



*Davis Brand Capital 25 companies  
outperformed the Dow Jones,  
S&P 500 and NASDAQ in 2016.*

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COMPANIES THAT MANAGE THEIR BRANDS MOST EFFECTIVELY  
PERFORM BETTER, BEATING BENCHMARK INDICES  
BY UP TO 7.6% LAST YEAR.

Davis

# INNOVATORS AND FAVORITES ALIKE PROVE BRAND DROVE VALUE IN 2016

In Davis® Brand Capital's eighth-annual study of more than 2,000 companies, Alphabet (#1), Apple (#2) and Microsoft (#3) topped the 2016 list of the 25 leaders in overall brand management.

The 2016 Davis Brand Capital 25 marked clear departures among rivals across major industries. Alphabet – primarily driven by Google's brand value, competitive performance, innovation and culture – rose to the top of the list, pushing Apple down one spot after five years atop the ranking. Beverage giants returned to the list this year, with The Coca-Cola Company (#13) besting PepsiCo (#16) by three spots and solidifying its title as the beverage champion. In the yearly showdown of German engineering and craftsmanship, Daimler AG (#7) once again beat out BMW AG (#12) for the leading luxury automotive brand.

Top-ranking companies diversified their offerings digitally in 2016, working to keep pace with technology and innovation leaders. General Electric (#5) began to reposition itself as an industrial technology company, ready to lead in the age of Industry 4.0. Tech and auto brands alike began experimenting with and implementing artificial intelligence (AI). Alphabet, Apple, Toyota Motor Corporation (#6), Daimler AG, BMW AG and Ford Motor Company (#15) all made significant strides in their autonomous vehicle programs. Alphabet's Google Home and Amazon's (#10) Echo products brought accessible AI into consumers' daily lives. The shift towards AI reached the financial industry as well, with Citigroup (#24) exploring machine-learning algorithms.

To earn a position on the Davis Brand Capital 25, companies are ranked on performance in five areas that signal excellence in brand management: brand value, competitive performance, innovation strength, company culture and social impact.

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## THE 2016 RANKING

	COMPANY	INDUSTRY	2015 RANK	2014 RANK	YOY CHANGE
1	<b>Alphabet</b> Mountain View, CA USA	Technology	2	2	+1
2	<b>Apple</b> Cupertino, CA USA	Technology	1	1	-1
3	<b>Microsoft</b> Redmond, WA USA	Technology	3	3	0
4	<b>IBM</b> Armonk, NY USA	Technology	9	4	+5
5	<b>General Electric Company</b> Fairfield, CT USA	Diversified	7	5	+2
6	<b>Toyota Motor Corporation</b> Toyota, Aichi Japan	Automotive	4	9	-2
7	<b>Daimler AG</b> Stuttgart, Germany	Automotive	6	14	-1
8	<b>The Procter &amp; Gamble Company</b> Cincinnati, OH USA	Consumer Products	11	8	+3
9	<b>Samsung Electronics</b> Suwon, South Korea	Technology	5	11	-4
10	<b>Amazon Services</b> Seattle, WA USA	Technology	●	●	-
11	<b>Intel Corporation</b> Santa Clara, CA USA	Technology	22	●	+11
12	<b>BMW AG</b> Munich, Germany	Automotive	8	6	-4
13	<b>The Coca-Cola Company</b> Atlanta, GA USA	Beverage	●	7	-
14	<b>Johnson &amp; Johnson</b> New Brunswick, NJ USA	Healthcare	15	10	+1
15	<b>Ford Motor Company</b> Dearborn, MI USA	Automotive	23	●	+8
16	<b>PepsiCo</b> Purchase, NY USA	Beverage	●	●	-
17	<b>The Walt Disney Company</b> Burbank, CA USA	Entertainment	●	●	-
18	<b>Cisco Systems</b> San Jose, CA USA	Technology	●	22	-
19	<b>Nestlé S.A.</b> Vevey, Switzerland	Consumer Products	12	25	-7
20	<b>J.P. Morgan</b> New York, NY USA	Financial Services	13	12	-7
21	<b>Inter IKEA Holding B.V.</b> Delft, The Netherlands	Consumer Products	19	●	-2
22	<b>CVS Health</b> Woonsocket, RI USA	Healthcare	●	●	-
23	<b>HSBC Holdings</b> London, United Kingdom	Financial Services	16	19	-7
24	<b>Citigroup</b> New York, NY USA	Financial Services	24	18	0
25	<b>Anheuser-Busch InBev</b> Leuven, Belgium	Beverage	●	●	-

