



CoreBrand

100 BRANDPOWER⁸ RANKING²⁰⁰⁸

**MEASURING
THE SIZE
AND QUALITY
OF CORPORATE
BRANDS**

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BOO
mart

2008 Rankings with Variations Since 2005



Company Name	2008 Rank	2007 Rank	07-08 Variation	2005 Rank	05-08 Variation	Industry Type
Coca-Cola Company	1	1	0	1	0	Beverages
Johnson & Johnson	2	2	0	2	0	Medical Supplies & Services
Harley-Davidson	3	4	1	5	2	Hotel & Entertainment
Hershey Foods	4	3	-1	9	5	Food
Campbell Soup	5	6	-1	10	5	Food
Hallmark Cards	6	5	1	7	1	Publishing & Printing
UPS	7	7	0	3	-4	Transportation
Colgate-Palmolive	8	9	1	13	5	Toiletries, Household Products
FedEx	9	8	-1	6	-3	Transportation
Kellogg	10	15	5	21	11	Food
American Express	11	13	2	16	5	Diversified Financial
BMW	12	16	4	28	16	Motor Vehicles
Land O'Lakes	13	12	-1	8	-5	Food
Starbucks	14	10	-4	15	1	Restaurants
Toyota Motor	15	14	-1	14	-1	Motor Vehicles
Honda Motor	16	20	4	32	16	Motor Vehicles
Bayer	17	27	10	45	28	Chemicals
PepsiCo	18	11	-7	4	-14	Beverages
IBM	19	18	-1	11	-8	Computers & Peripherals
Volkswagen	20	23	3	26	6	Motor Vehicles
Sony	21	21	0	23	2	Electronics, Electrical Equipment
General Mills	22	22	0	17	-5	Food
Visa	23	36	13	44	21	Diversified Financial
General Electric	24	17	-7	12	-12	Electronics, Electrical Equipment
Volvo	25	30	5	39	14	Motor Vehicles
Quaker Oats	26	31	5	29	3	Food
Walt Disney	27	28	1	18	-9	Hotel & Entertainment
St. Jude Medical	28	45	17	59	31	Medical Supplies & Services
Wal-Mart	29	32	3	19	-10	Retailers
Mattel	30	37	7	43	13	Hotels & Entertainment
MasterCard	31	44	13	57	26	Diversified Financial
Anheuser-Busch	32	25	-7	24	-8	Beverages
Revlon	33	39	6	61	28	Toiletries, Household Products

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Estée Lauder	34	40	6	60	26	Toiletries, Household Products
Barnes & Noble Inc	35	33	-2	36	1	Retailers
Bed Bath & Beyond	36	41	5	62	26	Retailers
Lowe's	37	43	6	27	-10	Retailers
Target	38	34	-4	33	-5	Retailers
Proctor & Gamble	39	29	-10	31	-8	Toiletries, Household Products
Del Monte Foods	40	35	-5	34	-6	Food
General Motors	41	24	-17	30	-11	Motor Vehicles
Dow Jones	42	46	4	52	10	Publishing & Printing
Fruit of the Loom	43	58	15	83	40	Apparel, Shoes
McDonald's	44	56	12	48	4	Restaurants
Bausch & Lomb	45	52	7	63	18	Medical Supplies & Services
Black & Decker	46	48	2	50	4	Home Appliances
Marriott International	47	50	3	40	-7	Hotel & Entertainment
Wendy's	48	53	5	46	-2	Restaurants
Levi Strauss	49	38	-11	20	-29	Apparel, Shoes
Nissan Motor	50	61	11	81	31	Motor Vehicles
Xerox	51	49	-2	42	-9	Office Equipment
L'Oréal	52	68	16	89	37	Toiletries, Household Products
Boeing	53	69	16	86	33	Aerospace
Microsoft	54	59	5	26	-28	Computer Software
Nike	55	62	7	55	0	Apparel, Shoes
Yamaha	56	65	9	71	15	Electronics, Electrical Equipment
Home Depot	57	54	-3	38	-19	Retailers
Hilton Hotels	58	63	5	64	6	Hotels & Entertainment
Charles Schwab	59	55	-4	58	-1	Brokerage
Exxon Mobil	60	70	10	73	13	Petroleum Refining
Toshiba	61	71	10	90	29	Computers & Peripherals
Merrill Lynch	62	51	-11	53	-9	Brokerage
Ford Motor	63	64	1	76	13	Motor Vehicles
The Gap	64	73	9	77	13	Retailers
Tommy Hilfiger	65	76	11	88	23	Apparel, Shoes
Michelin	66	60	-6	41	-25	Rubber & Plastics

