

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, that well known international brands. Sometimes it could happens even in the country that is the origin of many global brands.

Today the brand is often the biggest and very valuable assets, 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 ranting belong to their respective owners.

Methodology

The methodology of the brand evaluation based on the evaluation of activity of companies brandowners, 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 – 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

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



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AT&T 10 832 State Telecommunicate MasterCard 10 413 Financial service Chevron 10 238 Oil & Fuels HP 9 934 Electronics Wells Fargo 9 906 Financial service VISA 9 347 VISA Financial service ebay 9 086 Internet Internet Mariboro 8 991 Tobacco Internet Intel 8 978 Electronics Hygiene goods Kleenex 8 865 Hygiene goods Foods GAP 8 213 Internet Logistics Wellogg's 8 136 Electronics Hods UPS 7 991 Logistics HoReCa Starbucks 7 945 Engineering Household chem Tide 7 128 Household chem Lowe's 6 671 Internet Electronics Cisco 6 536 Financial service	1				
MasterCard 10 413 Chevron 10 238 HP 9 934 Wells Fargo 9 906 VISA 9 347 ebay 9 086 Internet Marlboro 8 991 Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide Tide 7 128 Lowe's Financial service Financial servic		Brand	Value, mln.\$	Logo	Industry
Chevron 10 238 HP 9 934 Wells Fargo 9 906 VISA 9 347 ebay 9 086 Intermet Marlboro 8 991 Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Cisco 6 511 Cisco Electronics Pinantial service Financial ser	21	AT&T	10 832	a t&t	Telecommunication
Wells Fargo 9 906 VISA 9 347 ebay 9 086 Internet Mariboro 8 991 Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Electronics Financial service	22	MasterCard	10 413	Master Card	Financial services
Wells Fargo 9 906 VISA 9 347 ebay 9 086 Marlboro 8 991 Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 Lowe's 6 536 Cisco 6 511 Financial services Financial serv	23	Chevron	10 238	Chevron	Oil & Fuels
VISA 9 347 ebay 9 086 Marlboro 8 991 Internet Tobacco Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Cisco 6 511 Financial service Internet Tobacco Electronics Hygiene goods Foods Foods Foods Logistics HoReCa Engineering Household chemical service Financial service Electronics	24	HP	9 934		Electronics
ebay 9 086 Marlboro 8 991 Tobacco Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Cisco 6 511 Internet Tobacco Electronics Hygiene goods Clothing & Fashi Electronics HoreCa Engineering Household chemical services Financial services	25	Wells Fargo	9 906	WELLS FARGO	Financial services
Marlboro 8 991 Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Financial services Tobacco Electronics Electronics Hygiene goods Clothing & Fashi Electronics Household chemical services Financial services Electronics Tobacco Electronics	26	VISA	9 347	VISA	Financial services
Intel 8 978 Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Clothing & Fashi Electronics Hygiene goods Foods Foods Foods Foods Engineering Household chemical Services Financial Services Electronics	27	ebay	9 086	eþY	Internet
Kleenex 8 865 GAP 8 213 Kellogg's 8 136 UPS 7 991 Logistics Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Kleenex 8 865 Hygiene goods Foods Logistics HoReCa Engineering Household chem Retail Financial service Electronics	28	Marlboro	8 991	Marlboro	Tobacco
GAP 8 213 Kellogg's 8 136 UPS 7 991 Starbucks 7 945 General Electric 7 580 Tide 7 128 Lowe's 6 671 American Express 6 536 Cisco 6 511 Clothing & Fashi Foods Logistics HoReCa Engineering Household chem Retail Financial service Electronics	29	Intel	8 978	(intel)	Electronics
Kellogg's8 136Kellogg'sFoodsUPS7 991LogisticsStarbucks7 945HoReCaGeneral Electric7 580EngineeringTide7 128Household chementLowe's6 671RetailAmerican Express6 536Financial serviceCisco6 511Electronics	30	Kleenex	8 865	Kloenex	Hygiene goods
Kellogg's8 136Kellogg'sFoodsUPS7 991LogisticsStarbucks7 945HoReCaGeneral Electric7 580EngineeringTide7 128Household chementLowe's6 671RetailAmerican Express6 536Financial serviceCisco6 511Electronics	31	GAP	8 213	GAP	Clothing & Fashion
Starbucks 7 945 General Electric 7 580 Tide 7 128 Household cheme Lowe's 6 671 American Express 6 536 Cisco 6 511 Financial services Electronics	32	Kellogg's	8 136	Hellogg's	Foods
General Electric 7 580 Tide 7 128 Household cheme Retail American Express 6 536 Cisco 6 511 Engineering Household cheme Retail Financial service Electronics	33	UPS	7 991	ups	Logistics
Tide 7 128 Lowe's 6 671 American Express 6 536 Cisco 6 511 Household cheme Retail Financial service Electronics	34	Starbucks	7 945		HoReCa
Lowe's 6 671 American Express 6 536 Cisco 6 511 Retail Financial service Electronics	35	General Electric	7 580	%	Engineering
American Express 6 536 Financial service Cisco 6 511 Electronics	36	Tide	7 128	Tide	Household chemistry
Cisco 6 511 Electronics	37	Lowe's	6 671	Lowe's	Retail
CISCO	38	American Express	6 536	AMERICAN DORRESS	Financial services
Procter & Gamble 6 488 P&G Household chem	39	Cisco	6 511		Electronics
	40	Procter & Gamble	6 488	P&G	Household chemistry





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



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	Duand	Value min f	Lama	la diretari
	Brand	Value, mln.\$	Logo	Industry
61	Heinz	4 561	Heinz	Foods
62	Ford	4 489	Ford	Automotive
63	Max Factor	4 367	MAXFACTOR	Cosmetics
64	Goodyear	4 348	GOOD FYEAR	Chemistry
65	Cadillac	4 268		Automotive
66	Western Union	4 217	WESTERN °	Financial services
67	Burger King	4 076	RUNG	HoReCa
68	Crest	3 954	Crest	Cosmetics
69	Energizer	3 639	Energizer	Equipment
70	Xerox	3 614	xerox 🕥	Electronics
71	KFC	3 462	KEC	HoReCa
72	Castrol	3 450	©Castrol	Oil & Fuels
73	Caterpillar	3 442	CATERPILLAR	Engineering
74	Sprint	3 420	Sprint 🎾	Telecommunication
75	Oracle	3 098	ORACLE"	Software
76	Wrigley	3 097	WRIGLEY	Foods
77	Kodak	2 874	Kodak	Electronics
78	M&M's	2 799	Man s	Confectionary
79	Boeing	2 743	BOEING	Aerospace
80	Goldman Sachs	2 731	Geoleman Socias	Financial services



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

MPP Consulting Kiev, Ukraine +38-044-361-46-47

www.mppconsulting.com.ua office@mppconsulting.com.ua

