



# CoreBrand

## **100** BRANDPOWER RANKING 2010

Measuring  
the size  
and quality  
of corporate  
brands

# 2010 Rankings With Variations Since 2007

Company	2010 Rank	2009 Rank	09-10 Variation	2007 Rank	07-10 Variation	Industry
Coca-Cola	1	1	0	1	0	Beverages
Hershey	2	3	1	3	1	Food
Campbell Soup	3	4	1	5	2	Food
Johnson & Johnson	4	2	-2	2	-2	Medical Supplies & Services
Harley-Davidson	5	5	0	4	-1	Hotel & Entertainment
Kellogg	6	7	1	13	7	Food
Colgate-Palmolive	7	6	-1	8	1	Toiletries, Household Products
UPS	8	8	0	6	-2	Transportation
Bayer	9	11	2	23	14	Chemicals
American Express	10	10	0	11	1	Diversified Financial
FedEx	11	9	-2	7	-4	Transportation
PepsiCo	12	13	1	10	-2	Beverages
BMW	13	12	-1	14	1	Motor Vehicles
Visa	14	17	3	31	17	Diversified Financial
Walt Disney	15	16	1	24	9	Hotel & Entertainment
Wal-Mart	16	19	3	27	11	Retailers
Honda	17	14	-3	17	0	Motor Vehicles
MasterCard	18	25	7	37	19	Diversified Financial
Revlon	19	26	7	33	14	Toiletries, Household Products
McDonald's	20	33	13	45	25	Restaurants
General Electric	21	23	2	15	-6	Electronics, Electrical Equipment
General Mills	22	20	-2	19	-3	Food
Starbucks	23	18	-5	9	-14	Restaurants
Volkswagen	24	22	-2	20	-4	Motor Vehicles
Volvo	25	27	2	26	1	Motor Vehicles
Estée Lauder	26	29	3	34	8	Toiletries, Household Products
Sony	27	24	-3	18	-9	Electronics, Electrical Equipment
CBS	28	21	-7	22	-6	Hotel & Entertainment
Barnes & Noble	29	30	1	28	-1	Retailers
Mattel	30	28	-2	32	2	Hotel & Entertainment
Toyota	31	15	-16	12	-19	Motor Vehicles
Lowe's	32	31	-1	36	4	Retailers
Del Monte Foods	33	34	1	30	-3	Food

For more information contact: Jill Akman, [jakman@corebrand.com](mailto:jakman@corebrand.com) or 212 329-3044

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Target	34	32	-2	29	-5	Retailers
Microsoft	35	38	3	46	11	Computer Software
AT&T	36	45	9	78	42	Telecommunications
Bed Bath & Beyond	37	36	-1	35	-2	Retailers
Boeing	38	40	2	53	15	Aerospace
L'Oréal	39	41	2	52	13	Toiletries, Household Products
IBM	40	35	-5	16	-24	Computers & Peripherals
Home Depot	41	44	3	43	2	Retailers
Black & Decker	42	37	-5	38	-4	Home Appliances
Nestlé	43	49	6	60	17	Food
Avon Products	44	56	12	86	42	Toiletries, Household Products
Apple	45	59	14	93	48	Computers & Peripherals
Wendy's	46	42	-4	42	-4	Restaurants
Exxon Mobil	47	47	0	54	7	Petroleum Refining
Procter & Gamble	48	39	-9	25	-23	Toiletries, Household Products
Nike	49	43	-6	49	0	Apparel, Shoes
Yahoo	50	54	4	81	31	Internet
Gap	51	50	-1	55	4	Retailers
American Greetings	52	52	0	69	17	Packaging
Sara Lee	53	57	4	70	17	Food
Yamaha	54	46	-8	51	-3	Electronics, Electrical Equipment
Kraft Foods	55	62	7	62	7	Food
Eastman Kodak	56	51	-5	64	8	Scient, Photo, Cntr Eq
Dell	57	69	12	103	46	Computers & Peripherals
Whirlpool	58	58	0	57	-1	Home Appliances
New York Times	59	63	4	71	12	Publishing & Printing
Nissan Motor	60	48	-12	48	-12	Motor Vehicles
Ford Motor	61	65	4	50	-11	Motor Vehicles
Blockbuster	62	61	-1	67	5	Retailers
Sunoco	63	67	4	84	21	Petroleum Refining
Verizon	64	60	-4	68	4	Telecommunications
Marriott	65	55	-10	40	-25	Hotel & Entertainment
Polo Ralph Lauren	66	66	0	63	-3	Apparel, Shoes

