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INNOVATION METRICS

Top 100 Global Brands Scoreboard

Data provided by:
Interbrand

The table that follows ranks 100 global brands that have a value greater than \$1 billion. The brands were selected according to two criteria. They had to be global in nature, deriving 20% or more of sales from outside their home country. There also had to be publicly available marketing and financial data on which to base the valuation.

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2005 Brand Rank	2004 Brand Rank	2003 Brand Rank	2002 Brand Rank	2001 Brand Rank	Brand Name	Parent Company	Country	2005 Brand Value (\$Mil)	2004 Brand Value (\$Mil)	Change in Brand Value (%)
1	1	1	1	1	Coca-Cola	Coca-Cola	U.S.	67,525	67,394	0
2	2	2	2	2	Microsoft	Microsoft	U.S.	59,941	61,372	-2
3	3	3	3	3	IBM	International Business Machines Corporation	U.S.	53,376	53,791	-1
4	4	4	4	4	GE	GE	U.S.	46,996	44,111	7
5	5	5	5	6	Intel	Intel	U.S.	35,588	33,499	6
6	8	6	6	5	Nokia	Nokia	Finland	26,452	24,041	10
7	6	7	7	7	Disney	Walt Disney Company	U.S.	26,441	27,113	-2
8	7	8	8	9	McDonald's	McDonald's Corporation	U.S.	26,014	25,001	4
9	9	11	12	14	Toyota	Toyota Motor Corporation	Japan	24,837	22,673	10
10	10	9	9	11	Marlboro	Altria Group	U.S.	21,189	22,128	-4
11	11	10	10	12	Mercedes-Benz	DaimlerChrysler AG	Germany	20,006	21,331	-6
12	13	NR	NR	NR	Citi	Citigroup	U.S.	19,967	19,971	0
13	12	12	14	15	Hewlett-Packard	Hewlett-Packard	U.S.	18,866	20,978	-10
14	14	15	15	17	American Express	American Express	U.S.	18,559	17,683	5
15	15	16	19	18	Gillette	Gillette	U.S.	17,534	16,723	5
16	17	19	20	22	BMW	Bayerische Motoren Werke AG	Germany	17,126	15,886	8
17	16	17	16	NR	Cisco	Cisco	U.S.	16,592	15,948	4
18	44	45	41	38	Louis Vuitton	LVMH Moët Hennessy Louis Vuitton	France	16,077	NA	NA
19	18	18	18	21	Honda	Honda	Japan	15,788	14,874	6
20	21	NR	34	42	Samsung	Samsung	S. Korea	14,956	12,553	19
21	25	29	31	32	Dell	Dell	U.S.	13,231	11,500	15
22	19	14	11	8	Ford	Ford	U.S.	13,159	14,475	-9
23	22	23	45	44	Pepsi	Pepsi	U.S.	12,399	12,066	3
24	23	21	22	23	Nescafé	Nestlé	Switzerland	12,241	11,891	3
25	26	27	25	19	Merrill Lynch	Merrill Lynch	U.S.	12,018	11,499	5
26	24	22	24	26	Budweiser	Anheuser-Busch	U.S.	11,878	11,846	0
27	28	24	23	25	Oracle	Oracle	U.S.	10,887	10,935	0
28	20	20	21	20	Sony	Sony	Japan	10,754	12,759	-16
29	33	37	NR	NR	HSBC	HSBC	Britain	10,429	8,671	20
30	31	33	35	34	Nike	Nike	U.S.	10,114	9,260	9
31	29	28	28	30	Pfizer	Pfizer	U.S.	9,981	10,635	-6
32	NR	NR	NR	NR	UPS	UPS	U.S.	9,923	New	New
33	27	26	26	NR	Morgan Stanley	Morgan Stanley	U.S.	9,777	11,498	-15
34	30	NR	NR	NR	JPMorgan	JP Morgan Chase	U.S.	9,455	9,781	-3