● Upward Movement from 2015 Rank   ● Downward Movement from 2015 Rank   ● No Movement from 2015 Rank   ● New to 2016 Rank

### ANHEUSER-BUSCH INBEV MAKES OUR LIST FOR THE FIRST TIME

Anheuser-Busch InBev, home of Budweiser, has confirmed its status as the king of beers after acquiring SABMiller, its largest global competitor, for \$107 billion in 2016. The deal ignited plenty of controversy in the US legal system for potential antitrust violations, but was approved. The company now accounts for nearly 50% of global beer profits.



Retail for the masses shifted substantially in 2016 with Walmart dropping off the list, making room for new-comer, CVS Health (#22), parent company of CVS Pharmacy. Amazon's plans – from drone delivery to brick-and-mortar stores – may further disrupt traditional notions of convenient retail. Having made the top-25 every year since 2009, Procter & Gamble (#8) and Johnson & Johnson (#14) both moved up in the rankings, while luxury goods conglomerate, LVMH, a list regular, fell from the ranking entirely. Based on the 2016 ranking, the mainstream consumer appears to be back and strong.

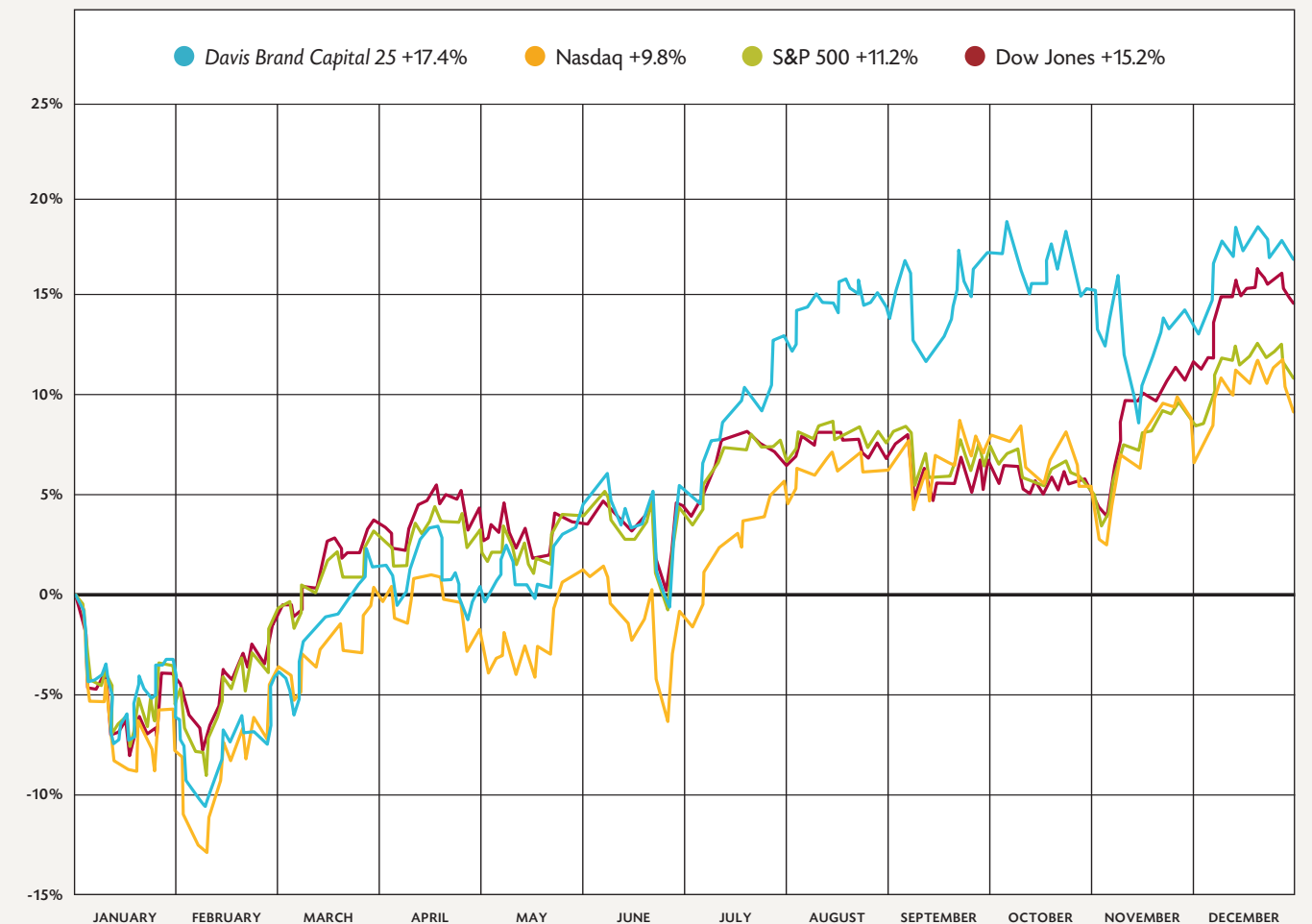
The Walt Disney Company (#17) returns to the ranking for 2016, and remains the only media company to have ever made the list. Disney purchased Lucasfilm in 2012, gaining the rights to the Star Wars franchise. These films have grossed more than \$7 billion over the past 2 years and bring the enormous brand equity of Skywalker and friends to Disney as well.

