



US 500 2020

The annual report on the most valuable and strongest American brands
April 2020

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About Brand Finance.

Brand Finance is the world's leading independent brand valuation consultancy.

We bridge the gap between marketing and finance
Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands
We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise
Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility
Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



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Brand Finance® 

Request your own Brand Value Report

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.


Brand Valuation Summary


Brand Strength Tracking


Royalty Rates


Cost of Capital Analysis


Customer Research Findings


Competitor Benchmarking


Benchmarking


Education


Communication


Understanding


Insight


Strategy

What's in a Brand Value Report?

Benefits of a Brand Value Report

Brandirectory.com



Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

Visit brandirectory.com to find out more.

Brand Finance Group.

Brand Dialogue[®]



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

BRAND EXCHANGE[®]
WHERE BRANDS MEET FINANCE



Brand Exchange

Brand Exchange is a contemporary and exclusive members' club and events space nestled in the heart of the City of London. It was launched in 2015 to provide members with a private space to network and socialise. The club has since held several prestigious events and welcomed many key figures in the marketing and finance sectors as speakers. The membership brings together senior professionals from the world's strongest and most valuable brands.

vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance[®] 

Customer insight drives our valuations

Our brand valuations are underpinned by extensive market research across a wide range of sectors, countries and brands.

Our research integrates all key brand measures, linking them to commercial outcomes.

Available for purchase separately or as part of a Brand Value Report.

- Over **1,500 brands** researched each year
- **29 countries** and **10 sectors** covered
- More than **50,000 respondents** surveyed annually
- **Key metrics** across all industries and brands
- **B2B** and **B2C** results
- We are now **in our 4th consecutive year** conducting the study



Foreword.



David Haigh
CEO, Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

America's Top 500 Brands Could Lose up to \$400 Billion from COVID-19 Pandemic.

- + Top 500 most valuable US brands could lose up to US\$400 billion from COVID-19 pandemic, but some buck the trend seizing opportunities for growth
- + **Amazon** makes history breaking US\$200 billion brand value mark as America's top brand, primed for more growth as lockdown continues
- + Perfectly timed Disney+ launch future proofs **Disney's** position as nation's strongest brand, Brand Strength Index (BSI) score 93.9 out of 100
- + **AT&T** among telecoms recording drop in brand value, but potential for turn in fortune as demand spikes amid pandemic
- + Make it or break it for banking sector as COVID-19 puts up to 20% of brand value at risk
- + US brands leading airline and apparel sectors globally now under serious threat from COVID-19

Executive Summary.



US\$400 billion at risk from COVID-19 pandemic

As the COVID-19 pandemic wreaks havoc on the global and national economy, America's top 500 most valuable brands could lose up to 10% of brand value cumulatively, a drop of a staggering US\$393 billion compared to the original valuation date of 1st January 2020.

Looking beyond the US, the value of the 500 most valuable brands in the world, ranked in the Brand Finance Global 500 2020 league table, could fall by an estimated US\$1 trillion as a result of the Coronavirus outbreak.

Brand Finance has assessed the impact of COVID-19 based on the effect of the outbreak on enterprise value, compared to what it was on 1st January 2020. Based on this impact on enterprise value, Brand Finance estimated the likely impact on brand value for each sector. The industries have been classified into three categories – limited impact (minimal brand value loss or potential brand value growth), moderate impact (up to 10% brand value loss), and heavy impact (up to 20% brand value loss) – based on the level of brand value loss observed for each sector in the first quarter of 2020.

Amazon primed for growth as lockdown continues

Amazon remains a cut above the rest in the Brand Finance US 500 2020 ranking, breaking the so far unattainable US\$200 billion brand value mark, following 18% growth from US\$187.9 billion last year. Amazon's brand value has now

Amazon's sheer dominance in the e-commerce space should stand them in good stead in the coming months as the world tackles the far-reaching repercussions of the COVID-19 pandemic. Brand Finance has calculated that Amazon's brand value could grow a further US\$4 billion thanks to the spike in demand. Nevertheless, the world's online marketplace must look beyond the coming months to ensure that quality and speed are not compromised should it wish to maintain its exceptional reputation and thus retain new users.

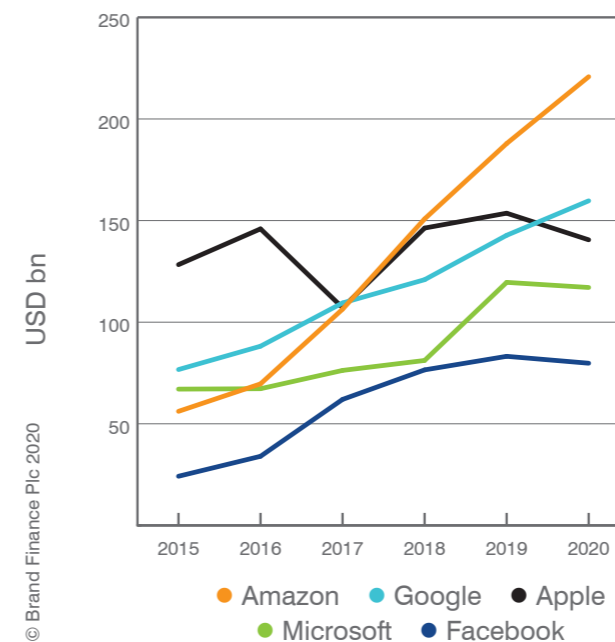
Laurence Newell
Managing Director, Brand Finance Americas

reached US\$220.8 billion, substantially ahead of second-placed, **Google**, with a brand value of US\$159.7 billion.

The world's largest online marketplace, Amazon has also branched out into cloud computing, artificial intelligence, consumer electronics, digital streaming, logistics, and is looking to enter other industries. The majority of Amazon's revenue still comes from its retail division, however, and despite growing challenges – particularly in its international operations – the brand is untouchable in the sector.

While most brands are experiencing or expecting a slump in revenue during the pandemic, Amazon is set for continued growth. As with fellow e-commerce brands, Amazon has been benefitting from the unprecedented surge in demand as consumers turn online following store closures. With over 100,000 workers hired and more in the pipeline, the brand is fighting to meet this demand. This spike has not come without its challenges, as Amazon's logistics and supply chain network are being stretched to uncharted levels and the brand's illustrious next day delivery service is being tested, with fulfilment and third-party vendors extending their lead times considerably. First time users of the platform may not be experiencing the world-leading level of speed that the brand prides itself on, which could jeopardize its long-term reputation.

Brand Value over Time



Top 10 Most Valuable Brands

	1 ← 1		2020: \$220,791m 2019: \$187,905m +17.5%
	2 ↑ 3		2020: \$159,722m 2019: \$142,755m +11.9%
	3 ↓ 2		2020: \$140,524m 2019: \$153,634m -8.5%
	4 ← 4		2020: \$117,072m 2019: \$119,595m -2.1%
	5 ↑ 6		2020: \$79,804m 2019: \$83,202m -4.1%
	6 ↑ 8		2020: \$77,520m 2019: \$67,867m +14.2%
	7 ← 7		2020: \$63,692m 2019: \$71,154m -10.5%
	8 ↓ 5		2020: \$59,103m 2019: \$87,005m -32.1%
	9 ↑ 10		2020: \$56,123m 2019: \$45,750m +22.7%
	10 ↓ 9		2020: \$50,508m 2019: \$47,056m +7.3%

Top 10 Strongest Brands

	1 ↑ 22		2020: 93.9 AAA+ 2019: 87.2 AAA	+6.7
	2 ↓ 1		2020: 91.4 AAA+ 2019: 91.2 AAA+	+0.1
	3 ↑ 5		2020: 90.9 AAA+ 2019: 89.9 AAA+	+1.0
	4 ↑ 6		2020: 89.8 AAA+ 2019: 89.8 AAA+	-0.0
	5 ↑ 10		2020: 89.7 AAA+ 2019: 89.3 AAA	+0.4
	6 ↑ 50		2020: 89.1 AAA 2019: 84.4 AAA-	+4.7
	7 ↓ 4		2020: 89.0 AAA 2019: 90.0 AAA+	-0.9
	8 ↓ 7		2020: 88.9 AAA 2019: 89.5 AAA+	-0.6
	9 ↑ 28		2020: 88.9 AAA 2019: 86.6 AAA	+2.3
	10 ↑ 16		2020: 88.2 AAA 2019: 88.0 AAA	+0.2

Lockdown boost for media brands

With a combined brand value of US\$364.5 billion, media is the third most valuable sector in the ranking behind tech and retail, with many brands set for an extra boost from the lockdown.

The highest ranked media brand and the fifth most valuable US brand overall, **Facebook** (brand value down 4% to US\$79.8 billion), has negotiated several high-profile reputational issues, most notoriously the Cambridge Analytica scandal, which resulted in a US\$5 billion fine last year. The pandemic could, however, turn the tide on the tarnished brand, as people are forced to keep in touch with friends through social media and scroll down their feeds during the long lockdown days. Facebook has also been developing a symptom survey, which is hoped to reveal a lot about COVID-19 and contribute to research.

In contrast, Facebook-owned **Instagram** has enjoyed an explosion of growth, securing the fourth highest brand value increase among all US brands this year, up 58% to US\$26.4 billion, and jumping up to 29th spot. With more than 1 billion active monthly users and a focus on new technology, like the latest Checkout feature that benefits both consumers and other brands, Instagram is catering to demand and staying relevant. The platform is successfully leveraging its position in

Consumers' viewing habits have been transformed with the rise of streaming services. Under the current COVID-19 lockdown, it remains to be seen whether traditional television will be better positioned to compete with streaming services, or whether their brand values will continue on a downward trend for the rest of the year.

Laurence Newell
Managing Director, Brand Finance Americas

the market as a genuine business tool – beyond its traditional influencer market – as more businesses move online during lockdown.

YouTube has also enjoyed a steady growth over the course of last year (up 17% to US\$44.5 billion), climbing from 13th to 11th position. With 300 hours of video uploaded to YouTube every minute and 5 billion videos watched every day, the platform has only increased in popularity during COVID-19, becoming both an outlet for coronavirus-related news, as well as a source of entertainment as people around the world spend more time indoors.

In line with positive trends in brand value among other video streaming services, last year also saw **Netflix** enjoy an 8% boost in brand value to US\$22.9 billion. Netflix has been a pioneering force in changing consumers' viewing habits, taking over traditional television by providing a more appealing, flexible option in line with the modern fast-paced lifestyle. This success has only been spurred on by COVID-19, with the timely release of Tiger King raking in 34 million US viewers in the first 10 days alone.

Network television continues to lag behind online competitors, best exemplified by **Fox** being the fastest falling US brand this year, with a 47% decrease in brand

value to US\$8.4 billion, and dropping 39 positions on the ranking to 88th place. Around the country, similar challenges are faced by competitors who suffer at the hands of increasing demand for streaming services, for instance **Discovery** (down 32% to US\$3.4 billion) and **TBS** (down 20% to US\$2.3 billion).

In contrast, the shining star among traditional media brands, **Disney** (up 23% to US\$56.1 billion) is no longer just children's films or vacation spots – with the acquisition of 21st Century Fox, the company has secured its place as a leader in the industry. Disney has also put an emphasis on delivering direct-to-consumer experience. With the recent launch of Disney+, perfectly timed as Americans remain at home, the brand intends to take on Netflix and other emerging rivals such as HBO Max.

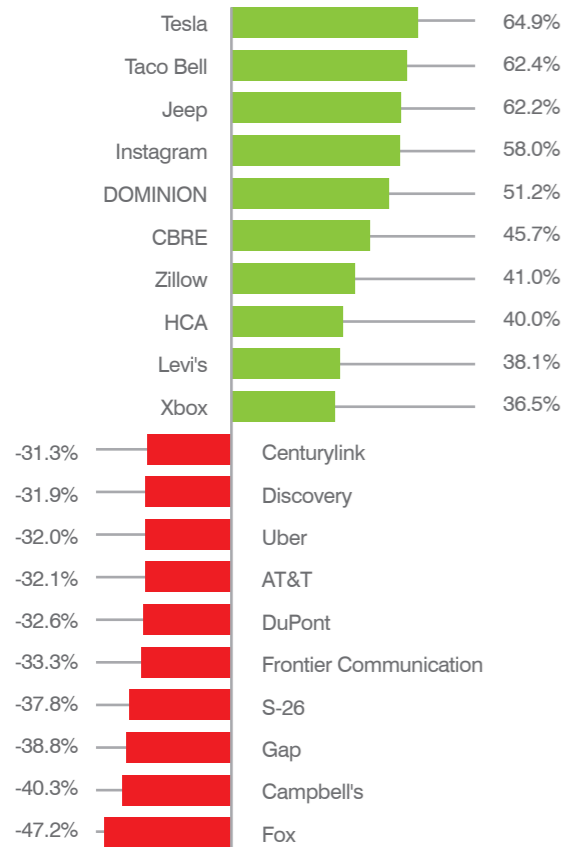
In addition to calculating overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Alongside revenue forecasts, brand strength is a crucial driver of brand value. According to these criteria, Disney is also the strongest brand in the US with a Brand Strength Index (BSI) score of 93.9 out of 100 and a corresponding elite AAA+ brand strength rating.

