



# U.S. BRAND 2011



## TOP 100 AMERICAN BRANDS



# About the U.S.Brand

Regardless the globalization, every country always has its own national brands that sometimes could be much stronger and more popular inside the country, than well known international brands. Sometimes it could happen even in the country that is the origin of many global brands.

Today the brand is often the biggest and very valuable asset, because the very strong and popular brand regardless of its scale and age allows the company to retain or to gain significant market share, and also provides an opportunity to actively develop at the global markets.

In our times the business are increasingly faced the situation when the brand becomes one of the most expensive assets in the company's value, even compared with manufacturing facilities. And in such a situation, the most attention is paid to the brand value in mergers and acquisitions, as well as in public offerings of shares on stock markets or placing other types of securities in order to attract investment. In this case it is necessary to solve the puzzle, when the company realizes the full value of its brand, but can not express it in concrete figures.

After many researches, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project of the national brands evaluation. Using the developed methodology in 2011 the rating of the most valuable brands of the Great Britain was created.

The main task of the rating "U.S.Brand 2011" was to determine the 100 most expensive American brands, as well as their current real market value, based on the financial performance of companies using such brands (trademarks), as well as the positions of each company in the market and prospects for development both companies and their brands.

It is worth noting that the ranking only includes brands created in the United States or for American goods (services), although how much later they became known at national or global levels. The geographical origin of brands from the United States was the main criterion for selection of brands (trademarks), assessed in rating.

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

The methodology of the brand evaluation based on the evaluation of activity of companies brand-owners, and also takes into account several factors showing the market conditions that influence the brands, 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 factors actual trends for the 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



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 1 - 20

Brand	Value, mln.\$	Logo	Industry
1 Google	92 366		Internet
2 Walmart	85 631		Retail
3 Coca-Cola	68 940		Drinks
4 Microsoft	63 782		Software
5 McDonald's	49 845		HoReCa
6 Apple	39 558		Electronics
7 Nike	35 390		Clothing & Fashion
8 Windows	25 899		Software
9 Facebook	24 485		Internet
10 Amazon.com	20 236		Internet
11 IBM	20 144		Electronics
12 Gillette	18 669		Cosmetics
13 Disney	18 510		Media
14 Pepsi	15 937		Drinks
15 Mobil	15 214		Oil & Fuels
16 Citi	14 997		Financial services
17 Motorola	14 554		Electronics
18 iPhone	13 910		Electronics
19 Verizon	12 348		Telecommunication
20 Pampers	11 168		Hygiene goods





















# TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21 AT&T	10 832		Telecommunication
22 MasterCard	10 413		Financial services
23 Chevron	10 238		Oil & Fuels
24 HP	9 934		Electronics
25 Wells Fargo	9 906		Financial services
26 VISA	9 347		Financial services
27 ebay	9 086		Internet
28 Marlboro	8 991		Tobacco
29 Intel	8 978		Electronics
30 Kleenex	8 865		Hygiene goods
31 GAP	8 213		Clothing & Fashion
32 Kellogg's	8 136		Foods
33 UPS	7 991		Logistics
34 Starbucks	7 945		HoReCa
35 General Electric	7 580		Engineering
36 Tide	7 128		Household chemistry
37 Lowe's	6 671		Retail
38 American Express	6 536		Financial services
39 Cisco	6 511		Electronics
40 Procter & Gamble	6 488		Household chemistry


















# TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Walgreens	6 310		Pharmacy
42 FedEx	6 238		Logistics
43 Dell	6 229		Electronics
44 Home Depot	6 133		Retail
45 Bud Light	6 075		Beer
46 Costco	6 013		Retail
47 MTV	5 633		Media
48 Bank of America	5 337		Financial services
49 Yahoo!	5 303		Internet
50 Playboy	5 290		Media
51 Target	5 256		Retail
52 Harley-Davidson	5 210		Automotive
53 Viagra	5 129		Pharmacy
54 Esso	5 123		Oil & Fuels
55 Sears	4 982		Retail
56 Colgate	4 980		Cosmetics
57 Domino's	4 873		HoReCa
58 Youtube	4 845		Internet
59 Johnson & Johnson	4 772		Cosmetics
60 Gatorade	4 566		Drinks

# TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Heinz	4 561		Foods
62 Ford	4 489		Automotive
63 Max Factor	4 367		Cosmetics
64 Goodyear	4 348		Chemistry
65 Cadillac	4 268		Automotive
66 Western Union	4 217		Financial services
67 Burger King	4 076		HoReCa
68 Crest	3 954		Cosmetics
69 Energizer	3 639		Equipment
70 Xerox	3 614		Electronics
71 KFC	3 462		HoReCa
72 Castrol	3 450		Oil & Fuels
73 Caterpillar	3 442		Engineering
74 Sprint	3 420		Telecommunication
75 Oracle	3 098		Software
76 Wrigley	3 097		Foods
77 Kodak	2 874		Electronics
78 M&M's	2 799		Confectionary
79 Boeing	2 743		Aerospace
80 Goldman Sachs	2 731		Financial services

# TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 CNN	2 714		Media
82 Hilton	2 655		HoReCa
83 Chevrolet	2 568		Automotive
84 Polo Ralph Lauren	2 561		Clothing & Fashion
85 Barbie	2 540		Toys
86 AIG	2 467		Insurance
87 Duracell	2 279		Equipment
88 Avon	2 272		Cosmetics
89 Head & Shoulders	2 026		Household chemistry
90 Adobe	1 925		Software
91 Levi's	1 869		Clothing & Fashion
92 Aetna	1 758		Insurance
93 Hyatt	1 675		HoReCa
94 Forbes	1 652		Media
95 Miller	1 568		Beer
96 Hellmann's	1 517		Foods
97 Calvin Klein	1 462		Clothing & Fashion
98 Chrysler	1 453		Automotive
99 Revlon	1 422		Cosmetics
100 General Motors	1 403		Automotive





# Conclusions

The rating U.S.Brand 2011 is the 9-th rating in 2011 published under the project TOP National Brands.

The issue of defining the most expensive national brands is not new, and consist not only in the complexity of the assessment, but in the presence of a single methodology that would unify the approach to this process regardless of the regional characteristics of individual countries.

That is why the primarily goal was to create a single universal methodology to assess the brands that can be used to determine the real market value of any brand in any market.

Process of developing the methodology was started in 2006 and only four years later she was finally worked out in practice and has shown its real effectiveness. Thus, the use of this rating method of evaluation reflects most accurately the elements forming the current market value of each brand, and allows us to create the rating of the most expensive national brands in a single country.

We hope that this rating, as well as an evaluation technique will be in demand by companies and investors, and help more accurately and quickly determine the current real market value of each brand.

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