



BRAND RANKING – BRAND CORPORATIONS

RANKING 2010 (2009)	BRAND	INDUSTRY	COUNTRY OF OWNERSHIP	BRAND VALUE in €m	PERCENT CHANGE
1 (2)	 LVMH MOËT HENNESSY, LOUIS VUITTON	Luxury	France	27.638	-14,6%
2 (1)	 NOKIA Connecting People	IT & Technology	Finland	25.331	-28,1%
3 (4)	 vodafone	Telco	U.K.	25.318	6,4%
4 (3)	 !nBev	Consumer goods	Belgium	23.604	-12,3%
5 (5)	 Unilever	Consumer goods	U.K.	22.212	-2,7%
6 (6)	 Telefonica	Telco	Spain	21.880	-1,1%
7 (12)	 Nestlé	Consumer goods	Switzerland	19.563	14,8%
8 (8)	 Deutsche Telekom	Telco	Germany	18.001	-5,7%
9 (10)	 SAB MILLER	Consumer goods	U.K.	17.572	-4,2%
10 (7)	 Mercedes-Benz	Automotive	Germany	16.940	-12,6%

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11 (16)	DIAGEO	Consumer goods	U.K.	16.542	9,3%
12 (13)	vivendi	Media	France	16.155	-3,8%
13 (15)	Heineken Holding N.V.	Consumer goods	Netherlands	15.436	-0,9%
14 (9)	BMW Group	Automotive	Germany	15.204	-19,0%
15 (11)	&ftgroup	Telco	France	15.122	-15,8%
16 (18)	VOLKSWAGEN <small>AKTIENGESELLSCHAFT</small>	Automotive	Germany.	11.991	-5,8%
17 (17)	Red Bull	Consumer goods	Austria	11.973	-6,0%
18 (23)	NOVARTIS	Pharma, Health & Biotech	Switzerland	11.955	11,6%
19 (26)	BRITISH AMERICAN TOBACCO	Consumer goods	U.K.	11.800	17,5%
20 (30)	sanofi aventis <small>Group</small> <small>Because health matters</small>	Pharma	France	11.410	19,1%

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21 (14)	Deutsche Bank 	Financial services	Germany	11.265	-29,9%
22 (20)	 BERTELSMANN <i>media worldwide</i>	Media & Entertainment	Germany	11.067	-7,8%
23 (22)	HSBC 	Consumer goods	U.K.	10.696	-5,1%
24 (28)		Retail	Sweden	10.286	4,5%
25 (46)	 gsk GlaxoSmithKline	Pharma & Biotech	U.K.	9.935	34,6%
26 (19)		Automotive	Italy	9.901	-22,0%
27 (24)	ERICSSON 	Telco	Sweden	9.367	-8,1%
28 (25)		Consumer goods	Germany	9.035	-10,2%
29 (-)	Dior	Luxury	France	8.853	-11,2%
30 (27)		Telco	Italy	8.789	-11,3%

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31 (42)		Retail	Sweden	8.615	11,5%
32 (32)		Pharma, Health & Biotech	Germany	8.483	-3,4%
33 (44)		Retail	Spain	8.479	11,0%
34 (35)		Financial services	Italy	8.467	1,6%
35 (55)		Utilities	Germany	8.372	27,5%
36 (29)		Business services	Germany	8.236	-16,3%
37 (36)		Consumer goods	Denmark	8.207	0,0%
38 (40)		Pharma & Biotech	U.K.	8.171	4,0%
39 (38)		Telco	U.K.	7.922	-0,4%
40 (41)		Financial services	Spain	7.782	0,3%

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41 (34)		Industry	Germany	7.533	-10,4%
42 (33)		Financial services	France	7.413	-12,5%
43 (37)		Financial services	Germany	7.400	-9,1%
44 (21)		Financial services	U.K.	7.235	-36,0%
45 (43)		Logistics	Germany	6.710	-12,6%
46 (31)		Financial services	Italy	6.408	-29,7%
47 (50)		Financial services	France	6.269	-5,5%
48 (49)		Telco	Netherlands	6.242	-7,7%
49 (47)		Durables	Germany	6.229	-13,3%
50 (63)		Pharma & Biotech	Switzerland	5.894	6,7%