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Liz Claiborne	67	72	5	85	18	Apparel, Shoes
ChevronTexaco	68	70	2	89	21	Petroleum Refining
Royal Dutch Shell	69	74	5	91	22	Petroleum Refining
Fuji Photo Film	70	78	8	82	12	Electronics, Electrical Equipment
Sharp	71	75	4	100	29	Electronics, Electrical Equipment
Goodyear Tire & Rubber	72	68	-4	73	1	Rubber & Plastics
Google	73	96	23	135	62	Internet
Walgreen	74	82	8	83	9	Pharmacy Serv.
J.C. Penney	75	84	9	92	17	Retailers
Sherwin-Williams	76	83	7	80	4	Chemicals
Xerox	77	53	-24	39	-38	Office Equipment
General Motors	78	64	-14	21	-57	Motor Vehicles
Kohl's	79	86	7	95	16	Retailers
DuPont	80	79	-1	79	-1	Chemicals
Michelin	81	73	-8	47	-34	Rubber & Plastics
Saab	82	76	-6	66	-16	Aerospace
Charles Schwab	83	71	-12	44	-39	Brokerage
Allstate	84	89	5	105	21	Insurance
La-Z-Boy	85	85	0	90	5	Furniture
CVS	86	81	-5	88	2	Pharmacy Serv.
H.J. Heinz	87	77	-10	58	-29	Food
eBay	88	105	17	125	37	Internet
Motorola	89	90	1	72	-17	Semiconductors
Hormel Foods	90	93	3	98	8	Food
Canon	91	80	-11	61	-30	Electronics, Electrical Equipment
Hewlett-Packard	92	98	6	96	4	Computers & Peripherals
Bristol-Myers Squibb	93	91	-2	74	-19	Pharmaceuticals
Bank of America	94	100	6	107	13	Commercial Banks
Loews	95	88	-7	75	-20	Diversified Financial
Morgan Stanley	96	92	-4	59	-37	Brokerage
Rite Aid	97	103	6	117	20	Pharmacy Serv.
Tiffany & Company	98	99	1	94	-4	Retailers
Staples	99	101	2	104	5	Office Equipment
Clorox	100	113	13	122	22	Toiletries, Household Products

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**CoreBrand tracks the corporate brands of 800 companies across 49 industries**

## **Corporate Branding Index®**

- Each year we conduct 8,000 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; 800 companies are measured.
- We collect financial performance data and communications investment information to understand the support behind and impact of these brands.