Brand Value by Sector



Sector	Brand Value (USD bn)	% of total	Number of Brands
Tech	717.4	18.3%	56
Retail	594.7	15.2%	42
Media	359.5	9.2%	26
Banking	278.8	7.1%	31
Telecoms	186.9	4.8%	9
Healthcare	159.1	4.1%	26
Other	1613.8	41.3%	310
Total	3910.3	100.0%	500

Brand Value Change 2019-2020 (%)



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The telecoms industry is one of the few sectors of the economy avoiding direct negative impact of COVID-19. Moreover, telecoms brands have the opportunity to embrace the working from home revolution, which has led to extraordinary demand for remote working resources and connectivity. However, as the pandemic struck at a low point for the industry, the competition to make the most of the growing demand will be fierce.

Laurence Newell
Managing Director, Brand Finance Americas

Call for help for telecoms brands

A call to the help desk may be in order for the telecoms industry, as the majority of brands – 7 out of 9 – saw their brand value decline last year, despite strong investments. Big telcos are being squeezed from all sides as OTT messaging apps like WhatsApp are impacting voice and SMS revenue, and challenger brands offer comparable data services at below-market rates, leading to fierce price competition and decreasing margins.

US giant **AT&T** is the fastest-falling large telecoms brand this year, down 32% to US\$59.1 billion. The company diversified its entertainment portfolio over the last few years, culminating with the acquisition of WarnerMedia, part of a plan to move away from reliance on the traditional telco business and pay television, as both revenue streams have been drying up over the last years. The upcoming launch of HBO Max with WarnerMedia, which will compete with over-the-top (OTT) media brands like Netflix, should help propel the company forward.

For the first time since 2016, **Verizon** has overtaken AT&T as the nation's and world's most valuable telecoms brand, with a brand value of US\$63.7 billion. In the battle of the American telco titans, Verizon is commended for its overall performance, network reliability, network speed, data performance, call and text performance.

The COVID-19 crisis poses both a stress test of network capabilities as well as an opportunity to regain a reputation for reliability and a closer, positive relationship with customers which many brands have lost. So far, we see telecoms brands as only being lightly affected by this crisis, but it remains to be seen brand by brand, who takes advantage of the opportunity and who falters.

Make or break: banking

America's most valuable banking brand, **Wells Fargo** has had its share of reputational issues in recent years, and according to Brand Finance's customer research, out of the 34 financial institutions covered in the US, Wells Fargo is ranked last in reputation. Despite this, Wells Fargo saw a moderate increase in brand value of 2%, with its rivals in retail banking such as **Bank of America** (down 4% to US\$35.4 billion), **Citi** (down 9% to US\$33 billion), and **Chase** (down 14% to US\$31.3 billion) all declining in value year on year.

The most valuable new entrant from the banking sector is **Truist**, which was formed after the acquisition of SunTrust Bank by BB&T, forming the 8th largest bank in the US. The decision to go with a new name has come under criticism since the launch in early 2020. Before the rebranding, BB&T had the highest rated customer service score out of all American banks surveyed by Brand Finance, the 5th best reputation, and ranked 4th for consideration among those aware of the brand.

Another new entrant from the banking sector, **Ally Financial's** brand value has more than tripled in 4 years. Its brand value growth has been supported by significant investment in marketing, including a series of creative and relevant campaigns which play homage to Ally's disruptive brand vision. In the latest wave of Brand Finance's customer research, Ally achieved the highest rate of association with innovation and with having excellent website & apps, compared to all other US retail banks in the study.

The banking sector is no stranger to turbulent times and banks globally and at home are likely to face a difficult journey ahead, with a potential 20% brand value loss from COVID-19. Brand Finance has calculated that Wells Fargo stands to lose the most brand value, with up to US\$8 billion at stake. Banks' response and contingency plans will be critical in the coming months as the global economy faces unprecedented disruption.

Laurence Newell
Managing Director, Brand Finance Americas



The COVID-19 pandemic is undoubtedly going to hit the apparel sector hard – Brand Finance has predicted that apparel brands, like airlines and hotels, could face up to a 20% drop in brand value. As these brands negotiate store and factory closures, broken supply chains, and a customer base that is facing unprecedented economic uncertainty, they will have to prepare for a tough journey ahead.

Laurence Newell
Managing Director, Brand Finance Americas



Long haul problems for airlines

Prior to the coronavirus outbreak, **Delta** (down 9% to US\$9.2 billion) held on to its position as the most valuable airlines brand in the world, with its drop in brand value attributed to scoring lower for customer familiarity, satisfaction, and preference than in previous years. All US airline brands, including **American Airlines** (down 7% to US\$8.9 billion) and **United Airlines** (down 3% to US\$8.2 billion), have dropped in brand value following lower market research ratings and in effect falling Brand Strength Index (BSI) scores. Predicted to drop by a further 20% in line with industry trends, aviation is an illustrative example of the effect COVID-19 can have on brand value.

Apparel brands under threat

For the sixth consecutive year **Nike** has claimed the title of the world’s most valuable apparel brand and therefore continues to lead in the US, recording a 7% increase in brand value to US\$34.8 billion, as of 1st January 2020. The sports giant has focused on implementing a pivotal distribution strategy move, drastically reducing the number of retailers selling its products, with the aim of regaining control of the brand customer relationship and improving profit margins. Nike will have to rely on its dominant position in the coming months as Brand Finance’s analysis has shown the brand is likely to be one of the most affected by COVID-19 with up to US\$7 billion worth of brand value of stake.

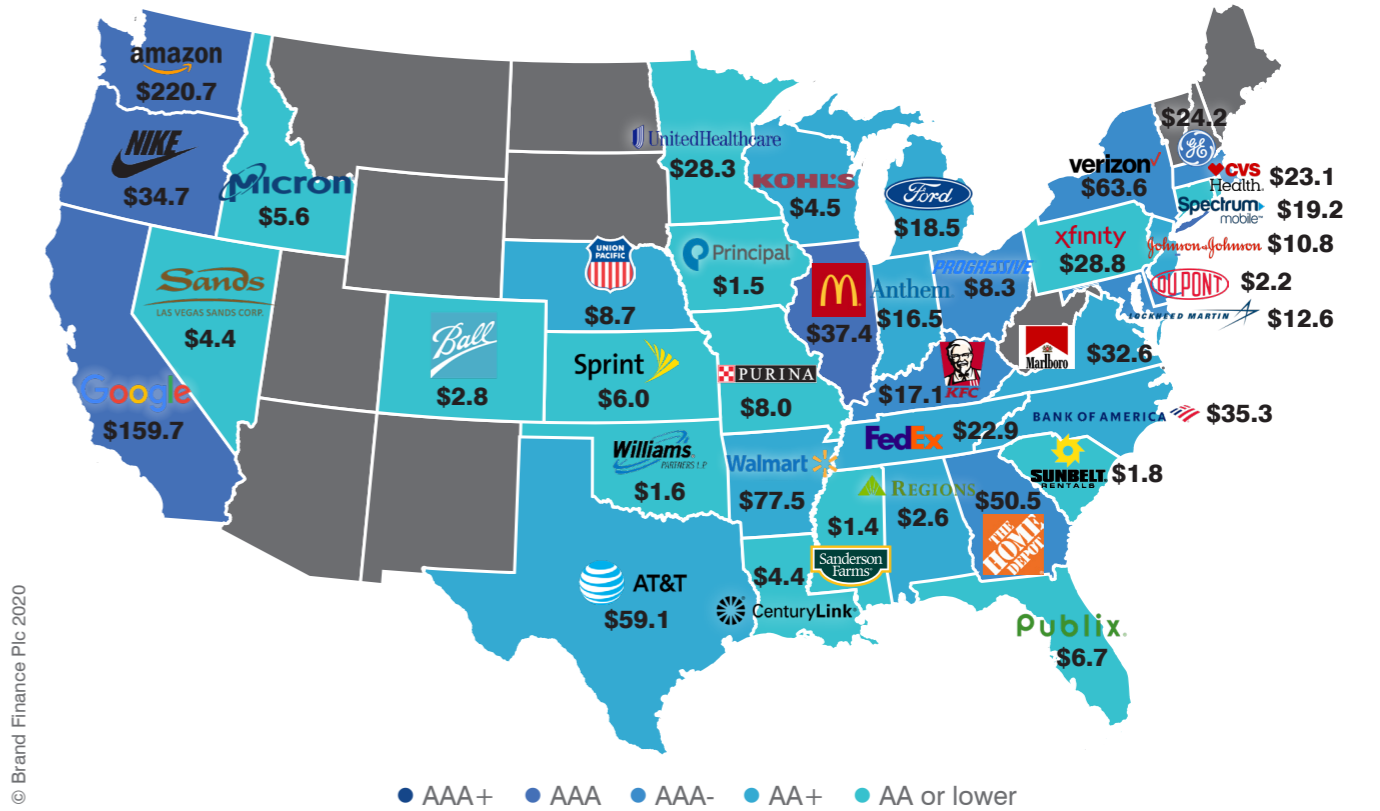
California brands break US\$1 trillion mark

California is home to 82 of the nation’s top 500 brands, up from 79 in 2019, more than any other state in the country. Californian brands grew to a total combined value of a staggering US\$1,008.4 billion, which is almost double the combined value of brands in New York (US\$550.8 billion). It is the first time that a single state has broken the US\$1 trillion mark since Brand Finance started its rankings of the top 500 US brands.

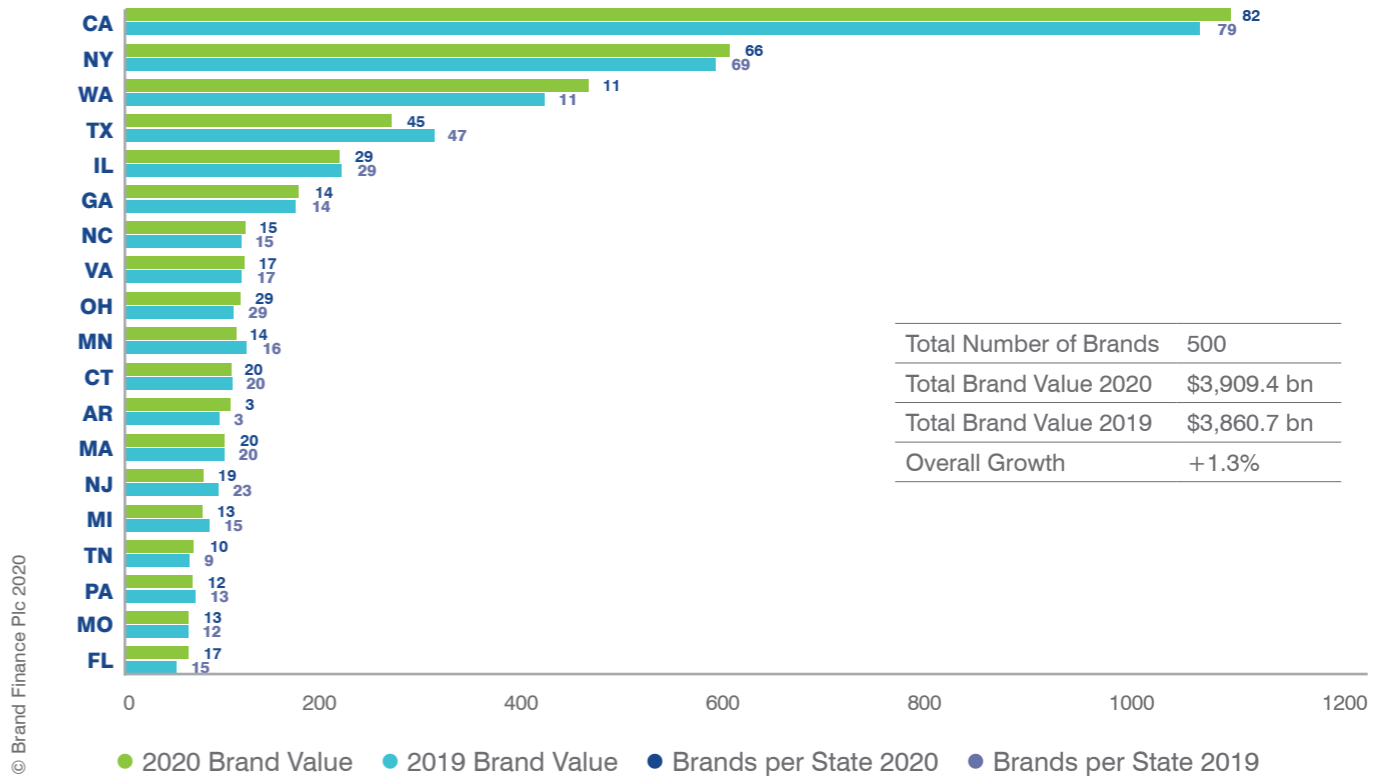
Overall, 39 states boast at least one entrant in the Brand Finance US 500 2020 ranking.

