top 10

- Apple (#1, +43%)
- Google (#2, +12%)
- Coca-Cola (#3, -4%)
- Microsoft (#4, +11%)
- IBM (#5, -10%)
- Toyota (#6, +16%)
- Samsung (#7, 0%)
- GE (#8, -7%)
- McDonald's (#9, -6%)
- Amazon (#10, +29%)

Top Risers

- Facebook (#23, +54%)
- Apple (#1, +43%)
- Amazon (#10, +29%)
- Hermès (#41, +22%)
- Nissan (#49, +19%)

New Entrants

- Lego (#82)
- PayPal (#97)
- MINI (#98)
- Moët & Chandon (#99)
- Lenovo (#100)

“The Best Global Brands report examines what it takes for brands to succeed in today’s hyper-fragmented world. As people demand immediate, personalized and tailored experiences, business and brands need to move at the speed of life,” says Jez Frampton, Interbrand’s Global Chief Executive Officer. “Many of the brands in this year’s Top 100 are so intuitively aligned with people’s priorities that they are able to seamlessly integrate into their everyday lives.”

“The new speed of life is creating a churn in which only the world changing brands will thrive. From Apple to Lego and from Facebook to PayPal, the risers and new entrants reflect the fundamentals of world changing brands – anticipation, co-evolution, co creation and flexibility. Brands that will succeed are the ones that can foresee the needs of the consumers and address them wherever, whenever they are, using the power of technology.”, added Ashish Mishra, Managing Director, Interbrand India.

2015 Best Global Brands Website

This year’s Best Global Brands website (bestglobalbrands.com) features 100 detailed brand profiles and articles authored by Interbrand thought leaders.

2015 BGB Table

October 05, 2015

Rank		Brand	Sector	Brand Value USD (BV)		
2015	2014			2015	2014	% change
1	1	Apple	Technology	1,70,276	1,18,863	43%
2	2	Google	Technology			12%

				1,20,314	1,07,439	
3	3	Coca-Cola	Beverages	78,423	81,563	-4%
4	5	Microsoft	Technology	67,670	61,154	11%
5	4	IBM	Business Services	65,095	72,244	-10%
6	8	Toyota	Automotive	49,048	42,392	16%
7	7	Samsung	Technology	45,297	45,462	0%
8	6	GE	Diversified	42,267	45,480	-7%
9	9	McDonald's	Restaurants	39,809	42,254	-6%
10	15	Amazon	Retail	37,948	29,478	29%
11	11	BMW	Automotive	37,212	34,214	9%
12	10	Mercedes-Benz	Automotive	36,711	34,338	7%
13	13	Disney	Media	36,514	32,223	13%
14	12	Intel	Technology	35,415	34,153	4%
15	14	Cisco	Technology	29,854	30,936	-3%
16	16	Oracle	Technology	27,283	25,980	5%
17	22	Nike	Sporting Goods	23,070	19,875	16%
18	17	HP	Technology	23,056	23,758	-3%
19	20	Honda	Automotive	22,975	21,673	6%
20	19	Louis Vuitton	Luxury	22,250	22,552	-1%
21	21	H&M	Apparel	22,222	21,083	5%
22	18	Gillette	FMCG	22,218	22,845	-3%
23	29	Facebook	Technology	22,029	14,349	54%
24	24	Pepsi	Beverages	19,622	19,119	3%
25	23	American Express	Financial Services			-3%

				18,922	19,510	
26	25	SAP	Technology	18,768	17,340	8%
27	26	IKEA	Retail	16,541	15,885	4%
28	30	Pampers	FMCG	15,267	14,078	8%
29	27	UPS	Transportation	14,723	14,470	2%
30	36	Zara	Apparel	14,031	12,126	16%
31	34	Budweiser	Alcohol	13,943	13,024	7%
32	28	eBay	Retail	13,940	14,358	-3%
33	35	J.P. Morgan	Financial Services	13,749	12,456	10%
34	32	Kellogg's	FMCG	12,637	13,442	-6%
35	31	Volkswagen	Automotive	12,545	13,716	-9%
36	38	Nescafe	Beverages	12,257	11,406	7%
37	33	HSBC	Financial Services	11,656	13,142	-11%
38	39	Ford	Automotive	11,578	10,876	6%
39	40	Hyundai	Automotive	11,293	10,409	8%
40	37	Canon	Electronics	11,278	11,702	-4%
41	46	Hermès	Luxury	10,944	8,977	22%
42	44	Accenture	Business Services	10,800	9,882	9%
43	43	L'Oréal	FMCG	10,798	10,163	6%
44	45	Audi	Automotive	10,328	9,831	5%
45	48	Citi	Financial Services	9,784	8,737	12%
46	47	Goldman Sachs	Financial Services	9,526	8,758	9%
47	42	Philips	Electronics	9,400	10,264	-8%
48	53	AXA	Financial Services			14%