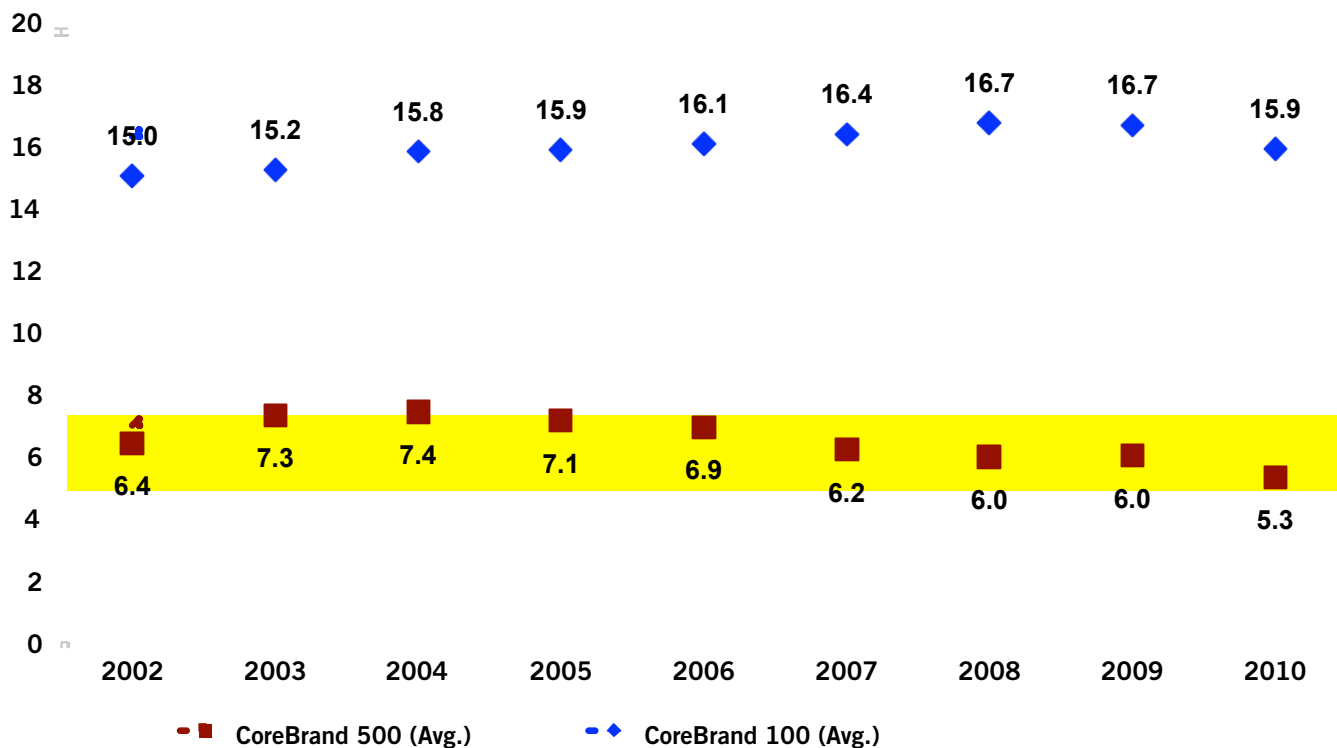
## **The Brand Power Measurement**

- 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 Brand Power rankings are based on the 2010 top-scoring brands.
  - The 2009 and 2007 rankings are included for comparison purposes.

# CoreBrand Equity Percentage of Market Cap



\* Highlighted area = historic average

CoreBrand Equity is the % of market capitalization impacted by the corporate brand. This all important percentage is highly valuable for understanding the health and vitality of your company's corporate brand as a dashboard measure. It is also helpful to compare the market cap of your company to your industry. What is presented in these pages is:

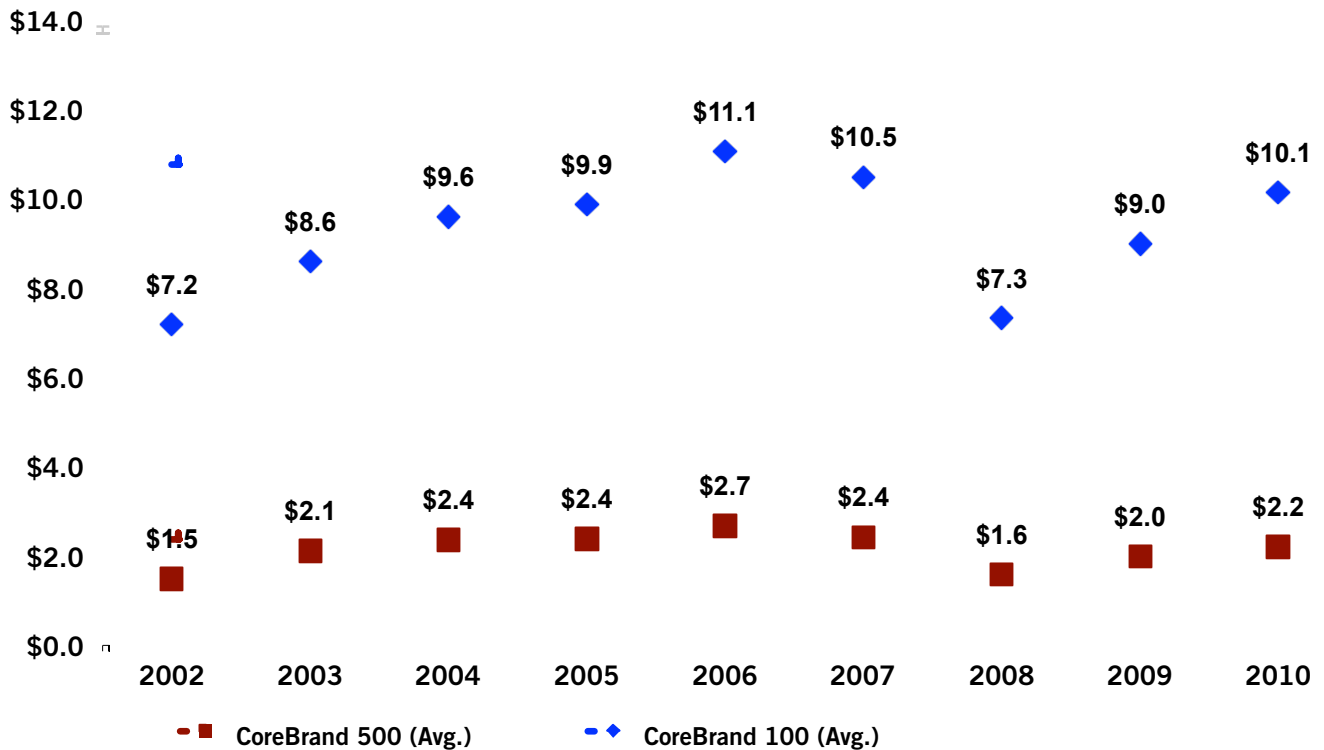
1. Brand equity as a % of market cap for the top companies known as the **CoreBrand 100**
2. Brand equity as a % of market cap for 500 companies known as the **CoreBrand 500**

## Observations:

The impact of the corporate brand on market cap is at a low point of 5.3% for the average company in the CoreBrand 500. This means the trend focusing on financial fundamentals continues to grow in importance. In 2010, the corporate image continues to lessen in importance.