2008 Rankings with Variations Since 2005



Company Name	2008 Rank	2007 Rank	07-08 Variation	2005 Rank	05-08 Variation	Industry Type
Kodak	67	85	18	95	28	Scientific, Photo Equipment
Ace Hardware	68	66	-2	68	0	Retailers
Whirlpool	69	78	9	51	-18	Home Appliances
AT&T	70	103	33	117	47	Telecommunications
New York Times	71	93	22	96	25	Publishing & Printing
ABC	72	88	16	115	43	Hotel & Entertainment
Polo Ralph Lauren	73	84	11	87	14	Apparel, Shoes
Canon	74	82	8	79	5	Electronics, Electrical Equipment
American Greetings	75	91	16	100	25	Packaging
Nestlé	76	81	5	49	-27	Food
Blockbuster	77	89	12	N/A	N/A	Retailers
Kraft Foods	78	83	5	56	-22	Food
Verizon	79	90	11	110	31	Telecommunications
H. J. Heinz	80	79	-1	78	-2	Food
Morgan Stanley	81	81	0	82	1	Brokerage
Sara Lee	82	92	10	75	-7	Food
Goodyear Tire	83	95	12	99	16	Rubber & Plastics
Reebok	84	96	12	92	8	Apparel, Shoes
Lands' End	85	77	-8	84	-1	Retailers
Sunoco	86	110	24	105	19	Petroleum Refining
Yahoo!	87	107	20	133	46	Internet
Texas Instruments	88	86	-2	85	-3	Semiconductors
Chevron Oronite	89	98	9	118	29	Chemicals
Avon Products	90	112	22	114	24	Toiletries, Household Products
Apple	91	119	28	128	37	Computers & Peripherals
Dow Chemical	92	74	-18	70	-22	Chemicals
Sherwin-Williams	93	105	12	109	16	Chemicals
CVS Caremark	94	114	20	124	30	Pharmacy Services
Chevron Corporation	95	115	20	119	24	Petroleum Refining
Motorola	96	94	-2	72	-24	Semiconductors
Mitsubishi Motors	97	99	2	108	11	Motor Vehicles
Royal Dutch Shell	98	117	19	162	64	Petroleum Refining
Loews	99	100	1	91	-8	Diversified Financial
DuPont	100	104	4	74	-26	Chemicals

Brand Power Ranking Methodology

We track over 1,200 of the world's best corporate brands and maintain the largest continuous brand benchmark tracking system.

The CoreBrand Database

- **Each year we conduct 12,000 telephone interviews among business leaders to measure their perceptions of some of the world's best corporate brands.**
- **Respondents are business decision-makers from the top 20% of U.S. businesses.**
 - This senior business audience (VP level and above) represents the investment community, potential business partners, and business customers across 49 key industries.
 - 400 respondents rate each company per year; 1,200 companies are measured each year.
- **We collect financial performance data and communications investment information to understand the support behind and impact of these brands.**

The Brand Power Measurement

- **Respondents are first asked to rate their *familiarity* with a series of companies.**
 - Scores are a weighted average of the top three responses.
- **Respondents who have a qualified level of *familiarity* are then asked to rate their favorability of those companies across 3 dimensions.**
 - *Overall Reputation, Perception of Management and Investment Potential* attributes provide insight to the source of favorable/unfavorable impressions.
 - Scores are a weighted average of the top three responses to create a measure of *favorability*.
- **Familiarity and favorability data are combined to create *Brand Power*, a single measure of the size and quality of a corporate brand.**
 - This number provides a single measure of the size of a company's audience and its disposition towards the company.

The Brand Power Rankings

- **The following Brand Power rankings are based on the 2008 100 top-scoring brands.**
 - The 2007 and 2005 rankings are included for comparison purposes.

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