TECHNOLOGY	35	35	39	43	41	Canon	Canon	Japan	9,044	8,055	12
J.D. Power Ratings	36	34	35	42	43	SAP	SAP Aktiengesellschaft	Germany	9,006	8,323	8
Product Reviews	37	37	41	39	33	Goldman Sachs	Goldman Sachs	U.S.	8,495	7,954	7
Podcasts	38	NR	NR	NR	NR	Google	Google	U.S.	8,461	New	New
Wildstrom: Tech Maven	39	36	38	40	39	Kellogg's	Kellogg's	U.S.	8,306	8,029	3
INNOVATION & DESIGN	40	38	36	36	31	Gap	Gap	U.S.	8,195	7,873	4
Home Page	41	43	50	50	49	Apple	Apple	U.S.	7,985	6,871	16
Architecture	42	40	43	44	46	Ikea	Ikea	Sweden	7,817	7,182	9
Brand Equity	43	NR	NR	NR	NR	Novartis	Novartis	Switzerland	7,746	New	New
Car Buff	44	45	NR	NR	NR	UBS	UBS	Switzerland	7,565	6,526	16
Game Room	45	39	NR	NR	98	Siemens	Siemens	Germany	7,507	7,470	1
SMALLBIZ	46	41	44	NR	NR	Harley-Davidson	Harley-Davidson	U.S.	7,346	7,057	4
Smart Answers	47	42	40	37	37	Heinz	H. J. Heinz Company	U.S.	6,932	7,026	-1
Success Stories	48	47	46	47	40	MTV	Viacom	U.S.	6,647	6,456	3
Today's Tip	49	59	53	52	50	Gucci	Gucci Group N.V.	Italy	6,619	NA	NA
Trailblazing Companies	50	46	32	32	29	Nintendo	Nintendo Co., Ltd.	Japan	6,470	6,479	0
INVESTING	51	50	52	53	NR	Accenture	Accenture Ltd.	U.S.	6,142	5,772	6
Investing: Europe	52	49	47	54	NR	L'Oreal	L'Oréal SA	France	6,005	5,902	2
Annual Reports	53	65	59	60	55	Philips	Philips	Netherlands	5,901	NA	NA
BW 50	54	51	48	51	45	Xerox	Xerox Corporation	U.S.	5,705	5,696	0
S&P Picks & Pans	55	60	NR	NR	NR	eBay	eBay Inc.	U.S.	5,701	4,700	21
Stock Screeners	56	48	42	38	35	Volkswagen	Volkswagen	Germany	5,617	6,410	-12
Free S&P Stock Report	57	52	55	57	57	Wrigley's	Wm. Wrigley Jr. Company	U.S.	5,543	5,424	2
SCOREBOARDS	58	61	65	67	59	Yahoo!	Yahoo! Inc.	U.S.	5,256	4,545	16
Mutual Funds	59	58	57	62	60	Avon	Avon Products, Inc.	U.S.	5,213	4,849	8
Info Tech 100	60	56	56	59	56	Colgate	Colgate-Palmolive Company	U.S.	5,186	4,929	5
S&P 500	61	54	49	49	51	KFC	YUM! Brands, Inc.	U.S.	5,112	5,118	0
B-SCHOOLS	62	53	34	30	27	Kodak	Eastman Kodak Company	U.S.	4,979	5,231	-5
MBA Blogs	63	55	51	48	47	Pizza Hut	YUM! Brands, Inc.	U.S.	4,963	5,050	-2
MBA Profiles	64	57	54	55	54	Kleenex	Kimberly-Clark Corporation	U.S.	4,922	4,881	1
MBA Rankings	65	64	61	64	61	Chanel	Chanel S.A.	France	4,778	4,416	8
Who's Hiring Grads	66	62	60	61	NR	Nestlé	Nestlé S.A.	Switzerland	4,744	4,529	5
BW EXTRAS	67	63	62	66	NR	Danone	Groupe Danone	France	4,513	4,488	1
BW Digital	68	66	74	80	76	Amazon.com	Amazon.com, Inc.	U.S.	4,248	4,156	2
Dashboard Widgets	69	67	63	65	65	Kraft	Kraft Foods Inc.	U.S.	4,238	4,112	3
Handheld Edition	70	68	75	79	NR	Caterpillar	Caterpillar Inc.	U.S.	4,085	3,801	7
RSS Feeds RSS 2.0	71	69	67	68	70	adidas	adidas-Salomon AG	Germany	4,033	3,740	8
Podcasts RSS 2.0	72	70	68	69	69	Rolux	Montres Rolex S.A.	Switzerland	3,906	3,720	5
Reprints/Permissions	73	76	81	74	66	Motorola	Motorola, Inc.	U.S.	3,877	3,483	11
Conferences	74	71	76	58	52	Reuters	Reuters Group PLC	Britain	3,866	3,691	5
Investor Workshops	75	72	69	76	74	BP	BP p.l.c.	Britain	3,802	3,662	4
Research Services	76	74	NR	NR	NR	Porsche	Dr. Ing. H.c. F. Porsche AG	Germany	3,777	3,646	4
	77	NR	NR	NR	NR	Zara	Industria de Diseno Textil, S.A.	Spain	3,730	New	New
	78	77	79	81	72	Panasonic	Matsushita Electric Industrial Co., Ltd	Japan	3,714	3,480	7
	79	81	NR	NR	NR	Audi	Volkswagen AG	Germany	3,686	3,288	12
	80	80	71	75	62	Duracell	The Gillette Company	U.S.	3,679	3,362	9
	81	75	NR	72	NR	Tiffany & Co.	Tiffany & Co.	U.S.	3,618	3,637	-1
	82	79	73	NR	NR	Hermes	Hermes International	France	3,540	3,376	5
	83	78	78	77	71	Hertz	Ford Motor Company	U.S.	3,521	3,411	3
	84	NR	NR	NR	NR	Hyundai	Hyundai Corporation	S. Korea	3,480	New	New
	85	90	89	NR	NR	Nissan	Nissan Motor Co., Ltd.	Japan	3,203	2,833	13
	86	83	82	NR	NR	Hennessy	LVMH Moët Hennessy Louis Vuitton	France	3,201	3,084	4
	87	88	NR	NR	NR	ING	ING Groep N.V.	Netherlands	3,177	2,864	11
	88	86	85	84	78	Smirnoff	Diageo plc	Britain	3,097	2,975	4