State-Level Analysis.

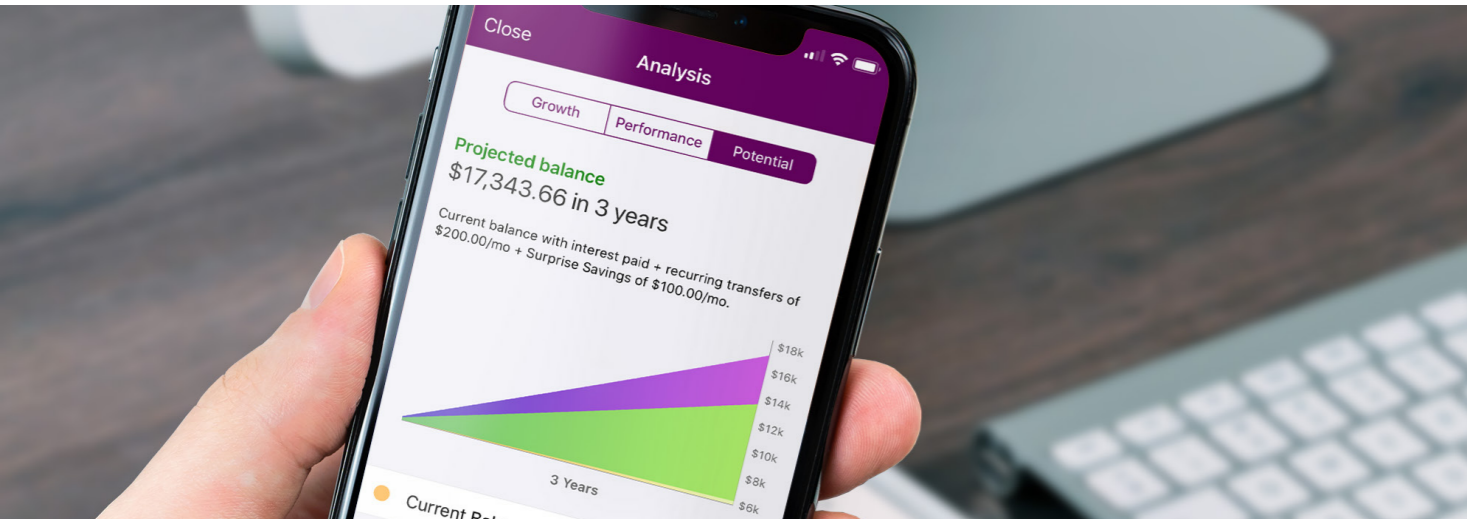
Most Valuable Brands by State



Total Brand Value and Number of Brands by State



Brand Spotlight: Ally.



2020 saw the continued growth of the brand value of Ally Financial, which has more than tripled in 4 years.

Since becoming Ally Bank in 2009, the company and the brand have revolved around purpose. Management recognised that people didn't need just another new bank, they needed a bank that would do it right. The Ally brand has been built around this purpose, centred around three pillars: Do Right, Tirelessly Innovate, and Obsess Over the Customer. The work to build brand around a purpose hasn't gone unnoticed; Ally has won strings of awards for being the best online bank, and Brand Value has continually grown.

Continued Brand Value growth has been supported by significant investment in marketing, including a series of creative and relevant marketing campaigns which play homage to Ally's disruptive brand vision.

In the latest campaign, Lazy Money, Ally advertised its new smart savings tools. True to Ally's disruptor form, this campaign yet again throws gentle punches at the incumbent banks for allowing consumer money to be "lazy".

In the latest wave of Brand Finance global banking brand tracking amongst consumers, Ally achieved the highest rate of association with innovation and with having excellent website & apps, compared to all other US retail banks in the study.

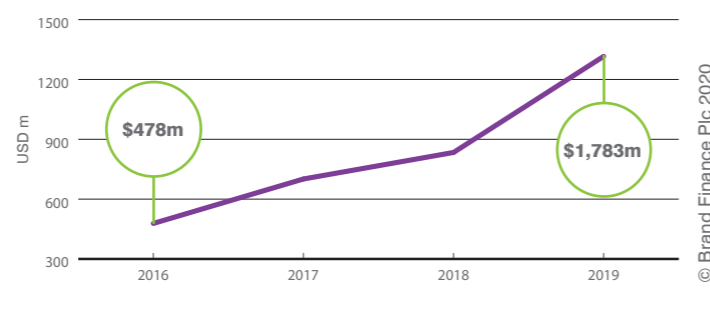
The fintech space has become increasingly crowded, with new players and big tech taking aim at the space, but Ally continues to challenge the status quo, showing no signs of slowing down the marketing push. While 2020 will be a challenging year for many financial services players, we look forward to see the heights this brand will reach next.



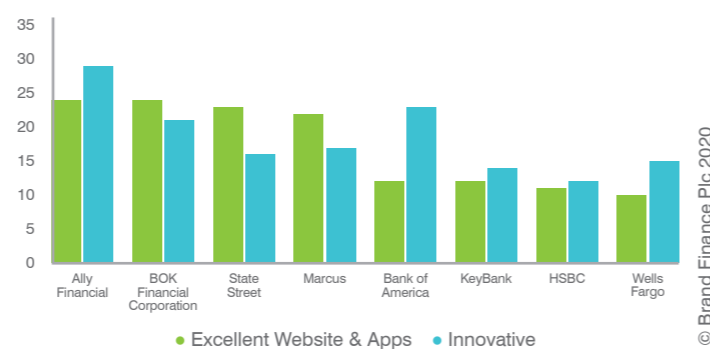
Brand Value

400 ↑ **511** 2020: **\$1,783m**
2019: **\$1,316m** **+35.5%**

Brand Value over Time (2016-2020)



Digital Banking: Apps & Innovation



Interview with Andrea Brimmer.



Andrea Brimmer
Chief Marketing
and PR Officer,
Ally Financial

Between January 2019 and January 2020, Ally was the 3rd fastest growing banking brand in the US, a growth path which has been consistent over the last 4 years. With COVID-19 we are witnessing unprecedented market changes, how is the Ally brand positioned to take advantage of what comes next?

As a digital bank without branches, social distancing has opened an opportunity for Ally. We're already seeing an increase of account openings across a number of our products.

For example, the volatility in the stock market has resulted in incredible volume for Ally Invest. In the first quarter of 2020 we also added 71,000 new deposit customers, driving us to over 2 million total depositors. We've seen consumers increasingly use our mobile banking app with record mobile app downloads during March.

People have been moving towards digital options over the past 10 years, but we see this crisis accelerating that change. Just because the economy normalizes, doesn't mean behaviors will go back to the way they were before. Digitally oriented brands have a huge advantage as consumers now have experienced the ease and utility of transacting with us.

In past marketing campaigns, Ally has shone a light on the shortcomings of traditional banking institutions. How does Ally plan on continuing to disrupt the traditional hierarchy of the financial world?

Our business is based on purposeful disruption. The thing that has always made Ally different, aside from being all digital, is an unwavering focus on doing right by the customer. We add value to every touchpoint with the consumer in a way that is highly differentiated.

In general, the banking category has low emotional attachment, which is unbelievable because of the critical role money plays in people's lives. The emotional attachment to the Ally brand is exceptionally high, and I think the reason for that is the inclusive, engaging approach to demystifying taboos about discussing money, and making customers feel comfortable with our brand.

We do this with experiences, online and in person, that bring people into the brand. Our disruptive approach with innovative activations like Lucky Penny and The Big Save carve out a unique place for our brand and accelerate our dramatic growth. These efforts connect us to our customers and help us demonstrate how we are an ally for their financial well-being.

Ally's strapline is to do it right, how does company culture fit into that?

Our "Do It Right" culture is always at the center of all we do, but it has become increasingly important now that we are facing unprecedented challenges as a country. We are showing up big time for our people, our customers and our communities, doing the right thing not because somebody told us to, but because we are bound by a strong purpose.

I believe that culture and purpose are inextricably linked, and if you cultivate a strong culture, your brand purpose will thrive. Culture is about deeds, not words. We've recently demonstrated this by stepping up to move our employees to safely work from home, creating ways to ease the burden on our customers and the \$3 million we've donated our communities during this pandemic. This articulates our culture in action and makes me very proud.

Ally Bank is a Member FDIC. Securities products and services offered through Ally Invest Securities LLC, member FINRA and SIPC, are NOT FDIC INSURED, NOT BANK GUARANTEED and MAY LOSE VALUE.

Brand Finance US 500 (USD m).

Top 500 most valuable American brands 1-50

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	← Amazon	Retail	WA	\$220,791	+17.5%	\$187,905	AAA	AAA-
2	3	↑ Google	Tech	CA	\$159,722	+11.9%	\$142,755	AAA	AAA
3	2	↓ Apple	Tech	CA	\$140,524	-8.5%	\$153,634	AAA	AAA
4	4	← Microsoft	Tech	WA	\$117,072	-2.1%	\$119,595	AAA	AAA
5	6	↑ Facebook	Media	CA	\$79,804	-4.1%	\$83,202	AA+	AAA-
6	8	↑ Walmart	Retail	AR	\$77,520	+14.2%	\$67,867	AA+	AA+
7	7	← Verizon	Telecoms	NY	\$63,692	-10.5%	\$71,154	AAA-	AAA
8	5	↓ AT&T	Telecoms	TX	\$59,103	-32.1%	\$87,005	AA+	AA+
9	10	↑ Disney	Media	CA	\$56,123	+22.7%	\$45,750	AAA+	AAA
10	9	↓ Home Depot	Retail	GA	\$50,508	+7.3%	\$47,056	AAA-	AAA-
11	13	↑ YouTube	Media	CA	\$44,476	+17.5%	\$37,847	AAA	AAA
12	12	← Starbucks	Restaurants	WA	\$41,043	+4.5%	\$39,268	AAA-	AAA
13	11	↓ Wells Fargo	Banking	CA	\$40,881	+2.3%	\$39,948	AAA-	AA+
14	17	↑ Coca-Cola	Soft Drinks	GA	\$37,935	+4.8%	\$36,188	AAA+	AAA+
15	22	↑ McDonald's	Restaurants	IL	\$37,449	+18.9%	\$31,487	AAA	AAA+
16	14	↓ Bank of America	Banking	NC	\$35,361	-3.6%	\$36,687	AA+	AA+
17	20	↑ Nike	Apparel	OR	\$34,792	+7.3%	\$32,421	AAA	AAA
18	19	↑ IBM	Tech	NY	\$33,358	+1.5%	\$32,854	AAA-	AAA-
19	15	↓ CITI	Banking	NY	\$33,131	-9.0%	\$36,407	AA+	AA+
20	18	↓ Marlboro	Tobacco	VA	\$32,671	-2.7%	\$33,569	AA+	AA+
21	24	↑ Deloitte	Professional Services	NY	\$32,471	+9.6%	\$29,633	AAA+	AAA+
22	16	↓ Chase	Banking	NY	\$31,250	-13.8%	\$36,265	AA+	AAA-
23	25	↑ UPS	Logistics	GA	\$29,482	+0.6%	\$29,300	AAA-	AAA-
24	29	↑ American Express	Payment Services	NY	\$29,160	+6.2%	\$27,462	AAA-	AAA-
25	30	↑ Xfinity	Telecoms	PA	\$28,828	+6.4%	\$27,098	AA	AA
26	23	↓ UnitedHealthcare	Healthcare	MN	\$28,324	-7.4%	\$30,577	AA	AA
27	26	↓ Intel	Tech	CA	\$27,507	-5.5%	\$29,113	AAA	AAA+
28	28	← VISA	Payment Services	CA	\$26,856	-3.0%	\$27,680	AAA	AAA
29	47	↑ Instagram	Media	CA	\$26,437	+58.0%	\$16,738	AAA	AAA
30	31	↑ accenture	IT Services	IL	\$25,294	-3.8%	\$26,292	AAA-	AAA
31	33	↑ PWC	Professional Services	NY	\$24,808	-0.3%	\$24,893	AAA+	AAA+
32	35	↑ Lowe's	Retail	NC	\$24,757	+3.4%	\$23,938	AA+	AAA-
33	27	↓ General Electric	Engineering & Construction	MA	\$24,205	-14.4%	\$28,263	AAA-	AAA-
34	32	↓ Oracle	Tech	CA	\$23,590	-6.7%	\$25,277	AA	AA
35	38	↑ Cisco	Tech	CA	\$23,322	+7.1%	\$21,776	AA+	AA+
36	39	↑ CVS	Retail	RI	\$23,182	+9.1%	\$21,254	AA	AA+
37	34	↓ FedEx	Logistics	TN	\$22,990	-5.1%	\$24,232	AA+	AA+
38	40	↑ Netflix	Media	CA	\$22,945	+8.4%	\$21,162	AAA-	AAA-
39	41	↑ JP Morgan	Banking	NY	\$22,826	+15.3%	\$19,797	AAA-	AA
40	21	↓ Boeing	Aerospace & Defence	IL	\$22,749	-29.0%	\$32,022	AAA-	AAA+
41	45	↑ Costco	Retail	WA	\$22,604	+32.1%	\$17,115	AA	AA
42	44	↑ Mastercard	Payment Services	NY	\$19,838	+8.4%	\$18,293	AAA-	AAA-
43	52	↑ Spectrum	Telecoms	CT	\$19,266	+25.0%	\$15,413	AA	AA-
44	43	↓ Pepsi	Soft Drinks	NY	\$18,922	+2.2%	\$18,520	AAA	AAA
45	42	↓ Ford	Automobiles	MI	\$18,515	-1.4%	\$18,772	AA+	AA+
46	46	← Chevron	Oil & Gas	CA	\$17,855	+4.7%	\$17,054	AA	AA
47	36	↓ Dell Technologies	Tech	TX	\$17,630	-22.9%	\$22,860	AA	AA+
48	56	↑ KFC	Restaurants	KY	\$17,105	+27.0%	\$13,472	AAA-	AAA-
49	55	↑ Anthem	Healthcare	IN	\$16,599	+22.4%	\$13,559	AA+	AA
50	48	↓ Target	Retail	MN	\$15,873	-3.7%	\$16,483	AA+	AA+