The CoreBrand 100 saw a decline in Brand Equity marking the largest drop in average brand equity for this group since the inception of tracking. The CoreBrand 500 is also at its lowest point since inception of tracking. It's also the largest drop for the 500, since 2007.

# CoreBrand Equity \$ Values



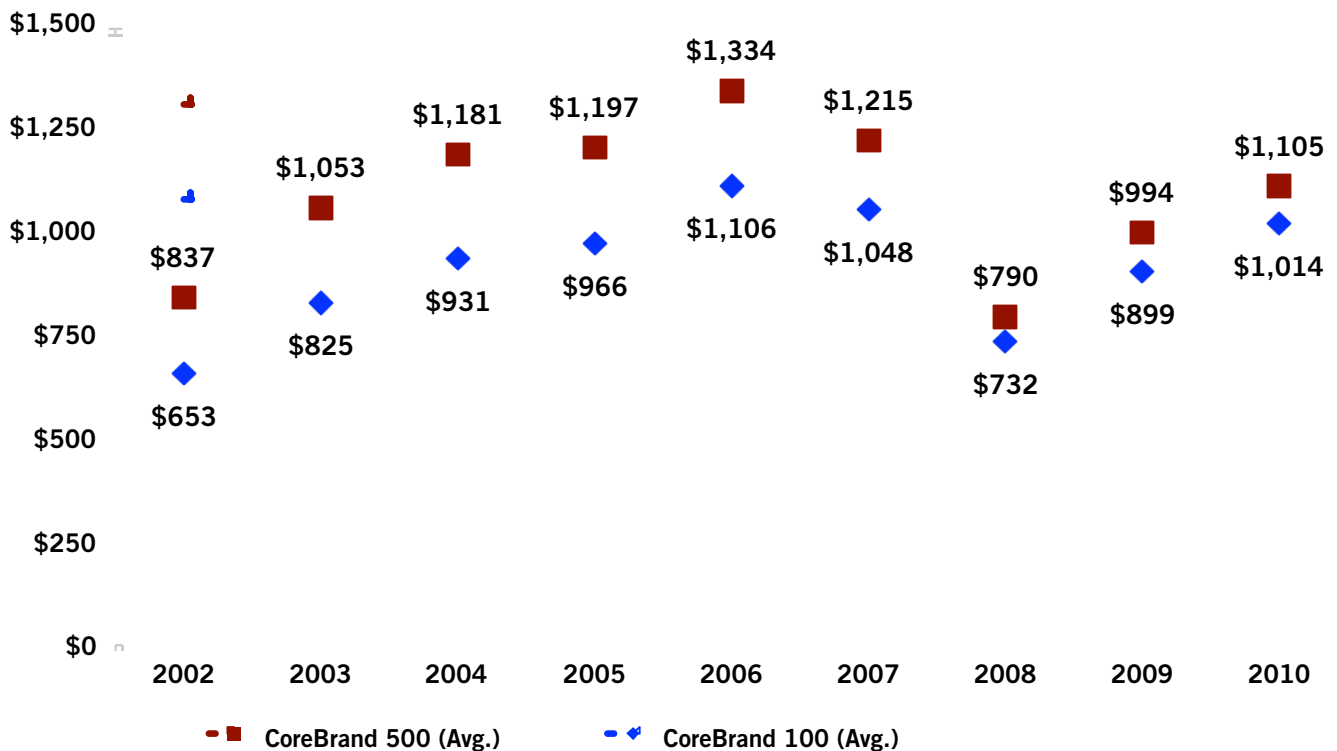
\$ Values are in the billions ex: \$1.00 = \$1 Billion

Conversely, both the CoreBrand 500 and the CoreBrand 100 have seen two years of steady growth of CoreBrand Equity Value.

This growth of value is significant. The average company in the CoreBrand 100 grew brand equity value by \$1 billion between 2009 to 2010 with the corporate brand in this group is worth over \$10 billion! The average CoreBrand 500 company is worth \$2.2 billion. Is it worth paying attention to your corporate brand?

The best news is that this represents two years of significant growth following two years of decline. This reflects the the rebound of the economic recovery but also the importance of financial fundamentals to corporate brand value.

# Total Brand Equity \$ Value of All Companies



\$ Values are in the billions ex: \$1.00 = \$1 Billion

For the past three years, 90% of the 500's Brand Equity \$ value has been comprised of the top 100 companies. This consolidation of brand equity value at the top is not particularly healthy.

2010 had 91% of the total dollar value contained within the CoreBrand 100. The other 400 companies shared the remaining \$91 billion between themselves.

This also marks the second year of growth, which is replenishing most of the value lost in 2008. It will still take at least two more years of solid growth to reach the peak values we've seen back in 2006.