



U.S. BRAND 2012

TOP 100

AMERICAN BRANDS

During the last 10 years we could find significant changes in global business model. Most powerful industries in many countries around the world has changed in terms of the most powerful and important of its components – a Brand. So now from the competition at pricing level they started to fight at the brand level. This critical change forced to consider a brand as one of the main components of a successful business for many companies, both internationally and locally, within their own country.

As a result, now we are understanding the brand not from the point of view of a standard / classic business attribute, but as a valuable intangible asset that takes a value for the business, as well as of value to clients / customers.

Since 2006, MPP Consulting agency has started the development of methods for determining the potential market value of brands, which would allow to carry out an estimate of the cost of the brand in any country with the maximum number of factors that could influence the assessment.

Methodology developed by MPP Consulting agency was tested for some years at Ukrainian market since 2007. In 2010 the researches of brand evaluation covered other countries. This ranking «U.S.Brand 2012» is the second ranking of the American brands, compiled by our agency under the Top National Brands project.

* Value of brands in ranking indicated in millions \$US

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	Brand	Value	Industry
1	Google	103085	Internet
2	Walmart	81223	Retail
3	Coca-Cola	72456	Beverages
4	Apple	61032	Electronics
5	Microsoft	59725	Software
6	McDonald's	48771	HoReCa
7	Facebook	39447	Internet
8	Nike	33861	Clothing & Fashion
9	Windows	27804	Software
10	iPhone	22148	Electronics
11	Gillette	20765	Cosmetics
12	Amazon.com	19817	Internet
13	IBM	17339	Electronics
14	Pepsi	16812	Beverages
15	Pampers	16552	Hygiene goods
16	Motorola	15068	Electronics
17	Mobil	14951	Oil & Fuels
18	Disney	14435	Media
19	Verizon	13118	Telecommunication
20	Citi	12872	Financial services
21	ebay	11853	Internet
22	HP	11650	Electronics
23	MasterCard	11280	Financial services
24	VISA	10536	Financial services
25	Chevron	9935	Oil & Fuels

	Brand	Value	Industry
26	AT&T	9837	Telecommunication
27	Wells Fargo	9733	Financial services
28	Intel	9034	Electronics
29	Kleenex	8334	Hygiene goods
30	Starbucks	8128	HoReCa
31	Kellogg's	8056	Foods
32	UPS	7652	Logistics
33	GAP	7648	Clothing & Fashion
34	Youtube	7592	Internet
35	General Electric	7233	Engineering
36	Tide	6976	Household chemistry
37	Bud Light	6641	Brewing
38	Dell	6308	Electronics
39	Marlboro	6219	Tobacco
40	Procter & Gamble	6180	Household chemistry
41	Costco	6171	Retail
42	FedEx	6163	Logistics
43	Playboy	6110	Media
44	Harley-Davidson	5974	Automotive
45	Lowe's	5962	Retail
46	American Express	5841	Financial services
47	Home Depot	5790	Retail
48	Yahoo!	5570	Internet
49	Cisco	5514	Electronics
50	Walgreens	5477	Pharmacy

	Brand	Value	Industry
51	MTV	5239	Media
52	Colgate	5235	Cosmetics
53	Target	5103	Retail
54	Viagra	4992	Pharmacy
55	Johnson & Johnson	4979	Cosmetics
56	Esso	4913	Oil & Fuels
57	Burger King	4895	HoReCa
58	Bank of America	4719	Financial services
59	Gatorade	4691	Beverages
60	Ford	4684	Automotive
61	Domino's	4611	HoReCa
62	Heinz	4416	Foods
63	Sears	4238	Retail
64	Energizer	4158	Equipment
65	Cadillac	4133	Automotive
66	Max Factor	4127	Cosmetics
67	Western Union	3972	Financial services
68	Goodyear	3942	Chemistry
69	KFC	3926	HoReCa
70	Sprint	3734	Telecommunication
71	Crest	3590	Cosmetics
72	Caterpillar	3236	Engineering
73	Xerox	3172	Electronics
74	Castrol	3166	Oil & Fuels
75	Oracle	3151	Software

	Brand	Value	Industry
76	Chevrolet	3044	Automotive
77	Wrigley	2974	Foods
78	M&M's	2968	Confectionary
79	Hilton	2881	HoReCa
80	Barbie	2767	Toys
81	Duracell	2733	Equipment
82	Boeing	2688	Aerospace
83	Polo Ralph Lauren	2495	Clothing & Fashion
84	CNN	2446	Media
85	Head & Shoulders	2287	Household chemistry
86	AIG	2243	Insurance
87	Goldman Sachs	2237	Financial services
88	Avon	2170	Cosmetics
89	Revlon	1962	Cosmetics
90	Victoria's Secret	1943	Clothing & Fashion
91	Levi's	1904	Clothing & Fashion
92	Calvin Klein	1852	Clothing & Fashion
93	Hellmann's	1846	Foods
94	Hyatt	1823	HoReCa
95	Miller	1754	Brewing
96	Forbes	1719	Media
97	3M	1693	Chemistry
98	Bing	1637	Internet
99	Estée Lauder	1613	Clothing & Fashion
100	Jeep	1602	Automotive

The methodology of the brand evaluation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all 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 a factors of actual trends for 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

The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property. All values are indicated in millions \$US.

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