Top 500 most valuable American brands 51-100

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
51	60	↑ PayPal	Payment Services	CA	\$15,798	+20.7%	\$13,092	AAA+	AAA
52	58	↑ ExxonMobil	Oil & Gas	TX	\$15,438	+16.1%	\$13,295	AA+	AA
53	37	↓ Uber	Logistics	CA	\$15,297	-32.0%	\$22,508	AA+	AA-
54	54	← NBC	Media	NY	\$15,153	+5.0%	\$14,431	AAA-	AAA
55	50	↓ Walgreens	Retail	IL	\$14,872	-6.6%	\$15,930	AA	AA+
56	51	↓ Universal	Media	CA	\$14,750	-6.1%	\$15,710	AAA-	AAA-
57	53	↓ Capital One	Banking	VA	\$14,719	+1.8%	\$14,459	AA+	AAA-
58	57	↓ Chevrolet	Automobiles	MI	\$13,995	+5.3%	\$13,296	AA+	AAA-
59	61	↑ TCS	IT Services	NY	\$13,499	+5.3%	\$12,815	AAA-	AAA-
60	66	↑ Lockheed Martin	Aerospace & Defence	MD	\$12,635	+14.7%	\$11,017	AAA-	AAA-
61	69	↑ Humana	Healthcare	KY	\$12,599	+22.5%	\$10,288	AA	AA
62	103	↑ Tesla	Automobiles	CA	\$12,416	+64.9%	\$7,531	AA	AA
63	62	↓ Optum	Healthcare	MN	\$11,924	-6.1%	\$12,705	AA-	AA-
64	65	↑ CBS	Media	NY	\$11,588	+4.9%	\$11,045	AA+	AA+
65	68	↑ Goldman Sachs	Banking	NY	\$11,339	+7.2%	\$10,580	AA+	AA
66	59	↓ Warner Bros	Media	CA	\$11,295	-13.9%	\$13,116	AAA	AAA
67	63	↓ Johnson & Johnson	Pharma	NJ	\$10,879	-11.2%	\$12,254	AA+	AAA-
68	94	↑ Hilton	Hotels	VA	\$10,833	+35.0%	\$8,023	AAA-	AAA-
69	89	↑ Airbnb	Leisure & Tourism	CA	\$10,498	+27.6%	\$8,226	A+	A+
70	79	↑ GEICO	Insurance	MD	\$10,367	+18.0%	\$8,784	AAA-	AAA-
71	93	↑ Salesforce	Tech	CA	\$10,218	+25.5%	\$8,140	AA-	AA-
72	64	↓ booking.com	Leisure & Tourism	CT	\$10,196	-15.3%	\$12,043	AA	AA+
73	70	↓ Sam's Club	Retail	AR	\$9,728	-4.3%	\$10,164	AA-	AA
74	111	↑ T.J. Maxx	Retail	MA	\$9,488	+32.3%	\$7,170	AAA-	AAA-
75	74	↓ Medtronic	Healthcare	MN	\$9,467	-1.9%	\$9,655	AA	AA
76	83	↑ Adobe	Tech	CA	\$9,360	+8.8%	\$8,606	AAA-	AAA-
77	71	↓ Delta	Airlines	GA	\$9,229	-8.7%	\$10,105	AA+	AAA-
78	72	↓ HP	Tech	CA	\$9,134	-8.6%	\$9,996	AA+	AA
79	95	↑ Allstate	Insurance	IL	\$9,079	+13.7%	\$7,982	AA+	AA+
80	77	↓ Morgan Stanley	Banking	NY	\$8,886	-1.8%	\$9,052	AA-	AA-
81	75	↓ American Airlines	Airlines	TX	\$8,882	-7.0%	\$9,553	AA+	AAA-
82	80	↓ 3M	Tech	MN	\$8,856	+0.8%	\$8,782	AAA-	AAA-
83	131	↑ HCA	Healthcare	TN	\$8,814	+40.0%	\$6,295	AA-	A
84	76	↓ Union Pacific	Logistics	NE	\$8,738	-6.2%	\$9,319	AA+	AA+
85	82	↓ Cognizant	IT Services	NJ	\$8,573	-1.5%	\$8,704	AA+	AA+
86	73	↓ U.S. Bank	Banking	MN	\$8,540	-12.5%	\$9,765	AA-	AA
87	92	↑ Gillette	Cosmetics & Personal Care	MA	\$8,479	+4.1%	\$8,143	AAA	AAA
88	49	↓ Fox	Media	CA	\$8,419	-47.2%	\$15,955	AA+	AA+
89	109	↑ Tyson	Food	AR	\$8,417	+14.3%	\$7,366	AA	AA
90	67	↓ Aetna	Healthcare	CT	\$8,411	-22.3%	\$10,828	AA	AA
91	102	↑ Progressive	Insurance	OH	\$8,382	+11.2%	\$7,538	AAA-	AAA-
92	129	↑ John Deere	Engineering & Construction	IL	\$8,330	+30.5%	\$6,382	AAA-	AAA-
93	85	↓ United Airlines	Airlines	IL	\$8,227	-2.8%	\$8,460	AA	AA+
94	86	↓ ESPN	Media	CT	\$8,223	-1.5%	\$8,350	AAA	AAA
95	78	↓ eBay	Retail	CA	\$8,150	-9.2%	\$8,974	AAA-	AAA-
96	134	↑ 20th Century Studios	Media	CA	\$8,130	+32.3%	\$6,146	AAA	AAA
97	90	↓ Purina	Food	MO	\$8,033	-1.7%	\$8,175	AA	AA
98	97	↓ Subway	Restaurants	CT	\$7,998	+3.0%	\$7,767	AA	AAA-
99	135	↑ LinkedIn	Media	CA	\$7,837	+28.1%	\$6,118	AAA-	AA+
100	96	↓ MetLife	Insurance	NY	\$7,701	-2.5%	\$7,900	A+	AA

Top 500 most valuable American brands 101-150

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
101	84	↓	PNC	Banking	PA	🔒	🔒	🔒	🔒
102	91	↓	Cigna	Healthcare	CT	🔒	🔒	🔒	🔒
103	124	↑	Dollar General	Retail	TN	🔒	🔒	🔒	🔒
104	121	↑	BNSF	Logistics	TX	🔒	🔒	🔒	🔒
105	99	↓	Northrop Grumman	Aerospace & Defence	VA	🔒	🔒	🔒	🔒
106	117	↑	Enterprise	Car Rental Services	MO	🔒	🔒	🔒	🔒
107	88	↓	Honeywell	Engineering & Construction	NC	🔒	🔒	🔒	🔒
108	-	New	Truist	Banking	NC	🔒	🔒	🔒	🔒
109	105	↓	Qualcomm	Tech	CA	🔒	🔒	🔒	🔒
110	87	↓	Qualcomm	Tech	CA	🔒	🔒	🔒	🔒
111	147	↑	Travelers	Insurance	NY	🔒	🔒	🔒	🔒
112	125	↑	Infosys	IT Services	CA	🔒	🔒	🔒	🔒
113	130	↑	Merrill	Banking	NY	🔒	🔒	🔒	🔒
114	137	↑	S&P Global	Financial Information Services	NY	🔒	🔒	🔒	🔒
115	81	↓	Valero	Oil & Gas	TX	🔒	🔒	🔒	🔒
116	101	↓	COACH	Apparel	NY	🔒	🔒	🔒	🔒
117	106	↓	Publix	Retail	FL	🔒	🔒	🔒	🔒
118	119	↑	Kellogg's	Food	MI	🔒	🔒	🔒	🔒
119	107	↓	Prudential (US)	Insurance	NJ	🔒	🔒	🔒	🔒
120	139	↑	Chubb	Insurance	NJ	🔒	🔒	🔒	🔒
121	132	↑	Discover	Banking	IL	🔒	🔒	🔒	🔒
122	115	↓	Ross Dress For Less	Retail	CA	🔒	🔒	🔒	🔒
123	128	↑	ADP	Professional Services	NJ	🔒	🔒	🔒	🔒
124	98	↓	HPE	Tech	CA	🔒	🔒	🔒	🔒
125	104	↓	Budweiser	Beers	MO	🔒	🔒	🔒	🔒
126	168	↑	Sherwin-Williams	Retail	OH	🔒	🔒	🔒	🔒
127	120	↓	Pampers	Household Products	OH	🔒	🔒	🔒	🔒
128	122	↓	L&M	Tobacco	NY	🔒	🔒	🔒	🔒
129	167	↑	Estée Lauder	Cosmetics & Personal Care	NY	🔒	🔒	🔒	🔒
130	155	↑	Clinique	Cosmetics & Personal Care	NY	🔒	🔒	🔒	🔒
131	144	↑	Kroger	Retail	OH	🔒	🔒	🔒	🔒
132	110	↓	Sprint	Telecoms	KS	🔒	🔒	🔒	🔒
133	143	↑	Pall Mall	Tobacco	NC	🔒	🔒	🔒	🔒
134	164	↑	Marriott	Hotels	MD	🔒	🔒	🔒	🔒
135	140	↑	Tiffany & Co.	Apparel	NY	🔒	🔒	🔒	🔒
136	123	↓	Southwest Airlines	Airlines	TX	🔒	🔒	🔒	🔒
137	100	↓	Caterpillar	Engineering & Construction	IL	🔒	🔒	🔒	🔒
138	149	↑	McLane	Logistics	TX	🔒	🔒	🔒	🔒
139	133	↓	ABC	Media	NY	🔒	🔒	🔒	🔒
140	146	↑	DXC Technology	IT Services	VA	🔒	🔒	🔒	🔒
141	157	↑	AutoZone	Retail	TN	🔒	🔒	🔒	🔒
142	113	↓	Bud Light	Beers	MO	🔒	🔒	🔒	🔒
143	138	↓	McKinsey	Professional Services	NY	🔒	🔒	🔒	🔒
144	142	↓	Sysco	Professional Services	TX	🔒	🔒	🔒	🔒
145	127	↓	Domino's Pizza	Restaurants	MI	🔒	🔒	🔒	🔒
146	158	↑	Micron Technology	Tech	ID	🔒	🔒	🔒	🔒
147	152	↑	Carmax	Retail	VA	🔒	🔒	🔒	🔒
148	112	↓	Schlumberger	Oil & Gas	TX	🔒	🔒	🔒	🔒
149	163	↑	Pantene	Cosmetics & Personal Care	OH	🔒	🔒	🔒	🔒
150	205	↑	FIS	Tech	FL	🔒	🔒	🔒	🔒

