



## U.S. BRAND 2012

### TOP 100

## AMERICAN BRANDS

During the last 10 years we could find significant changes in global business model. Most powerful industries in many countries around the world has changed in terms of the most powerful and important of its components – a Brand. So now from the competition at pricing level they started to fight at the brand level. This critical change forced to consider a brand as one of the main components of a successful business for many companies, both internationally and locally, within their own country.

As a result, now we are understanding the brand not from the point of view of a standard / classic business attribute, but as a valuable intangible asset that takes a value for the business, as well as of value to clients / customers.

Since 2006, MPP Consulting agency has started the development of methods for determining the potential market value of brands, which would allow to carry out an estimate of the cost of the brand in any country with the maximum number of factors that could influence the assessment.

Methodology developed by MPP Consulting agency was tested for some years at Ukrainian market since 2007. In 2010 the researches of brand evaluation covered other countries. This ranking «U.S.Brand 2012» is the second ranking of the American brands, compiled by our agency under the Top National Brands project.

\* Value of brands in ranking indicated in millions \$US

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

|    | Brand      | Value  | Industry           |
|----|------------|--------|--------------------|
| 1  | Google     | 103085 | Internet           |
| 2  | Walmart    | 81223  | Retail             |
| 3  | Coca-Cola  | 72456  | Beverages          |
| 4  | Apple      | 61032  | Electronics        |
| 5  | Microsoft  | 59725  | Software           |
| 6  | McDonald's | 48771  | HoReCa             |
| 7  | Facebook   | 39447  | Internet           |
| 8  | Nike       | 33861  | Clothing & Fashion |
| 9  | Windows    | 27804  | Software           |
| 10 | iPhone     | 22148  | Electronics        |
| 11 | Gillette   | 20765  | Cosmetics          |
| 12 | Amazon.com | 19817  | Internet           |
| 13 | IBM        | 17339  | Electronics        |
| 14 | Pepsi      | 16812  | Beverages          |
| 15 | Pampers    | 16552  | Hygiene goods      |
| 16 | Motorola   | 15068  | Electronics        |
| 17 | Mobil      | 14951  | Oil & Fuels        |
| 18 | Disney     | 14435  | Media              |
| 19 | Verizon    | 13118  | Telecommunication  |
| 20 | Citi       | 12872  | Financial services |
| 21 | ebay       | 11853  | Internet           |
| 22 | HP         | 11650  | Electronics        |
| 23 | MasterCard | 11280  | Financial services |
| 24 | VISA       | 10536  | Financial services |
| 25 | Chevron    | 9935   | Oil & Fuels        |

|    | Brand            | Value | Industry            |
|----|------------------|-------|---------------------|
| 26 | AT&T             | 9837  | Telecommunication   |
| 27 | Wells Fargo      | 9733  | Financial services  |
| 28 | Intel            | 9034  | Electronics         |
| 29 | Kleenex          | 8334  | Hygiene goods       |
| 30 | Starbucks        | 8128  | HoReCa              |
| 31 | Kellogg's        | 8056  | Foods               |
| 32 | UPS              | 7652  | Logistics           |
| 33 | GAP              | 7648  | Clothing & Fashion  |
| 34 | Youtube          | 7592  | Internet            |
| 35 | General Electric | 7233  | Engineering         |
| 36 | Tide             | 6976  | Household chemistry |
| 37 | Bud Light        | 6641  | Brewing             |
| 38 | Dell             | 6308  | Electronics         |
| 39 | Marlboro         | 6219  | Tobacco             |
| 40 | Procter & Gamble | 6180  | Household chemistry |
| 41 | Costco           | 6171  | Retail              |
| 42 | FedEx            | 6163  | Logistics           |
| 43 | Playboy          | 6110  | Media               |
| 44 | Harley-Davidson  | 5974  | Automotive          |
| 45 | Lowe's           | 5962  | Retail              |
| 46 | American Express | 5841  | Financial services  |
| 47 | Home Depot       | 5790  | Retail              |
| 48 | Yahoo!           | 5570  | Internet            |
| 49 | Cisco            | 5514  | Electronics         |
| 50 | Walgreens        | 5477  | Pharmacy            |

|    | Brand             | Value | Industry           |
|----|-------------------|-------|--------------------|
| 51 | MTV               | 5239  | Media              |
| 52 | Colgate           | 5235  | Cosmetics          |
| 53 | Target            | 5103  | Retail             |
| 54 | Viagra            | 4992  | Pharmacy           |
| 55 | Johnson & Johnson | 4979  | Cosmetics          |
| 56 | Esso              | 4913  | Oil & Fuels        |
| 57 | Burger King       | 4895  | HoReCa             |
| 58 | Bank of America   | 4719  | Financial services |
| 59 | Gatorade          | 4691  | Beverages          |
| 60 | Ford              | 4684  | Automotive         |
| 61 | Domino's          | 4611  | HoReCa             |
| 62 | Heinz             | 4416  | Foods              |
| 63 | Sears             | 4238  | Retail             |
| 64 | Energizer         | 4158  | Equipment          |
| 65 | Cadillac          | 4133  | Automotive         |
| 66 | Max Factor        | 4127  | Cosmetics          |
| 67 | Western Union     | 3972  | Financial services |
| 68 | Goodyear          | 3942  | Chemistry          |
| 69 | KFC               | 3926  | HoReCa             |
| 70 | Sprint            | 3734  | Telecommunication  |
| 71 | Crest             | 3590  | Cosmetics          |
| 72 | Caterpillar       | 3236  | Engineering        |
| 73 | Xerox             | 3172  | Electronics        |
| 74 | Castrol           | 3166  | Oil & Fuels        |
| 75 | Oracle            | 3151  | Software           |

|     | Brand             | Value | Industry            |
|-----|-------------------|-------|---------------------|
| 76  | Chevrolet         | 3044  | Automotive          |
| 77  | Wrigley           | 2974  | Foods               |
| 78  | M&M's             | 2968  | Confectionary       |
| 79  | Hilton            | 2881  | HoReCa              |
| 80  | Barbie            | 2767  | Toys                |
| 81  | Duracell          | 2733  | Equipment           |
| 82  | Boeing            | 2688  | Aerospace           |
| 83  | Polo Ralph Lauren | 2495  | Clothing & Fashion  |
| 84  | CNN               | 2446  | Media               |
| 85  | Head & Shoulders  | 2287  | Household chemistry |
| 86  | AIG               | 2243  | Insurance           |
| 87  | Goldman Sachs     | 2237  | Financial services  |
| 88  | Avon              | 2170  | Cosmetics           |
| 89  | Revlon            | 1962  | Cosmetics           |
| 90  | Victoria's Secret | 1943  | Clothing & Fashion  |
| 91  | Levi's            | 1904  | Clothing & Fashion  |
| 92  | Calvin Klein      | 1852  | Clothing & Fashion  |
| 93  | Hellmann's        | 1846  | Foods               |
| 94  | Hyatt             | 1823  | HoReCa              |
| 95  | Miller            | 1754  | Brewing             |
| 96  | Forbes            | 1719  | Media               |
| 97  | 3M                | 1693  | Chemistry           |
| 98  | Bing              | 1637  | Internet            |
| 99  | Estée Lauder      | 1613  | Clothing & Fashion  |
| 100 | Jeep              | 1602  | Automotive          |

The methodology of the brand evaluation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development.

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

Brand value calculation formula:  **$V = Fc * (Iq * Gq * Tq * Cq) * Uid$**

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property. All values are indicated in millions \$US.

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