				9,254	8,120	
49	56	Nissan	Automotive	9,082	7,623	19%
50	41	Gucci	Luxury	8,882	10,385	-14%
51	51	Danone	FMCG	8,632	8,205	5%
52	54	Nestlé	FMCG	8,588	8,000	7%
53	49	Siemens	Diversified	8,553	8,672	-1%
54	55	Allianz	Financial Services	8,498	7,702	10%
55	50	Colgate	FMCG	8,464	8,215	3%
56	60	Porsche	Automotive	8,055	7,171	12%
57	58	Cartier	Luxury	7,924	7,449	6%
58	52	Sony	Electronics	7,702	8,133	-5%
59	66	3M	Diversified	7,243	6,177	17%
60	63	Morgan Stanley	Financial Services	7,083	6,334	12%
61	69	Visa	Financial Services	6,870	5,998	15%
62	59	adidas	Sporting Goods	6,811	7,378	-8%
63	57	Thomson Reuters	Media	6,583	7,472	-12%
64	67	Discovery	Media	6,509	6,143	6%
65	64	Panasonic	Electronics	6,436	6,303	2%
66	71	Tiffany & Co.	Luxury	6,306	5,936	6%
67	76	Starbucks	Restaurants	6,266	5,382	16%
68	77	Adobe	Technology	6,257	5,333	17%
69	70	Prada	Luxury	6,222	5,977	4%
70	75	Santander	Financial Services	6,097	5,382	13%
71	62	Xerox	Business Services			-9%

				6,033	6,641	
72	61	Caterpillar	Diversified	5,976	6,812	-12%
73	73	Burberry	Luxury	5,873	5,594	5%
74	74	Kia	Automotive	5,666	5,396	5%
75	68	KFC	Restaurants	5,639	6,059	-7%
76	88	MasterCard	Financial Services	5,551	4,758	17%
77	78	Johnson & Johnson	FMCG	5,533	5,194	7%
78	65	Shell	Energy	5,530	6,288	-12%
79	87	Harley-Davidson	Automotive	5,460	4,772	14%
80	81	DHL	Transportation	5,391	5,084	6%
81	72	Sprite	Beverages	5,365	5,646	-5%
82		Lego	FMCG	5,362		New
83	79	John Deere	Diversified	5,208	5,124	2%
84	85	Jack Daniel's	Alcohol	5,161	4,884	6%
85	82	Chevrolet	Automotive	5,133	5,036	2%
86	92	FedEx	Transportation	5,130	4,414	16%
87	91	Land Rover	Automotive	5,109	4,473	14%
88	94	Huawei	Technology	4,952	4,313	15%
89	95	Heineken	Alcohol	4,822	4,221	14%
90	80	MTV	Media	4,763	5,102	-7%
91	83	Ralph Lauren	Apparel	4,629	4,979	-7%
92	86	Johnnie Walker	Alcohol	4,540	4,842	-6%
93	93	Corona	Alcohol	4,456	4,387	2%
94	90	Smirnoff	Alcohol			-4%

				4,407	4,609	
95	89	Kleenex	FMCG	4,330	4,643	-7%
96	97	Hugo Boss	Apparel	4,270	4,143	3%
97	115	PayPal	Financial Services	4,251		New
98		Mini	Automotive	4,243		New
99	105	Moët & Chandon	Alcohol	4,131		New
100	101	Lenovo	Technology	4,114		New

Methodology

Interbrand's 16th annual ranking identifies the 100 most valuable global brands by analyzing the many ways a brand benefits an organization—from delivering on customer expectations to driving economic value. Interbrand's Best Global Brands methodology was the first brand valuation method to become ISO certified.

The ranking is based on a combination of attributes that contribute to a brand's cumulative value:

- The financial performance of the branded products and services
- The role the brand plays in influencing customer choice
- The strength the brand has to command a premium price or secure earnings for the company

Please visit bestglobalbrands.com to read the 2015 Best Global Brands report in full. To join the conversation on social media, use the hashtag #BGB2015.

About Interbrand

Interbrand is the world's leading brand consultancy, with a network of 31 offices in 27 countries. Since it opened for business in 1974, it has changed the way the world sees branding: from just another word for "logo" to a business's most valuable asset to business strategy brought to life. Publisher of the highly influential annual Best Global Brands ranking and Webby Award-winning [brandchannel](http://brandchannel.com), Interbrand believes that brands have the power to change the world—and helps its clients achieve this goal every day. Interbrand's combination of strategy, creativity, and technology delivers fresh ideas and insights, deep brand intelligence, clear business opportunities, and compelling brand experiences. Interbrand is part of the

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