Top 500 most valuable American brands 151-200

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
151	211	↑	Xbox	Tech	WA	🔒	🔒	🔒	🔒
152	136	↓	General Dynamics	Aerospace & Defence	VA	🔒	🔒	🔒	🔒
153	177	↑	Centene Corporation	Healthcare	MO	🔒	🔒	🔒	🔒
154	150	↓	Sprite	Soft Drinks	GA	🔒	🔒	🔒	🔒
155	156	↑	Pizza Hut	Restaurants	TX	🔒	🔒	🔒	🔒
156	249	↑	Taco Bell	Restaurants	CA	🔒	🔒	🔒	🔒
157	171	↑	VMWARE	Tech	CA	🔒	🔒	🔒	🔒
158	176	↑	Lay's	Food	TX	🔒	🔒	🔒	🔒
159	183	↑	Esso	Oil & Gas	TX	🔒	🔒	🔒	🔒
160	114	↓	Victoria's Secret	Apparel	OH	🔒	🔒	🔒	🔒
161	108	↓	Activision Blizzard	Media	CA	🔒	🔒	🔒	🔒
162	151	↓	Raytheon	Aerospace & Defence	MA	🔒	🔒	🔒	🔒
163	182	↑	Dunkin'	Restaurants	MA	🔒	🔒	🔒	🔒
164	203	↑	Best Buy	Retail	MN	🔒	🔒	🔒	🔒
165	170	↑	Mobil	Oil & Gas	TX	🔒	🔒	🔒	🔒
166	200	↑	Marshalls	Retail	MA	🔒	🔒	🔒	🔒
167	141	↓	Thermo Fisher Scientific	Tech	MA	🔒	🔒	🔒	🔒
168	226	↑	SiriusXM	Media	NY	🔒	🔒	🔒	🔒
169	224	↑	Royal Caribbean International	Leisure & Tourism	FL	🔒	🔒	🔒	🔒
170	196	↑	Bloomberg	Financial Information Services	NY	🔒	🔒	🔒	🔒
171	185	↑	Aflac	Insurance	GA	🔒	🔒	🔒	🔒
172	174	↑	Wrigley	Food	IL	🔒	🔒	🔒	🔒
173	217	↑	Express Scripts	Healthcare	MO	🔒	🔒	🔒	🔒
174	145	↓	Western Digital	Tech	CA	🔒	🔒	🔒	🔒
175	179	↑	HCL	IT Services	CA	🔒	🔒	🔒	🔒
176	116	↓	Dow	Chemicals	MI	🔒	🔒	🔒	🔒
177	213	↑	Whole Foods	Retail	TX	🔒	🔒	🔒	🔒
178	165	↓	ConocoPhillips	Oil & Gas	TX	🔒	🔒	🔒	🔒
179	154	↓	Macy's	Retail	OH	🔒	🔒	🔒	🔒
180	201	↑	McKesson	Healthcare	CA	🔒	🔒	🔒	🔒
181	162	↓	Phillips 66	Oil & Gas	TX	🔒	🔒	🔒	🔒
182	194	↑	Carrier	Engineering & Construction	CT	🔒	🔒	🔒	🔒
183	188	↑	Collins Aerospace	Aerospace & Defence	CT	🔒	🔒	🔒	🔒
184	118	↓	Nvidia	Tech	CA	🔒	🔒	🔒	🔒
185	148	↓	BUICK	Automobiles	MI	🔒	🔒	🔒	🔒
186	181	↓	CSX	Logistics	FL	🔒	🔒	🔒	🔒
187	186	↓	Abbott	Pharma	IL	🔒	🔒	🔒	🔒
188	159	↓	Texas Instruments	Tech	TX	🔒	🔒	🔒	🔒
189	169	↓	AIG	Insurance	NY	🔒	🔒	🔒	🔒
190	209	↑	Monster	Soft Drinks	CA	🔒	🔒	🔒	🔒
191	228	↑	Hyatt	Hotels	IL	🔒	🔒	🔒	🔒
192	160	↓	Kohl's	Retail	WI	🔒	🔒	🔒	🔒
193	218	↑	Holiday Inn	Hotels	GA	🔒	🔒	🔒	🔒
194	153	↓	Emerson Electric	Tech	MO	🔒	🔒	🔒	🔒
195	126	↓	Centurylink	Telecoms	LA	🔒	🔒	🔒	🔒
196	172	↓	Las Vegas Sands	Gambling	NV	🔒	🔒	🔒	🔒
197	189	↓	Ralph Lauren	Apparel	NY	🔒	🔒	🔒	🔒
198	199	↑	Gatorade	Soft Drinks	IL	🔒	🔒	🔒	🔒
199	250	↑	M.A.C	Cosmetics & Personal Care	NY	🔒	🔒	🔒	🔒
200	245	↑	HealthNet	Healthcare	CA	🔒	🔒	🔒	🔒

Top 500 most valuable American brands 201-250

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
201	227	↑	BD	Healthcare	NJ	🔒	🔒	🔒	🔒
202	180	↓	Nordstrom	Retail	WA	🔒	🔒	🔒	🔒
203	204	↑	Fiserv	Tech	WI	🔒	🔒	🔒	🔒
204	178	↓	Huggies	Household Products	TX	🔒	🔒	🔒	🔒
205	235	↑	Burger King	Restaurants	FL	🔒	🔒	🔒	🔒
206	237	↑	Head & Shoulders	Cosmetics & Personal Care	OH	🔒	🔒	🔒	🔒
207	202	↓	Merck & Co	Pharma	NJ	🔒	🔒	🔒	🔒
208	253	↑	D.R. Horton	Engineering & Construction	TX	🔒	🔒	🔒	🔒
209	190	↓	Cummins	Engineering & Construction	IN	🔒	🔒	🔒	🔒
210	221	↑	Maybelline	Cosmetics & Personal Care	NY	🔒	🔒	🔒	🔒
211	175	↓	Applied Materials	Tech	CA	🔒	🔒	🔒	🔒
212	231	↑	Cadillac	Automobiles	NY	🔒	🔒	🔒	🔒
213	210	↓	Exxon	Oil & Gas	TX	🔒	🔒	🔒	🔒
214	246	↑	Wendy's	Restaurants	OH	🔒	🔒	🔒	🔒
215	161	↓	Home Box Office	Media	NY	🔒	🔒	🔒	🔒
216	187	↓	The North Face	Apparel	CA	🔒	🔒	🔒	🔒
217	274	↑	Levi's	Apparel	CA	🔒	🔒	🔒	🔒
218	195	↓	Tide	Household Products	OH	🔒	🔒	🔒	🔒
219	232	↑	Blackrock	Banking	NY	🔒	🔒	🔒	🔒
220	318	↑	Jeep	Automobiles	OH	🔒	🔒	🔒	🔒
221	192	↓	Jack Daniel's	Spirits	TN	🔒	🔒	🔒	🔒
222	223	↑	AmerisourceBergen	Healthcare	PA	🔒	🔒	🔒	🔒
223	220	↓	O'Reilly Auto Parts	Retail	MO	🔒	🔒	🔒	🔒
224	242	↑	Cardinal Health	Healthcare	OH	🔒	🔒	🔒	🔒
225	275	↑	Marathon Petroleum	Oil & Gas	OH	🔒	🔒	🔒	🔒
226	225	↓	Colgate	Cosmetics & Personal Care	NY	🔒	🔒	🔒	🔒
227	212	↓	BNY Mellon	Banking	NY	🔒	🔒	🔒	🔒
228	248	↑	Lennar	Engineering & Construction	FL	🔒	🔒	🔒	🔒
229	277	↑	DUKE ENERGY	Utilities	NC	🔒	🔒	🔒	🔒
230	216	↓	MSCI	Stock Exchanges	NY	🔒	🔒	🔒	🔒
231	206	↓	Electronic Arts	Media	CA	🔒	🔒	🔒	🔒
232	259	↑	Hampton Inn	Hotels	TN	🔒	🔒	🔒	🔒
233	244	↑	Pratt & Whitney	Aerospace & Defence	CT	🔒	🔒	🔒	🔒
234	173	↓	Pfizer	Pharma	NY	🔒	🔒	🔒	🔒
235	222	↓	Wynn Resorts	Gambling	NV	🔒	🔒	🔒	🔒
236	261	↑	IQVIA	Healthcare	NC	🔒	🔒	🔒	🔒
237	287	↑	Exelon	Utilities	IL	🔒	🔒	🔒	🔒
238	260	↑	Twitter	Media	CA	🔒	🔒	🔒	🔒
239	229	↓	Oxy	Oil & Gas	TX	🔒	🔒	🔒	🔒
240	208	↓	Charles Schwab	Banking	CA	🔒	🔒	🔒	🔒
241	268	↑	Dollar Tree	Retail	VA	🔒	🔒	🔒	🔒
242	252	↑	Celgene	Pharma	NJ	🔒	🔒	🔒	🔒
243	265	↑	Yahoo	Tech	CA	🔒	🔒	🔒	🔒
244	241	↓	Fifth Third Bank	Banking	OH	🔒	🔒	🔒	🔒
245	240	↓	Under Armour	Apparel	MD	🔒	🔒	🔒	🔒
246	207	↓	Cerner	Tech	MO	🔒	🔒	🔒	🔒
247	197	↓	Safeway	Retail	CA	🔒	🔒	🔒	🔒
248	184	↓	Kraft	Food	IL	🔒	🔒	🔒	🔒
249	291	↑	Stryker	Healthcare	MI	🔒	🔒	🔒	🔒
250	279	↑	Quaker	Food	IL	🔒	🔒	🔒	🔒

Top 500 most valuable American brands 251-300

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
251	-	New	L3 Harris	Aerospace & Defence	FL	🔒	🔒	🔒	🔒
252	-	New	Chick-fil-A	Restaurants	GA	🔒	🔒	🔒	🔒
253	284	↑	Expedia.com	Leisure & Tourism	WA	🔒	🔒	🔒	🔒
254	276	↑	AbbVie	Pharma	IL	🔒	🔒	🔒	🔒
255	270	↑	BCG	Professional Services	MA	🔒	🔒	🔒	🔒
256	166	↓	Discovery	Media	MD	🔒	🔒	🔒	🔒
257	219	↓	CAMEL	Tobacco	NC	🔒	🔒	🔒	🔒
258	262	↑	Otis	Engineering & Construction	CT	🔒	🔒	🔒	🔒
259	198	↓	Halliburton	Oil & Gas	TX	🔒	🔒	🔒	🔒
260	288	↑	Polaris	Automobiles	MN	🔒	🔒	🔒	🔒
261	280	↑	Eaton	Engineering & Construction	OH	🔒	🔒	🔒	🔒
262	286	↑	Advance Auto Parts	Retail	NC	🔒	🔒	🔒	🔒
263	306	↑	Chipotle	Restaurants	CA	🔒	🔒	🔒	🔒
264	191	↓	Ferguson	Engineering & Construction	VA	🔒	🔒	🔒	🔒
265	269	↑	Old Navy	Apparel	CA	🔒	🔒	🔒	🔒
266	243	↓	Johnson's	Cosmetics & Personal Care	NJ	🔒	🔒	🔒	🔒
267	263	↓	Always	Household Products	OH	🔒	🔒	🔒	🔒
268	308	↑	CDW	Tech	IL	🔒	🔒	🔒	🔒
269	278	↑	Energy Transfer	Oil & Gas	TX	🔒	🔒	🔒	🔒
270	233	↓	International Paper	Engineering & Construction	TN	🔒	🔒	🔒	🔒
271	-	New	Bacardi	Spirits	FL	🔒	🔒	🔒	🔒
272	214	↓	QVC	Retail	PA	🔒	🔒	🔒	🔒
273	283	↑	Copenhagen	Tobacco	VA	🔒	🔒	🔒	🔒
274	356	↑	CBRE	Real Estate	CA	🔒	🔒	🔒	🔒
275	314	↑	Servicenow	Tech	CA	🔒	🔒	🔒	🔒
276	292	↑	Stop & Shop	Retail	MA	🔒	🔒	🔒	🔒
277	290	↑	BeneFit	Cosmetics & Personal Care	CA	🔒	🔒	🔒	🔒
278	256	↓	Michael Kors	Apparel	NY	🔒	🔒	🔒	🔒
279	289	↑	Hershey's	Food	PA	🔒	🔒	🔒	🔒
280	264	↓	Norwegian Cruise	Leisure & Tourism	FL	🔒	🔒	🔒	🔒
281	299	↑	Brookfield Property Partners	Real Estate	NY	🔒	🔒	🔒	🔒
282	293	↑	aramark	Business Support	PA	🔒	🔒	🔒	🔒
283	298	↑	Ingersoll Rand	Engineering & Construction	NC	🔒	🔒	🔒	🔒
284	332	↑	Ball	Business Support	CO	🔒	🔒	🔒	🔒
285	294	↑	United Rentals	Business Support	CT	🔒	🔒	🔒	🔒
286	307	↑	Mountain Dew	Soft Drinks	NY	🔒	🔒	🔒	🔒
287	312	↑	Cintas	Business Support	OH	🔒	🔒	🔒	🔒
288	215	↓	Johnson Controls	Engineering & Construction	WI	🔒	🔒	🔒	🔒
289	303	↑	Procter & Gamble	Cosmetics & Personal Care	OH	🔒	🔒	🔒	🔒
290	338	↑	Red Hat	Tech	NC	🔒	🔒	🔒	🔒
291	300	↑	Chesterfield	Tobacco	VA	🔒	🔒	🔒	🔒
292	361	↑	The Hartford	Insurance	CT	🔒	🔒	🔒	🔒
293	234	↓	Fanta	Soft Drinks	GA	🔒	🔒	🔒	🔒
294	309	↑	Kent	Tobacco	NC	🔒	🔒	🔒	🔒
295	282	↓	Carnival Cruise Lines	Leisure & Tourism	FL	🔒	🔒	🔒	🔒
296	335	↑	Olay	Cosmetics & Personal Care	OH	🔒	🔒	🔒	🔒
297	271	↓	Dish Network	Media	CO	🔒	🔒	🔒	🔒
298	267	↓	LyondellBasell	Chemicals	TX	🔒	🔒	🔒	🔒
299	258	↓	TNT	Media	GA	🔒	🔒	🔒	🔒
300	295	↓	Newport	Tobacco	NC	🔒	🔒	🔒	🔒

