

U.S. BRAND 2010



TOP 100 Brands of United States

About

MPP Consulting agency presents the first rating of Brands of United States.

The main objective of the U.S.Brand 2010 rating was to determine the TOP 100 most expensive Brands of United States, as well as their current market value, based on the performance of companies brand-owners, their market position and opportunities of companies and their brands.

Under existing conditions of the world economy, rather important aspect of business for each company is the presence of a strong brand, which allows to retain a substantial market share, as well as enable the company to actively develop and distribute their products in new markets.

As a rule, for a large global company's brand is one of the most expensive of its assets in the total value of the company compared with manufacturing facilities or other tangible or intangible assets. And this trend continues to grow every year.

The rating U.S.Brand 2010 includes only brands created in United States or for American goods or services. Geographical origin of brands to the United States was the main criterion for brand selection to be evaluated in this rating.

* All rights to brands and trademarks mentioned or referred to in the rankings belong to their respective owners.

Methodology

The methodology of the brand evaluation based on the evaluation of activity of companies brand-owners, and also takes into account several factors, that show the market conditions that influence the brands, possible threats and perspectives of every industries development.

This methodology is based on analysis of factors influencing the market value of the brand: the company's position in the market, consumer value of the brand, as well as factors that show the trends of the company and its brand.

Brand value calculation formula:

$$V_b = P_t * F_c * (Q_i * Q_c * Q_f * Q_m) * U_{id}$$

V_b – brand value

P_t – static coefficient

F_c – composite financial index

Q_i – investments coefficient

Q_c – geographical coefficient

Q_f – technique coefficient




Q_m - competitive coefficient

U_{id} – unique ID

It is worth noting that the brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property.

* Value of Brands in rating indicated in millions \$



TOP 100 Rank 1 - 20

Brand	Value, mln.\$	Logo	Industry
1 Google	80 500		Internet
2 Walmart	74 200		Retail
3 Microsoft	61 340		Computer software
4 Coca-Cola	58 200		Drinks
5 McDonald's	45 088		HoReCa
6 Nike	33 000		Clothing & Fashion
7 Apple	23 390		Electronics
8 Windows	22 250		Computer software
9 IBM	21 325		Electronics
10 Gillette	19 550		Cosmetics
11 Budweiser	18 500		Beer
12 Disney	18 230		Media
13 Facebook	17 550		Internet
14 Procter & Gamble	17 300		Household chemistry
15 AT&T	16 900		Telecoms
16 Amazon.com	16 572		Internet
17 GAP	15 800		Clothing & Fashion
18 Motorola	14 880		Electronics
19 Pepsi	13 188		Drinks
20 iPhone	12 200		Electronics








TOP 100 Rank 21 - 40

	Brand	Value, mln.\$	Logo	Industry
21	Wells Fargo	11 533		Financial services
22	Mobil	11 440		Oil & Fuels
23	Citi	11 220		Financial services
24	Verizon	11 200		Telecoms
25	HP	10 910		Electronics
26	Chevron	10 765		Oil & Fuels
27	Lowe's	10 720		Retail
28	Visa	9 800		Financial services
29	Pampers	9 280		Hygiene goods
30	MasterCard	9 112		Financial services
31	Walgreens	8 970		Pharmacy
32	Marlboro	8 760		Tobacco
33	Kleenex	8 700		Hygiene goods
34	Cisco	8 640		Electronics
35	Bank of America	8 245		Financial services
36	UPS	8 170		Delivery
37	American Express	8 135		Financial services
38	Home Depot	8 077		Retail
39	Kellogg's	7 926		Foods
40	Dell	7 890		Electronics

TOP 100 Rank 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Tide	7 450		Household chemistry
42 ebay	7 343		Internet
43 Oracle	6 940		Computer software
44 Starbucks	6 740		HoReCa
45 FedEx	6 551		Delivery
46 MTV	6 500		Media
47 Costco	6 222		Retail
48 General Electric	6 203		Engineering
49 Intel	5 950		Electronics
50 Sears	5 490		Retail
51 Crest	5 220		Cosmetics
52 Yahoo!	5 180		Internet
53 Esso	5 075		Oil & Fuels
54 Playboy	5 000		Media
55 Target	4 911		Retail
56 Harley-Davidson	4 750		Automotive
57 Johnson & Johnson	4 615		Cosmetics
58 Colgate	4 600		Cosmetics
59 Cadillac	4 400		Automotive
60 Youtube	4 350		Internet

TOP 100 Rank 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Ford	4 254		Automotive
62 Heinz	4 120		Foods
63 ConocoPhillips	3 955		Oil & Fuels
64 Gatorade	3 900		Drinks
65 Jeep	3 805		Automotive
66 Goldman Sachs	3 655		Financial services
67 Caterpillar	3 525		Engineering
68 Kodak	3 416		Electronics
69 Xerox	3 380		Electronics
70 Goodyear	3 350		Chemistry
71 Western Union	3 270		Financial services
72 Castrol	3 226		Oil & Fuels
73 Wrigley	3 177		Foods
74 KFC	2 995		HoReCa
75 Bing	2 918		Internet
76 CNN	2 850		Media
77 Aetna	2 770		Insurance
78 Energizer	2 683		Equipment
79 AIG	2 609		Insurance
80 Boeing	2 530		Aerospace

TOP 100 Rank 81 - 100

	Brand	Value, mln.\$	Logo	Industry
81	Duracell	2 440		Equipment
82	Polo Ralph Lauren	2 352		Clothing & Fashion
83	Avon	2 300		Cosmetics
84	Chevrolet	2 280		Automotive
85	Honeywell	2 132		Engineering
86	Hilton	2 000		HoReCa
87	Adobe	1 949		Computer software
88	Head & Shoulders	1 913		Household chemistry
89	Calvin Klein	1 860		Clothing & Fashion
90	Continental Airlines	1 680		Transport
91	Chrysler	1 620		Automotive
92	Hyatt	1 550		HoReCa
93	Forbes	1 330		Media
94	Twitter	1 220		Internet
95	3M	1 212		Chemistry
96	Levi's	1 201		Clothing & Fashion
97	Southwest Airlines	1 185		Transport
98	Estée Lauder	1 150		Clothing & Fashion
99	Hertz	1 108		Transport
100	John Deere	1 047		Engineering

Conclusions

The rating U.S.Brand 2010 is the 8th rating of the project TOP National Brands, launched in 2010, and is the first rating of Brands of United States.

Methodology of brands evaluation, created by our agency and applied in TOP National Brands project, allow to consider all the parameters that define the real market value of each brand, and provides an opportunity to identify and create a list of the most expensive national brands in each country.

We hope that this rating will allow companies and investors to be guided in the national market and also in the global and strongly competitive markets, and to determine for themselves the ways of further effective development of their brands and business.

MPP Consulting
Ukraine, Kyiv
tel: +380-44-361-46-47
www.mppconsulting.com.ua
office@mppconsulting.com.ua