89	91	NR	NR	NR	Cartier	Compagnie Financiere Richemont SA	France	3,050	2,749	11
90	84	83	83	77	Shell	Royal Dutch Petroleum Company	Brit./Neth.	3,048	2,985	2
91	87	86	85	NR	Johnson & Johnson	Johnson & Johnson	U.S.	3,040	2,952	3
92	89	88	87	79	Moët & Chandon	LVMH Moët Hennessy Louis Vuitton	France	2,991	2,861	5
93	95	87	86	NR	Prada	I Pellettieri d'Italia S.p.A.	Italy	2,760	2,568	7
94	NR	NR	NR	NR	Bulgari	Bulgari S.p.A.	Italy	2,715	New	New
95	93	NR	100	91	Armani	Giorgio Armani S.p.A.	Italy	2,677	2,613	2
96	85	77	73	67	Levi's	Levi Strauss & Co.	U.S.	2,655	2,979	-11
97	NR	NR	NR	NR	LG	LG Electronics Inc.	S. Korea	2,645	New	New
98	97	92	91	87	Nivea	Beiersdorf AG	Germany	2,576	2,409	7
99	98	93	93	88	Starbucks	Starbucks Corporation	U.S.	2,576	2,400	7
100	99	90	88	82	Heineken	Heineken N.V.	Netherlands	2,357	2,380	-1

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