Top 500 most valuable American brands 301-350

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
301	333	↑	Regions Financial Corporation	Banking	AL	🔒	🔒	🔒	🔒
302	251	↓	Heinz	Food	PA	🔒	🔒	🔒	🔒
303	317	↑	Tractor Supply	Retail	TN	🔒	🔒	🔒	🔒
304	315	↑	Hertz	Car Rental Services	FL	🔒	🔒	🔒	🔒
305	230	↓	Dr Pepper	Soft Drinks	TX	🔒	🔒	🔒	🔒
306	310	↑	Moody's	Financial Information Services	NY	🔒	🔒	🔒	🔒
307	247	↓	State Street	Banking	MA	🔒	🔒	🔒	🔒
308	316	↑	Tracfone	Telecoms	FL	🔒	🔒	🔒	🔒
309	329	↑	KeyBank	Banking	OH	🔒	🔒	🔒	🔒
310	331	↑	Jackson National Life Insurance Company	Insurance	MI	🔒	🔒	🔒	🔒
311	339	↑	Citizens	Banking	RI	🔒	🔒	🔒	🔒
312	371	↑	Waste Management	Utilities	TX	🔒	🔒	🔒	🔒
313	324	↑	Equinix	Tech	CA	🔒	🔒	🔒	🔒
314	326	↑	Baker Hughes	Oil & Gas	TX	🔒	🔒	🔒	🔒
315	301	↓	Manpower	Human Resources	WI	🔒	🔒	🔒	🔒
316	435	↑	DOMINION	Utilities	VA	🔒	🔒	🔒	🔒
317	322	↑	Ulta Beauty	Retail	IL	🔒	🔒	🔒	🔒
318	266	↓	Enterprise Products	Oil & Gas	TX	🔒	🔒	🔒	🔒
319	319	←	Parliament	Tobacco	VA	🔒	🔒	🔒	🔒
320	328	↑	Arconic	Engineering & Construction	PA	🔒	🔒	🔒	🔒
321	311	↓	nielsen	Business Support	NY	🔒	🔒	🔒	🔒
322	358	↑	Tenet Healthcare	Healthcare	TX	🔒	🔒	🔒	🔒
323	272	↓	Oscar Mayer	Food	WI	🔒	🔒	🔒	🔒
324	340	↑	Blackstone	Banking	NY	🔒	🔒	🔒	🔒
325	330	↑	Xerox	IT Services	CT	🔒	🔒	🔒	🔒
326	369	↑	Double Tree	Hotels	VA	🔒	🔒	🔒	🔒
327	297	↓	Tommy Hilfiger	Apparel	NY	🔒	🔒	🔒	🔒
328	362	↑	Philip Morris	Tobacco	NY	🔒	🔒	🔒	🔒
329	273	↓	Calvin Klein	Apparel	NY	🔒	🔒	🔒	🔒
330	320	↓	ITW	Engineering & Construction	IL	🔒	🔒	🔒	🔒
331	323	↓	GMC	Automobiles	MI	🔒	🔒	🔒	🔒
332	313	↓	Panera Bread	Restaurants	MO	🔒	🔒	🔒	🔒
333	-	New	Mars	Food	VA	🔒	🔒	🔒	🔒
334	285	↓	TBS	Media	GA	🔒	🔒	🔒	🔒
335	370	↑	Boston Scientific	Healthcare	MA	🔒	🔒	🔒	🔒
336	321	↓	BLACK + DECKER	Engineering & Construction	MD	🔒	🔒	🔒	🔒
337	281	↓	Seagate Technology	Tech	CA	🔒	🔒	🔒	🔒
338	334	↓	Grainger	Engineering & Construction	IL	🔒	🔒	🔒	🔒
339	390	↑	Doritos	Food	TX	🔒	🔒	🔒	🔒
340	337	↓	Bristol-Myers Squibb	Pharma	NY	🔒	🔒	🔒	🔒
341	346	↑	Tropicana	Soft Drinks	IL	🔒	🔒	🔒	🔒
342	296	↓	Netapp	Tech	CA	🔒	🔒	🔒	🔒
343	401	↑	Wayfair	Retail	MA	🔒	🔒	🔒	🔒
344	254	↓	DuPont	Chemicals	DE	🔒	🔒	🔒	🔒
345	352	↑	QuickBooks	Tech	CA	🔒	🔒	🔒	🔒
346	327	↓	Corning	Tech	NY	🔒	🔒	🔒	🔒
347	377	↑	PG&E	Utilities	CA	🔒	🔒	🔒	🔒
348	396	↑	CME	Stock Exchanges	IL	🔒	🔒	🔒	🔒
349	304	↓	Coors Light	Beers	CO	🔒	🔒	🔒	🔒
350	347	↓	Eli Lilly and Company	Pharma	IN	🔒	🔒	🔒	🔒

Top 500 most valuable American brands 351-400

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
351	344	↓	MTV	Media	NY	🔒	🔒	🔒	🔒
352	375	↑	Dunlop	Tyres	OH	🔒	🔒	🔒	🔒
353	433	↑	Bain	Professional Services	MA	🔒	🔒	🔒	🔒
354	381	↑	experian	Credit Agency	CA	🔒	🔒	🔒	🔒
355	359	↑	Fortive	Tech	WA	🔒	🔒	🔒	🔒
356	392	↑	Florida Power & Light	Utilities	FL	🔒	🔒	🔒	🔒
357	366	↑	Skechers	Apparel	CA	🔒	🔒	🔒	🔒
358	385	↑	Goodyear	Tyres	OH	🔒	🔒	🔒	🔒
359	407	↑	Foot Locker	Retail	NY	🔒	🔒	🔒	🔒
360	360	←	Zimmer Biomet	Tech	IN	🔒	🔒	🔒	🔒
361	397	↑	TurboTax	Tech	CA	🔒	🔒	🔒	🔒
362	380	↑	Hormel	Food	MN	🔒	🔒	🔒	🔒
363	399	↑	llumina	Healthcare	CA	🔒	🔒	🔒	🔒
364	351	↓	Dick's Sporting Goods	Retail	PA	🔒	🔒	🔒	🔒
365	440	↑	PSEG	Utilities	NJ	🔒	🔒	🔒	🔒
366	343	↓	Parker-Hannifin	Tech	OH	🔒	🔒	🔒	🔒
367	373	↑	Raymond James	Banking	FL	🔒	🔒	🔒	🔒
368	418	↑	Cheetos	Food	TX	🔒	🔒	🔒	🔒
369	345	↓	7-Up	Soft Drinks	TX	🔒	🔒	🔒	🔒
370	374	↑	Sabre	Tech	TX	🔒	🔒	🔒	🔒
371	384	↑	M&T Bank	Banking	NY	🔒	🔒	🔒	🔒
372	-	New	New Balance	Apparel	MA	🔒	🔒	🔒	🔒
373	255	↓	Campbell's	Food	NJ	🔒	🔒	🔒	🔒
374	-	New	Leidos	Aerospace & Defence	VA	🔒	🔒	🔒	🔒
375	-	New	Marsh	Insurance	NY	🔒	🔒	🔒	🔒
376	403	↑	Neutrogena	Cosmetics & Personal Care	CA	🔒	🔒	🔒	🔒
377	467	↑	DTE Energy	Utilities	MI	🔒	🔒	🔒	🔒
378	499	↑	Zillow	Retail	WA	🔒	🔒	🔒	🔒
379	427	↑	Unum	Insurance	TN	🔒	🔒	🔒	🔒
380	348	↓	Sunbelt Rentals	Business Support	SC	🔒	🔒	🔒	🔒
381	468	↑	Jabil	Tech	FL	🔒	🔒	🔒	🔒
382	450	↑	RGA (Reinsurance Group Of America)	Insurance	MO	🔒	🔒	🔒	🔒
383	354	↓	Lam Research	Tech	CA	🔒	🔒	🔒	🔒
384	395	↑	Amgen	Pharma	CA	🔒	🔒	🔒	🔒
385	398	↑	Jetblue Airways	Airlines	NY	🔒	🔒	🔒	🔒
386	325	↓	Harley-Davidson	Automobiles	WI	🔒	🔒	🔒	🔒
387	350	↓	Miller Lite	Beers	WI	🔒	🔒	🔒	🔒
388	382	↓	Motorola Solutions	Tech	IL	🔒	🔒	🔒	🔒
389	441	↑	American Tower Corporation	Real Estate	MA	🔒	🔒	🔒	🔒
390	470	↑	Snapchat	Media	CA	🔒	🔒	🔒	🔒
391	445	↑	Family Dollar	Retail	NC	🔒	🔒	🔒	🔒
392	459	↑	Olive Garden	Restaurants	FL	🔒	🔒	🔒	🔒
393	415	↑	Burlington	Retail	NJ	🔒	🔒	🔒	🔒
394	447	↑	Oral-B	Cosmetics & Personal Care	OH	🔒	🔒	🔒	🔒
395	-	New	CenterPoint Energy	Utilities	TX	🔒	🔒	🔒	🔒
396	429	↑	Autodesk Inc	Tech	CA	🔒	🔒	🔒	🔒
397	388	↓	Whirlpool	Tech	MI	🔒	🔒	🔒	🔒
398	365	↓	DaVita	Healthcare	CO	🔒	🔒	🔒	🔒
399	-	New	Corteva	Chemicals	DE	🔒	🔒	🔒	🔒
400	-	New	Ally	Banking	MI	🔒	🔒	🔒	🔒

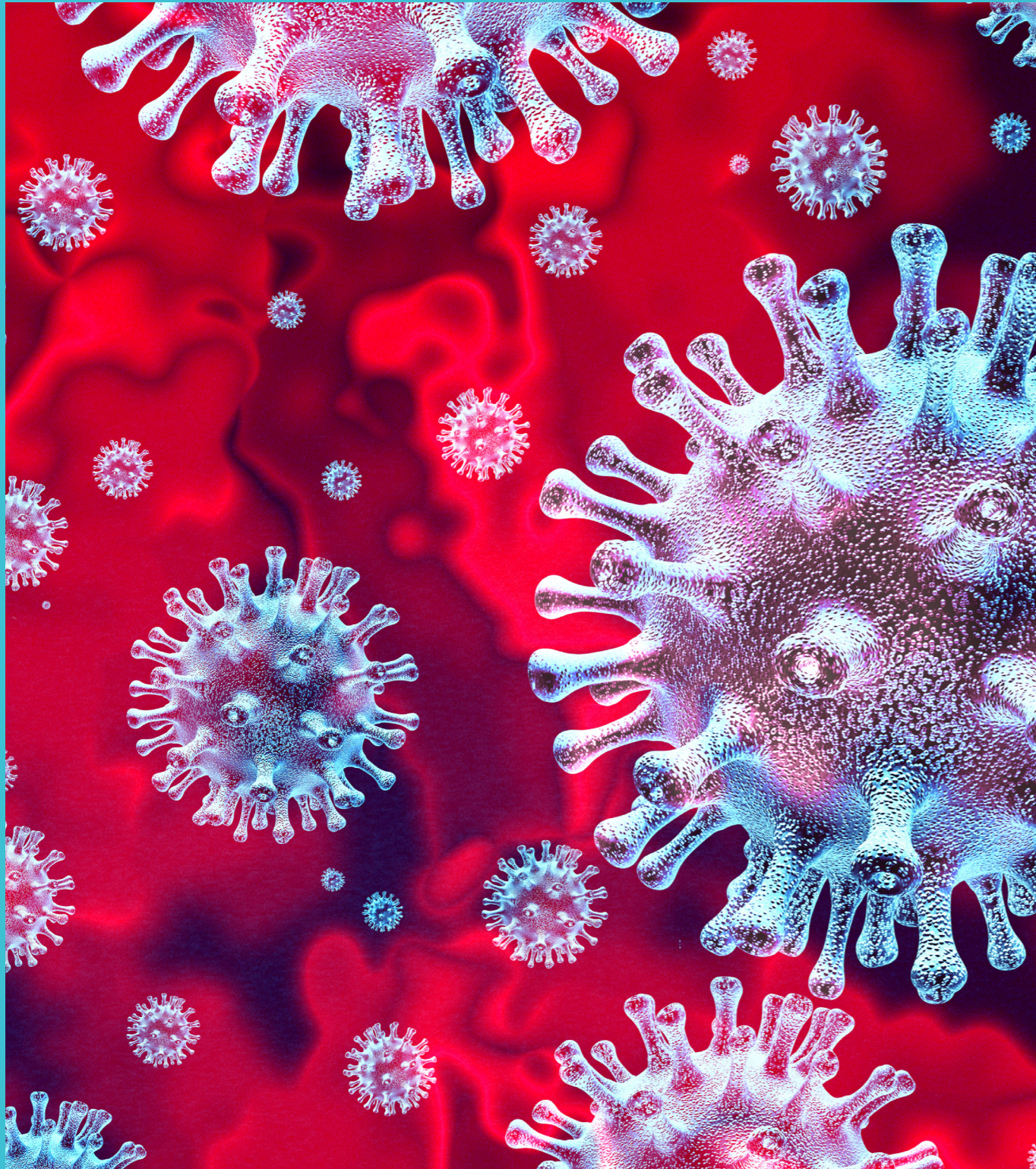
Top 500 most valuable American brands 401-450

