

BrandZ™ Top 100 Most Valuable Global Brands 2017

Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1 Google	Technology	245,581	4	7%	0
2 Apple	Technology	234,671	4	3%	0
3 Microsoft	Technology	143,222	4	18%	0
4 amazon	Retail	139,286	4	41%	3
5 facebook	Technology	129,800	4	27%	0
6 AT&T	Telecom Providers	115,112	3	7%	-2
7 VISA	Payments	110,999	4	10%	-1
8 Tencent 腾讯	Technology	108,292	5	27%	3
9 IBM	Technology	102,088	4	18%	1
10 McDonald's	Fast Food	97,723	4	10%	-1
11 verizon	Telecom Providers	89,279	3	-4%	-3
12 Marlboro	Tobacco	87,519	3	4%	0
13 Coca-Cola	Soft Drinks	78,142	5	-3%	0
14 Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15 Wells Fargo	Regional Banks	58,424	3	0%	-1
16 ups	Logistics	58,275	4	17%	1
17 中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18 Disney	Entertainment	52,040	4	6%	1
19 GE	Conglomerate	50,208	2	-7%	-3
20 MasterCard	Payments	49,928	4	8%	0
21 SAP	Technology	45,194	3	16%	1
22 Starbucks	Fast Food	44,230	4	2%	-1
23 xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24 Home Depot	Retail	40,327	3	11%	2
25 T-Mobile	Telecom Providers	38,493	3	2%	-2

Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

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26 Nike	Apparel	34,185	4	-9%	-2
27 Vodafone	Telecom Providers	31,602	3	-14%	-2
28 ICBC 中国工商银行	Regional Banks	31,570	2	-6%	-1
29 LV	Luxury	29,242	4	3%	1
30 Toyota	Cars	28,660	4	-3%	-2
31 Walmart	Retail	27,934	2	2%	1
32 accenture	Technology	27,243	3	19%	6
33 Budweiser	Beer	27,037	4	-3%	-2
34 ZARA	Apparel	25,135	3	0%	1
35 BMW	Cars	24,559	4	-8%	-2
36 American Express	Payments	24,150	4	-9%	-2
37 Samsung	Technology	24,007	4	23%	11
38 L'ORÉAL PARIS	Personal Care	23,899	4	2%	-2
39 Baidu 百度	Technology	23,559	5	-19%	-10
40 Mercedes-Benz	Cars	23,513	4	4%	-1
41 HERMÈS PARIS	Luxury	23,416	5	18%	3
42 Pampers	Baby Care	22,312	5	-3%	-5
43 movistar	Telecom Providers	22,002	3	0%	-3
44 intel	Technology	21,919	2	18%	7
45 SUBWAY	Fast Food	21,713	4	1%	-4
46 ORACLE	Technology	21,359	2	10%	3
47 RBC	Regional Banks	21,145	4	8%	-2
48 HSBC	Global Banks	20,536	3	1%	-5
49 HUAWEI	Technology	20,388	3	9%	1
50 NTT	Telecom Providers	20,197	2	3%	-3

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light



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51  FedEx	Logistics	19,441	4	20%	12
52  PayPal	Payments	19,156	4	20%	13
53  IKEA	Retail	18,944	3	5%	2
54  中国建设银行 China Construction Bank	Regional Banks	18,770	2	-4%	-8
55  ExxonMobil	Oil & Gas	18,727	1	11%	3
56  TD	Regional Banks	18,551	3	12%	4
57  Shell	Oil & Gas	18,346	1	23%	9
58  Colgate	Personal Care	17,740	4	-3%	-4
59  citi	Global Banks	17,580	2	3%	-3
60  Commonwealth Bank	Regional Banks	17,437	3	7%	4
61  中国平安 PING AN 保险 · 银行 · 投资	Insurance	17,260	3	2%	-4
62  orange	Telecom Providers	17,180	3	-7%	-9
63  HDFC BANK	Regional Banks	17,137	4	19%	6
64  MOUTAI	Alcohol	16,983	4	48%	29
65  YouTube	Technology	16,785	4	NEW ENTRY	
66  CISCO	Technology	16,725	2	15%	1
67  Gillette	Personal Care	16,278	5	-1%	-6
68  COSTCO WHOLESALE	Retail	16,257	2	12%	0
69  BT	Telecom Providers	16,026	3	-14%	-17
70  DHL	Logistics	15,844	4	20%	3
71  usbank	Regional Banks	15,202	3	8%	-1
72  中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	14,981	2	-8%	-10
73  CHASE	Regional Banks	14,289	3	16%	11
74 J.P.Morgan	Global Banks	14,129	3	18%	15
75  ANZ	Regional Banks	14,044	3	9%	2

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76  Hewlett Packard Enterprise	Technology	14,018	3	NEW ENTRY	
77  SIEMENS	Conglomerate	13,947	2	12%	4
78  中国人寿 CHINA LIFE	Insurance	13,910	3	-17%	-19
79  LinkedIn	Technology	13,594	4	10%	6
80  GUCCI	Luxury	13,548	5	8%	0
81  KFC	Fast Food	13,521	3	9%	1
82  LOWE'S	Retail	13,375	2	3%	-6
83  Ford	Cars	13,065	3	0%	-8
84  pepsi	Soft Drinks	12,730	4	4%	2
85  Shell	Oil & Gas	12,639	1	-4%	-13
86  ebay	Retail	12,365	3	7%	5
87  Bank of America	Regional Banks	12,286	2	9%	8
88  T	Telecom Providers	12,273	4	-4%	-10
89  ALDI	Retail	12,273	2	2%	-2
90  salesforce	Technology	12,234	2	NEW ENTRY	
91  HONDA	Cars	12,163	4	-8%	-17
92  NETFLIX	Technology	12,057	2	NEW ENTRY	
93  Snapchat	Technology	12,026	4	NEW ENTRY	
94  中国银行 BANK OF CHINA	Regional Banks	12,013	2	-13%	-23
95  SoftBank	Telecom Providers	11,964	2	5%	-1
96  Sprint	Telecom Providers	11,795	3	NEW ENTRY	
97  THE REAL LIFE COMPANY AFLAC	Insurance	11,691	3	11%	1
98  Adobe	Technology	11,649	2	12%	2
99  Red Bull	Soft Drinks	11,567	4	-1%	-9
100  NISSAN	Cars	11,341	3	-1%	-8

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola

