

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).
Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).
* The Brand Value of Coca-Cola includes Lights, Diets and Zero
** The Brand Value of Budweiser includes Bud Light

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
26	Technology		22,898	3	3	-35%	-8
27	Technology		22,529	2	5	-16%	-5
28	Cars		21,779	3	5	-10%	-1
29	Financial		20,759	4	8	53%	31
30	Financial		20,198	4	3	18%	10
31	Financial		19,313	3	3	-14%	-3
32	Luxury		19,161	5	8	61%	39
33	Personal Care		19,055	5	7	-4%	-1
34	Oil & Gas		18,315	1	7	8%	7
35	Baby Care		18,299	5	7	-5%	-1
36	Retail		18,007	4	9	-18%	-5
37	Technology		17,992	4	8	19%	15
38	Financial		17,867	2	4	6%	5
39	Oil & Gas		17,781	1	3	17%	12
40	Financial		17,225	4	3	0%	-1
41	Telecoms		17,113	2	4	-37%	-20
42	Fast Food		17,072	4	9	43%	30
43	Entertainment		17,056	3	8	-1%	-5
44	Apparel		16,255	4	9	17%	13
45	Technology		16,118	3	5	4%	4
46	Cars		16,111	4	4	5%	4
47	Telecoms		15,981	3	6	3%	1
48	Beer		15,882	4	6	0%	-3
49	Technology		15,633	2	5	12%	9
50	Telecoms		15,351	2	3	-13%	-14

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51	Personal Care		14,948	4	7	5%	4
52	Fast Food		14,843	4	8	4%	2
53	Insurance		14,587	3	9	-25%	-20
54	Financial		14,561	4	3	-14%	-12
55	Technology		14,164	3	9	16%	12
56	Oil & Gas		13,940	1	10	N/A	New
57	Personal Care	L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel		13,485	2	7	4%	4
59	Technology		13,317	2	7	-18%	-15
60	Financial		13,083	3	7	N/A	New
61	Financial		12,982	2	6	-26%	-24
62	Retail		12,968	2	5	31%	27
63	Financial		12,665	2	2	-15%	-10
64	Retail		12,662	3	8	18%	18
65	Cars		12,647	3	3	-11%	-9
66	Apparel	ZARA	12,616	3	3	22%	20
67	Soft Drinks		12,598	4	4	-3%	-4
68	Oil & Gas		12,105	1	10	7%	10
69	Alcohol		11,838	3	8	N/A	New
70	Logistics		11,723	4	9	0%	3
71	Telecoms		11,531	3	8	N/A	New
72	Financial		11,488	3	2	9%	12
73	Technology		10,676	2	3	-11%	-3
74	Financial		10,649	3	5	25%	25
75	Oil & Gas		10,560	1	5	-21%	-14

*** The Brand Value of Pepsi includes Diets
**** The Brand Value of Red Bull includes sugar-free and Cola
***** The Brand Value of Sony includes Playstation 3

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76	Retail		10,506	3	4	-16%	-11
77	Oil & Gas		10,424	1	3	-17%	-13
78	Insurance		10,174	3	9	-3%	5
79	Financial		10,064	2	1	-16%	-10
80	Soft Drinks		9,984	3	6	8%	13
81	Cars		9,853	2	6	-2%	7
82	Financial		9,760	2	1	-38%	-35
83	Financial		9,627	2	3	-4%	4
84	Telecoms		9,572	3	8	-18%	-9
85	Telecoms		9,553	3	5	-12%	-5
86	Technology		9,444	4	4	-10%	-1
87	Retail		9,310	2	6	1%	7
88	Telecoms		9,273	3	8	N/A	New
89	Retail		9,206	3	9	26%	New
90	Telecoms		9,191	3	9	-4%	1
91	Fast Food		8,852	3	8	8%	New
92	Financial		8,644	3	3	-28%	-24
93	Oil & Gas		8,599	1	8	6%	New
94	Telecoms		8,562	2	3	-27%	-20
95	Financial		8,546	3	2	-25%	-18
96	Cars		8,519	3	6	15%	New
97	Telecoms		8,449	3	6	-27%	-21
98	Retail		7,836	3	5	-43%	-39
99	Insurance		7,813	2	5	-7%	New
100	Logistics		7,601	3	5	N/A	New