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
401	461	↑	Cheerios	Food	MN	🔒	🔒	🔒	🔒
402	394	↓	Courtyard	Hotels	MD	🔒	🔒	🔒	🔒
403	500	↑	RAM Trucks	Automobiles	MI	🔒	🔒	🔒	🔒
404	408	↑	Michaels	Retail	TX	🔒	🔒	🔒	🔒
405	379	↓	Fluor	Engineering & Construction	TX	🔒	🔒	🔒	🔒
406	389	↓	Huntington	Banking	OH	🔒	🔒	🔒	🔒
407	387	↓	XPO LOGISTICS	Logistics	CT	🔒	🔒	🔒	🔒
408	412	↑	Alaska Airlines	Airlines	WA	🔒	🔒	🔒	🔒
409	404	↓	AKAMAI Technologies	Tech	MA	🔒	🔒	🔒	🔒
410	473	↑	Arrow Electronics	Tech	CO	🔒	🔒	🔒	🔒
411	455	↑	CNA	Insurance	IL	🔒	🔒	🔒	🔒
412	-	New	Plains All American	Oil & Gas	TX	🔒	🔒	🔒	🔒
413	439	↑	Gilead Sciences	Pharma	CA	🔒	🔒	🔒	🔒
414	341	↓	Jacobs Engineering	Engineering & Construction	TX	🔒	🔒	🔒	🔒
415	-	New	Invesco	Banking	GA	🔒	🔒	🔒	🔒
416	424	↑	Speedway	Oil & Gas	OH	🔒	🔒	🔒	🔒
417	423	↑	Wyndham	Hotels	NJ	🔒	🔒	🔒	🔒
418	460	↑	Williams Partners	Oil & Gas	OK	🔒	🔒	🔒	🔒
419	458	↑	TransUnion	Credit Agency	IL	🔒	🔒	🔒	🔒
420	490	↑	Xcel Energy	Utilities	MN	🔒	🔒	🔒	🔒
421	302	↓	S-26	Food	PA	🔒	🔒	🔒	🔒
422	-	New	Eversource Energy	Utilities	CT	🔒	🔒	🔒	🔒
423	472	↑	Lucky Strike	Tobacco	NC	🔒	🔒	🔒	🔒
424	454	↑	worldpay	Payment Services	OH	🔒	🔒	🔒	🔒
425	405	↓	Aecom Technology	Engineering & Construction	CA	🔒	🔒	🔒	🔒
426	484	↑	Edison International	Utilities	CA	🔒	🔒	🔒	🔒
427	378	↓	Cinemark	Leisure & Tourism	TX	🔒	🔒	🔒	🔒
428	355	↓	Gulfstream	Aerospace & Defence	GA	🔒	🔒	🔒	🔒
429	305	↓	Gap	Apparel	CA	🔒	🔒	🔒	🔒
430	406	↓	Northern Trust	Banking	IL	🔒	🔒	🔒	🔒
431	420	↓	Biogen	Pharma	MA	🔒	🔒	🔒	🔒
432	411	↓	Franklin Templeton Investments	Banking	CA	🔒	🔒	🔒	🔒
433	376	↓	AMC Theatres	Leisure & Tourism	KS	🔒	🔒	🔒	🔒
434	464	↑	Food 4 Less	Retail	CA	🔒	🔒	🔒	🔒
435	-	New	conEdison	Utilities	NY	🔒	🔒	🔒	🔒
436	416	↓	Bond Street	Tobacco	NY	🔒	🔒	🔒	🔒
437	414	↓	Avis	Car Rental Services	NJ	🔒	🔒	🔒	🔒
438	-	New	HOST HOTELS & RESORTS INC	Real Estate	MD	🔒	🔒	🔒	🔒
439	476	↑	Arm & Hammer	Household Products	NJ	🔒	🔒	🔒	🔒
440	444	↑	Iron Mountain	Business Support	MA	🔒	🔒	🔒	🔒
441	-	New	Principal	Insurance	IA	🔒	🔒	🔒	🔒
442	463	↑	Scientific Games	Gambling	NV	🔒	🔒	🔒	🔒
443	421	↓	Western Union	Banking	CO	🔒	🔒	🔒	🔒
444	426	↓	C.H. Robinson Worldwide	Logistics	MN	🔒	🔒	🔒	🔒
445	-	New	WEC Energy Group	Utilities	WI	🔒	🔒	🔒	🔒
446	367	↓	Simon Property Group	Real Estate	IN	🔒	🔒	🔒	🔒
447	-	New	Assurant	Insurance	NY	🔒	🔒	🔒	🔒
448	425	↓	Quest Diagnostics	Healthcare	NJ	🔒	🔒	🔒	🔒
449	400	↓	Optimum	Telecoms	NY	🔒	🔒	🔒	🔒
450	449	↓	Eog Resources	Oil & Gas	TX	🔒	🔒	🔒	🔒

Top 500 most valuable American brands 451-500

2020 Rank	2019 Rank	Brand	Sector	State	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
451	386	↓	Henry Schein	Healthcare	NY	🔒	🔒	🔒	🔒
452	494	↑	ADT	Business Support	FL	🔒	🔒	🔒	🔒
453	431	↓	Broadridge	Tech	NY	🔒	🔒	🔒	🔒
454	432	↓	Kinder Morgan	Oil & Gas	TX	🔒	🔒	🔒	🔒
455	-	New	John Hancock	Insurance	MA	🔒	🔒	🔒	🔒
456	451	↓	Patterson Companies	Tech	MN	🔒	🔒	🔒	🔒
457	393	↓	Baxter	Healthcare	IL	🔒	🔒	🔒	🔒
458	465	↑	SAIC	IT Services	VA	🔒	🔒	🔒	🔒
459	491	↑	Old Spice	Cosmetics & Personal Care	NY	🔒	🔒	🔒	🔒
460	410	↓	Sandisk	Tech	CA	🔒	🔒	🔒	🔒
461	402	↓	Pioneer Natural	Oil & Gas	TX	🔒	🔒	🔒	🔒
462	422	↓	CA Technologies	Tech	NY	🔒	🔒	🔒	🔒
463	442	↓	Skoal	Tobacco	CT	🔒	🔒	🔒	🔒
464	-	New	Pbf Energy	Oil & Gas	NJ	🔒	🔒	🔒	🔒
465	475	↑	align	Healthcare	CA	🔒	🔒	🔒	🔒
466	438	↓	Paramount	Media	CA	🔒	🔒	🔒	🔒
467	492	↑	Universal Health Services	Healthcare	PA	🔒	🔒	🔒	🔒
468	448	↓	Flex	Tech	CA	🔒	🔒	🔒	🔒
469	-	New	Sanderson Farms	Food	MS	🔒	🔒	🔒	🔒
470	413	↓	Casey's General Stores	Retail	IA	🔒	🔒	🔒	🔒
471	372	↓	Folgers	Soft Drinks	OH	🔒	🔒	🔒	🔒
472	-	New	Reese's	Food	PA	🔒	🔒	🔒	🔒
473	-	New	AMD	Tech	CA	🔒	🔒	🔒	🔒
474	-	New	Workday	Tech	CA	🔒	🔒	🔒	🔒
475	453	↓	Converse	Apparel	MA	🔒	🔒	🔒	🔒
476	-	New	Splunk	Tech	CA	🔒	🔒	🔒	🔒
477	436	↓	Busch	Beers	MO	🔒	🔒	🔒	🔒
478	496	↑	First Republic Bank	Banking	CA	🔒	🔒	🔒	🔒
479	409	↓	Princess	Leisure & Tourism	CA	🔒	🔒	🔒	🔒
480	489	↑	Kimberly-Clark	Household Products	TX	🔒	🔒	🔒	🔒
481	-	New	Columbia	Apparel	WA	🔒	🔒	🔒	🔒
482	480	↓	Ecolab	Chemicals	MN	🔒	🔒	🔒	🔒
483	368	↓	Frontier Communication	Telecoms	CT	🔒	🔒	🔒	🔒
484	-	New	Regal Cinemas	Leisure & Tourism	TN	🔒	🔒	🔒	🔒
485	-	New	Priceline	Leisure & Tourism	CT	🔒	🔒	🔒	🔒
486	-	New	Paychex	Human Resources	NY	🔒	🔒	🔒	🔒
487	-	New	Quanta Services	Business Support	TX	🔒	🔒	🔒	🔒
488	488	←	Equifax	Credit Agency	GA	🔒	🔒	🔒	🔒
489	-	New	FirstEnergy	Utilities	OH	🔒	🔒	🔒	🔒
490	452	↓	Bed Bath & Beyond	Retail	NJ	🔒	🔒	🔒	🔒
491	-	New	Gen Re	Insurance	CT	🔒	🔒	🔒	🔒
492	-	New	Sheraton	Hotels	NY	🔒	🔒	🔒	🔒
493	-	New	Verisk	Business Support	NJ	🔒	🔒	🔒	🔒
494	-	New	Entergy	Utilities	LA	🔒	🔒	🔒	🔒
495	-	New	McCormick	Food	MD	🔒	🔒	🔒	🔒
496	498	↑	NYSE	Stock Exchanges	NY	🔒	🔒	🔒	🔒
497	-	New	Monsanto	Chemicals	MO	🔒	🔒	🔒	🔒
498	-	New	W.R. Berkley Corporation	Insurance	CT	🔒	🔒	🔒	🔒
499	456	↓	Transamerica	Insurance	IA	🔒	🔒	🔒	🔒
500	-	New	Philadelphia	Food	IL	🔒	🔒	🔒	🔒

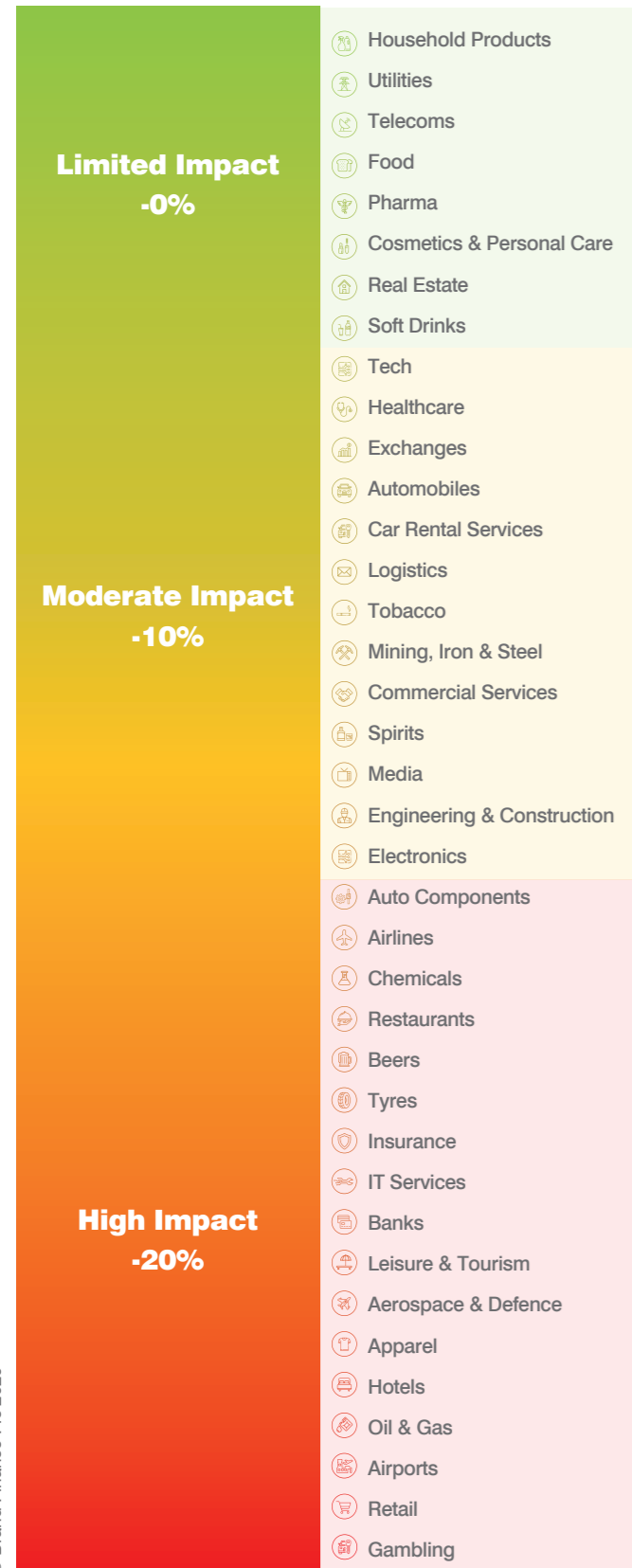
COVID-19 Global Impact Analysis.