The 2016 list confirms the far reach and fast movement of technological change across many industries and areas of life. It also confirms how important trusted consumer favorites are as things change. The best brand managers will embrace both to thrive going forward.

*Companies listed on the Davis Brand Capital 25 are world-class brand builders and managers, outperforming their peers, cultivating winning cultures and embodying a commitment to innovation. To earn a position on this list, Davis Brand Capital ranks companies on performance in five areas signaling excellence in overall brand management: brand value, competitive performance, innovation strength, company culture and social impact. The ranking analyzes and compiles data from industry-leading, specialized annual lists using Davis Brand Capital's proprietary methodology.*

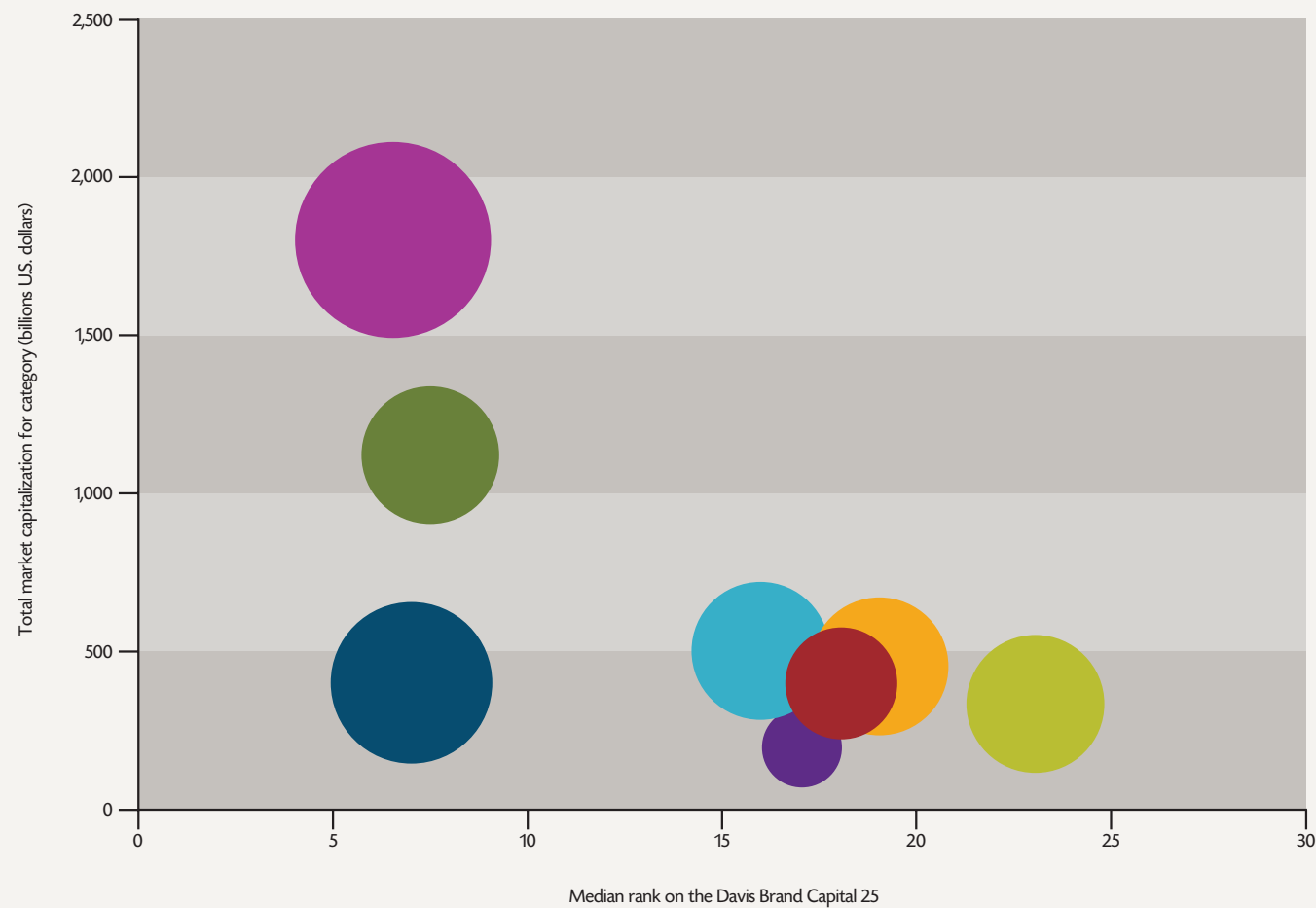
## A Portfolio of the *Davis Brand Capital 25* Companies has a 17.4% Return, Outperforming Key Stock Market Indicators

Well-managed brands help drive demand, increase margins, grow market share, attract top talent and ultimately return value to businesses and their stakeholders. A hypothetical stock portfolio consisting of *Davis Brand Capital 25* companies returned 17.4 percent in 2016, beating the Dow by 2.2 percentage points, the S&P 500 by 6.2 percentage points and the NASDAQ by 7.6 percentage points.

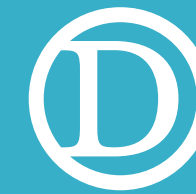


## Category Performance and Market Capitalization

Collectively, the companies on the *Davis Brand Capital 25* represent \$5.2 trillion in market capitalization. The technology leaders on the list enjoy the highest combined market cap at \$1.8 trillion and best overall category ranking. The companies most effective at managing brand and other related intangible assets account for a substantial portion of the worldwide economy, highlighting the integral importance of brand capital in shaping global markets.



- Technology
- Consumer Products
- Automotive
- Beverage
- Diversified
- Healthcare
- Financial Services
- Entertainment



For an in-depth report on any of the companies ranked in the *Davis Brand Capital 25*, or to learn how to bring greater clarity to your brand strategy and management, please call 404-347-7778.

Davis Brand Capital develops, manages,  
licenses, values and invests in leading brands.

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equal emphasis on the strategic, economic, cultural and design aspects  
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