Companies likely to lose up to US\$1tn in Brand Value as Direct Impact of COVID-19 Outbreak, Effects to be Felt Well into Next Year.

- + Worst hit industries: aviation, oil & gas, tourism & leisure, restaurants, retail
- + Brand Finance has measured levels of business impact categorised by: limited impact, moderate and worst hit
- + International aviation, airlines and airports to be worst affected by Coronavirus outbreak, with measures of social distancing, closure of borders, advice against travel
- + Home delivery apps, online video conferencing platforms, digital media see surge in demand from remote working revolution

Brand Value at Risk



Up to US\$1 trillion estimated brand value loss from COVID-19 globally

The brand value of the world's biggest companies is set to lose an estimated US\$1tn as a result of the Coronavirus outbreak, with the aviation sector being the most affected. The 2003 SARS outbreak, which infected about 8,000 people and killed 774, cost the global economy an estimated US\$50 billion. As of 27th April 2020, there have been 3,020,098 cases and 208,468 deaths of COVID-19 confirmed worldwide. Global spread has been rapid, with 146 countries now having reported at least one case.

Brand Finance has assessed the impact of the COVID-19 outbreak based on the effect of the outbreak on Enterprise Value, compared to what it was on 1st January 2020. Based on this impact on Enterprise Value, Brand Finance estimated the likely impact on Brand Value for each sector. The sectors have been classified into 3 categories based on the severity of Enterprise Value loss observed for the sector in the period between January and March 2020.

The COVID-19 pandemic is now a major global health threat and its impact on global markets is very real. Worldwide, brands across every sector need to brace themselves for the Coronavirus to massively affect their business activities, supply chain and revenues in a way that eclipses the 2003 SARS outbreak. The effects will be felt well into 2021.

David Haigh,
CEO, Brand Finance

Work from home revolution

Brands offering in-home or remote working solutions have observed an immediate uptick in demand, as multiple **Zoom** online video conferencing platform prompted huge demand for workable solutions

Food delivery apps **Deliveroo** and **UberEats**, now offering contact-free delivery options whereby a food delivery is conveniently left on your doorstep so as not to encourage contact between customer and delivery driver, have also seen a huge surge in demand for their services.

Media and film industry feel effects

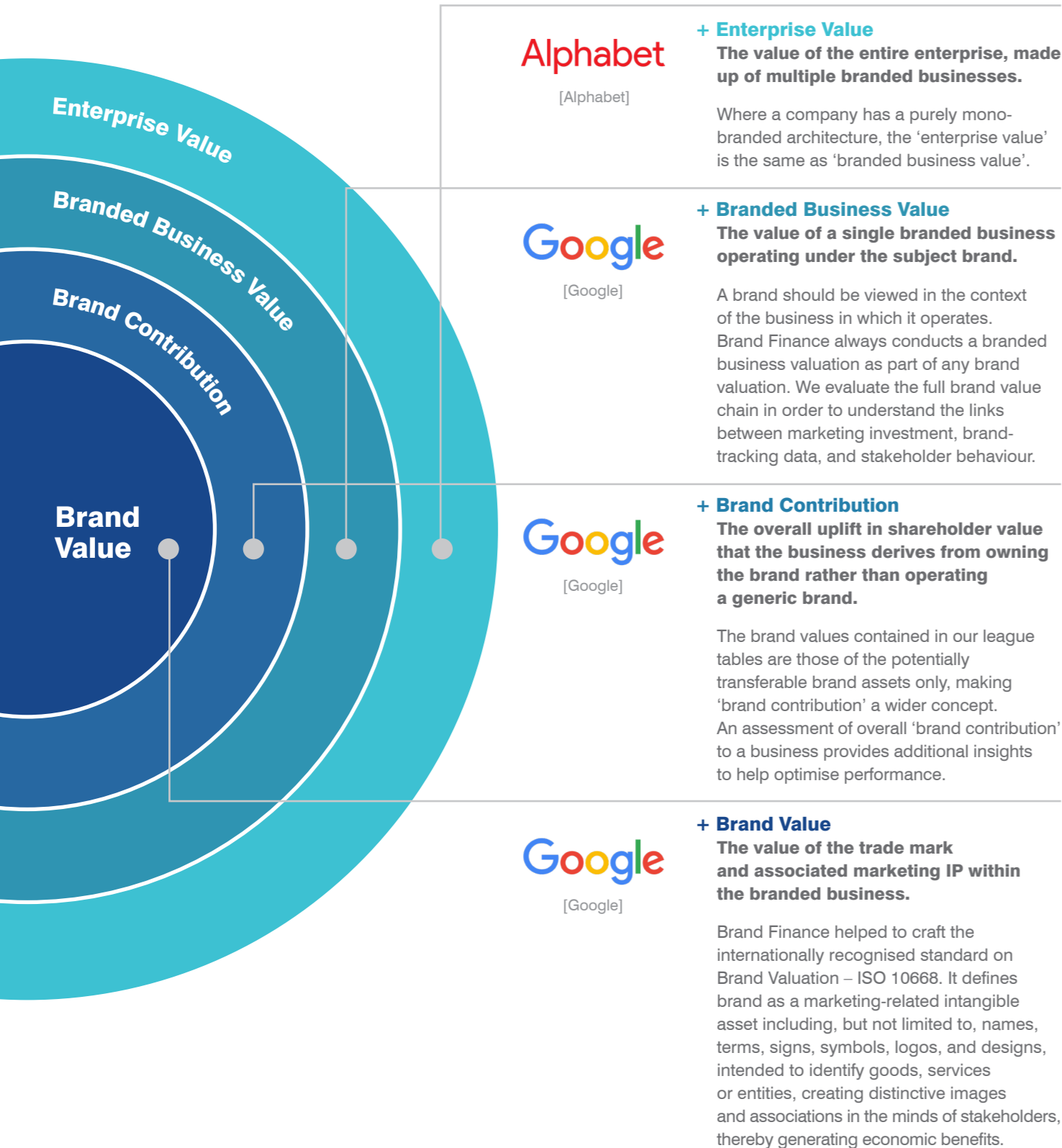
Film production and promotion schedules have been affected by the outbreak, with **Disney** pushing back the release of its remake of *Mulan* as well as *The New Mutants*, part of the *X-Men* franchise. The effects of social distancing have meant more viewers watching TV, however **Netflix** has had to suspend production on all scripted series and films in the US and Canada. As massive televised sports events and festivals such as Glastonbury being cancelled, TV executives will be feeling the strain of providing fresh and watchable content.

However it is not all doom and gloom. Some brands will fare better under COVID-19: Amazon, Netflix, WhatsApp, Skype, BBC and BUPA are all booming.

David Haigh,
CEO, Brand Finance



Definitions.



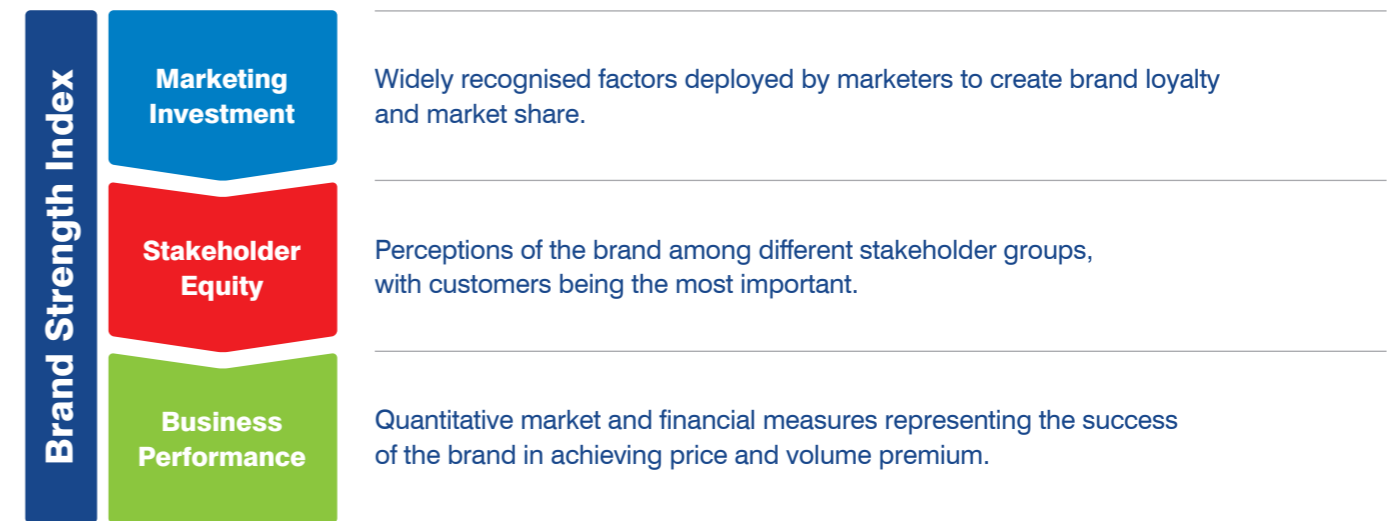
Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.



Marketing Investment

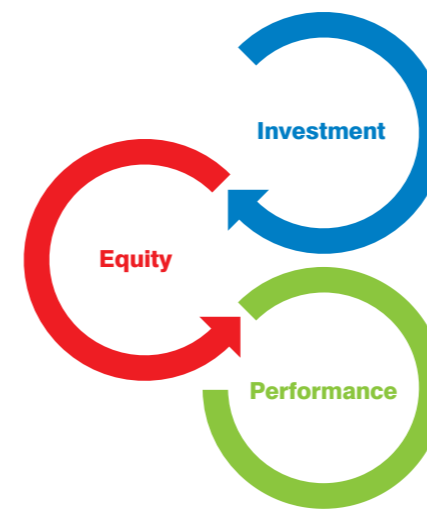
- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.



Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the **Royalty Relief approach** – a brand valuation method compliant with the industry standards set in **ISO 10668**.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.



Brand Strength Index (BSI)

Brand strength expressed as a BSI score out of 100.



Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.



Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.



Brand Value

Post-tax brand revenues discounted to a net present value (NPV) which equals the brand value.

Disclaimer

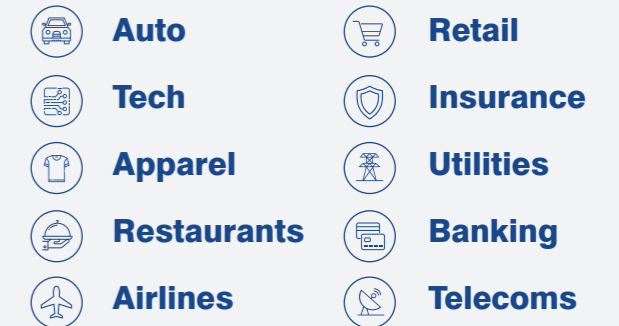
Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

Market Research Methodology.

Brand Finance conducted original market research in 10 sectors across 29 markets with a sample size of over 50,000 adults, representative of each country's internet population aged 18+. Surveys were conducted online during autumn 2019.



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Stakeholder Equity Measures.

Key Metrics

- + Reputation
- + Innovation
- + Value for Money
- + Emotional Fit
- + Recommendation
- + Quality etc.

Brand conversion funnel

The brand conversion funnel is a way of summarising the likely strength of a brand to convert to purchase.



Awareness

Knowledge that your brand exists

Familiarity

Depth of knowledge of the brand

Consideration

Narrowing down market to candidate brand set

Preference

Category users' brand preference

Loyalty

Intention to repeat purchase

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Consulting Services.



 MARKETING	 FINANCE	 TAX	 LEGAL
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We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – create a digital endorsement stamp for use in marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



TOP 500 AMERICAN BRAND



MOST VALUABLE AMERICAN BRAND



STRONGEST AMERICAN BRAND



Video Endorsement – record video with Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external communications.



Bespoke Events – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



Digital Infographics – design infographics visualising your brand's performance for use across social media platforms.



Trophies & Certificates – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



Media Support – provide editorial support in reviewing or copywriting your press release, pitching your content to top journalists, and monitoring media coverage.

Brand Dialogue®



Value-Based Communications

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value. Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media.

SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

For more information, contact enquiries@brand-dialogue.co.uk or visit www.brand-dialogue.co.uk

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